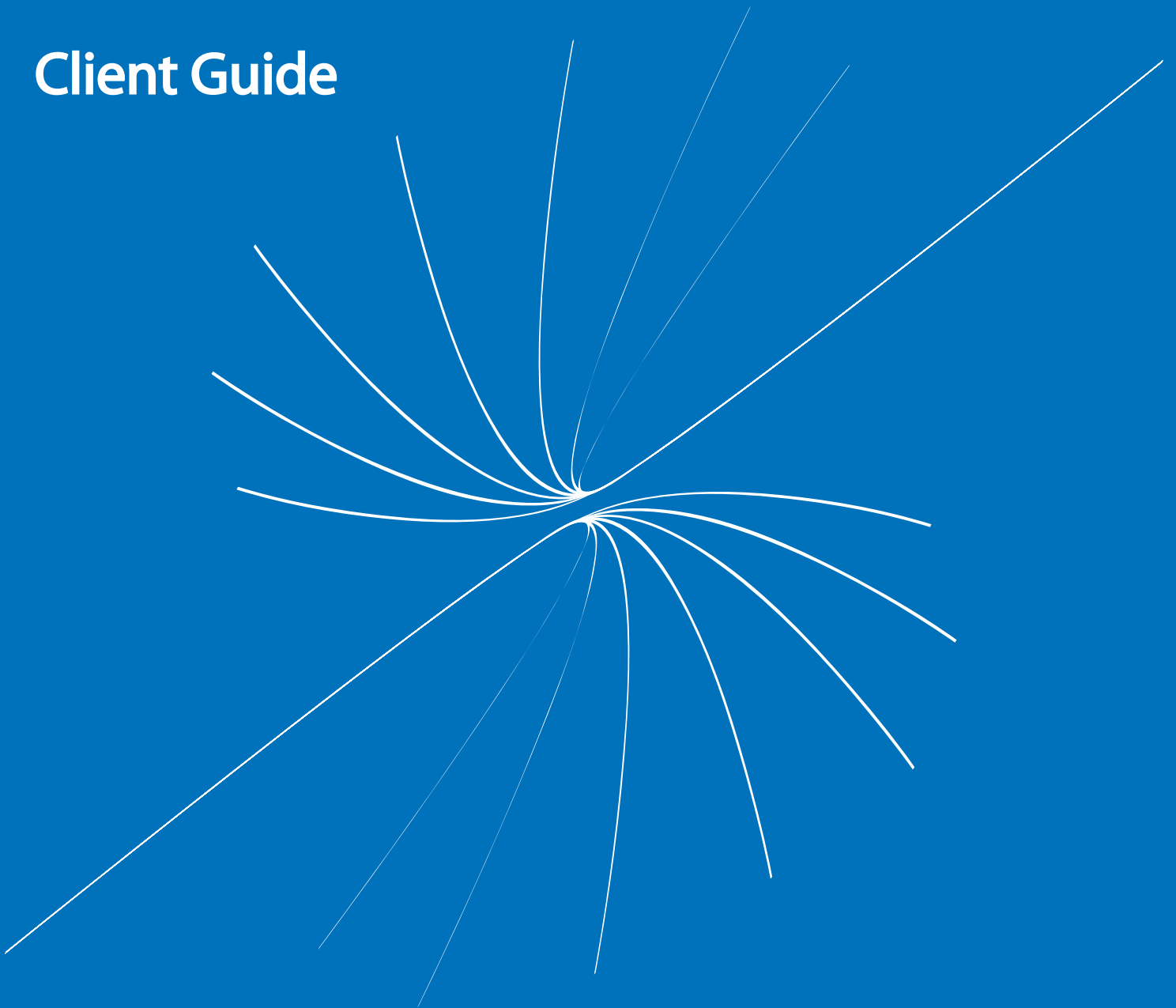


mclain

DIGITAL

Ad Maiorem De Gloriam

Client Guide



Introduction:

This document should help you better understand the services that we offer, and answer some of the basic questions that you will be sure to ask. Though not exhaustive, this guide will put you well on the way of understanding what we are about, what we offer, and the various ways that you and your customers will be able to benefit.

If you would like to talk to someone in person, feel free to contact us (we don't bite... everyone...). You can contact us through our website, which for the sake of convenience is <http://www.mclaindigital.com>.

We recommend grabbing your favorite caffeine laden drink and relaxing while we take you, for the briefest of moments, into the ultra creative world of design. Have fun!

Who we are...

We are an Experiential Design firm dedicated to making your business look great in all aspects, from start to finish. We add the touch of finesse that your company needs to stand out in the ever competitive business world through creative and inventive means. We accomplish this ever more difficult goal by immersing your customers into a feature rich environmental setting that is both pleasing to the senses as well as fun and informative to the potential buyer.

These types of situations can range from a physical location such as a kiosk in the mall, or booth at a trade show, print advertisements in magazines and newspapers, billboards, product packaging and manuals, to an expansive multimedia website, as well as everything in between.

Nothing is quite like your product or as individual as your services, so we take great pains to show your potential customers your individuality, and convey a unique and consistent business presence throughout.

Since the bottom line is important, and even multi-million dollar Hollywood movies work on budgets, we strive to deliver on-time, on-budget solutions that your business can afford, and can be proud of. We care about what you and your customers think. (We think this philosophy is crazy enough to work.)

Why the long request form?

If you've been to our *Request Quote* form you may have noticed that it is rather lengthy. (If you haven't seen the form yet consider yourself warned.) We have this form to get a good idea of your company's overall size, structure, what you're willing to spend on advertisements and promotions, not to mention who you are. These are all important things that we like to know before we sit down and start discussing your latest endeavors. We strive to take each business and project on a case by case basis, and your privacy is just as important to us as it is to you. However we do need to know a lot about you and your business before we can even begin planning any project. This information is kept strictly confidential, which means no phone calls or unwanted solicitations from anyone.

With that said, we have another crazy philosophy, quality over quantity, after all we look great when you look great. This win-win situation comes with some scrutiny over what projects we accept.

What projects do you accept?

Actually it's easier to tell you what we won't accept, remember that 99% of our potential clientele or their projects will not fall into any of these categories, we feel these things should be stated nonetheless. Remember if you don't stand for something you'll fall for anything.



- **Unreasonable time constraints**

If you needed 500 brochures, 200 t-shirts, and a fully interactive, database driven, multimedia website to sell said shirts and brochures on, by tomorrow morning at nine a.m. Then no, we are not going to accept your project.

We ask that you provide us with as much notice as possible when considering our services. This helps you and us plan for any uncertainties in an imperfect world. This does not apply to 'emergency' or rush delivery services.

- **Lack of funding**

You may or may not have \$40 million dollars to pay for the air time of a Super Bowl commercial, but you will need to be able to fund our work on your commercial, or anything else we work on for that matter.

- **Unrealistic goals**

If you want us to create something that will hypnotize your users into thinking that they are chickens. This would be a good example of unrealistic goals.

- **Unprofessionalism**

We are professionals, and expect to be treated as such. Simply put, temper tantrums and attitudes should be kept in check.

- **Quality control issues**

If you manufacture childrens toys that use lead paint, or any other diabolical atrocity then you need not bother submitting anything but an apology.

- **Conflict of interest**

We aren't for sure how this one would affect you personally but there is a first time for everything, whether your conflict, or ours, we won't accept the job, if the project is deemed to be a conflict of interest.

What is Experiential Design?

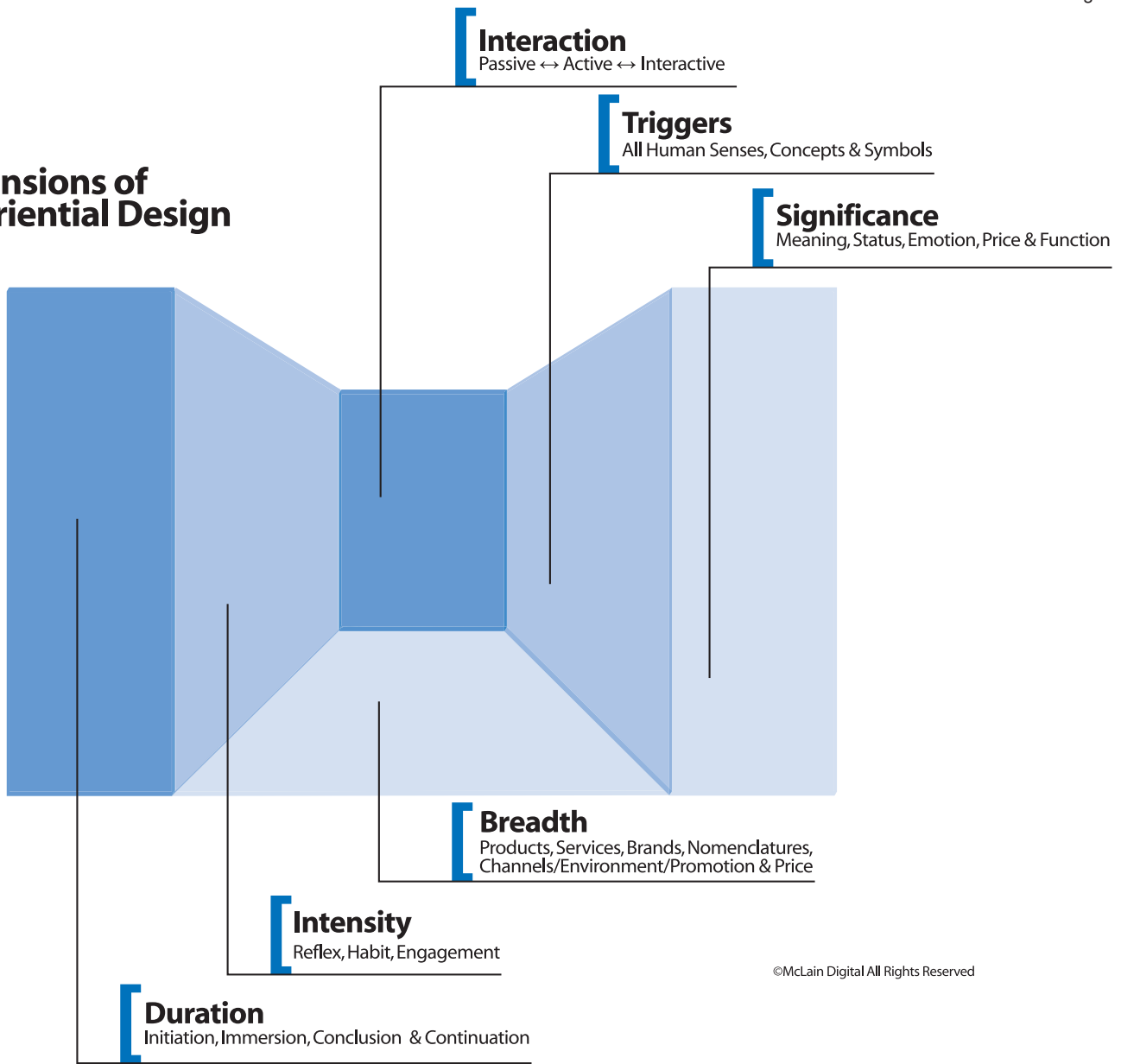
Experiential Design is an emerging cross-discipline design theory focused on attention to detail in a consistently immersive environment (physical or virtual) focusing on an enjoyable end user experience, providing emotionally engaging and mentally stimulating touchpoints between your products and services and your potential customers.

This can cover a wide range of both products and services that you may need us to design, including but not limited to:

- Exhibits
- Kiosks
- Web Sites
- Brochures
- Billboards
- Apparel
- Print Advertisements
- Virtual Advertisements
- Advertising Campaigns
- Product Packaging
- Logotype Design
- Product Branding
- Interior Design
- Manuals
- Posters
- User Interface Design
- Documents
- Signs
- Promotional Items
- Corporate Branding

The list could go on and on, but we won't. As you can see Experiential Design can be applied to almost any situation with the added benefit of user and customer appreciation.

6 Dimensions of Experiential Design



As you can see there are six dimensions involved in Experiential Design. Although all six dimensions are not necessarily involved with every project or service. However the more consistently a product, service or brand is developed across these six dimensions the more responsive your clientele will be.

This can translate into brand loyalty, higher sales, increased product knowledge base, and contribute to the overall reputation of your company.

In addition we implement the greek concept of the Golden Mean, as well as the KISS principle.

When to call us...

The answer to this question is different for everyone, but some good guide lines to follow are, if you really need to impress a client or your customers, separate yourself from the competition, or make a mark in a seemingly over exposed public exhibition.

A first impression is important and you only get one shot to make it good. Your company image should reflect the quality of what you offer to the increasingly savvy people that will be your customers. Who wants to gamble with that? Remember the sooner we are retained for your project the better the end result will be.

The Process

Step 1

The process starts at the Request Quote form on our website. Fill this form out completely. This is the first vital step down, what will eventually be, a rewarding experience for us both.

<http://www.mclaindigital.com/request.html>

After your form is received we then evaluate whether or not we are able to help you in this situation. Determining factors of this include but are not limited to, budget, time line of accomplishment, goals,

Step 2

Next we contact you letting you know the outcome of our analysis. If we accept the proposed job, we arrange a time to talk more thoroughly about your project, covering goals, expectations, and the subject at the focal point of the job.

Armed with this information, we start working immediately and begin preparing for the initial concepts that we feel would best highlight the subject matter.

Step 3

We present the concept(s) to you, and you make the executive decision about what you like and what you don't. Once the decision has been made, we take the final concept, and begin the process of turning visions and dreams into reality.

Step 4

The project is complete and now you can display your hard work with the confidence that becomes someone of your stature.

NOTE:

Although this seems simplistic a lot of work goes on behind the scenes so you don't have to be bogged down with the actual creation aspect, and retain full control over the executive decisions of the job from start to finish.

In review...

Since you've worked hard to make it this far, and even though maybe this wasn't the most interesting thing you will read this year, we do want to express our appreciation for taking time out of your busy schedule to let us spout off a bit about ourselves.

It's a tough market out there and as a simply reminder of what you've been through we felt it was good to end with a quick review of all the highlights.

- **We are here for the sole purpose of making your business, products or services look incredible.**
- **We help add to the customers experience, through immersive environments, and through engaging product touch points.**
- **A professional look impresses customers and helps you stand out from your competition.**
- **We look good when you look good. That's a win-win situation. Can't hardly beat that now can you?**



*Whatsoever thy hand findeth to do,
do it with thy might; for there is no work,
nor device, nor knowledge, nor wisdom,
in the grave, whither thou goest.*

~ Solomon

