

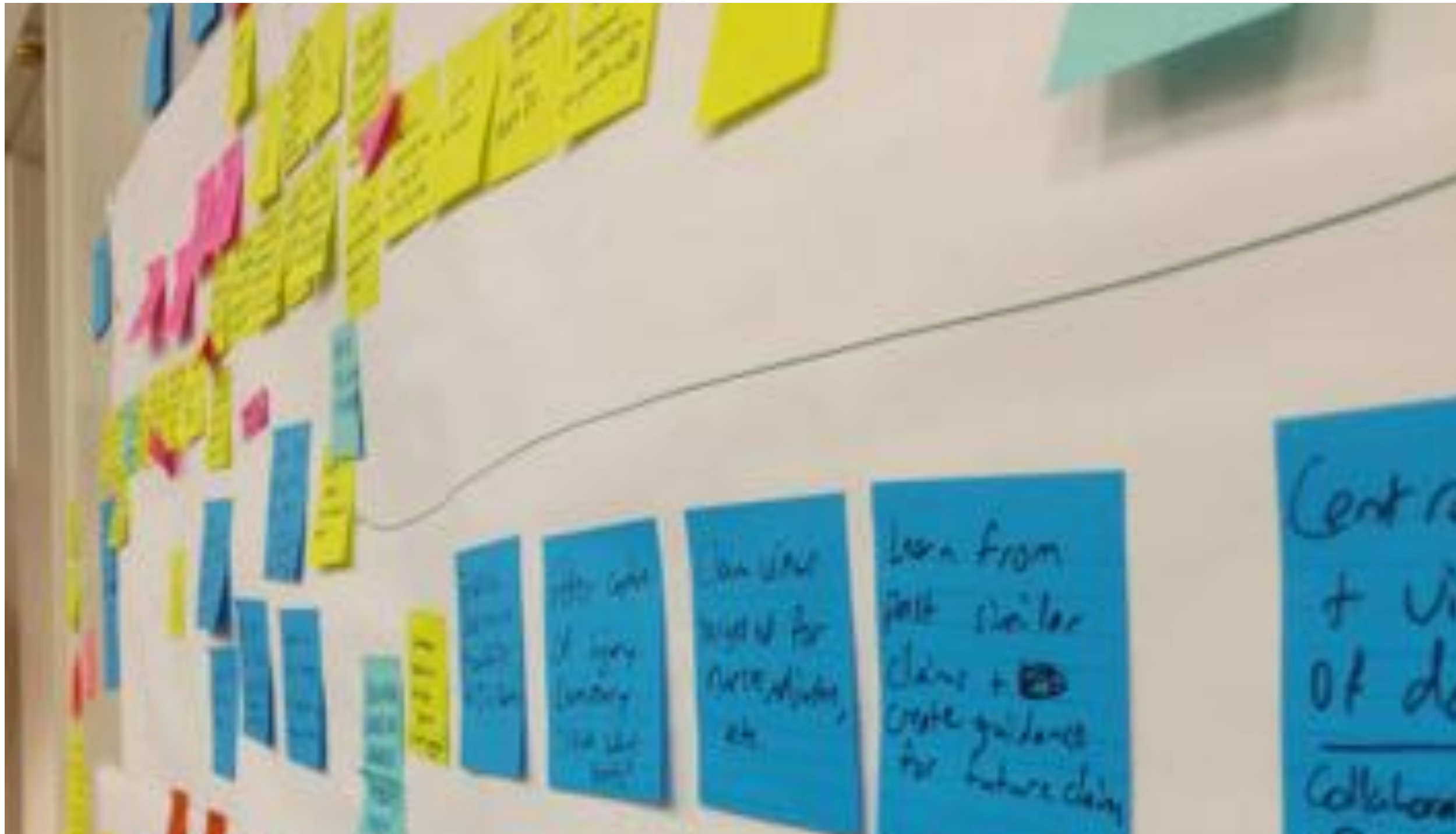


New York Life *Redscout*

Life Insurance serves policy owners and their families in their most difficult moments—offering financial continuity, support, and permanence. New York Life’s ambition is to deepen their relationship with policy owners and families by being there for all of life’s milestones, connecting on a more emotional level, and engaging their everyday lives.

It’s hard to reflect, plan, and talk openly about legacy. We tend to avoid it unless faced with a moment of crisis. In doing so, we miss an important moment of connection between generations. Today, financial legacy is separated from softer, emotional non-financial legacy—but we should consider them in tandem. New York Life partnered with Redscout to explore and design an ecosystem that helps families build non-financial legacies in a manner that is approachable, social and emotional.

We wanted to understand the full potential of asking families to share legacy using prompts and activities. Would it awaken them to new truths about their family? And would it be fun? The results we got were more powerful than we expected. We heard about unexpected career paths, pet peeves, and formative mistakes. We saw families consider new ways of doing things, confront tough questions and let loose.

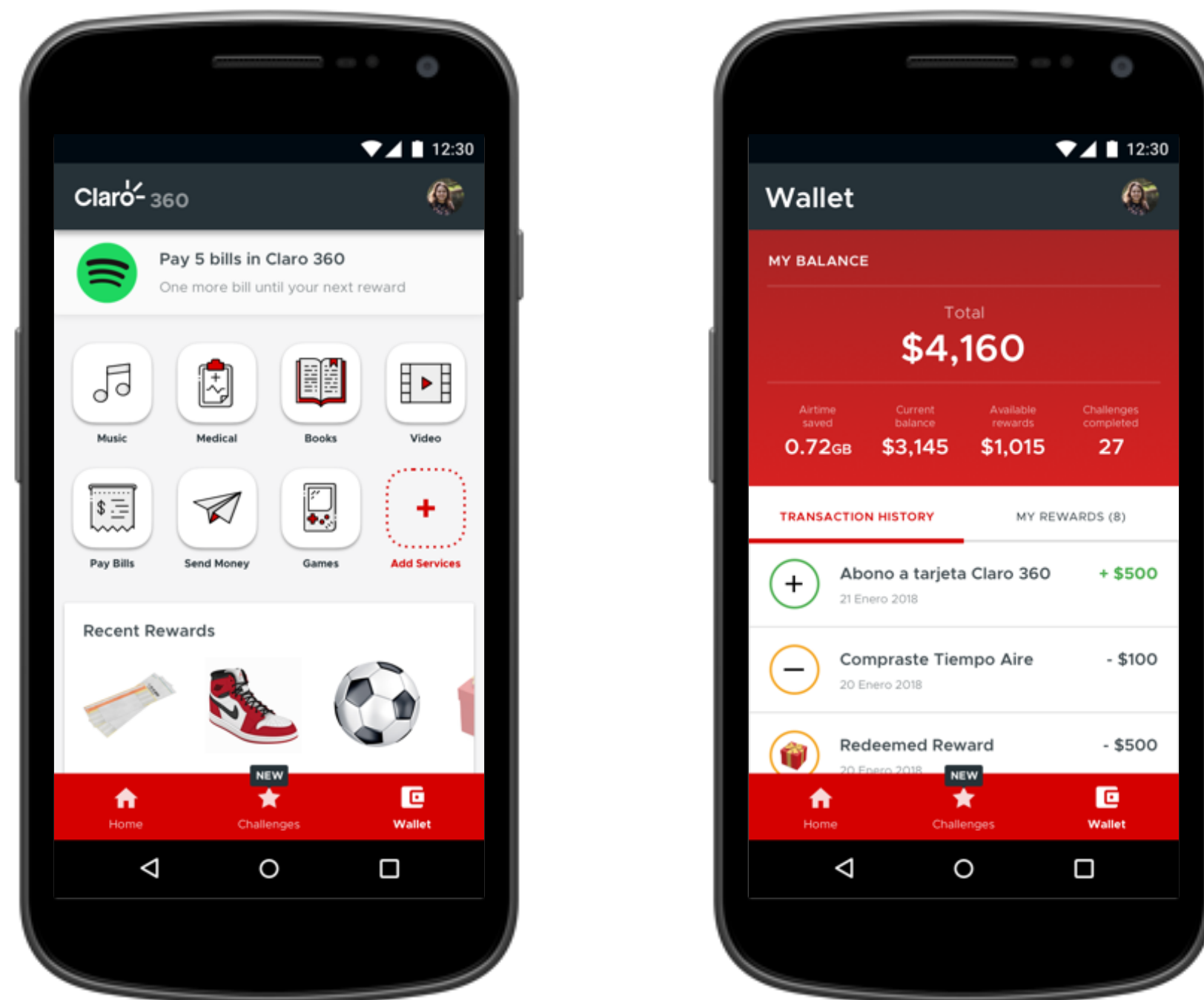


Liberty Mutual Insurance *DMI, Inc*

The National Insurance (NI) segment of Liberty Mutual's Global Risk Solutions (GRS) SBU strives to become an elite underwriting organization by enhancing operational effectiveness, strengthening existing businesses, empowering its people and preparing for the future. The Liberty Mutual DMI partnership was formed with the intent of developing a digital customer experience vision, strategy, and technical roadmap.

The joint Liberty Mutual and DMI team was focused on two primary objectives, the customer experience strategy and technical strategy, both informing the future state vision, roadmap and design. A sharp customer-centric focus allowed the strategy team and stakeholders to build a shared understanding of the key elements along the customer journey in a series of comprehensive workshops. In parallel to customer experience efforts, a technical assessment was also ongoing, aiding in both feasibility understanding during workshops, as well as driving toward a technical roadmap. Building an understanding of current state technology landscape and future state technical direction was critical in identifying key technical enablers for the product roadmap and backlog.

NI sees a potential opportunity to increase retention, rate and new business by focusing on its customer experience in ways that differentiate the brand in the marketplace.



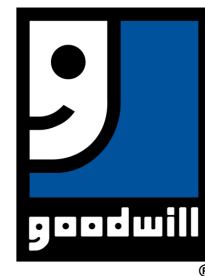
Claro 360

Varius, DMI, Inc

Claro is part of América Móvil, a Mexican telecom group serving 289.4 million wireless subscribers in Argentina, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Peru, the United States (Puerto Rico), and Uruguay. Claro 360 was designed as a platform service to support unbanked populations in Latin America by creating a credit system based on unused minutes.

Varius and DMI partnered with Claro to concept, design and pilot the first Claro 360 services in Mexico City. Unbanked Mexicans generally distrust banking systems and have opted to remain unbanked over the years. Some of this attitude has been shifting with the convince and transparency of digital. This population sees digital tools and Airtime as a tool for empowerment, one that can help them negotiate more value out of the everyday.

While access to unlimited services was the largest driver for adoption, the greatest incentive to return to the platform at regular intervals was is the ability to make payments for services such as Gas, Electricity and even Airtime itself. Claro 360 introduced a digital economy to over a million people by fostering trust through transparency.



Goodwill

DigitasLBi, Ad Council

Goodwill started as the first social enterprise through the donated goods retail model more than 100 years ago. Its members are their own social enterprises, serving the communities in which they operate and collectively creating a culture of service, innovation and collaboration. Goodwill's network of 161 community-based organizations collectively prepare nearly 300,000 people each year for new jobs and career advancement.

In their five years of partnership with Goodwill, our Ad Council PSAs have driven more than 360 million pounds of donations, benefiting countless individuals. With "Bring Good Home" we took the national campaign in a new direction with ads and media placements that celebrated shoppers for helping their neighbors who face challenges to finding employment.

People love shopping at Goodwill for the thrill of unique finds. Print ads for "Bring Good Home" celebrate real shoppers and their real finds. In the TV Spot, we sourced a vintage Lefton cat-faced China teapot - that resells for hundreds of dollars - shoppers who spot those details feel a special chemistry with the campaign; a feel-good magic. With this campaign Ad Council and Digitas wanted to bring awareness to the fact that when you shop at Goodwill, you are not only getting a good find, but are investing back into your neighborhood.



Shop Small, American Express *DigitasLBi*

American Express is the proud founder of Small Business Saturday, a day dedicated to supporting small businesses that help create jobs, boost local economies, preserve neighborhoods, and unite communities, online and offline, across the country. As they approach the 10 year anniversary of Small Business Saturday the strategy evolved to create a customer-centric integrated program.

In 2010 consumer confidence in the economy was at a notable low and consumers were managing spend closely, largely overlooking local favorites. Now shoppers are looking for a different shopping experience, one that is worth sharing with others. From personalization on channels, like Facebook, to creating their own maps to reimagining their digital experience, connecting shoppers to small businesses was becoming a local discovery challenge.

Evolving the Shop Small Campaign into an integrated program, started by reimagining the campaign to defining community as inclusive and by fueling new connections in every touchpoint American Express let's SBO's, shoppers and neighborhood champions, alike, unlock the full connected, collective power of the shop small network. The ShopSmall.com website redesign was an integral part of the program's evolution as it synthesizes the Small Business Saturday shopping experience with a system for visual exploration and community.



Dartboard

Repayment processes are riddled with confusing rates and fine print that make avoiding failure difficult. Dartboard is designed to simplify those terms and conditions and support the financial wellbeing of graduates so they can focus on financial growth. Unlike tuition reimbursement, the financial risk and burden for recent graduates is entirely on the graduate, yet the employer reaps a great deal of reward.

Dartboard helps employers implement student loan incentive plans as part of their employee benefits. Our benefit plan helps companies attract, retain, and improve the productivity of today's talent by matching a percentage of employees' student loan repayment. Our system works like a 401(k) match. Employees connect their student loan accounts and employers define a matching percentage which automatically boosts employees' student loan repayments. Our serverless architecture means that all transactions can be seen in real time and there is no need to worry about down times or large integrations to get started. We deal with certifying the student loans and the employee's repayments, executing the transactions all within a simple interface for both, employees and employers, to track their progress.

Our services are designed to meet millennials where they are, with an easy sign-up through a secure web application and all regular communication based on text messaging. Dartboard is dedicated to helping young adults turn debt repayment into their best investment. It is not a debt settlement, credit counseling, or credit repair company.



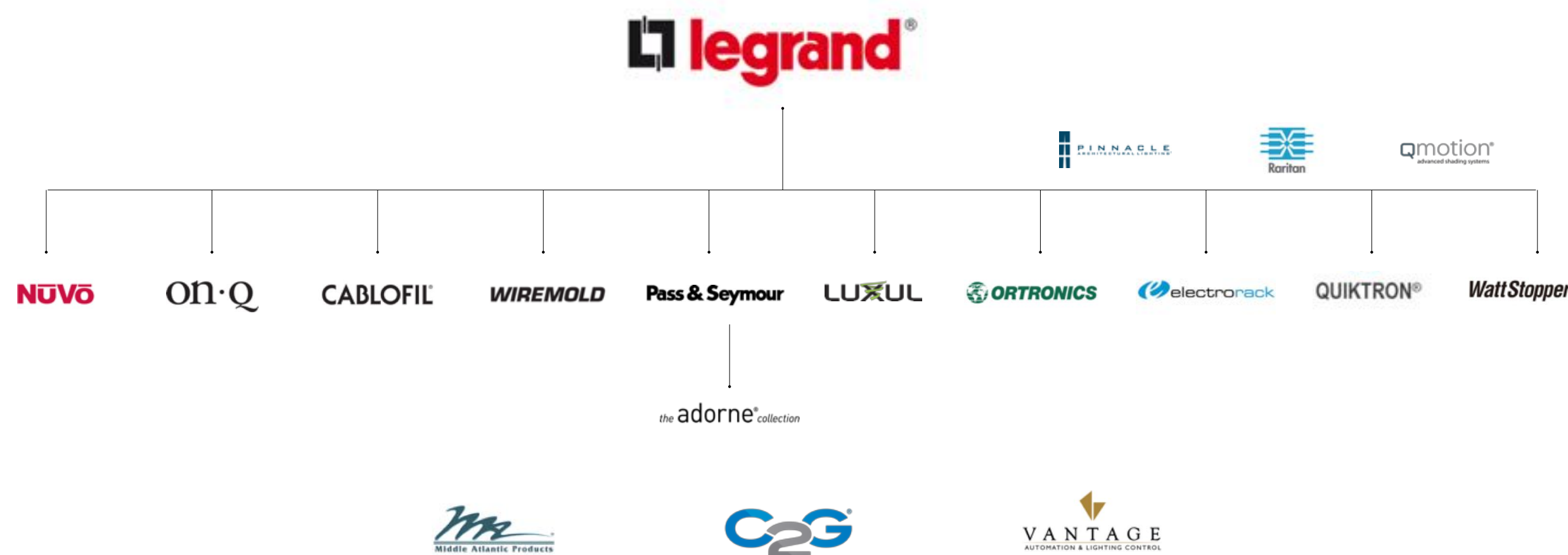
Legrand, North America

MRM // McCann, Optaros, SAP

Legrand North America is marketed as an end to end wiring and data management solutions enterprise. It consists of numerous product lines each independently acquired as industry leaders, alongside three autonomous brands and three associated brands.

The enterprise is broken down by five major lines of business. Even within these lines of business it is unclear and difficult to have a single workflow that allows for Legrand NA to meet its promise of a single enterprise. Customers feel the need to call, not because of preference, but due to their insecurity regarding information provided by existing digital services. They are unaware of solutions designed and provided by Legrand as an enterprise because individual product lines and businesses models operate in silos. Overall the digital experience of Legrand is disruptive due to a lack of shared data and the lack of a consistent process to cross sell system solutions.

We challenged Legrand to create a great digital system that has the capability to give access to influencers, while providing flexibility to the business and its partners by proposing a redesign of their system architecture and consumer experience, creating a single log-in, without consolidating brands.





HACKED by DEF CON & Mr. Robot *Tribeca Film Festival*

Sponsored by MR. ROBOT, USA Network's Golden Globe® Award winning series, DEF CON, the world's premier hacker conference, founded by Dark Tangent, AKA information security expert Jeff Moss, returned to the Tribeca Film Festival in April 2016 with their famous Villages, interactive spaces stocked with gear, projects, and brilliant humans. Inspired by film and current events, festival goers were invited to explore and participate in hack-type scenarios to further illustrate the importance of understanding technology, surveillance and digital security within our society.

Tribeca Film Institute's partnership with DEFCON and their hallmark of fellowship became an inspirational pillar within the larger hacker program. In 2016 the initiative was expanded to include fully immersive exhibitions and programs such as the fSociety Recruitment immersive skills based circuit challenge, The Argus Project and Notes on Blindness. In addition the analytical minds of Mr. Robot and Tribeca Film Institute expanded to include conversations which tackled the authentic representation of hacker culture, tools, and techniques within film, TV and on the screen.

The world of HACKED by DEF CON and Mr. Robot allowed visitors to step into the realm of the hacker. The DEF CON experience went beyond the basic four walls of Spring Street Studios. The HACKED villages were the anchor of the Festival's larger Hacker program. Village offerings ranged from entry-level talks and film culture tie-ins to immersive hands-on challenges and open-ended experimentation.



Tire Gauge

Pirelli, Carçula de Pneus

The Tire Gauge is a system designed to measure the tread of the tires on a vehicle frictionlessly, requiring no special instructions or precision driving. The system provides relevant information about the status of the tires to the driver of the vehicle. The Tire Gauge's custom made sensor provides data about displacement within a defined area, using the surface of the ramp as the reference point.

A resolution of 0.08 mm, the sensor utilizes an array of 48 minute pins to measure the height of tire patterns from the outside surface of a tire. Based on a spring loaded mechanism, a linear potentiometer registers the distance between two layers of tread as tires push against the array of pins.

If the measured values reaches the defined threshold, the system prints a ticket with the four tire measures, branding and offering a discount in the purchase of new tires. The ticket acts as a call to action through the use of the discounts and a language that reminds drivers of the dangers of driving with worn off tires.

The Tire Gauge can easily be integrated within normal traffic and parking flows and provides the means to measure a large number of vehicles. With logged and properly analyzed data, The Tire Gauge provides a deep under- standing of the market and created a competitive advantage for Caçula de Pneus.



nanoom

Technology has predominantly shifted our attitude about how we communicate and perceive relationships. While we are growing smarter faster, we are not connecting and sharing in meaningful ways - at least not as much as we believe. Increasingly research suggests that our biological capacity to connect with others is being compromised by the time we spend on our devices. nanoom aims to understand that compromise and create within its frame- work a point of intervention, with play, that encourages parents to be conscious about the impact of technology.

nanoom toy designs foster balanced child development and aim to ensure that parents and families are an important part of every developmental stage of children. The combination toy kit and mobile applications are de- signed for families to build together. The simple and familiar geometric shapes, primary colors and soundscapes are aided by the technological advancement smartphones deliver, from access to the accelerometers and gyroscopes to creative sound spaces and haptic feedback. The native mobile application is a simple low cost way for families to access modern technology that focuses on heuristic development, necessary for almost all age groups, and particularly necessary for newborns to five year olds.

For nanoom every update that technology brings, i.e. phone updates, Smart Devices, and the Internet of Things, creates new opportunities to build spaces for learning, and growing our ability to share and connect with each other in a meaningful way. nanoom builds play that brings awareness to families about the impact of technology.