

Ultimately, our mission is to **deliver the best experience** you will ever have working with a business consulting or creative services firm.

capabilities snapshot



branding

Leadership brands are built from the inside out. The (add)ventures brand team works within organizations to discover authentic brands and align all communications disciplines to inspire emotional connections and lasting brand loyalty.



corporate communications

Our track record of elevating corporate communications into a strategic art form has served as the brand foundation for many industry leaders. We've created internal publications, intranet strategies, team building events and corporate philanthropy.



digital services

We've developed a methodology that combines targeted user research, user-centered design, technology and marketing to create responsive websites, mobile apps, content strategies and technical innovation.



event production

We design and produce experiences and events that people talk about and remember, including experiential branding, trade show strategies and retail environments.



insights & analytics

Blending innovative market research methods, ethnographic cultural studies and human factors design principles, (add)ventures delivers a wide array of research capabilities, including our proprietary SOLVEsession®, qualitative and quantitative studies, as well as analysis.



strategic marketing

We combine strategy + creative to develop compelling marketing campaigns that match substance with style.



video & animation

With an Emmy-award winning team, full service production studio and mobile editing, we thrive on transforming your vision into stunning visual stories. We create broadcast commercials, animation and training and corporate videos.

We approach every project with strategy, passion and an understanding for how our work impacts your brand. We do this because we believe that, like you, **your brand is your most valuable asset.**





relevant work

Our team's diverse experience helps brands capture their innate culture and tell stories through beautiful creative backed by strong strategy.

Website Redesign

Blue Cross Blue Shield
of Rhode Island



responsive website

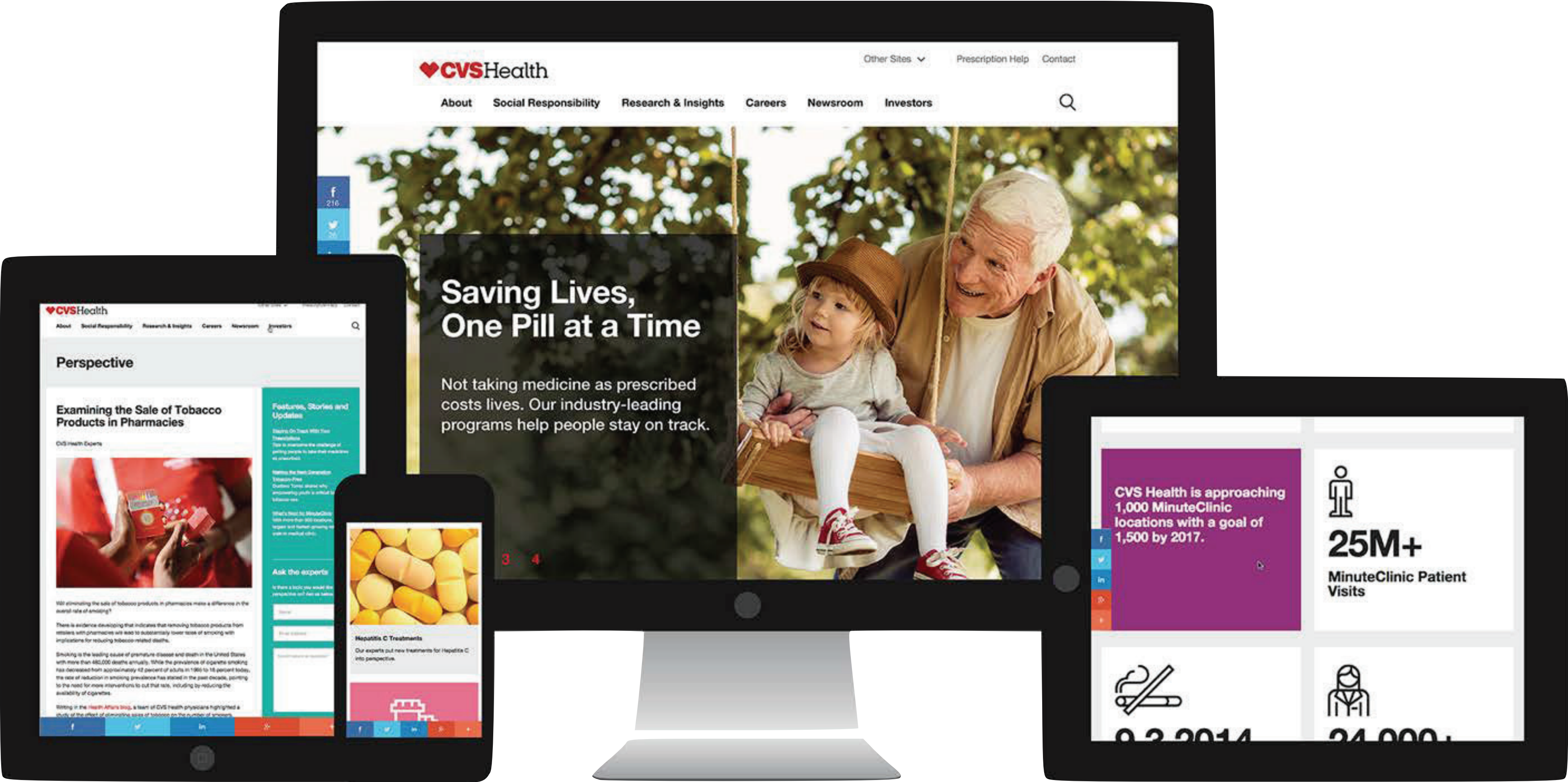


Website Redesign

CVS Health



responsive website



**Tobacco
Cessation
Campaign**
CVS Health



multifaceted communications campaign

CVS
CAREMARK

CareersNewsroomInvestorsContact

About UsBetter Health CareHealthier CommunitiesCVS Insights

f t in



CVSquitsfor good

This is the right thing to do.

CVS/pharmacy will stop selling cigarettes and all tobacco products at its more than 7,600 stores nationwide by October 1, 2014

Ending the sale of cigarettes and tobacco products at CVS/pharmacy is simply the right thing to do for the good of our customers and our company. The sale of tobacco products is inconsistent with our purpose – helping people on their path to better health.

As the delivery of health care evolves with an emphasis on better health outcomes, reducing chronic disease and controlling costs, CVS Caremark is playing an expanded role through our 26,000 pharmacists and nurse practitioners. By removing tobacco products from our retail shelves, we will

31,444 Shares
171,307 Views

Most Viewed

Working together to combat prescription drug abuse
63,298 views

Reinventing Pharmacy for Better



Health Effects of Smoking



16 million people
already have at least one disease from smoking



480,000 deaths
from smoking in the United States annually

9 in 10 lung cancers are caused by smoking



Source: <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html>

CVS
CAREMARK



CVSquitsfor good

CVS/pharmacy will stop selling cigarettes and all tobacco products at its more than 7,600 stores nationwide by October 1, 2014.

Ending the sale of cigarettes and tobacco products at CVS/pharmacy is simply the right thing to do for the good of our customers and our company. The sale of tobacco products is inconsistent with our purpose – helping people on their path to better health.

As the delivery of health care evolves with an emphasis on better health outcomes, reducing chronic disease and controlling costs, CVS Caremark is playing an expanded role through our 26,000 pharmacists and nurse practitioners. By removing tobacco products from our retail shelves, we will better serve our patients, clients and health care providers while positioning CVS Caremark for future growth as a health care company. Cigarettes and tobacco products have no place in a setting where health care is delivered. This is the right thing to do.

Learn more at:
www.cvsquits.com
#cvsquits

f t in

CVS
CAREMARK

social impact

200K
SOCIAL MEDIA
MENTIONS

218M+
impressions

152K+
SHARES

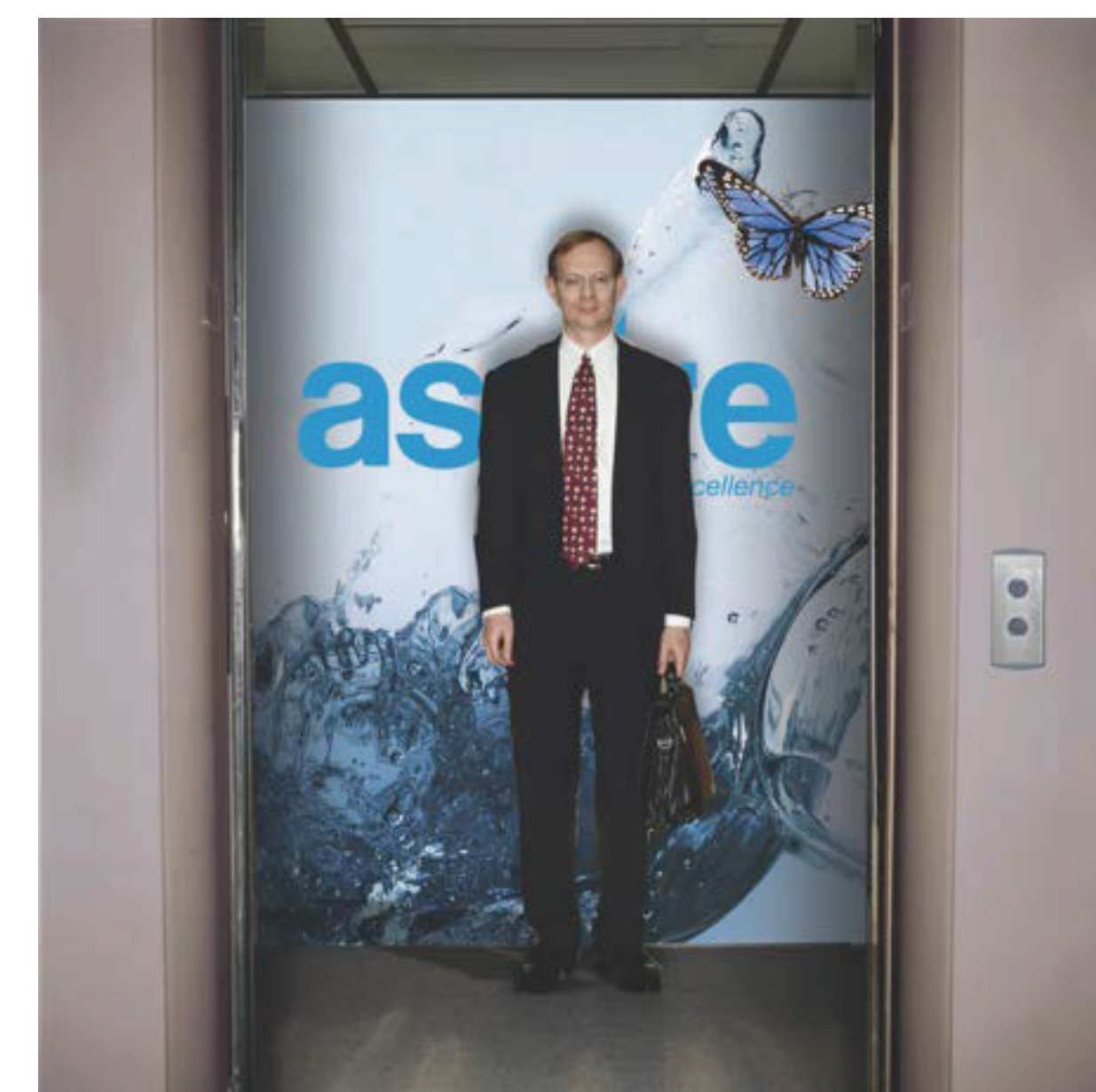
2,557
BROADCAST
MENTIONS

The background of the slide is a high-speed, close-up photograph of a liquid splash, likely water, creating a complex pattern of white foam and deep blue shadows. The splash is dynamic, with many small droplets and larger, swirling eddies. The overall color palette is dominated by various shades of blue, from light sky blue to deep navy blue, with bright white highlights where the liquid is most turbulent.

Internal Branding Campaign

Abbott Laboratories

multifaceted communications campaign



Comprehensive Rebrand

Leadership
Development
Worldwide



logo development



original

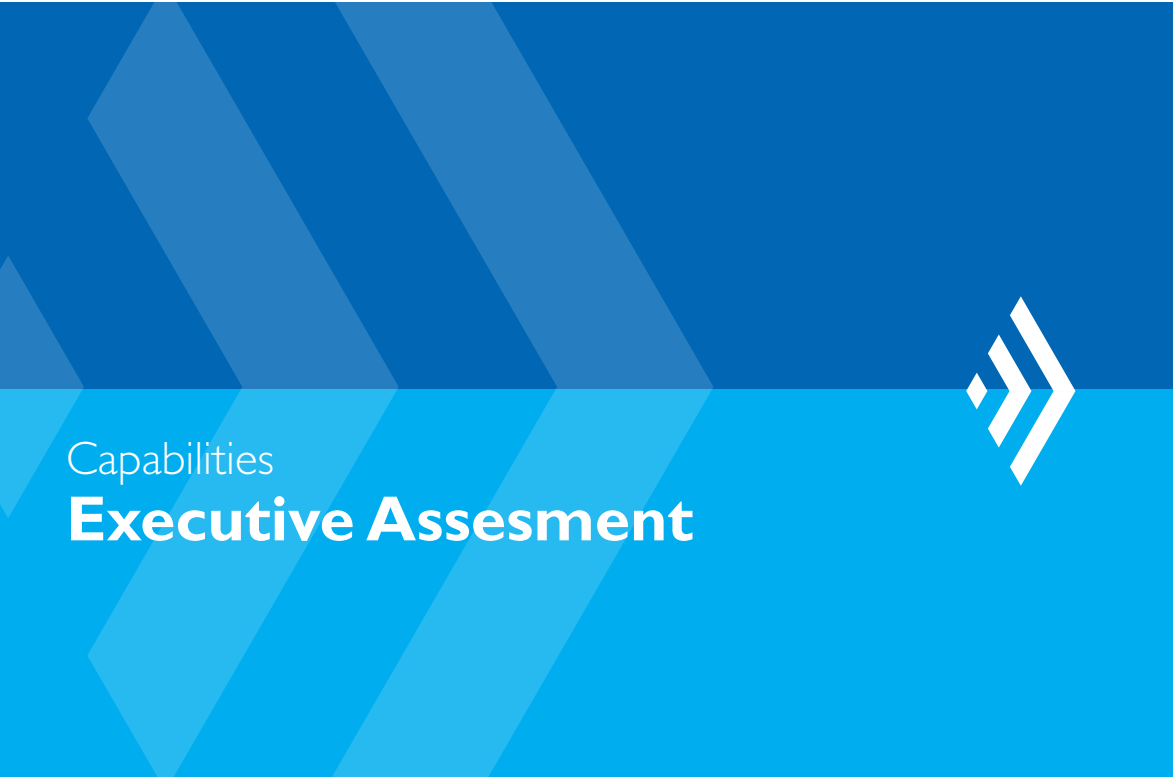
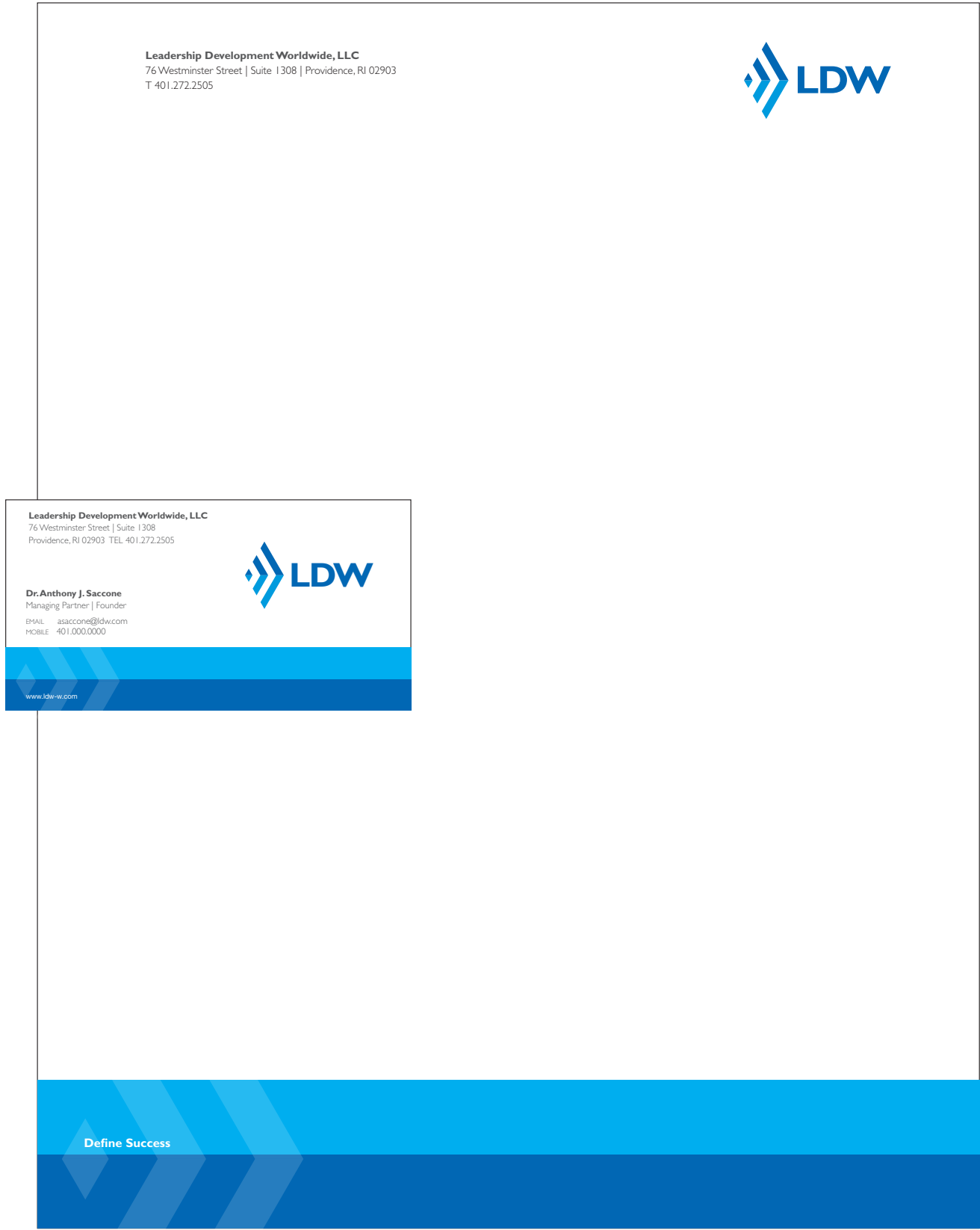


new

LDW

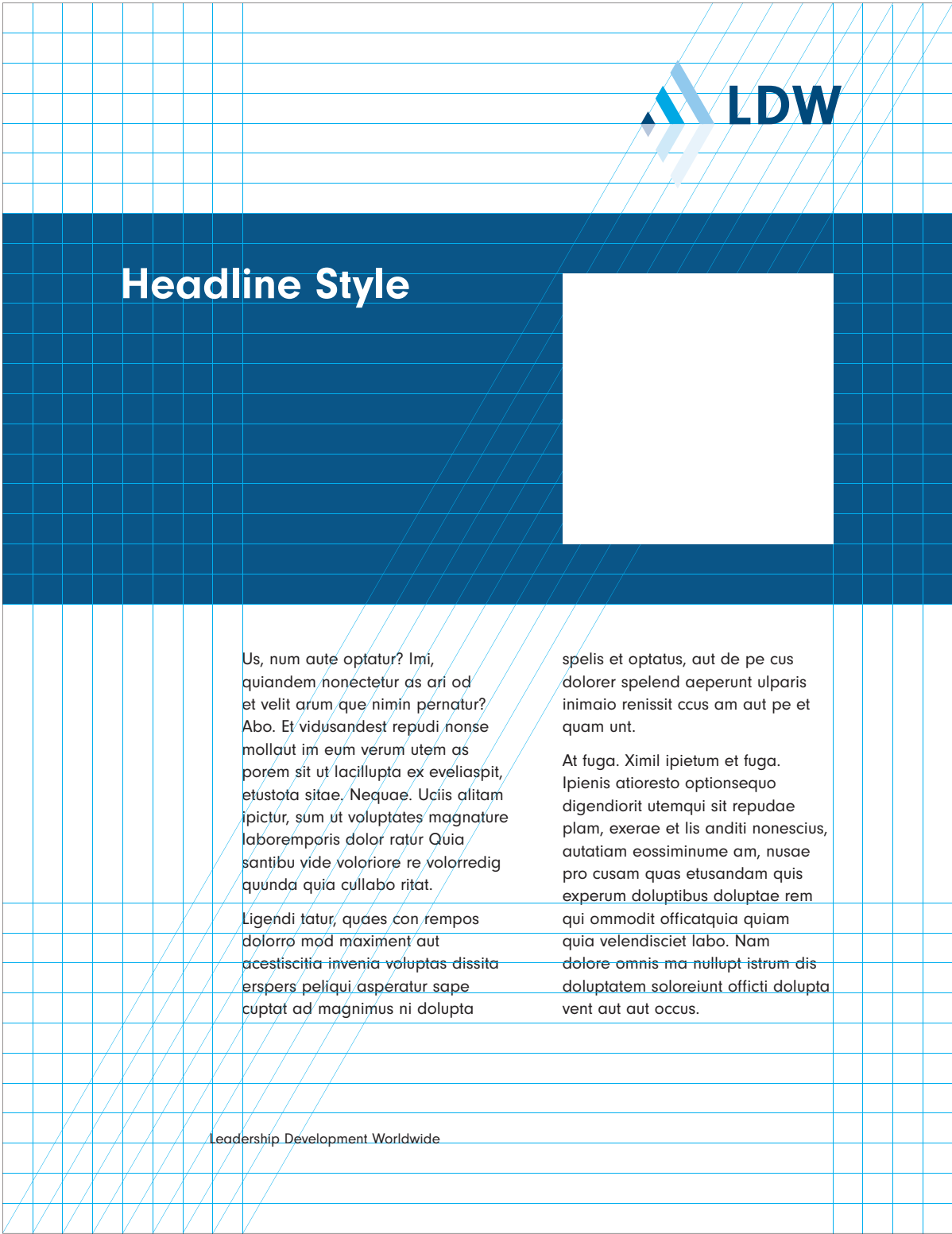
Leadership Development Worldwide

corporate identity package



Our Grid

Complex Layout Sample



responsive website



Comprehensive Rebrand

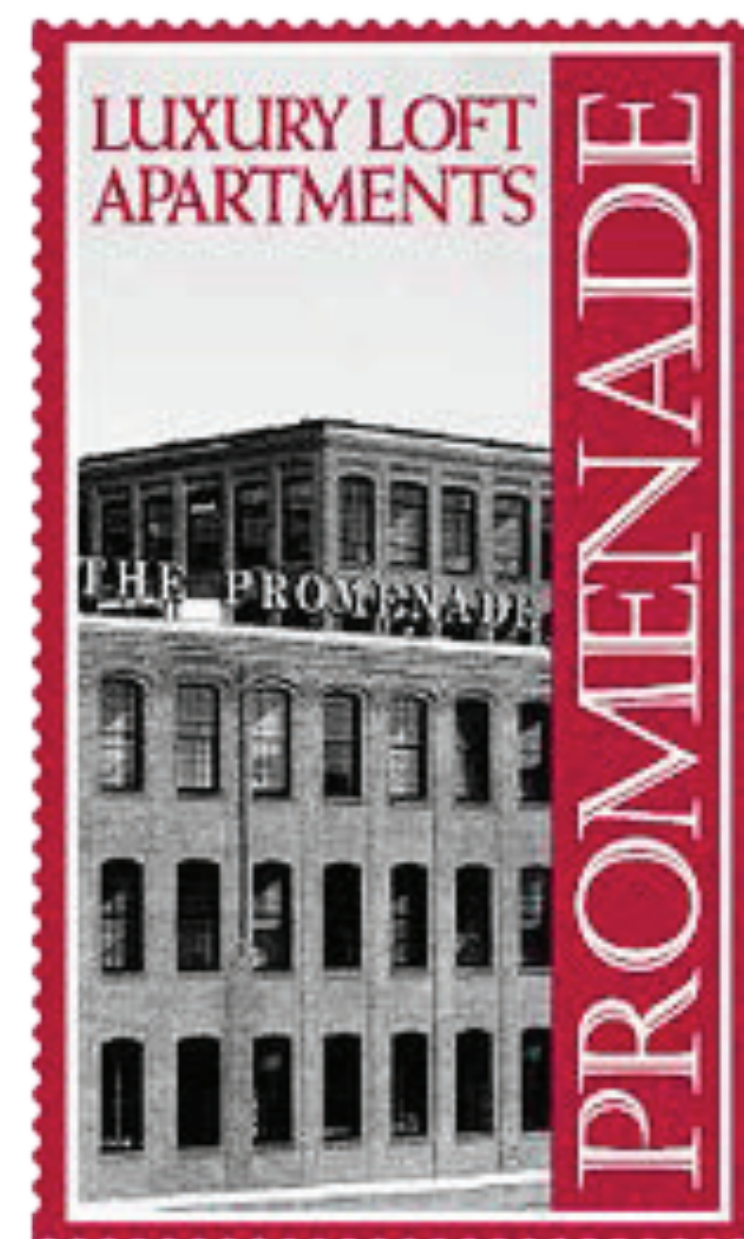
The Foundry

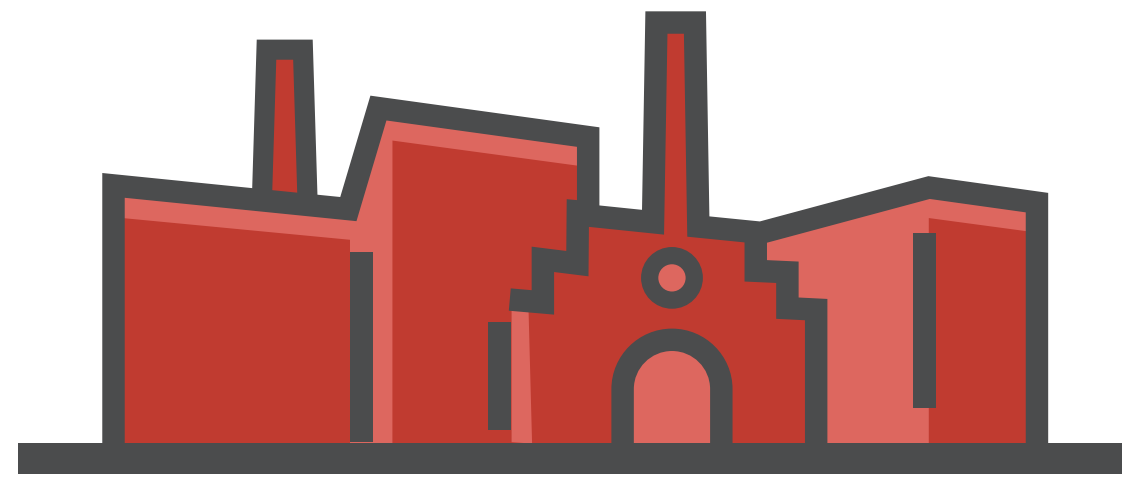
PROMENADE



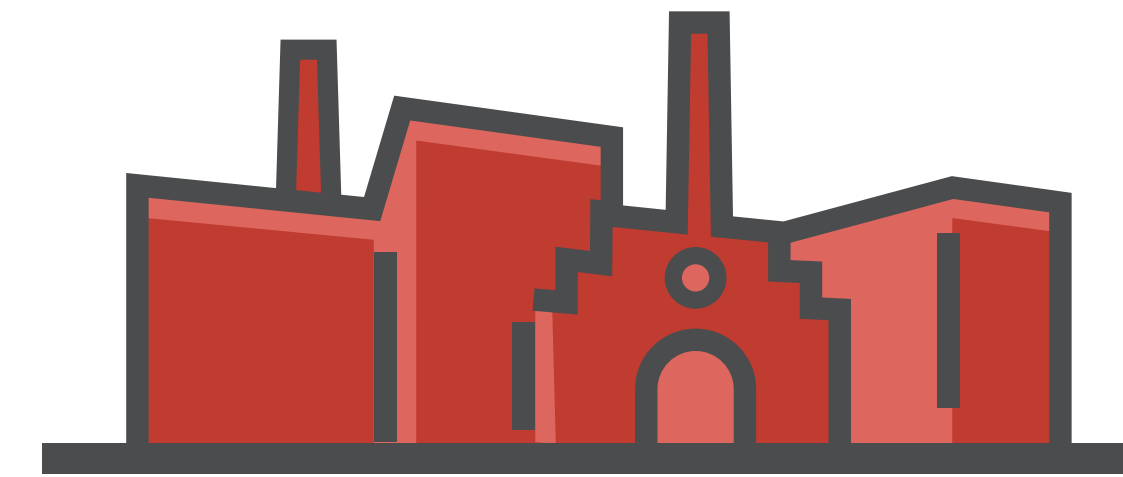


original





THE FOUNDRY

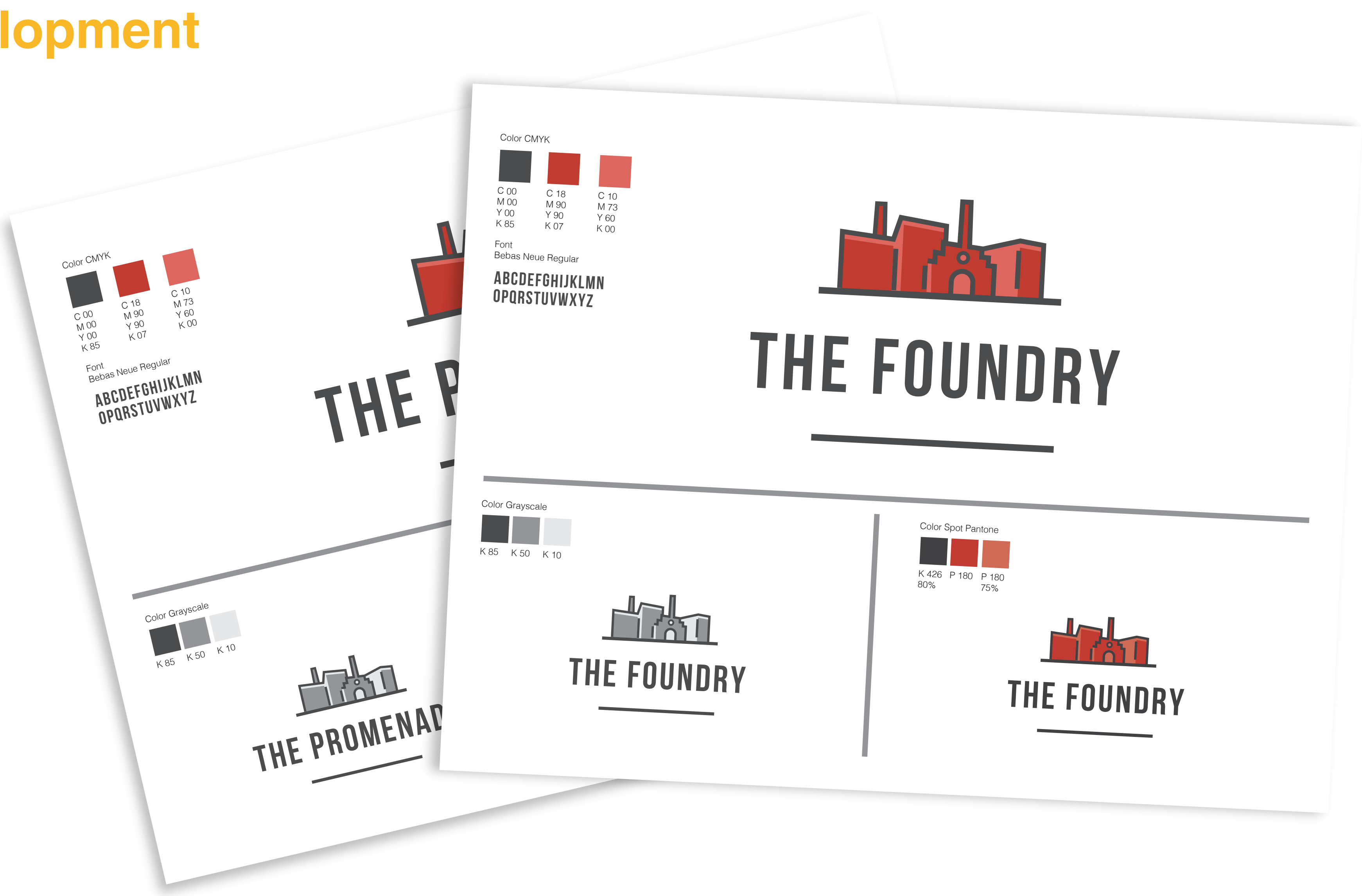


THE PROMENADE




new

logo development



marketing collateral



THE PROMENADE

A SPECIAL THANK YOU TO THE SHARPE BUILDING PROJECT TEAM

ARCHITECTS Bruner/Cott & Associates, Inc. Simeon Bruner, Lawrence Cheng, Shaun Dempsey	ATTORNEYS Hinckley Allen and Snyder, LLP David Tracy, Kirsten Kenney Nixon Peabody John Cornell
GENERAL CONTRACTOR Dimeo Construction Company, Inc. Brad Dimeo, Doug Peckham, Martin Abt, Jeff Morris, Kevin Ferreira, Kyle Forward	ACCOUNTANTS CohnReznick, CPAs DiSanto, Priest and Co., CPAs
DEVELOPMENT CONSULTANTS Colliers International David Francis, John Sadowski	HISTORIC PRESERVATION CONSULTING Providence Preservation Society Revolving Fund: Clark Schoettle
PROPERTY MANAGEMENT & LEASING Leah Lautieri, Dean DaLomba	TAX CREDIT INVESTORS Pittsburgh National Corporation: Jonathan Swigert, David Mickelson
MARKETING, ADVERTISING & PUBLIC RELATIONS (add)ventures	ENGINEERS Structural: DM Berg Electrical & Mechanical: BLW Engineers Site: BETA Group, Inc. Kevin Aguiar, Mike Zavalia Environmental: Fuss & O'Neill John Chambers, Timothy Clinton

MAJOR CONSTRUCTION SUBCONTRACTORS
Drywall and Plastering: Clifford & Galvin Contracting, LLC
Electrical: Wayne J. Griffin Electric, Inc.
HVAC: Peregrine Mechanical, Inc.

Plumbing: Gem Plumbing, Inc.
Roads and Sitework: Manafort Brothers, Inc.
Interior Finish: Color Concepts, Inc.
Fire Protection: Platinum Fire

promenadeprov.com

UNIQUE CITY LIVING WITH HISTORIC CHARM

HISTORIC LUXURY



ROOFTOP LOUNGE



POOL & FITNESS CENTERS



NOW LEASING



THE PROMENADE

Units now available with 196 additional residences available in summer 2015

401.944.2442 promenadeprov.com



THE PROMENADE

ers a unique combination of elegance
veniently located within Providence's
Featuring luxury multi-style residences
urban mill building in the city, The
and its impeccable detail, creates
the urban dweller.

amenities from an indoor swimming
le roof to personalized concierge
op terrace. Each amenity has been
joyment and convenience.



ILITIES

- Concierge services
- Spectacular city views
- Rooftop lounge
- Community gardens
- Outdoor basketball court
- Grilling area
- Parking garages
- Open air courtyards and water features

NG:

- Designer kitchens
- Granite counter tops and stainless steel appliances
- Laundry facilities with hook ups in select units
- Unique floor plans with over 90 different options

enade St, Providence, RI
2 promenadeprov.com

THE PROMENADE APARTMENTS
255 PROMENADE STREET PROVIDENCE, RI 02908
PHONE: 401-944-2442 FAX: 401-270-0898
PROMENADE PROV.COM



THE PROMENADE

THE PROMENADE APARTMENTS
255 PROMENADE STREET, PROVIDENCE, RI 02908

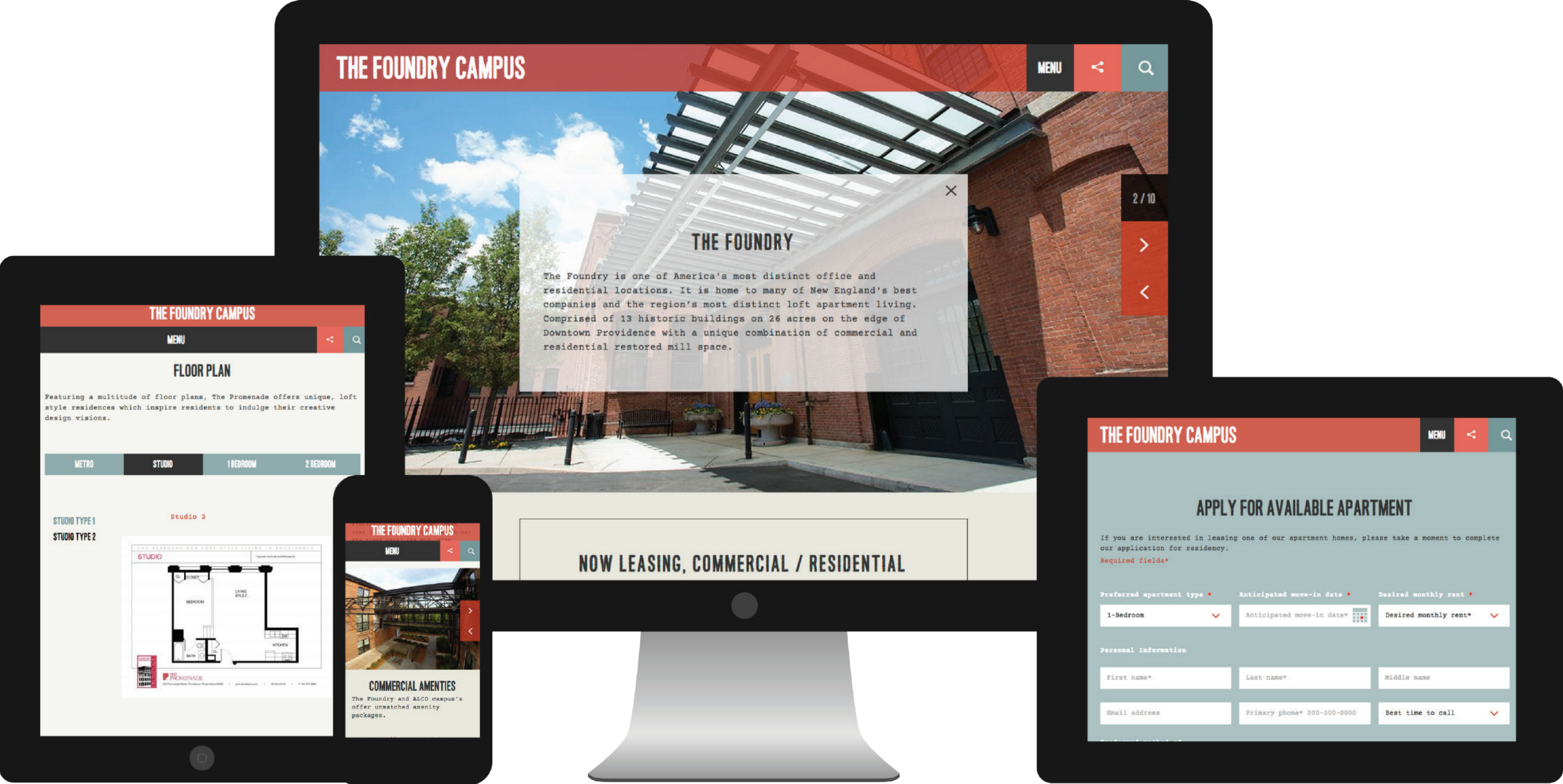
LLAUTIERI@PROMENADEPROV.COM
MAIN: 401-944-2442 DIRECT: 401-270-0898
WEB: PROMENADEPROV.COM



THE PROMENADE

LEAH LAUTIERI
PROPERTY MANAGER

responsive website



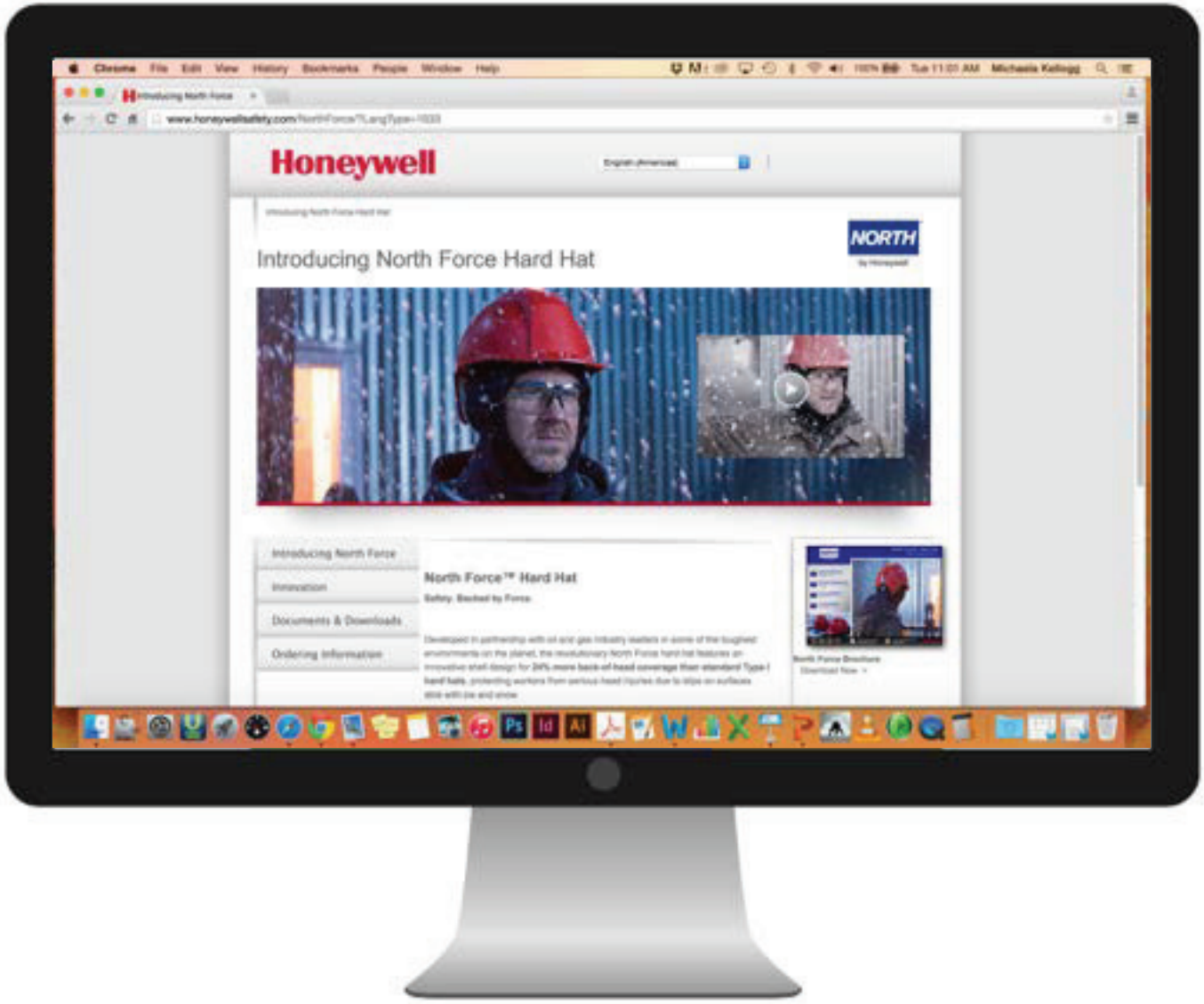
Honeywell

Product Launch
Honeywell





comprehensive launch campaign



AOC



The strongest brands are built from the inside out, which is why we begin with Inside-Out Branding® looking within organizations to discover their authentic brand values. We then align all the communication disciplines with these values to create a strategy that will inspire emotional connection and lasting brand loyalty.

