



GET MADE HERE

SHAC

BRANDING BY CONTEXT

A man with glasses, wearing a red t-shirt and blue jeans, is sitting on a floor covered with a collage of various magazines and papers. He is looking towards the right. The background is a dense collection of colorful print materials, including magazine covers with titles like 'ARCHIVE', 'ca', 'Communication Arts', and 'ANNUAL DESIGN'.

Hi. I'm Drew.

- **14 yrs Branding & Marketing Director & Manager**
- **6 yrs Global In-House Agency Manager**
- **6 yrs Advertising Industry Art Director & Designer**
- **3 yrs Lifestyle Publishing & Promotions**
- **BXC Founder, ECD and Mentor**

**WHAT PEOPLE SEE,
HEAR AND THINK ABOUT
A BRAND IS SHAPED BY
THE CONTEXT IN WHICH
THEY ENCOUNTER IT.
NOTHING MATTERS MORE
THAN CONTEXT.**

BXC helps entrepreneurs, athletes, personalities, and companies define their persona, champion their spirit, tune their voice, refine their look, and evolve into brands people remember and want to connect with.

Through our collaborative “DNA” insight and discovery process, we can strategically define the who, what, why and prescribe the how, to differentiate and position your service, product or brand uniquely and competitively at all touch points.



CAMELBAK[®]



Quiksilver



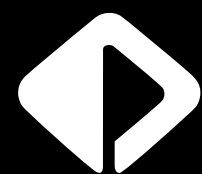
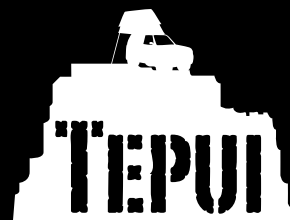
Callaway[®]
GOLF

patagonia



ODYSSEY[®]
#1 PUTTER IN GOLF.[®]

FELTBIKES



PRYDE



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magazine



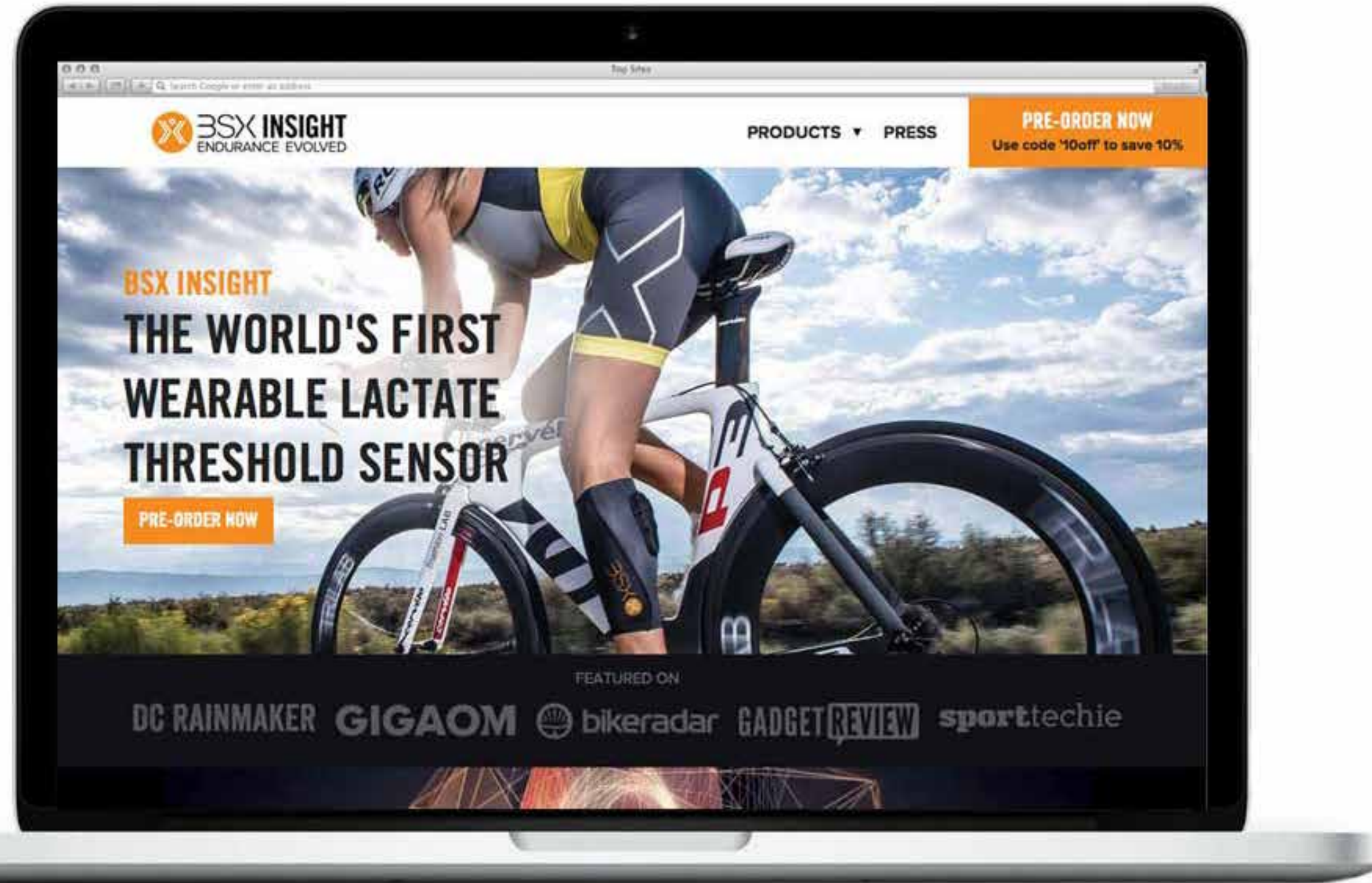
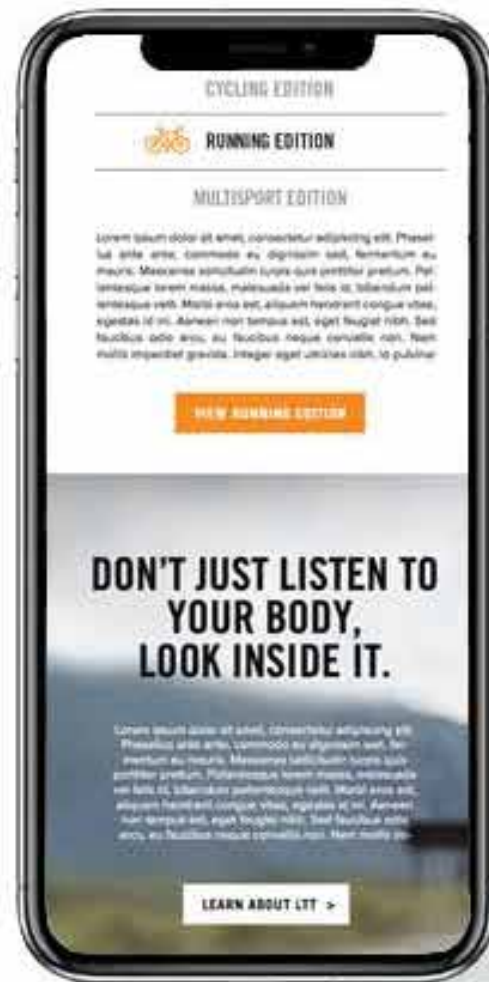
prince[®]
rule the court



**LET'S BRING YOUR PRODUCT
TO LIFE & TO MARKET.**

BSXinsight

Go-to-market brand/product launch







ZONE/NAME	CYCLING % MLT PWR	RUNNING % of LTHR	PERCEIVED EXERTION
1 Active Recovery	<55	<85	Very Light
2 Aerobic Threshold	56-75	86-89	Fairly Light
3 Tempo	76-90	90-94	Somewhat Hard
4 Sublactate Threshold	91-105	95-99	Hard
5a Supra-lactate Threshold	106-120	100-102	Hard - Very Hard
5b Aerobic Capacity (VO2max)	121-150	103-106	Very Hard
5c Anaerobic Capacity	-	106-120	Maximal Effort

* CTRW = lactate threshold heart rate.
** Zone defaults can be changed in the settings menu.

ZONE TRAINING (USING THE DATA)
Your training zones are one of the most powerful aspects of lactate threshold training. They represent a spectrum of optimal intensities which are perfectly customized to you and intended to stress the various aspects of your endurance. Time spent in each zone can vary depending on your goals and training philosophy. A sample training zone table is shown below with recommended intensities.

TRAINING USAGE
PERFORMANCE BENCHMARKING. BSXinsight is meant to be used every 6-8 weeks as a performance benchmarking tool. This gives you the data you need to track your progress and watch it improve. Most importantly, you will always be training at the optimal intensities for your current fitness level and future goals. Plus, you'll have the added advantage of knowing how you stack up against your friends.

COACH'S NOTE!
More frequent completion of lactate threshold assessments is not recommended as it does not give your body sufficient time to adapt and to improve. Doing so is not harmful, but will likely produce results very similar to previous ones.

DAILY USE. In addition to lactate threshold assessment, BSXinsight can be used on a daily basis to track muscle oxygenation changes. Oxygenation data is viewable within your account at BSXinsight.com and can be downloaded for independent individual analysis. To download raw oxygenation data, dock your BSXinsight into the base station and connect it to your computer. This will initiate the full data transfer so it can be downloaded afterwards.

REQUIREMENTS
iOS 7+ and higher
Android 4.4 and higher
Smartphone must support BLE.

COMPATIBLE WITH
MOBILE: **Bluetooth SMART**
ANT+ DEVICES:
COMPUTERS:

FC CE
MANUFACTURED BY
BSX Athletics
2500 E T C Jester
Suite #325
Houston, TX 77006, USA
info@bsxinsight.com
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LET'S GET STARTED

BSX INSIGHT
ENDURANCE EVOLVED

WELCOME!
Congratulations! You're now the owner of BSXinsight - the world's first wearable lactate threshold sensor. Let's break down how to get started and in just a few minutes you'll be on your way to training at a new level.

BSXinsight.com
Your new online dashboard. All your training data automatically syncs here so you can store it, track it and see it improve. You can even pair it with online coaching software.

BSXinsight Mobile App
Download it from the App Store or Google Play. You'll use it to control your BSXinsight sensor and receive real-time direction during the assessment test.

BSXinsight Sensor
Measures your lactate threshold and personalized training zones. Records real-time muscle oxygenation changes for post-training breakdown and analysis.

STEP ONE: SETUP AND REGISTRATION

1) CONNECT. Use the included cable and base charging station to connect the sensor to your computer. This establishes the initial pairing to your online account and is required for registration.

2) DOWNLOAD. Go to www.BSXinsight.com/start and download the latest software for your computer. This utility will then run in the background to transfer your training data to the web.

3) SIGN IN. After installing the BSXinsight software, you'll be taken to the account setup screen to create your new account.

* You can use your mobile device in this step if you prefer. For mobile setup, go to the App Store or Google Play and search "BSXinsight". Then download the free mobile app. You will need your BSXinsight sensor fully charged and removed from the base station to complete this process.

COACH'S NOTE!
Lactate threshold assessments should be completed on a treadmill or trainer for best accuracy. It's important to be well rested before your assessment. Avoid any strenuous activity for 48 hours prior - which includes anything other than light training. This will help ensure that your body is not fatigued from previous training sets, which can negatively impact your performance and the accuracy of your final results.

STEP THREE: THE ASSESSMENT

1) POSITION BSXinsight PROPERLY. Included with your BSXinsight is a custom compression sleeve. Place the fully charged BSXinsight sensor into the sleeve pocket through the larger inside opening. Carefully pull the sleeve up to just below the bend in your knee as shown below. The sleeve should fit comfortably yet securely on your leg, centered directly over the widest portion of your calf. This is very important!

COACH'S NOTE!
A lactate threshold assessment is designed for you to go until exhaustion and will last approximately 30 minutes. It will take you through a spectrum of intensities from very easy to very hard, with each intensity stage lasting for three minutes. When you can no longer safely continue, stop the assessment and press stop. Tests shorter than 20 minutes are usually not long enough and must be repeated.

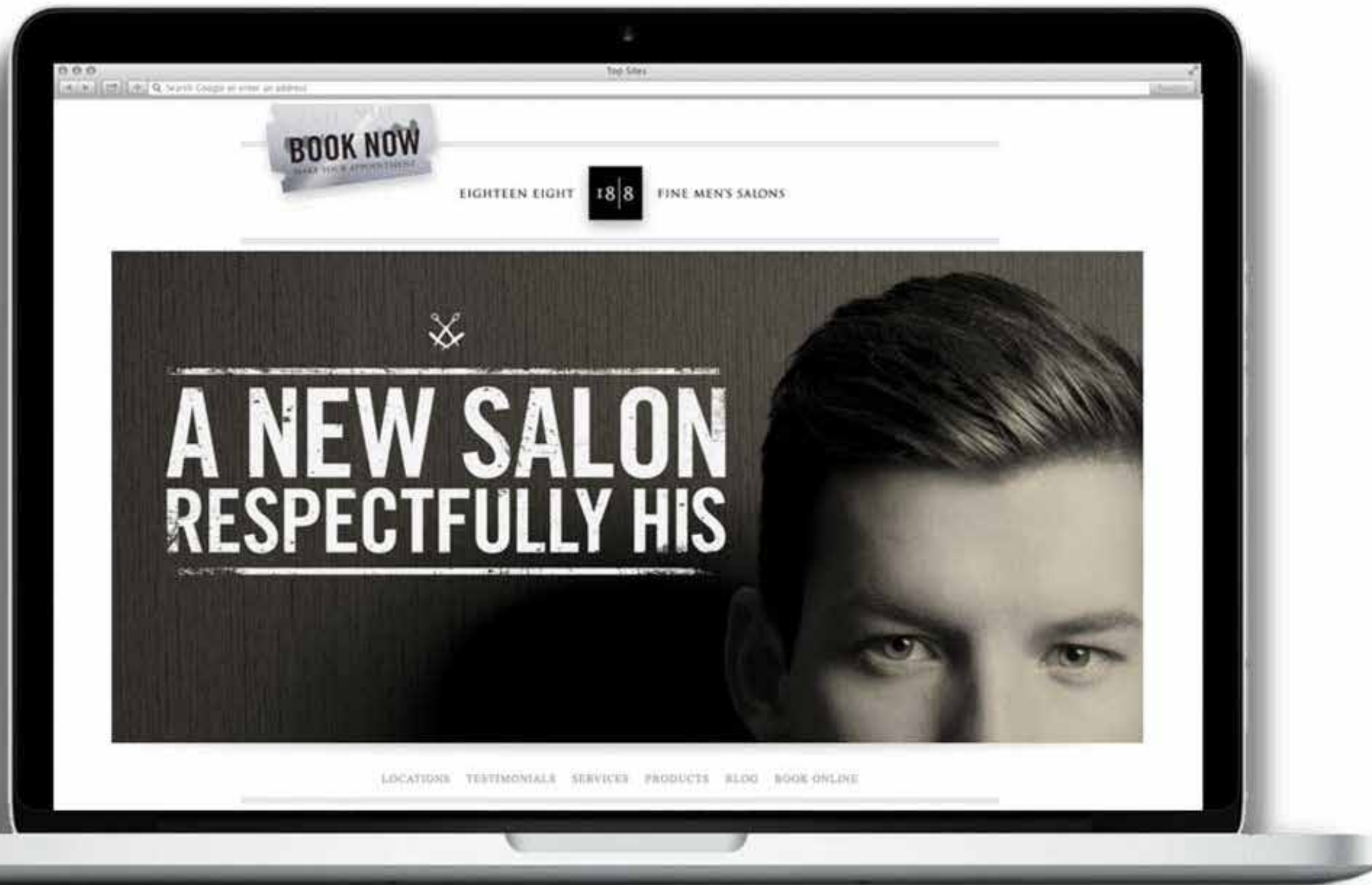
2) COMPLETE THE ASSESSMENT. To begin, simply tap the start button and follow the onscreen instructions for when to increase intensity and by how much.

The screen will automatically lock to prevent any unintentional disruption of the assessment. To unlock, simply tap the lock button and then tap it a second time to immediately end the recording. Careful! Don't do this too early or you may need to restart at a later time.

Your results are calculated immediately on screen and automatically uploaded to the web from your phone for access on all your devices (Internet connectivity required).

18/8 BARBERS

Franchise brand refresh, campaign + creative



BOOK NOW
MAKE YOUR APPOINTMENT

EIGHTEEN EIGHT 18|8 FINE MEN'S SALONS



LOCATIONS TESTIMONIALS SERVICES PRODUCTS BLOG BOOK ONLINE



WE FIX BAD HAIRCUTS.
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YOU DON'T GO THROUGH HER PURSE.
WHY HER SALON?

READ MORE >



HAIRCUTS & STYLING
FACE TREATMENTS
SCALP TREATMENTS
HAND TREATMENTS
SHAVES
WAXING
COLORING SERVICES



BODYLAB NUTRITION

Jennifer Lopez

Go-to-market branding launch

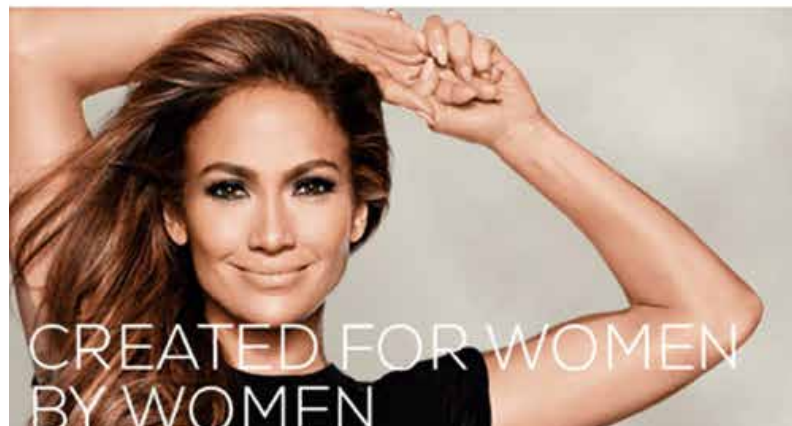
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Jennifer Lopez

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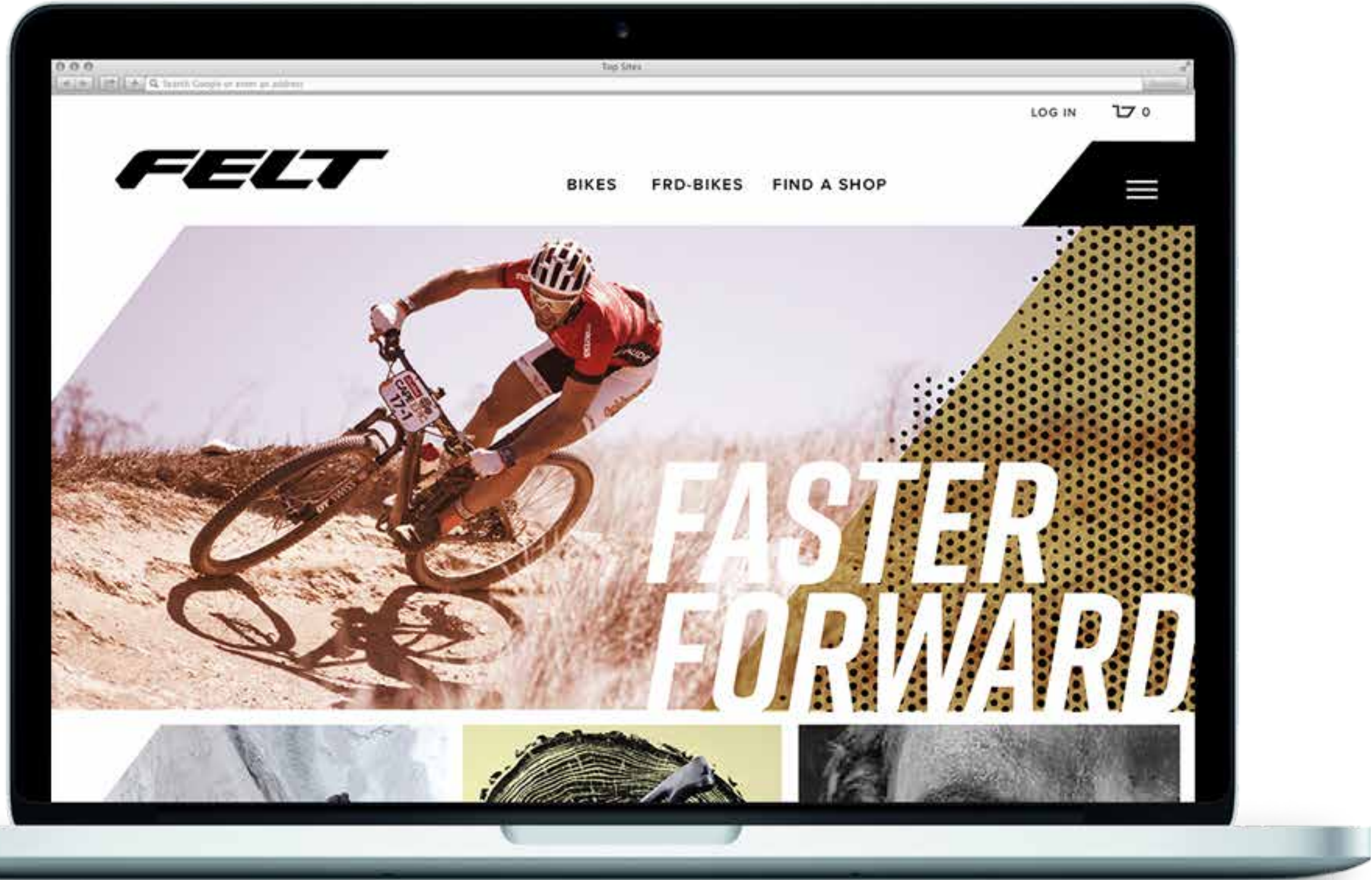
BodyLab
FITNESS FOR WOMEN BY WOMEN

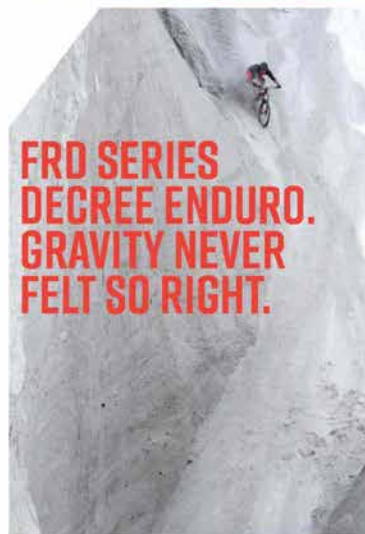
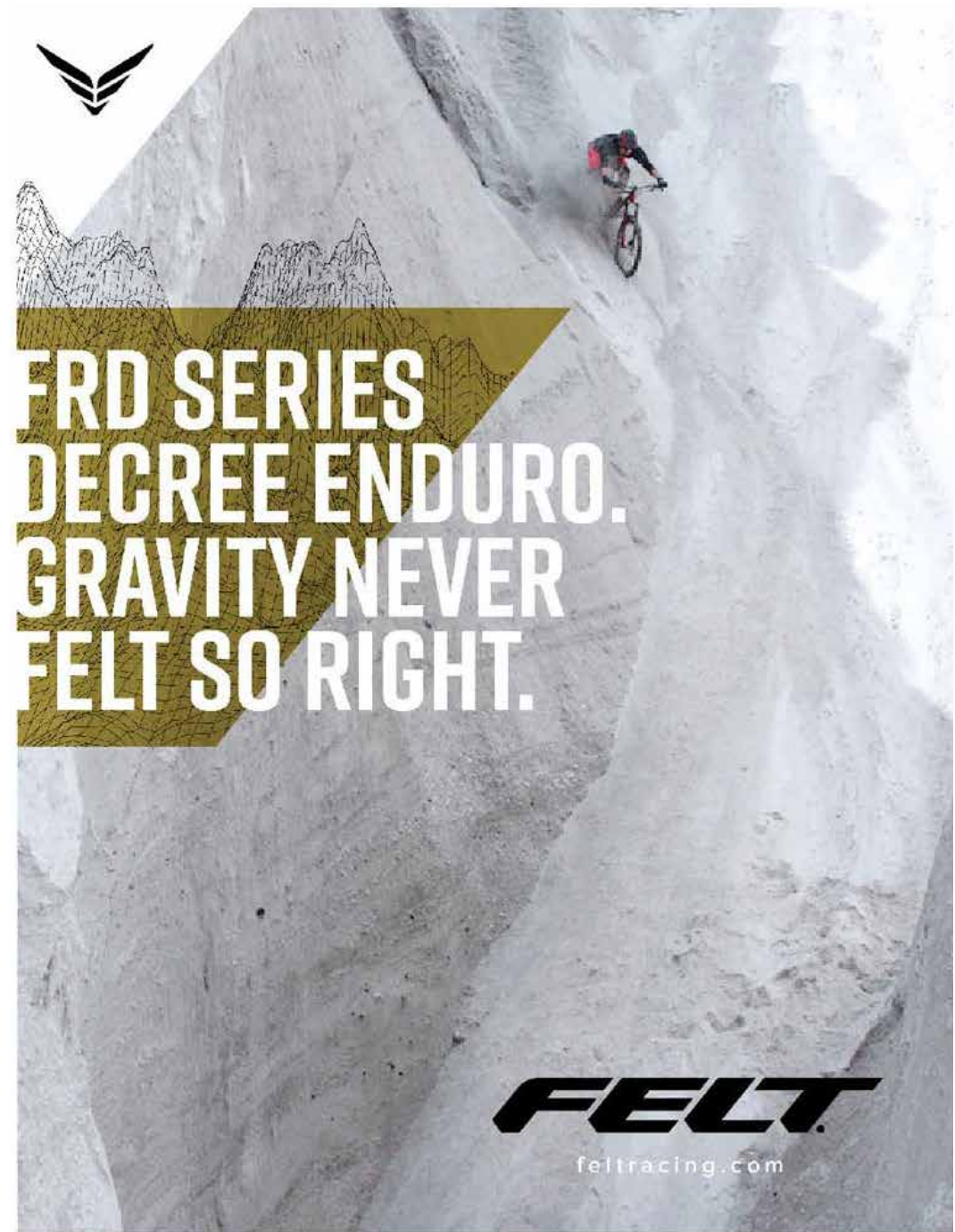


MADE HERE   
BRANDINGBYCONTEXT.COM

FELT BIKES

Look + feel update, website + campaign concepts






KOMUNITY PROJECT
Quiksilver & Kelly Slater


Go-to-market branding launch

Enter your email for news & updates




Community PROJECT

BOARD BAGS
TRACTION PADS
LEASHES



KELLY SLATER


In collaboration with 2 of the best riders in the world, Kelly Slater and Dane Reynolds, we have developed a range of Traction Pads that stick like flypaper.



PROTECT RESPOND CONTROL


THE NEXT GENERATION, NOW IN PROGRESS

Enter your email for news & updates




Community PROJECT

HOME
BOARD BAGS
TRACTION PADS
LEASHES
COMMUNITY



KELLY SLATER'S SIGNATURE PAD

- Designed by Kelly Slater
- One piece pad
- 5mm web
- 20mm lick
- Customised bullseye grip
- PSA glue
- Crom size available



WARRANTY
THE NEXT GENERATION, NOW IN PROGRESS

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Community PROJECT

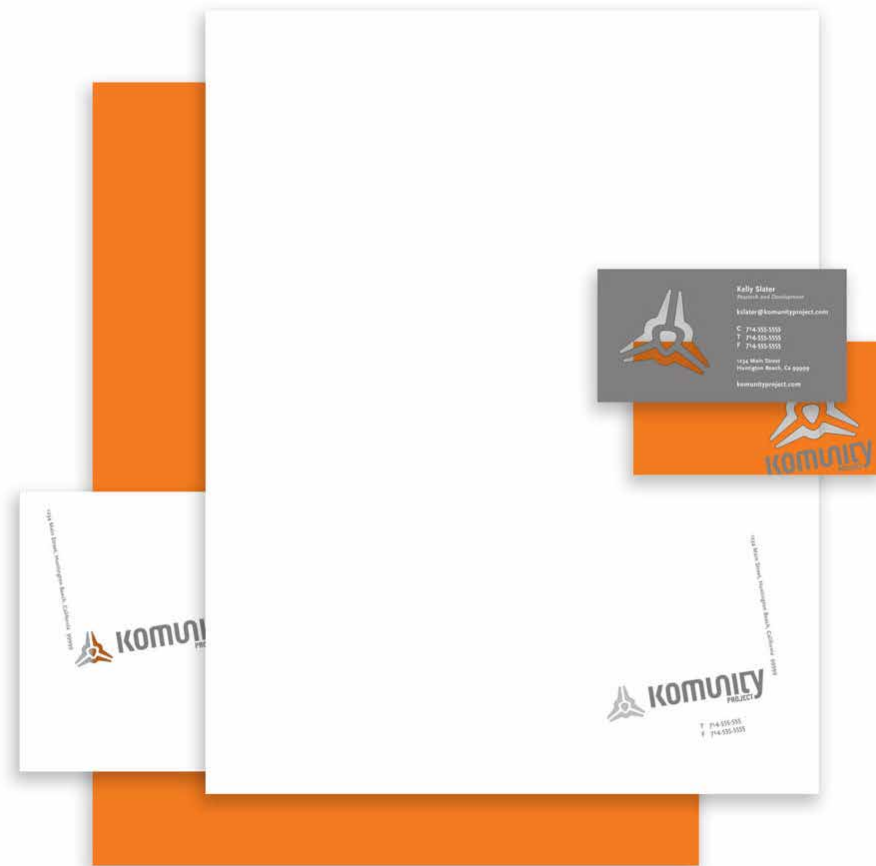
HOME
BOARD BAGS
TRACTION PADS
LEASHES
COMMUNITY



Bags designed to protect your boards in the back of the truck, on a bumpy boat ride out to Cloobreak or from airport to airport with your precious quiver, Community has the bag to fit the trip.


THE NEXT GENERATION, NOW IN PROGRESS





MOUNTAIN HIGH

Local resort look/feel update + campaign creative




LEGENDS BEGIN HERE

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LEARN TO SHRED. LESSONS FOR ALL AGES.



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LEGENDS BEGIN HERE.

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MOUNTAIN HIGH RESORTS
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ADULT Ages 13+

	Per Person
All-Day First-Timer	\$125
Half-Day First-Timer	\$105
Beyond Beginner	\$105
Group Lessons	\$45

CHILDREN Ages 4-12

	Per Child
All-Day (10am-3pm)	\$141
Half-Day Morning (10am-12pm)	\$114
Half-Day Afternoon (1pm-3pm)	\$114
Add-on Private Lesson	\$95

START TIMES:

WEEKEND & HOLIDAY

- 8:45 First Time
- 9:45 All Levels
- 10:45 First Time
- 12:45 All Levels
- 1:45 First Time

WEEKDAY

- 9:45 All Levels
- 10:45 First Time

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quick-e TICKET

QUICK-E TICKET RELOADABLE \$5

	Adult	Child
Complete Package	\$37	\$27
Ski Only*	\$30	\$30
Poles Only	\$10	

*Helmets \$8 (not included)

15000 Credit Card deposit req.

VIP & ONLINE WINDOWS 11&12



\$299

Early Snowbird
SEASON PASS NOW ON SALE

Welcome

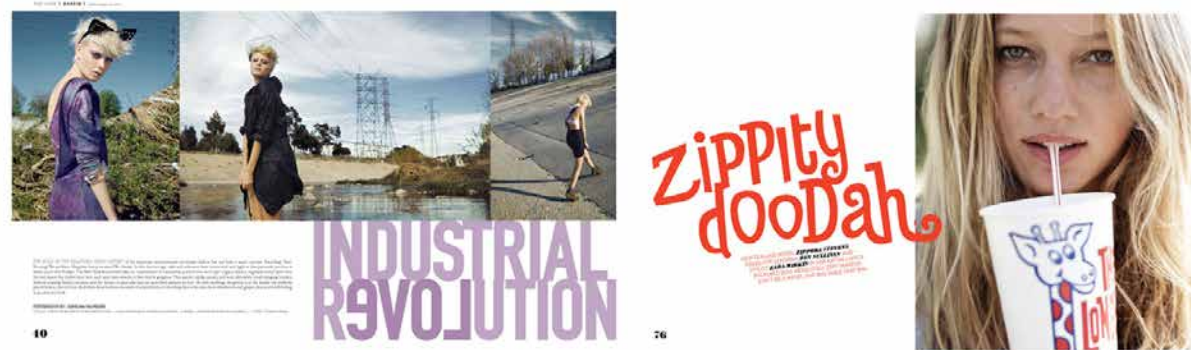
THE WEST BASE
LEGENDS BEGIN HERE



RANDOM AWESOMENESS

Everything else in between





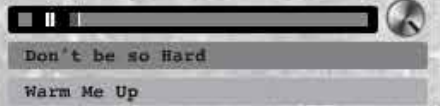
THE PACSUIT
PAC★TOUR
 1.16.08 - 2.16.08

HOME TOUR SWEETS BANDS BLOG



THE AUDITION
 DOWNLOAD WALLPAPER

The Audition are headlining PacTour in support of their sophomore release Champion. This Chicago quintet has heard many definitions of what their sound is: pop, punk, dance, rock – take your pick. Truth is, they've earned every one of them by blending smart pop lyrics and grooves with memorable guitar licks and addictive beats. When deciding how to follow up



To find out more on the band, visit their MySpace page.



envy on the coast

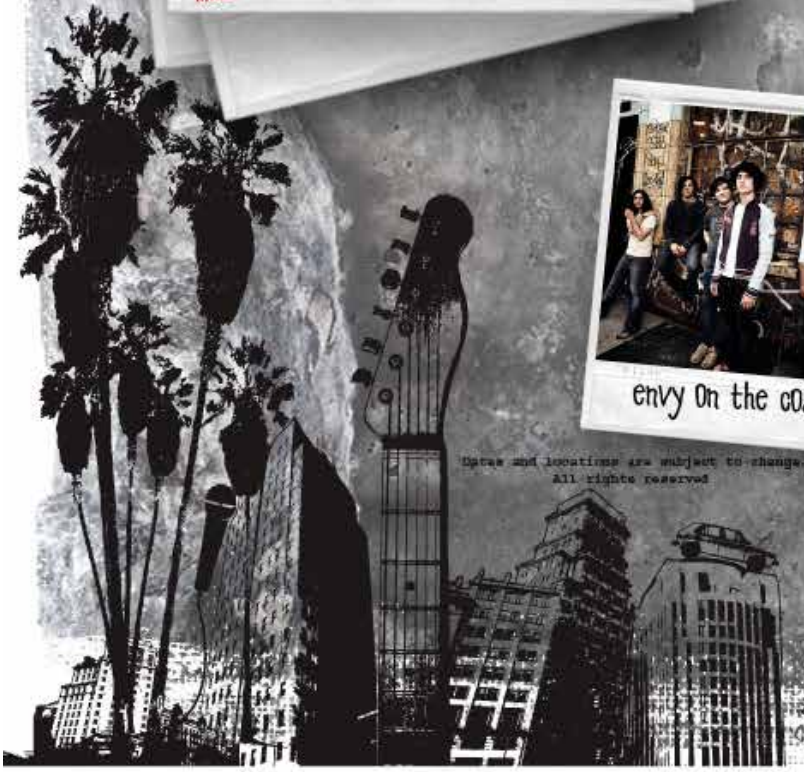


DANGER RADIO



Another Day Late

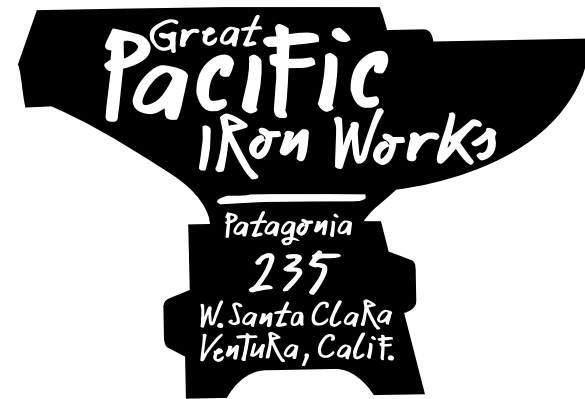
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El Pollo Loco



**BRAND IS MUCH MORE
THAN A NAME OR A LOGO.
BRAND IS EVERYTHING,
AND EVERYTHING
IS BRAND.**

ENGAGEMENT FLEXIBILITY

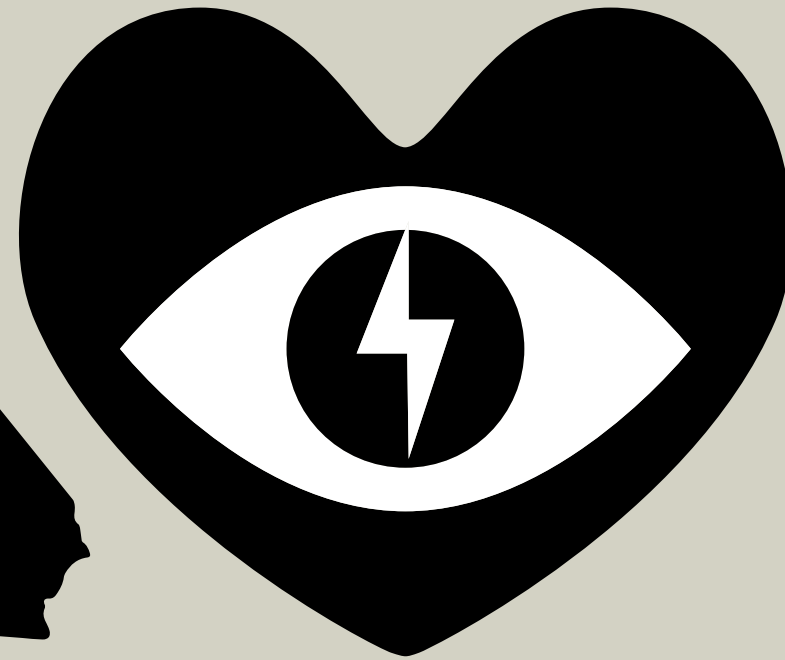
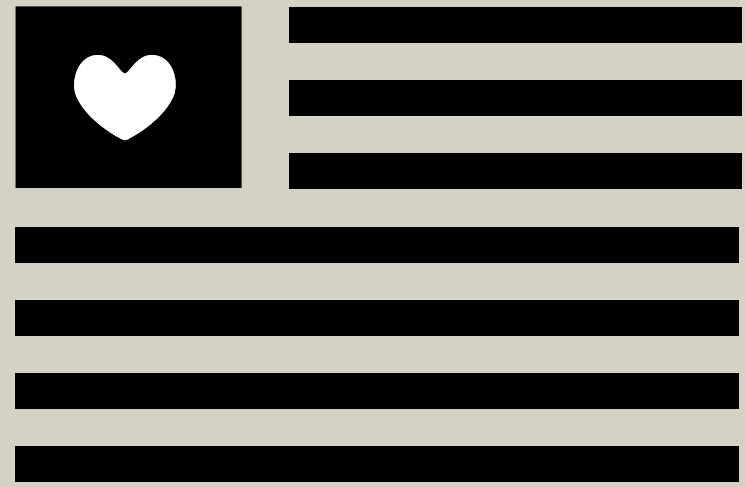
Per Project - *Quote/Budget Each Project Deliverable*

Fractional/Advisory - *CMO (Chief Marketing Officer)
and/or ECD (Executive Creative Director) - Fixed Hourly*

Monthly Retainer - *Contract/payments based on
flexible-project list and consulting hours reserved*



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