Sky’s the limit.

50,000feet is a creative agency devoted to developing relationships between you and your customers. From brand identity, marketing communications and advertising to all facets of web, mobile and interaction design, we differentiate you from competitors and deliver results. Onward and Upward.
INTEGRATED
Everything we do works together to achieve client objectives.

STRATEGIC
Our planning sets the stage for compelling executions and tangible results.

BRAND
Building strong brands and customer relationships is the best long-term strategy.

COMMUNICATIONS
Our work is engineered to send a message and inspire action.
VISION

COLLABORATION
We strive to be a partner who knows our clients’ businesses.

CREATIVITY
We create impact that breaks through the clutter.

SERVICE
From start to finish, our attention to detail never wavers.

HUMILITY
We take our work seriously—not ourselves.
MINI When BMW asked 50,000feet to help launch MINI in the United States, the challenge was clear: to establish the vehicle as a lifestyle brand that would become a part of American culture. Through engaging catalogs, collateral, advertising, direct mail and packaging, we helped MINI exceed projections and secure the vehicle’s status as a car for the ages.

We added staying power.
To create something truly unique, start from the ground up. To capture FLOR’s vision for its e-commerce site, FLOR and 50,000feet decided that the best plan of action would be to wipe the slate clean. A complete and custom rebuild, FLOR.com provides consumers with equal parts education and inspiration. Interactive features take visitors through the elements of interior design, helping them explore color, texture and pattern. Moreover, FLORbuilder™ invites visitors to configure and create their own rugs, runners and patterns.
Beyond definition.

SONY Tasked with developing brand guidelines and creative campaigns as part of a global retail strategy, 50,000feet has helped launch many of Sony’s blockbuster products—from next-generation 4K HDTVs to the Alpha 7R, the world’s lightest, most compact full-frame DSLR camera of its kind. 50k’s integrated approach combines print, digital, retail and out-of-home installations around the globe, inviting consumers to explore game-changing experiences that only Sony can deliver.
An idea with legs

Find inspiration.

**KNOLL** 50,000feet creates stories that bridge Knoll’s Modernist heritage with its innovation-driven future. Our approach leverages both traditional and new media within integrated print, online and mobile campaigns featuring emblematic photography by Ilan Rubin. To celebrate 75 years, the global platform Modern always was created to affirm Knoll’s place in Modern design. The campaign couples designers and their work with icons from Knoll’s past, appearing in magazines from *Fast Company* to *Monocle*.

Modern always
™
#modernalways

2013  Rem Koolhaas, Architect, 04 Counter, OMA Collection

Celebrate 75 years of iconic design for home and office, from the pioneering vision of Ludwig Mies van der Rohe to the contemporary work of Rem Koolhaas and OMA. Always timeless. Always true.

Shop and explore the new knoll.com

800 343-5665

1966  Ludwig Mies van der Rohe, Architect, Barcelona
®
Chair. Photo: Dirk Lohan

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TERLATO WINES

As stewards of some of the world’s finest wines, Terlato believes that communications require the right blend of information, education and sophistication. 50,000feet has developed interactive and print campaigns for signature labels across a legendary portfolio of brands and designed The Luxury Wine Report, Terlato’s proprietary market insights, industry trends and best practices. The most recent edition engages readers through captivating information design and photography.

Full-bodied with a strong finish.
BMW offers drivers a wide array of products and services to enhance the ownership experience. For more than a decade, BMW has engaged us to infuse its communications materials with a premium brand voice. Efforts have included the development of a digital brand strategy, integrated advertising campaigns, online tools that enable dealers to build customized print ads as well as an Aftersales publication designed to improve communication between BMW and its dealer network.
Masterscard As a global consumer brand leader, MasterCard is making transactions faster, easier, more convenient and more secure. At 50,000feet, it is our challenge to assist in developing strategic communications and tools that market their products and services and strengthen the MasterCard brand. 50k helps demonstrate how MasterCard payments solutions make life easier for consumers, merchants, business partners and governments in markets around the world through a mix of print, video and interactive tablet- and browser-based web applications.

Redefining money.

For whenever your dreams take you.

Original 1.2.1

Recommended Headline (Debit)

Mass

Working toward a better life.
In investing, it’s not just what you know; it’s what you do with it. 50,000feet was approached to bring the Ivy Funds story to life through an integrated campaign, which featured documentary-style videos, with footage from Western China to the Arctic Circle. Building on the success of the campaign, 50k redesigned Ivy Funds' website to align the content and features with the needs of today’s investors and advisors. Responsive and mobile-optimized, the site is easy to use on any device—anywhere, anytime.

At work in the world.

“...every day. Our job is to understand the global, political and economic implications 12 to 18 months out.”

Our Ideas Stand Up To Scrutiny — Every Morning.

“...every day. Our job is to understand the global, political and economic implications 12 to 18 months out.”

Ivy Funds Accountability & Collaboration

Our Ideas Stand Up To Scrutiny — Every Morning.

Our Ideas Stand Up To Scrutiny — Every Morning.

Past performance is no guarantee of future results. Investment return and principal value will fluctuate, and it is possible to lose money by investing. Investors should consider the investment objectives, risks, charges and expenses of a fund carefully before investing. For a prospectus containing this and other information for the Ivy Funds, call your financial advisor or visit us online at www.ivyfunds.com. Please read the prospectus or summary prospectus carefully before investing.

IVY FUNDS DISTRIBUTOR, INC. 18689 (10/13)

IVY FUNDS Accountability & Collaboration

Our Ideas Stand Up To Scrutiny — Every Morning.

Our Ideas Stand Up To Scrutiny — Every Morning.

HARD AT WORK

“Our thing that sets this organization apart is our measurable curiosity. We really want to understand what a company does, how they do it and why they do it.”

MIKE AVERY

President

IVYFUNDS.COM

FACEBOOK.COM/IVYFUNDS

SM
50k

HARLEY-DAVIDSON 50,000feet began working with Harley-Davidson in 2001, launching Anatomy of a Custom, a print primer that demonstrates the brand’s robust customization process. 50k took this into the virtual realm by developing an application that lets riders see what their motorcycles look like fully customized and accessorized. Our work continues to leverage an encyclopedic knowledge of the brand and includes web applications, film and video, CGI, print and interactive.
PERKINS+WILL 50,000feet was tasked with developing the pièce de résistance for a year of video retrospectives, a microsite and blog, print communications and events—all in celebration of the firm’s 75th anniversary. The result was Space To Place: a 164-page commemorative volume that brings the vision and spirit of the world’s largest sustainable design firm to life. Today, our team continues to help tell the story of the firm as its practices expand around the world.
Looking great on paper.

SAPPi For designers and printers the world over, Sappi is the standard for fine coated paper—ceaselessly educating, inspiring and innovating. Sappi partners with 50,000feet on a range of projects—from the concept, design and development of its educational and training portal to an all-new set of swatchbooks that re-launched the Sappi Digital Papers brand. 50k develops direct mail, e-mail and accompanying promotions as well as collaborates on Sappi’s digital initiatives.
SRAM SRAM’s business encompasses virtually every component used in competitive cycling today and continues to redefine state of the art. As a partner who shares SRAM’s passion for design and sport, 50,000feet helps launch the brand’s competitive new products. Our work is comprehensive—from naming and brand identity to fully integrated video, digital and print campaigns—bringing these innovations to market through multi-channel communications that speak directly to cycling enthusiasts.

Relentless.
Design the future.

GUGGENHEIM PARTNERS The Guggenheim name represents a rich tradition of innovation and success in finance, philanthropy, education and the arts—and Guggenheim Partners stands on the shoulders of that legacy. To re-launch EliteDesigns, 50,000feet created a brand identity system that combined the Guggenheim visual identity with seven newly commissioned works by artist Simon Page. The resulting look and feel conveys a simple but powerful message translated through a fully integrated, cross-platform campaign.

ELITEDESIGNS®
To celebrate 25 years of legendary design, 50,000feet collaborated with HOLLY HUNT to bring the portfolio to life online. The website encourages interior design professionals to search and explore more than 3,500 luxury furnishings, lighting, textiles and leather through a personalized dashboard and interactive tools. The result is a celebration of the work of a design icon and an ode to the best of Modernism.
ARCHER HOTEL 50,000feet and LodgeWorks have partnered on the development of several boutique hotel brands, Archer being the newest and the group’s first in Manhattan. 50k concepted not only Archer’s print communications and websites, but most every piece of branded ephemera encompassing the guest experience. 50k curated the brand as classic yet bold, familiar yet refined, developing the identity system, logomark, brand voice and persona across all applications.

You belong here.

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You belong here.
Building the brand.

HD SUPPLY Always on the job, HD Supply promises to deliver “What you need, Where you need it, When you need it.” And when HD Supply committed to rebranding the company, they expected the same from 50,000feet. What they needed: A strong identity program for the master brand, 14 business units and Canadian affiliates. Where they needed it: In 45 states to serve 900 branches and more than 20,000 associates. And, they needed it fast. All said, a job well done.
T. ROWE PRICE At its best, the search for insight is a conversation, a back-and-forth exchange of data and ideas. T. Rowe Price's integrated campaign Where the Conversation Begins is a grounded take on the fund-advisor relationship. In a conversational approach that is both inviting and savvy, the campaign encourages financial professionals to bring their questions to T. Rowe Price. Spanning print, digital, video and environmental, the campaign provides real-world answers through thoughtful and engaging communications.

Search for yield.
ICE IntercontinentalExchange began as a new concept to offer transparency and convenience to commodity traders both on and off the trading floor, which the maverick company did through several disparate offerings and platforms. 50,000feet was called upon to consolidate the brand and help set a strategic vision, positioning the company for its IPO and the future ahead. The initiative included conducting research around the world and developing a global brand identity system, supporting communications and robust website that included personalized trader desktops.
Hello gorgeous.

**MOTOROLA** It started as an effort to integrate Motorola's global point-of-sale materials with strategic brand guidelines. It became a global conversation that revolves not around the technology but around the way it can empower people. Motorola understands that millions of consumers see Motorola communications before they ever get to use their phones. 50,000feet helped make that connection through retail, advertising, POS, exhibits and interactive design. And that connection grows stronger every day.
From the insight out.

RHR INTERNATIONAL: For more than 70 years, RHR International has helped transform businesses by improving executive effectiveness and heightening business performance. To remain competitive and build global brand awareness, RHR enlisted 50,000feet to refine its identity with the goal of better communicating its value proposition, points of differentiation, relevance and impact. The new identity and supporting collateral help demonstrate RHR’s command of today’s business environment and its understanding of clients’ evolving needs, optimizing the firm’s investments in thought leadership and content distribution and helping serve a more diverse, global, mobile and networked client base.
ABBOTT Since 1888, Abbott has been driven by a single purpose: translating science into lasting contributions to health. But in 2012, the company reached an inflection point, spinning its proprietary pharmaceuticals business into a separate company. Comprised of the remaining business lines, Abbott was now a distinctly different company, complete with a new strategy. To help articulate this bold new direction for both customers and the company’s 65,000 employees, Abbott turned to 50,000feet for creative execution and a wide range of communications- and brand-related support.
Welcome home.

**MONARK** Dealing in the finest details and helping both the trade and consumers find the perfect appliance fit, Monark Premium Appliance Company is a distributor network that partnered with 50,000feet to validate and steer the brand unification of Florida Builder Appliances, Standards of Excellence and Westar Kitchen & Bath. The consolidated company is a distinctive entry in the luxury home appliance category—brought to life through a fresh brand identity and inspired messaging across platforms, channels and media as well as a new website that reinforces a consistent experience from showroom to online.
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INDIVIDUAL CASE STUDIES. NOT PART OF AGENCY PROFILE.
AIGA CHICAGO In this city, most people immediately start naming their favorite steak house or deep-dish pizza when reflecting on true ‘Chicago’ institutions. But for those who covet typefaces and pantone colors, the Chicago chapter of the American Institute of Graphic Arts is top of mind. In 2008, 50,000feet was given the honor of being the marketing and design agency of record. Throughout the year, our office produced communication materials across all media for the association.

A Chicago institution.
A journey for independence.

SANCTUARY FOR FAMILIES There is no heartwarming side to domestic violence—only countless stories of battered families and broken lives. That’s a tough place to start when raising awareness and funds in the non-profit sector. Since 2001, 50,000feet has helped Sanctuary for Families hone its message by focusing on a single theme: domestic violence starts in the home and ripples through the surrounding community. It’s a reality that none of us can afford to ignore.
Pictures speak volumes.

SIMOKAITIS PHOTOGRAPHY Charlie Simokaitis’ portfolio is loaded with images that convey emotion and tell rich stories. When designing his award-winning promotions and website, 50,000feet created an environment that let the pictures do the talking—a setting that both allows Charlie’s talent to shine through and provides the foundation for a creative journey that never ends.