



# Case Study - Lumenis

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**Russ Wren**  
potentate

**Lars Wolf**  
culture sherpa

**Cecile Pecheur**  
digital action maven

Plantage Middenlaan 62  
1018 DH Amsterdam  
The Netherlands  
+31 (0)615055593

**[www.pig.works](http://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](mailto: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

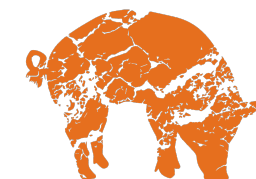
TDA  
Agency of the Month  
Digital Strategy  
November, 2019

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

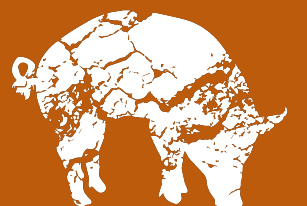
At **PigWorks**, we love crafting beautiful and inspired work that is focused on a business' goals and their customers. We do this across multiple touch points to assist organisations achieve their goals.

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



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**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.

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### STRATEGY

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

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### BRANDING & DESIGN

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

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### DIGITAL DEVELOPMENT

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

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### SOCIAL MOVEMENTS

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



## Our Approach: Design Thinking & Strategy

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**“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 centre 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

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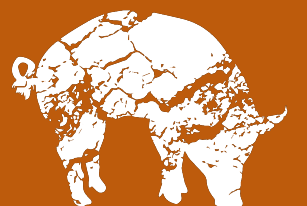
The result?

Effective, beautiful and beloved brands.



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



# Lumenis

## CLIENT

Lumenis

## DELIVERABLES

Graphic Design  
PowerPoint Presentations  
PDF Event Guides  
Art Direction  
Beacon Technology

Met extremely tight deadlines

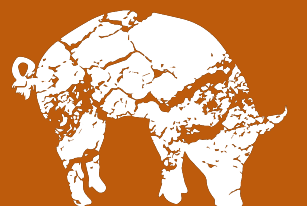


Lumenis are a manufacturer of medical & aesthetic laser equipment, with over 150 distributors worldwide.



WHAT HAPPENED?

**DELIVERY OF PRINT DESIGNS AND EDDYSTONE TECHNOLOGY  
ON A CHALLENGING (24 HOUR) DEADLINE**



# Promotional Materials



<http://example-url.com/example/>  
f l n t w s g

Are you attending  
**EADV?**  
Join a 20 min. marketing consultation

[BOOK NOW →](#)

Geneva, 13-17 September | Booth #432

### Reinvent Your Practice:

#### Book your free marketing consultation

You are invited to join a 20 minute free marketing consultation at our booth #432. Our marketing experts will guide you with tips and tricks to increase patient traffic, brand awareness and improve your digital marketing.

How can you participate?

1. Fill in the form
2. Pick your preferred date
3. Our marketing experts will contact you with a time slot for your consultation

Space is limited, only 5 slots available. First-come, first-served!

[Book now](#)

We look forward to seeing you at EADV!

## Attending the **EADV?**

Geneva, 13-17 September | Booth #432

Book your appointment  
with a body contouring  
specialist

|                          |                 |
|--------------------------|-----------------|
| First Name               | Last Name       |
| Jeff                     | Souza           |
| Company Name             |                 |
| NA                       |                 |
| Specialty                |                 |
| Plastic Surgeon          |                 |
| City                     | Postal Code     |
| Amsterdam                |                 |
| Phone Number             | Email           |
| 0643769780               | jefferson.souza |
| Preferred date           |                 |
| - Please Select -        |                 |
| <a href="#">BOOK NOW</a> |                 |



Interested in body contouring?  
**REINVENT YOUR  
PRACTICE**  
Make an appointment

[Book now →](#)

| LUMENIS KEY EVENTS                                                            |                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Scientific session:                                                           |                                                                                                                                                                                                   |
| Saturday, 16th September<br>13:15 – 14:45                                     | UltraPulse fractional CO <sub>2</sub> Laser treatment for hypertrophic burn scars – evaluation of an in-patient controlled, standardized treatment approach   Dr. Gerd Gauglitz   Abstract ID 439 |
| e-poster:                                                                     |                                                                                                                                                                                                   |
| Throughout the Congress                                                       | CO <sub>2</sub> vaginal laser treatment in women with recurrent urinary tract infections: the first experience in the United Kingdom   Dr. Steve Foley                                            |
| On-booth No. 432:                                                             |                                                                                                                                                                                                   |
| Throughout the Congress Breaks                                                | Live Demo:<br>SlimME™ and Pollogen® treatments                                                                                                                                                    |
| Thursday 14th September<br>Session A 11:30 – 12:40<br>Session B 16:50 – 17:30 | Marketing Corner:<br>Book your Digital Health Check for your Clinic for a 20 minutes one to one consultation with our marketing specialist and receive a detailed report. Only 5 spots available. |
| Throughout the Congress                                                       | Exploring Customer Experience:<br>Visit our booth and finding unique ways to improve your own customer experience                                                                                 |



collect your free  
website analysis -  
Booth n°432

## REINVENT YOUR PRACTICE

How good is your website, and what can you do to improve it? Check accessibility, SEO, social media. Meet with our marketing experts on booth and collect your free website analysis.

 Lumenis®



Booth n°432

## REINVENT YOUR PRACTICE

Starting from a basic outline provided by the client, PigWorks designed and developed printed materials, exhibition graphics, handouts, schedules and implemented Eddystone beacon technologies within 24 hours.



**PigWorks** incorporated Eddystone beacon technology driving traffic to live event displays

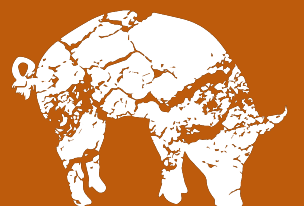


Using our concepts as a guide,  
**PigWorks** conceptualised graphics and collateral for Lumenis' point of presence during the conference.



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



## TESTIMONIALS



We have engaged the PigWorks team in multiple projects. My expectations were that Russ, Cecile, and the rest of 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.

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**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.

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**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.

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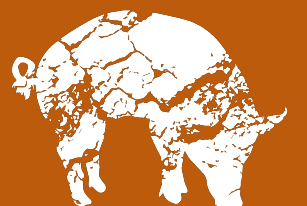
**Dr. J.W.W.**

School of Oceanography  
University of Hawaii Manoa  
Hawaii, USA



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



## YOUR NEW TEAM



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### 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



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### 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



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### 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



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### 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



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### 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](mailto:estelle@pig.works)



**Thank You.**

