

CAPTURING THE DYNAMIC CULTURE OF YOUR ORGANIZATION

Photographic Anthology by David Hume Kennerly



FOCUSING YOUR BRAND

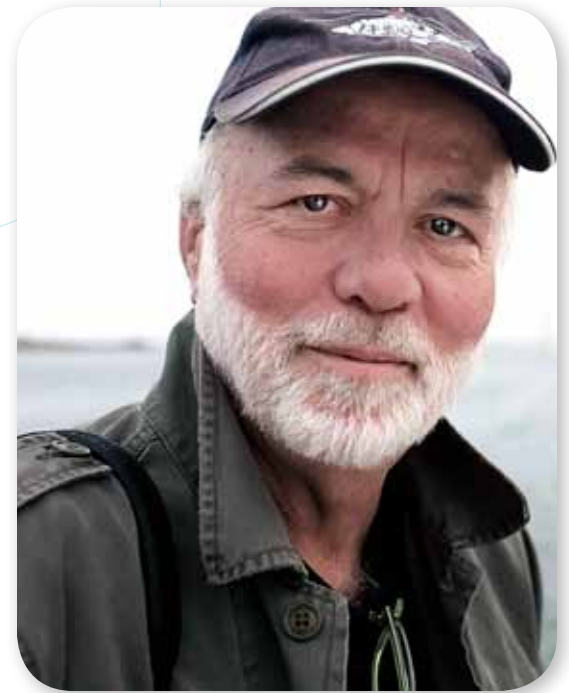
Pictures are a powerful force when it comes to conveying a brand. Photographic images inspire, inform and involve customers, employees and constituents.

Pulitzer Prize-winning photojournalist David Hume Kennerly has been illuminating history for 45 years with his compelling photographs of world events, presidents, wars, politics and culture. Kennerly's documentary images have told the most important stories of our generation. Now Kennerly is employing his unique documentary style to help select companies and organizations tell their own stories visually.

Great photographic images are moving and visceral tools. A Kennerly Photographic Anthology will capture your company's

dynamic culture in a single curated collection of great photographic images that can be used and reused over multiple campaigns.

Kennerly Anthology images are perfect for use in advertising campaigns, marketing collateral pieces, human resources programs, internal communications, facilities projects, public relations campaigns, community relations programs, civic education projects, public service campaigns and many more applications. A Kennerly Photographic Anthology is a perpetual asset for your organization, and a vital part of your company's history.



Kennerly can work directly with your company or engage his own trusted team to work with your organization before the photography starts to identify ways you can effectively leverage the images. Past clients attest that creating a Kennerly photography anthology can pay for itself in less than a year because of the multitude of uses for the images. And not just images — images created by a master storyteller and Pulitzer Prize-winning photographer.



THE PROCESS

What are your organization's objectives? Your company's most compelling stories? What are the primary intended uses for the imagery?

We start with creating an effective creative brief to ensure that photo shoots support your communication and branding objectives.

After assessing your objectives for your anthology, Kennerly will document your organization and its culture through a series of strategic photo shoots. Photography can be project-based or part of an ongoing or open-ended engagement.

Kennerly and his team can handle all logistics for collecting and creating the images that effectively capture your organization's essence. We will also craft Kennerly images into a single, sharable, easily-accessible form that will allow for effective usage by your company. From advertising agencies to internal marketing divisions to human resources, we can help ensure that your

Kennerly Anthology images are available and working to tell your company's stories. Throughout the project, we work closely with key stakeholders within your organization to ensure the images are broadly leveraged and can fulfill their potential.

Kennerly's compelling and award-winning documentary style will create unique and compelling images with a fresh perspective that can be used and reused in multiple ways. From advertising and corporate identity campaigns, to employee "day in the life" documentation to civic events and government improvement projects, Kennerly imagery will provide a cohesive visual brand that will tell your company's unique story.



MAXIMIZING EMPLOYEE INVOLVEMENT

Your anthology offers a series of opportunities to engage, educate and motivate employees and partner organizations.

Our team can work closely with your internal departments to craft a strategy for engaging employees, partners or other stakeholders you feel are critical to telling your story and documenting your culture.

Examples of involvement might include:

Coworker Nomination Contest

Employees are invited to nominate coworkers or civic partner organizations based on criteria set by the leadership of the organization, with the winners earning the prize of being a model for the photographic anthology and its many extensions.

Employee Photo Contest

Employees are invited to submit their own photographs to be included and credited in internal recognition programs. Kennerly could judge these contests, with the winner spending time with him on an assignment for your company.

Story Idea Contest

Employees are invited to submit themes or story ideas to be included in the photographic anthology that would best visually exemplify the organization's brand.

Our team can develop concepts and creative materials for these contests and internal campaigns. We can also fully administer these programs, or we can support your internal department with the administration.

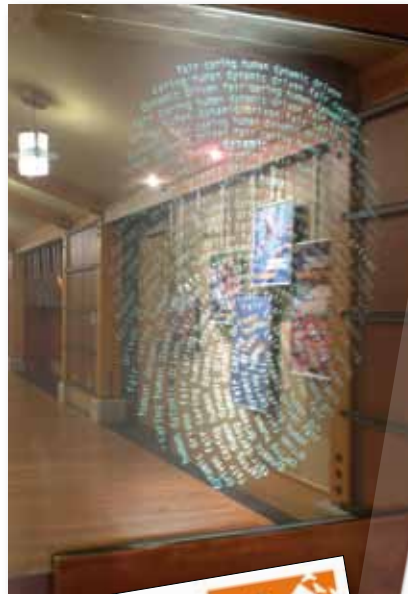


LEVERAGING YOUR ANTHOLOGY

When the lights go down and the photo shoots are over, we offer full design and production services for creating communications and marketing extensions that make the most of your new anthology.

We can help you define marketing extensions for the images that work for your particular objectives. Past clients have used their Kennerly Anthology images for advertising, as well as creating community marketing collateral, framed fine art for organizational facilities, annual reports, and a vast number of other communication vehicles.

Clients have also produced a book or calendar showcasing images. Uses for such a book range from a human resources tool for new hires to a valued keepsake for publicity or incentive purposes. We can help implement your organization's strategy from inception to final product.



RETURN ON INVESTMENT

When you evaluate the overall annual costs of purchasing images organization-wide, you'll quickly see the cost effectiveness of your new photographic anthology.

Though it's not unusual for organizations to repurpose images within a particular discipline such as corporate communications or advertising, it's rare that the rights for these images are extended for other uses in the organization without paying hefty fees.

With the Kennerly Photographic Anthology, you never have to worry about renegotiating usage rights for images because you own them forever, substantially reducing your overall costs over time.

To help bring these potential cost savings into frame, here's a glimpse of how images can be used for multiple applications within an organization.

The anthology can be used for:

- Advertising
- Internet pages for web site and online promotions
- Annual report for investors
- Human resources recruiting brochure
- Framed art for corporate headquarters facilities
- Wall coverings
- Community outreach presentations
- T-shirts, calendars and other premium items
- Book on the history of the organization
- Print ad showing organizational diversity
- Internal presentations
- Brochure on organizational products





David Hume Kennerly

David Hume Kennerly was awarded the Pulitzer Prize for his photos of the Vietnam War when he was 25 years old, one of the youngest ever to win journalism's highest honor.

Two years later he was appointed President Gerald R. Ford's personal photographer. He also won two World Press Photo awards, and the Overseas Press Club's Olivier Rebbot Award for "Best Photographic Reporting from Abroad." He was named, "One of the 100 Most Important People in Photography" by *American Photo* magazine, and is a Primetime Emmy-nominated film producer.

He produced a four-hour documentary about White House chiefs of staff for The Discovery Channel that ran over two nights in September of 2013. All 20 living chiefs, and two former president were interviewed for the project.

Kennerly has been a contributing photographer for *Time & Life* magazines, John F. Kennedy, Jr's *George* magazine, and was a contributing editor for *Newsweek* magazine for ten years. He has more than 50 major magazine covers to his credit, and has photographed stories in more than 100 countries.

He has published several books of his work, *Shooter*, *Photo Op*, *Seinoff: The Final Days of Seinfeld*, *Photo du Jour*, and *Extraordinary Circumstances: The Presidency of Gerald R. Ford*. He also produced *Barack Obama: The Official Inaugural Book*.

His work has been exhibited at museums and galleries, including a major show of his work at the Arts & Industry Building at the Smithsonian Institution in Washington, D.C., and was seen by hundreds of thousands of visitors.



David Hume Kennerly (cont'd)

In what will probably be his most published photos ever, Kennerly photographed the latest Girl Scouts cookie box covers, and he also shot their ad campaign, "What Did You Do Today?"

He has documented Bank of America's "Neighborhood Excellence Initiative," that took him around the country photographing local heroes, student leaders and non-profits. The photos appeared in hundreds of B of A branches, online, and on three sides of a building in Chicago. He has been the keynote speaker at three Bank of America Student Leader Summits, ([see intro video](#)). He also traveled to Haiti, India, Singapore, and Indonesia to photograph the Bank of America sponsored Vital Voices project.

Kennerly was a featured speaker at the 2010 Aspen Ideas Festival in Aspen, Colorado where he gave a presentation on, "Presidential Photography from Lincoln to Obama."

Kennerly recently lectured at the University of Kabul and Herat University in Afghanistan. He talked to over 600 journalists, students, and photographers on his 10-day swing that was sponsored by the U.S. Embassy in Kabul.

Kennerly is on the Board of Trustees of the Gerald R. Ford Foundation, and the Atlanta Board of Visitors of the Savannah College of Art and Design (SCAD). His archive is housed at the Dolph Briscoe Center for American History at the University of Texas, Austin.



THE TEAM



Alan Siegel

The leader in brand voice and pioneer in simplification Siegel recently created Siegelvision, bringing together handpicked, multi-disciplinary experts in clarifying purpose, motivating people, and energizing brands.

Over the past four decades, Alan Siegel has become one of the best-known figures in the branding business and a driving force behind the plain English movement in the U.S. and abroad. He has achieved the stature of both pillar of the establishment and provocative iconoclast, while building a leading brand consultancy, Siegel+Gale, devoted to positioning global companies for competitive success. As consultant, author and

teacher, Alan's influence extends to advising such organizations as Xerox, American Express, the National Basketball Association, Caterpillar, 3M, US Air Force, Dell, The Girl Scouts, Phoenix House, the Legal Aid Society, Carnegie Mellon University and the New School; creating best-selling guides for the Wall Street Journal on understanding financial markets, and serving on the boards of numerous business, cultural and professional organizations.

During the 1980s he popularized the concept of "brand voice." And in the 1990s, his firm championed the Internet as a powerful expression of brand strategy. In all he does, Alan is known for the plain speaking he demands of clients and for the excellence in

individual and organizational communications that his own firm has come to embody.

Alan pioneered the development of plain English for complex legal documents for business and government in the 1970s and is considered one of the country's leading authorities on business communications, bringing clarity to insurance policies, bank loan notes, mutual fund prospectuses and all types of government communications. Alan was the director of a project for the Internal Revenue Service to simplify U.S. individual income tax forms.

THE TEAM



Tom Walker

Tom Walker's background bridges the worlds of design and photography with brand development and strategic planning.

Walker has collaborated with Kennerly on numerous projects, including the design and editing of *Extraordinary Circumstances: The Presidency of Gerald R. Ford* and *Barack Obama: The Official Inaugural Book*.

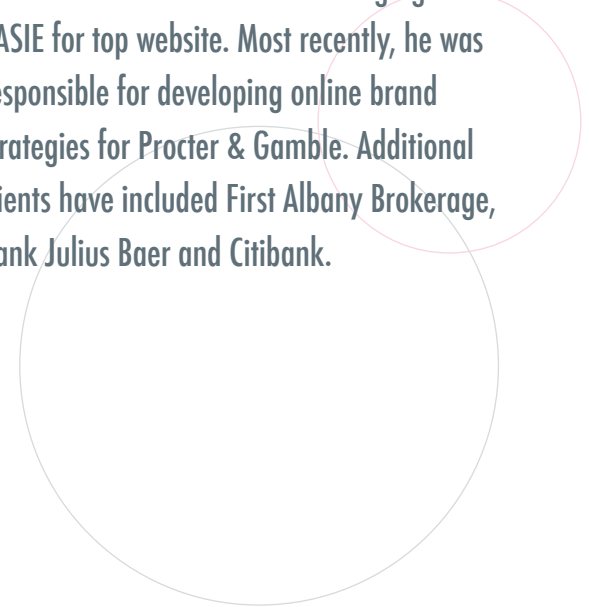
As creative director of the *New York Times* best seller *America 24/7*, he was responsible not only for the book and the resulting exhibition but for overseeing the development of the *America 24/7* photo contest and the resulting image database of more than 1 million

images gathered from more than 25,000 professional and amateur photographers across the country.

He was also responsible for the creative direction of the *Day in the Life* photographic book series, including *A Day in the Life of America*, *Soviet Union*, *Spain*, *Japan*, *Africa*, *Armed Forces* and *Day in the Life of the American Woman*.

His experience in brand identity began with supervising the worldwide implementation of HongKongBank (now known as HSBC Bank) and has carried through the design and development of websites and online marketing strategies for Continental Airlines,

Ernst & Young and Capital One. His website for Continental Airlines was awarded the American Association of Advertising Agencies' CASIE for top website. Most recently, he was responsible for developing online brand strategies for Procter & Gamble. Additional clients have included First Albany Brokerage, Bank Julius Baer and Citibank.



THE TEAM



Elaine Tajima

Elaine Tajima is the founder and CEO of Tajima Creative, an experiential marketing and design firm in Los Angeles. The company's history of meaningful experiences began with the launch of Washington Mutual's national retail strategy and went on to developing and implementing large-scale communication and design projects for such clients as Visa, Apple, Target, Levi Strauss & Co., Fiji Water, Lucasfilm, WalMart, Smile Brands, and Oakley. Currently, Tajima Creative has been developing multiplatform strategies and branded integration concepts for projects in sports and entertainment, as well as restaurant branding and design.

Elaine was chosen by *Graphic Design:USA* magazine as one of its "People to Watch," and her approach to retaining the industry's best

and brightest people earned her recognition as one of the nation's best bosses of 2004 by *Fortune Small Business* magazine. Tajima Creative was also named one of the San Francisco Bay Area's Top Minority-Owned Businesses of 2005 by the *San Francisco Business Times* and as the 28th largest woman-owned business in the Bay Area in 2009 with \$11.6 million in revenues.

She has been quoted or featured in *Hokubei Mainichi*, *HOW*, *San Jose Mercury News*, *San Francisco Business Times*, *Garden Design*, *Graphic Design USA*, *Fortune Small Business*, *California Home & Design Inc.*, and *Fast Company*.

Elaine's company has a history of giving back to the community in the areas of women's issues, youth advocacy, socially responsible business and the arts. She and Tajima Creative have been recognized by *Fast Company* magazine for implementing a profit-driven business strategy that is dedicated to converting a significant percentage of its billings to clients who are committed to a socially responsible business platform. She is a founder of The Good Business Network, a resource group committed to fostering the movement for socially responsible business practices.



THE TEAM



Rebecca Soladay Kennerly

Rebecca has partnered with her husband, David Hume Kennerly, for more than a decade in the development and operations of Eagles Roar, Inc., the parent company for David's photography, speaking and consultancy services. Rebecca manages all aspects of Eagles Roar, including strategic planning, project development and management, communications, marketing, writing, creative content development, business operations and archive/digital asset management. She works closely with organizations and companies who contract Kennerly photography to help

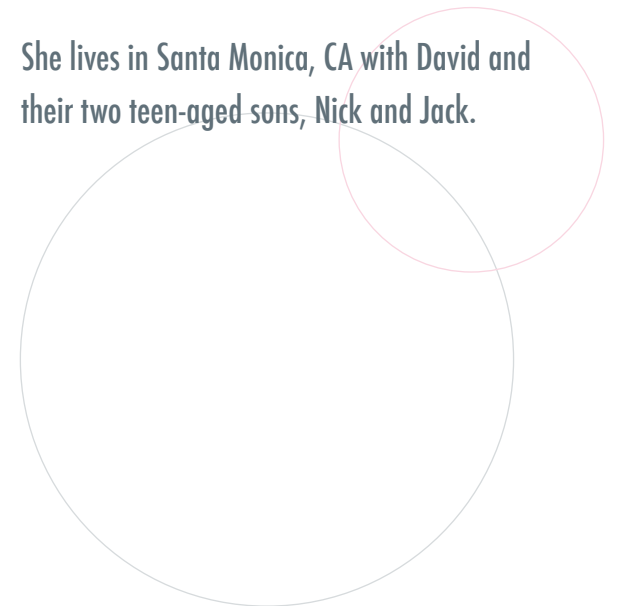
maximize program success and align objectives with outcomes. Kennerly also collaborates with David in writing and communications projects.

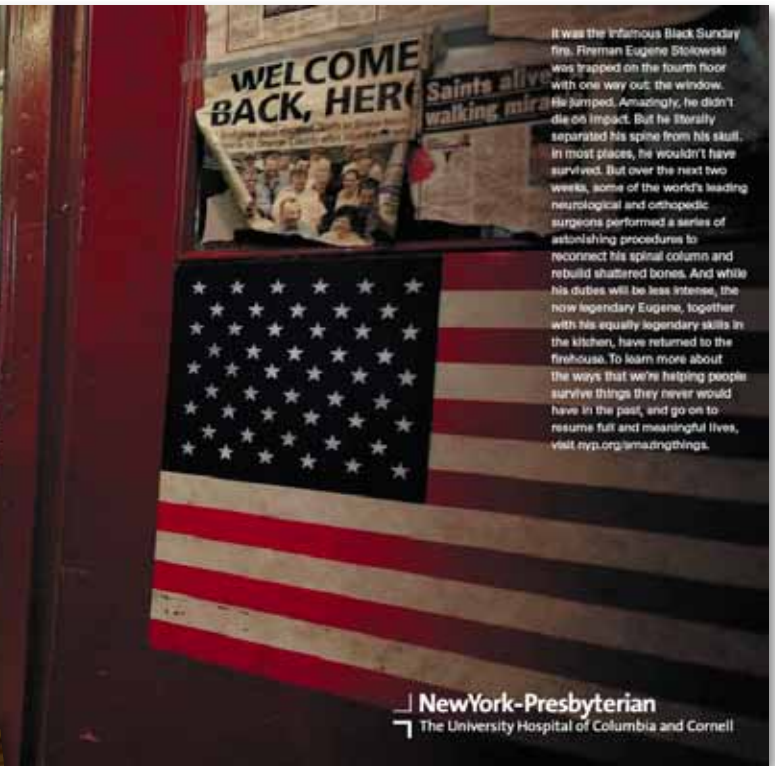
In addition to her work with Eagles Roar, Kennerly also works with non-profit companies, political committees, boards of directors, volunteer groups and small companies as temporary or acting executive director, campaign chair, program manager and president, with a special emphasis on organizational problem-solving, leadership coaching, development and capacity building. Her primary focus has been youth and

education issues and she has developed and chaired local ballot measures resulting in millions of dollars per year in local funding for public schools.

Rebecca has also worked as a screenwriter and has written scripts for feature films and television, including *Shame* for Lifetime and the top-rated ABC movie, *Empty Cradle*, starring Kate Jackson.

She lives in Santa Monica, CA with David and their two teen-aged sons, Nick and Jack.





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