



SMITH SMITH + SMITH • BRAND COMMUNICATIONS

BACKGROUND



/ ABOUT S3 /

Smith Smith & Smith, aka S3 or Smith3x, offers integrated Brand Communication services including Graphic Design, Advertising and Brand Strategies. Our creative innovation, invaluable experience, and flexibility will help you produce brand assets that are instrumental to your business success: logos, collateral, banners, posters, catalogs, event and dealer materials, and virtually any other creative resource you may need. We Will Make Your Brand Stronger!

Some of the best companies in the world have entrusted S3 to energize their brand's awareness. You will be completely satisfied with the ease and simplicity in which S3 performs, as well as the professionalism and attention dedicated to each assignment. Larger agencies can create impactful campaigns but can be bogged down with bureaucracy and overhead. Smaller Boutique advertising or design studios can provide stunning creative, but may not have a grasp on powerful strategic messaging. S3 delivers on both counts—and is also able to move quickly and decisively to meet our clients' individual needs.

SPECIALIZATION

S3 was initially founded to serve the action sports, cycling and powersports categories and has achieved multiple successes, building an impressive portfolio and extensive experience in these categories. However, S3 is a professional creative and branding agency which has proven to easily adapt to the needs of any clients business category. Other categories S3 has produced branding materials for include Corporate Diversity Programs and Organizations, Entertainment, Cruise, Office Products, Transportation/Rail, Surf, Beach Volleyball.

CONCLUSION

At S3, we believe long-lasting relationships are built on more than just great work. They are built on clear communications, results that exceed expectations, and respect for your valuable time and budget. In fact, we are proud to say that we have earned the confidence of several clients, serving them each for over a decade. Pick us. The work we do for you will reflect our high standards, experience, capabilities, and enthusiasm.



/ ABOUT S3 /

KEY BIO

In 1989, Sergio Bravo formed Smith Smith & Smith as a source for brands looking for innovative creative solutions, produced with efficiency. Sergio's broad experience in entertainment, travel, food, powersports, automotive, motorcycling and particularly active lifestyle categories like cycling, surfing, and volleyball, complements the eclectic conceptual thinking which has firmly established S3 as a creative leader. Prior to S3, Sergio worked with several Los Angeles area agencies, providing creative solutions to clients such as; Princess Cruises, Avery Notes, United Artists, Warner Brothers, Lockheed Martin, Gotcha Sportswear and Surfing Magazine.

Sergio graduated from the Art Center College of Design, Pasadena CA with a B.F.A. in Advertising/ Design and previously studied at Corcoran School of Arts, Washington D.C.

After 30 years in the Los Angeles market, Sergio and Smith Smith & Smith, have recently relocated to the Washington D.C. metropolitan area, but still maintain strong ties to L.A.

Sergio Bravo

President/Creative Director

sergio@smith3x.com

www.smith3x.com

c. 310.863.8960

THANK YOU

Smith Smith & Smith is a Certified MBE [Minority Business Enterprise]

> BRAND COMMUNICATIONS <

> BRAND & PRODUCT STRATEGIES <

> ADVERTISING <

> GRAPHIC DESIGN <

> MARKETING MATERIALS <

> BRAND & PRODUCT LOGO DESIGN <

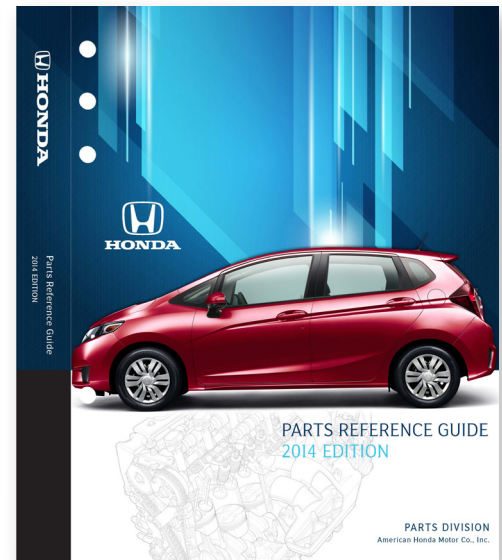
> PRODUCT GRAPHICS <

> COLLATERAL MATERIALS <

> PACKAGING <

> DISPLAYS & EXHIBIT DESIGN <

> EVENT & DEALER MATERIALS <



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diversity through giving
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to support the 2017 Mayor's Ball

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HyundaiCSR.com

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Better is the Engine that Drives Us.

At Hyundai, we believe in supporting the communities in which
we do business. We have partnered with organizations across
the nation, like the Fountain Valley Chamber of Commerce, to
make our neighborhoods and communities better places to live
and work. Together, we can make a difference.

To learn more go to HyundaiUSA.com

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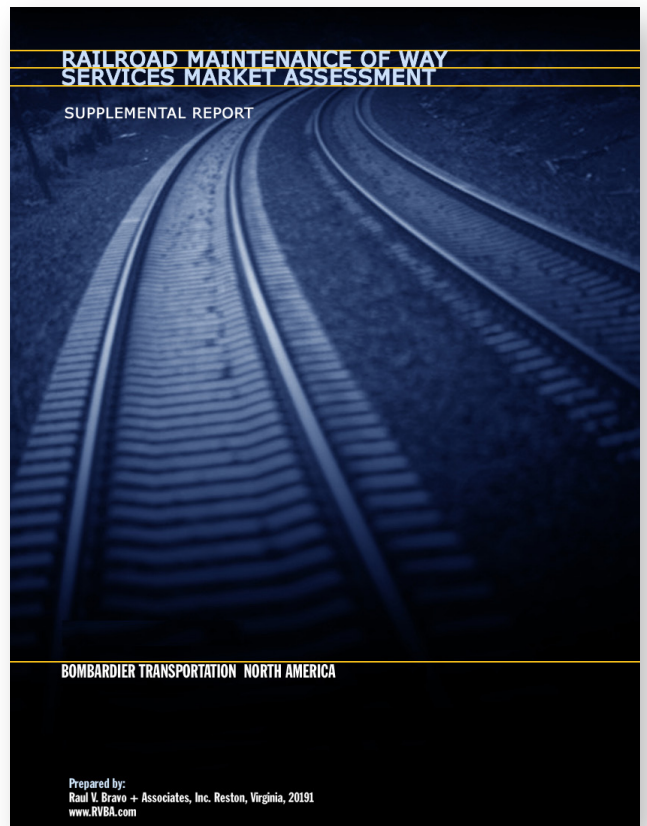
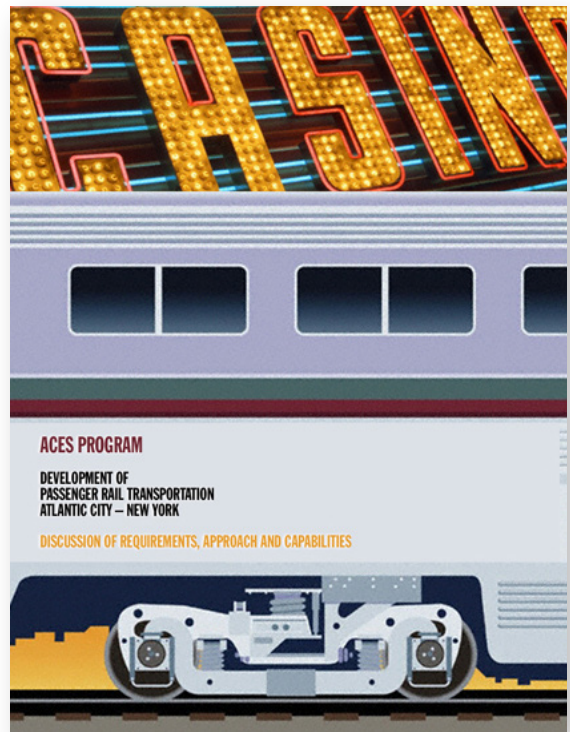
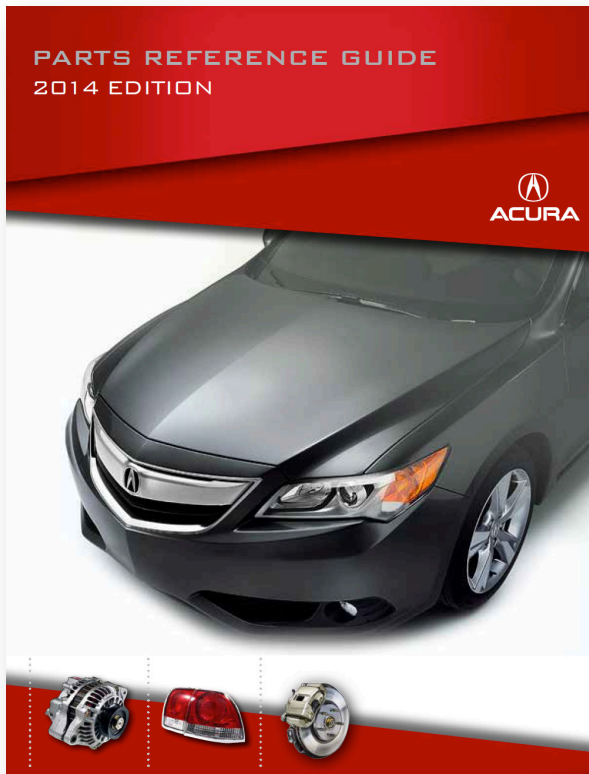
**CARNIVORE
ON BOARD**

JESME

LA CONDEGUY

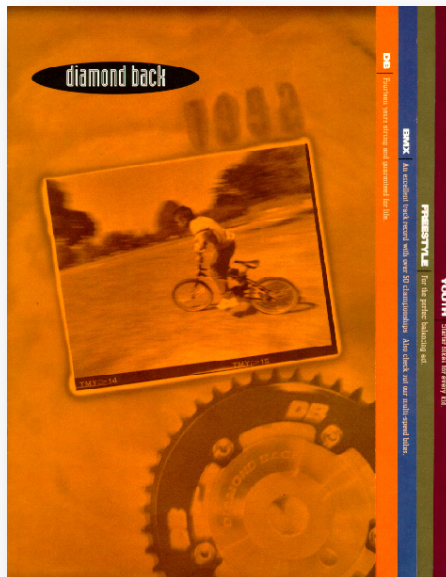
The best seats at this year's Air Races.
(unless you're a pilot, of course.)

BUICK
Luxury, performance and style, the new Buick line-up has it all.
See your local Buick dealer today.
www.buick.com









FAST WINS.

FAST ALWAYS WINS.

HANDCRAFTED IN GERMANY, LIGHTWEIGHT WHEELS ARE THE STIFFEST AND LIGHTEST WHEELS ON THE MARKET TODAY. USING THE LATEST AEROSPACE TECHNOLOGY EACH WHEEL REQUIRES 24 MAN HOURS TO PRODUCE. IT'S THIS VERY COMMITMENT TO TECHNOLOGY AND CRAFTSMANSHIP THAT MAKES LIGHTWEIGHT WHEELS SO INCREDIBLY STRONG, DURABLE AND...FAST.

Lightweight

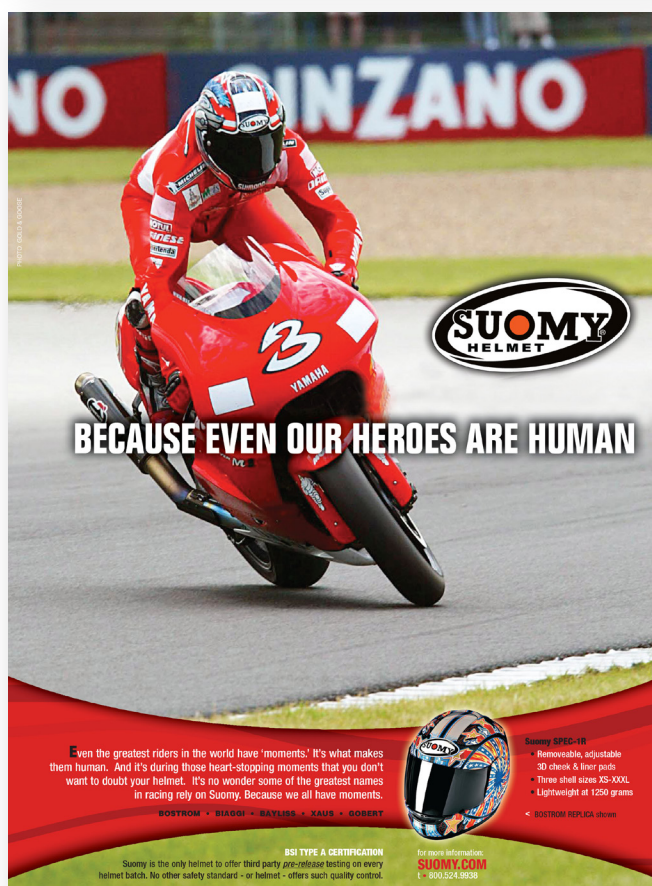
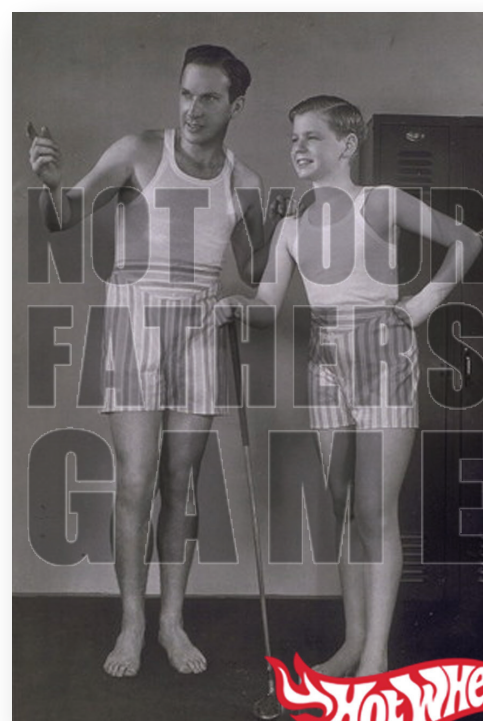
TO FIND A DEALER NEAR YOU
VISIT OUR WEB SITE: <https://lightweight.info/us/en/>
OR CALL: 800.448.3876.
EMAIL: lightweight@magurausa.com

MEILSENSTEIN

WHEEL	FRONT	REAR
SPOKE COUNT	16/20	20
WEIGHT	475 g/500 g	625 g
RIM DEPTH	47.5 mm	47.5 mm
MAX. SYSTEM WEIGHT	100 kg/120 kg	120 kg
OPTIONS	WHITE SPOKES BLACK SPOKES	WHITE SPOKES BLACK SPOKES

ALSO AVAILABLE, WHEELS FOR ROAD, TRI, TT, CX.

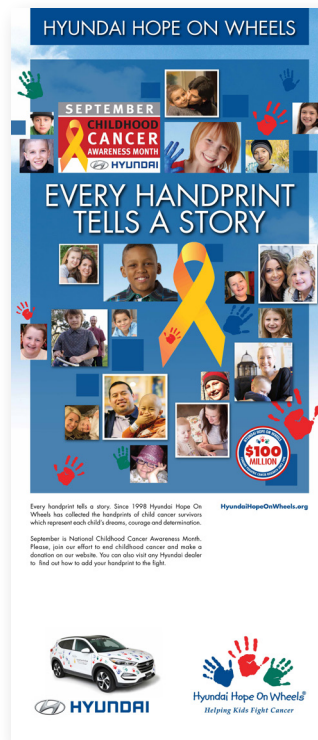
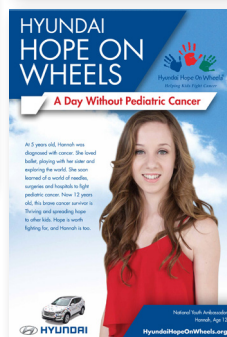
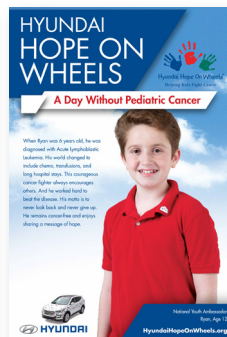






/ CASE STUDY / HYUNDAI - HOPE ON WHEELS

Hyundai Motor America does amazing things to give back to the community. The Hope On Wheels [HOW] program was created in 1998 to provide grants to hospitals who specialize in the research of pediatric cancer. Throughout a given year, HOW has several major media presentations promoting the program and the rewards gained. In addition, Hyundai delivers comprehensive collateral and displays of the program to all of it's U.S. dealers, twice yearly. S3 has helped create the HOW materials since 2009.



Services Provided:

Dealer Collateral, Display Materials
Logo modifications and CI
Event Logos, Graphics, Displays

/ CASE STUDY / MAGURA

Already a strong and historic brand in Germany and Europe, S3 was brought in to elevate the brands' awareness in the USA for both Mountain Bike and Motorcycle divisions of this 100-year-old company. S3 got to work immediately by conducting informal surveys with consumers, OE's and media. The knowledge gained led to strategic ads exploiting Magura's long history of engineering excellence, particularly when compared to their Taiwanese made competitors. Over the last several years, using S3's extensive category experience, the brands' awareness and appeal has been extended in many ways. Today, Magura can celebrate much-increased visibility and sales largely in part to S3's services.



Services Provided:

Brand Strategies
Advertising: Consumer, Trade
Media Planning
Event Promotions
Trade Show Booths/Displays
Copywriting
PR e-blasts
OE Communications
Internal Communications
Packaging/Graphics
Product Graphics
Merchandise

/ CASE STUDY / MAGURA, CONT.



Event Planning



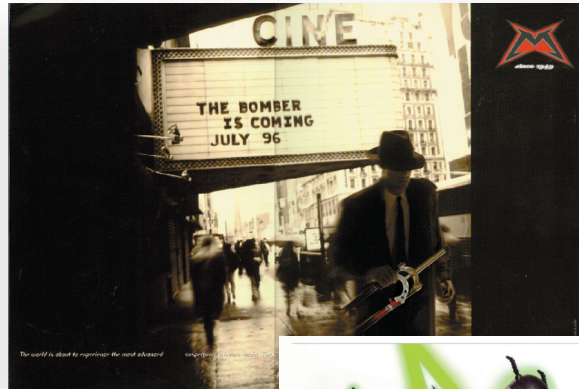
Graphics



Trade Show Booth

/ CASE STUDY / MARZOCCHI

Marzocchi's 50-year history in suspension yielded impressive customers such as Ducati, BMW, KTM and even Ferrari's Formula One team. However, Marzocchi needed a serious facelift with its mountain bike suspension efforts. S3 began the transformation with a new corporate logo and product graphics, a compelling advertising campaign, and all aspects of marketing and cutting-edge design needed to propel them to the top. The combination of these efforts made the Marzocchi Bomber one of the most visibly recognized must-have mountain biking products available. In just three years, the Bomber became the top-selling suspension fork in the U.S. aftermarket category. Marzocchi's commitment to the fully integrated marketing approach and consistent interaction with S3 was the key to fulfilling their goals. S3's pivotal work laid the foundation for what the brand is today.



Services Provided:

Brand Strategies

Advertising: Consumer, Trade

Media Planning

Trade Show Booths/Displays

Product Graphics

Merchandise

/ CASE STUDY / PROMAX

Promax is one of the world's largest bicycle component manufacturers although, most people had never heard of them. It wasn't until S3 was commissioned to completely rebuild Promax's brand image that they started to gain momentum. Starting with their brand identity [logo], and following with every aspect of their company's image from product packaging to consumer and trade advertising, S3 got the ball rolling. Over a short period of time, Promax sales far exceeded their goals while gaining new distributors, dealer confidence and consumer recognition. Distributors and dealers alike have praised the effectiveness of the integrated communications. So if you see a bike with Promax components, S3 probably had something to do with it.



Services Provided:

Marketing Strategies

Advertising: Consumer, Trade

Media Planning

Trade Show Booths/Displays

Product Graphics

Packaging



sweat the small stuff

After all, it's the small stuff that makes a big difference. Take shifters. Ferrules. For example. A small item like this can make or break a drive train system. Introducing Kollars, the pinless Ferrule developed by Promax's Roach Trust - new product development. Kollars have been designed to create a near-zero friction Ferrule. The result - longer lasting, better performing, shifter cables.

kollars

Kollars **eliminate the pin** allows for a greatly **zero pinning of the housing** inside the shifter body.

Typical Ferrule **pinning** creates housing and creates drag on the cables.

Order from any of these distributors: Raleigh U/R, H&B Imports, Seattle Bike Supply, BTI or call Promax U/R for more information: 888.842.6758

THE ROACH TRUST

The Roach Trust can make your existing product idea come true. If you have a unique idea for a product just go to www.promax-usa.com/roachtrust/ and submit your idea. The Roach Trust and Promax may then select your product to develop and produce, rewarding you handsomely if viable. Kollars is such an idea and yours could be next.

PROMAX
promax-usa.com

MOTORSPORTS

AMERICAN SUZUKI
FIRST GEAR
INTERSPORT FASHIONS WEST
KAWASAKI MOTORS CORP
LAZER HELMETS
MAGURA USA
MOTORCYCLE INDUSTRY COUNCIL
MOTORCYCLE SAFETY FOUNDATION
PRO CIRCUIT
SDG / SPEED DEFIES GRAVITY
SHOEI HELMETS
SUOMY HELMETS
TROY LEE DESIGNS
YAMAHA WATER VEHICLES

AUTOMOTIVE

AMERICAN SUZUKI
ALBA WHEELS
GENERAL MOTORS/PONTIAC
GENERAL MOTORS/BUICK
HYUNDAI MOTOR AMERICA
ISUZU
MOMO
NOLOGY ENGINEERING
SIMPSON RACE PRODUCTS
TOYOTA

CYCLING

BALANCE BICYCLES
DEVINCI BICYCLES
DIAMONDBACK BICYCLES
GIANT/MOSH BICYCLES
GT BICYCLES
LIGHTWEIGHT WHEELS
LAKE CYCLING SHOES
MAGURA USA
MARZOCCHI SUSPENSION
PROMAX USA
SDG / SPEED DEFIES GRAVITY
SYNCROS
TROY LEE DESIGNS
UVEX

LIFESTYLE/OTHER

ADIDAS EYEWEAR
CARL KARCHER ENTERPRISES/CARL'S JR
KOO KOO ROO RESTAURANTS
NBC PRODUCTIONS
NFS SPORTDESIGN WATCHES
MATTEL: HOT WHEELS
L.A. TRANSIT AUTH./METROLINK
SURFING MAGAZINE
ROLLERBLADE
ROUND TABLE PIZZA
VOLLEYBALL MAGAZINE
VISION QUARTERLY JOURNAL



/ WHY S3 /

: MOTIVATED :

S3 breathes to provide impactful creative solutions

: EXPERIENCED :

Established in 1989. 30-year foundation in Los Angeles market

: CONCEPTUAL THINKING :

Unique, inventive, creative thinking that supports strategy

: INFLUENTIAL :

Foreseeing trends, Not following them

: WIRED :

Consistently searching for new ways to grow a brand

: FULLY INTEGRATED :

All communications needs provided

: ACTION SPORTS SAVVY :

2 wheels, 4 wheels, boards, etc...

: OVER DELIVER :

S3 delivers above expectations

: COMMITTED :

S3 provides first-person account service. No 'passing the buck'

: PERFORMANCE :

S3 executed concepts and materials move the needle

/ THANK YOU /



: SMITH SMITH & SMITH :

BRAND COMMUNICATIONS

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linkedin] www.linkedin.com/in/sergio-bravo-smith3x