

Project Satch



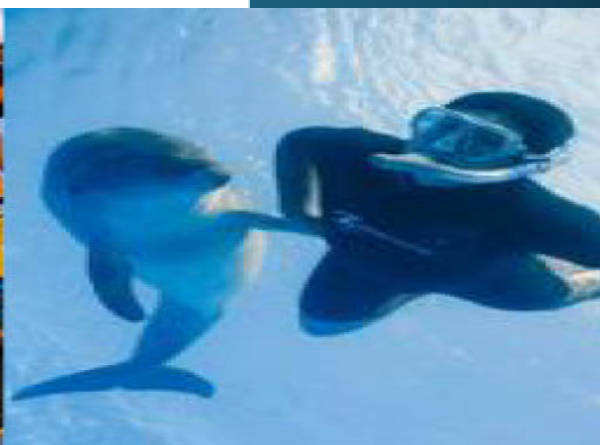
DESTINATION
DESIGN

Keep-it

-A-

Secr-it

PRESENTED TO BAYOU PHOENIX



DESTINATION²

ELEVATING EXPERIENCES





D² EMPOWERING DESTINATIONS

What if your season pass or membership revenue doubled? What if your retail operations earned an extra 60% per year with no additional cost of goods? What if you could attract a whole new demographic while driving higher visitation from your existing audience? Two world class groups have united to provide these answers, and drive higher returns to destination attractions. D² offers a holistic view of your operation, and makes sure you're not leaving money on the table... so you can drive profits up not just once, but year after year.



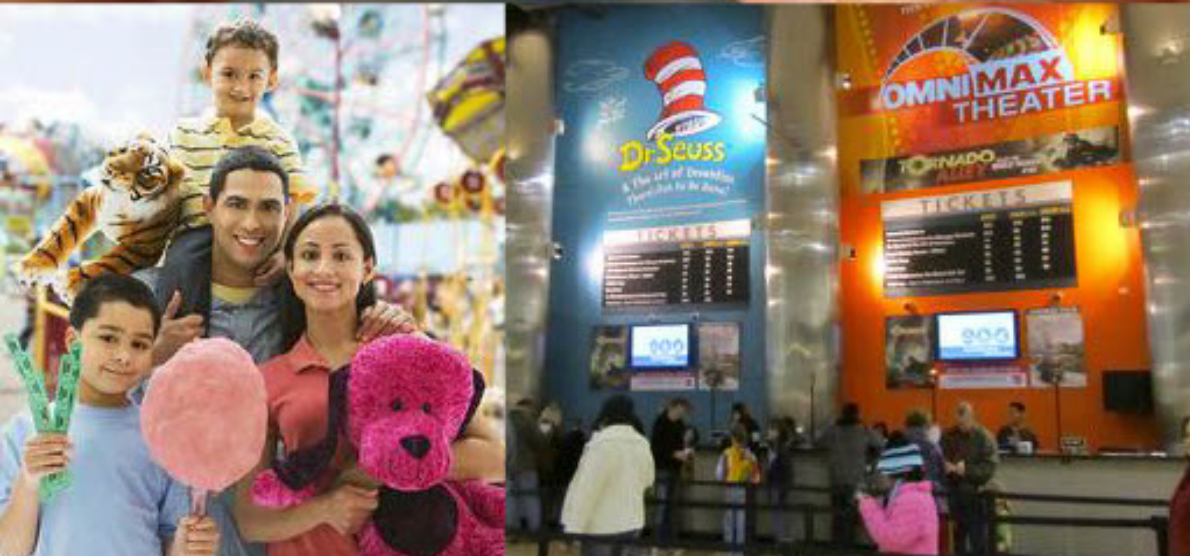
D² was forged out of two companies specializing in Destination Engagement. Together through key disciplines, shared beliefs and core values, D² has developed a new model that will elevate any destination experience through proven results and ROI.





D² FINDS THE REVENUE YOU'VE BEEN MISSING

No, it's not in the couch cushions. But it could be in your seating layout. Or it could be in your traffic patterns, branded merchandise, marketing campaigns, or events. In fact, when it comes to destination attractions, there are hundreds of small changes that can add up to millions in new found revenue.



OUR EXPERIENCE

Adventure Aquarium
African American Museum
Philadelphia
Air Force Museum Foundation, Inc.
American Civil War Center
American Gonzo Food Corp.
Aquatica
Aullwood Audubon Nature Center
Azoff Music
Boonshoft Museum of Discovery
Buckhead Mountain Grill
Busch Entertainment Group
Busch Gardens Adventure Parks
California Leader
Carillon Historical Park
Carowinds
Cassano's Pizza
Cedar Fair Entertainment
Company/Cedar Point
Charles H. Wright Museum
of African American History
City of Miami/Dade County
Coca Cola Company
Columbus Zoo and Aquarium
COSI Columbus/Toledo
Dayton Black Cultural Festival
Dayton History
Darden Restaurants
Daytona USA/Daytona 500
Experience
Destination Cinema
Dixie Stampede
The Dollywood Company

Empire State Building
Five Rivers Metroparks
Franklin Park Zoo
Gatorland
Grammy Museum at L.A. Live
Great Lakes Science Center
Hard Rock International
Herschend Enterprises
Herschend Family
Entertainment Corp.
Herschend Studios
Intrepid Sea, Air, and
Space Museum
The Island in Pigeon Forge
John Hancock Observatory
Kennedy Space Center
King's Island/King's Dominion/
Carowinds
Knott's Berry Farm
L.A. Zoo and Botanical Gardens
Legends - The New York Yankees
Live Nation
London Bobby Fish & Chips
MGM International Resorts
Missouri Botanical Gardens
MJM Entertainment
Mobile Brochure.com
NASCAR/Grand-Am
National Afro-American
Museum & Culture Center
National Museum of Nuclear
Science & History
National Museum of the
U.S. Air Force

National Park Service
Newport Aquarium
NYC American Museum of
Natural History
NYC Central Park &
Conservatory Waters
Ober Gatlinburg
One World Trade Center
Paramount
Perkins Family Restaurant & Bakery
PG Management
Pies & Pints
Pie Society
Pittfire Artisan Pizza
Poetic Kinetics
Rafting In The Smokies
Rocky's Italian Grille
Roland Corporation
Ronald Reagan Presidential
Foundation & Library
Salar Restaurant & Lounge
Schlitterbahn Vacation
Village Waterpark
SeaWorld Parks & Entertainment
Soldiers and Sailors Memorial
Association
Stone Zoo
Tavern Restaurant Group/The Pub
The Toledo Zoo
Tommy's Total Entertainment
Top Jump Trampoline Park
United States Holocaust
Memorial Museum
Westgate Resorts
Worlds of Discovery



OUR TEAM LEADERS



RON CAMPBELL

Ron has dedicated his over two decade career to helping clients achieve success. He's honed his skills in a variety of top management and creative positions including President & Sr. Partner of UI Creative. He's put his talents to work for such brands as AGPS Management (Irving Azoff), Burton, NASCAR, Nike, SeaWorld Parks & Entertainment, Seymour Duncan, and West Coast Choppers. Ron's leadership is also utilized in serving on the Advisory Boards of Cedarville University and the School of Advertising Art.



IKE IMHOF

With 20 years under his belt, Ike has earned a respect by having led creative at the most respected agencies in the Midwest and amassing over 60 Addys including Best of Show. His skills have been tapped by the likes of Airstream, Cedar Fair Entertainment, J. Peterman Co., LexisNexis, MetLife, Paramount, and Teradata. He also serves on the Advisory Boards for Dayton History at Carillon Park, the School of Advertising Art and leads the charitable marketing initiatives for the Concours d'Elegance and Humane Society.



VEIT VON PARKER

For over 25 years Veit has helped clients bring their visions to life through custom and interactive exhibitions for museums, themed and immersive environments as well as tradeshows. His body of work includes such clients as Coca Cola, US Air Force Museum, Darden Restaurants and the United States Holocaust Memorial Museum. With a commitment to exceeding expectations, Veit strives to create a unique experience with each project.



MICHAEL CATCOTT

Michael is a dedicated leader with over 25 years of experience in attraction development, master planning, operation, retail, marketing, design, profit growth and strategic planning as VP for Anheuser-Busch Theme Parks and Project Manager for Schlitterbahn Vacation Village. He has a proven ability to enhance attraction revenue through operations, architectural* interior design, traffic flow, and retail* culinary opportunities. He's served as Chair of Kansas City CVB, Vice Chair for San Antonio CVB, and the Board of Directors for Texas Travel Industry Association.



JUMANA BRODERON

With the experience on both the consultant and client side of business, Jumana has garnered over 25 years of themed entertainment master planning, attraction design and animal habitat design. Having served as Busch Entertainment's Corporate Director of Creative Development for 10 years supplements her recognized expertise in the design of zoos, aquariums, theme parks and water parks.



ROB LINDEMAN

In 2008 as Max & Erma's President/CEO, Rob completed 18 years with the brand he built from 13 to 107 locations +42 franchises. Over his career he's served as: Unit Level Mgr., Store Opening Mgr., Regional Mgr., Chief Development Officer, and 11 years as VP of Franchising. His strengths include: franchising, licensing, real estate, construction, capital expenditures, corporate growth, and joint ventures. Today he streamlines culinary operating systems, improves cost structures, and facilitates the concepts marketing model.



LINNEA BONACCI

For over two decades Linnea has worked with entrepreneurs, start-up structures, investor-backed businesses, and nonprofits. She began as a senior manager for PricewaterhouseCoopers and Deloitte, which lead to VP and Director of Wealth Planning for Fifth Third Bank. Today she provides strategic financial, operating, and capital guidance... specializing in complex transitional projects.



NIGEL SKEET

A true rolling stone, Nigel has toured the world over countless times following headlining acts for over three decades. Known across the industry for his uncanny ability to capture the inner soul, Nigel has been the celebrities top pick when it comes to capturing those magic moments in studio, on stage, and on the road. Born in England, raised in Amsterdam, and residing in California; Nigel can currently be found with recent touring acts like Avenged Sevenfold, Metal God Ozy, or coming altrock heroes The Sick Puppies. Did we mention you'll love his accent?

OUR CAPABILITIES

Master Planning

Conceiving the big-picture organization and parameters of the project, ensuring that all elements work in concert to elevate one another.

Design Management

Ensuring consistent application of the project's core design ideas, throughout the creative process and beyond.

Marketing Development

Strategic selection of touchpoints and creative development of messaging and imagery to connect with audiences and move them to action.

Interior Design

Creating indoor environments that are memorable experiences, right down to the smallest detail.

Exhibit Design

Ensuring that learning experiences are also engaging, exciting, appropriate and perfectly integrated with their surroundings.

Architectural Design

Translating the ideas into three dimensional forms in space

Attraction Design

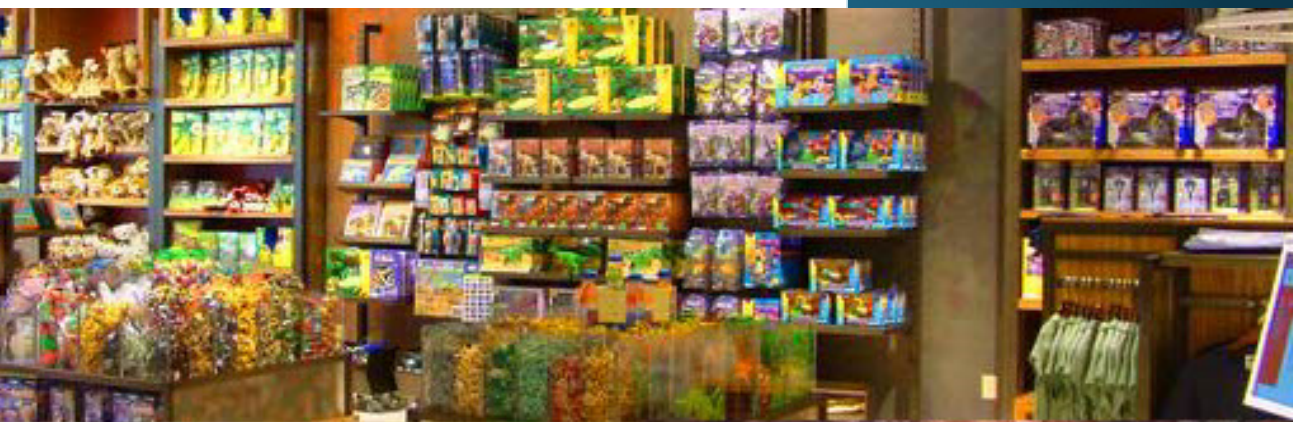
Creating unique interactive and immersive environments that coordinate art with cutting-edge technology to engage the senses and emotions.

Landscape Architecture

Taking advantage of the site to set the project into a comfortable and functional physical context.

Graphic and Signage Design

Providing more than information and direction creating mood and character.



DISCOVER MORE IN STORE

Does your store do enough to attract a crowd? Have you made the most of your top performing SKUs? Are you maximizing the gains possible through product display, branded apparel, and even hang tag messaging? We specialize in revealing revenue opportunities within your existing operations, and making the changes necessary to capture them again and again, today and tomorrow.

MUST-HAVE MERCHANDISE

From product design to sourcing to production management, we'll turn your household name into take-home treasures, and turn must-see attractions into must-have merchandise. It's not about emblazoned logos on everyday objects, it's about connecting unforgettable experiences with real world lifestyles. We'll help you make the consumer connection while customers are still immersed in the destination experience, and drive revenues up by putting your brand in hand.





MAKING YOUR BRAND FIT

If maximizing brand exposure is critical for destination growth, then enticing visitors to help spread the word is priceless. Done correctly, branded apparel allows you to do just that. The key is to move toward "Fashion Forward" Apparel and Merchandise programs familiar to consumer buying habits and trends. For when the customer comes first, your revenue rises.

SHOWCASE EXCELLENCE

From museum installations to restaurants, from zoos to theme parks, we help put the awe back in awesome. We elevate immersive experiences to new heights, and drive repeat visitation and profit to any destination attraction.





A DYNAMIC DISPLAY

From permanent exhibits to portable booth graphics, we create custom display installations from the ground up. We handle every step of the process from concept, design, fabrication and installation. Crowd delivery included.

CUSTOM CREATIONS

Unique situations call for unique solutions. Whatever the project parameters, when you're ready to draw a crowd, we've got you covered. From central icon fixtures to point of purchase displays, from service kiosks to pop up stores, from walkaround characters to photo booths, we can deliver just about anything you can dream up.





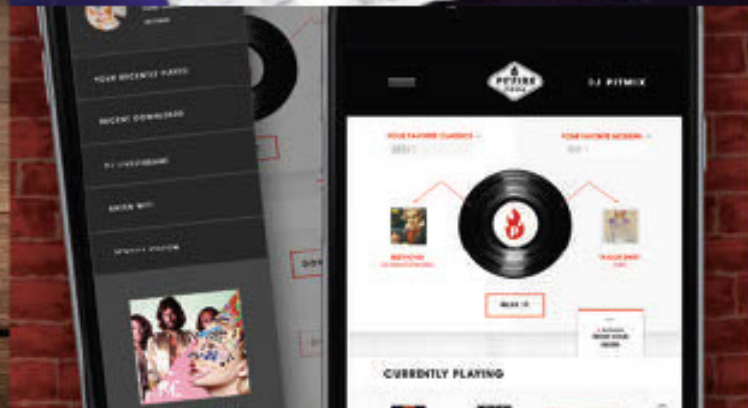
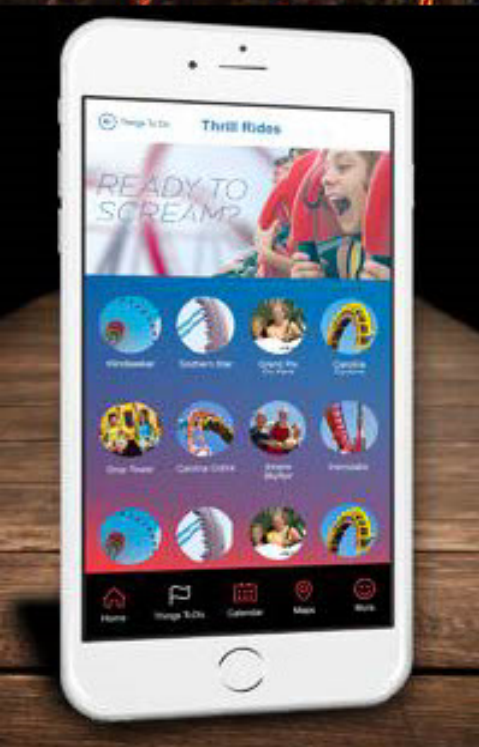
BUILDING A BRAND

Give them something to believe in, a bridge to their imagination, a tug on their heart strings or a knot in their gut. Build a powerful brand around your attraction and they will come. We specialize in all areas of destination branding, from naming and theme conception through logo, key art and character development, along with the branding guidelines that keep everything working in concert.



INTERACTIVE EXPERIENCES

Whether on site, at home or on the road, we'll help you interact and engage with consumers wherever they happen to be. We offer a broad array of digital solutions including interactive displays, ride effects, online web portals, digital games, portable apps, video capture, 3D design and animation, texting programs, desktop widgets, and more. Whatever the medium, we'll help you click with consumers.



YOUR NEW REALITY

It's time to blur the edges. You are no longer confined to the four walls of your building, or the perimeter of your property. Immerse visitors even deeper into your destination experience plus draw in new ones taking your destination to the street. We'll help you create "interactive attractions" using custom QR codes, augmented reality and visualization, adaptive interactive technology and digital tours.





MOVING PICTURES

If a picture is worth a thousand words, then consider the value of 32 per second. We'll help you make the most of every opportunity in broadcast, streaming video, inner brand videos, training videos, product placement, immersive video experiences and attractions. Even the latest in video projection effects that turn entire buildings into captivating showplaces of wonder and light.



A LASTING IMPRESSION

Create an emotional connection with your audience at every level with powerful photographic key visuals. We capture arresting images depicting interiors, exteriors, people, animals, live events, studio shots, even under water... creating the stunning visual assets you need that set you apart from other attractions.

MONEY WHERE THEIR MOUTH IS

Destination dining venues offer great reward, but also unique challenges. We'll help you make the most of both with a complete operations assessment, performance enhancement, themed menu additions, branding elevation, key visual design and fabrication, digital interactive, signage and menu design. We'll give you the ingredients you need for healthy growth.





THE REEL EXPERIENCE

The cinema has a way of connecting an audience with an experience like no other. Customized film festivals offer a way to increase exposure and attract a larger, more diverse following. We offer a full range of festival production and media support services from artistic direction and programming to film and project assistance. You'll not only capture additional revenue, but hearts and minds as well.

EVENTS WORTH REMEMBERING

Could your donor programs be more profitable?
Could your promotional events be more impactful? Would you like a single source to manage off-site cruise or conference getaways? Whether the goal is exposure, hospitality philanthropy, motivation, or celebration, we'll make sure every event comes off without a hitch. Don't just make it memorable, make it unforgettable!





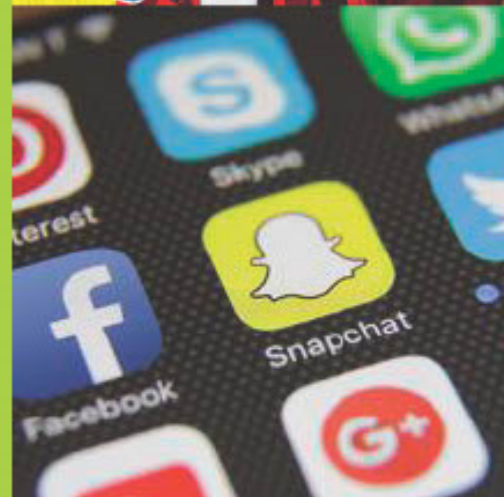
MASTERS OF PLANNING

Now imagine what we can do when we inject the D² process at inception. We build in the revenue generators that often go overlooked directly into the master plan. From collaborative consulting, to traffic flow management, to selecting the location of themed shopping and foodservice, we'll help you maximize ROI from the beginning. We'll even manage the construction process from renderings to permits, and from buildout to punch list, bringing your dream to a profitable new reality.

KEEP THEM TALKING



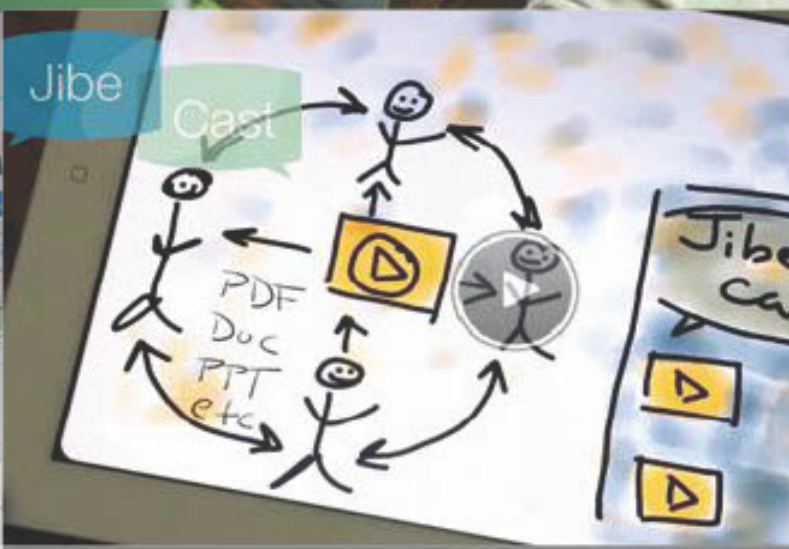
Loyal fans are your best brand ambassadors. Experiences they share entice others to join in on the conversation and lure them to discover what their friends already have. Through our Social Farm, we assist with online conversation starters and keep the discussion engaging by using the latest social media tools and strategies. To see how this unique service can maximize exposure to your current and future fans, visit thesocialfarm.com.



Jibe
Cast
a U! Creative partner.

UPLOAD. TRACK. INTERACT.

Training a seasonal workforce? Connecting with thousands of patrons? Coordinating media communications? Introducing JibeCast, a powerful video and document hosting resource that serves as the perfect platform for training, testing, surveys, press releases, marketing and more. With JibeCast, you control whether your content is public, private, or community only, all with robust tracking metrics beyond anything available before.



CASE STUDY:

SEAWORLD PARKS & ENTERTAINMENT

SITUATION: New VP of Brand Merchandise for all properties enlists our services to assist in elevating the brand through both the merchandise sold and the overall buyer experience.

STRATEGY: De-clutter store appearance and boost revenue by reducing SKU's to top performers. Consolidate all park apparel to fewer unisex color options. Leverage show and attraction content as items for sale, like hand carved whale tail. Merchandise redesign in keeping with modern trends.

RESULTS: Through more relevant products, better purchasing strategy, stocking more top performers, and incorporating experiential products, in 12 months raised overall bottom line \$7 million dollars with NO additional cost of goods.



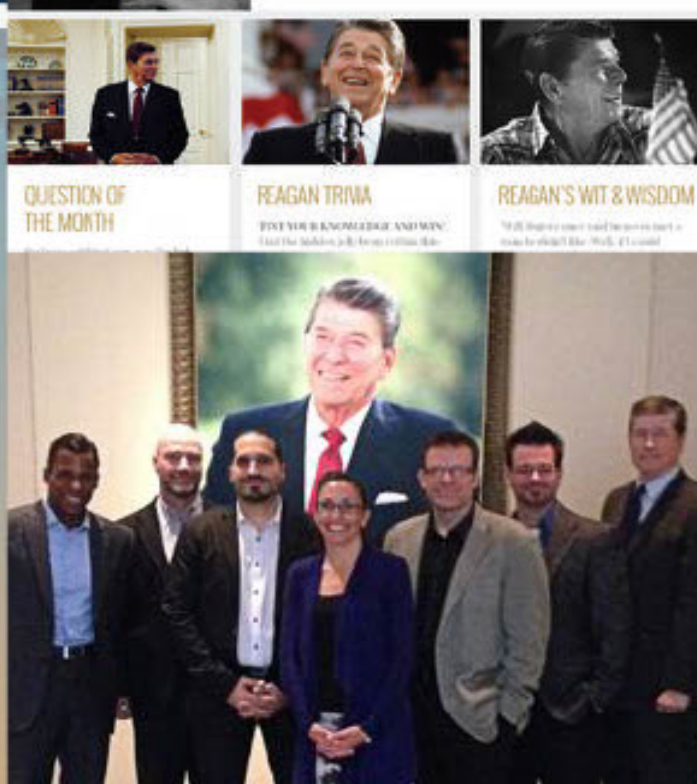
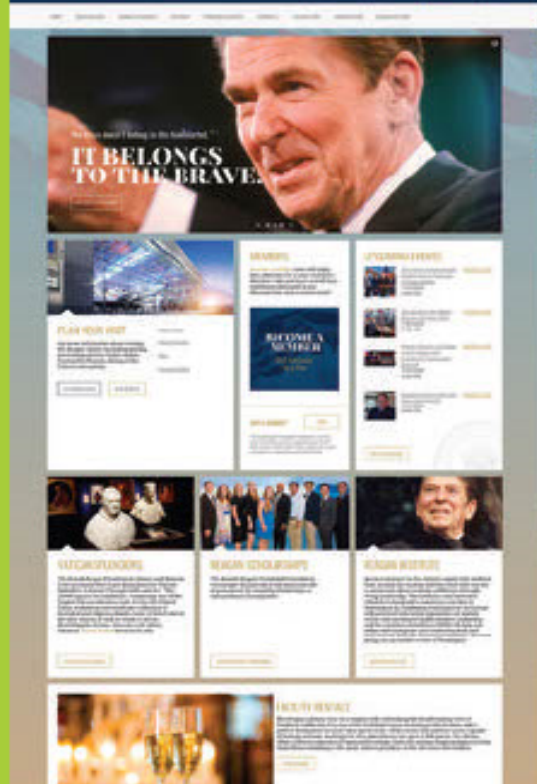
CASE STUDY:

RONALD REAGAN PRESIDENTIAL FOUNDATION & INSTITUTE

SITUATION: The top-ranked presidential library in the world had not refreshed its website since 2009. The site was difficult to read, hard to manage, not responsive, and poorly integrated their business software. With the additional need to incorporate their new Institute, the overall brand, the logo mark and the website were in need of presidential attention.

STRATEGY: It's a tall order to be enlisted to uphold the legacy of one of the greatest U.S. Presidents. So the logo and brand must be presidential and live up to the highest of standards. The website, must not only elevate the brand, but also meet the needs of all stakeholders. So whether visitors want to conduct research, buy tickets, shop, explore programs and more, the site is optimized to meet their needs in fewer clicks.

RESULTS: The logo and brand were quickly blessed by President Reagan's Chief of Staff, Mrs. Joanne Drake. The site launches with overwhelming acceptance as everything is much easier to use, update, and navigate.



CASE STUDY:

DOLLYWOOD

HERSCHEID
FAMILY
ENTERTAINMENT

SITUATION: Herschend Family Entertainment enlisted U! Creative to increase pre-season sales of their Dollywood Season Pass and Super Pass membership by 16,000 more than previous year. Efforts started with a holiday campaign and extended to opening day.

STRATEGY: Create a multi-touch campaign leveraging TV, radio, print, rich media and outdoor. Target moms by leveraging new Wild Eagle coaster attraction and value pricing, but connect with consumer in unexpected compelling way to drive Christmas gift sales in fourth quarter. In first quarter, shift to a simple concept "Again, Again" – which speaks to a connection with family and kids, and the ability to visit the park again and again throughout the year.

RESULTS: Final sales figures greatly surpassed all client goals and expectations, ultimately resulting in record-breaking pre-season pass sales of 43,000 more passes sold than the previous year.



CASE STUDY:

THE GRAMMY MUSEUM AT L.A. LIVE

SITUATION: "Ladies and Gentleman... The Beatles!" is music to all ears, so everything must be in tune when The GRAMMY Museum rings to bring brand vision to Ringo Starr's 'Peace & Love' exhibit. The Challenge: It's The GRAMMY Museum... it's Los Angeles... and It's a BEATLE, so it must rock!

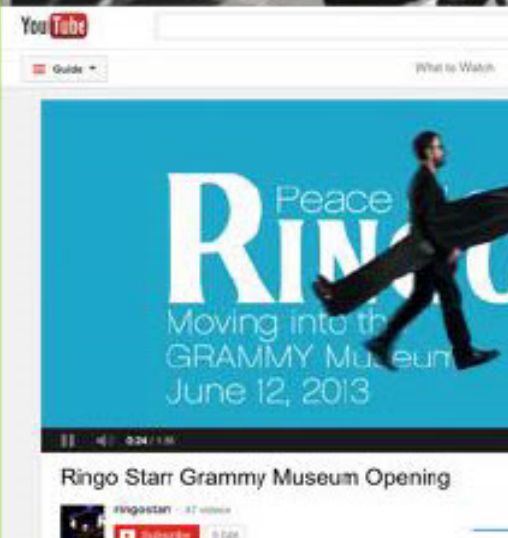
STRATEGY: Select a color palette that can break through the colorful imagery that is Hollywood, and an image that can independently deliver in both static and motion graphics. Then engage fans through a well orchestrated Social Media, Online Banner, and eBlast Campaign working in concert with nearly 300 double-sided pole banners in high traffic areas around L.A.

RESULTS: The museum saw a 19% increase in attendance which average increase being 1-3% charting a huge hit! And once Ringo saw the campaign he requested the campaign motion graphics as the opener for his personal YouTube page. The rest is rock-n-roll history!



RINGO

PEACE & LOVE



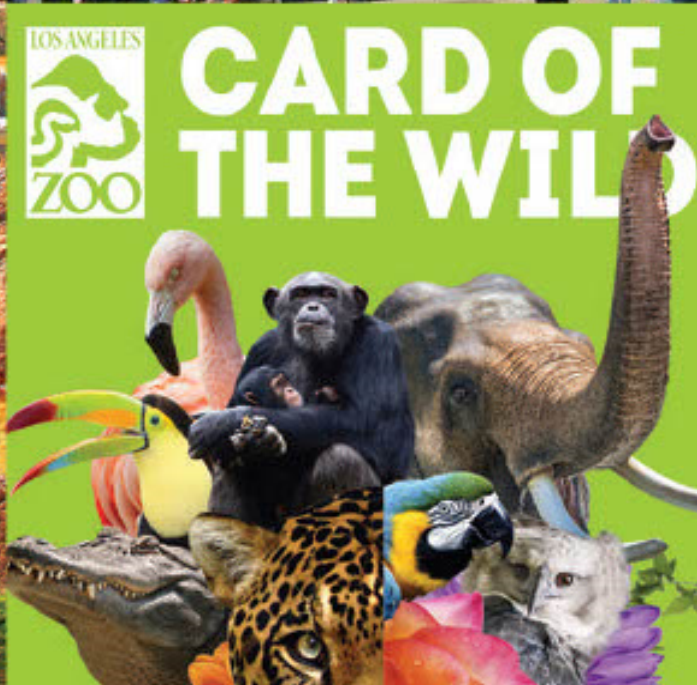
CASE STUDY:

LA ZOO AND BOTANICAL GARDENS

SITUATION: While there is a constant influx of tourists, the LA Zoo is passed over in favor of the more famous San Diego Zoo despite the greater distance. Marketing materials are visually bland, cluttered and dated and messaging is disjointed.

STRATEGY: Drive higher attendance by better engaging key audiences. Attract tourists and residents alike by overhauling Zoo collateral materials distributed at area hotels and attractions. Connect with local businesses through a new Card of the Wild program. This will give businesses a discount perk for their employees that generates new and repeat visitation, while also increasing sponsorship support and capital giving.

RESULTS: These new materials elevated brand perception with arresting imagery, dynamic color pallet, and better communication of Zoo offerings. The approach appeals to diverse cultural demo while breaking through the clutter of competing messages. Strong initial reaction has set expectations high for long-term success.



CASE STUDY: KING'S ISLAND

SITUATION: In 2006, Cedar Fair Entertainment purchased Paramount Parks/Kings Island for approximately \$1.24 billion. They quickly committed \$275 million in capital investments to the park's thrill opportunities yet the overall brand messaging had stopped resonating with Season Pass sales remaining flat for five years.

STRATEGY: Reinvent the Season Pass experience with a new 'Fun Perks' loyalty program, where visitors can earn points toward in-park rewards. Through direct mail, e-blasts, POP displays, digital ads and outdoor initiatives drives pass sales and provides deep data insights into pass holder behavior within the Park. Add to this, new amenities such as branded food trucks, and re-branding existing rides to excite a new generation of thrill seeker.

RESULTS: The extended reach to a new circle of consumer to the corporate world connects big! Seasons Pass sales double with the front gate bombarded with record setting attendance affecting everything in park from retail to culinary.

Introducing!
Kings Island
FUN PERKS
EAT. SHOP. PLAY. EARN.

The easiest way to have FUN!

Kings Island
2012 Group Information Guide

GET A GOLD RUSH!
Get Gold Pass Perks at a Season Pass Price... but only until May 28th!
FREE PARKING | EARLY RIDE TIMES | BRING A FRIEND DAYS | FREE HAUNT ADMISSION

Kings Island
GOLD PASS

www.VisitKingsIsland.com On sale now at

CASE STUDY: NEWPORT AQUARIUM

SITUATION: Since it's opening in 1999, the Aquarium was living with a disconnected brand, logo, and tagline "A Million Gallons of Fun" which highlighted the water over the animals and attractions. In addition, the brand needed to resonate beyond the local market and attract visitation from across the region as a national caliber destination.

STRATEGY: Examine the Aquarium's image and make changes based on how its audience and offerings have changed in the past 17 years. Develop a bold new logo which incorporates subtle aquatic accents, along with messaging that resonates with people personally and emotionally. Encourage audiences to not just "see", but touch, interact and explore the aquatic world. Then make a big splash in market!

RESULTS: Public reaction has been overwhelming as the rebranding invites audiences to "Discover the Wonder... Together". Visitation is climbing as new attractions pay off brand messaging and imagery focused on immersive experiences.



CASE STUDY:

BOONSHOFT MUSEUM OF DISCOVERY

SITUATION: We approached the Boonshoft with a plan to revitalize their gift shop after taking note of poor product presentation, an over abundance of products, and lack luster store appearance. They were eager to discover how a properly executed gift shop experience can generate increased revenue and profit gain.

STRATEGY: Stimulate a gift shop lagging in sales by engaging adults and kids through an atmosphere of bold visual elements and store/customer interactivity. Create an experience to take home and treasure with branded keepsakes, graphic t-shirts and museum-specific gifts.

RESULTS: During the first year alone, which included sales from the original store, a small temporary store during reconstruction, and the new store launch, the gift shop still outperformed all previous years with revenue growth of 18% during its first 6 months of operation. Sales goals over the upcoming year are targeting even greater double-digit growth.



CASE STUDY: CENTRAL PARK

SITUATION: Model sail boating in Central Park at the Conservatory Water is a delight for participants and observers. We were brought in to develop an entirely new merchandise line for Central Park to capitalize on attendance and bring relevancy and awareness to the non-profit brand that countless New Yorkers and tourists enjoy annually.

STRATEGY: Create a wide array of contemporary products that connect with both locals and tourists. Utilize bold design concepts that drastically step away from traditional non-profit merchandising directions. Ensure brand leaves an impression that evokes the park experience. Must appeal to all ages and genders.

RESULTS: Overwhelming success! The relaunch of this historic attraction with the first-time introduction of retail items demonstrates how non-profit brands can translate into bold designs and add incremental revenue.



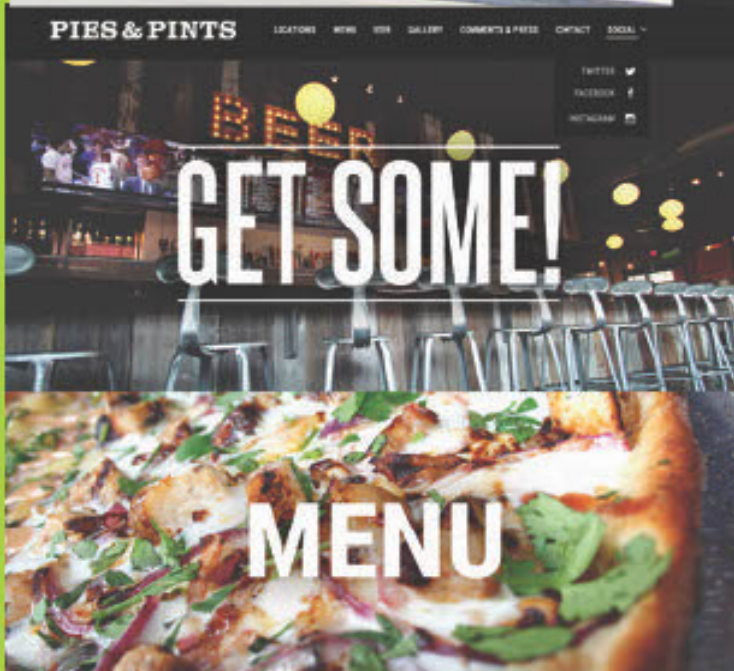
CASE STUDY:

PIES & PINTS

SITUATION: Small West Virginia craft pizza and beer concept with two locations seeks to expand operations throughout the midwest.

STRATEGY: Elevate branding from a disjointed homespun approach to a refined cohesive brand in keeping with a high end experience. Develop marketing plan and leverage new tools and platforms to spread awareness and engagement. Promote brand differentiators of new and unique flavors along with irreverent attitude to attract new customers and position brand for success.

RESULTS: Opened three new locations in multiple states within 2013, four more in 2014, and greater growth beyond! Each new location has experienced a packed house nightly, often with wait times in excess of an hour. New branded merchandise has added a profitable new revenue stream and driven grass roots exposure, while social media efforts alone have expanded their fan base by over 400%. Sales goals have all been surpassed positioning brand for continued expansion and growth into new regional locations.



CASE STUDY: CASSANO'S PIZZA

SITUATION: One of the founding Pizza brands in America (once occupying the #4 position in the nation) Cassano's Pizza found themselves competing for survival amongst the national chains. Although holding their own, this legacy brand was in need of a new vision/voice as they approached their 60th Anniversary.

STRATEGY: Make a bold statement to brand loyalists and those who had abandoned this iconic brand through a monumental brand overhaul, well choreographed marketing plan, new product offerings (each launched in a unique fashion), re-designed store interiors, and a mail order product for those displaced fans of the brand.

RESULTS: The results were seen very quickly with their Social Media fan base jumping from 140 to over 25,000, Gift Cards selling out, and the bottom-line consistently up 20% hitting revenue levels not seen in over a decade and putting all projections off the chart. The success has lead to new store openings including the revival of their London Bobby Fish & Chips concept.

