



HELLER COMMUNICATION DESIGN

15 Broad Street, No. 1712, New York, NY 10005 | Crowflies, Norfolk, CT 06058 | 212-625-3300 | hellercd.com

Along with so many other things about life and business today, branding has changed, and traditional thinking no longer applies.

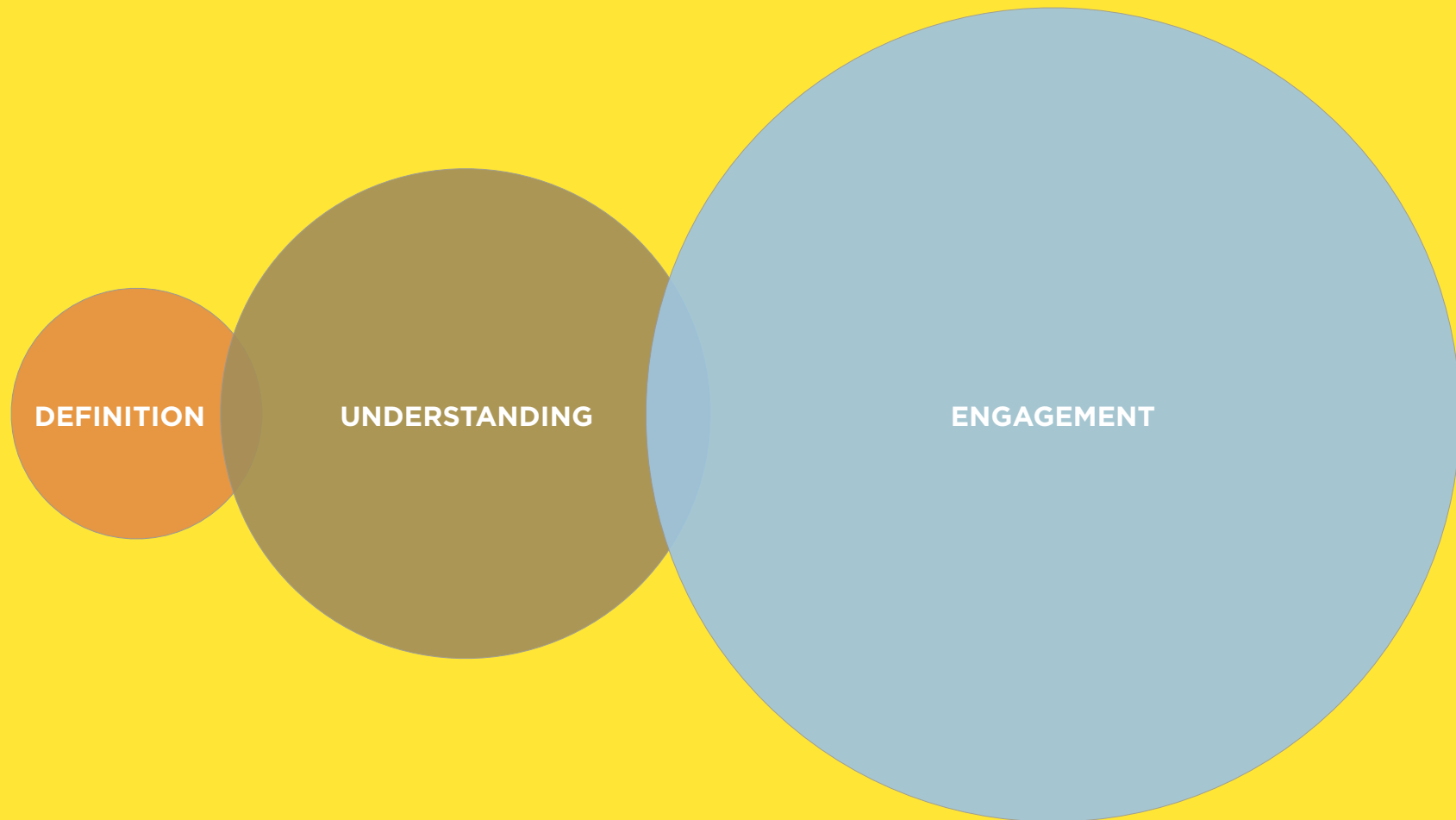
A growing urgency is requiring Corporate America to prove its participation in ethical leadership. The problem is, while companies know they need to create a responsible corporate brand, most have no idea how to do it.

We believe the companies that flourish in the coming years will be those that embed their values as well as their capabilities into their brands. These are the companies that will inspire innovation in their employees, and loyalty and trust in their customers. They see Corporate Social Responsibility not just as an obligation, but as an opportunity.

In essence, branding is a process of identifying the core truth in what is different and relevant about a company, then making it simple enough for people to understand and support.

Knowing how communication works is essential.

Successful communication has three distinct phases.



1. WHAT IS THE COMPANY OR PRODUCT?
How is it different?

2. HOW DOES IT WORK?
What does it impact?
What will it cost?
How long will it take?

3. WHY SHOULD I CARE?
What will I get from it?
What does it mean to me?
How can I be a part of it?

Heller Communication Design is a brand strategy and creative consultancy with an extraordinary network of partners and associates. We work as part of integrated teams along with some of our clients, and as an agency for others.

We offer brand strategies, brand workshops and on-site consulting, naming, corporate identity programs, packaging, sustainability reports, employee programs and communications, custom publishing, advertising, design, web development, and events.

Partners and collaborators


Cheryl Heller CEO, Gary Scheft Managing Partner, Sarah Berends Senior Art Director, Diego Kolsky Brand strategy, Giorgio Baravalle Creative Director, Lauren O'Hare Designer, Michael Connor Media Consultation, Four Editorial and Custom Publishing, Skylab trendspotting and culture consulting, Kumar Insights consumer research, Group 1066 Brand Strategy, Ideograma Identity design, Linda Booth Sweeney PhD Systems Analysis, blank,mosseri communication design, curator, Cone, Inc., public relations and cause branding, The Cloud Institute for Sustainability Education, The Boston College Center for Corporate Citizenship.

Partial client list

ABC Carpet & Home, Al Foah Company, Allison Rockefeller, American Express, American Film Institute, Audubon, Banta Corporation, Bayer Corporation, Beacon Street Girls, BlackRock, Cemex, Central Park Conservancy, The Cloud Institute for Sustainability Education, Chelsea Clock, Converse, Chock Full o’Nuts, Creative Edge Parties, Discovery Networks International, ESPN Zone for Disney Regional Entertainment, D-Rev, Ford Motor Company, Electra, Elle Magazine, Excella Consulting, Gianluca Isaia, Girl Scouts of America, Herman Miller, Genesis Eldercare, International Center of Photography, Keds, Kodak Professional, LouisBoston, Mohawk Paper, New York Blood Center, Marriott International, MeadWestvaco, Philip Morris Cultural Affairs, Q2, Reebok, Reed&Barton, The Rhythm & Blues Foundation, SafeHorizon, Sappi, Seagrams, Sigma Q, Sperry Topsider, Star Market, StrideRite, StoraEnso, ToysRUs, The Joyful Heart Foundation, Waterworks, World Wildlife Fund.

Selected case histories

Changing the World with Great Care




Bayer

Bayer Corporation

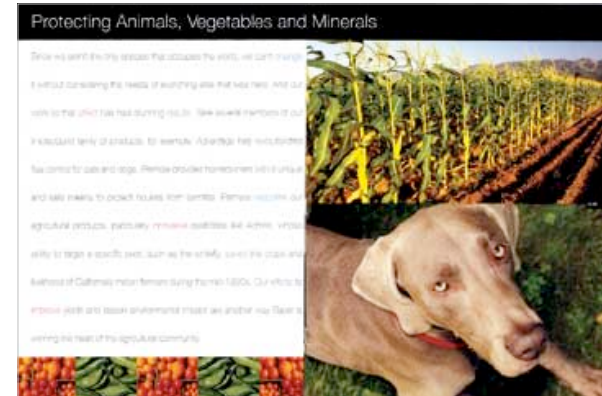
For Bayer Corporation, we developed a major repositioning and branding campaign that incorporated each of their business units as well as a company-wide program to support science education, called “Making Science Make Sense.”

The higher the goal, the greater the accomplishment.
Bayer touches the lives of **1,000,000,000** people.



Protecting Animals, Vegetables and Minerals

Since we first brought people the crops they eat, we care that we do it without harming the needs of everything else that was here. And our work to the effect has had lasting results. Now we're members of our 17 different kinds of animals, to mention. As a result, we've become the source for safe and strong, America's most trusted name in pet care and safe means to protect houses from germs. Please receive our agricultural products, particularly in the areas of soil science, which helps to begin a growth cycle, such as the ability to grow and harvest of California's most famous during the 1950s. Our vision is to protect and better environment that we and our Bayer is serving the best of the agriculture community.



Every Day, Our **10,000** Products Reach



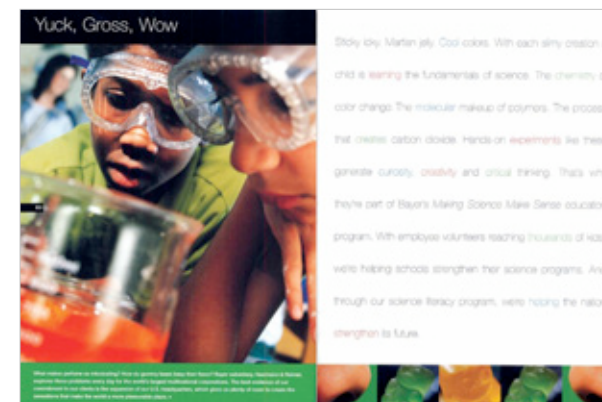
Stopping the Status Quo

When we look at the world today, we see a world that's changing. It's not just the products we use, the cars and trucks, the houses and schools, the things we do every day. The world is changing. It's not just the products we use, the cars and trucks, the houses and schools, the things we do every day. The world is changing. It's not just the products we use, the cars and trucks, the houses and schools, the things we do every day. The world is changing.



Yuck, Gross, Wow

Slidy-ity. Marry-jy. Cool-ices. With each silly creation a child is learning the fundamentals of science. The chemistry of color change. The molecular makeup of polymers. The process that creates carbon dioxide. Hands-on experiments like these generate curiosity, creativity and critical thinking. That's why they're part of Bayer's Making Science Make Sense education program. With employee volunteers reaching thousands of kids, we're helping schools strengthen their science programs. And through our science literacy program, we're helping the nation strengthen its future.





Finally, a program that restores an essential element to a designer's career.

Meaning.

Ideas That Matter
 A program to support design for the public good.

Nothing nourishes the soul like doing work that really matters. Unfortunately, it doesn't do much for the pocketbook.

That is why Sappi created a program to support design for the public good. Ideas That Matter awards monetary grants to designers throughout the world to help them create and implement projects that serve the causes closest to their hearts. In other words, your favorite cause, your favorite charity, your favorite foundation.

For additional information and an application form, call us at 1.800.882.IDEA. But hurry. The deadline for submissions is May 31.

sappi

© 2009 S.C. Wiggins Business Company

Sappi Fine Paper

For Sappi, we created a program through which their customers can win grants to work for the cause of their choice. Since 1999, the program has given away millions of dollars in the United States, Europe and South Africa.



Over the course of a long relationship, we also wrote and designed an educational library, web site, and many new product launches.

Pfizer

We recently completed a new identity for Pfizer's umbrella philanthropic program.





World Wildlife Fund

For WWF, we developed a new communications strategy to launch their new conservation efforts, as well as their annual report and donor materials.

Discovery Networks International

For Discovery Networks International, we named, positioned and launched a new global television network.



Cemex Corporation

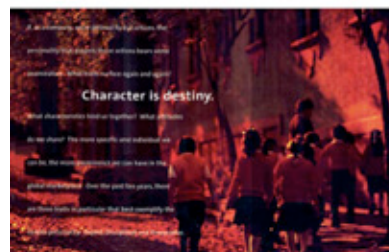
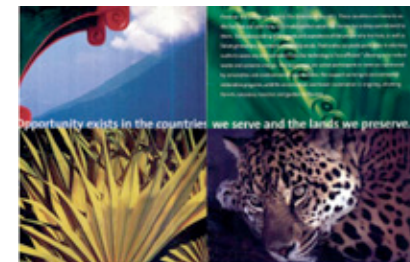
A major new branding program for the largest corporation in Mexico.



A promise that guides us. Principles that define us.

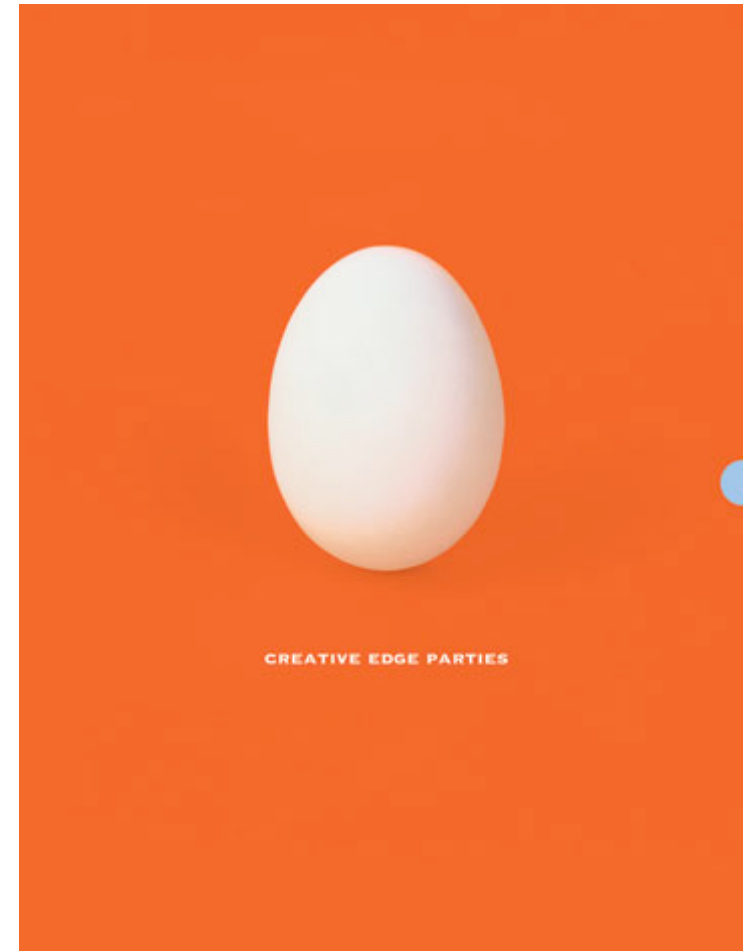
Our promise is building tomorrow. We know it is a promise built on the foundation of our principal products - cement - and our long-standing commitment to sustainable construction. We know we are an affordable construction material that respects the land of others worldwide. Our cement-making operations, from infrastructure to housing, are the potential for creating the communities of the future. We know we are the industry leader in cement production worldwide.

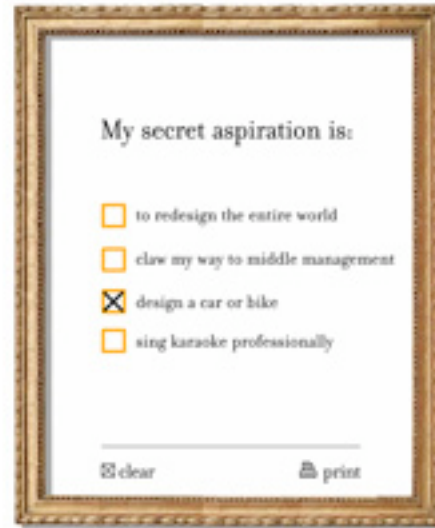
Our principles are building something extraordinary. It is a promise built on the foundation of our principal products - cement - and our long-standing commitment to sustainable construction. We know we are an affordable construction material that respects the land of others worldwide. Our cement-making operations, from infrastructure to housing, are the potential for creating the communities of the future. We know we are the industry leader in cement production worldwide.



Creative Edge Parties

For New York's best caterer, we developed an identity based on the egg (the most versatile ingredient), and a campaign that featured fancy chickens.





MeadWestvaco

NewPage Corporation

NewPage Corporation (formerly MeadWestvaco) needed a new strategy and communications program to replace many fragmented efforts. We created a single program for the web, direct mail and advertising that integrated their products with services and editorial for customers. The program was called The True You. A major portion of the program was designed to educate employees on the program and how to represent it.



Kodak

Our work for Kodak included renaming and branding their professional division, creating a new global coding and package design system for all their products, and a web site for photographers that consolidated hundreds of disparate products and programs into a core group of sustainable concepts. It was launched with a major internal communications program.



Image Intelligence

begins with understanding that a photographer's or graphics professional's life does not, in fact, begin or end with an image. Their daily worklives are diverse and cyclical, careening from inspirational to technical to utterly practical and back again.

It's knowing that each step of their creative process — inspiration, capture, production and archive — overlaps with the others. And that success usually means balancing all of them at once. Plus running a business at the same time.

When these people want support, it doesn't mean sympathy, it means results.

Kodak Professional has a combination of people, products, technology and information that no other source can match. And our customers know it.

So, ultimately, Image Intelligence is our ability to deliver, to get our vast resources out where they can do the most good.

That is the core of this new position. Not just to improve and expand what we have, but to ensure that our customers reap the full benefit.

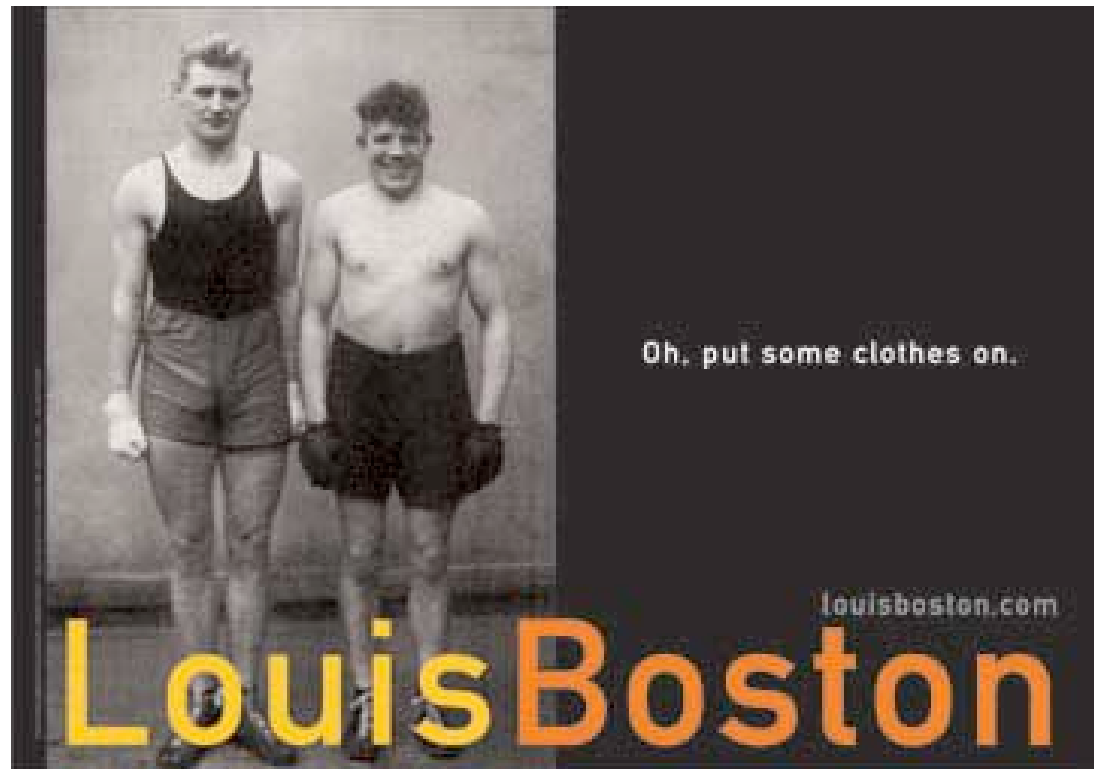


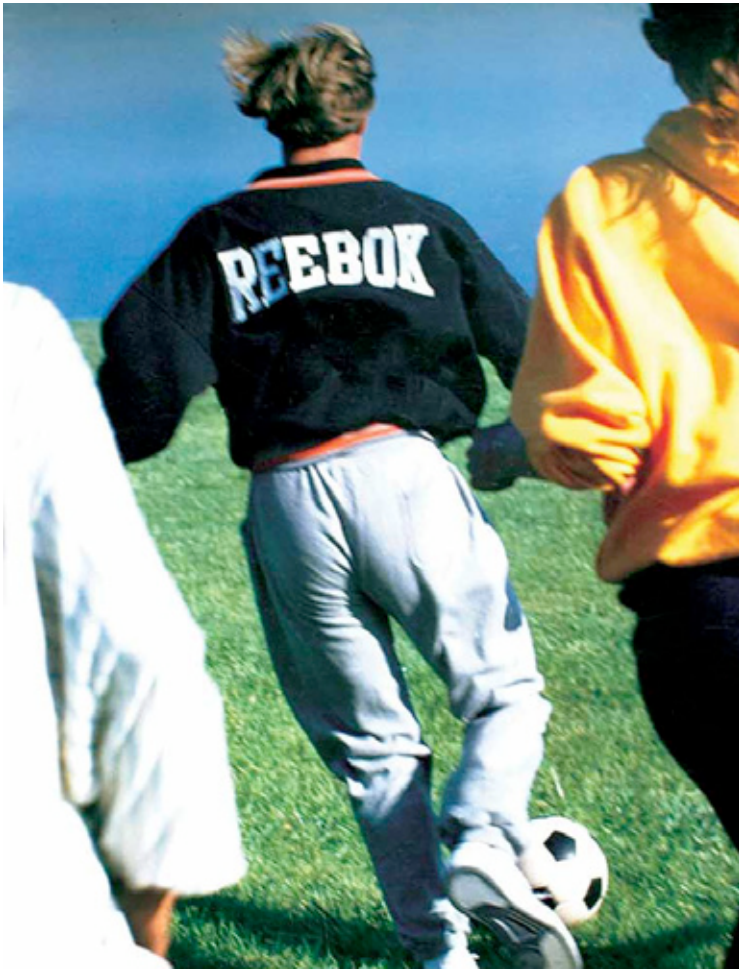




LouisBoston

For the past twelve years, we have created all advertising, web development, packaging and promotions for one of the most influential stores in the United States.

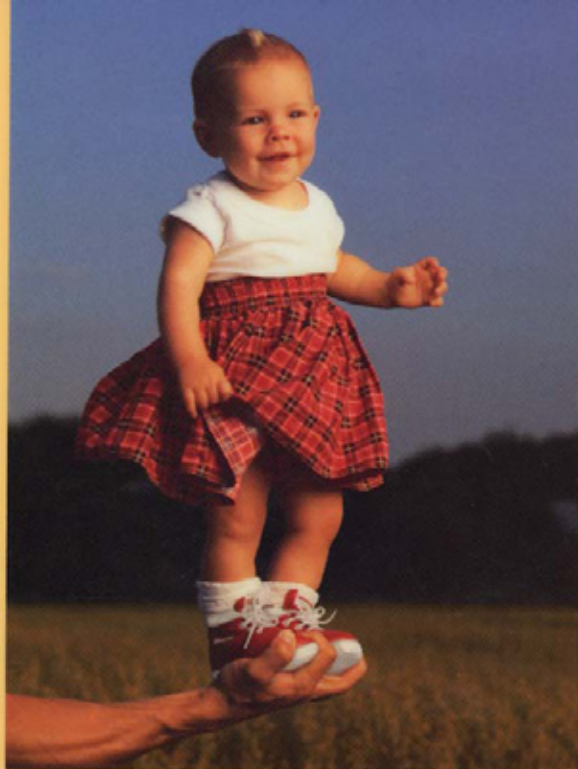




Reebok

Over the course of a ten year relationship with Reebok, we launched five new divisions and created marketing programs for all their fashion products including Weebok shoes and apparel for infants and toddlers.





World class charmers wear Weebok.

Reebok has habited millions of grown-up feet. So it's natural for parents to trust the world's most important feet to our Weebok™ infant and children's shoes.

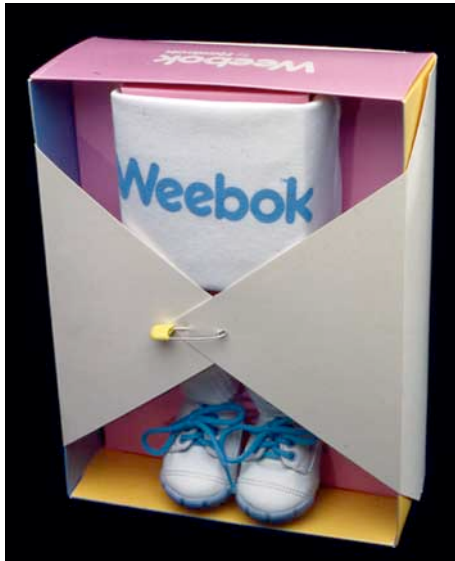
Extensive studies help us fit your child's foot perfectly—with soft, supple garment leather or high-quality canvas and a roomy toe box for freedom and growth. And it's snug in the back to hold the heel in place.

Choose from a variety of Weebok styles and colors, in leather and canvas, for both play and dress-up. In narrow, medium, and wide widths, plus half sizes.

Weebok shoes. Because, like your kids, they're not just cute. They're perfect. **by Reebok**



Specially designed by Reebok for developing feet, Weebok™ shoes are carefully fitted in select children's specialty and department stores.



Reebok has habited millions of grown-up feet. So it's natural for parents to trust the world's most important feet to our Weebok infant and children's shoes.

Extensive studies of developing feet help us fit your child's foot perfectly: for starters, we wrap the foot in soft,

box gives toes room to grip easily and move freely—and provides room for growing feet. And it's snug in the back to hold the heel in place.

Choose from a variety of Weebok styles and colors, in leather and canvas, for both play and dress-up. We

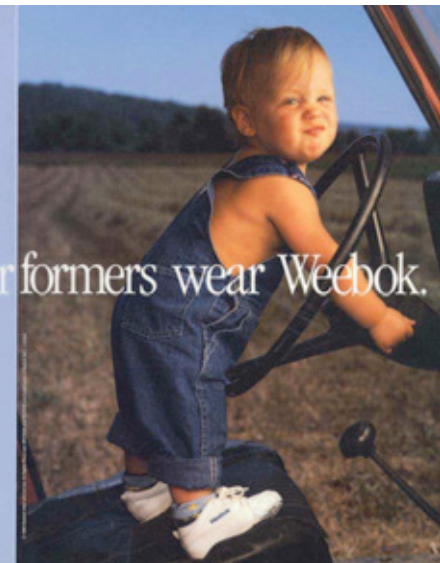
America's favorite performers wear Weebok.

supple garment leather or high-quality canvas for flexibility and comfort.

Like a wise parent, we provide the right combination of freedom and fitness. Weebok's extra-large toe

make them in narrow, medium, and wide widths, plus half sizes.

Weebok shoes. Because, like your kids, they're not just cute, they're perfect. **by Reebok**



Founder's Bio

Cheryl Heller has recently been nominated for the Cooper Hewitt National Design Award for Communication Design. Over the course of her career, she has developed brands and launched products for Fortune 100 and start up companies in fields ranging from fashion and beauty, automotive, entertainment, retail, technology, food and beverage, health care, manufacturing and finance. Her experience includes the development of national broadcast and print campaigns, identity programs, web based programs, employee communications and training, direct mail, film, events and cause-related marketing.

She founded and ran a design agency in Boston called HellerBreene, part of the WCRS international network of agencies. She served as Executive Creative Director at Wells Rich Greene, and was the Executive Creative Director and Managing Partner for Siegel & Gale, an international branding and identity firm.

Ms. Heller has been profiled through articles in The New York Times, The Boston Globe, Graphis Magazine, Communication Arts, ID, How Magazine, Print and PDN. She has authored articles for CA, ID, Step. The CRO, Graphis Magazines, The Boston College Center for Corporate Citizenship, and The Design Management Journal. She is a recipient of countless awards from national and international competitions, and her work is included in the Library of Congress permanent collection. She is a member of the Board of Directors of PopTech, an organization devoted to the impact of technology on culture, a member of the board of directors of The Cloud Institute for Sustainability Education, a past member of the Executive Committee of the AIGA National Board, and of ADC Global. She is a passionate photographer.

Thank you.

For more information, please contact

Gary Scheft

212-625-3300

gscheft@hellercd.com

hellercd.com