

HUGE

TWOTHOUSANDFOUR

BEFORE YOU GET INVOLVED WITH HUGE

I THOUGHT THERE WERE A FEW THINGS YOU OUGHT TO KNOW ABOUT US.

FIRST, WE ASK A LOT OF QUESTIONS, EVEN ON SMALL PROJECTS. WE DO IT BECAUSE OUR PROCESS REQUIRES US TO UNDERSTAND OUR CLIENTS' BUSINESS SITUATIONS BEFORE WE DESIGN ANYTHING.

NEXT, WHILE OUR GRAPHIC DESIGN WORK IS WHAT SEEMS TO GET US NOTICED, OUR HERITAGE IS ACTUALLY IN RETAIL. MEANING, WE GREW OUR BUSINESS BY WINNING REPEAT BUSINESS FROM CLIENTS WHO DEMANDED MEASURABLE SALES INCREASES AND LOVELY DESIGNS.

FINALLY, WE'RE AWARE THAT WHEN SELECTING A DESIGN PARTNER, IT'S ULTIMATELY ABOUT THE QUALITY OF THE WORK. SO WE JUST HOPE YOU ENJOY THE SAMPLES WE'VE ASSEMBLED IN THIS BROCHURE.

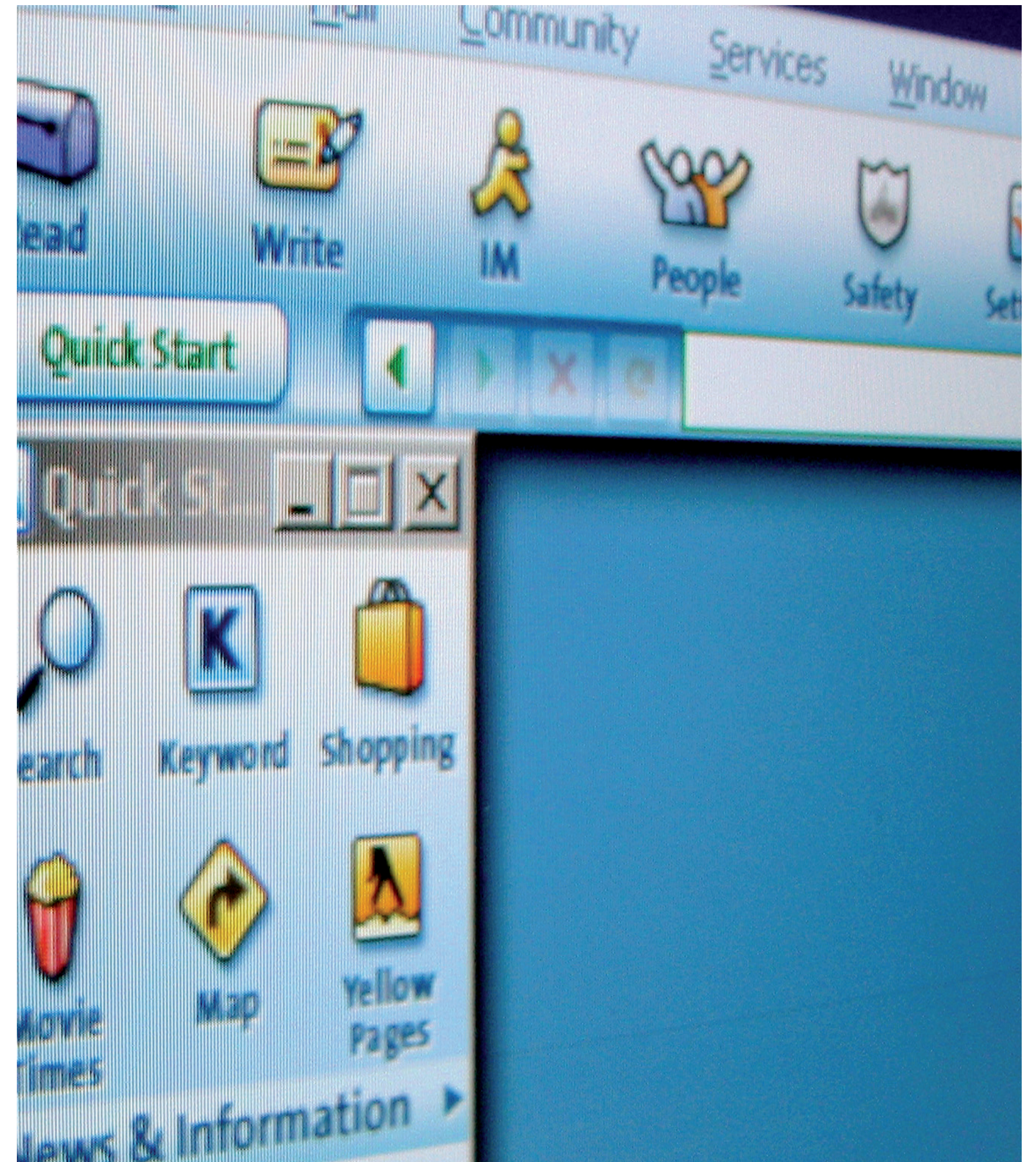




AOL's interface was no longer communicating the promise of the world's largest online community.

Result: The new look and feel of AOL 9.0 has earned the service its best reviews in years, and the company as a whole has taken some impressive steps forward.

Their main toolbar was threatening to overflow with options. Our task was to communicate the renewed spirit of the AOL brand, while keeping everything instantly recognizable to a worldwide audience.



Atlantic Records had a deep catalogue of media assets. The challenge was to make it stand out among all the other sources of music content.

Result: Our redesign solved these problems by positioning Atlantic as a trusted source of exclusive information. Tests have shown a very high acceptance rate even among music experts, a famously skeptical group.

Also important, the label needed to become a community—an authentic venue for music fans to interact, but didn't feel like a corporate hub. Could music fans be made to feel comfortable purchasing directly from the label?






Artists | News | On Tour | Releases | Discuss | Media Player | Wireless | Shopping Cart | My Account | Search


Twista - "Pin

Lil' Kim

The Darkness





Latest


- P.O.D.** 02.03.04
["Will You" Live performance on KRock](#)
- Jewel** 02.03.04
[Appears and performs on Late Night](#)
- Elephant Man** 02.03.04
[New album in store now](#)
- Led Zeppelin** 02.03.04
[New box set out now](#)
- Kill Hannah & Clutch Perform Live** 02.03.04
[Catch it tonight on Carson Daily](#)

[See more of the latest](#)


Exclusives

- Lil' Kim**
[New Interview with the Queen Bee](#)
- Jewel**
[See the new video for "Intuition"](#)
- Kid Rock**
[Backstage footage from his tour](#)
- The Darkness**
[New interview and photos](#)
- School of Rock**
[Win free passes for you and three of your friends](#)

[See more exclusives](#)



SEAN PAUL'S PERSONAL PLAYLIST
Sample his current favorites here.




FROM RAY CHARLES TO TWISTA
How Atlantic created 57 years of music history.

On Tour

14 artists currently on tour including:

- Kid Rock** with 3 doors down [See dates and venues](#)
- Fat Joe** with Ludacris [See dates and venues](#)
- M2M** with Life of Agony [See dates and venues](#)



Get Hooked Up

Weekly Newsletter [More info](#)

All the hottest news updates, including exclusive downloads and contests, in a single handy email.

Hunter College tapped HUGE to develop an integrated marketing plan for its fastest-growing program, the International English Language Institute.

Our solution enabled Hunter to leverage its most valuable potential asset, a large network of successful, satisfied graduates. We identified efficient ways to reach both key audiences: foreign executives working in Manhattan, and students preparing to study abroad.

And to build trust and give prospects people with whom they can identify, we developed targeted testimonials from satisfied alumni around the world.

Result: Both programs have been expanded significantly based on increased enrollment in the first half of 2004. In addition, electronic media has outperformed direct mail, lowering costs and expanding the college's reach.

INTERNATIONAL ENGLISH LANGUAGE INSTITUTE HUNTER COLLEGE NEW YORK



Website screenshot: '4 EASY STEPS TO BECOMING AN IELI STUDENT' with numbered steps: 1. Choosing A Program, 2. Getting Your Visa, 3. Coming to New York, 4. Registering For Classes.

Website screenshot: 'Step 1. Choosing A Program' with sections for Programs, I. Academic Programs, and a 'Sign up for our newsletter' form.

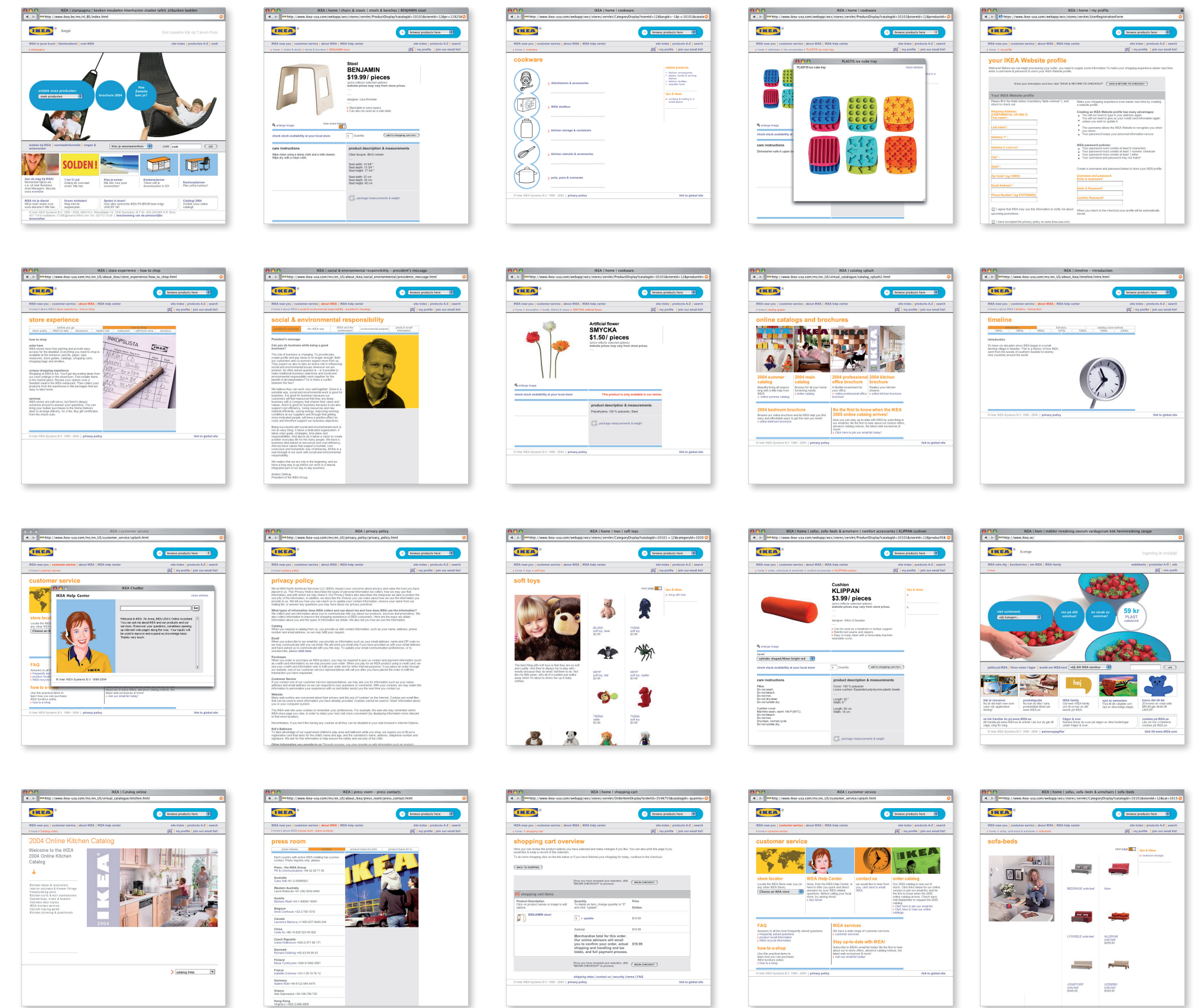
Website screenshot: 'Academic Programs' with sections for Programs & Services, Morning Program, and Part-Time Communicative Skills Program.

Millions of loyal customers in thirty-three markets world-wide know there's nothing quite like the IKEA shopping experience. And now there's nothing like the IKEA website.

Result: We met aggressive goals for conversion rates, customer service costs, and repeat site visits, while inventing new ways for the world's largest furniture company to inform and inspire consumers.

HUGE developed a comprehensive e-commerce solution for IKEA, including research, strategy, and all the aspects of the user experience. We also designed a proprietary system for producing and localizing thousands of product display templates annually in several alphabets.

Our solution had to satisfy the specialized needs of local IKEA markets from Beijing to Seattle, while conveying the same core IKEA values.



The IKEA brand is celebrated throughout the world for good design at an affordable price.

Result: The IKEA Corporate site was born in Spring 2004, after successfully meeting the demands of diverse constituencies within IKEA. The website continues to communicate the core company values that have made the company the innovative success it is today.

But until recently, the only point of contact between IKEA and consumers was the individual franchisees. The IKEA Corporation lacked a centralized way to educate the public about the inspired business philosophy at the heart of the company's success.

To develop the very first public face of IKEA, HUGE conducted extensive interviews with stakeholders throughout this vast organization.

quick answers

1. How can I explore the IKEA product range?
2. How can I buy IKEA products?
3. How can I get a catalogue?
4. How can I contact IKEA?
5. Do you plan to open a store in my city?
6. What jobs are open at IKEA?
7. How do I get your annual report?
8. How can I become an IKEA franchisee?
9. Can I be a distributor of IKEA products?

our vision
Our vision is to create a better everyday life for the many people.

about us

Low price is the focus
Our company vision is this: To create a better everyday life for the many people.
We do this by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

swedish roots
The IKEA story began in 1943 in the small farming village of Elmhult in Sweden, when its founder, Ingvar Kamprad, was 17. Read about our [company history](#).

press room is a resource for media

You've arrived at the international press room for the IKEA Group. This site provides you with global corporate information and international press releases.

press information in your country
The most direct link to information about IKEA in your city or country is through the local IKEA press office. If you need local information, scroll down or use the menu at the top of this page to find press contacts, and go directly to your contact.

want information fast?
Go directly to the press contact in your country for the fastest, most complete information.
[click here](#)

read our brochure and report

Brochure 2003
The brochure "Social and environmental responsibility" gives a brief overview of how IKEA is working to take responsibility for social issues and the environment.
[Download here as a PDF \(PDF \(19 pages\) in English\)](#)
To download the brochure in other languages (Chinese, Czech, Danish, Dutch, English, Finnish, French, German, Hungarian, Italian, Norwegian, Polish, Portuguese, Russian, Slovak, Spanish and Swedish), please go to [the IKEA global site](#).

Report 2003
The report "IKEA-social and environmental responsibility, Report 2003" gives more detailed information, including facts and key figures.
[Download as PDF \(in English\):](#)
- with appendix (88 pages)
- without appendix (17 pages)

Contacts
Please feel free to contact IKEA in each country.
[click contact](#)

work with us

As a company, our vision is to create a better everyday life for the many people. We know it is our co-workers who make our vision a reality.

Our Human Resource idea is to give down-to-earth, straightforward people the possibility to grow, both as individuals and in their professional roles, so that, together, we are strongly committed to creating a better everyday life for ourselves and our customers.

More than practical skills
Every job requires practical skills, but the qualities beyond your education or aptitude are just as important in the IKEA recruitment process. We look for employees (called co-workers at IKEA) who share our values. We want to attract people from diverse nationalities, perspectives and approaches because we believe diversity makes IKEA a better place to work and to shop. Read about our values, our culture, our people and the opportunities we offer by clicking on the boxes below.

a strong culture
Our culture is strong, living and based on a set of shared values. It's characterized by a togetherness and enthusiasm that makes us unique.



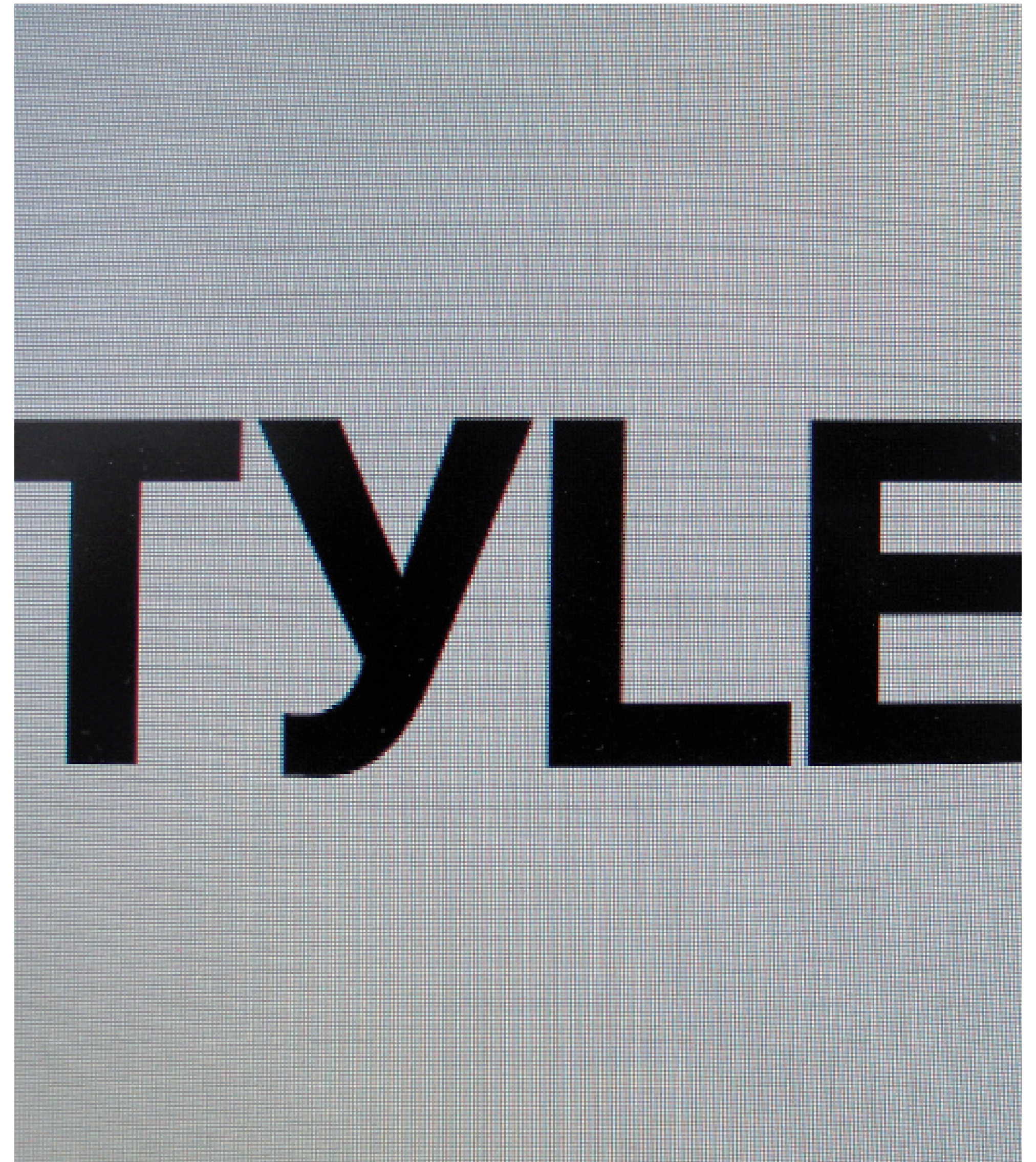
Condé Nast needed to create a strongly differentiated brand identity for its Style.com (the online home of VOGUE and W magazine) properties. Competitors such as InStyle Magazine and The Style Network had already claimed valuable territory.

Result: Like the work of the iconic clothing designers, the new identity is both timeless and fashionable, and has successfully appealed to the property's wide readership.

HUGE developed a new branding solution including Internet, outdoor, print, and TV. Our goal was nothing less than to re-establish Style.com as the clear leader in its segment.



IDENTITY



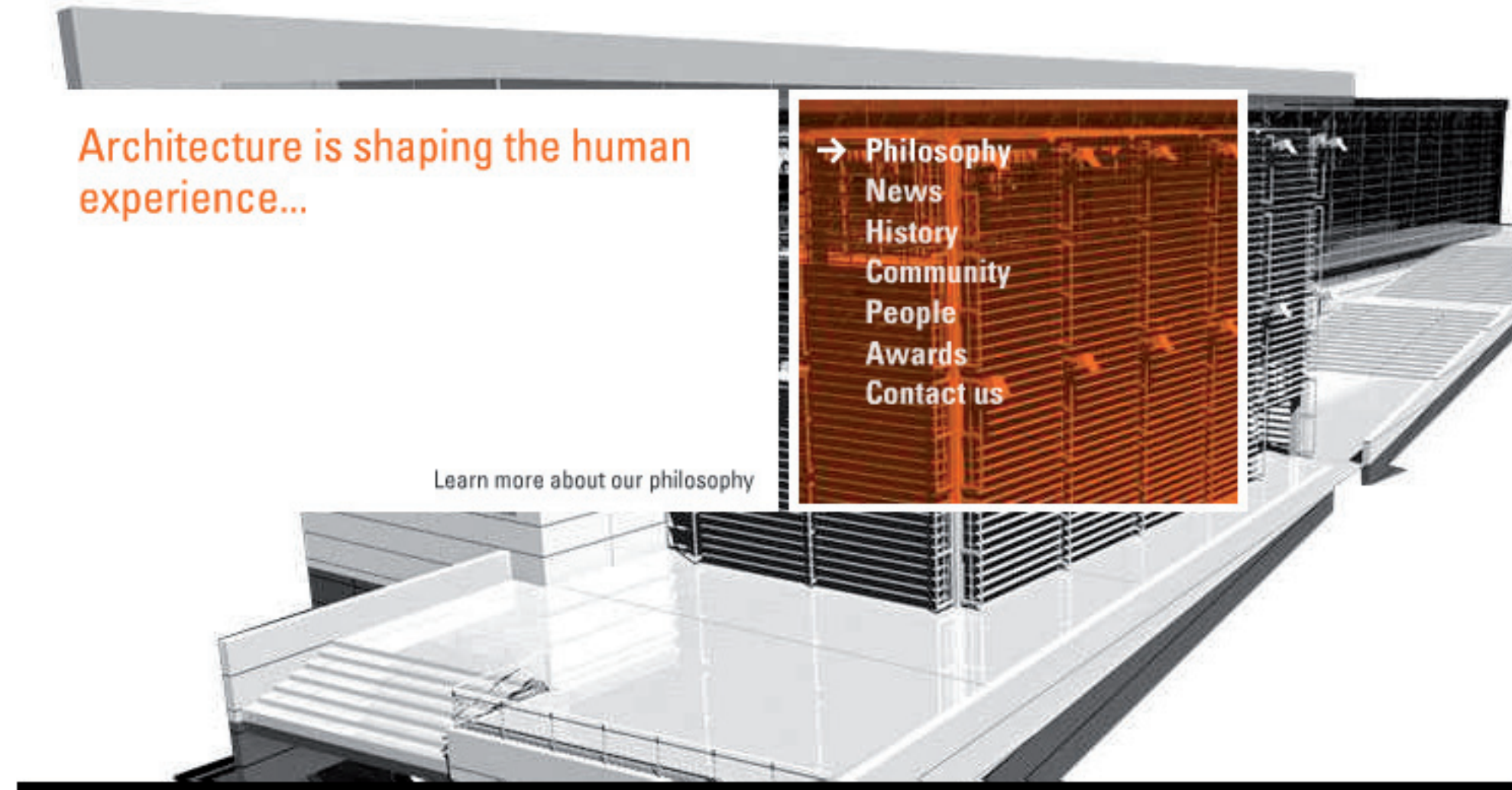
HUGE WORKBOOK 2004

Hillier had grown to become the third-largest architecture firm in the U.S., but awareness of the firm among media and prestigious international clients remained relatively low.

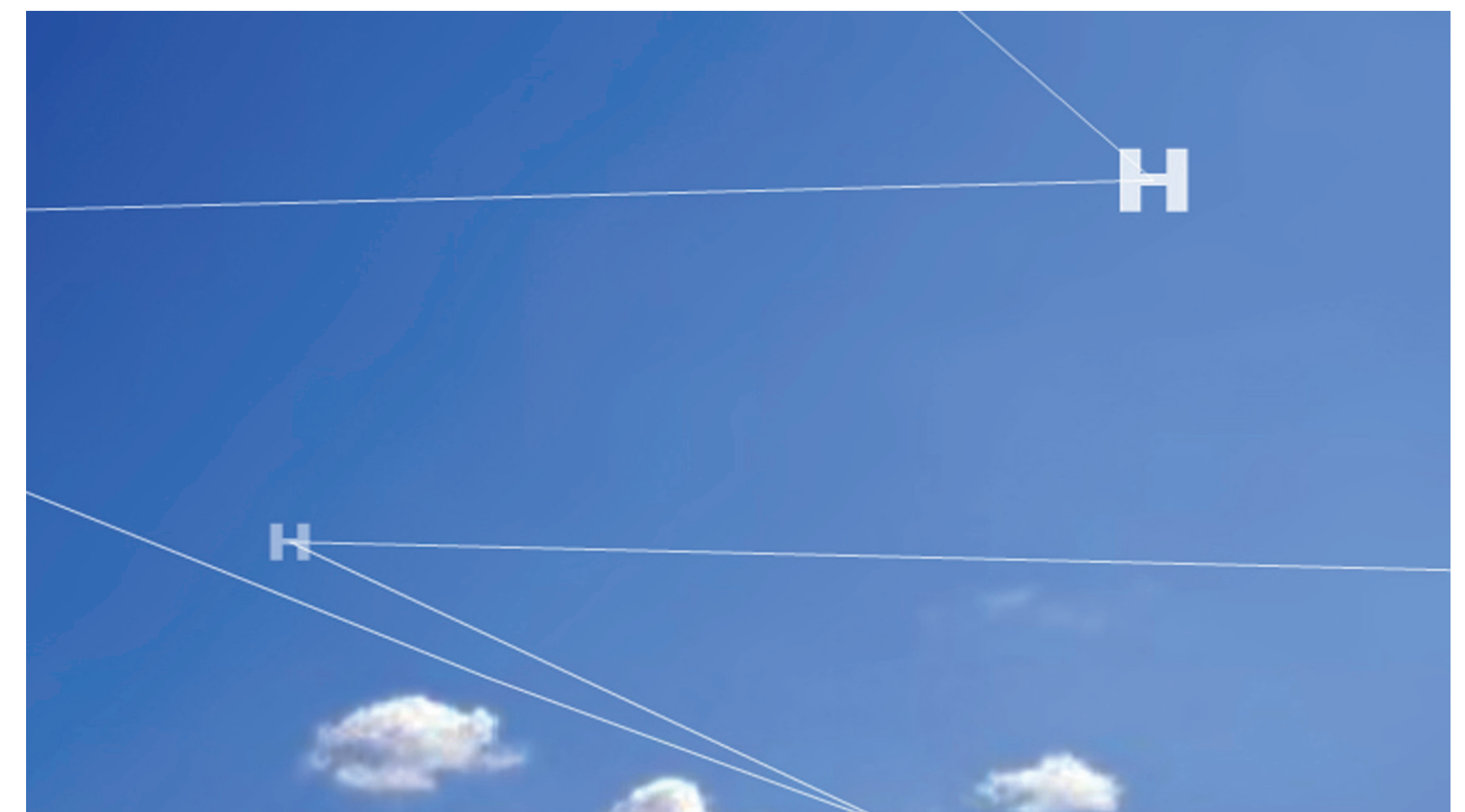
Result: The new branding approach quickly raised Hillier's profile and has become the cornerstone of its new business development efforts.

HUGE started by conducting comprehensive brand discovery research to help Hillier update its identity. The new direction allowed the firm to showcase its strengths more aggressively, while staying true to its heritage.

From a design standpoint, there is now a more human, personal touch that aims to create a direct connection between the site's visitors and the renowned experts that lead the firm's various practice areas.



Hillier Motion Graphic Stills



HUGE SAMPLER '04



CNBC needed to sell more airtime in an increasingly crowded category. The audience was perhaps the toughest of all: skeptical media buyers.

Result: The highest upfront ad sales in the network's history.

We decided our campaign had to focus on the network's simple yet inimitable value proposition—its people. We filmed their award-winning anchors. We created in-depth profiles of specific viewers. We made sure everyone remembered which network had the most affluent and influential audience.

To complete this integrated campaign, we brought new levels of power and magic to CNBC's sales materials.



B2B Sales Campaign



CNBC Viewers: Elusive

Favorite Newspaper: *The Wall Street Journal*
Favorite Pastime: Marathon running
Can Most Often be Found: Guiding a multimillion dollar hedge fund
Graduated: Phi Beta Kappa, Harvard University, MBA, Wharton School of Business
Favorite Vacation Spot: St. Barts (Winter), Martha's Vineyard (Summer)
Most Proud Of: #3 spot on "Most Influential Executives Under 50" List
Every Day, Makes Sure To: Watch CNBC

More than a third of Business Day viewing is of CNBC—more than twice that of networks like Fox News, CNN.

Viewers rely on CNBC as the overall preferred resource to gather investment information.

- 70% CNBC
- 59% Professional investment advisor
- 39% Forbes
- 38% Business Week
- 36% Barron's
- 31% Fortune

CNBC Viewers: Everywhere

06:30 AM: Workout with trainer (Wake-Up Call)
 08:00 AM: Conference call with London (Squawk Box)
 10:45 AM: Car to O'Hare (Ticker check)
 12:30 PM: First class flight to JFK (Power Lunch)
 03:15 PM: Executive board meeting (Closing Bell)
 05:30 PM: Cocktails with investment team (Business Center)
 08:00 PM: Reservations at four star restaurant (Kudlow & Cramer)

% CNBC viewers more likely than the general population to...

- 33% Own a vacation or second home
- 55% Take 3+ domestic business trips by airplane
- 37% Take 3+ domestic vacation trips by airplane
- 90% Take 3+ foreign business trips by airplane
- 36% Take 3+ foreign vacation trips by airplane

While it was still a small start-up, Silverpop developed a breakthrough, enterprise-class software technology and was poised for world domination.

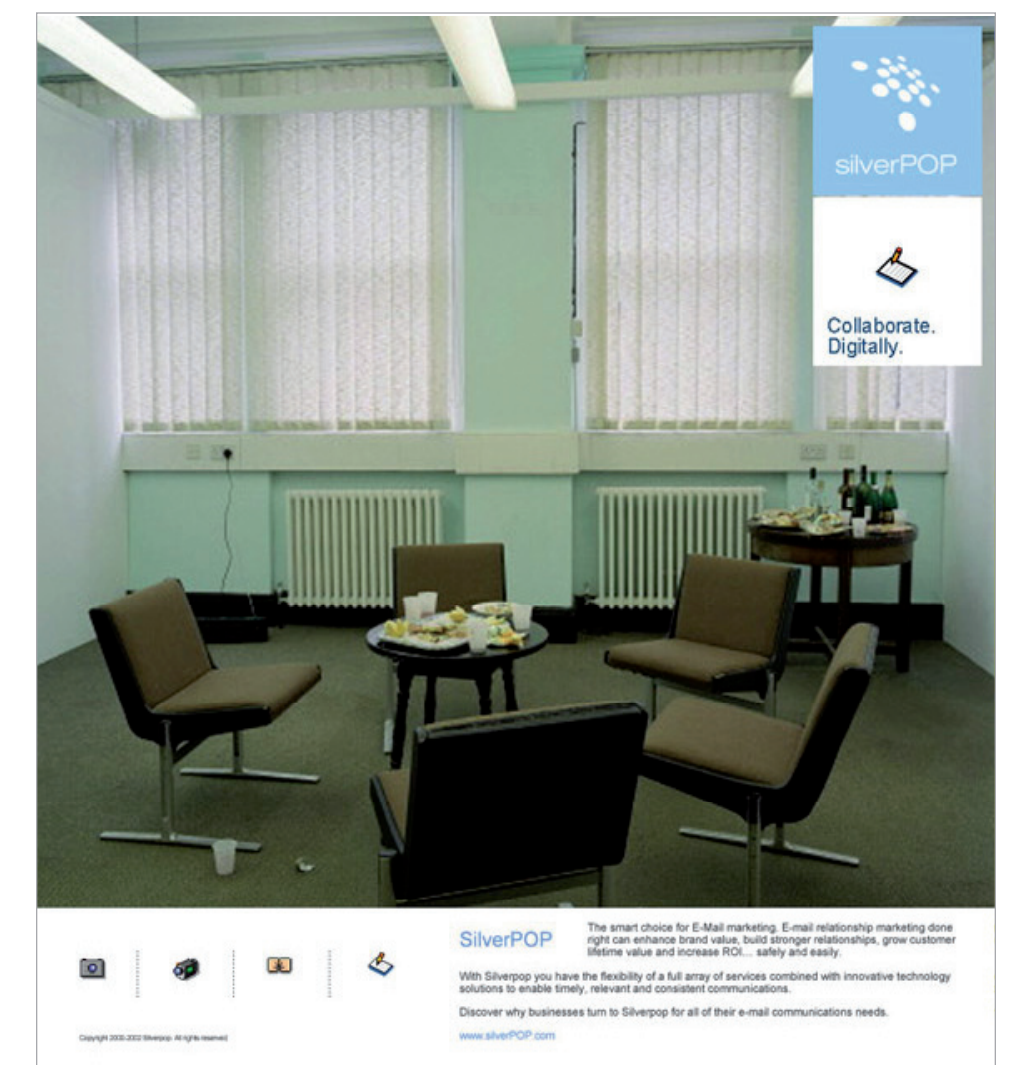
Result: With its products enjoying high customer acceptance, Silverpop went on to raise over \$35MM in venture funding and has become a rare success story in its category.

HUGE was brought in to handle the other half of the equation, working closely with Silverpop on all design-related initiatives. We started by interviewing target users of the software, to discover which kinds of interfaces would provide them with the most power and pleasure.

This was the first step in a process that led to a series of critically acclaimed product designs. Along the way, we provided an original logotype, brand stylebook, and corporate website, to differentiate Silverpop from competitors, and help it win its first customers.



B2B Sales Campaign, Below: Logo Explorations



TO LEARN MORE ABOUT HOW THE PROJECTS IN THIS BROCHURE
ADVANCED OUR CLIENTS' BUSINESSES CONTACT:

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