



DUARTE
DESIGN

Fact Sheet

Duarte Design

www.duarte.com

Overview

The global leader in developing business presentations since 1988, Duarte Design creates breakthrough digital communications for the world's most innovative companies, including Adobe, Chevron, Cisco, Citrix, Electronic Arts, E*Trade, Google, Genentech, Hewlett-Packard, Intel, Logitech, Scripps Networks, Symantec and Wells Fargo. Duarte also worked with Al Gore to develop the presentation that became the Academy Award winning documentary *An Inconvenient Truth*.

Differentiation

One of the few agencies in the world focused on serving the presentation niche, Duarte simplifies complex ideas and helps tell business stories in a strikingly visual way to inspire, persuade and inform customers, investors and employees. Duarte creates and produces broadcast-quality presentations in any media – helping clients deliver a compelling cinematic experience for their audiences. In addition to message coaching, best-in-class design and technical talent, the agency is renowned for comprehensive planning and peerless scalability.

Market Niche

Presentations are the default message delivery mechanism for the vast majority of financial, sales and marketing efforts, but they typically don't receive the same sophisticated design and branding considerations as advertising and collateral. Too often, the quality of a presentation depends on the features of a common software tool, such as PowerPoint or Keynote, and the subjective ingenuity of individual contributors rather than the ability to successfully connect companies and their constituents. While many corporate marketers allocate big budgets to 30,000 foot awareness campaigns, they often miss the opportunity to deliver relevant, brand-supporting messages at the most critical 3 to 30 foot level – the distance between a company's personalized voice and a prospect's purchase or investment decision.

Outsourced Solution

Service Offerings

The agency's approach integrates a special blend of business acumen, idea generation, storytelling, visualization and technical skills. Duarte's experienced teams provide custom communication solutions for each client, supported by industry-leading systems, processes and asset management. Duarte's engagements typically fall into the following categories:

Executive Keynote Support – A full range of integrated deliverables and premium services that ensures the success of major executive and thought leader presentations.

Event Media – Complex schedule and infrastructure management – from one speaker to a thousand – plus booth graphics, collateral, giveaways and kiosk media that command attention.

Presentation Systems – Standards, templates, image libraries, training and volume deployment that ensure uniformity and maximum brand equity on a large scale – across the entire organization.

Launches – Identities, websites, collateral and templates establishing the creative platform that helps new ventures and offerings increase their visibility and communicate their purpose and benefits more effectively.

On-Demand Media – Targeted messages delivered using the latest multimedia technologies, from interactive presentations and animated demos to streaming media that leverages time- and place-shifting trends.