

# HYPERQUAKE

---

STORYBUILDING CAPABILITIES  
2022

# Thank you for this opportunity.

We are at the doorstep of the most significant shift in consumer and customer evolution, from the experience economy into the social economy. We are an upstream, nimble, values-based organization that focuses intently on moving people, in order to move product and business. We exist to create and grow strong brands and

businesses with our human-centered approach. Thank you for your time and consideration to understand who we are, how we think, and how we build brands, businesses, and experiences rooted in the truth. **Truth, be told.**

**Your Hyperquake Team.**



# About Hyperquake



We build stories, brands, and businesses rooted in truth.  
Truth, be told.



HYPERQUAKE BY THE NUMBERS — EST. 1986

1986

The year Hyperquake was founded, helping brands and businesses evolve, while in the midst of a shift.

100+

We have created over 100 story-driven customer experiences and centers around the globe, from concept through execution and ongoing support. We also have more than 100 customers and clients, which we consider trusted partnerships.

3

Hyperquake headquarters is located in Cincinnati, Ohio with regional locations in Washington, D.C. and Park City, Utah.

54

Employees specializing in the areas of Brand Building, Business Building and Storybuilding.

WHAT WE BELIEVE

At our core, we are guided by a few core values.

1

**BUILD.**

Build ideas, build trust, and build culture.

2

**INCITE PASSION.**

Be curious, explore, and experiment.

3

**BE REAL.**

Be open, emotionally intelligent, empathetic, and authentic.

4

**RESPECT.**

Value one another and what we stand for.



WHAT MAKES US DIFFERENT?

Our Experience and People

Our key leaders have 25+ years experience in the customer experience market producing more than 100 centers. Our leaders have unique backgrounds in brand management, theme parks, museums and corporate events.

We are collaborative, small and independent which allows us to be agile and give our clients access to very senior/experienced members of our staff. We are flexible as we can work with in-house and independent partners suggested by our client or we can select from a trusted pool of specialists developed during our 20 years in the business. We have the ability to create and manage the entire project in-house from storyline to concept to opening and beyond.



This is us.





WHAT MAKES US DIFFERENT?

How We Work

We are great team players working closely with architects, real estate, workplace planning, engineering, sales, marketing and other project partners from the outset of an assignment. We are writers, strategists, designers, content and experience producers allowing us to be well-informed of and respect the role and discipline of marketing and branding. We develop the entire experience including the on-premises environment as well as pre and post customer engagement strategy and tools.

Our Budgeting Philosophy

We propose fixed-fee pricing based on the defined scope for design, development, production and installation. We do not mark-up our partners or suppliers and break out our fees separately.





Say hello to your dedicated Storybuilding® team.



**Dale Tesmond**  
*Storybuilding Founder*



**John McDaniel**  
*Managing Director,  
Storybuilding*



**Marshall Thompson**  
*Director of Strategic Growth  
Storybuilding*



**Emily Kester**  
*Creative Director*



**Kathryn Beane**  
*Director of Strategy & Content,  
Storybuilding*



**Jen Noll**  
*Director of Experiences,  
Storybuilding*



**Krystie O'Brien**  
*Senior Producer*



**Caitlin Yurchak**  
*Sr Project Manager*



**Julie Hakemoller**  
*Project Manager*



**Jessie Kaising**  
*Sr. Experience Designer*



**Hayley Hinshaw**  
*Experience Designer*



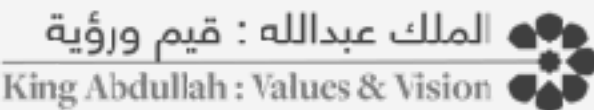
**Natalie Iredale**  
*Content Strategist*

We take pride in keeping our agency a tight group of highly creative and strategic thinkers. As a result of this collaborative environment, no project comes in our doors without everyone’s unique perspective.

- We are a multidisciplinary team, focused on:**
- Identifying strategic insights.
  - Reaching the right target, when and where they are receptive to the brand message.
  - Creating a compelling, emotional, differentiated story, both verbally and visually.
  - Qualifying ideas and quantifying success.
  - Leading the marketing team efforts in execution.



Some of our clients





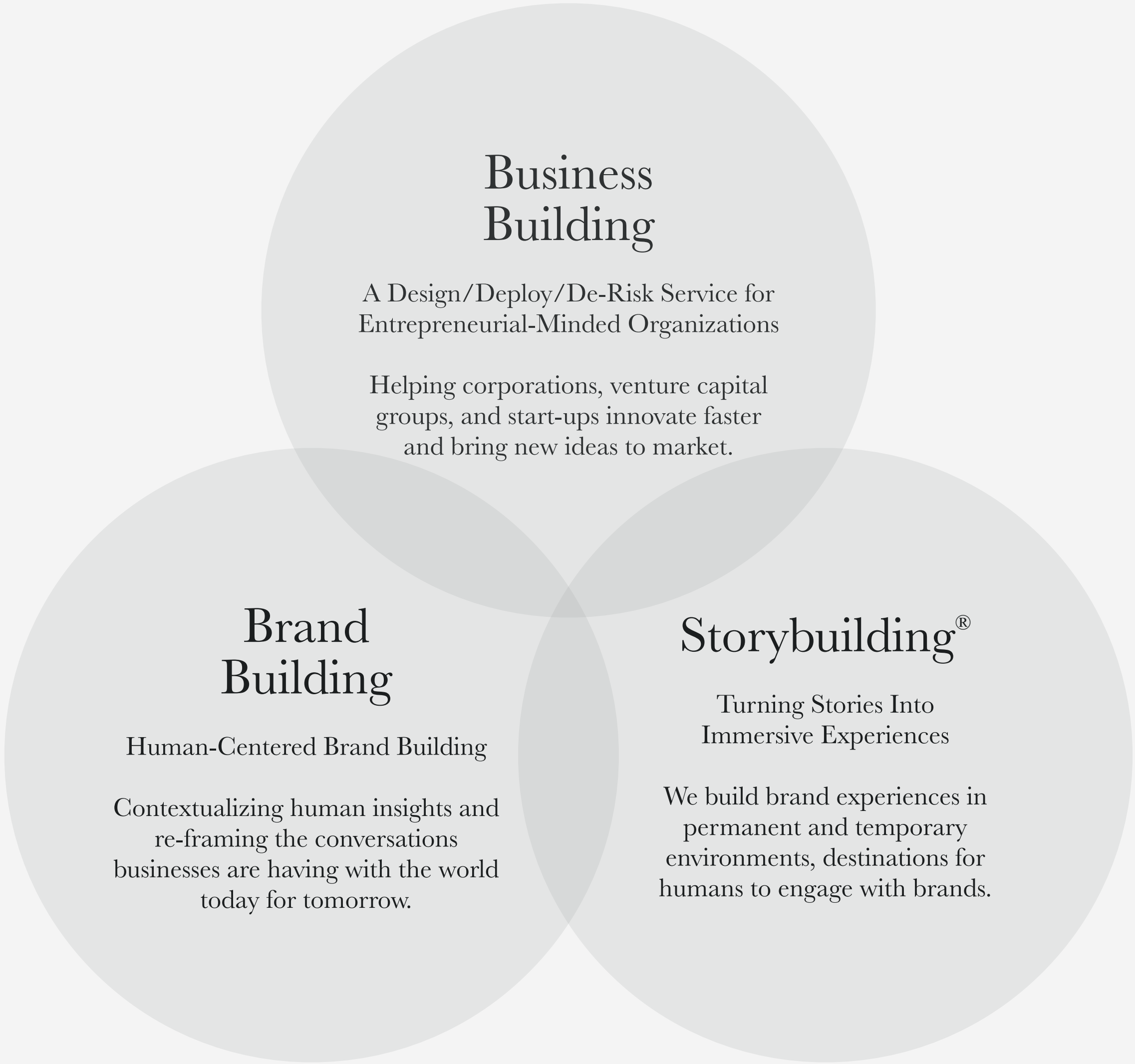
We see the world through three lenses. The beauty lies in between.

OUR POSITION

1. Business Building

2. Brand Building

3. Storybuilding®



# Recent & Relevant Work



teradata.

“Data can deliver powerful answers.”



HYPERQUAKE

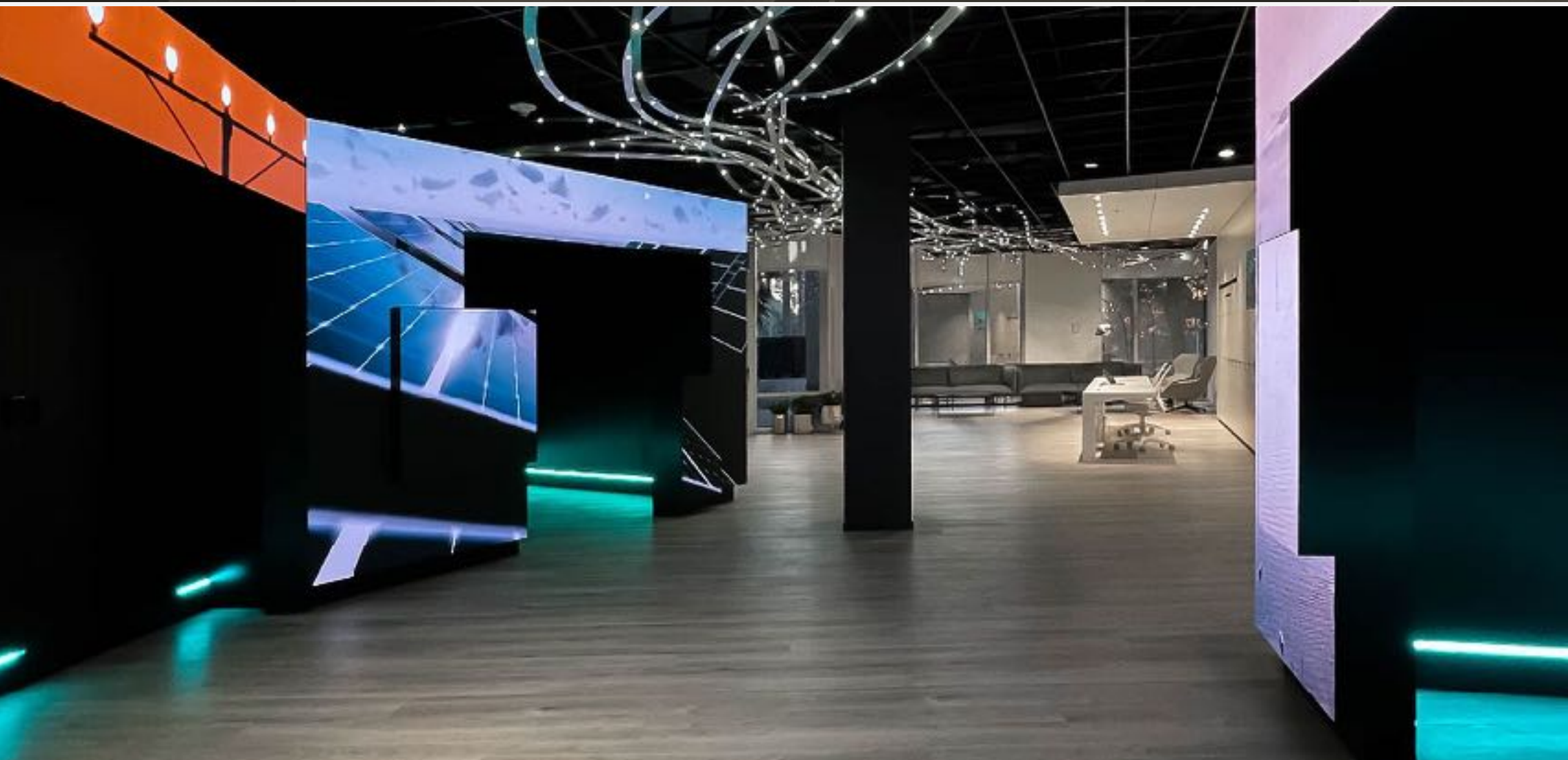
## Teradata Executive Briefing Center

### Storyline

*Data Can Deliver Powerful Answers*

At Teradata's flagship Executive Briefing Center in San Diego, it all starts with a question, quite literally. The prolific amount of data companies collect daily generates more questions than answers. What does all this data mean? How can we interpret it quickly to create more business value?

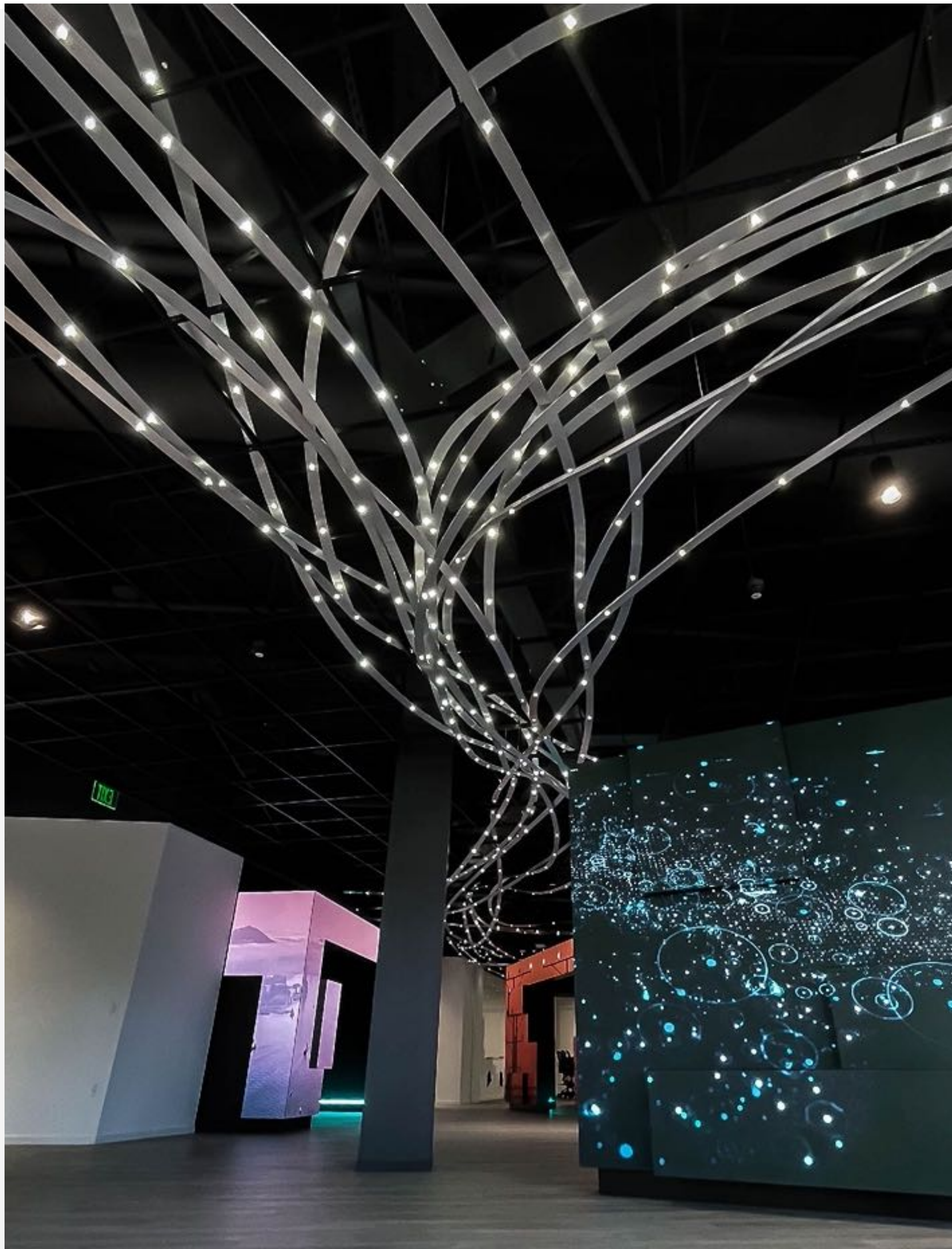
Hyperquake conceived, designed and produced the overall EBC lobby and experience with their partners, Za Architecture, Matt McConnell Studios (sculpture artist), PixelFlex LED Hardware Integrators, BBK Design Fabricators, Pixel Fiction, and DevPhase Developers. Interactive Content was provided by Teradata's brand agency, JMS.



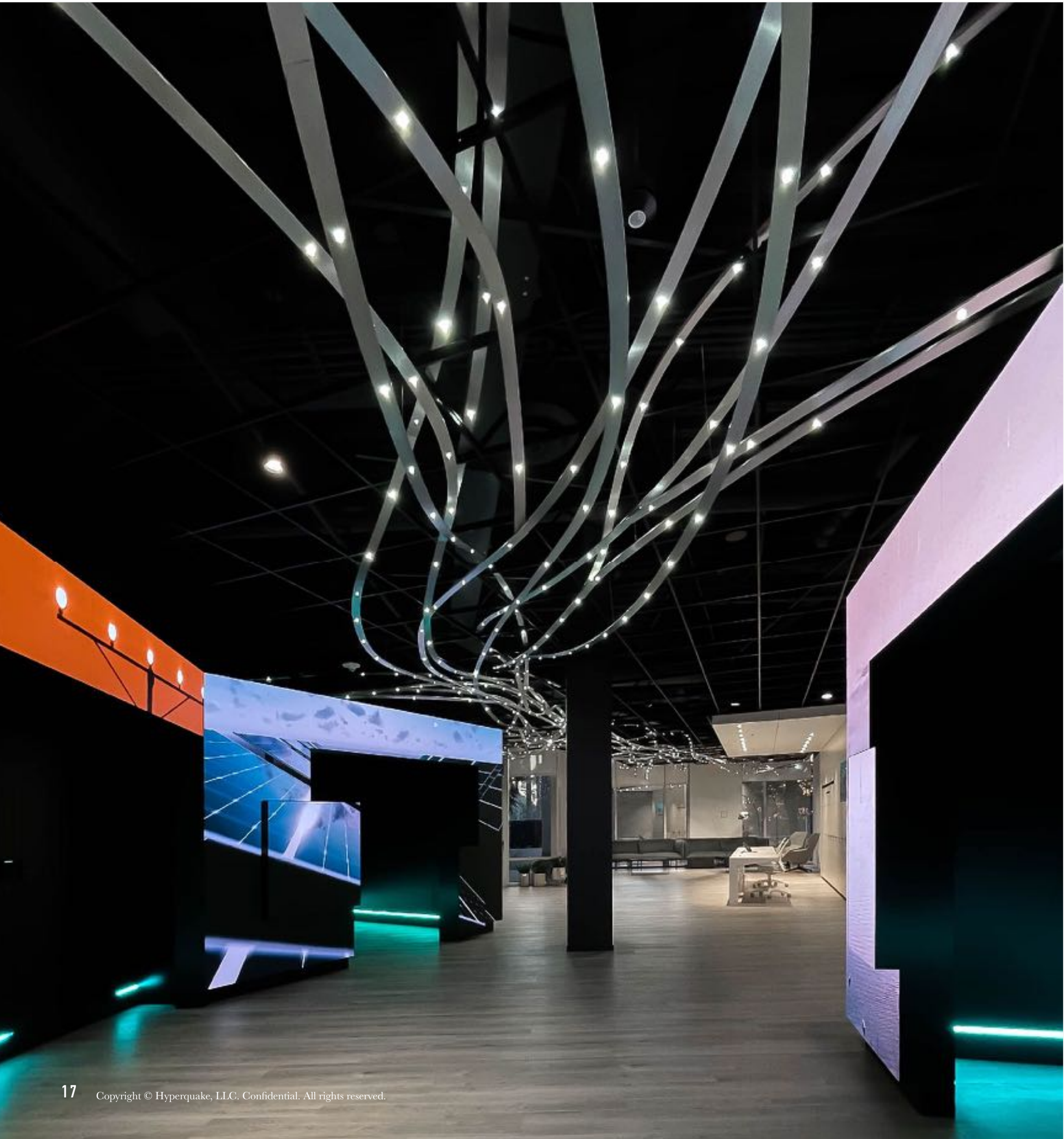




















**Hewlett Packard  
Enterprise**

“Potential Unlocked & Unleashed”

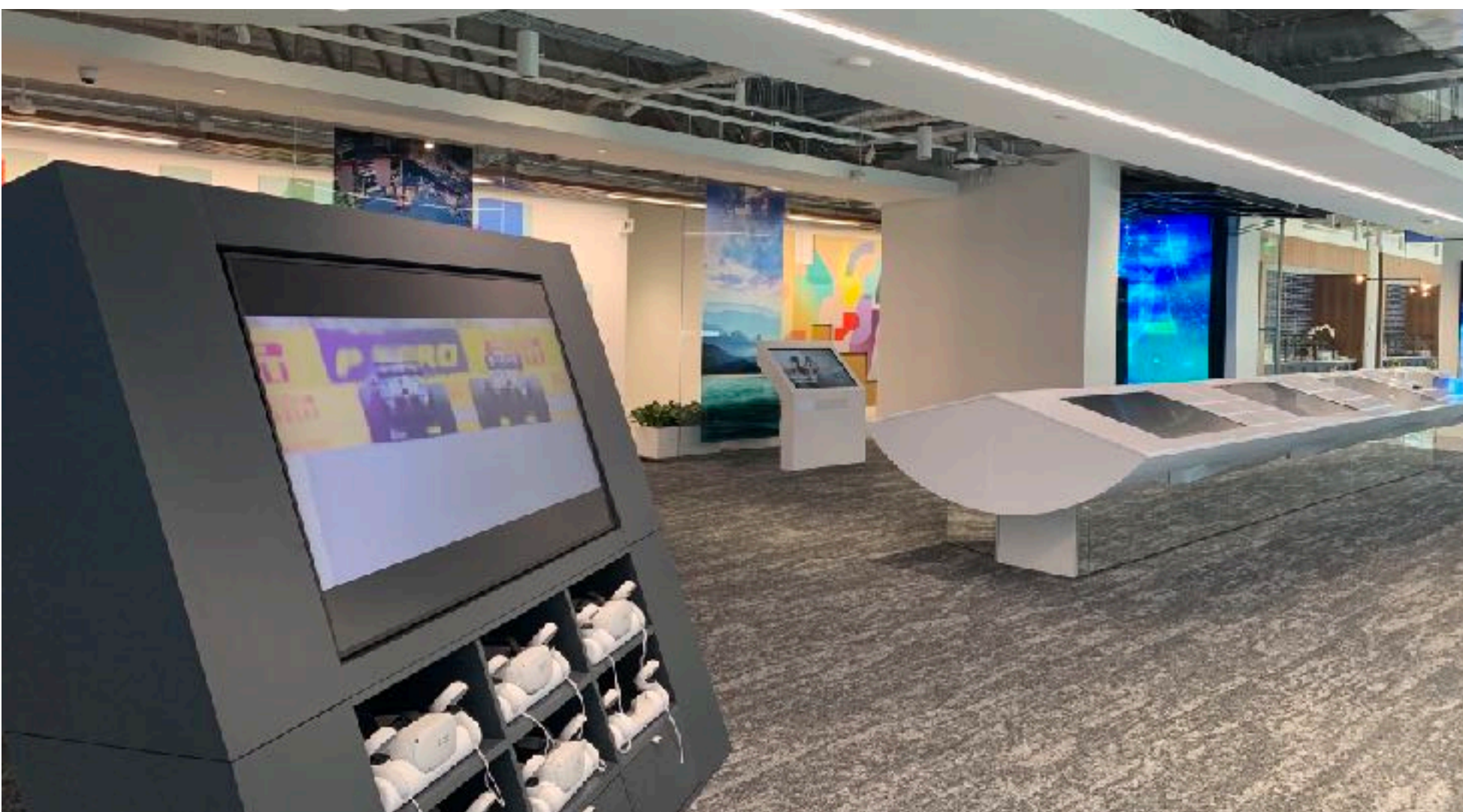
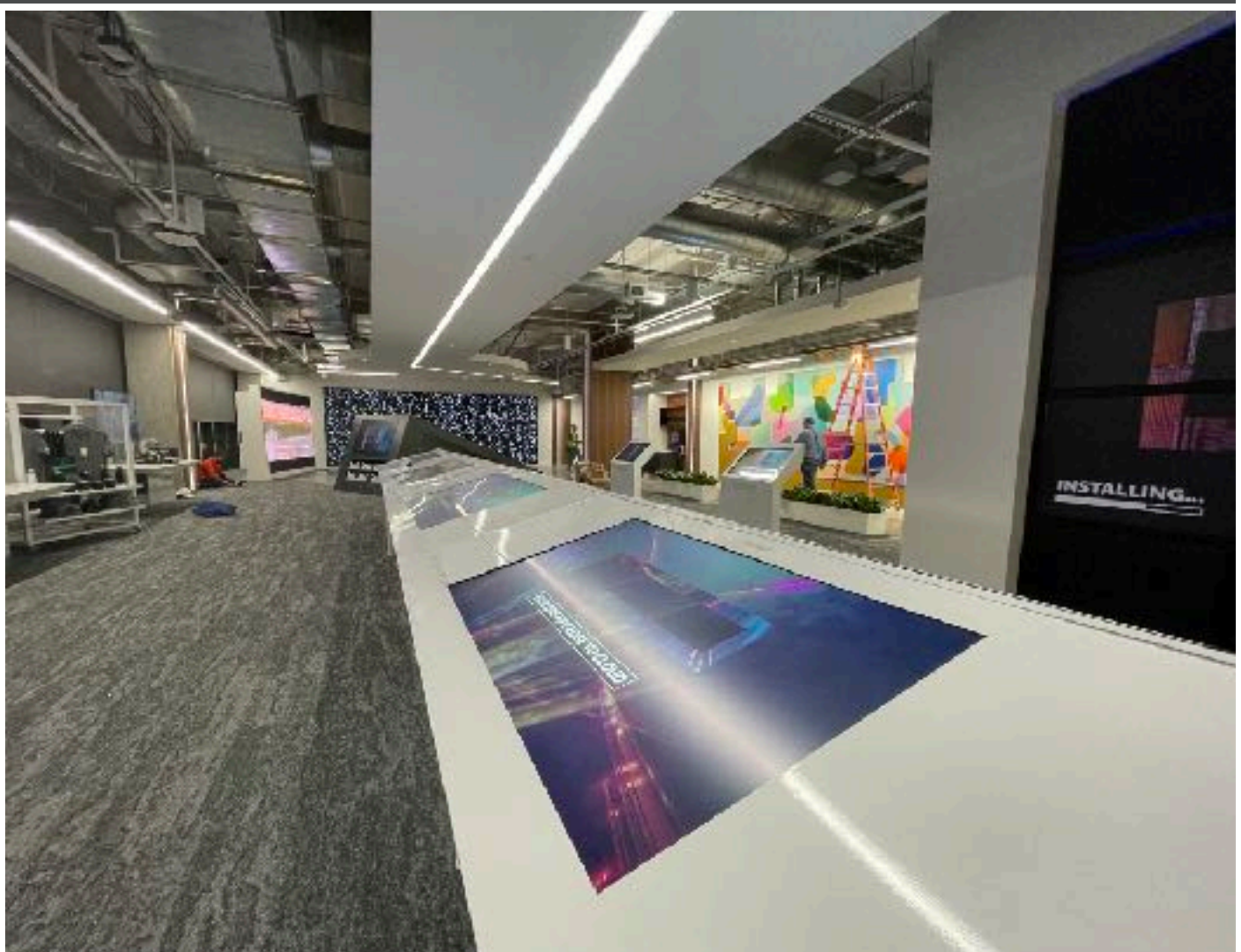
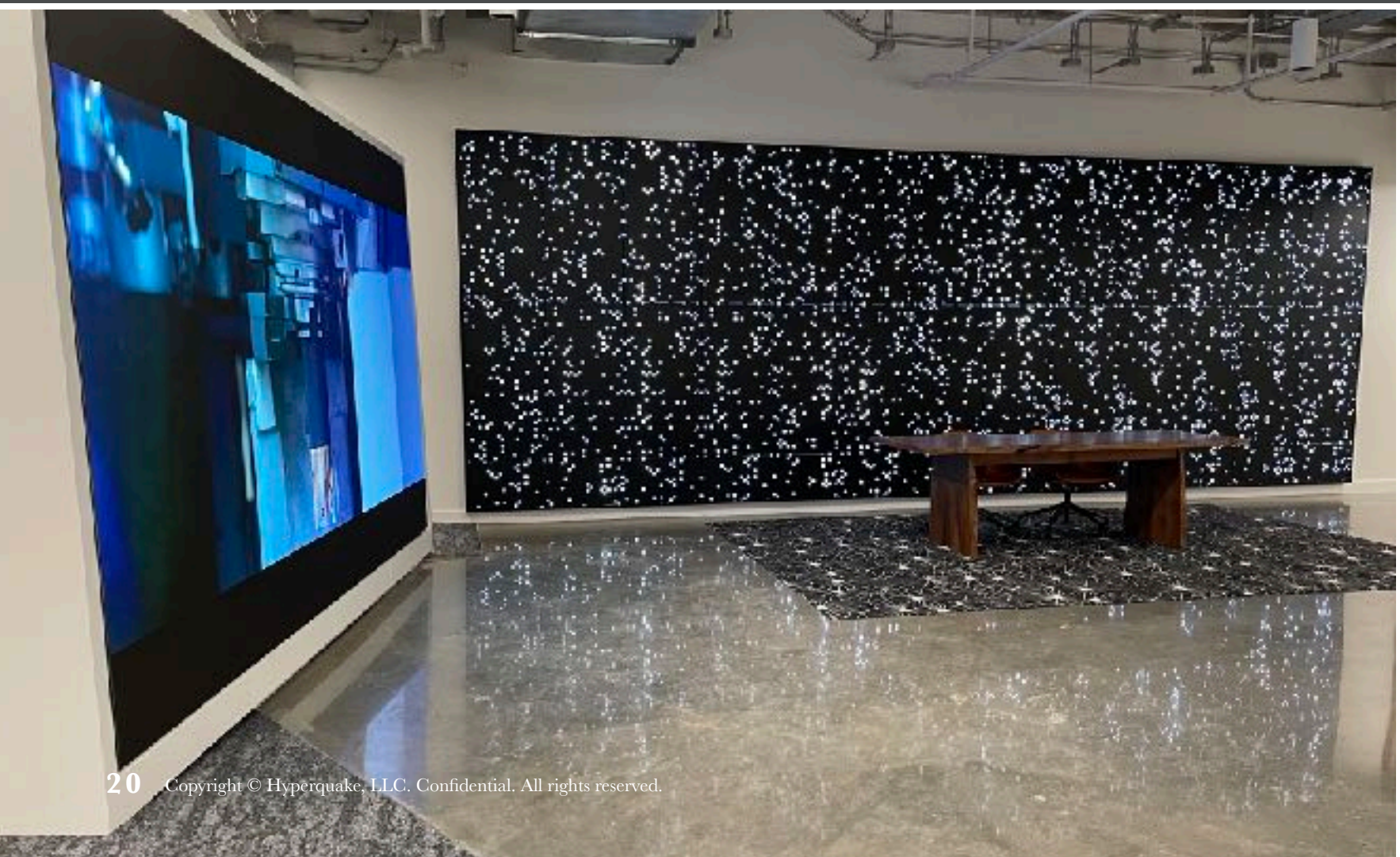




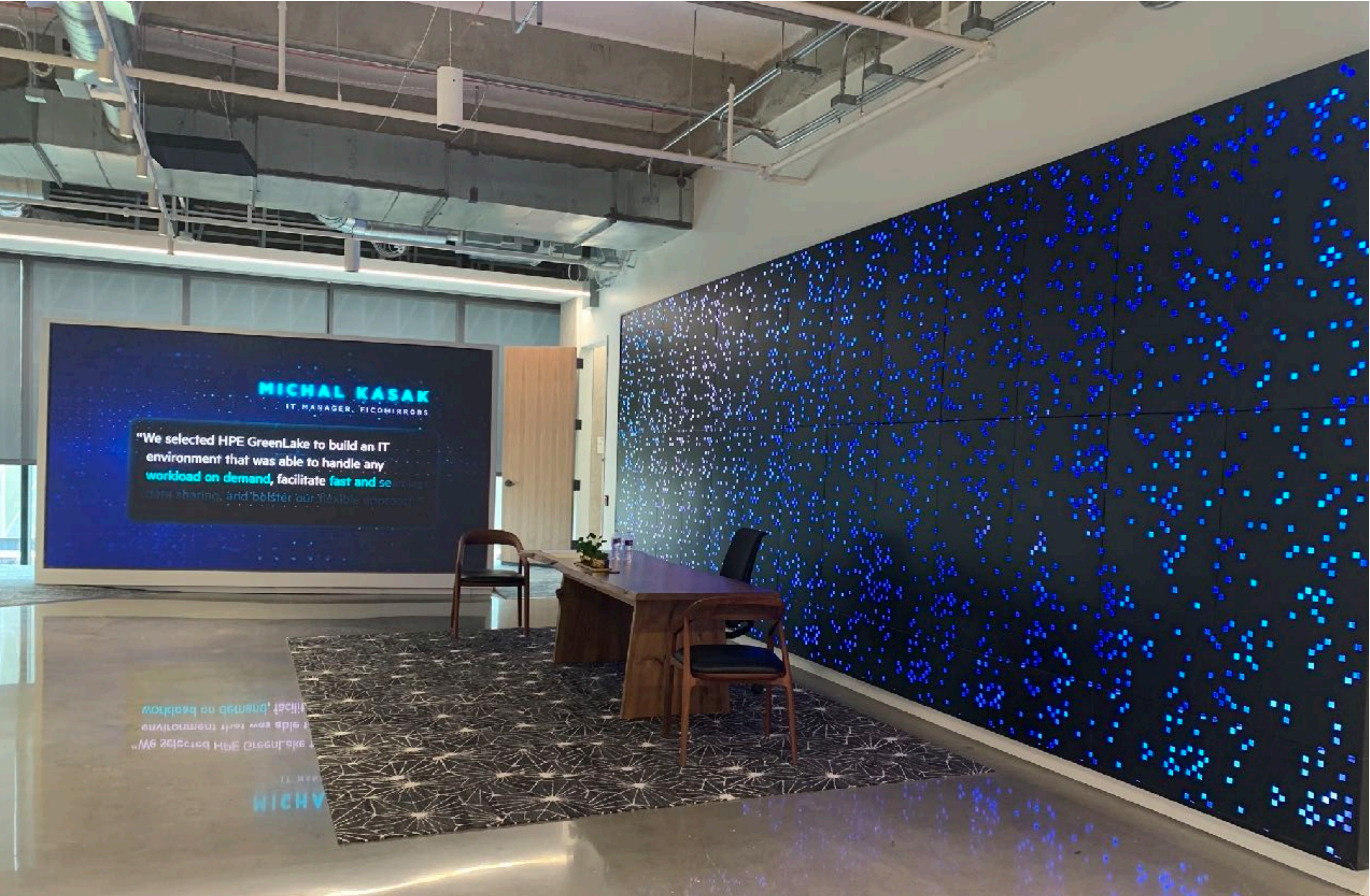
# Hewlett Packard Enterprise Executive Briefing Center

Storyline  
*Potential Unlocked & Unleashed*

In 2021, HPE moved their World Headquarters from San Jose, CA to Houston, TX. Building a new campus in Houston meant a new Executive Briefing Center. Hyperquake worked alongside the HPE team to craft a unique story with the latest technology to activate not only their EBC, but the entire campus.



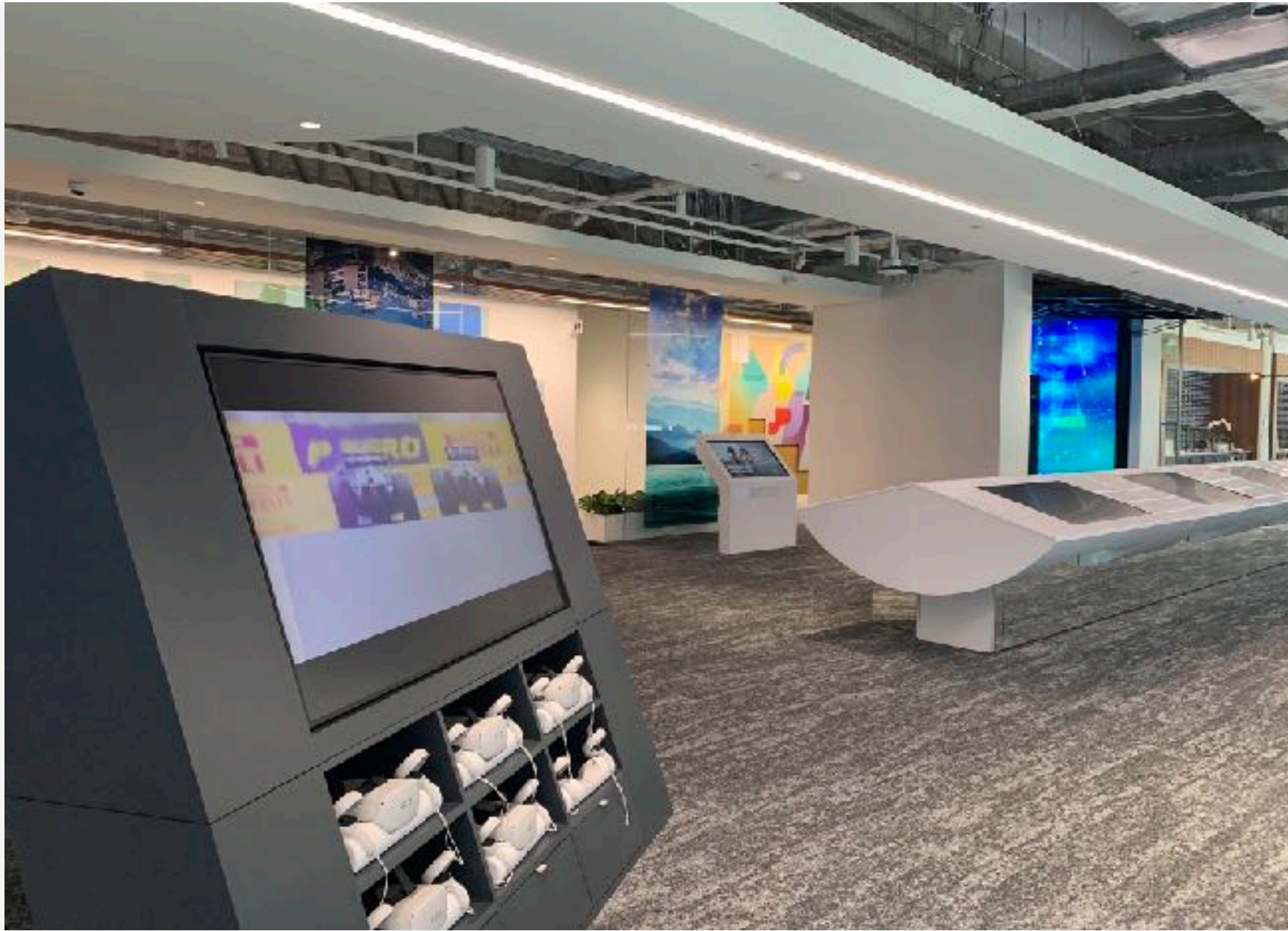




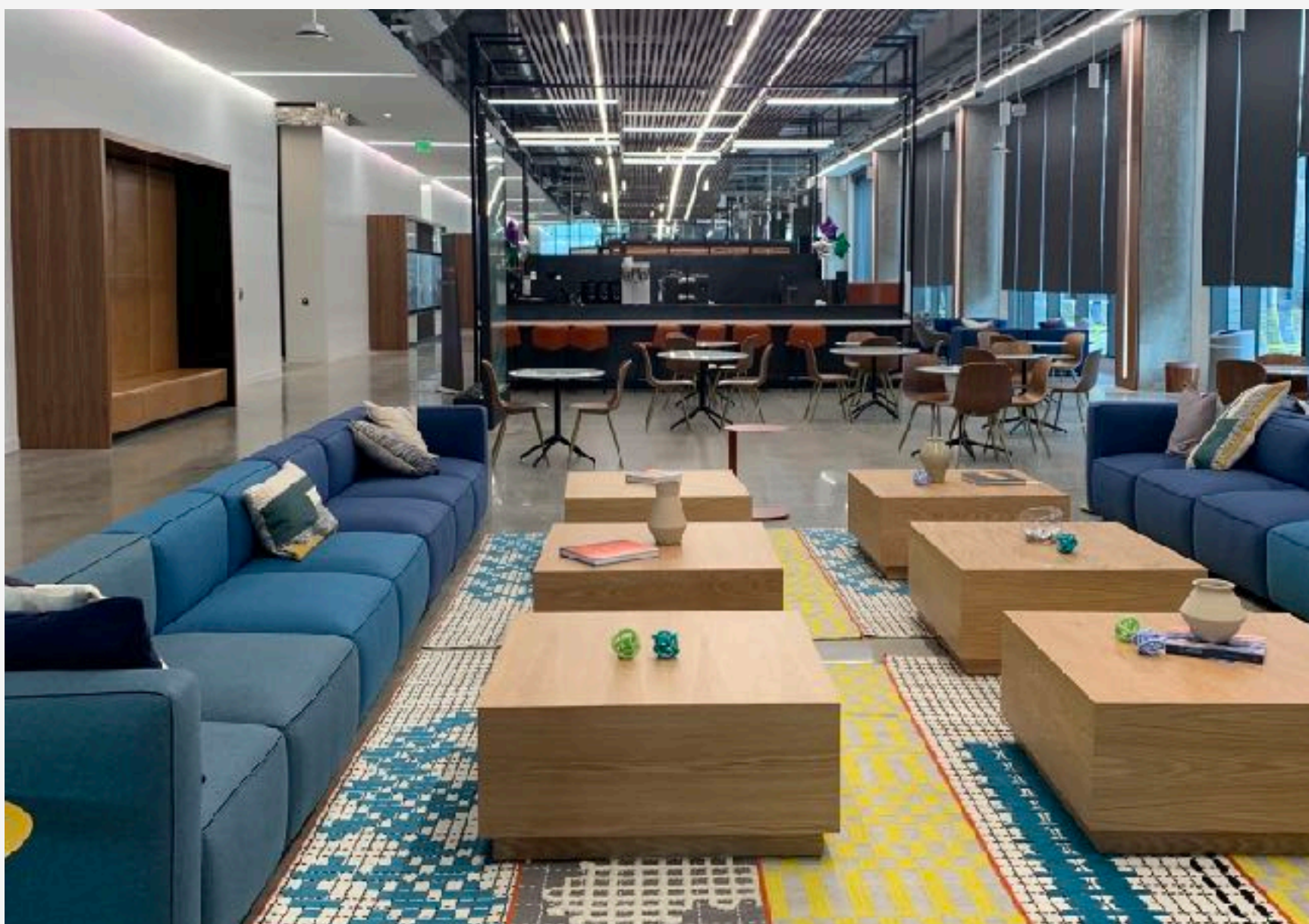
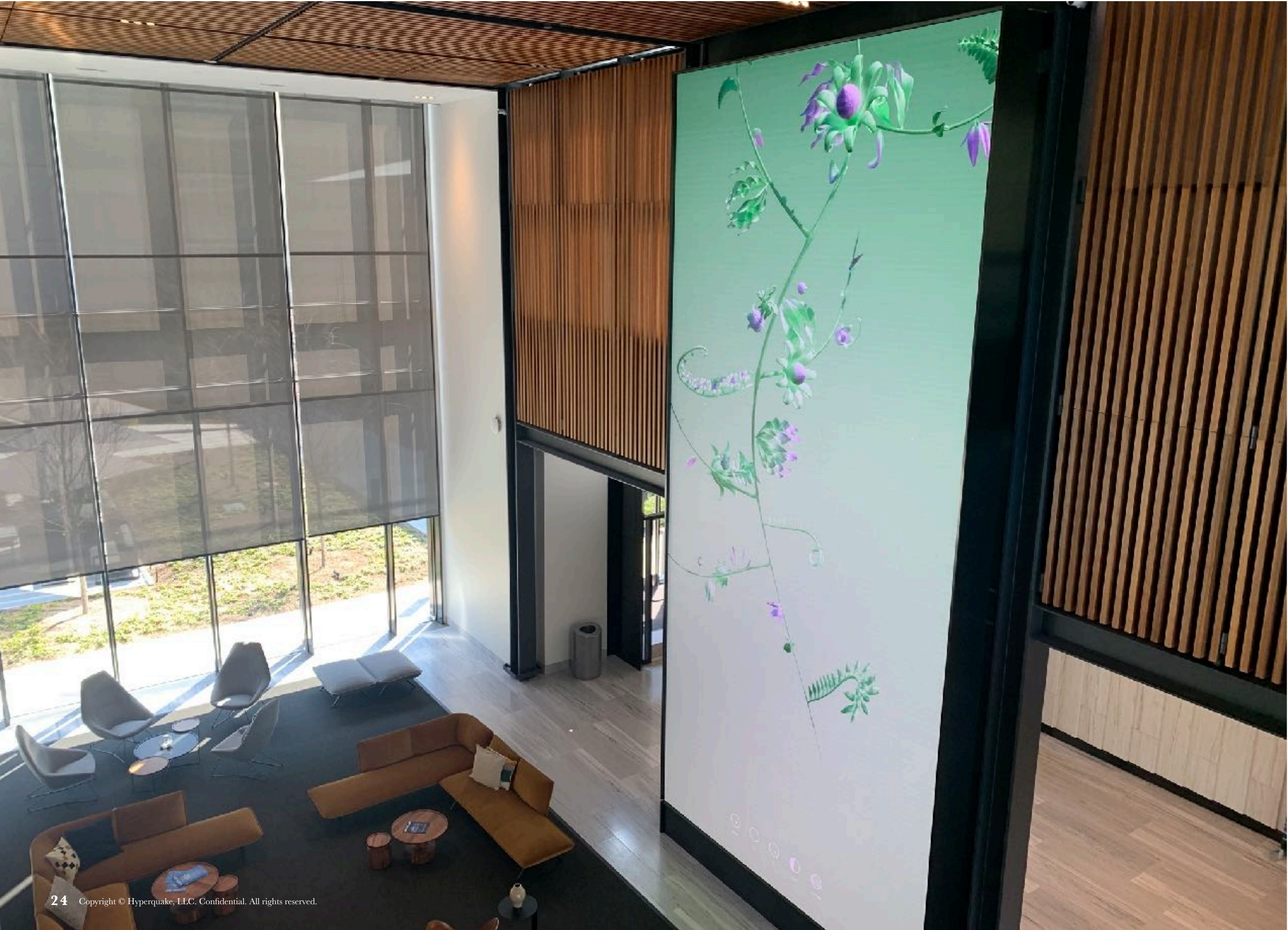














HYPERQUAKE

Honeywell is making a smarter, safer, and more sustainable world.  
That's the Power of Connected. That's the Power of Honeywell.

**Honeywell**

“The Future is What We Make It.”



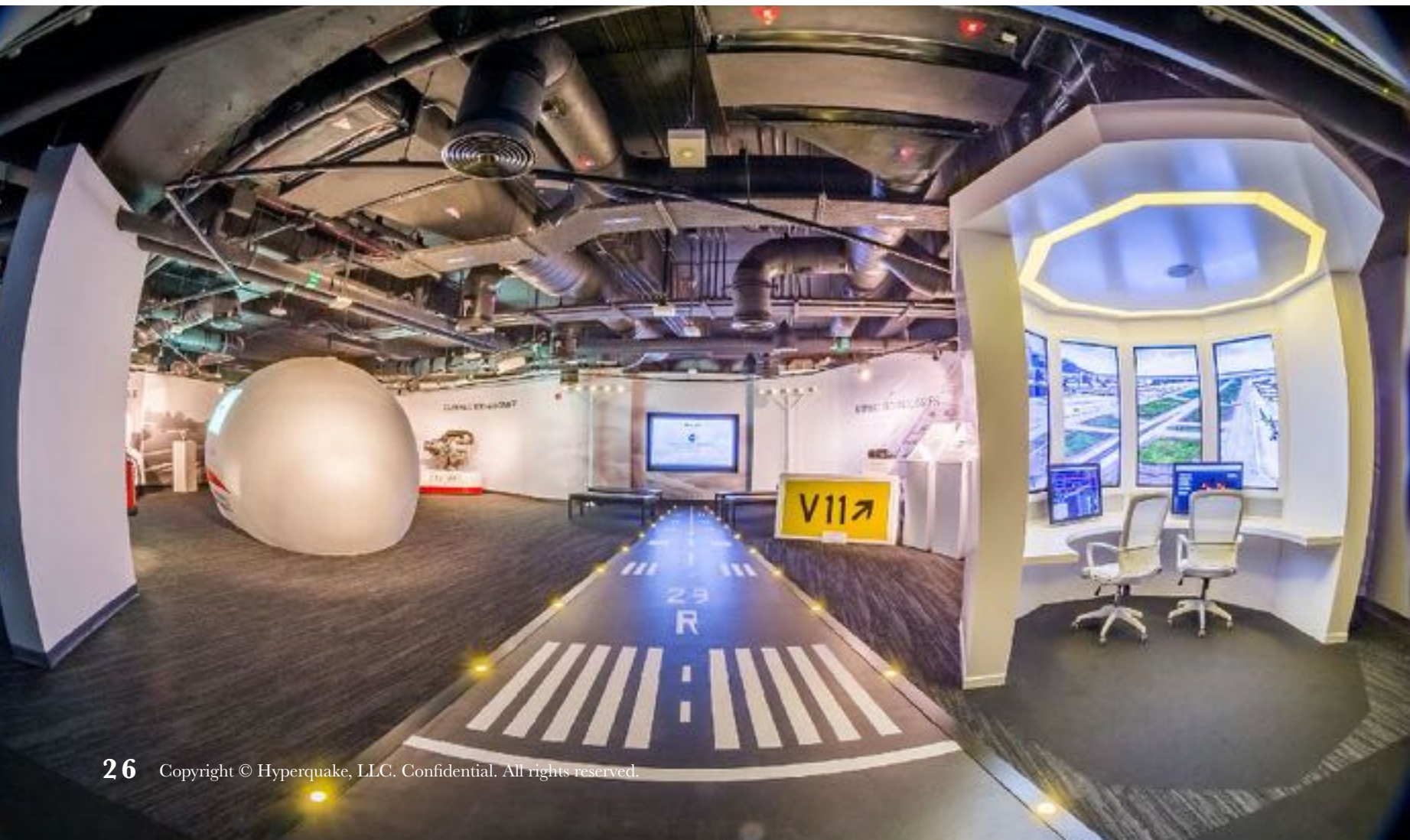
Honeywell

# Honeywell Global Customer Experience Centers

## Storyline

*The Future Is What We Make It: a Global Narrative, Regionally Applied  
Washington, D.C., Dubai, Shanghai*

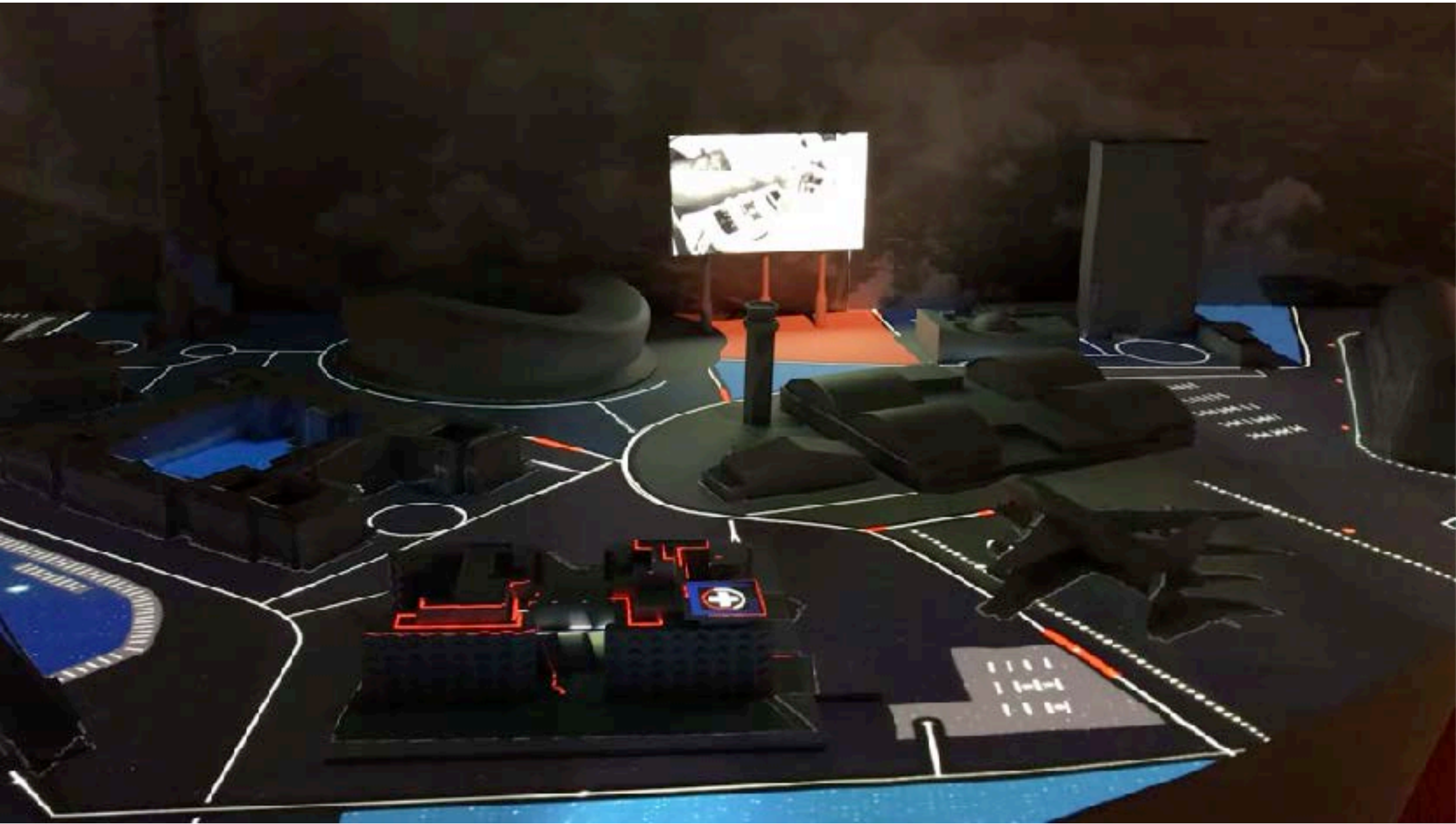
The Honeywell Technology Experience is more than an executive briefing center, brand experience, visitor center or corporate museum. Hyperquake worked to build centers that represent Honeywell’s commitment to its brand promise: “We are building a world that is safer and more secure, more comfortable and energy efficient and more innovative and productive.”











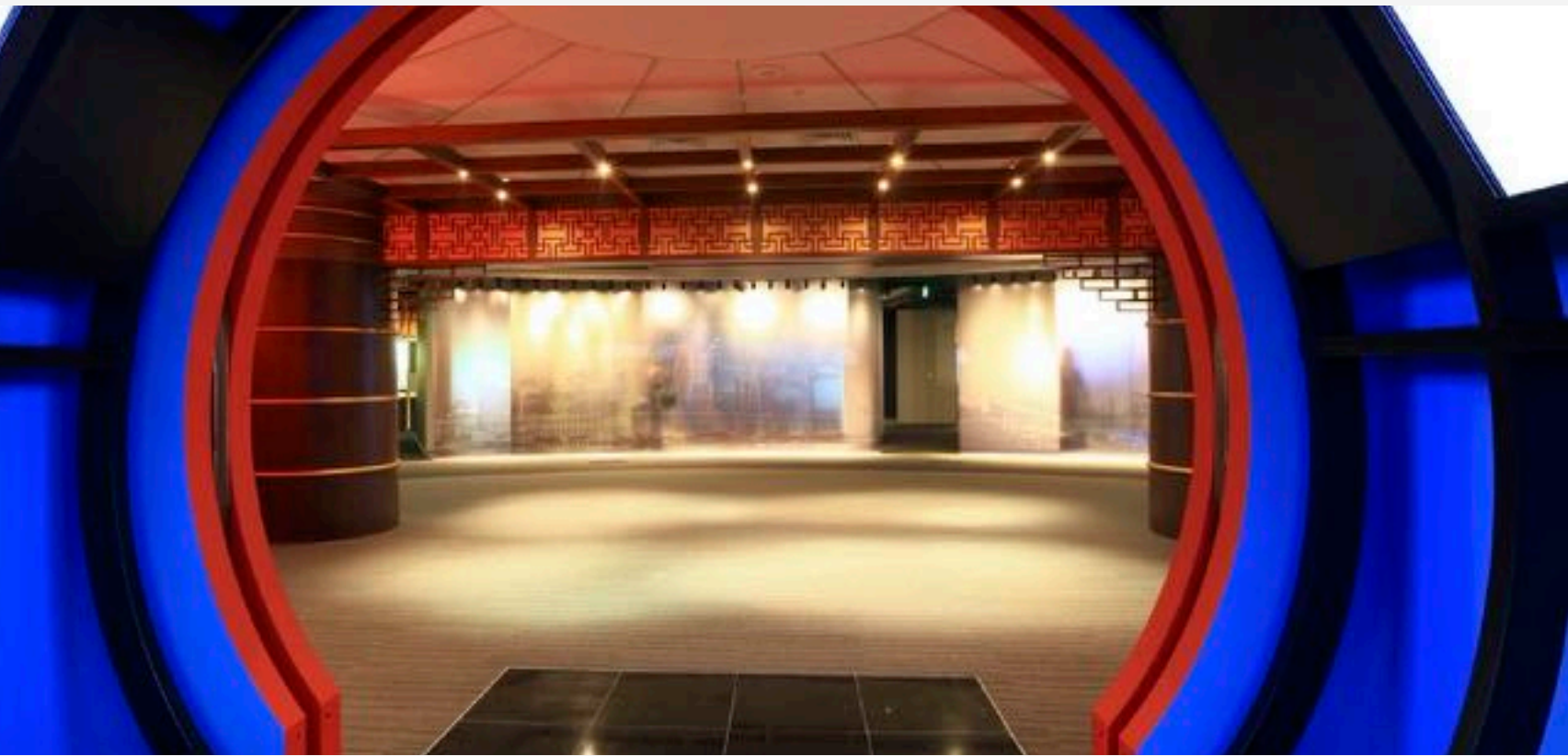




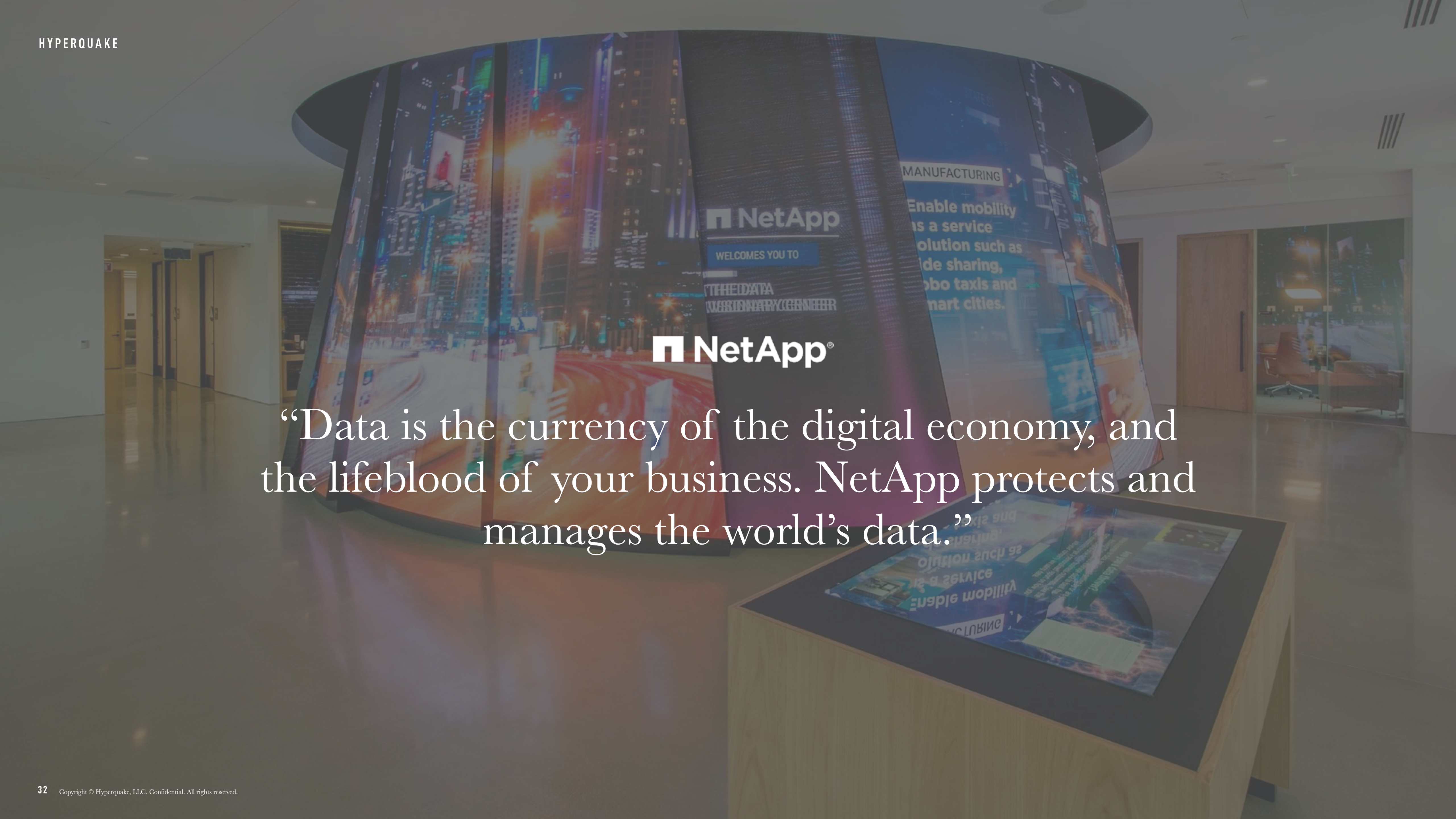












“Data is the currency of the digital economy, and the lifeblood of your business. NetApp protects and manages the world’s data.”





# NetApp Data Visionary Center

## Storyline

*Data Is the Currency of the Digital Economy, and the Lifeblood of Your Business. NetApp Protects and Manages the World’s Data.*

## Results

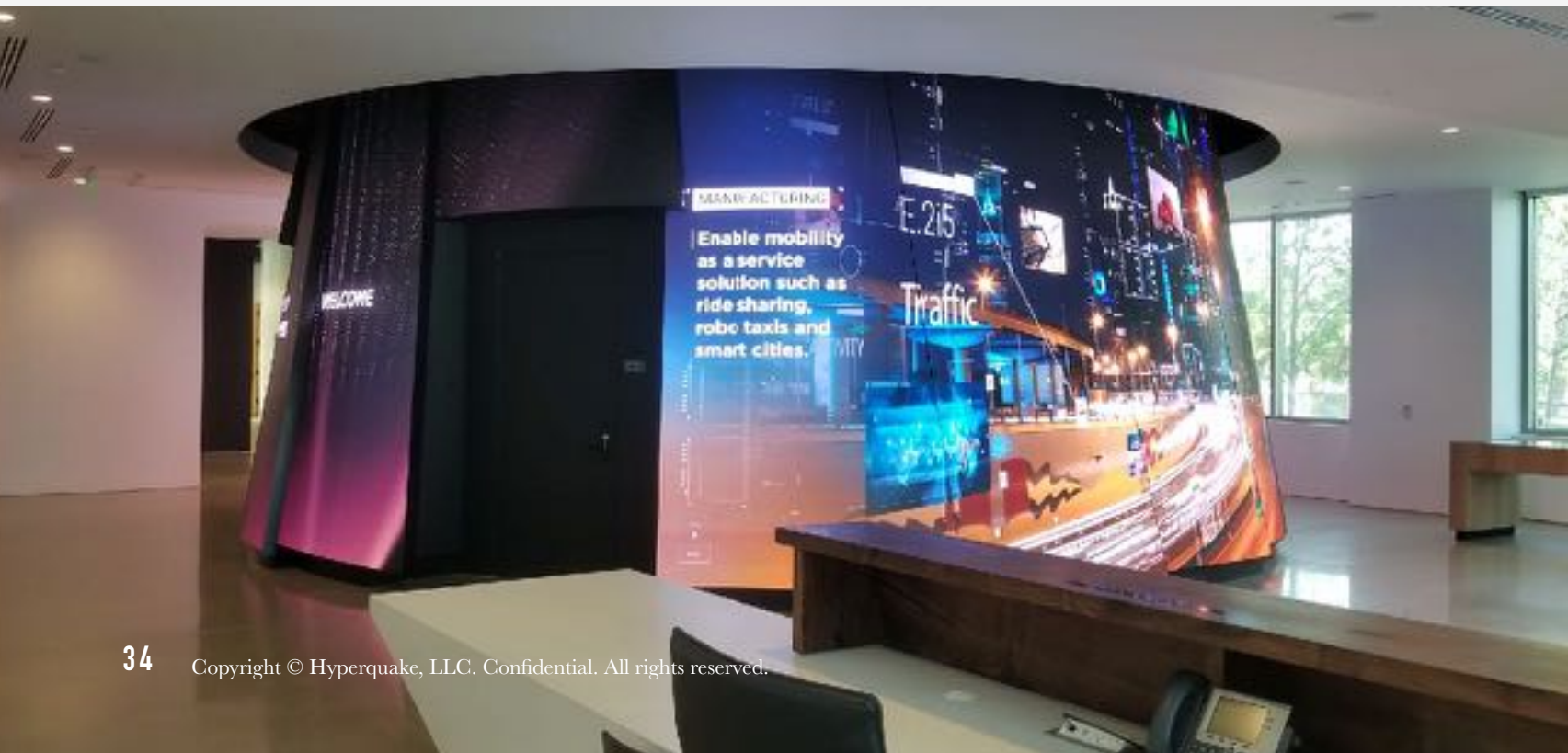
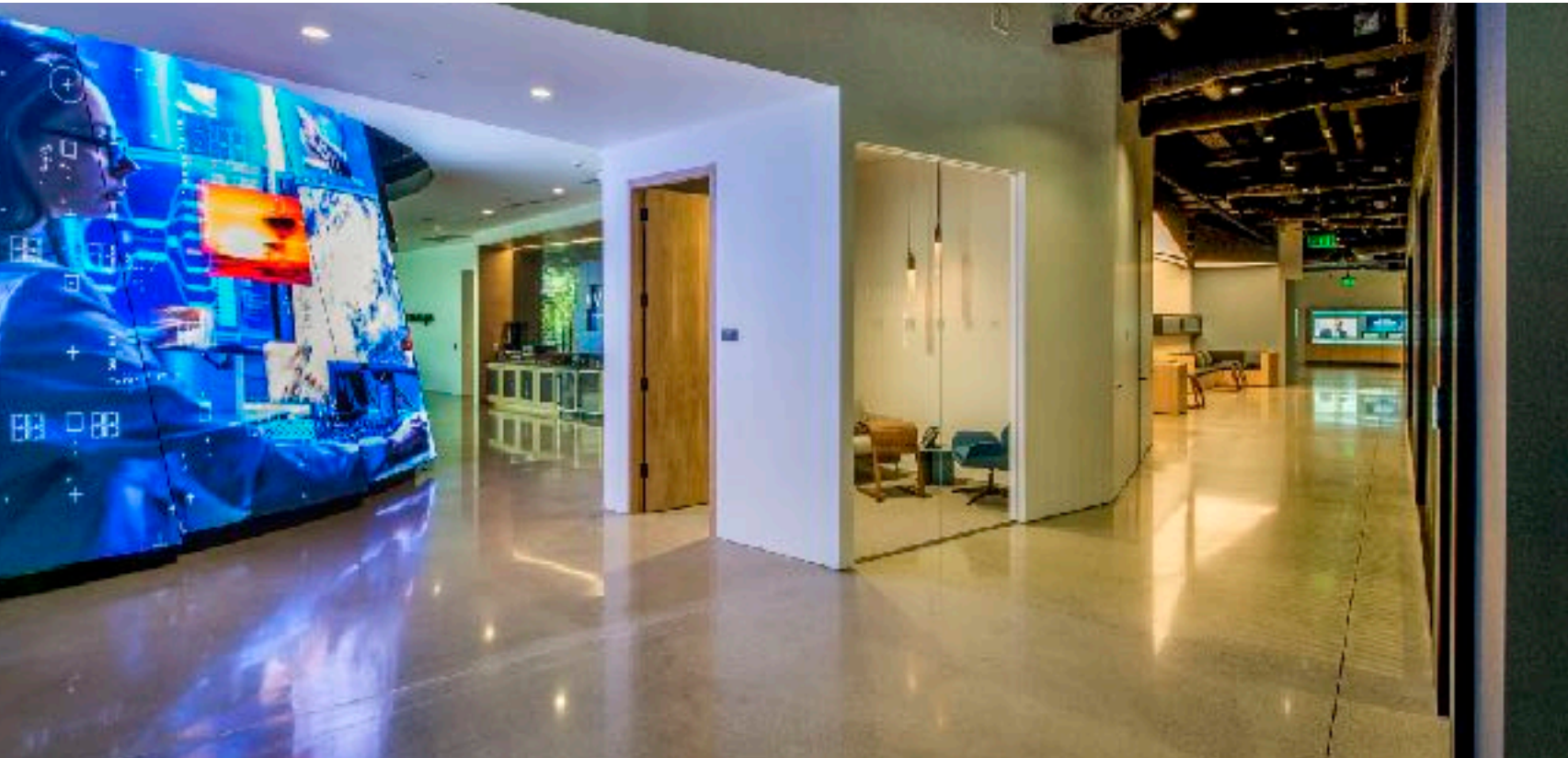
The NetApp Data Visionary Center, designed by O+A, partnered with Hyperquake to bring two large storytelling elements to life in their new space: ‘The Cloud’, and Partner Kiosks. BE worked closely with O+A and the local construction management firms to integrate those elements into the architecture and engineering, while being responsible for the display fabrication and content creation teams to bring the NetApp story to life.



ABPM WORLD CLASS CENTER WINNER



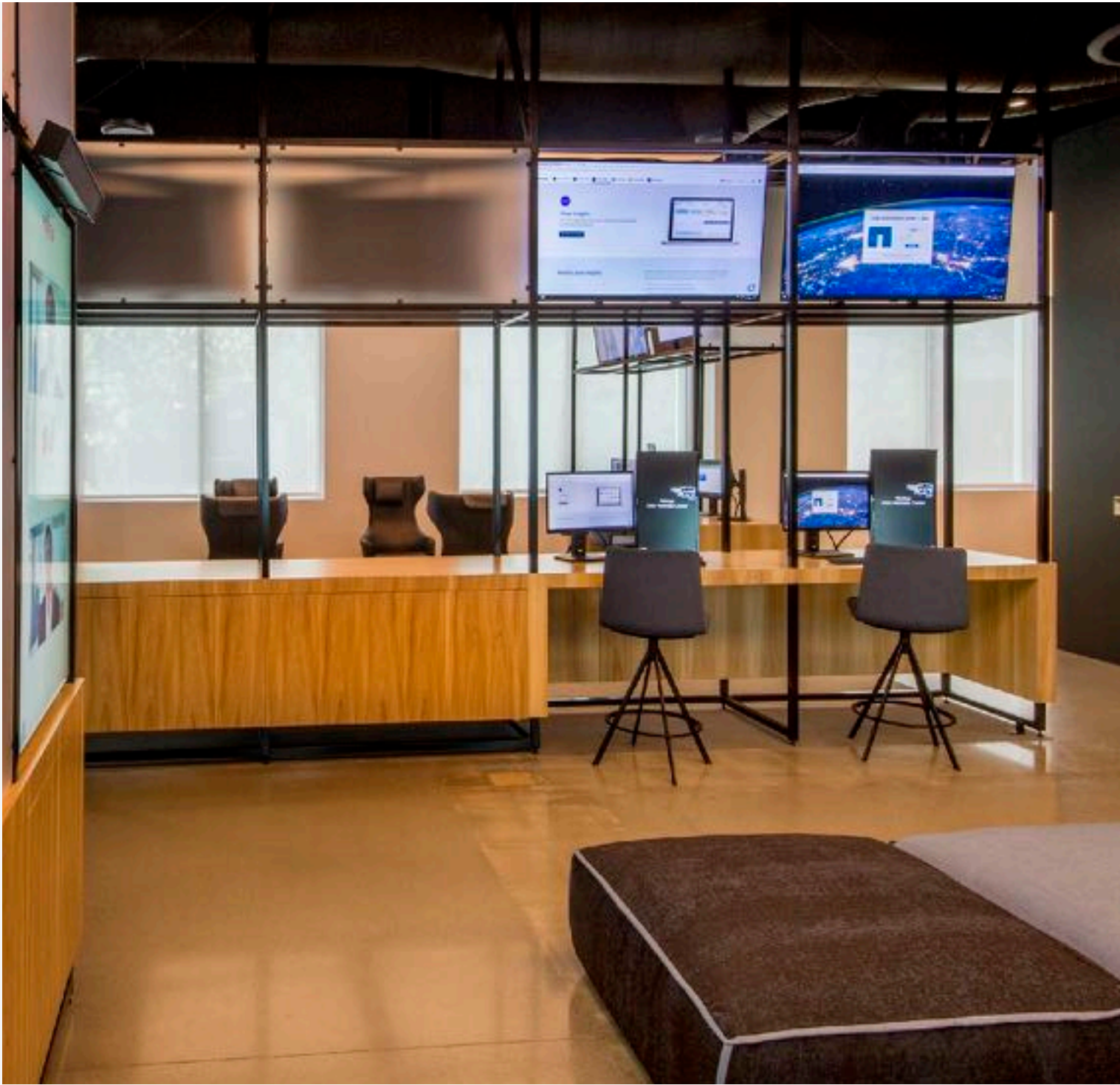






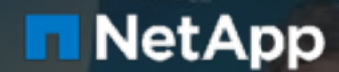








HYPERQUAKE

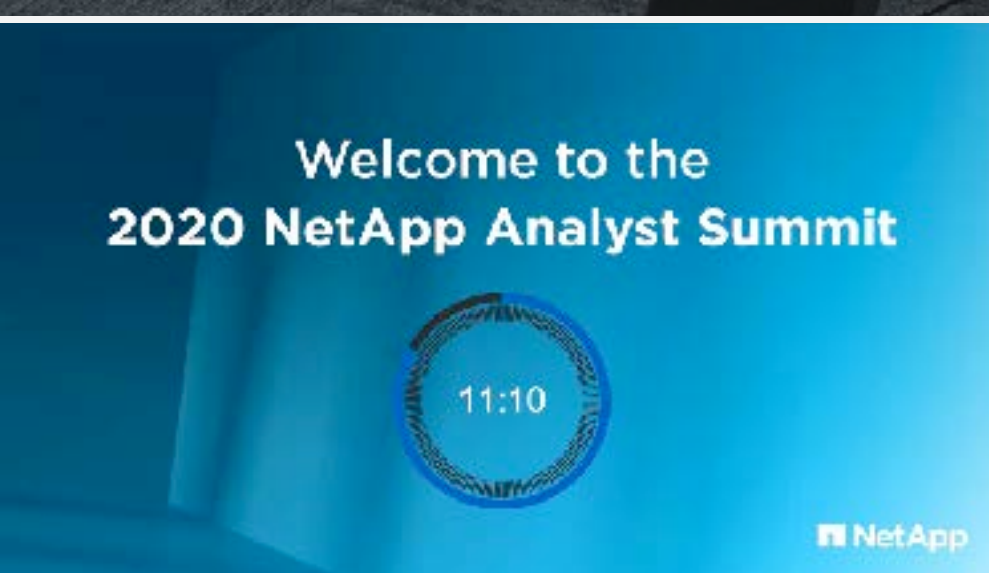
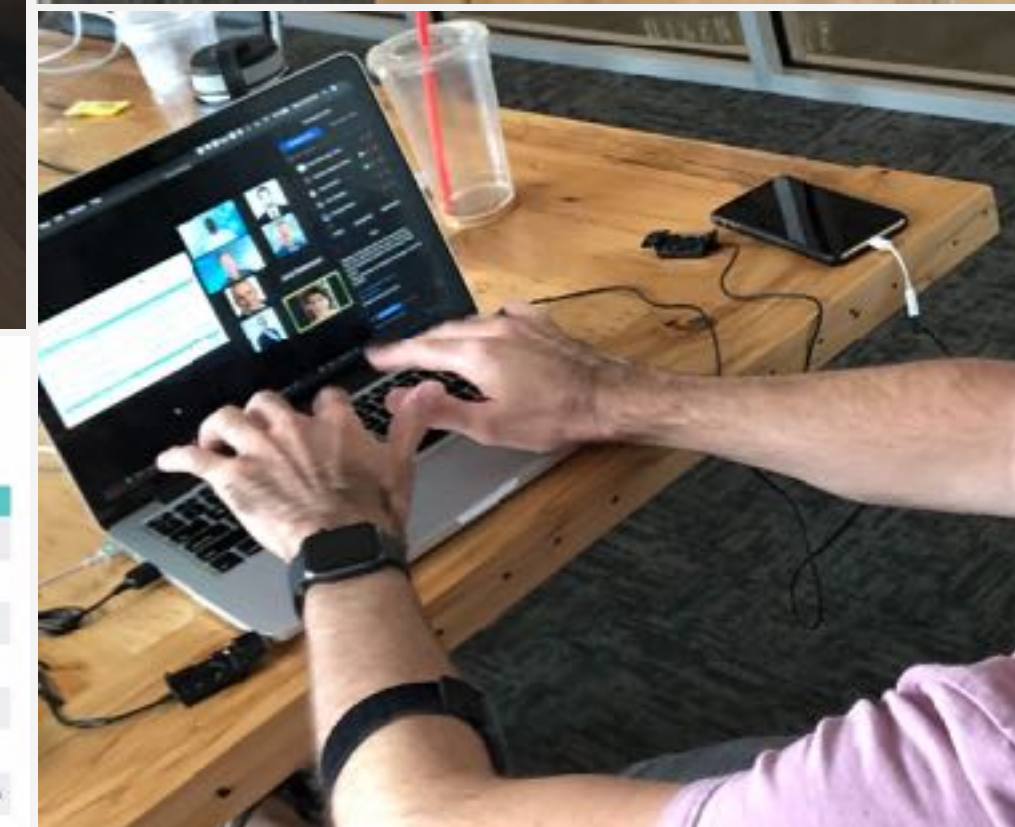


# NetApp Virtual Analyst Summit

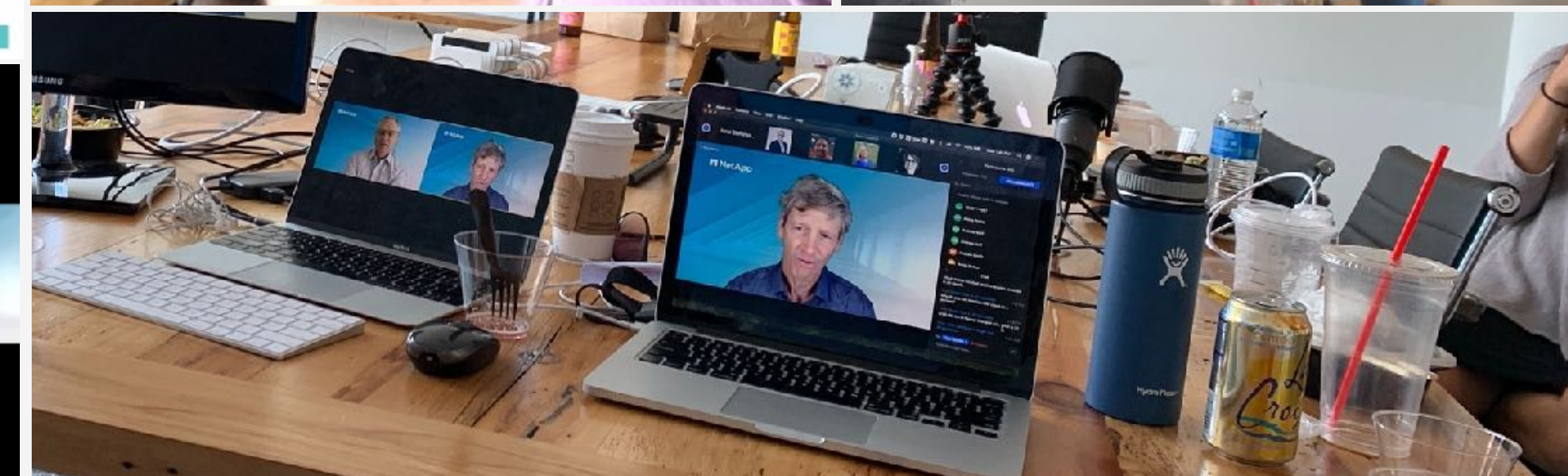
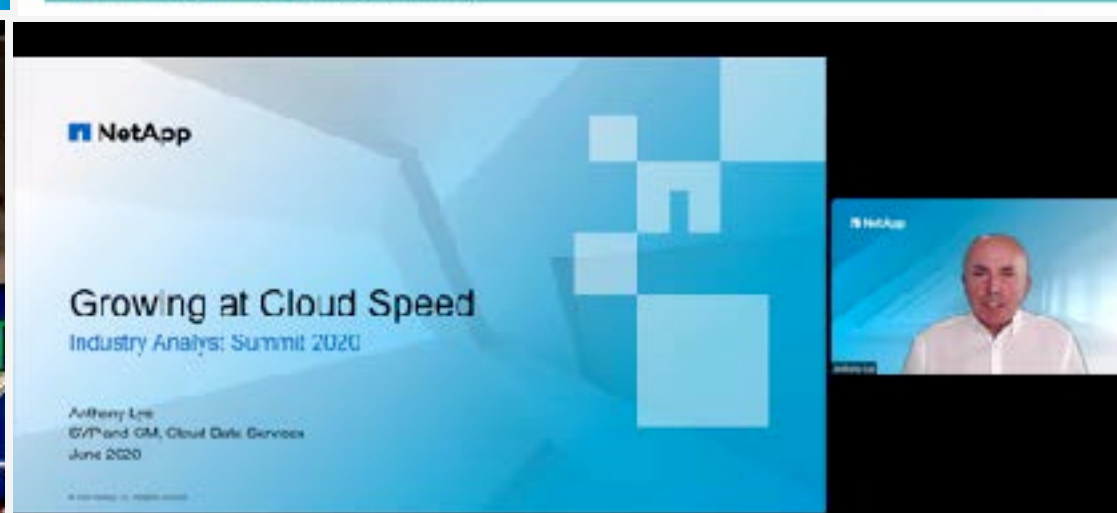
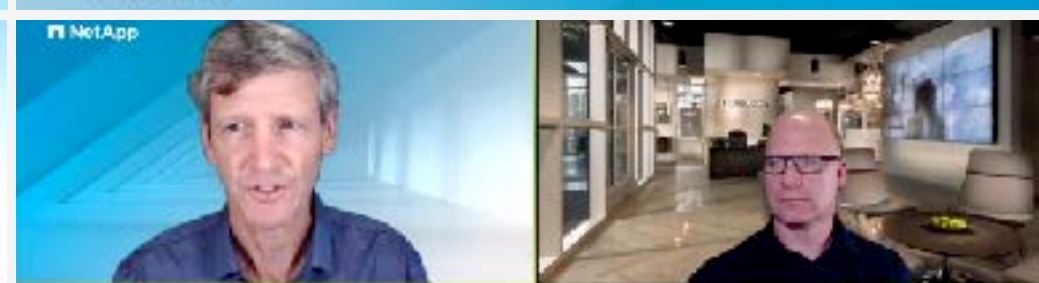
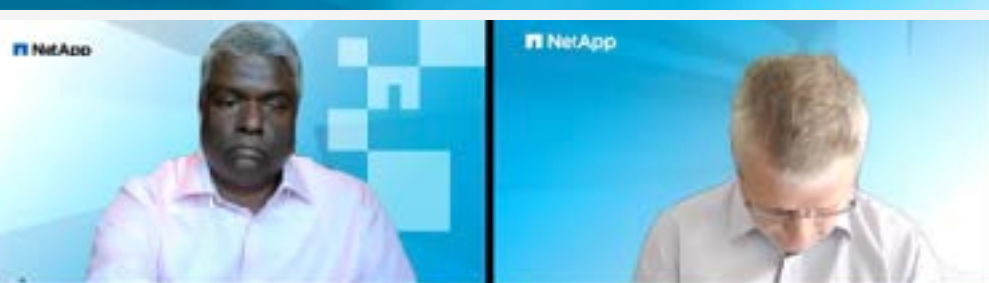
## Storyline

*Reimagine Summit for a Remote Audience*

NetApp Technologies needed help changing their high touch Analyst Day event from live to digital in a quick turn when the nation began sheltering in place in March of 2020. While they have a highly skilled events team, they needed help with best practices for moving that event online. Hyperquake helped the team make the necessary modifications for a successful online event from agenda flow and timing to communication strategies to AV kit prep and setup sessions.



Industry Analyst Summit 2020			Live Q&A with each session
Time (Pacific)	Session	Speaker	
8:00 a.m. – 12:30 p.m.	General Session		
8:00 a.m. – 9:00 a.m.	Welcome and Introduction	Tom Shields, Director, Analyst Relations	
9:05 a.m. – 9:45 a.m.	Winning in the Age of the "New Normal"	George Kuran, CEO and President	
9:45 a.m. – 10:15 a.m.	Growing at Cloud Speed	Anthony Lys, SVP and GM, Cloud Data Services	
10:15 a.m. – 10:45 a.m.	Growth in User Storage with Veeva Solutions	Brad Anderson, EVP, Hybrid Cloud Group	
10:45 a.m. – 11:15 a.m.	Use-to-Market Execution	James Whitmore, SVP and CMO	
11:15 a.m. – 11:45 a.m.	Customer Panel	7-Helix, Perigee	
11:45 a.m. – 12:15 p.m.	Technology Knowledge p	Jon Stedman, CTO and VP, Cloud Services with Anthony Lys	
12:15 p.m. – 12:50 p.m.	Close	Tom Shields	
1:30 p.m. – 4:45 p.m.	Group 1 to (audience only)		







“A Short Look Back and Long Look Forward.”





## Cummins Lobby Experience

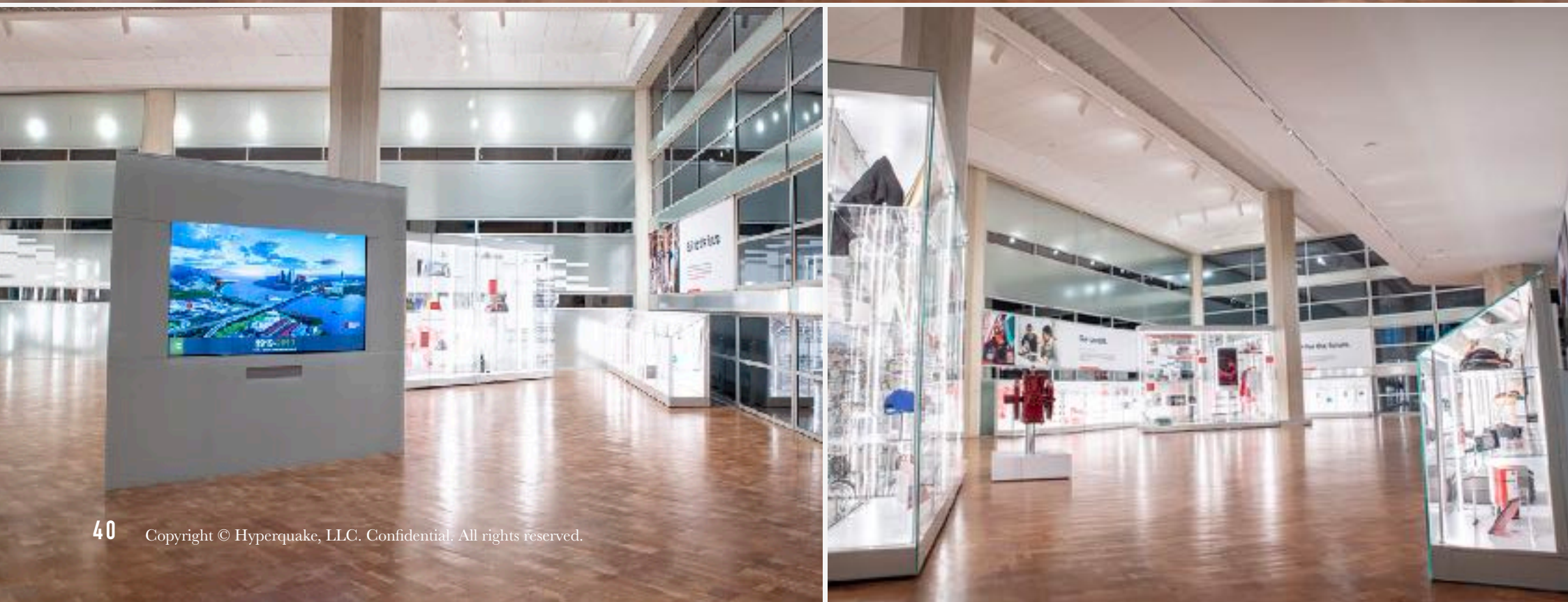
### Storyline:

#### *Short Look Back. Long Look Forward*

We partnered with Cummins Inc. to create a new immersive lobby experience that honors the company's rich 100-year history and highlights how its innovative and dependable technologies are setting the stage for future growth. With a strong desire to create a space more future-focused and inclusive of the company's expanding portfolio of power solutions, the project quickly evolved from a museum to a full lobby experience. Hyperquake was hired to establish and bring to life a compelling storyline that could be told within the context of the modernist building design.







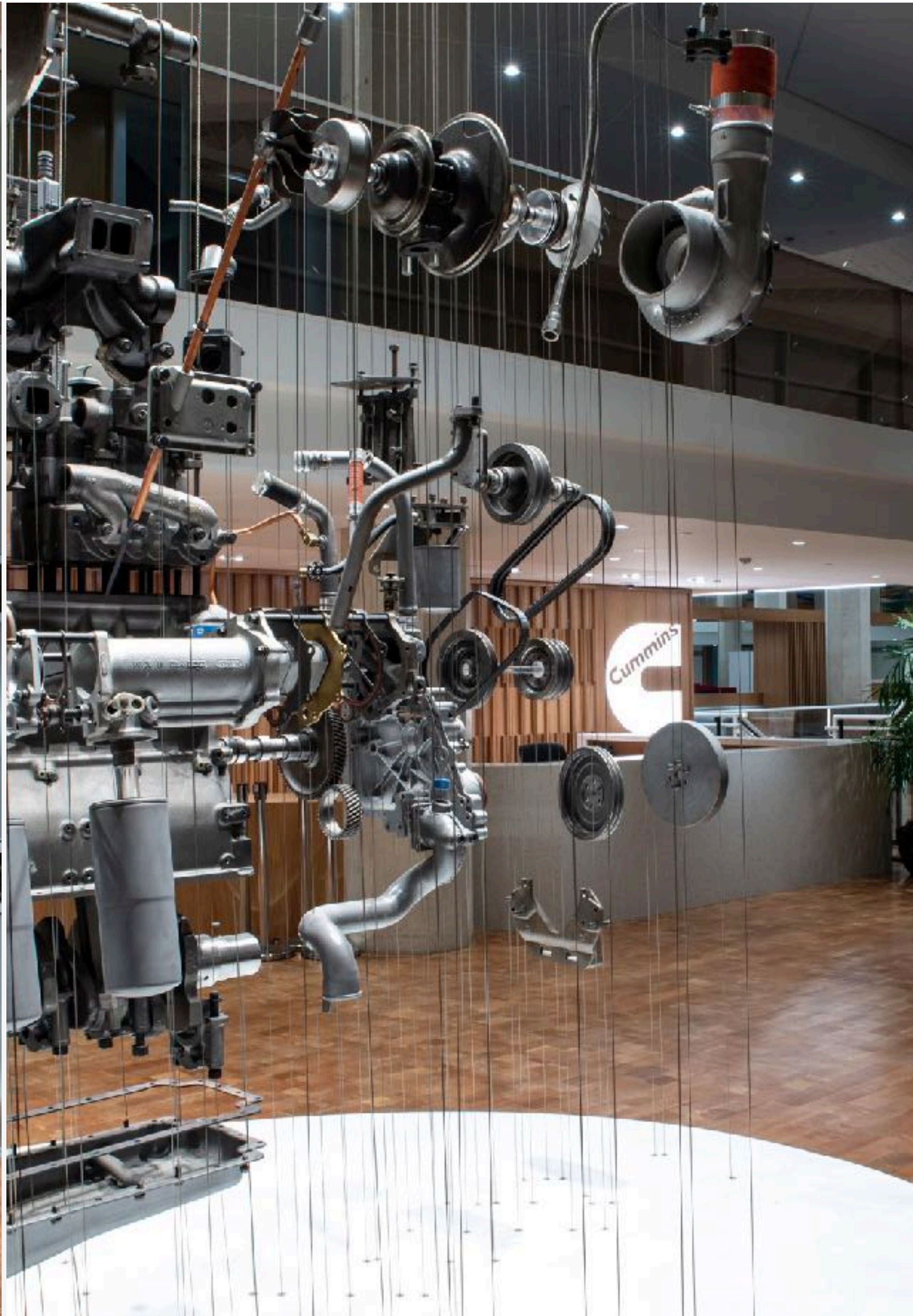
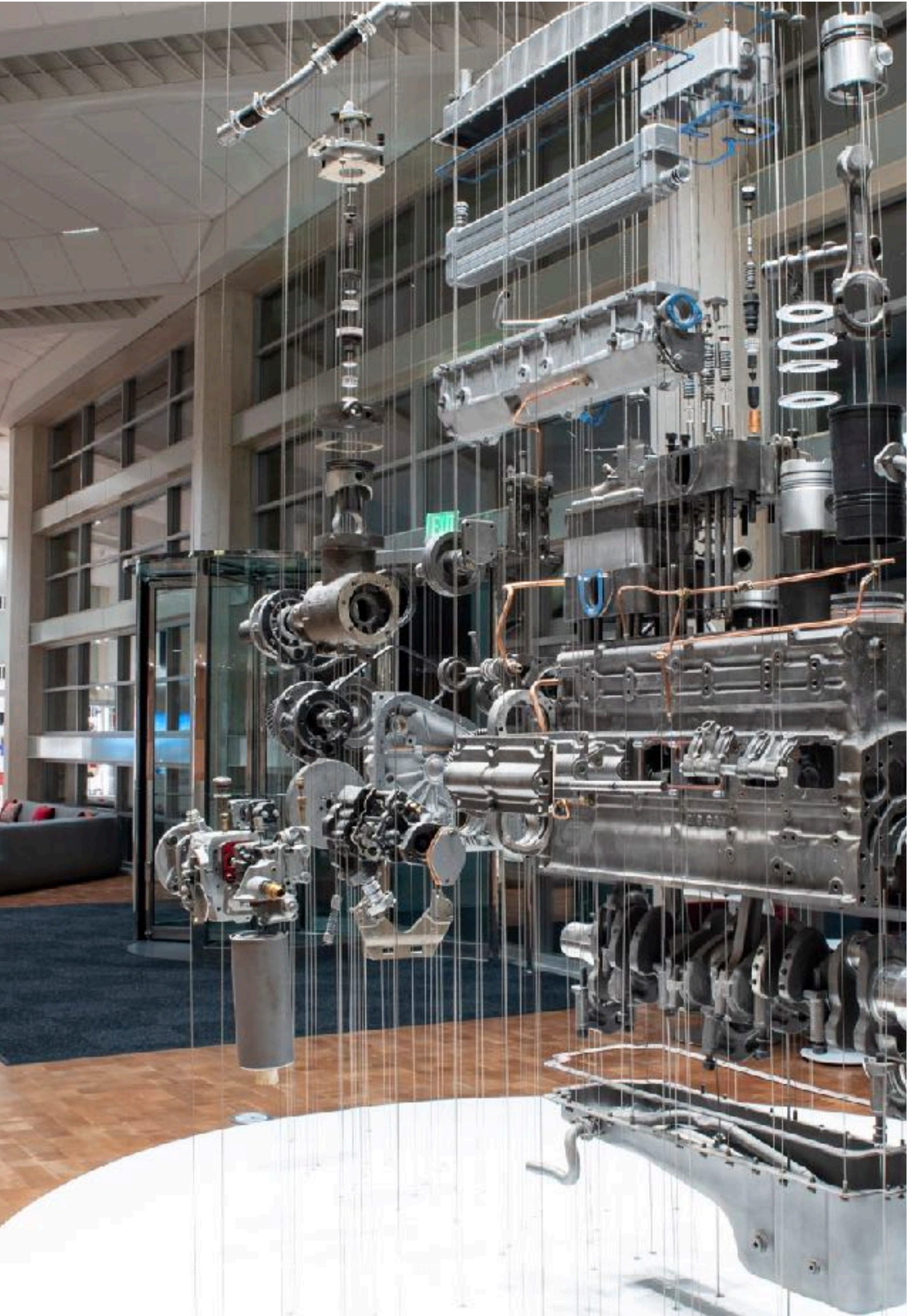


















HYPERQUAKE

verizon<sup>✓</sup>

“The Future, Brought to you by Verizon.”



HYPERQUAKE

verizon✓

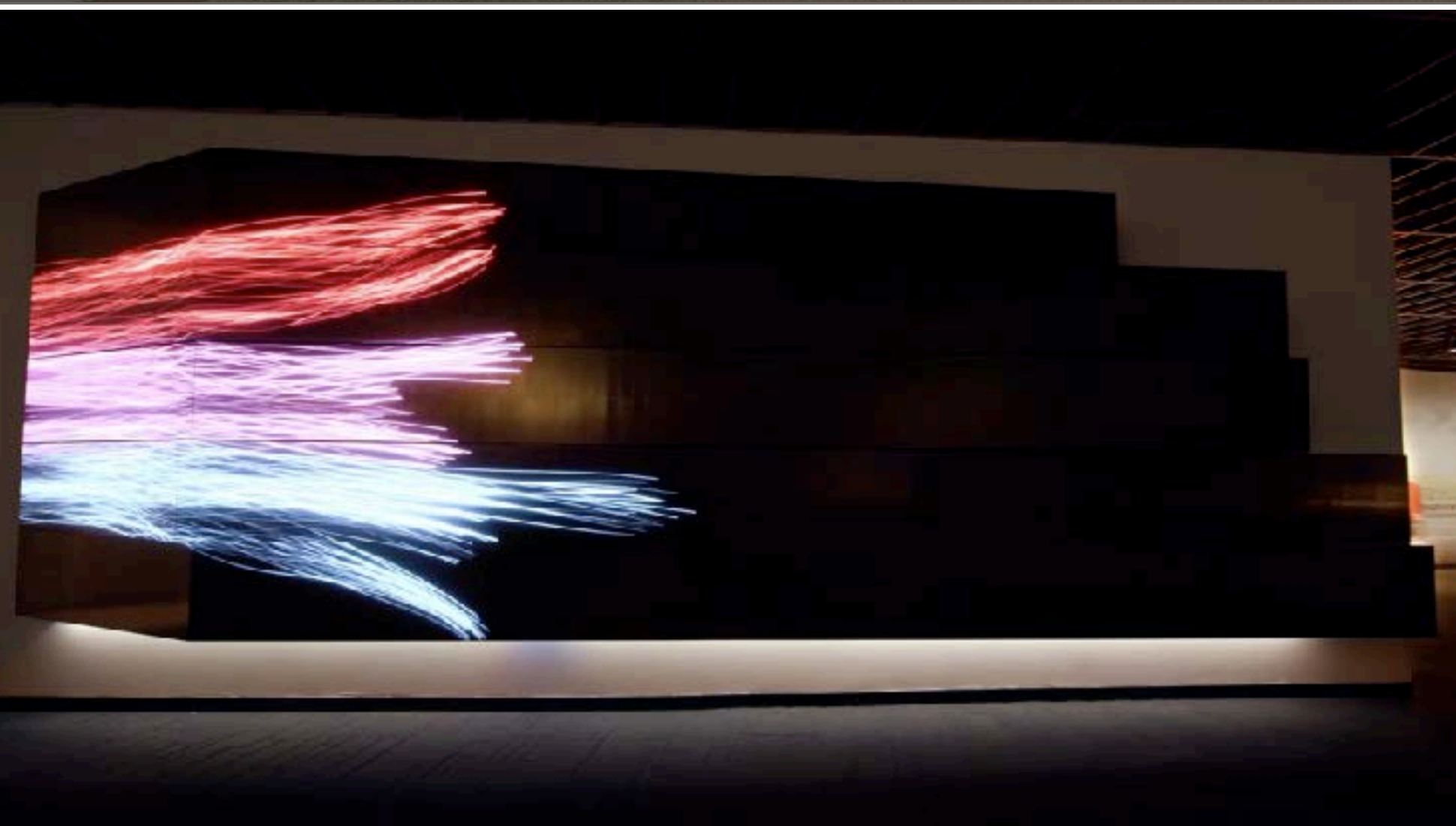
## Verizon Policy & Technology Center

### Storyline

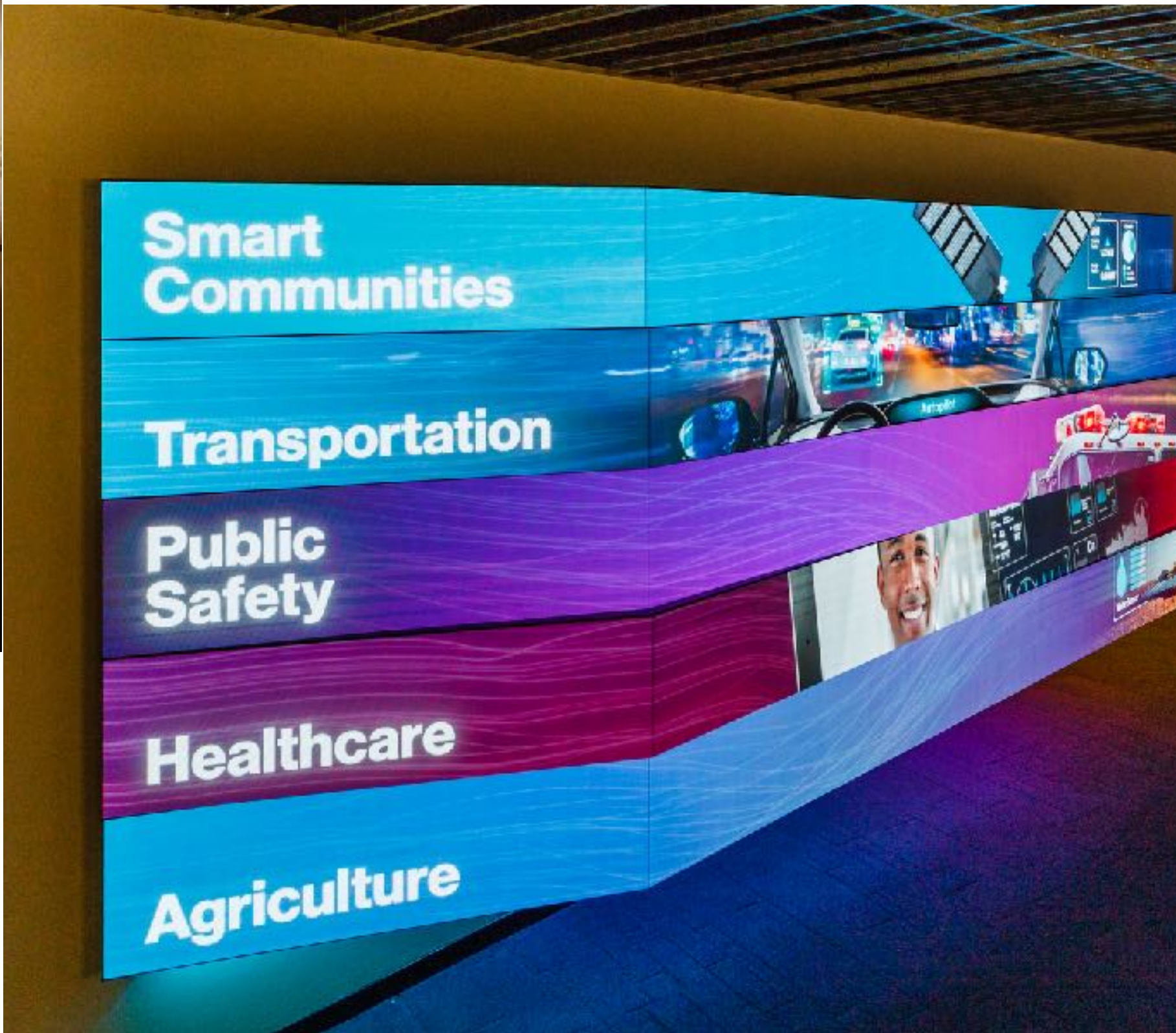
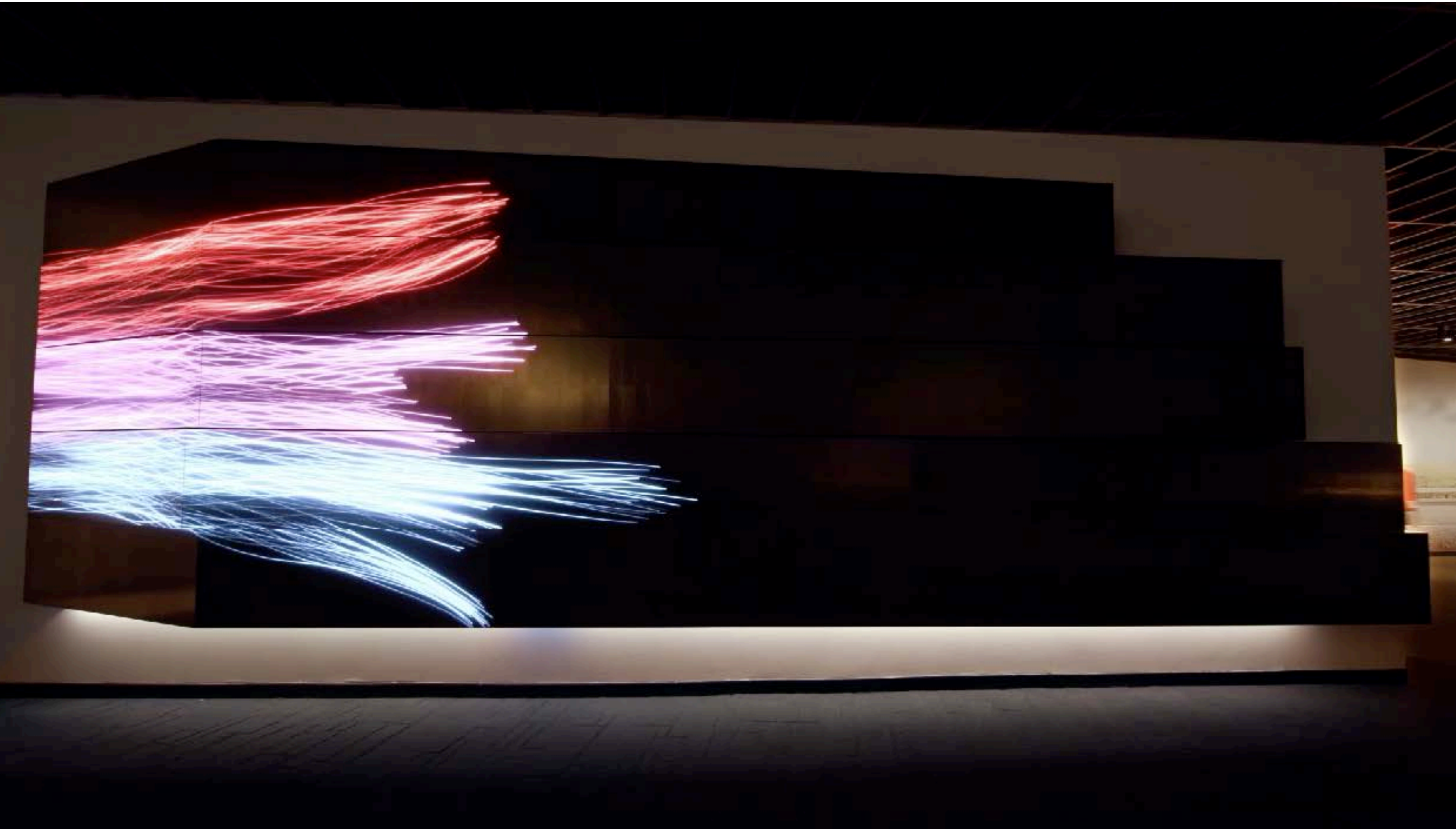
*The Future, Brought To You by Verizon*

Hyperquake was brought in to re-imagine the story and facilitate the architectural and experience design of the entire Verizon Policy & Technology Center. We were charged with selecting and managing all key experience displays, AV and digital media partners to bring the experience to life-while collaborating with existing Verizon selected suppliers for local architectural and mechanical engineering services.

Two years after the initial opening, Hyperquake connected a bespoke digital sculpture that was visually seamless, versatile and cost-effective. Through several visually striking content tracks, Verizon can demonstrate the importance of investment in innovation to deliver the future.







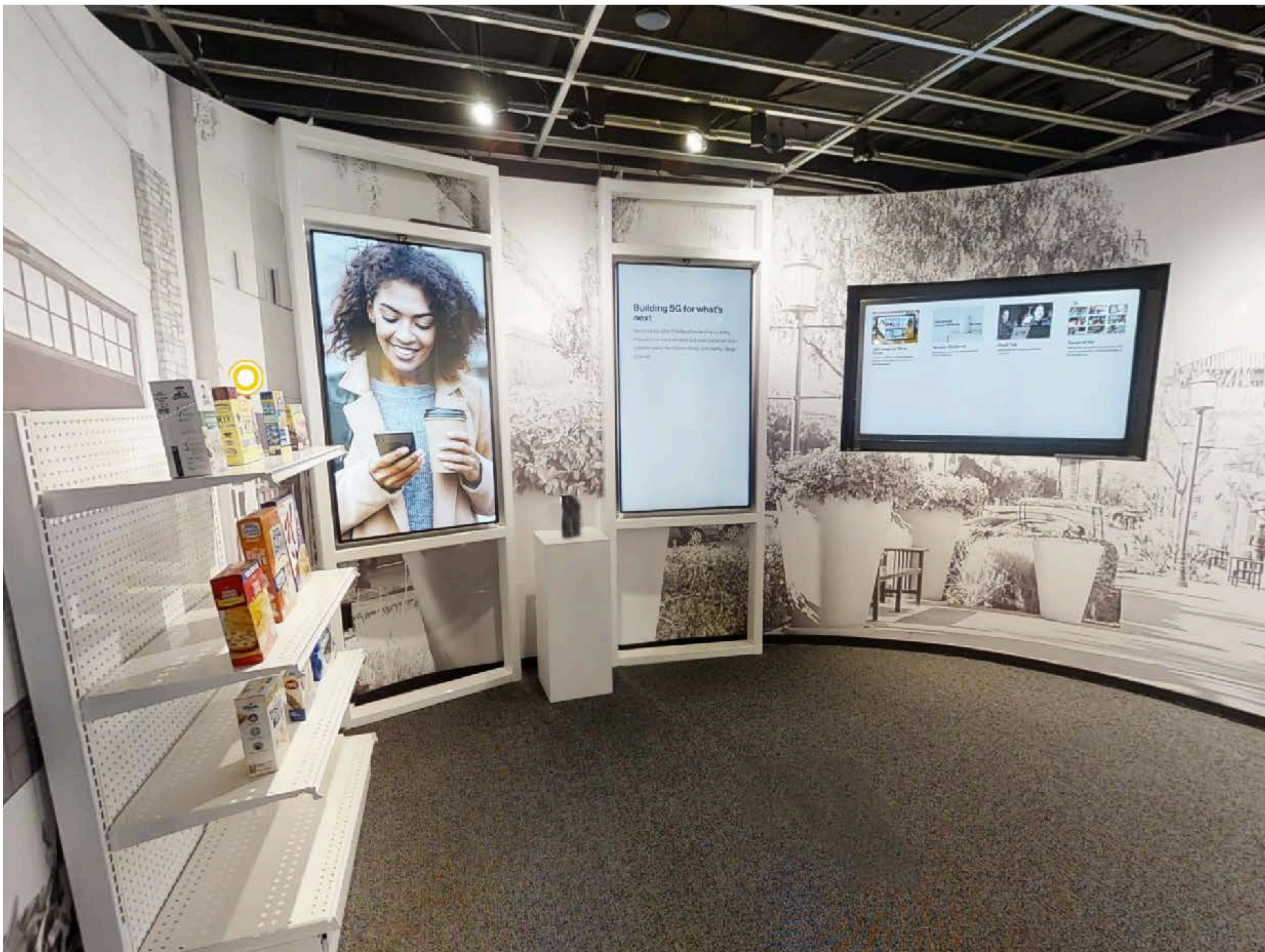
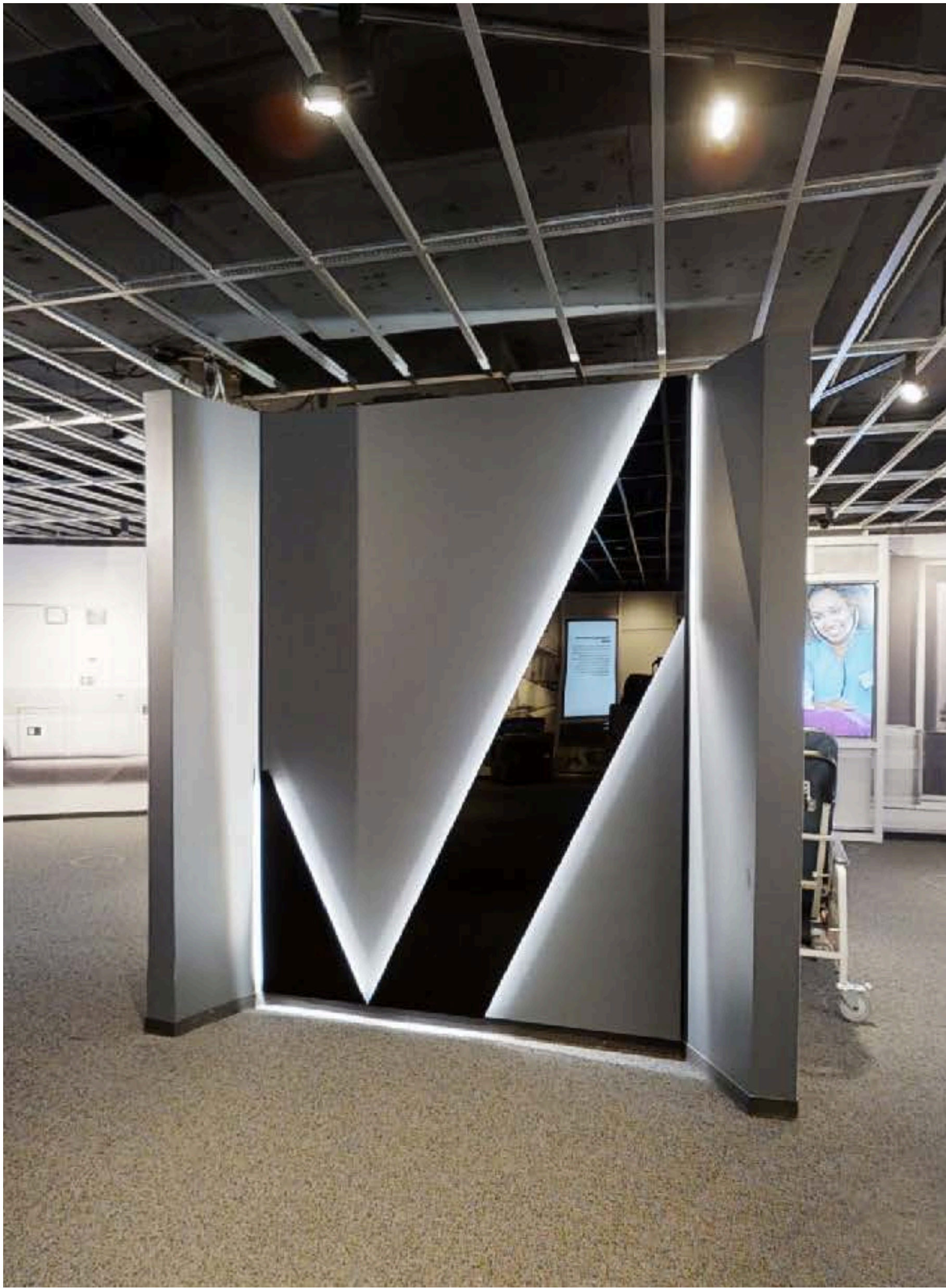
















SPORT

MAKE  
NUTRITION  
A DAILY  
HABIT



SPORT

SPORT

SPORT



“Help us redefine Sport at Nike.”

MAKE  
COMPETITION  
A DAILY  
HABIT



MAKE  
PLAY  
A DAILY  
HABIT

MAKE  
SPORT  
A DAILY  
HABIT

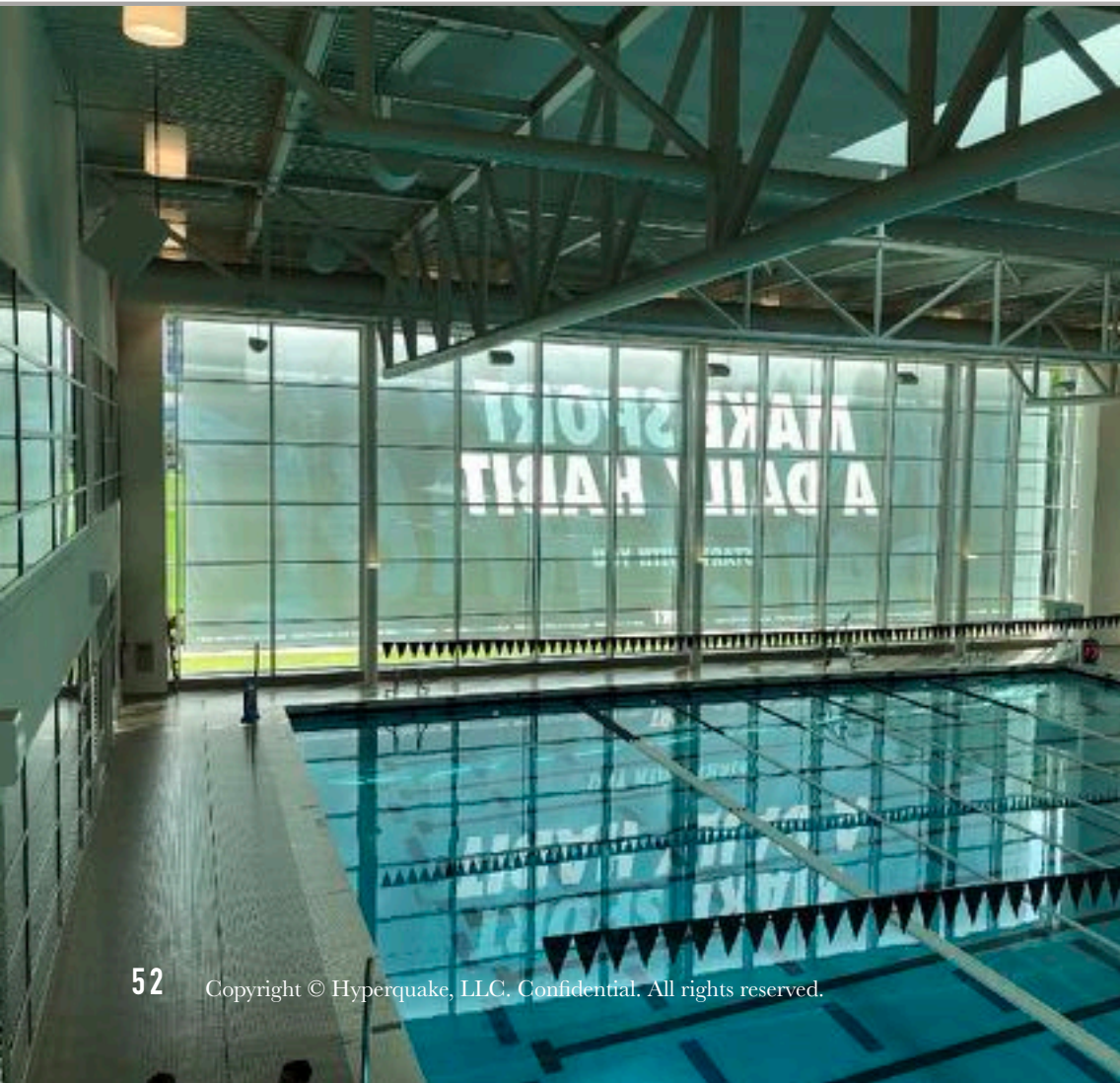




Nike

Storyline  
“Help Us Redefine Sport at Nike.”

We helped Nike launch a game-changing message about sport, the internal team that supports it, and a major new investment in wellness at Nike World Headquarters. Hyperquake collaborated with Nike to build the messaging, identity, and campaign that served their team’s needs— and launched it with a major event to celebrate everything that sport can be.







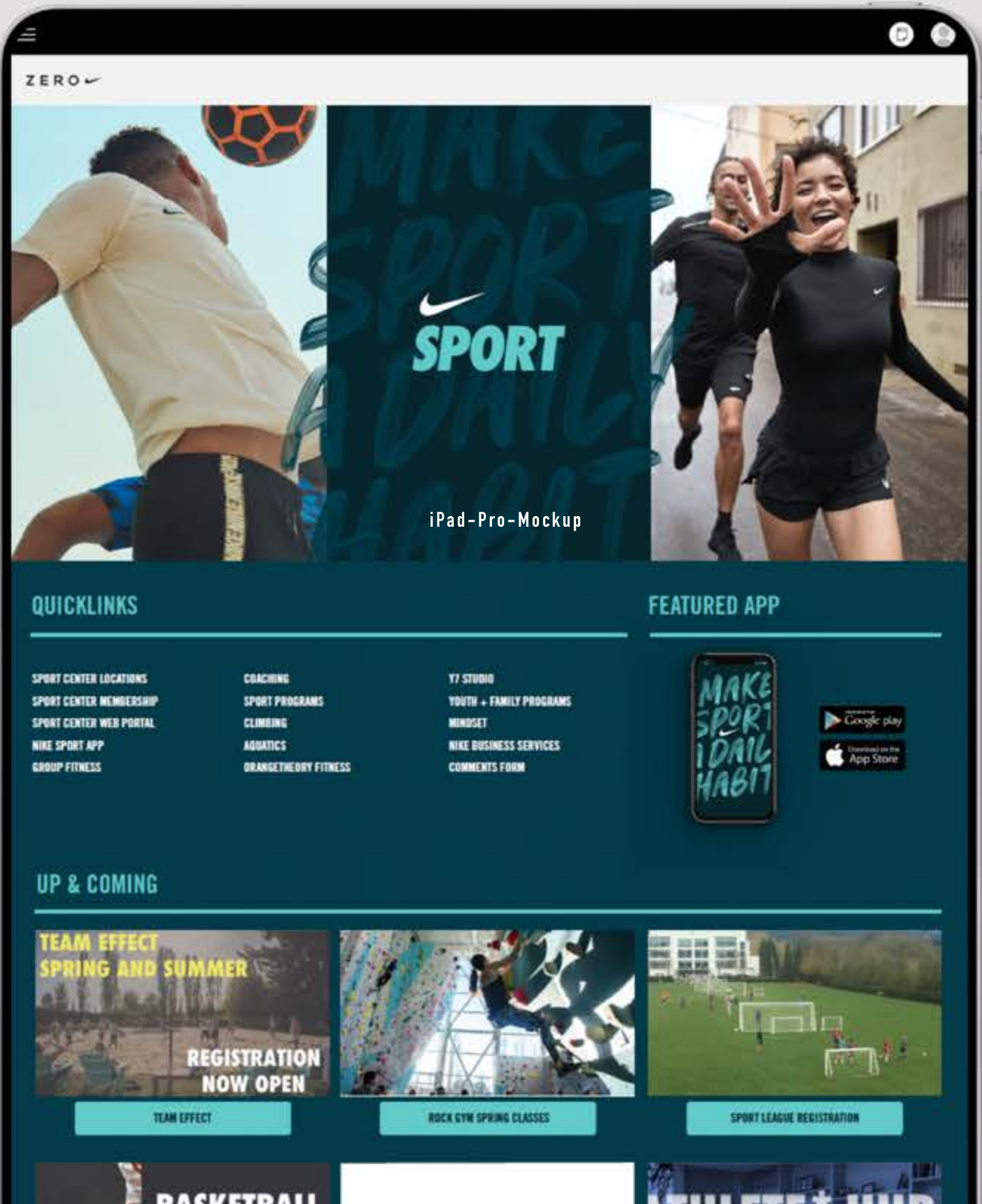




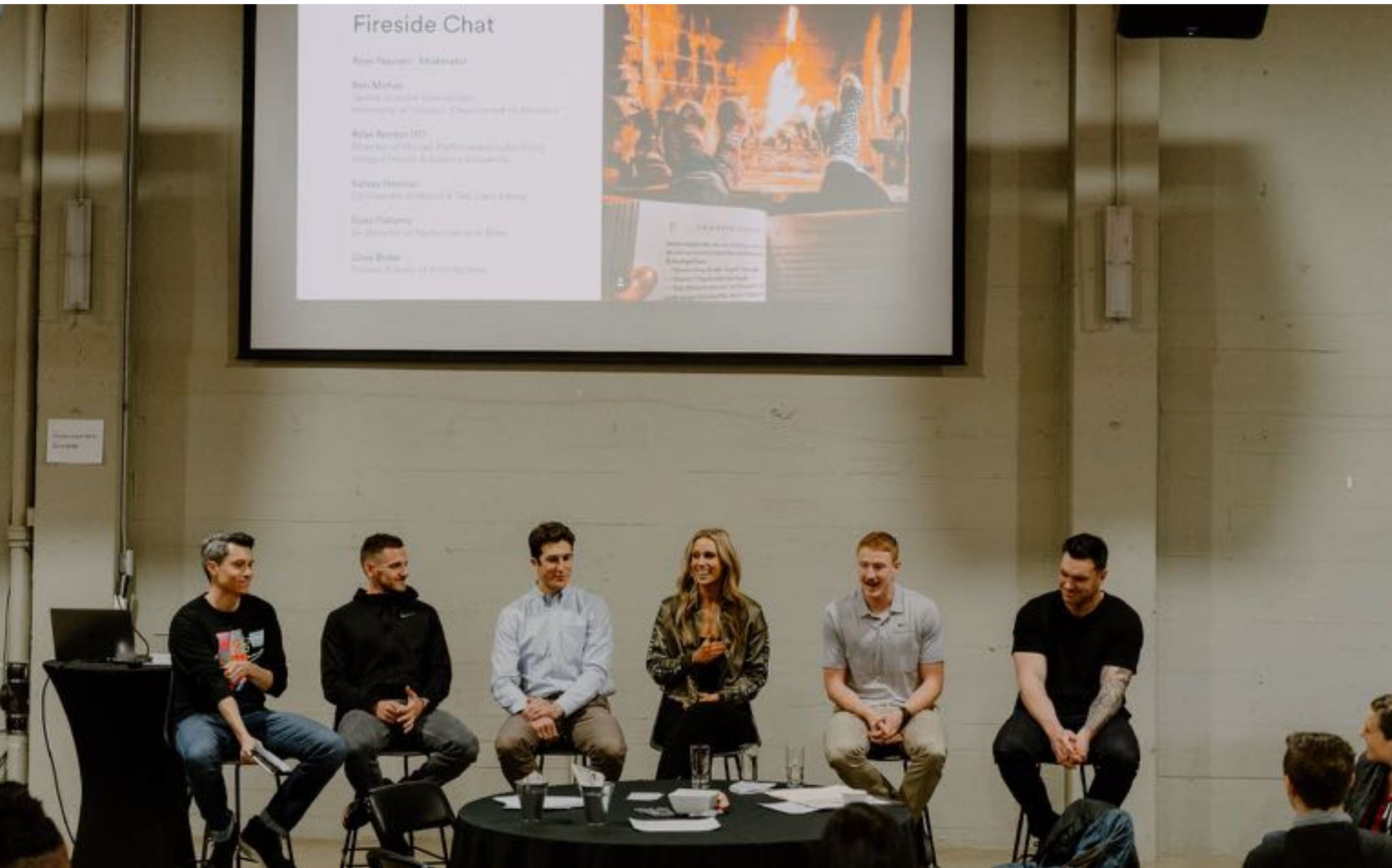
















“Help us show up at CES the right way, and show the world our technology and our vision. Be bold, be disruptive, and be engaging.”





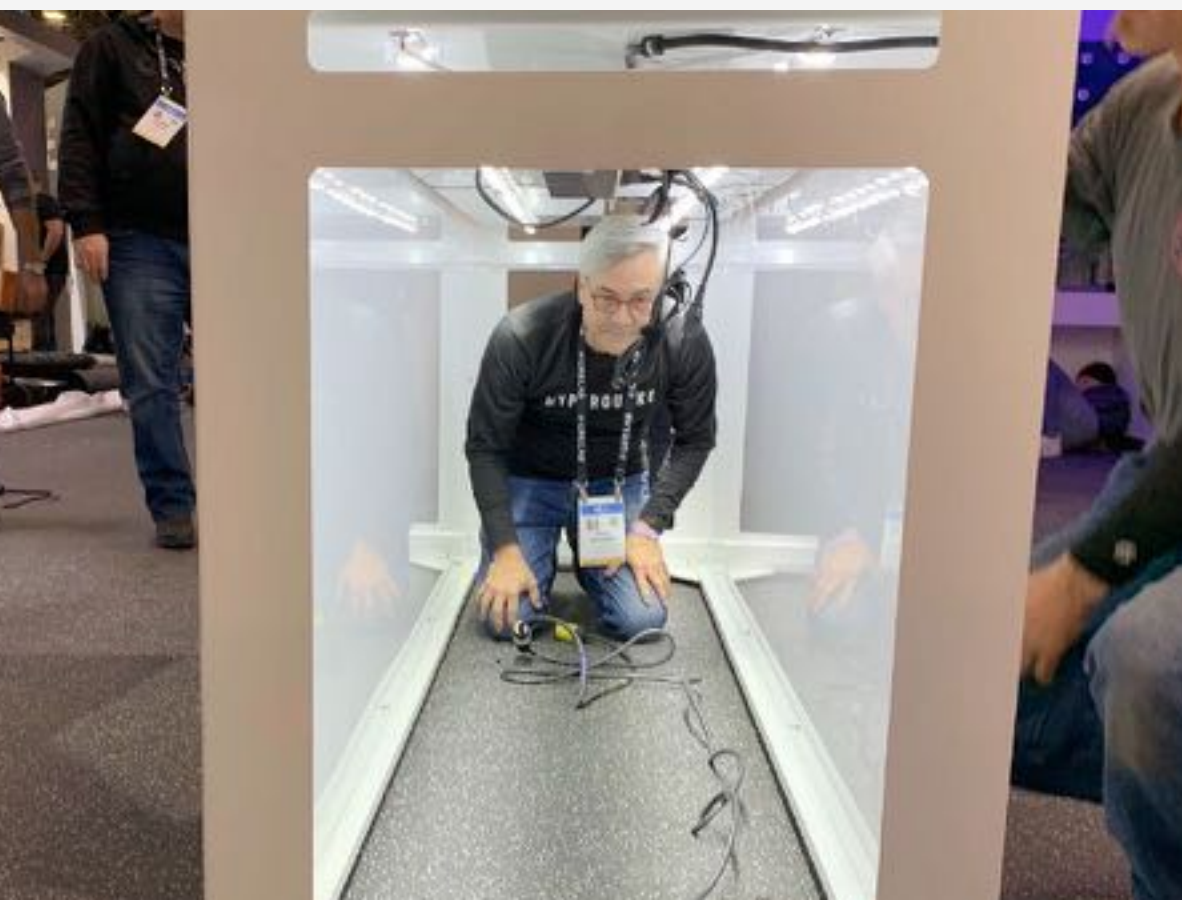
## P&G Oral Care, CES LifeLab (2020)

### Storyline: Power a Smarter Brushing Experience.

After more than six years of market research, P&G was ready to introduce a revolutionary new product to the world at CES. The largest consumer technology conference in the world, CES has been the proving ground for innovators and breakthrough technologies for more than 50 years. But how would P&G break through all the noise to usher in a new era in brushing and oral care technology? Enter Hyperquake. The Hyperquake team created a compelling narrative journey and immersive experience that would not only stand out within the 4,000 square foot P&G LifeLab and CES trade show floor, but could also be mobilized across cities and events to come.













Thank you.

We are poised to partner with  
you to bring your vision to life.

@hyperquake  
#hyperquakenow

CINCINNATI

310 Culvert St.  
Suite 401  
Cincinnati, OH 45202  
HYPERQUAKE.COM



Marshall Thompson  
*Director of Strategic Growth, Storybuilding®*

marshall.thompson@hyperquake.com  
c. 919.923.1032  
o: 513.563.6555



Emily Kester  
*Creative Director, Storybuilding®*

Emily.kester@hyperquake.com  
c. 513.607.0505  
o: 513.563.6555



John McDaniel  
*Managing Director, Storybuilding®*

john.mcdaniel@hyperquake.com  
c. 513.236.4735  
o: 513.563.6555