



digital showcase

inspiring actions that matterTM

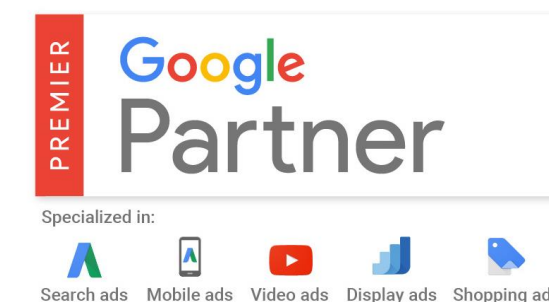
We develop integrated marketing communications programs that help our clients positively impact people's lives.

Our work touches virtually everyone in America through programs for healthcare organizations, nonprofit causes, government agencies, and businesses that believe in the power of doing good.



facts & figures

- 85 team members delivering award-winning, integrated communications
- #28 largest independent, #7 largest healthcare PR firm ranked by O'Dwyer's
- 25+ years of digital/mobile development expertise
- Top contractor on GSA's Advertising and Integrated Marketing Solutions (AIMS 541) Schedule
- Headquarters in Annapolis, MD and offices in Washington, D.C.



digital that gets results

- Generating awareness of critical issues and causes
- Activating customers and key stakeholders
- Mobilizing online communities
- Empowering individuals to become change agents
- Driving transactions that increase sales, memberships and donations

clients that matter





USER
EXPERIENCE



DIGITAL DESIGN
& DEVELOPMENT



MOBILE DESIGN
& DEVELOPMENT



CONNECTION PLANNING



DIGITAL ENGAGEMENT



DIGITAL ADVERTISING



CONTENT MARKETING



SOCIAL MEDIA



ANALYTICS &
MEASUREMENT

digital services

Our integrated
digital capabilities
help our clients connect
across every channel
and every device.

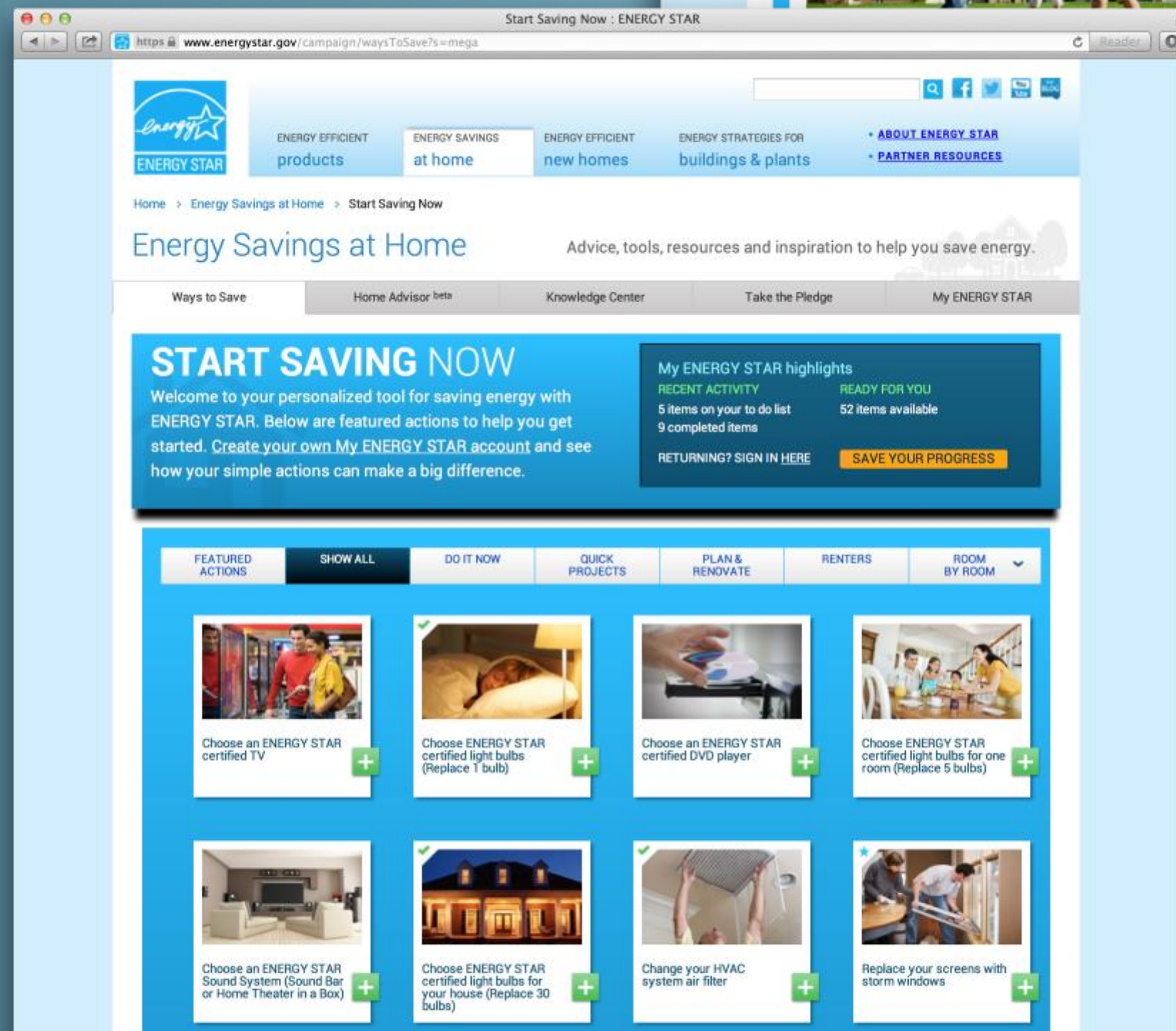
engaging millions
of visitors to help
fight climate
change



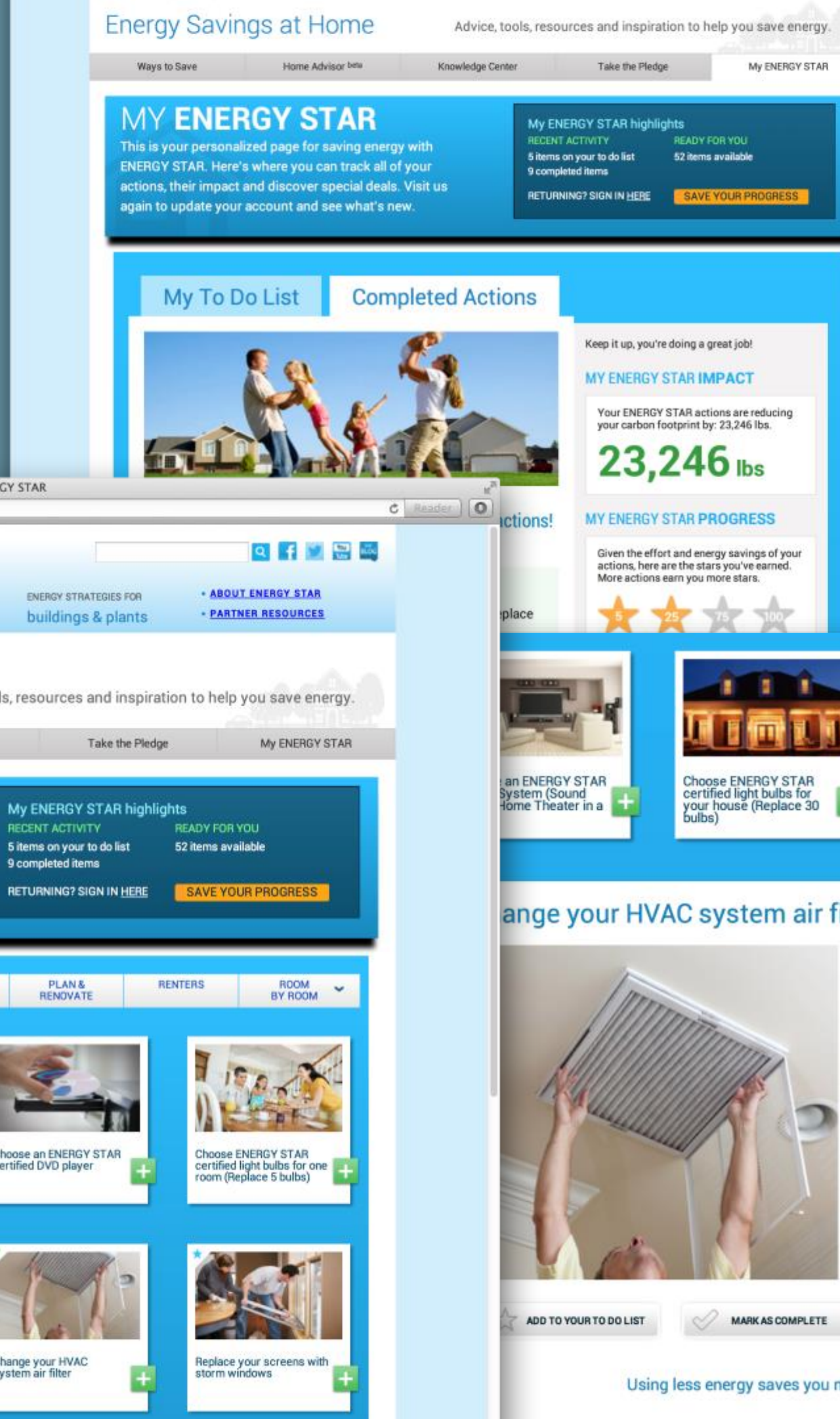
We help the EPA make ENERGY STAR® the nation's number one online resource for saving energy. Energystar.gov reaches a million visitors a month with helpful ideas and advice.



The MY ENERGY STAR
digital dashboard
helps people save
energy and track
their progress



easy to use
interface for
exploring
energy
savings tips



Keep it up, you're doing a great job!

MY ENERGY STAR IMPACT

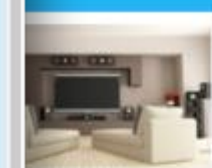
Your ENERGY STAR actions are reducing your carbon footprint by: 23,246 lbs.

23,246 lbs

MY ENERGY STAR PROGRESS

Given the effort and energy savings of your actions, here are the stars you've earned. More actions earn you more stars.

5 25 75 100



Choose an ENERGY STAR System (Sound Home Theater in a



Choose ENERGY STAR certified light bulbs for your house (Replace 30 bulbs)

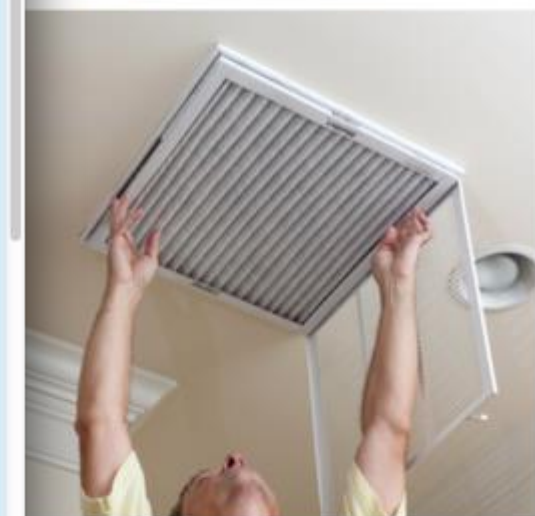


Change your HVAC system air filter



Replace your screens with storm windows

Change your HVAC system air filter



Check your air filter every month, especially during heavy use months. If the filter looks dirty, change it. At a minimum, change the filter every 3 months. A dirty filter slows down air flow and makes your system work harder to keep you comfortable.

SAVE EVEN MORE

- Program your thermostat to save energy when you are asleep or away
- Have a professional tune up your HVAC system
- Seal leaky air ducts

FACTS & STATS

The average home spends more than \$2,000 per year on utility bills, nearly half going to heating and cooling

PLEDGE THIS ACTION

ADD TO YOUR TO DO LIST

MARK AS COMPLETE

MORE INFORMATION

GO TO MY ENERGY STAR

Using less energy saves you money and helps prevent climate change.

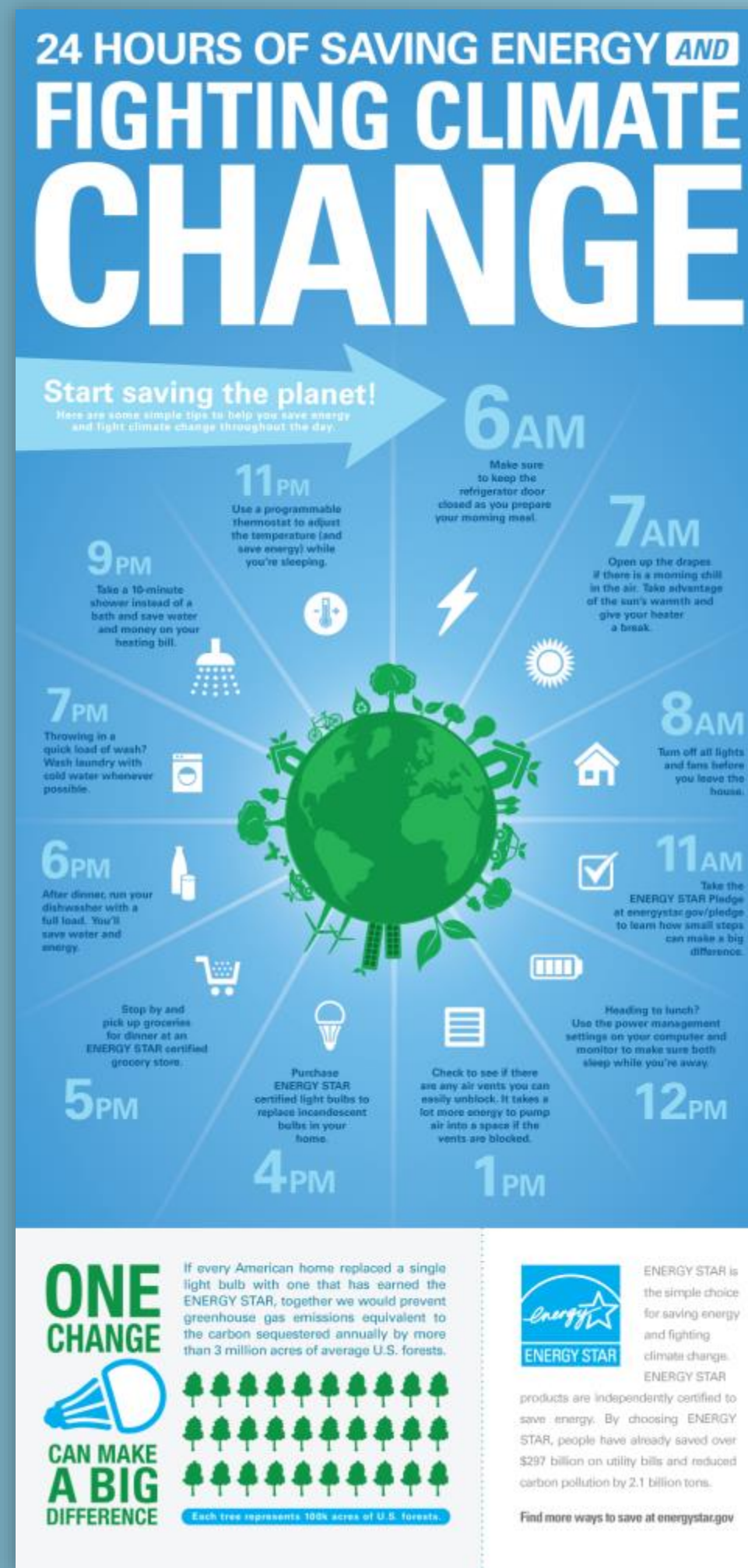
visitors track
energy saving
progress on a
personalized
dashboard

ability to
update your
dashboard is
integrated into
the content

keeping visitors engaged
with branded tools,
videos,
and content



interactive maps promote events and show
energy savings activity



infographics make
complex subjects
more accessible

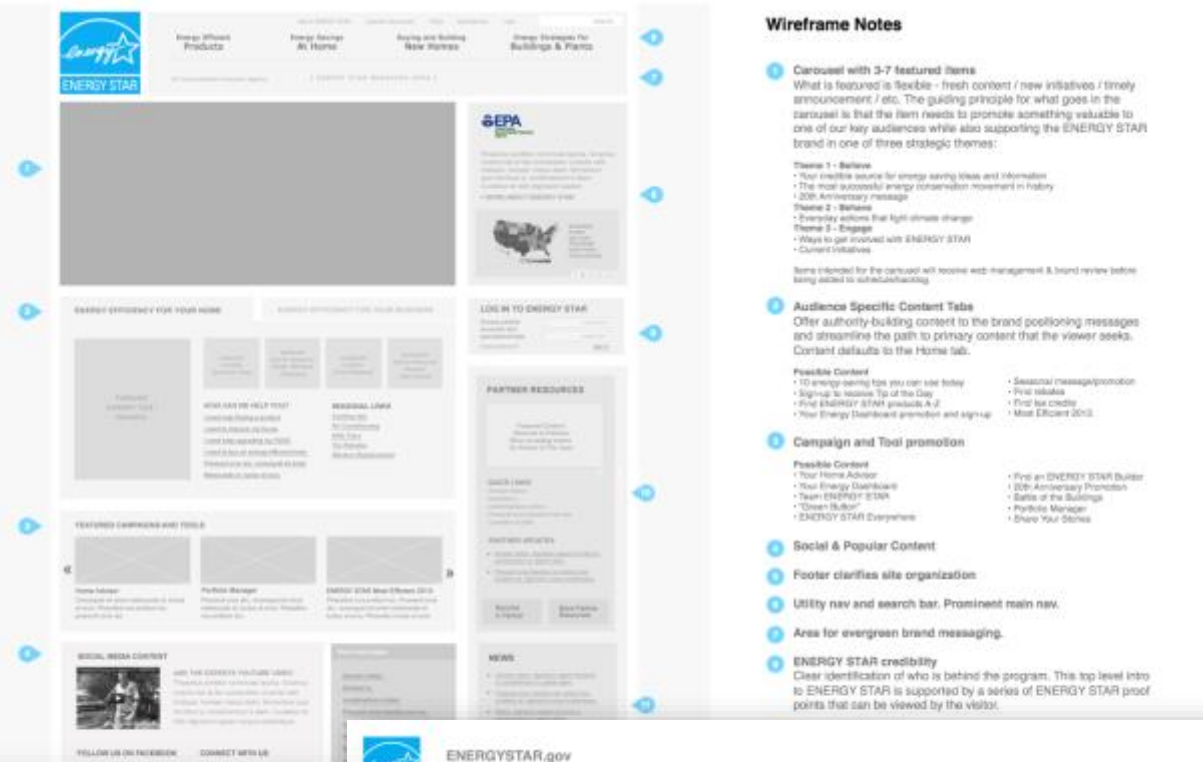


telling the ENERGY STAR story with video

everything begins with user-centered design

ENERGYSTAR.gov Homepage Redesign Wireframes

Approach 1



Wireframe Notes

1. Carousel with 3-7 featured items. What is featured is flexible - fresh content / new initiatives / timely announcements / etc. The guiding principle for what goes in the carousel is that the item needs to provide something valuable to one of our key audiences while also supporting the ENERGY STAR brand in one of three strategic themes:
 - Theme 1 - Balance
 - Top creative source for energy saving ideas and information
 - The most successful energy conservation movement in history
 - 20th Anniversary message
 - Theme 2 - Balance
 - Everyday actions that light climate change
 - Theme 3 - Engage
 - Ways to get involved with ENERGY STAR
 - Current initiativesItems intended for the carousel will require web management & brand review before being added to subheadings.
2. Audience Specific Content Tabs. Offer authority-building content to the brand positioning messages and presenting the path to primary content that the viewer seeks. Content defaults to the Home tab.
 - Possible Content
 - 10 energy saving tips you can use today
 - Sign up to receive Tip of the Day
 - Find ENERGY STAR products & services
 - Your Energy Dashboard promotion and sign-up
 - Possible Content
 - Seasonal message/promotion
 - First results
 - First tax credit
 - Most Efficient 2013
3. Campaign and Tool promotion
 - Possible Content
 - Find an ENERGY STAR Builder
 - Your Energy Dashboard
 - Team Challenge \$10K
 - Green Builder
 - ENERGY STAR Everywhere
 - Possible Content
 - Find an ENERGY STAR Builder
 - 20th Anniversary Promotion
 - Battle of the Buildings
 - Portfolio Manager
 - Share Your Stories
4. Social & Popular Content
5. Footer clarifies site organization
6. Utility nav and search bar. Prominent main nav.
7. Area for evergreen brand messaging.
8. ENERGY STAR credibility. Clear identification of who is behind the program. This top level intro to ENERGY STAR is supported by a series of ENERGY STAR proof points that can be viewed by the visitor.



ENERGY EFFICIENCY



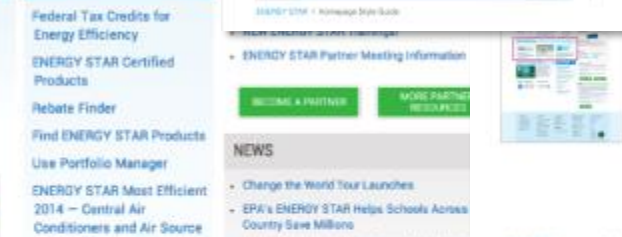
TOOLS AND INITIATIVES



ENERGY STAR SOCIAL MEDIA



MOST VIEWED



Core Fonts and Colors

The color palette and typography of the homepage are critical elements of the new style. Here are color specifications and a look at Roboto, the new ENERGY STAR web font. The font has been selected due to its clean, friendly format and clear visual proximity to Univers, our prior font. Roboto is a Google Web Font and is available for download on their website.

Roboto
Roboto Light
Roboto Condensed



Page Visibility With Common Monitor Resolutions



detailed wireframes and prototypes

production specifications and style guides

using
an immersive
web experience
to educate
and inspire
action



We help the USDA keep the public informed about the threat of invasive species with a full campaign including website development, online tools, and social media content.



an engaging,
informative
website for the
USDA

authoritative,
accessible information

The Spread

Check to see if your state has a federal quarantine—or could make a good home—for any of the 15 targeted Hungry Pests. Or click a pest to see which states have a federal quarantine and which ones are at risk. In addition to federal quarantines, state-level quarantines might apply. [Learn about state-level quarantines.](#)

SELECT A PEST BELOW TO SEE
WHAT STATES ARE IMPACTED.



All Hungry Pests



Asian Citrus Psyllid



Asian Longhorned Beetle



Citrus Greening



Emerald Ash Borer



European Grapevine Moth



European Gypsy Moth



False Codling Moth



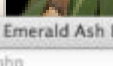
Giant African Snail



Imported Fire Ant



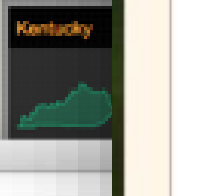
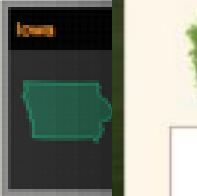
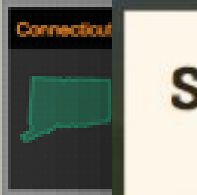
Khapra Beetle (wp)



Light Brown Apple Moth

ALL STATES

Note: Federal quarantines shown are for the 15 targeted Hungry Pests only. Other Federal and State quarantines may apply.



Click state name for more detailed information.

Number of targeted Hungry Pests under federal quarantine in this state.

Number of pests able to find suitable habitat in this state.

Pest Tracking tool delivers
real utility for the USDA
and the general public

See How They Spread



Boots, clothes and
equipment can carry pests
back home.

Invasive pests can hitchhike on boots,
clothes, and camping equipment used
outdoors. The pests can then be carried
long distances from their origin.



Outdoor Gear

WHO SHOULD KNOW

- Everyone
- International Travelers
- Outdoor Enthusiasts
- Hunters
- Gardeners
- Bird Watchers
- Ranchers & Farmers
- Loggers & Foresters
- Commercial Producers

CLICK A BUTTON FOR MORE

THE THREAT

Invasive plant seeds, insects and their
eggs, and diseases.

European gypsy moth egg masses, insects, snails, and
slugs can hitch a ride with you when you return from the
outdoors. Also, sudden oak death, microscopic worms,
and harmful weed seeds can move in soil stuck on any
item.

What's at risk.

America's crops, forests, ecosystems, community
landscapes, and backyard gardens.

Millions of dollars spent by farmers and government on



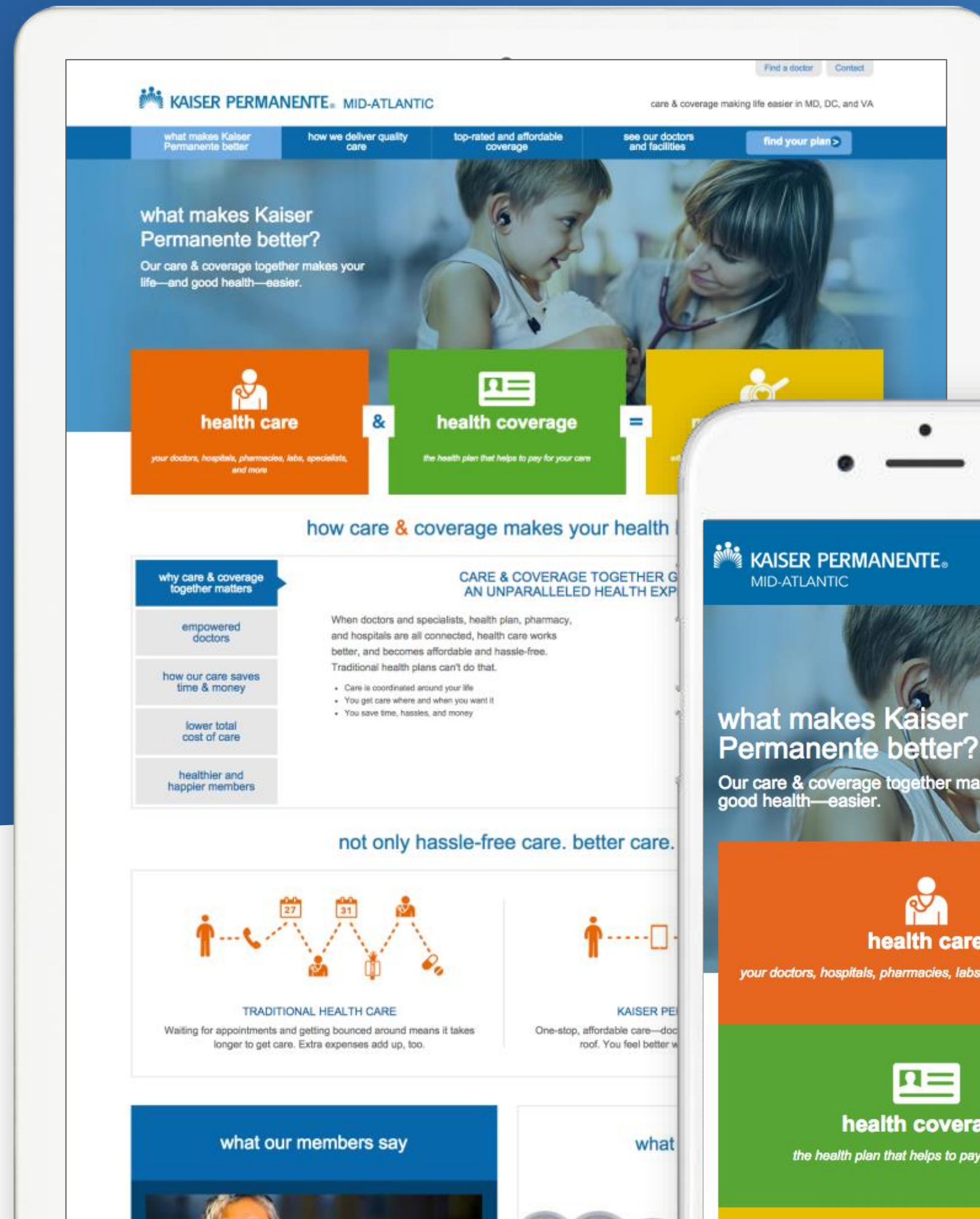
interactive
content that
makes the
subject matter
engaging

bringing next-gen healthcare to every digital screen



KAISER PERMANENTE®

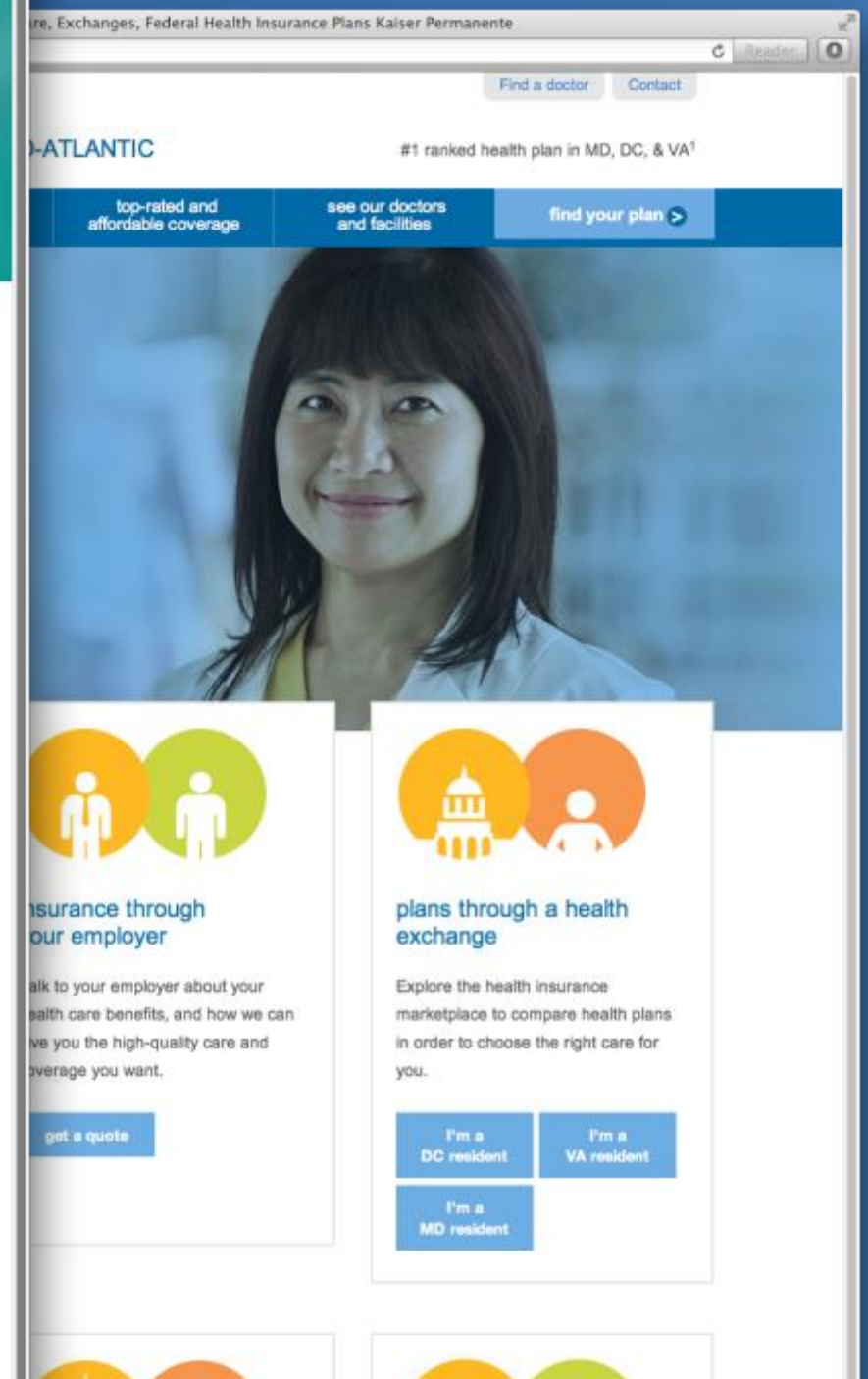
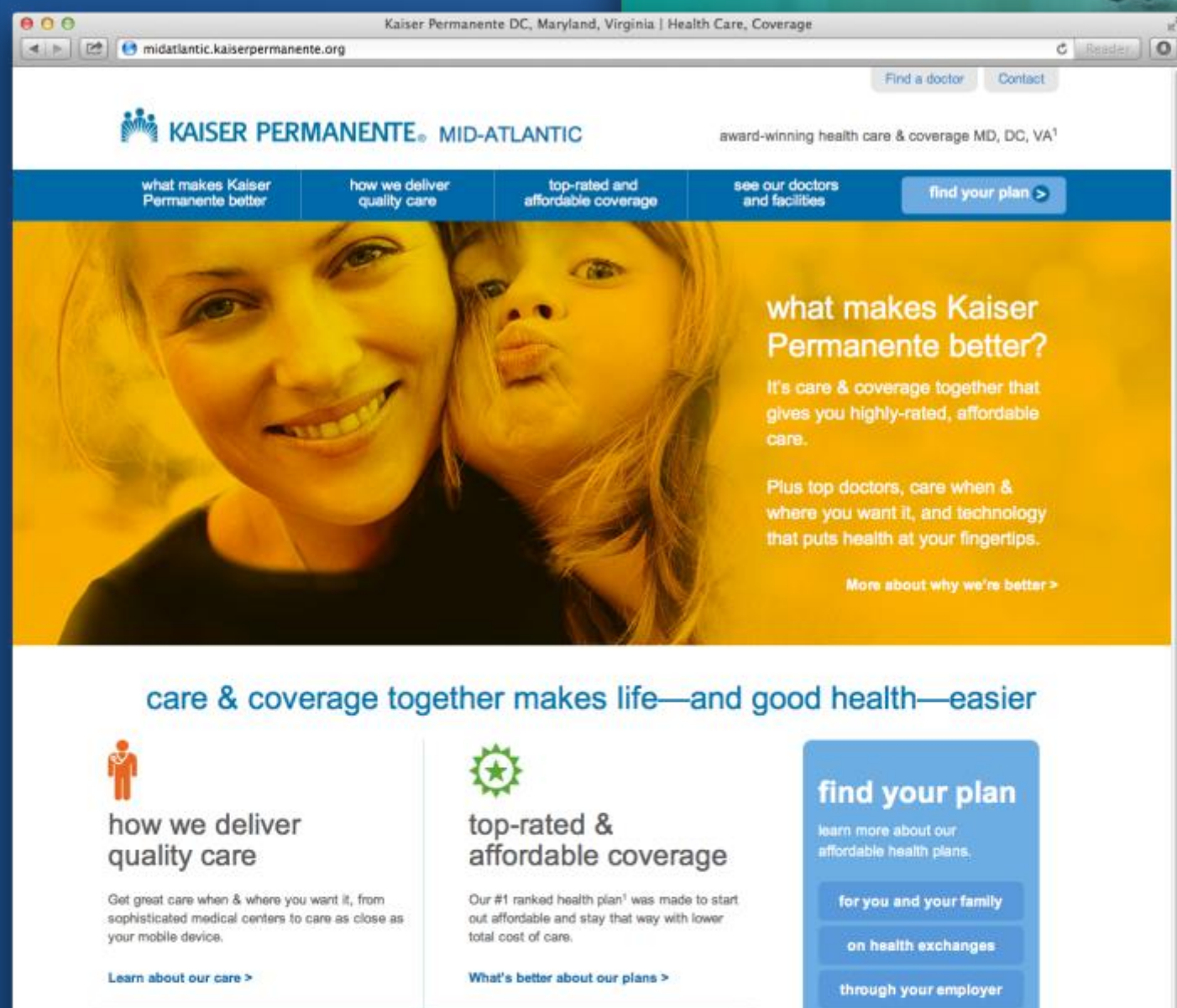
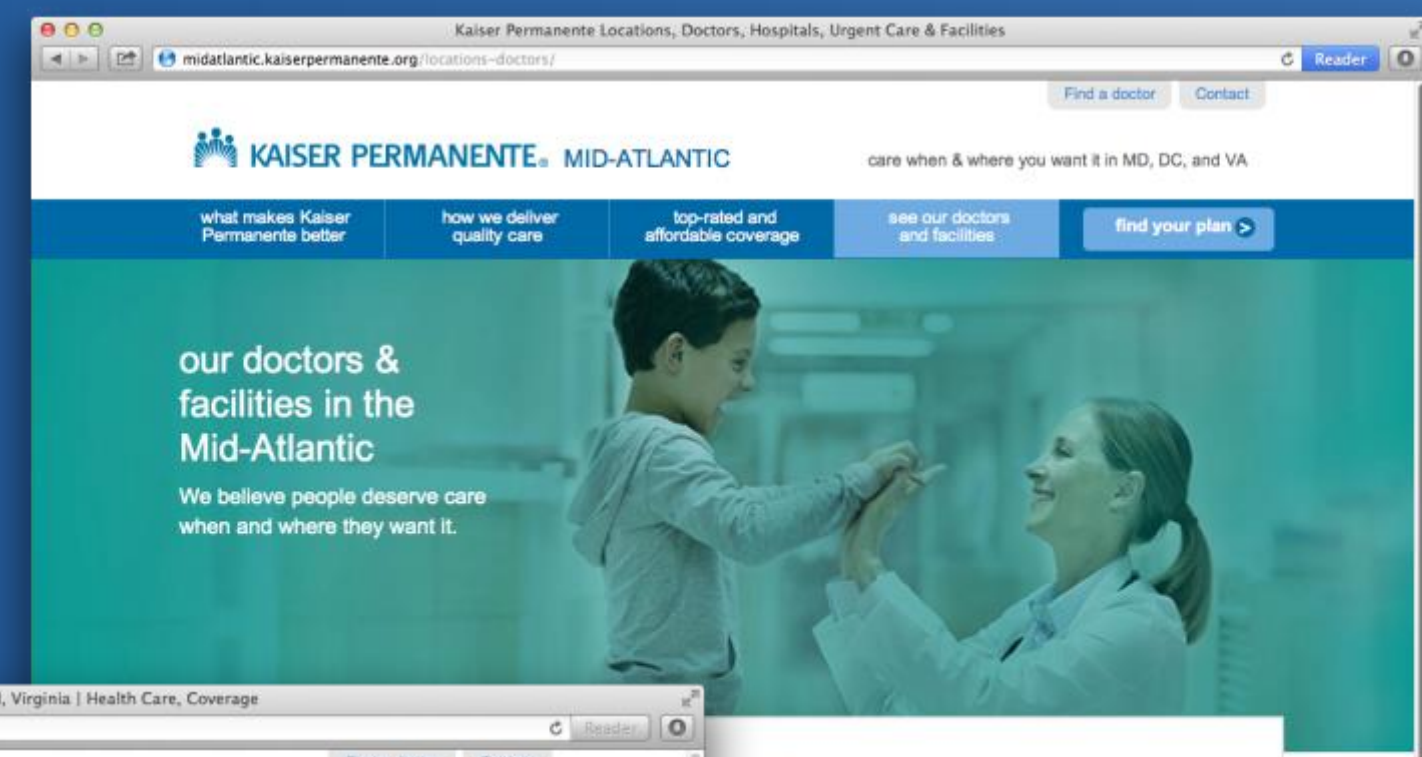
On every platform and mobile screen, we help Kaiser Permanente connect and educate consumers on a better way to choose healthcare.



technology and design that make
the complex simple

responsive campaign
sites that help
consumers make
smart choices

icons and infographics
keep content
accessible



using the human
element
to spark
engagement

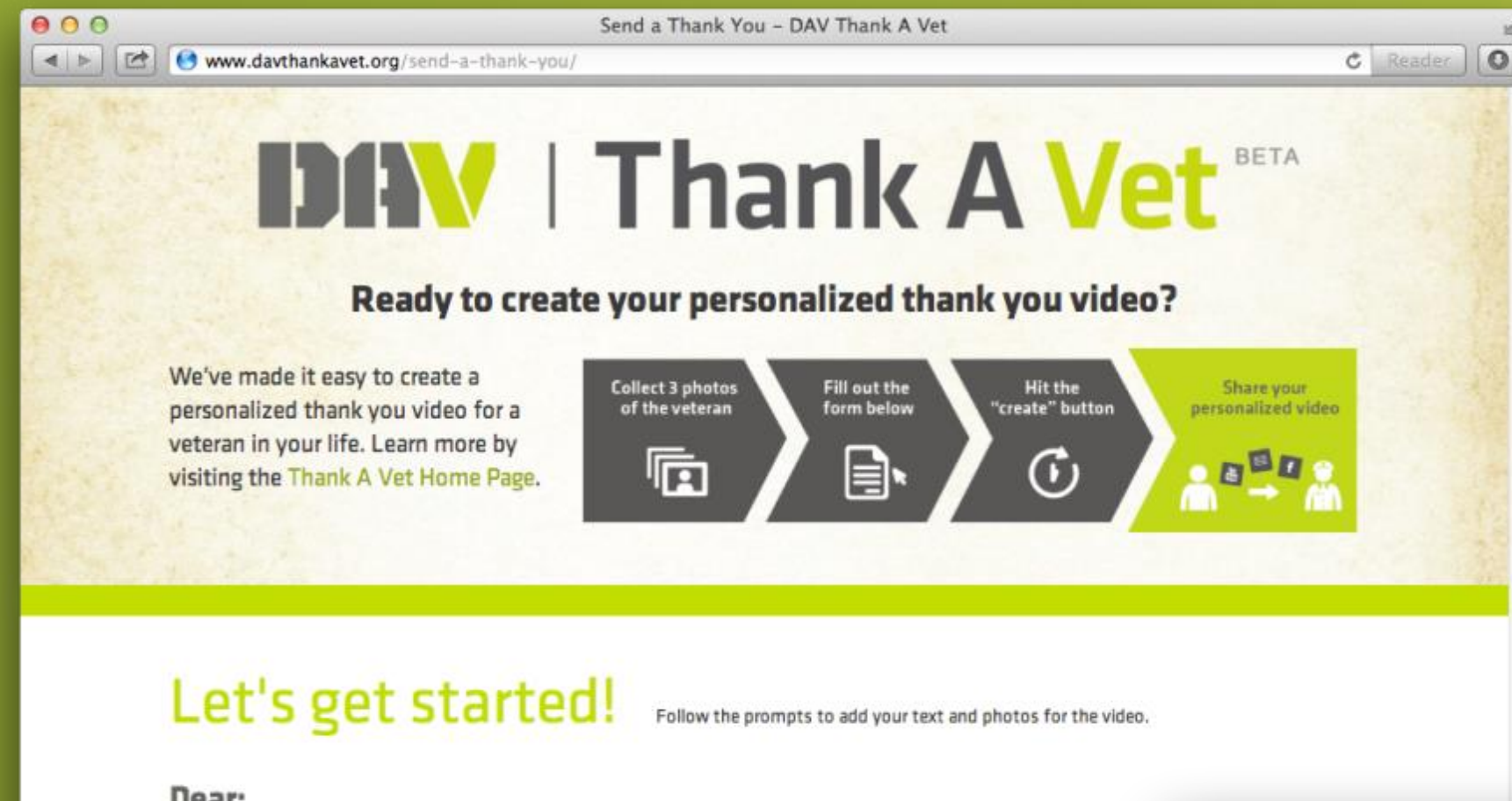
custom apps
that help
brands
connect



Our work for DAV helps veterans get the benefits they were promised. A fully integrated campaign delivers the message online, in social media, through custom apps, and shareable content.



helping
people create
personalized,
shareable content



Let's get started!

Follow the prompts to add your text and photos for the video.

Dear:

Enter the name of the veteran.

22 characters max

Thank you for serving in:

Enter the name of the conflict, branch of service, era or location in which the veteran served.

(eg: the Vietnam War, the Marine Corps, Iraq, etc.)
44 characters max

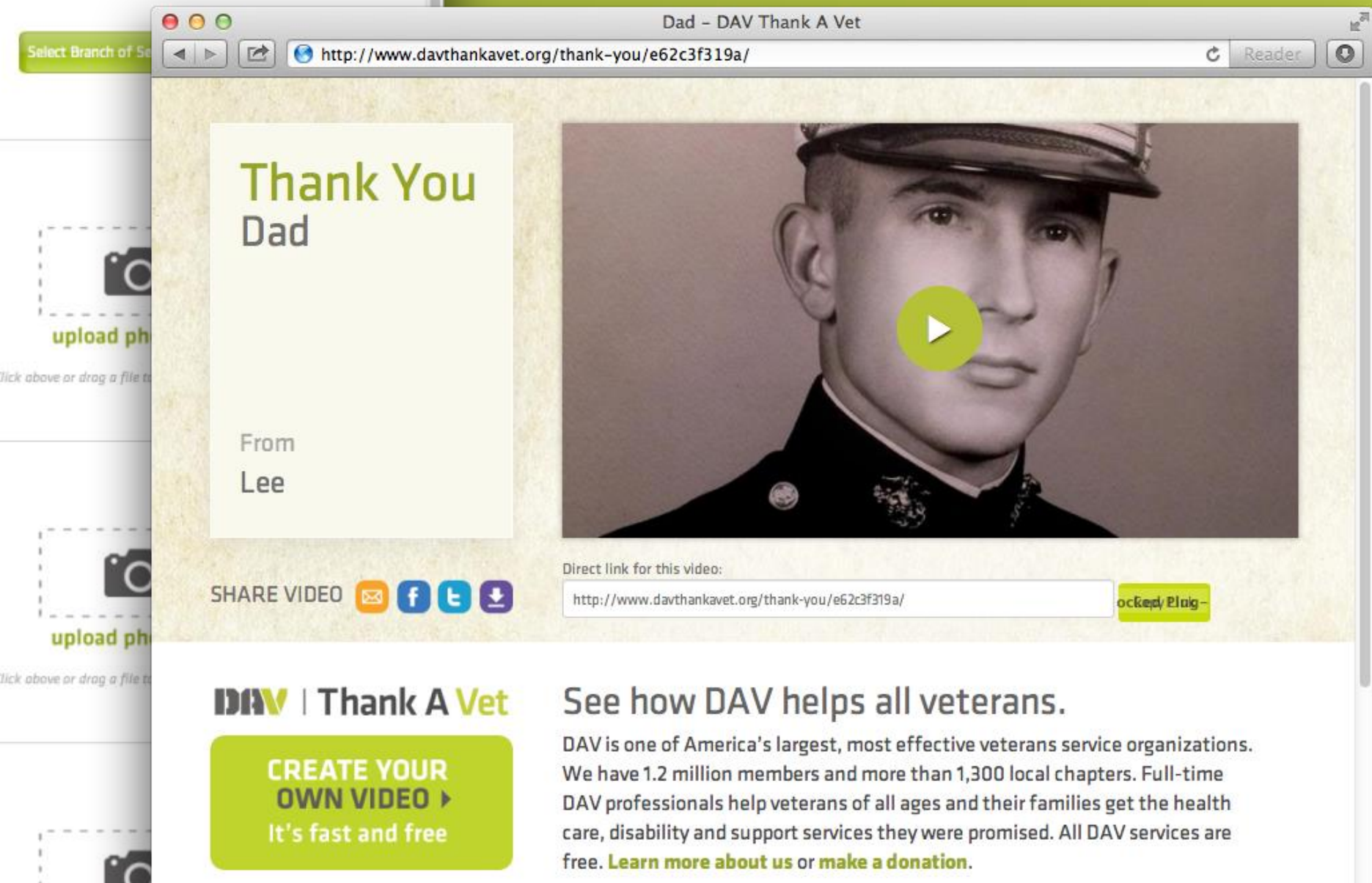
Thank you for:

Enter a military accomplishment, personal achievement or patriotic statement.

(eg: protecting our great nation, serving two tours in Vietnam, etc.)
44 characters max

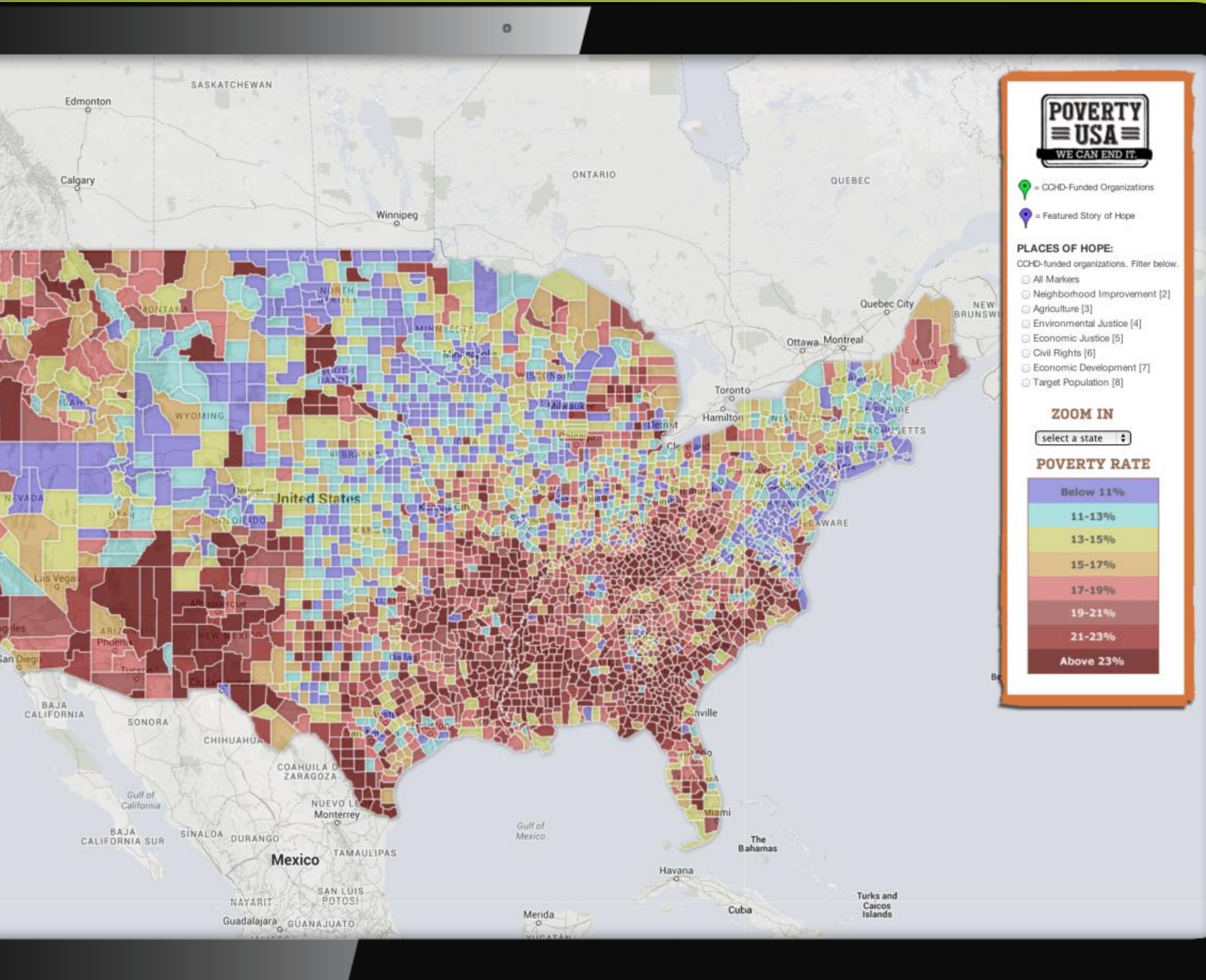
Thank you for:

Enter a personal thank you.



simple and
intuitive tool
allows anyone to
create a video in
minutes

more than
2,000 videos
were created
and shared in
the first two
weeks



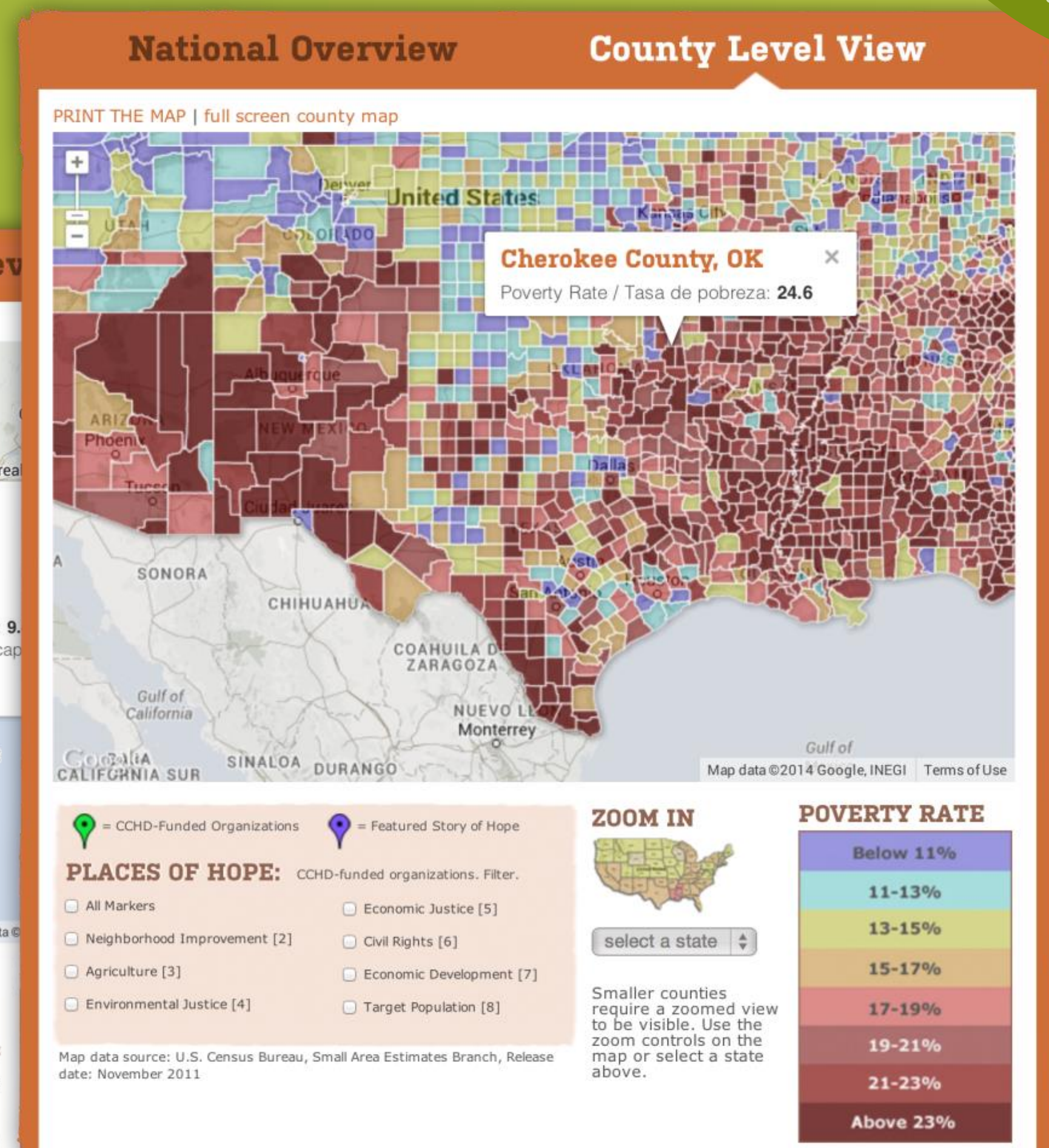
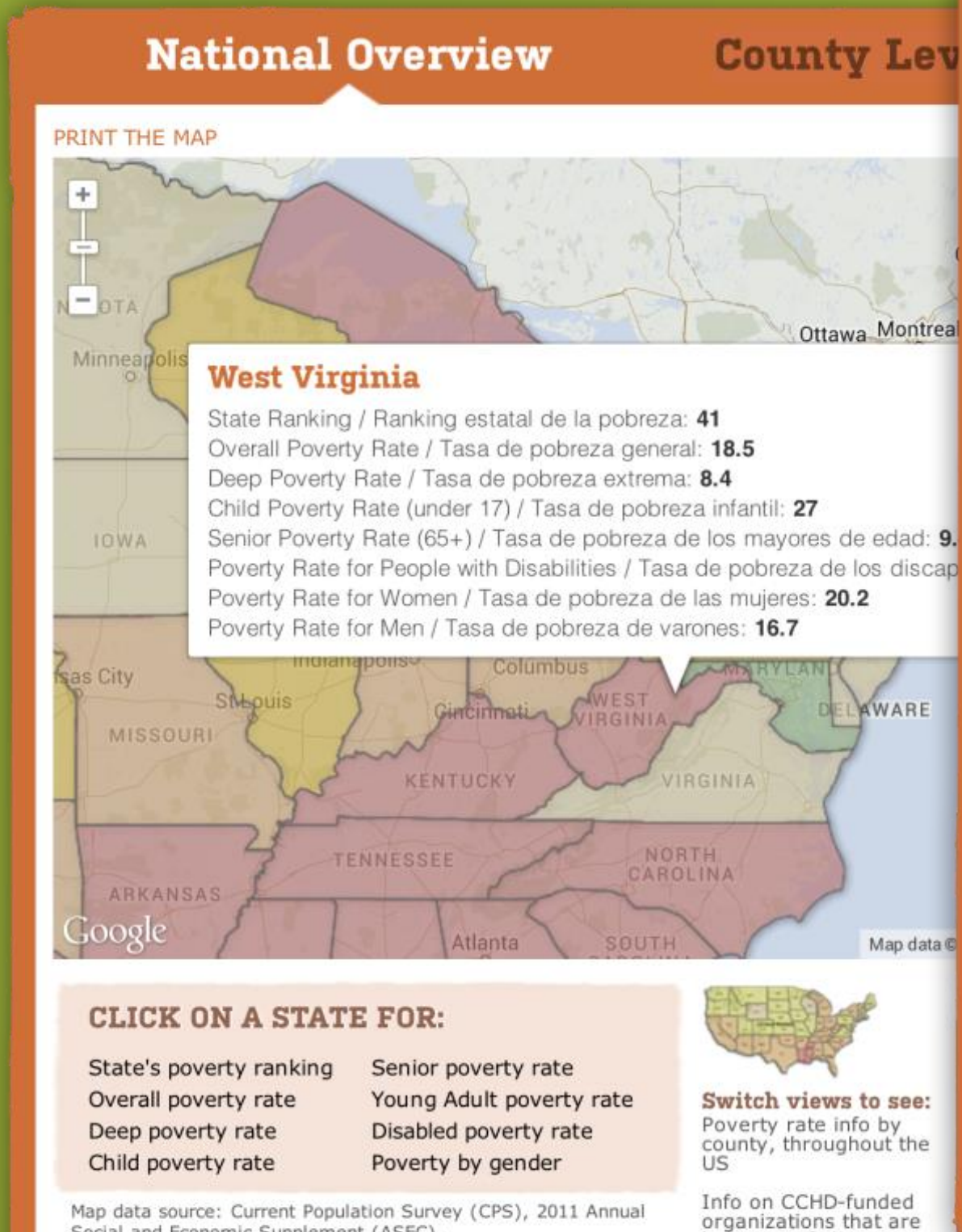
making complex
data easily
accessible



For the PovertyUSA website, we created a mapping tool that allows visitors to explore the depth and breadth of poverty in America down to the county level.

dynamic mapping of US Census data powered by Google Fusion Tables

visualizes
county-level
poverty rates
and connects
visitors with
organizations
working to end
poverty



takes
visitors on a
data-driven tour
of poverty in
America

digital ads
and rich
media that
connect with
online
audiences



Our work for the Social Security Administration delivers helpful messages in online take-overs, rich media, social media, and pre-roll videos.



engaging online banners that utilize rich media and dynamic content

JOIN
THE
MILLIONS
PLANNING
FOR

SOMEDAY




my Social Security

OPEN YOUR
ACCOUNT TODAY AT
SOCIALSECURITY.GOV

ARE YOU READY FOR

SOMEDAY?



Join the millions planning with
my Social Security

OPEN YOUR ACCOUNT TODAY
AT SOCIALSECURITY.GOV

5 "SOMEDAYS"
THAT WILL GET THE
NEIGHBORS TALKING



#5 Someday, I will
GRAB THE BULL
BY THE HORNS

START SLIDESHOW



Join the millions planning with
my Social Security

OPEN YOUR ACCOUNT

5 "SOMEDAYS"
THAT WILL GET THE
NEIGHBORS TALKING



#4 Someday, I will
JUMP OUT OF A
PERFECTLY GOOD
AIRPLANE



Join the millions planning with
my Social Security

OPEN YOUR ACCOUNT

5 "SOMEDAYS"
THAT WILL GET THE
NEIGHBORS TALKING



#3 Someday, I will
FINALLY GET
SOME BALANCE
IN MY LIFE



Join the millions planning with
my Social Security

OPEN YOUR ACCOUNT

5 "SOMEDAYS"
THAT WILL GET THE
NEIGHBORS TALKING



#2 Someday, I will
MAKE ART
THAT REQUIRES
PROTECTIVE GEAR



Join the millions planning with
my Social Security

OPEN YOUR ACCOUNT

5 "SOMEDAYS"
THAT WILL GET THE
NEIGHBORS TALKING

What's your
Someday?

Get ready with
my Social Security

- Plan for your retirement
- Estimate your future benefits
- Manage your current benefits

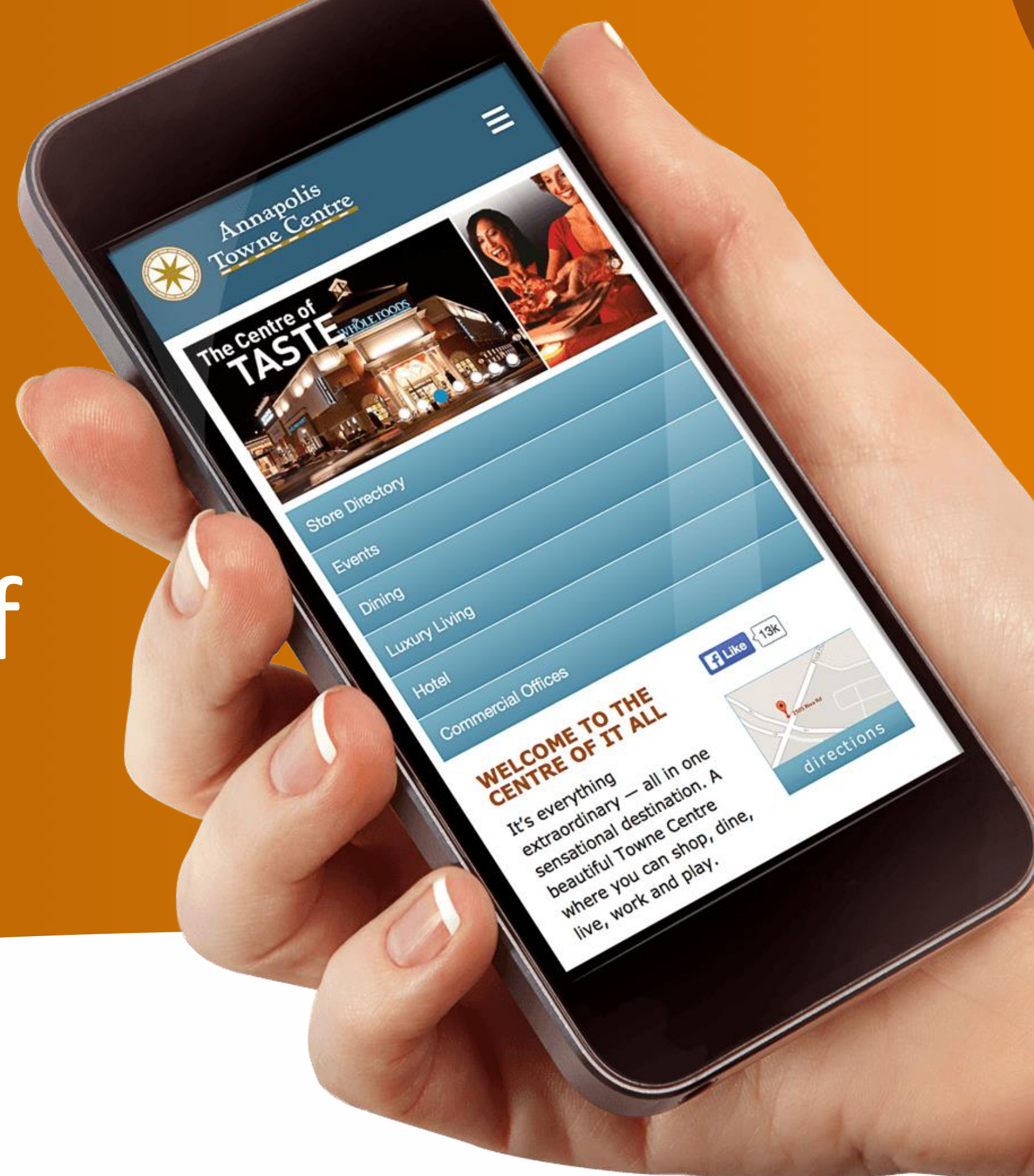
#1



Join the millions planning with
my Social Security

OPEN YOUR ACCOUNT

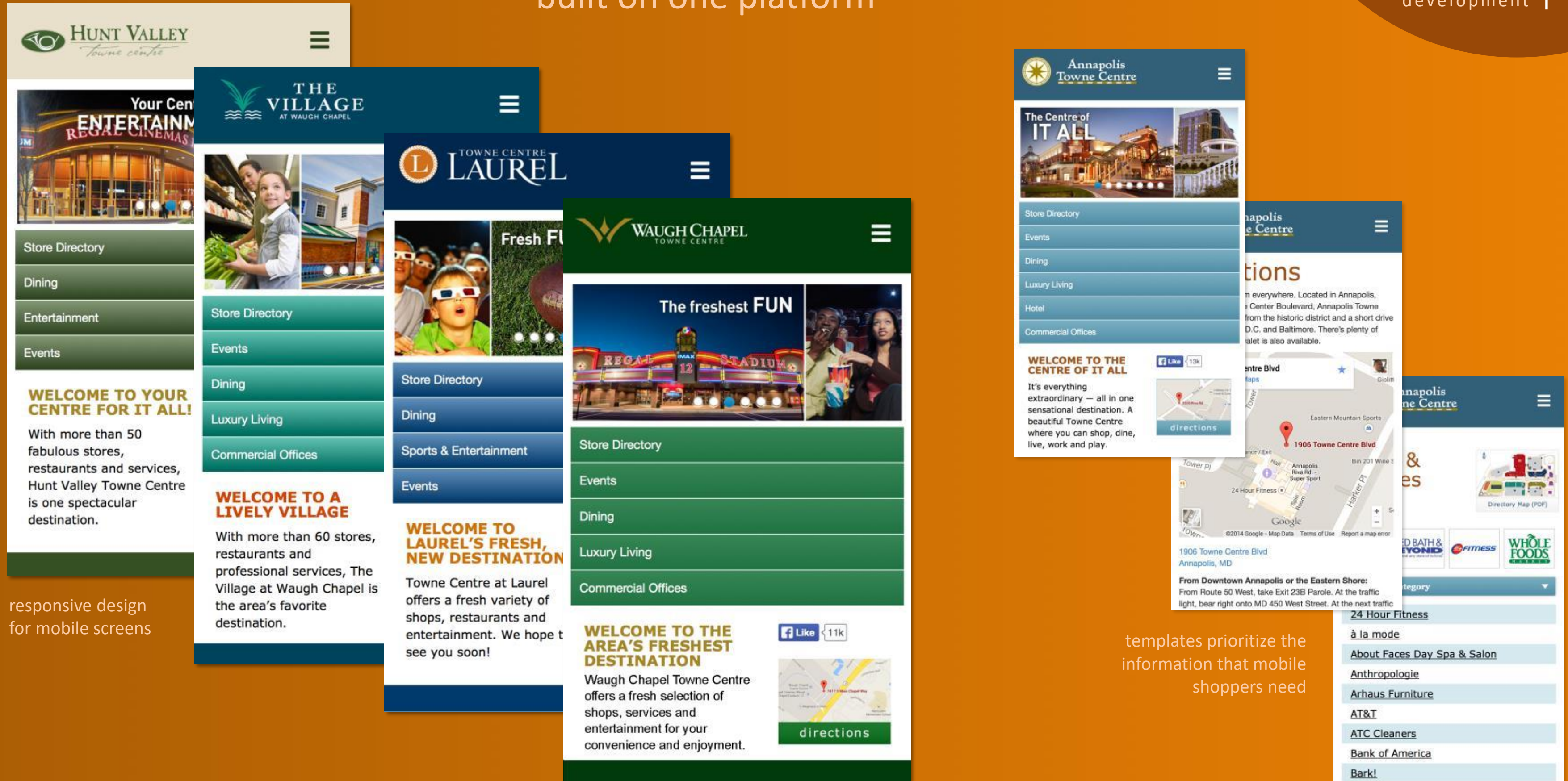
mobile that moves
at the speed of
commerce



GREENBERG GIBBONS

We created a series of mobile websites for Greenberg Gibbons that put each of their premiere retail developments in the shopper's hand.

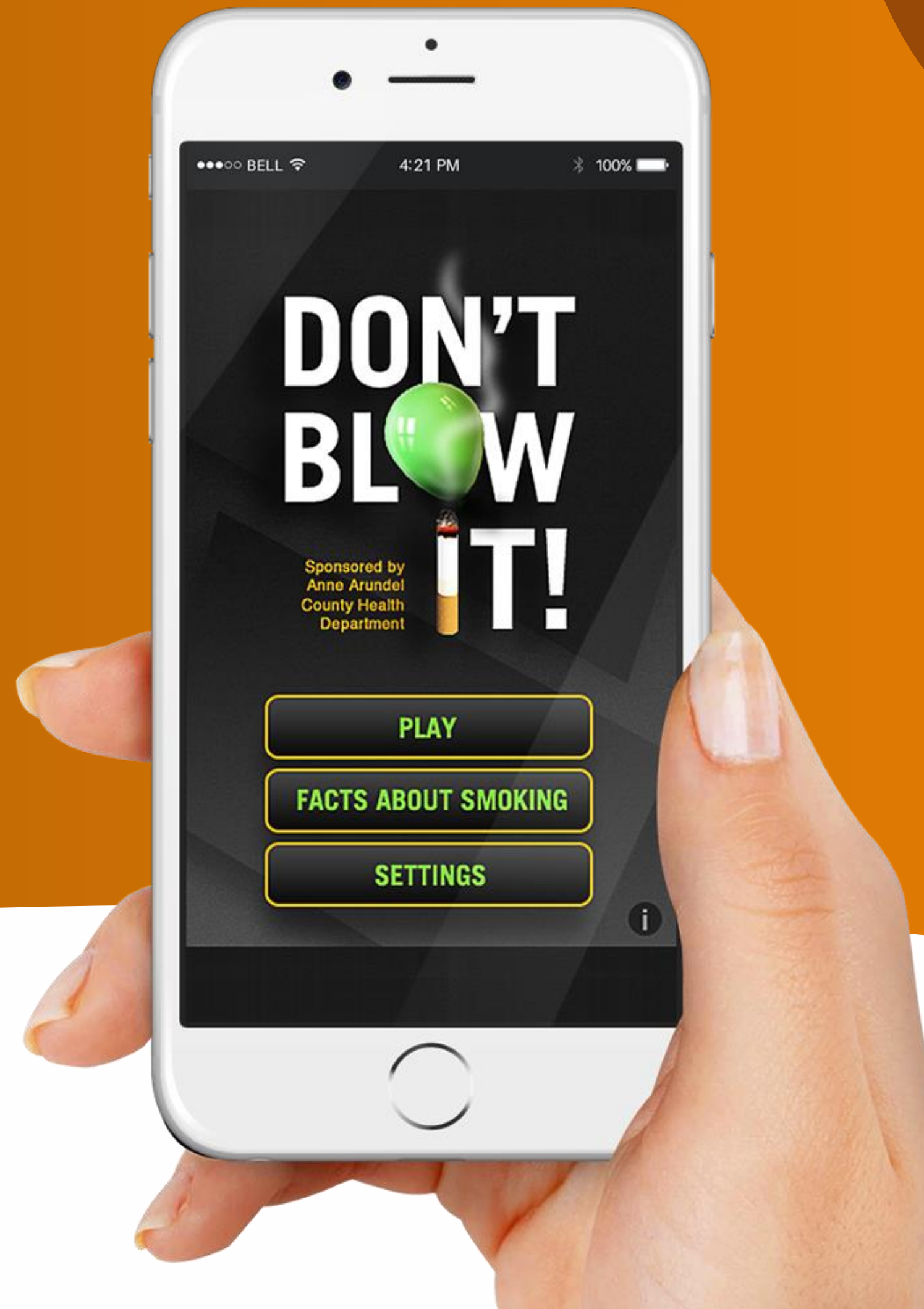
mobile sites for multiple properties,
built on one platform



responsive design
for mobile screens

templates prioritize the
information that mobile
shoppers need

using mobile
gamification to
keep kids
tobacco-free



With a fun game app, we helped the Anne Arundel County Department of Health teach teens about the negative impacts of smoking on lung capacity.

innovative app design uses the
phone's mic as a measuring
device



compelling
smoking facts
accompany
gameplay

users blow onto
their mobile device's
microphone to
test lung capacity

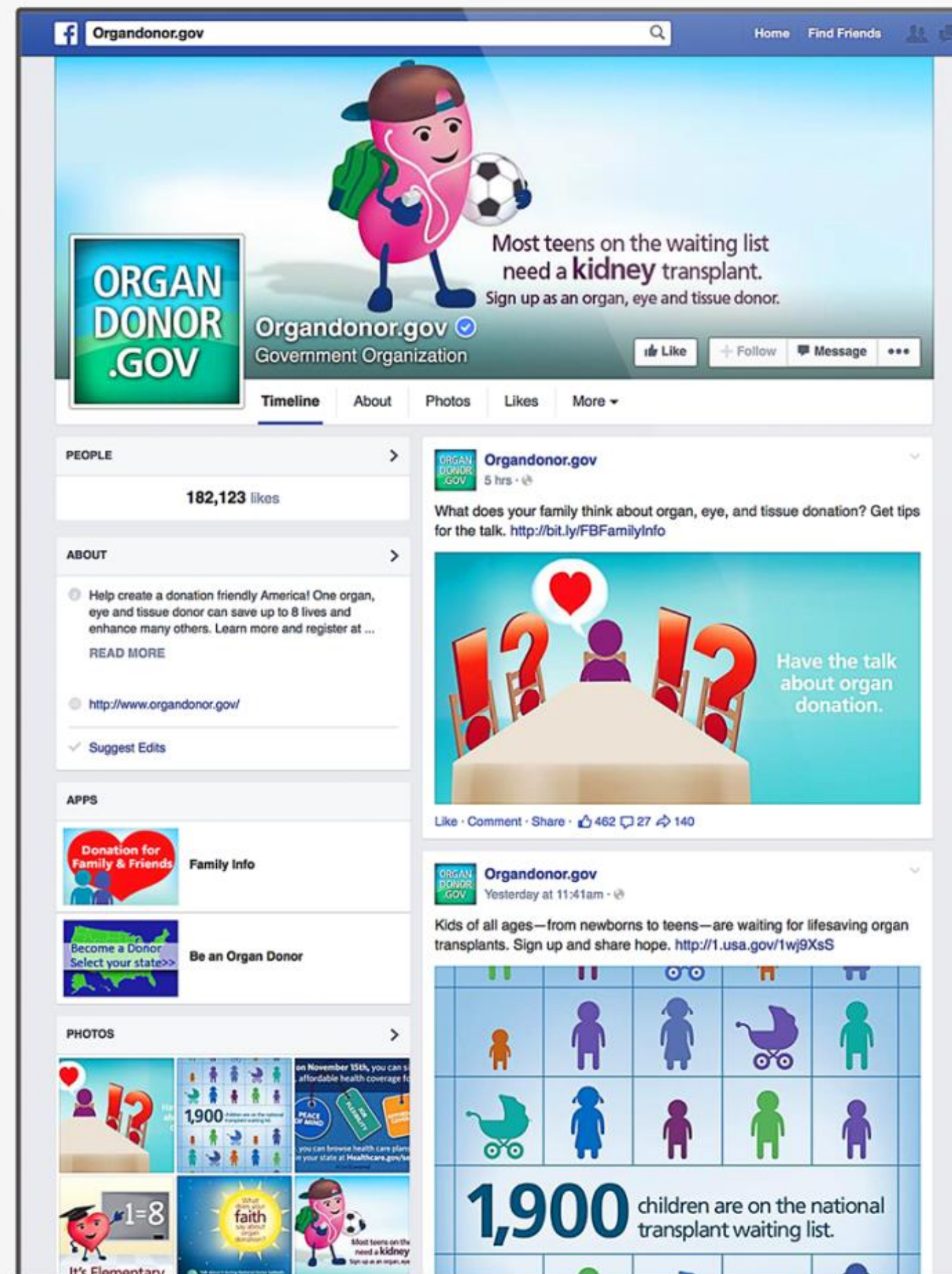


results are
presented in
entertaining
ways that encourage
replay

creating social
content
that helps
save lives



To encourage more people across America to register as organ donors, we created a series of Facebook graphics that are friendly, engaging, and best of all, shared.



turning social media
into a shareable channel

ORGAN DONOR .GOV Organdonor.gov

I plan to re-gift me.

Organ, eye, and tissue donors leave behind the gift of life.

Share and sign up!

Like · Comment · Share · 33,774 500 2,193

ORGAN DONOR .GOV Organdonor.gov

Nothing spooky about organ donation.

Sign up as an organ, eye, and tissue donor.

Like · Comment · Share · 1,863

ORGAN DONOR .GOV Organdonor.gov

It's Elementary

One organ donor can save up to 8 lives.

Like · Comment · Share · 5,503 168 3,279

ORGAN DONOR .GOV Organdonor.gov

April is National Donate Life Month

Recycle Yourself

Share and sign up to be an organ, eye, and tissue donor.

Like · Comment · Share · 3,279 72 3,611

ORGAN DONOR .GOV Organdonor.gov

Most teens on the waiting list need a kidney transplant.

Sign up as an organ, eye, and tissue donor.

Like · Comment · Share · 1,830 68 1,108

ORGAN DONOR .GOV Organdonor.gov

April is Donate Life Month

Sign up as an organ, eye, and tissue donor.

Share this post.

Like · Comment · Share · 1,652 810

ORGAN DONOR .GOV Organdonor.gov

organdonor.gov

SIGN UP

Join the drive!

Sign up anytime online.

Learn more at organdonor.gov.

Sign up. Share this post.

Like · Comment · Share · 2,237 82 2,316

ORGAN DONOR .GOV Organdonor.gov

What does your family think about organ, eye, and tissue donation?

Like · Comment · Share · 1,573 151 630

ORGAN DONOR .GOV Organdonor.gov

April is Donate Life Month

Organ donors save more than 75 lives every day.

Sign up as an organ, eye, and tissue donor.

Share this post.

Like · Comment · Share · 2,496 50 2,089



USER
EXPERIENCE



DIGITAL DESIGN
& DEVELOPMENT



MOBILE DESIGN
& DEVELOPMENT



CONNECTION PLANNING



DIGITAL ENGAGEMENT



DIGITAL ADVERTISING



CONTENT MARKETING



SOCIAL MEDIA



ANALYTICS &
MEASUREMENT

what can we inspire for you?

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