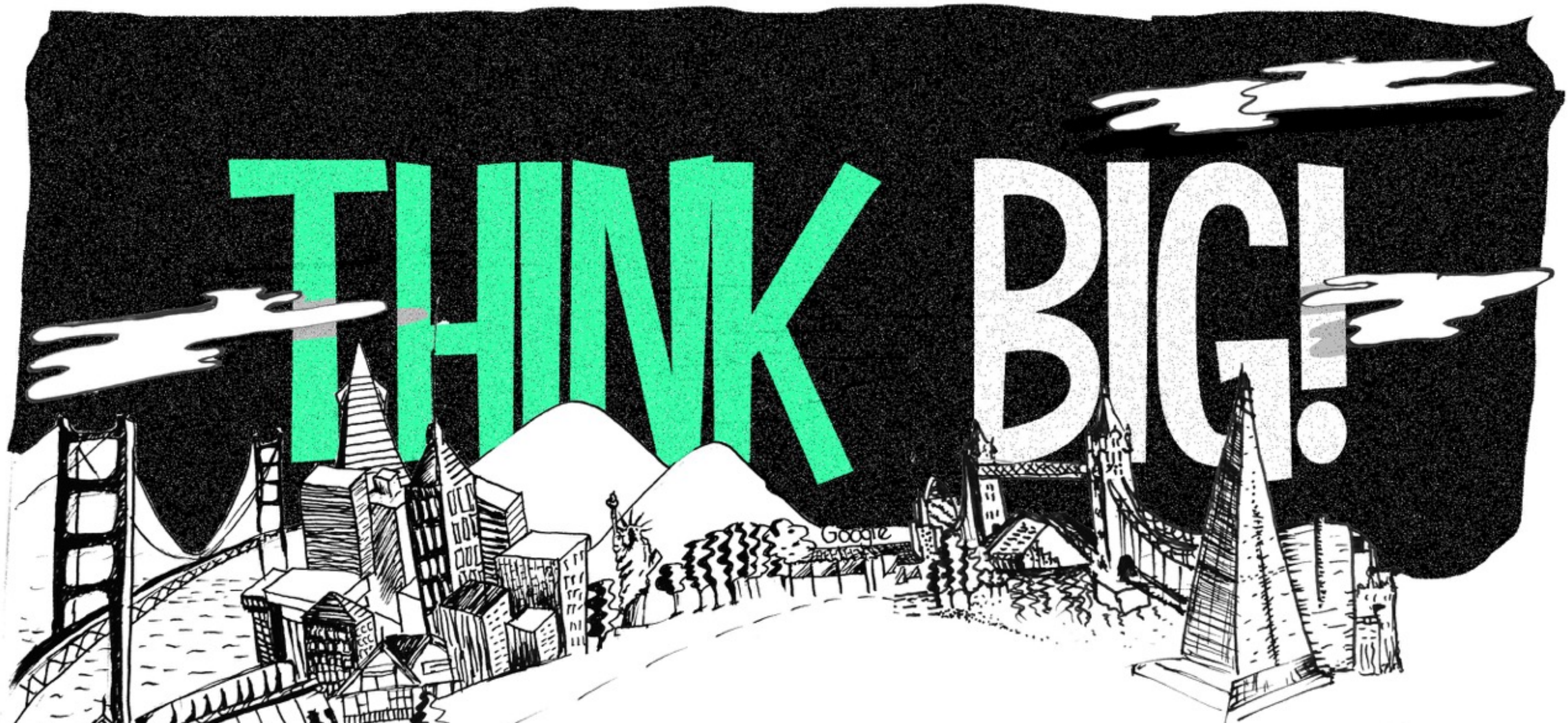


2015 & Beyond

**beyond**



Build a company that  
focuses on the

# CUSTOMER EXPERIENCE

---

Experience Design  
Company

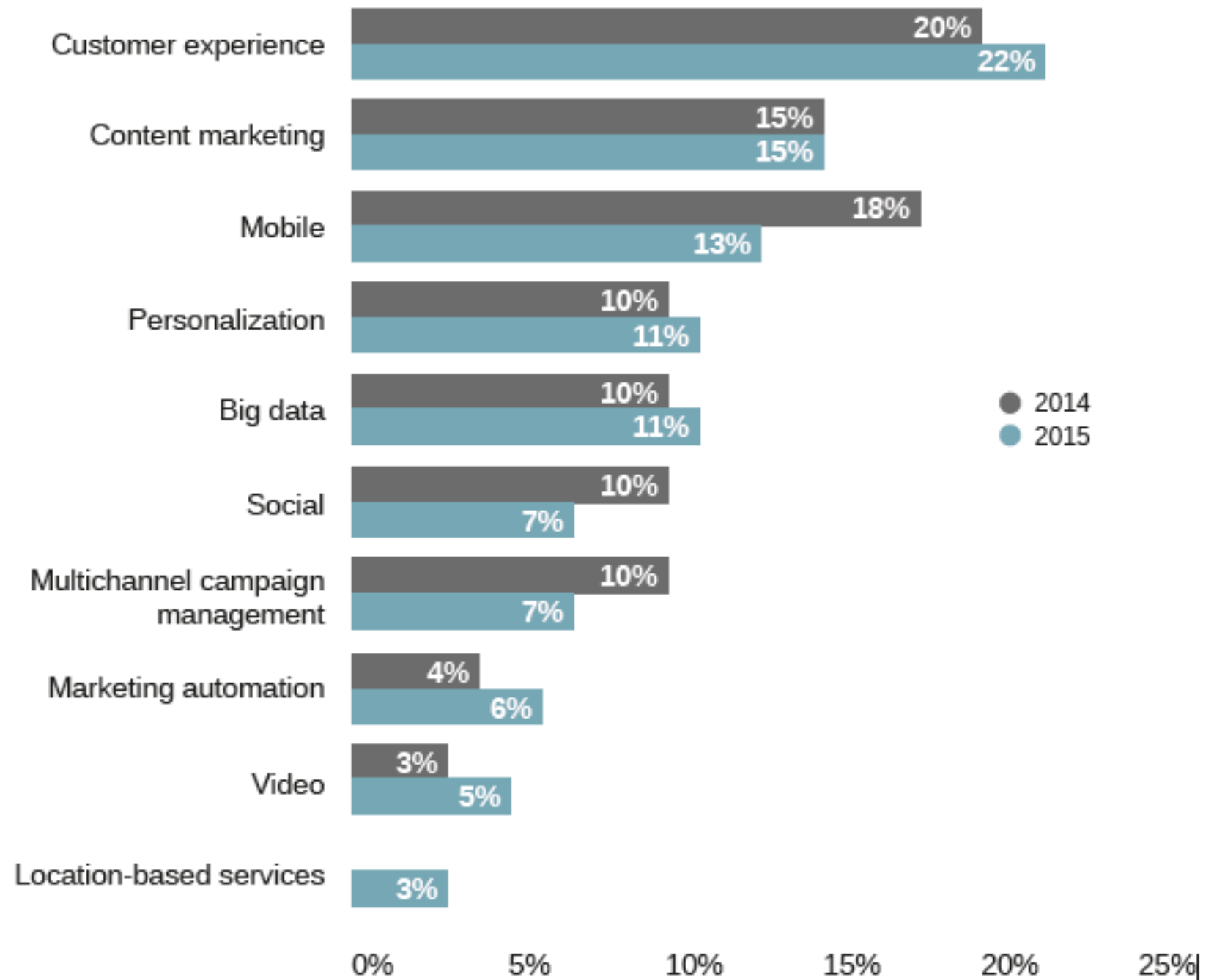
“There’s no longer any real distinction between business strategy and the design of the user experience”

Harvard Business Review - July 2015

# Biggest digital opportunity

Company respondents

Figure 5: Single most exciting opportunity – 2015 vs 2014



# Our clients

We are fortunate enough to work with some of the most forward-looking companies in the world.

---



Google



HERSHEY'S

facebook

Instagram



NSPCC

Sainsbury's



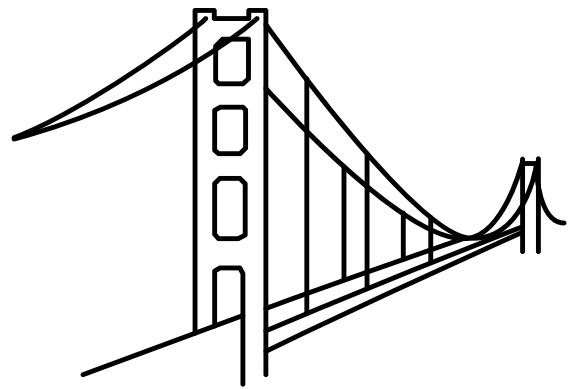
VIACOM



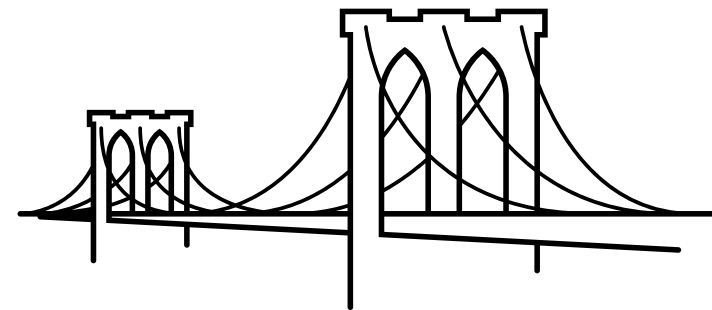
Ownership: Next 15

- Fully Acquired 2015
- Employees: 120
- Offices 4

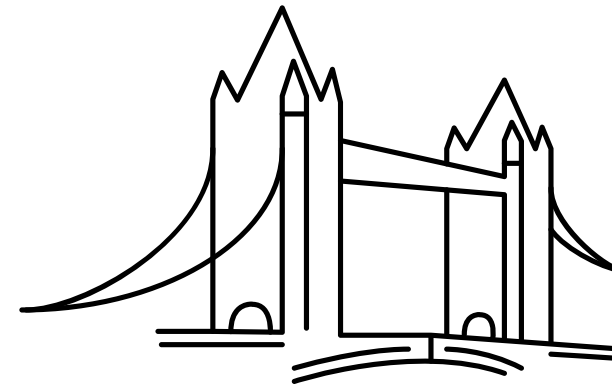
# Offices



**San Francisco**



**New York**



**London**



**Mountain View**

# Our competitors

## Nurun

Ownership: Publicis

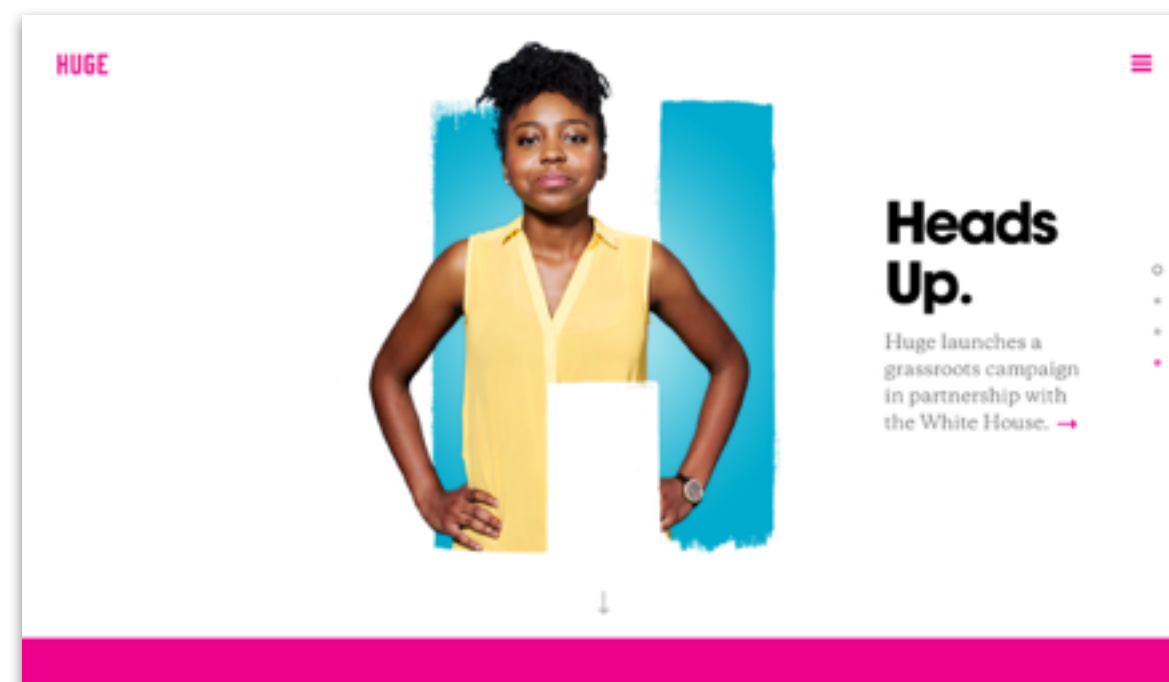
- Acquired \$100m (2014)
- Employees: 4,600
- Offices 21 (up from 11 since acquisition)



## Huge

Ownership: IPG

- 50 of the Fortune 500
- Employees - 1,000+
- Offices 11



## Fjord

Ownership:

Accenture Interactive (2013)

- Invested \$200m (acquisitions including <http://www.chaoticmoon.com/>)
- Employees Doubled the design team
- Offices: From 9- 17





# Key highlights



# Google Retail

Google wanted to create a better experience for retail associates to interact and learn about Google Products. Beyond started off the project with a retail study to understand the retail associate, their motivations and they relationship to training. From there we ideated solutions that reduced the friction associated with training.

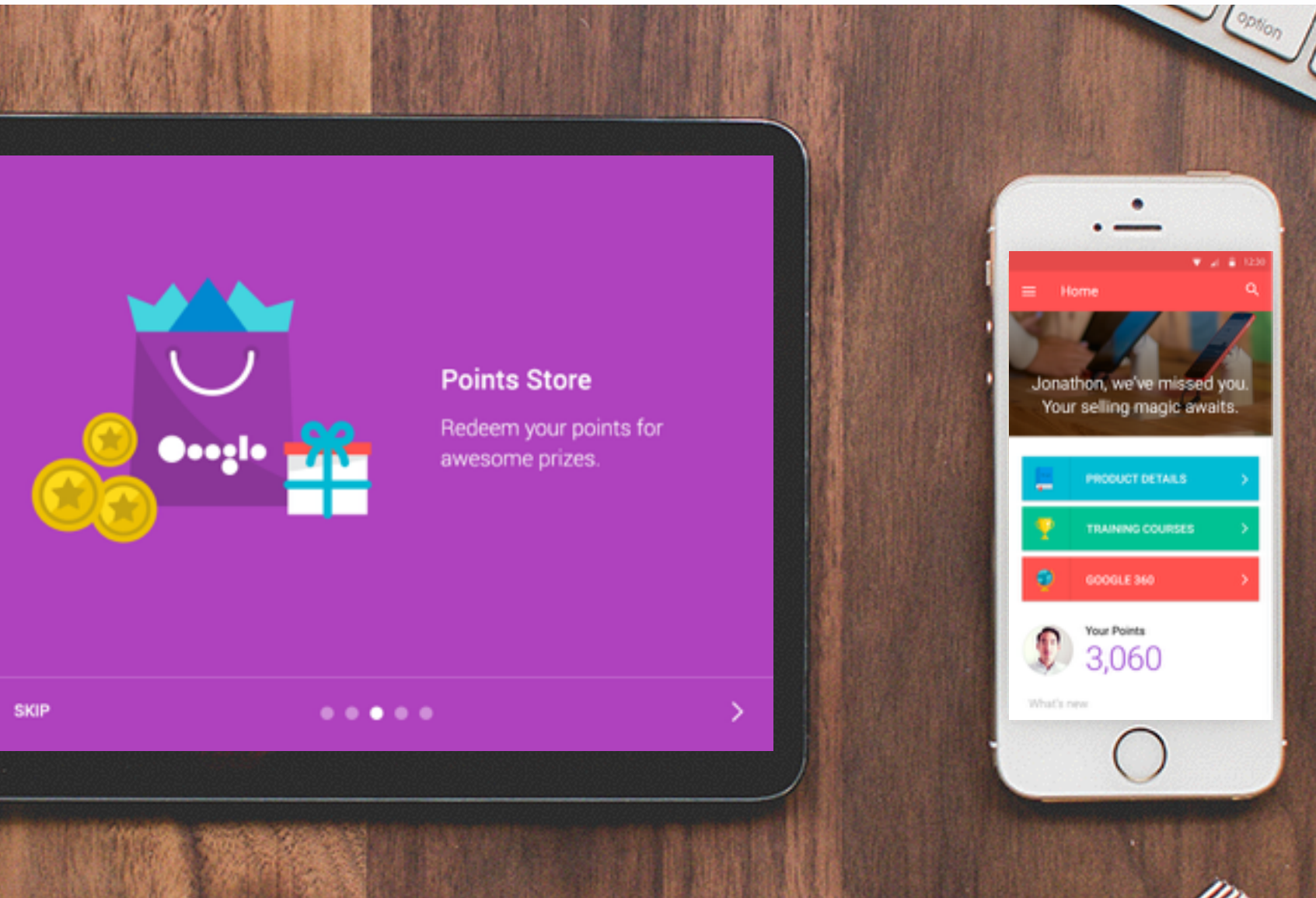
## Approach:

Retail Associates want product information at their figure tips, not just in training modules

Training needs to be bite size and needs to fit in with peoples schedules

## How did we do it?

- App and desktop experience that provides product information, training, and Google content
- Material Design
- Android, Responsive Web
- Built on AppEngine



# DoubleClick Visual Identity & .com

Beyond were asked to redesign the Double Click brand identity as well as a new .com. the design process started with a content strategy that looked to tell the DoubleClick story through Customer stories and testimonials.

## Approach:

- Reimagined the DoubleClick brand and visual identity
- Translated the new brand into a beautifully responsive website
- Built the site using WagTail CMS



"Our long-lasting relationship with DoubleClick has enabled us to offer the marketplace a truly differentiated service with data-driven decision support at its core."

Anthony Rhind - Global co-CEO of Havas Digital



Make buying & executing easy and efficient

With DoubleClick Digital Marketing, you get a single point of access for your digital campaigns. All channels are in one place, across search, reservations, and programmatic display. A common buying platform, shared workflows, and a single tag, for example, are crucial to getting a holistic view of the consumer.

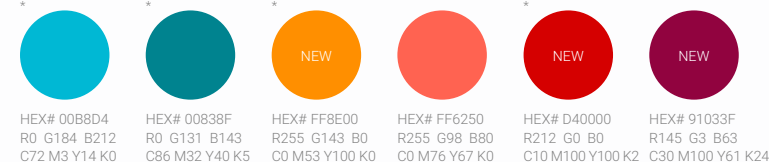


DoubleClick  
by Google

### Primary



### Secondary



# Key Next 15 benefits

- Brought the internal idea of Beyond and made it a reality
- Enabled Beyond to launch in the US and the UK at the same time
- Scale in the US through its network and back office support
- Introductions to 'new' clients in the UK



That's all folks!

**beyond**