

NEW WORK

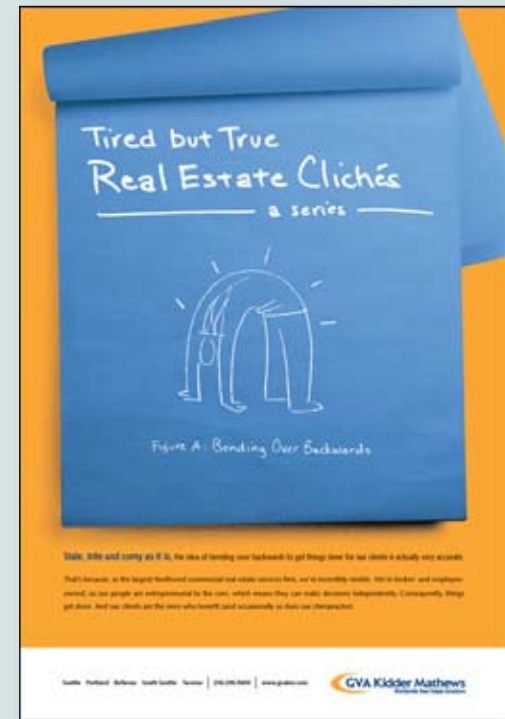
Seattle University



Project: Develop a strategic position, name and visual identity for the capital campaign at Seattle University, the largest independent university in the Pacific Northwest.

Objective: Communicate the promise of an institution that creates a difference through the lives and work of its students, who are transformed by their Jesuit education. Demonstrate a sense of vision and leadership, realizing its vision to become "the premier independent university of the northwest."

Result: The campaign name, "For the Difference We Make," was selected from a pool of ten finalists. The name and visual identity serve as the foundation for the campaign. Original photography is used in designed materials, creating what Seattle University is calling their most successful campaign to date.



GVA/Kidder Mathews

Project: Create a multi-part image campaign for GVA/Kidder Mathews, the largest commercial real estate firm in the Pacific Northwest.

Objective: Relay GVA/Kidder Mathews' superior understanding of the local market, awareness of trends and informed perspective, offering Northwest clients the essential resources to find and create market opportunities in commercial real estate.

Result: Through research, PBDH identified the brand attributes for GVA/Kidder Mathews, and built a three-part advertising campaign around them. The brand's customer intimacy, local connectivity, responsiveness and enterprising spirit stand in stark contrast to the corporate stiffness of their "global" competitors.



PHINNEY BISCHOFF
design house

Your Home for Strategic Brand,
Print and Interactive Design

614 Boylston Avenue East
Seattle, Washington 98102
Tel: 206.322.3484 Fax: 206.322.3590
Email: erink@pbdh.com
www.pbdh.com

251 Hillside Drive • PO Box 4895
Ketchum, Idaho 83340
Tel: 208.726.2310
www.pbdh.com/idaho

EVEN MORE NEWS

PBDH grows again We're pleased to announce that designer David Cole has joined the PBDH team. That makes three Daves within the PBDH house walls! We also welcome Georgia Hunter as our newest account manager, who brings with her over five years marketing, branding and copywriting experience.

The Puget Sound Business Journal named Phinney/Bischoff Design House one of the Pacific Northwest's Top 100 Fastest Growing Companies.

PBDH is featured in Communication Arts (CA) Recognized internationally as the authoritative journal of brand design, CA published Director of Brand Strategy, Dave Miller's article on PBDH's PROOF process, a method that permits clients to measure the performance of their strategic positioning and design investment.

The American Marketing Association (AMA) asked PBDH, Copacino + Fujikado, and Children's Hospital to present their incredibly successful branding program to a full-house of AMA members. Stay tuned for the show's road tour – kicking off in mid 2006.

We're pleased the following clients have decided to join us in "The House" Barclay's North, DKMS, Clark Nuber, Coinstar, E-Notes, GVA/Kidder Mathews, Mithun, John L. Scott, The Seattle Arthritis Clinic, Continental DataGraphics and Riddell Williams.

inside

614

A Somewhat Timely
Newsletter from
Phinney/Bischoff
Design House

Winter 2006



Dare to be Different

Dare to be Different

Great brands require courage.

It's when a brand's differences aren't as readily apparent and can't be monitored and measured, that marketers face their greatest challenges. In the absence of clear differences, companies battle an abundance of sameness. They want their bank to be seen as "local." Their technology to be seen as "seamlessly integrated." Their condos are all "luxury." And so, very few of them stand clear.

We can never underestimate the economic value of being perceived as different. Brand difference is the emotional distance between a diamond from Tiffany's and a diamond from Zales. While two diamonds may have few discernible differences, you can still "feel" the difference.

Increasingly, the success of companies is determined by their ability to commit to and deliver on a specific promise of difference. This requires brand managers with strategic courage to get out from under the jargon-ridden messages of their industry sector, stand up and step out for whatever it is they do, sell or serve. Run without the pack, if you will.

We recently had the good fortune to work with a company that did just that. Schnitzer Northwest, one of the Pacific Northwest's leading developers, recognized that the civic culture and economic infrastructure in Bellevue fostered one of the most affluent, educated and enterprising communities in the nation.

But historically, Bellevue's high-rises have been exercises in leasing efficiency; featureless, glass-clad cubes, pushing out to the street. It was a city full of "same" — a city without a soul.

To better serve this community, Schnitzer announced plans to build a vibrant, urban destination in downtown Bellevue

featuring two Class A office buildings linked by upscale retail shops and distinctive restaurants. At nearly 900,000 square feet, the \$400 million development will be the signature address for growth-minded companies, with a consumer experience to complement the success they've achieved.

In the relentless pursuit to create something remarkable, research was conducted in 28 cities worldwide. A gracious arrival court will signal the main entrance, and the open-air plaza will serve the community as a gathering place. Individual storefronts and lush landscaping will invite pedestrians. Outdoor "rooms," a 17-foot waterfall and stone sculptures, an outdoor fireplace and seasonally changing garden will offer relaxing spots for al fresco dining, independent work sessions and breaks between shopping and dining. The space is designed to integrate work and life, delivering a more satisfying and productive experience.

PBDH developed the name, "The Bravern" — a derivative of "brave" — to celebrate the character of individuals who are leading the civic and economic vitality of the region.

PBDH worked in close collaboration with Schnitzer Northwest, and their architecture partner, Callison, to develop a cohesive design system. From the stone sculptures, public gathering spaces to the logo identity, Web site and marketing materials, The Bravern communicates a promise to be visionary, engaging, inspiring and romantic.

As with The Bravern, being a different brand is only possible when a client insists on making a statement in the market, and the team is motivated by the determination to avoid the ordinary.

Now that's different.

Retail Brochure



The brochure concept, "Your environment is a reflection of you," communicates how the experience of a visionary environment inspires greatness.

Office Brochure



What brands do you consider bravely different?

Comment on your favorite breakaway brand on our Weblog, www.pbdh.com/openhouse.

Logo

