

Poccuo: What We Do

Strategy & Messaging

Strong communications are built from the ground up. At Poccuo, our objective is to understand what you want to say and to find the most creative and engaging ways to say it. To do that, most projects start with brand development — strategy, naming, and identity design — ensuring a solid foundation for the interactive communications that follow.

Our messaging capabilities include communications strategy, naming, identity systems, slogan and tagline generation, copywriting and copyediting for all media, and style guides.

Web Development

While we hate to use the term “cutting edge,” we often find ourselves on it. When it comes to building interactive communications, we pride ourselves on doing it right — delivering sites that are in line with today’s development standards, easy to manage on an ongoing basis, and flexible enough to be scaled as your business grows. We develop with an eye towards where you’re going, not simply where you are.

Our production capabilities include standards-compliant HTML/CSS; JavaScript, PHP, and Flash; and content management systems including ExpressionEngine, WordPress, and Moveable Type.

Web Design

Successful design seems effortless. But don’t be fooled. When interactive design works well, it strikes a perfect balance of aesthetic, information architecture, and function. And it’s created to integrate smoothly with the other aspects of the project, including development, writing, and all elements of an organization’s communications system. In other words, successful design is never an accident.

Our design capabilities include information architecture and user interface design for websites, interactive kiosks, online marketing materials, social networking integration, and other new media solutions.

Identity & Print Design

Consistency is the earmark of effective communications. This is why our work with clients often grows beyond the interactive realm into all areas of their communications system. We often team up with our clients on everything from logos to packaging designs to editorial pieces, ensuring that they’re always sending the right message—in the right way, to the right people.

Some of our other communications capabilities include advertising campaigns, annual reports, books and catalogs, marketing and promotional collateral, packaging, posters, and stationery systems.

Supporting Materials

There is no punctuation mark at the end of a strong communications system — new possibilities always remain. With this in mind, we assist our clients in extending their message into a range of physical and interactive spaces, from producing videos to managing eBlast campaigns. Poccuo provides the platforms our clients need to reach new and evolving audiences.

We have helped our clients with supporting materials including eNewsletters, eCommunications campaigns, promotional video production, art directing for photography shoots, social media management, and more.

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Concise Capabilities List

Messaging and Strategy

- Communications strategy
- Naming assessment
- Identity systems
- Slogan and tagline generation
- Copywriting and copyediting for all media
- Style/brand guides

Website Design

- Information architecture
- User interface and application design
- Interactive kiosks
- Online marketing materials
- Social networking integration
- SEO-friendly website development

Website Development

- ExpressionEngine CMS
- WordPress/Moveable Type CMS
- HTML/CSS
- JavaScript
- PHP
- Flash (AS2)

Identity & Print Design

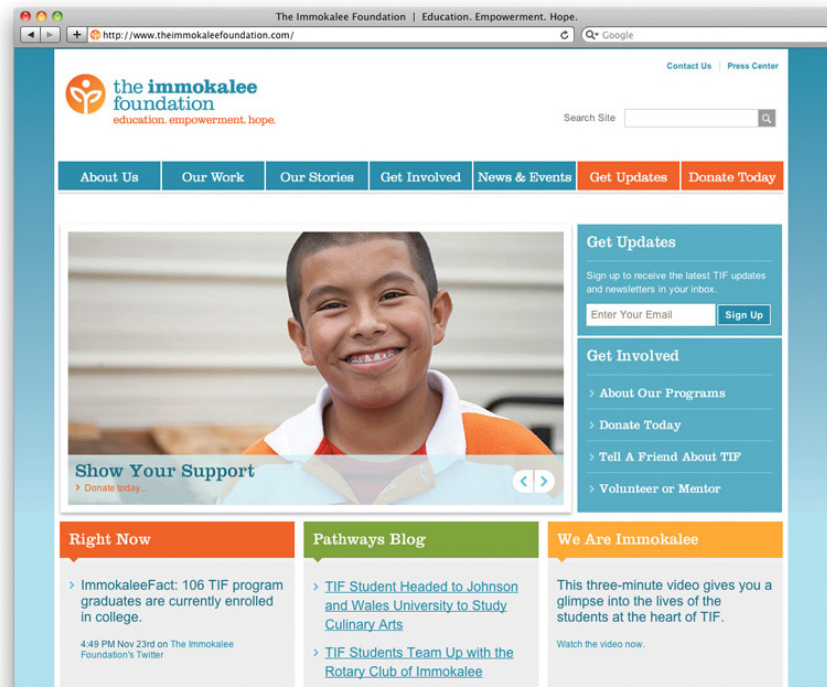
- Advertising campaigns
- Annual reports
- Books and catalogs
- Marketing and promotional collateral
- Packaging
- Posters
- Stationery systems

Supporting Materials

- eNewsletters
- eCommunications campaigns
- Promotional video production
- DVD design
- PowerPoint templates
- Art directing for photography shoots
- Large- and small-format slideshows
- Social media management
- Social media ad placement

Poccuo: What We've Done

CASE STUDY #1: THE IMMOKALEE FOUNDATION



“The best kept secret among Florida’s nonprofits” — that’s how one board member described The Immokalee Foundation (TIF). Poccuo’s job was to provide TIF with the strategy and tools to let the cat out of the bag.

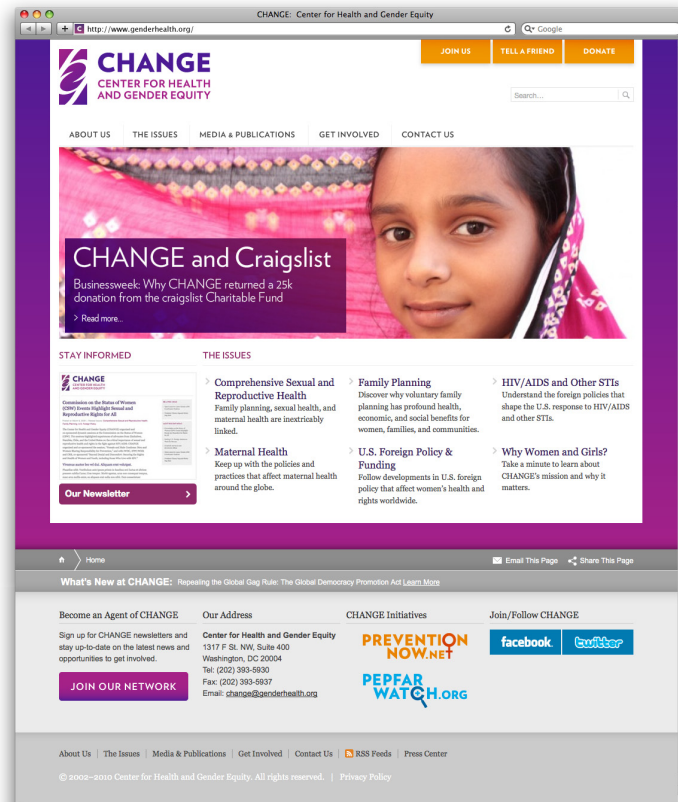
Poccuo initially teamed up with TIF to engage in a series of strategy sessions that helped both sides to better understand TIF’s role and goals as a major player in providing educational opportunities to underprivileged students in southwest Florida.

Poccuo led an A-to-Z overhaul of TIF’s communications system, including the creation of a new logo, tagline, mission statement, identity collateral, website, press kit, videos, photography, and more. The website features dynamic homepage modules, an integrated Twitter feed, an easily updatable events section, and a blog — all of which lend an air of vibrancy and relevancy to the site. Additional highlights include an interactive TIF chronology (About Us) and user-friendly photo and video galleries (Our Stories). A robust ExpressionEngine CMS makes it easy for TIF to keep its site fresh and accurate.

www.immokaleefoundation.org

Poccuo: What We've Done

CASE STUDY #2: CENTER FOR HEALTH AND GENDER EQUITY (CHANGE)



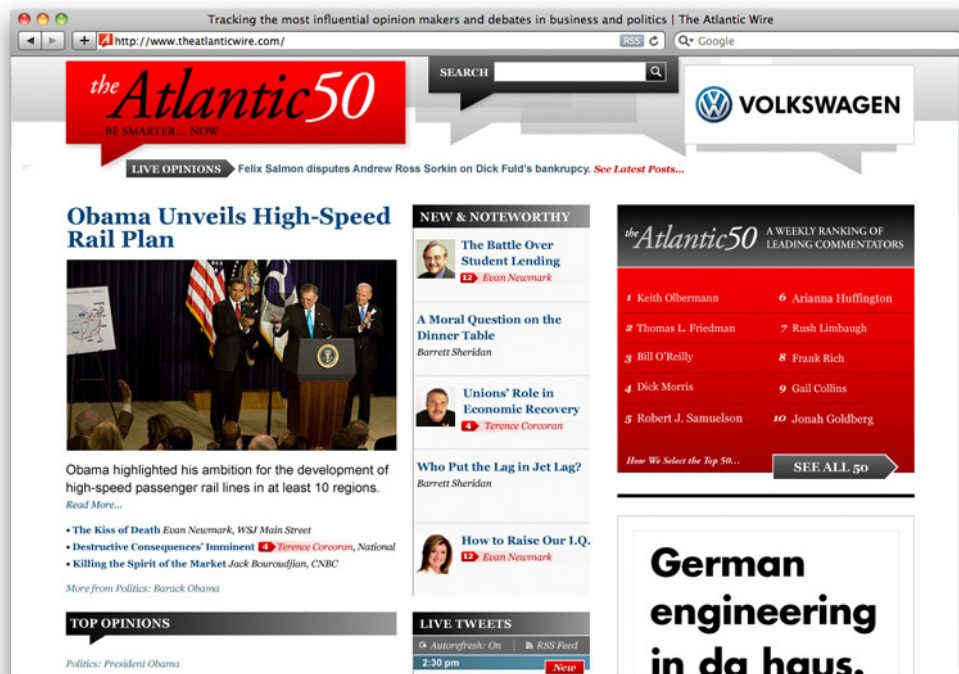
CHANGE needed a change. As the parent organization overseeing PreventionNow.net and PEPFARWatch.org, CHANGE (or the Center for Health and Gender Equity) was managing three distinct websites. Each website had its own branding, its own navigational pathways, its own information architecture, its own design, and its own (complex and archaic) back end that staff would have to manipulate in order to make changes.

Poccuo joined forces with CHANGE to build a contemporary, user-friendly, and recognizable family of websites that are all managed through a single, logical ExpressionEngine CMS. The process began with intensive strategy sessions to help the organization to refine its communications goals, define its target audiences, and identify the tools and information that will put them at the center of the national and international gender health discussion. Next, we worked with CHANGE to create confident brand identities that were at once connected and distinct. The partnership culminated in the design and development of three websites that are easily managed, offer users similar information pathways, and share visual elements that allow CHANGE to maximize its brand equity.

www.genderhealth.org

Poccuo: What We've Done

CASE STUDY #3: THE ATLANTIC MEDIA COMPANY



By tracking the fifty most influential commentators in the nation and compiling everything they write and say, The Atlantic Wire lets you see what the leading opinion-makers are talking about, all in one place. Poccuo's job was to help explore user-interface designs that make sure that the conversations are clear and unobstructed.

By synthesizing and analyzing content from newspapers, blogs, television, radio, and magazines, The Atlantic Wire website gives you a quick and valuable take on what opinion-makers are saying about current events, from the 2010 election to Facebook Frenzy. To make sure the site would be effective, Poccuo and Atlantic Media explored the best ways to organize all that content and to allow users to browse with ease. The "Atlantic 50" gives users an up-to-date look at exactly who the most influential commentators are. Topic pages allow users to explore opinions by issues, profile pages give readers a chance to focus on an opinion-maker's entire body of work, a "hot topics" module keeps readers up-to-date, and a ticker of short quotes provides a snapshot of current events.

www.theatlanticwire.com