



COMPANY • SERVICES • CLIENTS • CONTACT



COMPANY

Providing premiere interactive design solutions for international clientele since 2005, 30Seven Design is a full service creative agency with offices in New York City, Florida, Amsterdam, Dubai and Pune. A professionally and culturally diverse firm with leadership ranging from former management consultants to staff who have worked for Grammy winning marketing and design firms, 30Seven Design prides itself on superior design, first-class customer service, and unequalled value. In addition we maintain a closely knit, passionate team of professional designers and developers who work tirelessly to deliver the finest work available.

30Seven Design takes great pleasure in collaborating with its clients to develop comprehensive integrated solutions that deliver bottom line results. We are at the forefront of the ever-evolving interactive landscape and are helping to redefine how brands succeed online. We help our clients to become leaders of business trends, rather than reacting to them. Our agency does not think in terms of interactive solutions, rather we think in terms of business building.

Our experience working with a wide range of industry leaders allows us to better understand the needs of our clients with a unique perspective that is not limited to one or two vertical markets. 30Seven Design also prides itself on working with and sharing valuable knowledge and expertise with companies, both large and small.



SEVENSEVEN[™]

www.30SevenDesign.com

A 30Seven Holdings Company



SERVICES

WEB DESIGN • ANIMATION • PRINT • IDENTITY
ONLINE MEDIA • BRAND STRATEGY • PRODUCTION & EFFECTS

All of our services are designed to fulfill one objective: to create the most compelling interactive experience for our customers. 30Seven Design specializes in Web, Animation, Print, Identity, Online Media, and Brand Strategy. We have also partnered with several ancillary professionals to ensure that our customers' interactive expectations are exceeded, including a photography/visualization studio and a music/sound design firm.



SEVENSEVEN[™]

www.30SevenDesign.com

A 30Seven Holdings Company



WEB DESIGN

eCOMMERCE • CONTENT MANAGEMENT • FLASH

Website development at 30Seven Design is a combination of creative design, dynamic text, search engine visibility, and interactive marketing. What virtually all leading websites share is an organization that drives user interaction lock step with their client's brand. 30Seven Design can help our clients leverage their online audience, build customer and brand loyalty, develop consumer friendly interactive products, and personalize their web interaction with their target customers. Our goal is to create an emotional connection with the user through the visual design and functionality of the web product. We know how to create sites that are effective, savvy, and most of all, memorable.

Our design team works closely with our programmers to ensure that the design philosophy remains true throughout the development phase – maintaining visual consistency while integrating the appropriate functionality.

30Seven Design designs and develops interactive products, online tools, and original online experiences including Product Sites/Mini-Promotional Sites, eCommerce Solutions, eRetail and eCatalogues, Merchandising Tools, eMarketing Campaign Automation, Standard Media (GIFs, Text Links), Rich Media (Transactional, Multimedia), Microsites/Intranets/Extranets, Email Layout and Design (HTML/Text), Flash Development, Multimedia, Database Sites, Content Management Solutions, CRM, and other Custom Applications.



SEVENDESIGN™

www.30SevenDesign.com

A 30Seven Holdings Company



eCOMMERCE

30Seven Design provides innovative and custom eCommerce solutions to companies that wish to sell products over the Web. Our programmers have developed seamless shopping experience and eCommerce functions for a variety of clients, targeting both consumer and business-to-business markets.

CONTENT MANAGEMENT

Our philosophy is to provide clients with as much independence as they desire. 30Seven Design's objective is to focus on-going relationships with our customers in our areas of core competency and let the client focus on theirs - which typically includes content management. Typical areas of content management include management of content driven products such as magazine sites, press releases, news archives, interactive calendars, and product/service updates. Our content management solutions give our customers control of their website without the need for outsourcing or other related maintenance costs. These tools allow them to update and maintain the content on their site with ease and without the need for technical experience.

FLASH

30Seven Design incorporates Flash design as part of our visual integration philosophy to help create a powerful communications tool for our clients. We understand the power of Flash and how it can create unique visual experiences for the user. On the other hand, we feel that Flash works best as a complement to a website, rather than a main focus. We are strong proponents of Flash when it is used intelligently and appropriately to dynamically enhance a website.



SEVENSEVEN[™]

www.30SevenDesign.com

A 30Seven Holdings Company



ANIMATION

30Seven Design has forged longstanding partnerships with leading domestic and international studios to provide the finest animated sequences available today. From animated characters and architectural fly-throughs to film and television animation 30Seven Design offers a range of animation services including Illustration, 3D Modeling, Flash Animation, Rotoscope and CGI. Our partner's vision combined with 30Seven Design's interactive experience and technical expertise delivers an unparalleled viewing experience that requires minimal bandwidth for transmission. Our animation services are used across a wide spectrum of applications within the industries we serve.

PRINT

From concept to press, 30Seven Design provides print design services that solidify our clients' brand image, convey professionalism and consistency, and separate our clients from their competitors. Our clients have looked to 30SevenDesign to create print advertisements, brochures & catalogues, newsletters, post cards, corporate stationery, and other business collateral including business cards, point of purchase materials and direct mailers.

IDENTITY

A well thought out corporate identity ensures strong associations in the mind of customers, inspires trust, differentiates a company's brand and helps to separate it from the competition. 30Seven Design can provide a properly developed corporate identity which, in combination with an effective brand strategy, is critical in helping to build brand loyalty between our clients and their customers. 30Seven Design reaches to the core values of our clients' business to deliver their message clearly and to establish and reaffirm their credibility. We excel in helping our clients connect with their existing and potential customers.



SEVENSEVENDESIGN™

www.30SevenDesign.com



ONLINE MEDIA

SEARCH ENGINE OPTIMIZATION • RICH MEDIA & ONLINE PROMOTION • MEDIA MANAGEMENT

The Internet is the second most consumed form of media, after print. Google and Yahoo! run more ads every 20 minutes than all television and radio networks in North America combined each month. However, online advertising only accounts for 4% of the total advertising dollars spent, an imbalanced ratio that directly affects the way our clients approach the interactive market. 30Seven Design helps our clients use this interactive medium as part of their marketing mix. Our team defines an internet marketing strategy for each brand that leverages our client's current media investment, while aggressively developing our client's brand online.



SEVENSEVENDESIGN™

www.30SevenDesign.com

A 30Seven Holdings Company



SEARCH ENGINE OPTIMIZATION

For 30Seven Design, search engine optimization is the art of creating web pages that meet the criteria of search engines. Our objective is to create pages that are full of quality content and rank high in search engines for specific keywords. Search engine marketing can also be leveraged to differentiate and develop audiences that fit particular demographics, psychographics, and even geographic regions. To increase the visibility of our clients' online presence 30Seven Design's search engine optimization offerings are all-inclusive and provide a level of service that addresses content, META development, site registration, dynamic feed services, keyword density, and domain analysis. 30Seven Design can assist in the following capacities: Traffic and Lead Generation, Search Content Optimization, Keyword Search Popularity Research, Consumer Data Collection, Content Recommendations, META Development and Monitoring, Manual Search Engine/Directory Submission, Site Navigation Recommendations, and Dynamic Feed Development and Management.

RICH MEDIA & ONLINE PROMOTION

Interactive promotion is the art of aggregating divergent Internet mediums, groundbreaking creative, and solid marketing principles to create a complete and compelling message to a target audience. 30Seven Design's rich media and online promotion tools include Interactive Media Consulting, Web Video Streaming Media, Web Audio Streaming Media, Interactive Creative Development, Web Casting, Interactive Ads, Interactive Presentations, Promotions, Sweepstakes, Sponsorships, Online Sampling/Coupons/Rebates, Banner Ads, Online Flash Games, Instant Win Games, Online Trivia Games, Collect and Win Campaigns, and Interactive Loyalty Programs.



SEVENSEVENDESIGN™

www.30SevenDesign.com

A 30Seven Holdings Company



MEDIA MANAGEMENT

30Seven Design provides a managed solution for all our clients' online advertising needs. Our skilled team of media professionals plan, purchase, and manage advertising across a wide range of online media to meet our clients' requirements. Before we begin a campaign, we first take the time to understand our clients' business objectives, and then carry out the necessary research to provide our clients with unique market insights. This ensures that we deliver a highly targeted online advertising campaign that will achieve the results our clients desire. Our deep relationships and in-depth knowledge of the leading online portals and advertising networks allow us to deliver highly targeted and cost effective online campaigns, with the ability to target specific demographics and niche markets. Unlike other boutique agencies, we integrate our client's media plan by not only purchasing online media, but also by monitoring ad traffic and provide detailed reporting. This approach allows us to provide a higher level of service and accountability to our clients. 30Seven Design's Online media planning, buying and management services include ad creative, copywriting, split testing, media bidding, tracking, and reporting services. Other services we offer our online media clients include Lead Generation, ROI Tracking/Conversion Rate Monitoring, On-Site Conversion Enhancement, Channel Strategy/Integration, Online Media Planning, Online Media Buying, Online Media Trafficking Services, Online Media Optimization, Online Media Quality Assurance, Online Media Research, Reporting and Analysis.

Asia, Europe and the Middle East India Times, Google, Yahoo, Lycos, AskJeeves, The Times Of India, Hindustan Times, The Indian Express, Anandbazaar, The Financial Express, The Telegraph, Manorama Online, Finanza Online, LeMonde.fr, Le Quotidien, Tunisia Globe and El Pais.

United States Forbes, Fortune, Bloomberg, WSJ, BusinessWeek, The Economist, NY Times, LA Times, USA Today, Time, CNN, Newsweek, TNR, US News, Salon, NY Magazine, The New Yorker, New York Post, iVillage, Vogue, Glamour, Ask Men, GQ, Esquire, Men's Health, Men Style, Orbitz, Expedia, Travelocity, World Traveler, Sidestep, Priceline, TL Explorer, Career Builder, Monster, Jobs, GORP, Outdoor Life, Camping Life, The Outdoorsmen, Runners World, American Track and Field, Endurance Magazine, ESPN, Fitness, Sports Illustrated, CitySearch, IMDB, Vanity Fair, E! Online, All Music Guide, In Style, Food 411, WebMD, eDiets, Amazon.com, Overstock.com, and Buy.com.



SEVENDESIGN™

www.30SevenDesign.com

A 30Seven Holdings Company



BRAND STRATEGY

A brand is a consumer promise of the most important kind, symbolizing all that you represent to a consumer as a product or service. Simply put, great brands have the power to move people to act – to inspire passion, to motivate purchase, and to reward you with loyalty. The brand strategy team at 30Seven Design brings a world class reputation in creating powerful brands that help clients realize the full potential of their products and services. Our team brings experience with some of the world’s top brands, a deep insight into consumer behavior and a methodology that help our clients meet their objectives through branding. Our services include brand identity, architecture and positioning; multi-brand strategy; product and service nomenclature and taxonomy; consumer insight development; “big idea” development; brand extendibility; brand analytics.

PRODUCTION & EFFECTS

30Seven Design’s production & effects team offer a full range of services including film production, HD 24p production, post-production, lighting, on-set wireless sound recording, green screen capabilities, on-line editing services, sound design and mixing, color correction, and mass DVD duplication. Our effects team is also capable of creating and providing any 2D or 3D vision which can be produced alone or composited with stock or original live action footage with the latest animation technologies. Compression for new media such as iPods, mobile phones, and new web applications are also available to ensure that no market is out of reach.



SEVENSEVEN[™]

www.30SevenDesign.com

A 30Seven Holdings Company



CLIENTS

- 1vote per person
- 3D World Magazine
- 30Seven Partners
- Aalliant Management
- American Express
- Apple
- August Five Entertainment
- Austin Community College
- Baileys
- Barclays
- BBC
- Best NY Hotels
- Big Brother 3
- Biocell Technology
- Borden
- Brand New School
- British Aerospace Hawk
- Brown & Element
- Burton Apparel
- Burton Snowboards
- Cadbury Adams
- Calypso
- Camel
- Canada Dry
- Canon
- Career Aspiration
- CareerLynx
- CDS Consulting
- Cecil Martin
- Cellstar Phones
- Chopra Center & Spa
- Citibank
- Citizen Watches
- Clutch Media & Marketing
- Commerce Bank
- CUNY
- Daimler Chrysler
- Dentyne
- Diesel
- Diesel U Music
- Diet Coke
- Disney Channel
- Dream Hotel Bangkok
- Dream Hotel NYC
- Dubai International Properties
- Dubailand
- Dubai Racing Club
- EA Sports
- Emirates Airlines
- Emirates Holidays
- Epix
- Fifteen 50 Advisors
- Fox Racing
- Frito Lay
- Frosch Private Client Services
- Gamut
- Gank
- Global Development Group
- GMP Labs
- Guest House NYC
- Hagemeyer
- Hampshire Hotels & Resorts
- Hawk Hangar
- Health Logics
- Hewlett Packard
- Holly Hansen
- Home NYC
- Hotel Aspen
- House of Brews
- Hustlepreneur
- i305 Entertainment
- Insall Scott Kelly Institute
- JazzReach
- John West
- Joon Home Recovery



SEVENSEIGN™

www.30SevenDesign.com

A 30Seven Holdings Company



- JS Therapeutic Massage
- Jumeirah International
- Kellogg's
- Kodak
- Kraft
- Lacina-Heitler Architects
- Let's Play
- Lifecode
- Lovett Productions
- Manchester United
- Manhattan Media Services, Inc.
- Mastercard
- Mobo Awards
- Maxim Magazine
- Maybey Safety Systems
- McHugh Homes
- MCSAM Hotel Group
- Mercedes
- MGrand Resort & Spa
- Michelin
- Mini Cooper
- Mobile Candy Dish
- Money Gram
- MTV
- MTV2
- N3 Oceanic
- New Life Project
- Night Hotel NY
- Nike
- NY Division of Human Rights
- Oh! Oxygen Network
- Pace Wildenstein
- Paul Smith
- Pepsi
- PepsiCo
- PFTC Trading Group
- Phonic Learning Zoo Games
- Princeton Montessori School
- PropertyQube
- Prudential Douglas Elliman
- PULP
- Quality Excavation
- Refined
- ReMark Capital Group
- Rialto Technology
- Robert Reives
- Sam Solovey
- Sanofi Pharmaceutical
- SET Asset Management
- Seven Forty Four
- Shazam 2580 Mobile
- Shell
- Showtime
- Sky Cargo
- Smirnoff
- Social Groove
- Solutions Global Media
- Spike TV
- Stella Artois
- Sweetest
- Tag Deodarant
- Tamara Rappa
- Tennents
- Texas Department of Health
- The Dowd Agency
- The Dror Foundation
- The Manhattan Bureau
- The Mathur Group
- The Second Chance Foundation
- The Silence
- The Topspin Group
- Thoracic Surgery Associates
- Time Hotel NY
- Time Warner Cable
- Town of Trumbull
- Toyota
- UR-Way
- Vagnini
- Vera Wang
- Viacom
- Vilaas Lounge
- Warner Brothers
- Warner Music
- West Elm
- Wolters Kluwer
- Xbox
- YMCA



SEVENDSIGN™

www.30SevenDesign.com

A 30Seven Holdings Company



CONTACT

Devaraj Southworth
Chairman & CEO, CFO

Vishal Sharma
President & Chief Operating Officer

Mahesh Poduval
SVP, Delivery & Operations

Mark A. Bierschbach
Director of Sales & Operations

Anup Badhe
VP Technology

Sharmilee Khona
Project Manager

Diana D. Tench
Senior Designer

Solade Rowe'
VP of Organizational Development

New York City
1325 Avenue of the Americas
27th Floor
New York, NY 10019
+ 1 212 763 8541 Tel
+ 1 212 202 7791 Fax
NewYork@30SevenDesign.com

Florida
3210 West Obispo Street
Tampa, FL 33629
+ 1 813 810 0613 Tel
Florida@30SevenDesign.com

Dubai
Coming soon

Pune
502, Casa Grande, Lane No. 8
Koregaon Park, Pune 411 001
Maharashtra, India
+ 91 20 30580593 Tel
+ 91 20 30580594 Fax
India@30SevenDesign.com

Amsterdam
Suite 20-697, 1001 NR
Amsterdam, The Netherlands
+ 31 (0) 650 961 843 Tel
Amsterdam@30SevenDesign.com



SEVENDESIGN™

www.30SevenDesign.com

A 30Seven Holdings Company



SEVENDESIGN™
creating the world you imagine