



Case Study - Kurtain Kall

Russ Wren
potentate

Cecile Pecheur
digital action maven

Lars Wolf
culture sherpa

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1018 DH Amsterdam
The Netherlands
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www.pig.works

Hello!

Thank you for your interest in PigWorks.

Since our founding, PigWorks has grown into a full-service agency driven by a team of creatives and producers. Led by Founder Russ Wren, PigWorks has helped some of the world's best brands with branding, marketing and user experience solutions.

Our mission is simple—consistently deliver ideas and work that matters and exceeds client expectations. Everything we do, we do in an open, transparent and collaborative environment.

PigWorks

Plantage Middenlaan 62

1018 DH Amsterdam

+31 (0)639575625

EMAIL: hello@pig.works



Branding

Design

Social Movements

Media



PARTIAL LIST

Awards & Recognition

PigWorks
Agency Spotter
Top 20 Branding Agencies
#6 Branding Agency

PigWorks
Rnked.com
Top 50 Agencies
In The Netherlands

PigWorks
Sortlist
Best Marketing Agencies
In Amsterdam

PigWorks
Ad World Masters
Agency of the Month
June 2019

PigWorks
Digital Agency Network
Featured Agency
February, 2017

Edit Ballai
Featured Artist
Photoshop Creative
Magazine UK

Edit Ballai
Excellence Award
3D Total Magazine

AW/W/Wards
Site of the Week
October, 2019
aiur.ai

PigWorks
Digital Agency Network
Featured Agency
November, 2017

Russ Wren
Aquent &
Creative Mornings
Talent of the Month

PigWorks
Sortlist
Best in Class Agency

TDA
Agency of the Month
Digital Strategy
November, 2019

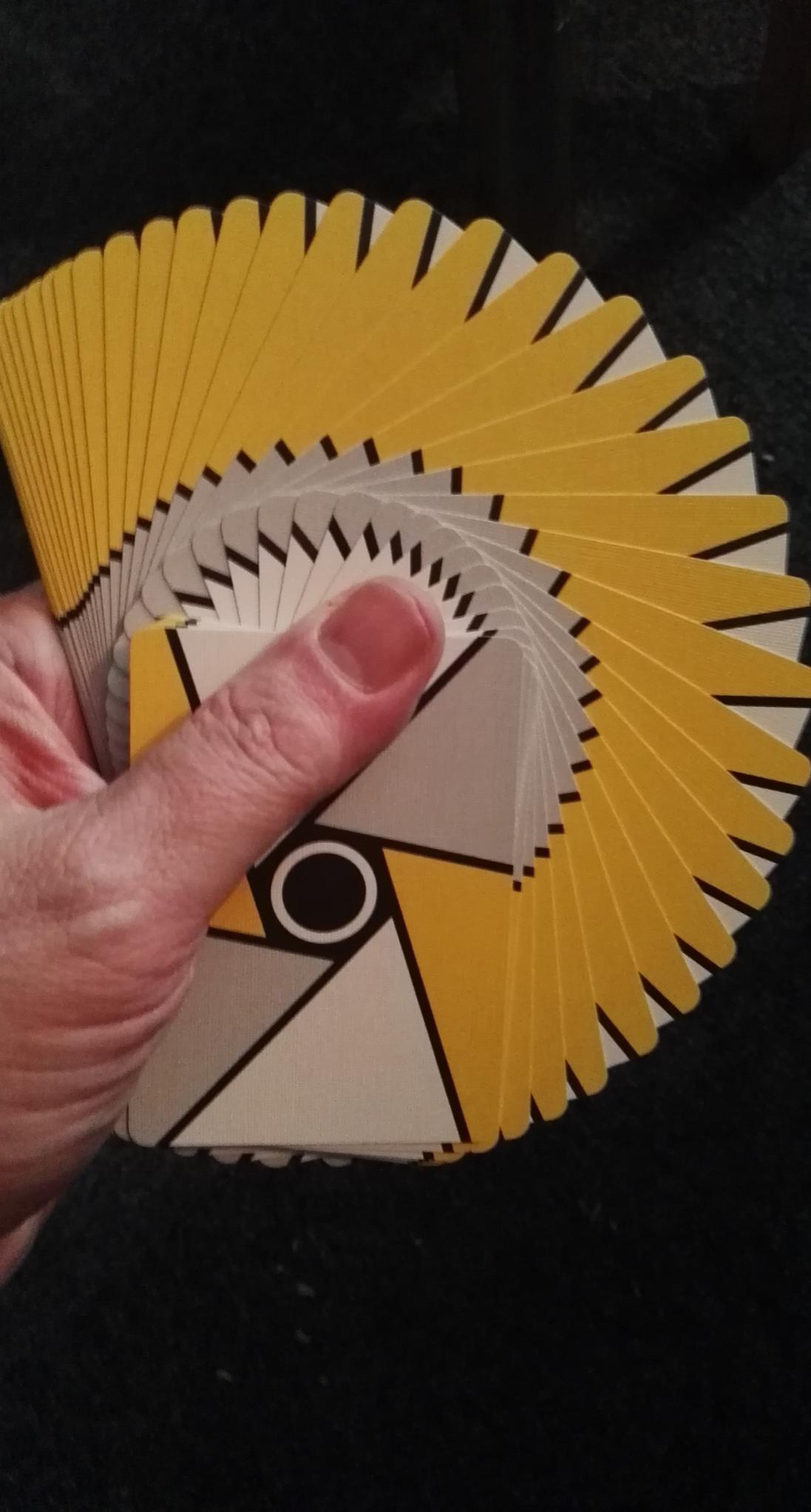
PigWorks
Ad World Masters
Top 100 Agencies in the World
March 2019

Edit Ballai
INCG Showcase (Hong Kong)
Featured Artist

PigWorks
Loomly.com
Best Marketing Agencies
in The Netherlands

Ad World Masters
Top 100 Branding Agencies
Worldwide
November 2019





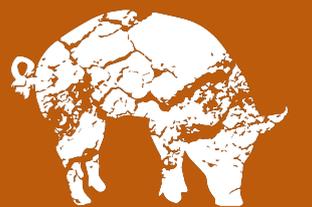
Partial Client List

At **PigWorks**, we love crafting beautiful and inspired work that is focused on a business' goals and their customers. We do this across multiple touch points to assist organisations achieve their goals.

STAPLES
PURELL
MITSUI RAIL CAPITOL EUROPE
UNIVERSITY OF HAWAII MANOA
AIUR
MOUNT ELGON ORCHARDS
HASTIE GOLF
YAMASA
INNOSEIS
LUMENIS
KURTAIN KALL
KNOWLEDGE VALUES
PRODICOM
AMSTERDAM BREWBOYS
DE HUMMUS HOUSE
TIBOR
EVOLVE
ROSE LAWN
AUTHENTIC GOLF



So, what does PigWorks do?



Our Services & Capabilities

At **PigWorks**, we love crafting beautiful and inspired work that is focused on a business' goals and their customers. We do this across multiple touch points to assist organisations achieve their goals.

STRATEGY

- Strategy
- Discovery & Research
- User Experience
- Brand Strategy
- Content Strategy
- Marketing campaigns

BRANDING & DESIGN

- Branding Development
- Logos & ID Systems
- Brand Books
- Style Guides
- Messaging
- Typography
- Collateral Print & Packaging
- Letterpress

DIGITAL DEVELOPMENT

- Website Design & Development
- UX/UI
- Information Architecture
- Wireframing
- Prototyping
- Mobile Applications

SOCIAL MOVEMENTS

- Social Movement Research
- Social Movement Planning
- Alignment of Campaigns to Public Pulse
- Activation of Brand Evangelists



Our Approach: Design Thinking & Strategy

**“An investment in knowledge
pays the best interest.”**

BENJAMIN FRANKLIN

In other words, we design solutions for intended users. This can be applied to products, business models, branding, and especially digital solutions.

We put the needs of the user at the center of everything we create, which is the most powerful way to start and finish brand identity projects



WHAT WE DO

To start things off, we use a fast-paced, user-centric, and facilitated framework that defines and prioritizes user needs, creates user journeys, surfaces actionable insights, makes strategic recommendations and produces tangible results that will be deployed on the business website, branding or marketing campaign.

This is an integral step in our overall process:

Discover Insights→ Define Goals→ Execute Beautifully

Within this process, we follow Agile principles in iterative cycles of ideating, executing, and validating.

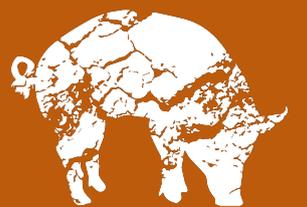
How it works

The result?

Effective, beautiful and beloved brands.



**Prove it. Let's see a
case study.**



Kurtain Kall

CLIENT

Kurtain Kall

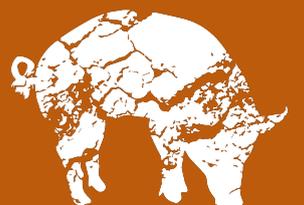
DELIVERABLES

Strategy
Website Design
Website Development
Identity System
Logo
Iconography
Collateral
Graphic Design



WHAT HAPPENED?

**BRAND IDENTITY, WEB DEVELOPMENT , GRAPHIC DESIGN,
CONSULTATION AND COLLATERAL**



The Brand



Brand Positioning Statement

WHAT

Kurtain Kall's mission is to become the largest platform for students of the arts to gather, share experiences and be connected with recruiters from the top colleges and universities in the USA.

HOW

Building a platform that offers a secure and nurturing environment, allowing students to grow their talents

WHO

Talented high school aged students

WHERE

Kurtain Kall is based in the United States.

WHY

Decreased arts budgets in universities and colleges demand new ways of recruiting talented students. Kurtain Call allows for recruiters to hold interviews/try-outs online.

WHEN

In an era of budget cuts to arts curricula.



Simplified Positioning

Kurtain Kall provides a platform for students of the arts to gather, share performances experiences and be connected.

Recruiters from colleges and universities around the United States can view and review performances, offer recruitment tips, and search for students to fill positions in their music, dance, and other arts departments.



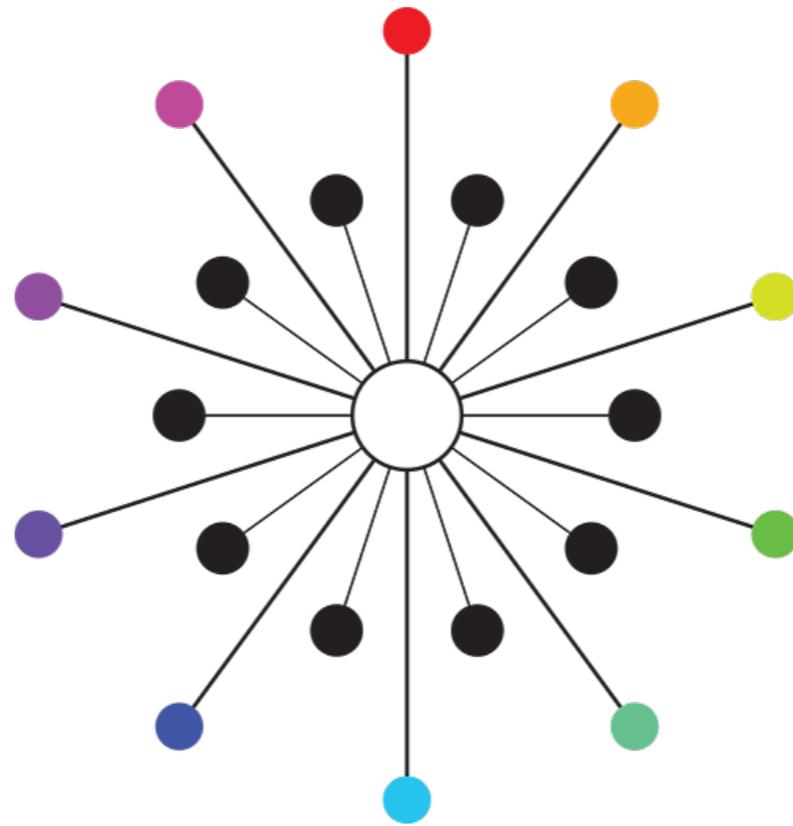
Insights

- 60/40 female/male ratio
- High school aged
- Concerned about costs of education
- Middle/lower middle class households
- Anxious to continue in the arts fields

Action

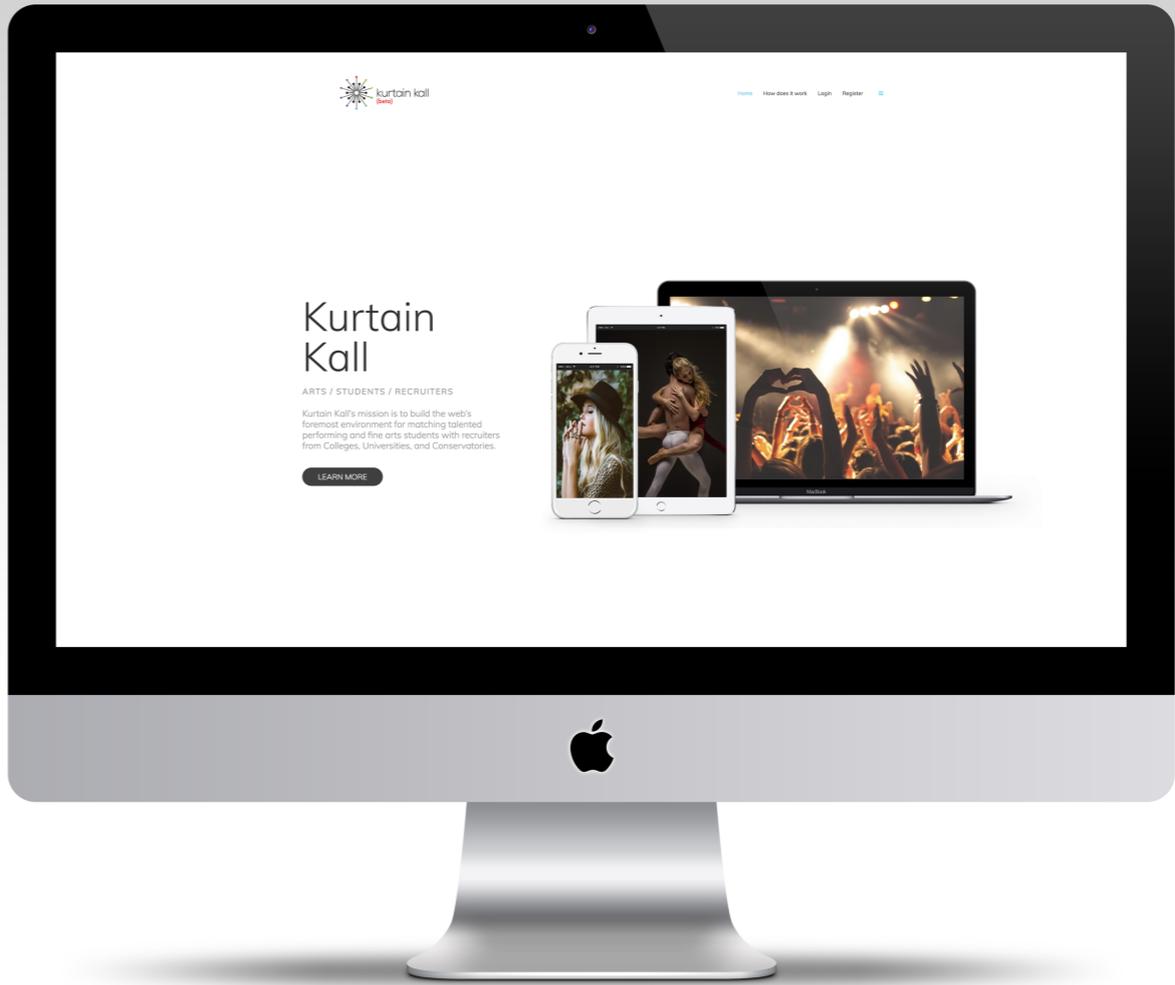
- Safe/secure
- Bright & clean
- Youth-friendly design
- Simple & intuitive
- Make it easy

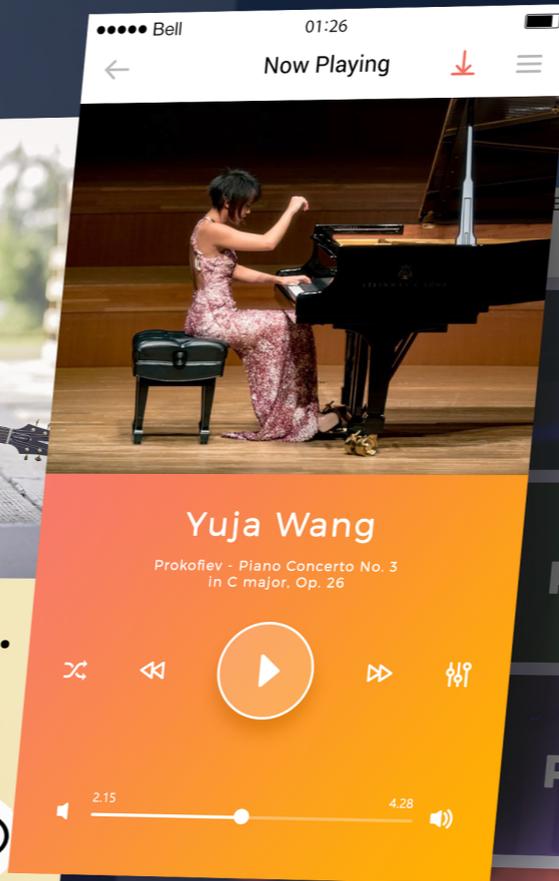
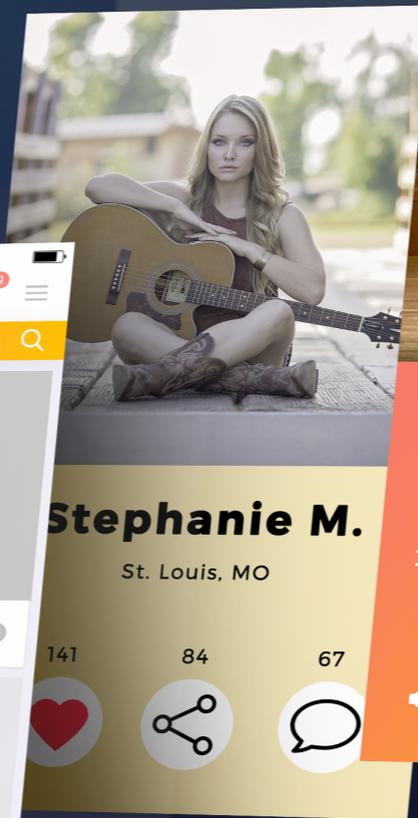
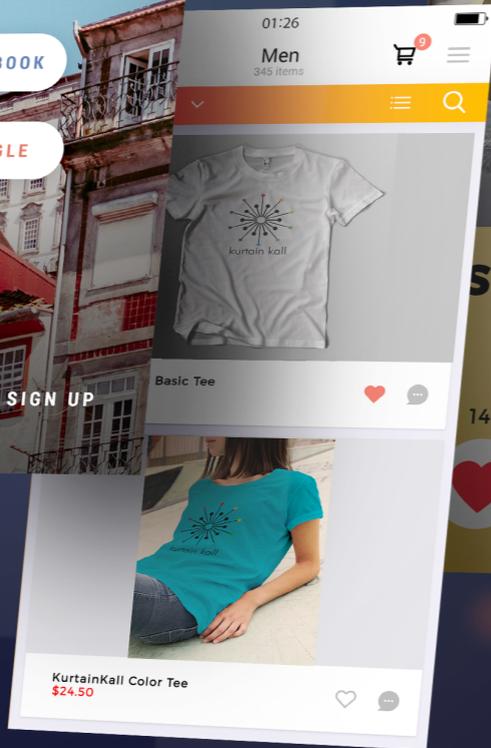
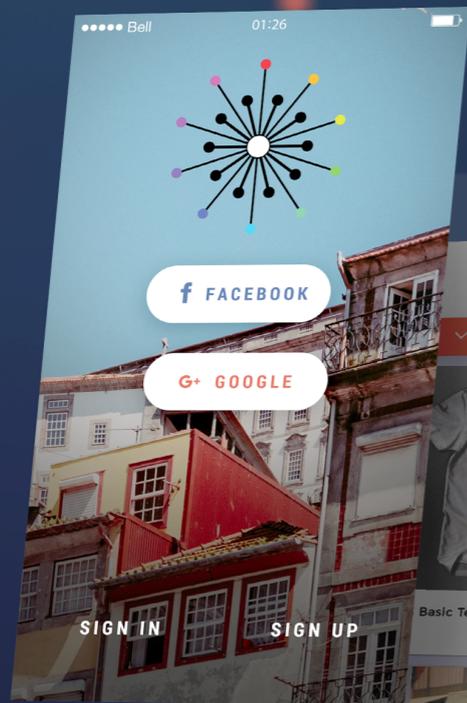




kurtain kall







**Right, so what do people say
about PigWorks?**



TESTIMONIALS



We have engaged the PigWorks team in multiple projects. My expectations were that their team would deliver excellent visual and technical solutions, which they did.

What I did not expect (and rarely encounter) was their willingness to research and absorb the needs of our clients and our businesses. Their commitment to go “well beyond” delivered tremendous value to each of our projects.

Thank you PigWorks. I look forward to a long, prosperous, and mutually beneficial relationship.

R.S.Gray

CEO Private Ventures
St. Louis, Missouri



TESTIMONIALS



I love PigWorks. Absolutely amazing results and experience creating my corporate identity and collateral work.

A creative agency where you interact with incredible talent that delivers stunning results.

Andrew Hastie

CEO Hastie Golf
Amsterdam, NL



TESTIMONIALS



We love the new departmental logo! We wasted no time printing tees to show off our new image!

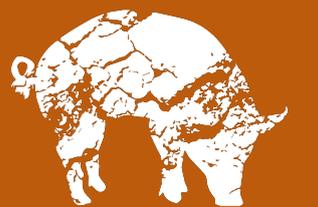
It is a pleasure working with your highly creative and innovative team!

Dr. J.W.W.

School of Oceanography
University of Hawaii Manoa
Hawaii, USA



**Allow us to introduce your
new team.**



YOUR NEW TEAM



Russ Wren

CO-FOUNDER & POTENTATE

Founder, music lover, ex-pat and design nere-do-well...Although I have never wrestled a bear (or 'gator), I do work hard, while not taking myself too seriously.

Design, photography, video, social media, guitar building, playing music, electronic tinkering...these are all things I enjoy.



YOUR NEW TEAM



Lars Wolf

CONNECTIFIER

I have a beard because I hate shaving, not because I am a hipster.

My bicycle has no gears because I like it that way!

I challenge myself by building ideas into brands and building brands into movements. I find inspiration in all things, no matter how bizarre, and I'd like you to tell me what inspires you!



YOUR NEW TEAM



Cecile Pecheur

CO-FOUNDER & DIGITAL ACTION MAVEN

One of the Frenchies in the team,
and not even arrogant!

I love travelling, meeting new
people and experiencing new
cultures.

Social media marketing, SEO, web
design, reading and watching
movies and TV series are things
that I enjoy.

My motto: Live life with no regrets!.



YOUR NEW TEAM



Edit Ballai

VISUAL ENTRANTRESS

Avid visual designer,
Photoshopper, 3-Der and creative
mind.

I love working all kinds of projects!

Every challenge gives me a
chance to enhance my skills and
help our clients.

What do I enjoy most? Summer!!!



YOUR NEW TEAM



Estelle Lecointre

SOUTHERN BELLE

Estelle is our newest team member and is bringing PigWorks presence to the south of France.

Full of energy and ideas, and loves to create!

If you are in the Monaco/Cannes/Nice area, and interested in what we do, drop her a mail at estelle@pig.works



Thank You.

