Agenda

- Introductions
- Agency Overview
- Our Approach
Professional Background | John Schneider

Educational Background

- MBA: Santa Clara University, 2006
- Business Administration: Cal Poly SLO, 1999
  - Concentration in M.I.S.
  - Minor in French from Aix-Marseille III University

Career Highlights

- Present:
  - Account Director, LEVEL Studios
  - Santa Clara University Adjunct Faculty Member, Leavey School of Business
- Past:
  - Program Manager at Seagate Technology (2001-2007)
  - Consultant at Vigilance (2000)

Blog: http://mgmtclarity.com

Twitter: schneider_j
Professional Background | Chris Guthrie

Educational Background
- California State University, Stanislaus, 1997
- Business Administration: Cal Poly SLO, 1999
  - Marketing
  - Entrepreneurship

Career Highlights
- Present:
  - Technology Manager, LEVEL Studios | SJ
- Past:
  - Marketing Manager, ETL
  - Bed Bath and Beyond
  - QVC

Twitter: chris_guthrie
LEVEL delivers integrated marketing and product development for global brands.
Agency Overview

- Digital marketing and technology agency founded in 1995
- LEVEL + Rosetta (parent company) employ 1,100 staff in 10 US offices
- Marketing, UX and design 45%, technology 35%, client services 20%
- Focus on long-term relationships: 80% installed base and 20% new business
Agency Services

Creative
- Digital Advertising and Campaign Development
- Brand Identity and Extension
- Packaging Design
- Product Design and Development
- User Experience and Information Architecture
- Digital Display Advertising
- Mobile/Tablet/Connected Device Experts
- Content Strategy and Creation
- Motion Graphics, Animations, 3D

Strategy
- Business Analysis
- Consumer Research and Engagement Planning
- Brand Planning
- Mobile Strategy
- Search and Media
- CRM and Email Design and Management
- Digital Community Design and Social Media
- Digital Campaign Management
- Analytics and Optimization

Technology
- Technology Architecture Consulting
- Digital Product and Application Development
- User Interface Development
- Web Service Development and Integration
- CMS Development and Implementation
- Portal Implementation
- Enterprise System Integration
- Cloud, Infrastructure, and QA Services

Client Services
- Program Management
- Project Management
- Product Management

Rosetta Additions
- Ecommerce Strategy and Implementation
- Personality Segmentation™
- Customer and Relationship Management
Sample Clients

<table>
<thead>
<tr>
<th>Apple</th>
<th>IM</th>
<th>HP</th>
<th>Cisco Webex</th>
<th>CISCO</th>
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<tbody>
<tr>
<td>Micron</td>
<td>Marvell</td>
<td>Xilinx</td>
<td>Qualcomm</td>
<td>Adobe</td>
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<td>Disney</td>
<td>Motorola</td>
<td>Monster Energy</td>
<td>Facebook</td>
<td>eBay</td>
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<tr>
<td>Vizio</td>
<td>Toyota</td>
<td>Quiksilver</td>
<td>Epson</td>
<td>Bandai Namco Games</td>
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Awards

Categories
- Mobile Marketplace and Services
- Best of Navigation/Structure
- Electronics, Computer Hardware, IT Hardware/ Software
- Peoples Choice

Work
- Rich Media
- Corporate Sites
- Web Marketing and Online Advertising
- Microsites

Industries
- Consumer Electronics
- Consumer Products
- Food & Beverage, Restaurant
- Travel and Hospitality
TOTAL CUSTOMER EXPERIENCE
What drives the purchase of electronic devices?
As emerging web-enabled devices enter the market, feature sets and functionality will blur across product segments. Our survey identifies key trends to help CE manufacturers focus on what truly matters to their consumers.
We believe that various stages of the product lifecycle all impact the customer’s total user experience.
Niches for product usage are evolving faster than marketers can react.
10,332 people surveyed
TCE | Survey

39% Male, 61% Female, 27.5% 22-27 yrs. Old

DEVICES OWNED

- 70% Game Console
- 98% Personal Computer
- 97% Handheld Devices
- 14.6% Connected Blu-ray Devices
- 10.5% Connected TV
- 23.5% Connected DVR
- 5% Other Streaming Media Devices (set-top boxes, etc.)

LOCATION OF RESPONDENTS

[Map showing the location of respondents across the United States, with states like California, Texas, Florida, New York, Washington, etc. highlighted.]
WEB-ENABLED MEDIA DEVICES + PCS

No. 1 Influencer

Online Reviews
Online reviews are the number one influencer for web-enabled Blue-ray players, TVs, DVRs and other streaming media devices. They are also number one for PC laptops and desktops.

No. 2 Influencer

Friends
Recommendations from friends.

HANDSETS

Liked How It Looked
40.3%

Friends’ Recommendations
17.1%

Online Reviews
16.4%

GAME CONSOLES

<table>
<thead>
<tr>
<th>Played game console at a friends</th>
<th>Recommended by a friend</th>
<th>Online reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>36.6%</td>
<td>19%</td>
<td>36.3%</td>
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<tr>
<td>36.3%</td>
<td>18.7%</td>
<td>29.5%</td>
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<td>29.5%</td>
<td>19.1%</td>
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<td>15.8%</td>
<td>19.1%</td>
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<td>16.5%</td>
<td>18.7%</td>
</tr>
</tbody>
</table>

- Wii
- Xbox 360
- PlayStation 3
Price + Ease of Use are consistently top attributes
How do product manufacturers ensure Ease of Use across multiple devices?
Unified User Experience

Shared Content Across Applications

Supporting Platform
Apple / iTunes / iOS
TCE | Cisco Quad across the Web, iPhone and iPad
Mobile Application Development: Best Practices
Content Strategy is Key

Audience
Type
Format
Feeds
Know Your Customer
Platform

Tie It All Together: Platform
OUR APPROACH
Our Approach at a Glance
Finding the Balance

Category Expertise
We start with 15 years of concentrated expertise in bringing Consumer Technology products to market.

Consumer Insights
What's going on in the consumer’s life? What issues do they face? What perceptions do they have? What's missing?

Company Analysis
What does the company uniquely believe in? What does it do on its best day that creates value for its brand community?

Balanced Values
We find the balancing point between what your consumer community values, how your company can provide that value, and how LEVEL as a partner can continually add value to your business.
The Big Idea | Create, Don’t Compete
Amplifying the Big Idea