

Inkling

Inkling is reinventing the way people learn. We started with a vision for an interactive and engaging textbook experience. Every day, talented engineers and designers work closely with content and education experts to reimagine the world's best learning material.

Inkling, founded in 2009, develops and sells interactive textbooks for multitouch devices. Inkling combines social collaboration, integrated multimedia, and instant learner feedback and support. Textbooks are licensed from traditional publishers, content is adapted, and individual chapters are sold online.

Goals

- Rename an educational software start-up.
- Envision a name that will be a recruiting and customer acquisition asset.
- Develop a brand and positioning platform.
- Design a visual identity system.
- Appeal to publishers, educators, and students.



Inkling was founded on the premise that if we can make textbooks better—more engaging, and more effective—we can actually improve learning outcomes for students.

Matt MacInnis
Founder and CEO
Inkling

We believe that names need to be provocative. Even the most complicated messages can be distilled into a form that grabs people's attention and holds it.

Danny Altman
Founder and CEO
A Hundred Monkeys



Process and strategy: The idea of transforming a heavy backpack into the interactive textbook of the future came to founder Matt MacInnis in his living room. Initially called Standard Nine, the start-up needed a permanent name for its first product launch. A Hundred Monkeys, a naming boutique, was engaged to lead the small team through a disciplined naming process. Danny Altman, founder and CEO, began with in-depth interviews of the core team, then returned each week with a new set of names. The multilingual, decision-making team worked collaboratively to hone down the possibilities. "There's a big difference between education and learning. We wanted to find a name that captured what it's like to learn when you're driving the process from your own curiosity," said Altman. Early in the naming process, MacInnis retained MetaDesign, a branding firm, to start envisioning the brand and its positioning. After a small set of names was agreed upon, trademark and domain availability research began.

Creative solution: From the beginning of the process, MacInnis understood the strategy and nuances of naming. "We very much believed that the word we chose would be an empty vessel that we would fill. There is no ultimate right decision," said MacInnis, a marketer and former Apple

employee. Curiosity was the central idea, and Inklings was the agreed upon word that was easy to remember and great to say, and that communicated anticipation of the future. MetaDesign conducted a far-reaching exploration into the brand aspirations, values, and positioning that would change the way an entire generation learns. "The new identity reflects revelation and the premise that as we attempt to learn something, much of the information remains concealed at first, enticing us to look deeper to discover it," said Alexander Haldemann, CEO of MetaDesign. The new identity was designed to work in both online and offline environments.

Results: *The New York Times* named Inklings the front-runner in the tablet-textbook market. Inklings received numerous positive media reviews, from *Bloomberg Business* to *Fortune*. *MacWorld* named Inklings one of the best products of 2011, based on quality, utility, innovation, value, and excellence. By spring 2012, Inklings was selling more than one hundred textbooks, including titles like *Basic Business Statistics* and *The Professional Chef*. In 2012, MacInnis introduced Inklings Habitat, the world's first scalable publishing environment for building interactive content, and he is expanding platforms beyond the iPad.

True to the company's brand promise, the design evokes a sense of awakening curiosity and wonder.

Alexander Haldemann
CEO
MetaDesign

Inklings: Meta Design



SocialMedia.org

SocialMedia.org is a peer-to-peer support group for the heads of social media at the world's greatest brands. We help social media pioneers by helping them help each other.

SocialMedia.org is a knowledge exchange community for senior decision makers in charge of social media. Membership is limited to senior social media executives at companies that have \$1 billion or more in annual revenue and 5,000 or more employees.



Goals

- Create a stand-alone brand.
- Clarify brand architecture, key messages, and experience.
- Convey prestige, professionalism, and congeniality.
- Design a flexible brand identity system.
- Increase recognition and membership.

The brand identity process was like therapy. We examined who we are, what we stand for, and how we communicate. It led to more meaningful messaging and services, and a razor-sharp understanding of our purpose.

Andy Sernovitz
Founder
SocialMedia.org

The name change from the Social Media Business Council to the more concise and memorable SocialMedia.org was a strategic triumph for the brand.

Craig Johnson
President
Matchstic



Process and strategy: Andy Sernovitz created the Blog Council, later renamed the Social Media Business Council (SMBC), to create a safe environment for social media decision makers at big brands to share actionable ideas, best practices, and critical insights. Originally a sub-brand of GasPedal, the council grew and needed to be a stand-alone brand with its own website. There was substantial brand confusion, the acronym SMBC was messy, and the name was hard to say. The name was changed to the more concise and memorable SocialMedia.org. The organization also needed a flexible system that would allow expansion into several councils, while maintaining equality among them. Matchstic was engaged to design a brand identity system and a new brand architecture that would facilitate growth. After interviewing the founder and conducting marketing and competitive audits, Matchstic attended BlogWell, a SocialMedia.org best practices conference, to interview existing members, nonmembers, and staff to gather insights. "People Like You" was the positioning strategy Matchstic developed to underscore that this was a brand-only community, free of agencies and vendors, with a family of "people with the same jobs as you, facing the same challenge as you."

Creative solution: Matchstic designed an approach called "the dot"—a circle that is the vessel for both the name and the newly acquired domain. The brand mark serves as a signal of the brand ideals of community, neutrality, and trust. Matchstic designed an identity system that reflects the personality and communication style of the organization. Everything from the look and feel to the voice is very straightforward yet personable. When a member joins, the company is assigned to an eighty-company council, which consists of 500 social media leaders selected from a wide range of industries. The brand architecture distinguishes each council with a color, such as the "Blue Council." This conveys that they are all equal and there is no preference or hierarchy. The "dot" is black because black is a combination of all colors.

Results: Since Socialmedia.org launched the new brand, it has grown from 140 members to 214 and is preparing to launch its fourth council. Sernovitz summarizes the results of the rebranding: "We've seen a substantial increase in credibility due to the new brand. We now have the mature look that signals that this is a substantial group with impact and longevity. Current members are more proud to show their affiliation, and potential members are much more responsive to our approach."

This is one of the few forums where I have seen competitors work together to help each other out.

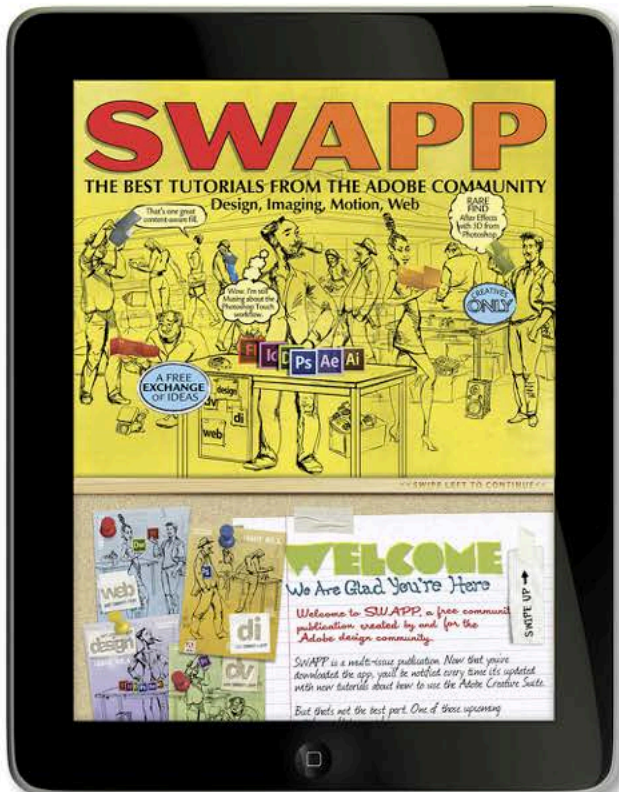
Dan Phelps
 Manager of Critical and Emerging Communications
 T. Rowe Price

SocialMedia.org: Matchstic

Adobe Community SwApp

Adobe is changing the world through digital experiences. We help our customers create, deliver, and optimize content and applications.

Adobe's Community SwApp is a free iPad learning series through which Adobe software users can gain insights from tutorials authored by leading artists. The SwApp also gives users guidance and experience in creating with Adobe's Digital Publishing Suite. Founded in 1982, Adobe is one of the largest software companies in the world.



Goals

Promote use of Adobe software.

Show exceptional user examples.

Foster learning and fuel experimentation.

Engage and showcase key contributors to build community and experience digital publishing.

Touchable design and the tablet demand a new way of thinking and designing, and a radical shift in customer experience and understanding.

Dan Marcolina
Founder
Marcolina Slate

Good designers are using new tools to redefine the limits of what is possible and opening our eyes to things we've never seen before.

Russell Preston Brown
Senior Creative Director
Adobe Systems

Adobe Community SwApp: Marcolina Slate

Process and strategy: Tablets require the ability to create, design, distribute, monetize, and optimize engaging content and publications. Adobe wanted to inspire designers and other professional users to adopt Adobe® Digital Publishing Suite (DPS). Adobe's strategy was to provide a free quarterly app that would make it easy to learn new tools through experimentation and play. Adobe engaged Marcolina Slate, a firm with advanced experience in DPS, to design a branding framework that would engage users, accelerate learning, and build community. Adobe identified leaders within its user community to both create initial submission materials and encourage broader community participation. Marcolina visualized a whimsical "swap meet" atmosphere, and created a series of easy-to-use templates in Adobe InDesign that artists could populate with their content and at the same time explore DPS. It would also put their work and name in front of the large Adobe user community by giving them means to share tutorials of their creation on the topics of imaging, video, web, and design in free downloadable issues on iTunes.

Creative solution: How do you create a community app that offers a rewarding, fun, and educational experience for community members, in order to encourage participation? Technically,

Marcolina wanted it to showcase the best interactive possibilities available in an easy-to-use InDesign package. iTunes browsers can see and download the most recent issue. There are four different branded covers for Digital Imaging, Video, Web, and Design. For the tutorial authors Marcolina created five distinct templates, each dependent on the skill level or type of tutorial (video versus web) being built. As an incentive, there are also three profile templates where the artists can tell their story or show a larger array of work to the world. Since creating an interactive tablet document in InDesign is new and somewhat complex, Marcolina built pre-rigged template assets that allowed newcomers to add content in a step-by-step manner with detailed instructions and tutorial links with every template.

Results: In July, the Community Publishing App was launched on iTunes and many contributing authors have begun to experience the excitement of digital publishing with DPS. Cross-promotions appeared on Adobe blogs, social media, and forums. Marketing extended to partner sites, user groups, Adobe Community Professionals, AIGA, design schools, art organizations, and current DPS users. Updates will be delivered in-app as issues are created and appear as a normal update alert in the App Store.



Tunerfish

Tunerfish is a new way to socialize. Share TV shows, movies, and videos you love to watch. Discover new stuff you're currently missing out on. Earn rewards along the way.

Tunerfish is a social discovery engine for TV, movies, and online video. Based in Silicon Valley, Tunerfish was founded in 2010 as a nimble business unit of Comcast, one of the world's largest media, entertainment, and communications companies.



Goals

Express the brand personality.

Design a memorable identity.

Develop a visual system to scale in digital and traditional media.

Address various program genres.

Connect emotionally with audience.

The Tunerfish logo has become our brand's virtual mascot for our many subscribers who are delighted by its quirky personality, and who enjoy using our app.

John McCrea
Founder
Tunerfish

The Tunerfish logo authentically represents the personality of a brand that is a social discovery engine for TV, video, and movies.

Alfredo Muccino
Chief Creative Officer
Liquid Agency

Process and strategy: Started as a skunk-works project inside Comcast Interactive Media, Tunerfish was founded to create opportunities for people to engage in social media conversations about TV. Tunerfish was first developed as an app that helps people discover new shows and share what they are passionate about. Liquid Agency was hired to develop the new company's brand identity. Liquid's strategy and creative team from their offices in San Jose, California, and Santiago, Chile, met with John McCrea, the founder, and his product design lead to clarify aspirations, goals, and business objectives. As the line between TV and the Internet continues to blur, Tunerfish was envisioned as a company at the intersection of the two. "What should I watch right now?" is a question that could be answered with TV shows, videos, and movies. Liquid believed that in order to dramatically differentiate Tunerfish from its competition, the design solution needed to be unexpected and emotive, with a lot of personality.

Creative solution: After exploring many variations on the idea of a fish, Liquid created a character that was quirky, playful, and lovable. Its simple, clean design translates well across digital and traditional media. Liquid wanted to infuse the character with infinite possibilities. Alfredo

Muccino, chief creative director at Liquid, posed the question, "What if the character changed into different characters depending on the type of show on TV and cinema (drama, comedy, action, etc.)?" This breakthrough idea worked and the masquerade began: the character holds a martini glass for *Mad Men*, sports fangs for the HBO series *True Blood*, and wears a hat and cigar to suggest the gangsters in *Boardwalk Empire*. These icons are also part of the reward ecosystem. The icon does cameo appearances to make people chuckle; inspired by the 007 movies, one fish introduces himself, "The name is Pond. James Pond."

Results: Originally designed for the iPad, Tunerfish is now available on the web and as an app for Android and iPhone. The company is working to bring it to all relevant platforms including IP-enabled TVs and set-top boxes. Tunerfish is also working closely with leaders in the most forward-leaning companies in the entertainment business, including HBO, Showtime, NBC (for *Dateline* and *Sunday Night Football*) and E! to create the best possible social TV experience. The brand launch attracted a lot of chatter, and subscribers are growing at a handsome pace.

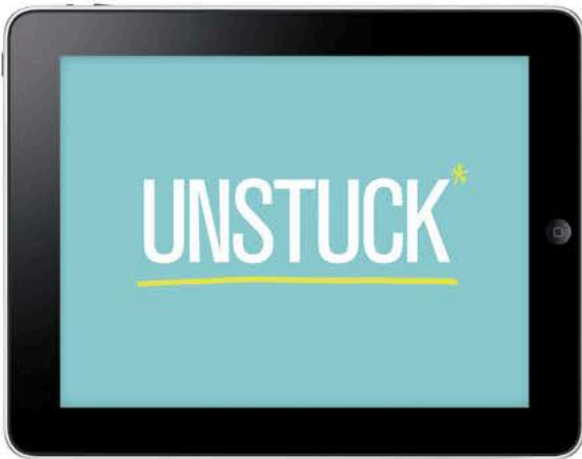


Tunerfish: Liquid Agency

Unstuck

Unstuck is a new, in-the-moment approach to personal growth for anyone who wants to live better every day.

Combining personalized digital tools with tips and know-how from a community of other people who are facing stuck moments, the Unstuck iPad app makes it easy to get on-demand coaching whenever you need it.



Goals

Lead a new category of personal growth and technology products.

Design a new brand from the ground up.

Create a genre-defining iPad application that is engaging and fun.

Combine psychology, human behavior, and design.

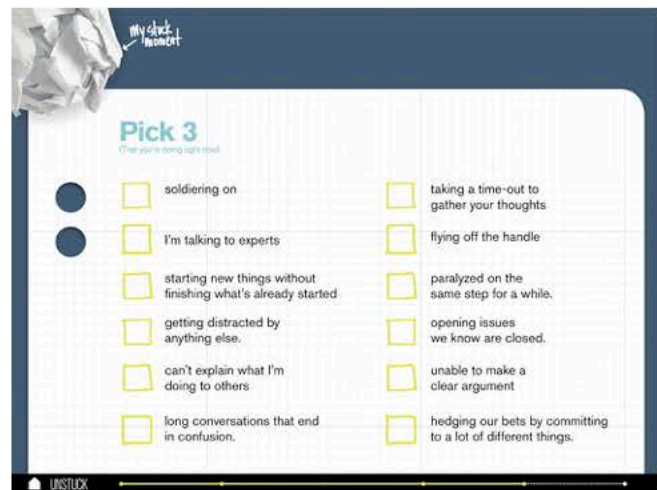
Establish Unstuck as a go-to community.

We didn't want Unstuck to be too clinical (boring) or too whimsical (insensitive). We wanted it to feel like a good friend or coach—someone who is genuinely trying to work through your issue with you.

Audrey Liu
Creative Director
Unstuck

Unstuck is based on the belief that people get stuck all the time—in work, in life, and everywhere in between. These moments can be big or small, involving just you or others, or things you've never faced before.

Susan Schuman
CEO
SYPartners



Process and strategy: The idea for Unstuck came from SYPartners, a transformation company that helps CEOs and their leadership teams during moments of change. Having worked with leaders at companies such as IBM, Starbucks, Facebook, and GE, SYPartners wanted to bring its methods to an individual audience. With the introduction of the Apple iPad, the company finally felt it had found the right medium to create a tactile, engaging, and (most importantly) human-centered system that could serve as the first Unstuck offering.

A core team of four people with skills across strategy, product design, project management, and product development used three key design principles to guide the creation of both the brand and the app: It had to be smart but accessible, it had to inspire action, and it had to be empathetic and aspirational. The team also took inspiration from gaming and did extensive research into traditional therapeutic techniques. Trial and error and user testing helped the team stay on track and in tune with the user base throughout development.

Creative solution: There are three distinct but seamless sections to the app's flow: figuring out how you're stuck, learning how to get unstuck, and taking action. Each is infused with candor, wit, information, and a sense of fun, all of which mask the complex technical underpinnings that make the app effective.

From the user's perspective, section one consists of several multiple-choice questions asked in an engaging, gamelike way. On the back-end, an algorithm based on human behavior patterns dictates the choices presented to each person, depending on his or her previous answers. Similarly, the prescriptions in section two (how to get unstuck) spring from a simple yet encompassing idea that stuck moments result from a gap in seeing, believing, thinking, or acting. And in the third section—the tools that help you take action—both the process and the summary screen give the user continual payoff via thought-provoking exercises and presentation. The final takeaway for any user: Personalized insight that is actionable in real life.

Results: Unstuck launched in December 2011, and a small team handled everything, from marketing, public relations, customer service, and social media to technical bug fixes. The team tapped media relationships to get an initial round of coverage, listened to what users and reviewers were saying, and spread the word. Unstuck received coverage from a number of outlets, including the *New Yorker*, Oprah.com, TechCrunch, Lifehacker, and *Fast Company*. Ultimately, iTunes user reviews determined success, and with a 4.5-star rating, the download rate continued to grow. Unstuck thinking has always gone beyond a single product. The goal is to broaden and deepen its offerings as well as evolve community interactions.

