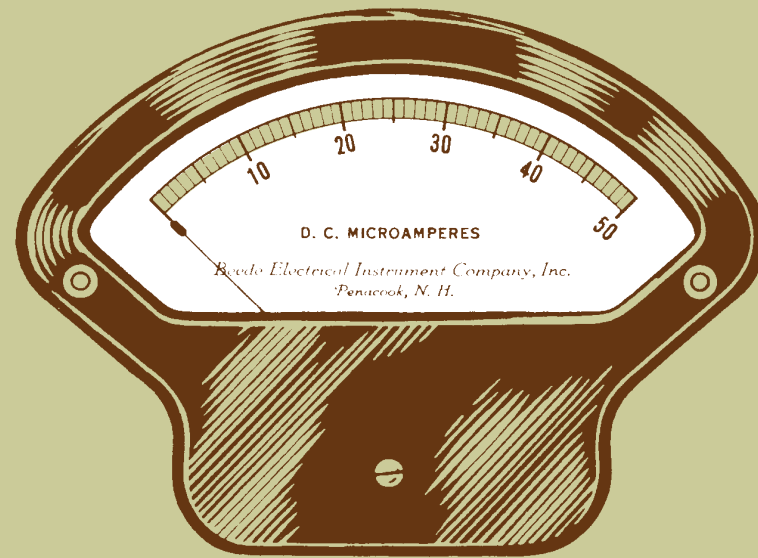


MOVE THE NEEDLE



a hundred monkeys

get it right

Naming is a competitive sport. It's your first shot at being different. Don't pick a name that makes you one of the trees in the forest and then spend the rest of your marketing budget trying to stand out. The right name can give you a strong, clear voice in the world. It can support and leverage your brand, and provide you with a deep well for marketing and advertising. Fight the competition, not yourself.



keep it real

The path to mediocre branding is littered with proprietary processes, fancy terminology and elaborate rationales. They may add a level of reassurance to a project, but the truth is that they are window dressing. There is no substitute for common sense, asking hard questions, and caring deeply about the work.



don't get lost

We work with the most powerful technology that has ever been invented: language. We use it to define who you are, why you're here, and what that means to the people you need to reach.

We take that strategy and breathe life into it. When you have a personality and a story that is all your own, you can create marketing that's a tough act to follow. We manage to do all of this without the use of account executives or consultant-speak.



clients

News Corp **Timberland** **Intel** **IBM** **Microsoft** **Herman Miller**
Ben+Jerry's **Electronic Arts** **Hewlett-Packard** **Matchbox Toys**
BIC **Cablevision** **Jiffy Lube** **Swami Chetanananda** **NetJets**
MSNBC **Houghton Mifflin** **Fidelity Investments** **FAO Schwarz**
Apple Computer **Ravenswood** **British Sky Broadcasting**
Esprit **Peet's Coffee** **Marvel Comics** **Amway** **Lucent** **AGFA**
ABC TV **Chevron** **Nickelodeon** **WR Hambrecht+Co** **Panasonic**
G.H. Mumm **Bianchi** **Reebok** **Cole Haan** **Simon+Schuster**



our names

Raindance web conferencing **Jamcracker** on demand network
delivery **Seven** wireless network integration **Cruel World** career
placement services **Ruckus** wireless home networking **Left Field**
advertising agency **98point6** personal medical database **Freelance**
graphic software for Lotus **Ironweed** subscription film club
Broad Daylight expert q+a on the web **Farm-in-a-box** mail order
windowsill gardens **Calabash** division of houghton mifflin **Clutch**
web architecture and design **Doodad** shared mailing



our names

Chuckwalla digital asset management **All Thumbs** home repair videos
Start Here Microsoft Windows tutorial **Atomica** database software
Hot Potato new media research report “26” typography magazine
for **AGFA** **Warrior Within** video game for Ubisoft **Felix** pc pointing
device **Apples+Oranges** macintosh database **Sweet Dreams** Fanny
Farmer candies **Red Rocket** online playground for Nickelodeon
Rebar global software services **Odyssey** market research company
Canal Street talent management **Jupiter Wells** home furnishings



our names

Front Porch nonprofit services for seniors **Class Act** employee training program **Steelhead** wan acceleration appliance **Jazz** integrated software for Lotus **Rhyme+Reason** textile color system **Lucent Titania** voltage converters **Makoro** IBM data management system **Breadbox** electronic commerce study **Forward Observer** public sector market research **Left on Elm** training consultants **Open Book** bond auction system **Riverbed** wan optimization **Stoke** fixed-mobile convergence



make no mistake

Why does one chess player play better than another?

The answer is not that the one who plays better makes fewer mistakes. The one who plays better makes more mistakes, by which I mean more imaginative mistakes. He sees more ridiculous alternatives. The mark of a great player is exactly that he thinks of something which by all known norms of the game is an error.

Jacob Bronowski, *The Origin of Knowledge and Imagination*



what we do

- 1. Image Consulting**
- 2. Brand Analysis**
- 3. Brand Strategy**
- 4. Company Naming**
- 5. Product Naming**
- 6. Corporate Identity**
- 7. Creative Direction**
- 8. Advertising**
- 9. Graphic Design**
- 10. Copywriting**
- 11. Website Design**
- 12. Video Production**

Find out more about what we do and how we do it.

www.ahundredmonkeys.com t: 415 383 2255

