

Our world is drowning in noise while we humans find ourselves infatuated with shiny distractions.

Combining timeless wisdom with proven best practices, epigraph enables a better path forward for disruptive organizations seeking more.

In doing so, we equip global leaders to exert transformative influence.



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Ben Mcleod, Unsplash

Collaborations





Trusted by the disruptive.

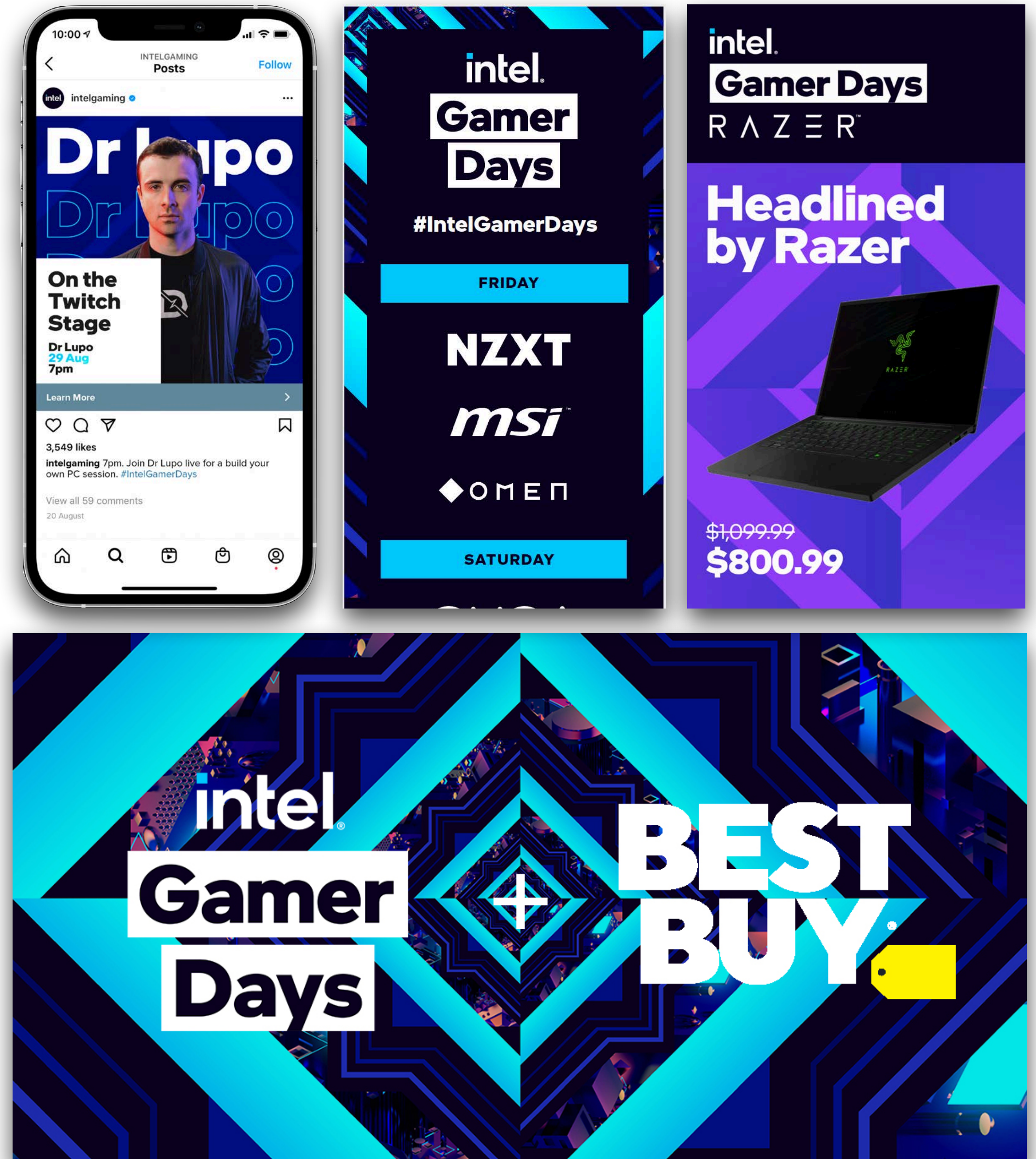
Showcase | Intel® Gamer Days

When Intel sought to bring together 100+ partners, influencers and manufacturers for a celebration of PC gaming, they enlisted our expertise. Built from the ground up as a sales activation strategy, Intel® Gamer Days started in 2018 as a U.S.-only event and in the years since has expanded to a global federated brand event spanning APAC to LAR and EMEA.

Millions of gamers worldwide have engaged with sales-driving promotions, giveaways and earned media. Laying the groundwork for this high-impact campaign meant designing a strategy to move the bottom line for all participants.

Roles

- Strategy & execution—white boarding to final wrap
- Copywriting, messaging & creative guidelines
- Design team leadership & cross-agency management
- Giveaway management & distribution
- Real-time analytics + post-event reporting



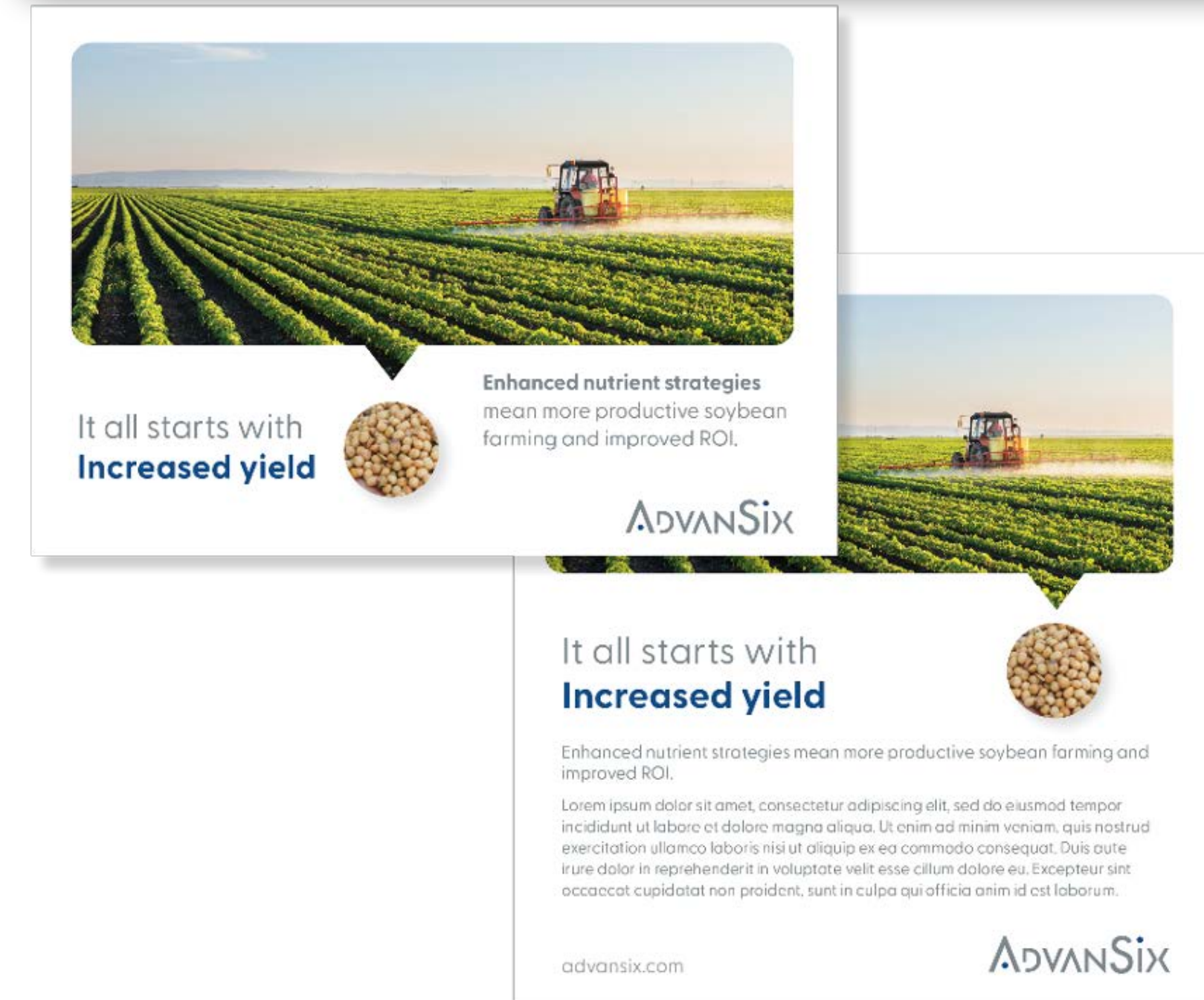
Showcase | Brand Launch

AdvanSix is a NYSE-listed, diversified chemistry company originally spun off from Honeywell. Despite robust supply chain integration and a vital role in myriad consumer products, AdvanSix's contributions were under-appreciated in the broader marketplace.

Through a strategic rebrand focused on sustainability and the integral nature of Advansix ingredients and chemistry to daily life, we helped architect a brand relaunch resulting in greater brand consistency and coherency and a significant boost to consumer awareness and the bottom line.

Roles

- Messaging strategy, positioning & audiences
- Visual concept development and guidance
- Copywriting and guidelines development
- Logo and brand style guide
- Rollout and launch event strategy

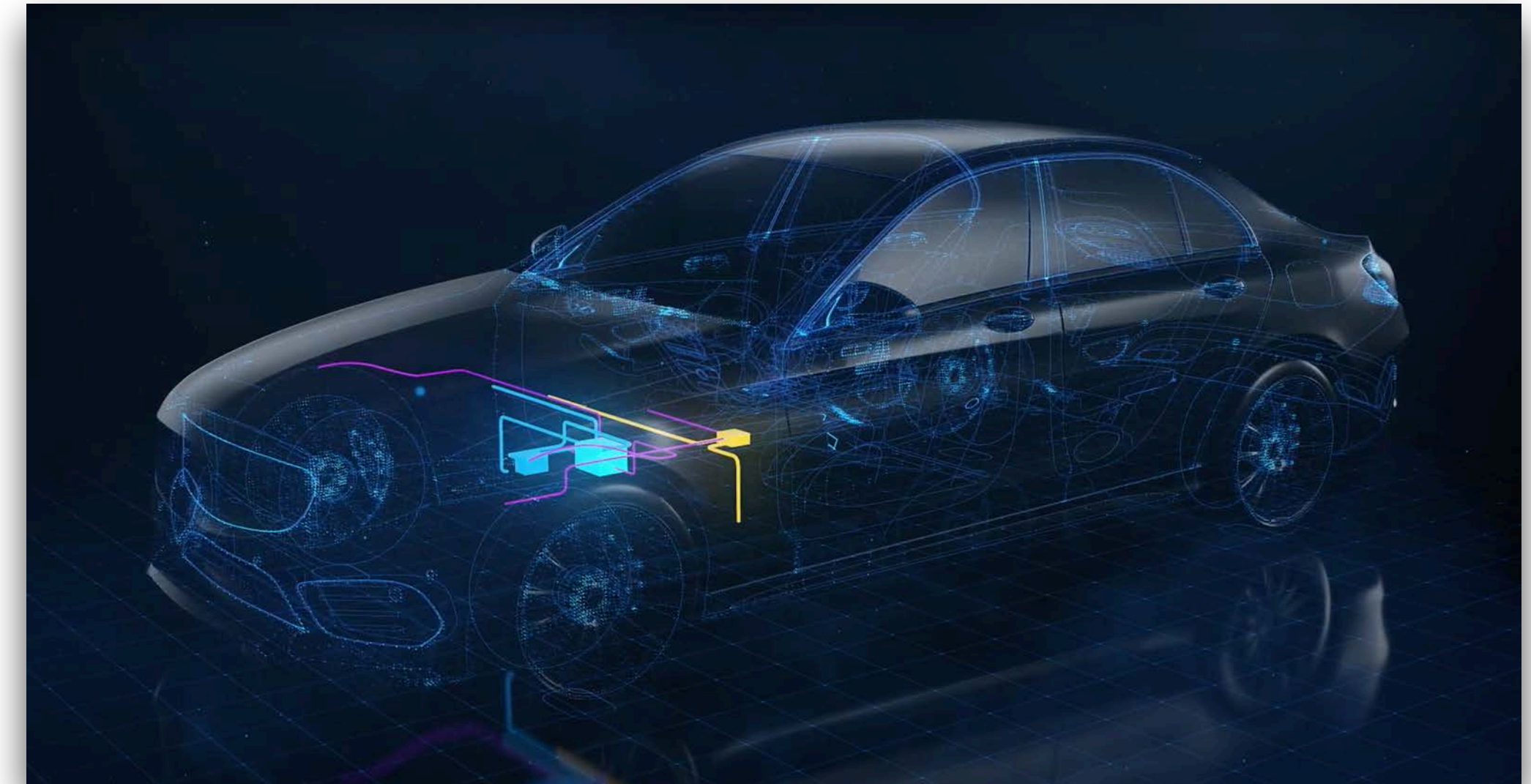


Showcase | Animations

From robust 3D technical animations to simple vector art explainers, we've guided all aspects of animation including scripting, storyboarding, art direction and production. Clients have hailed from diverse organizations with wide-ranging business goals. Click links for samples.

Roles

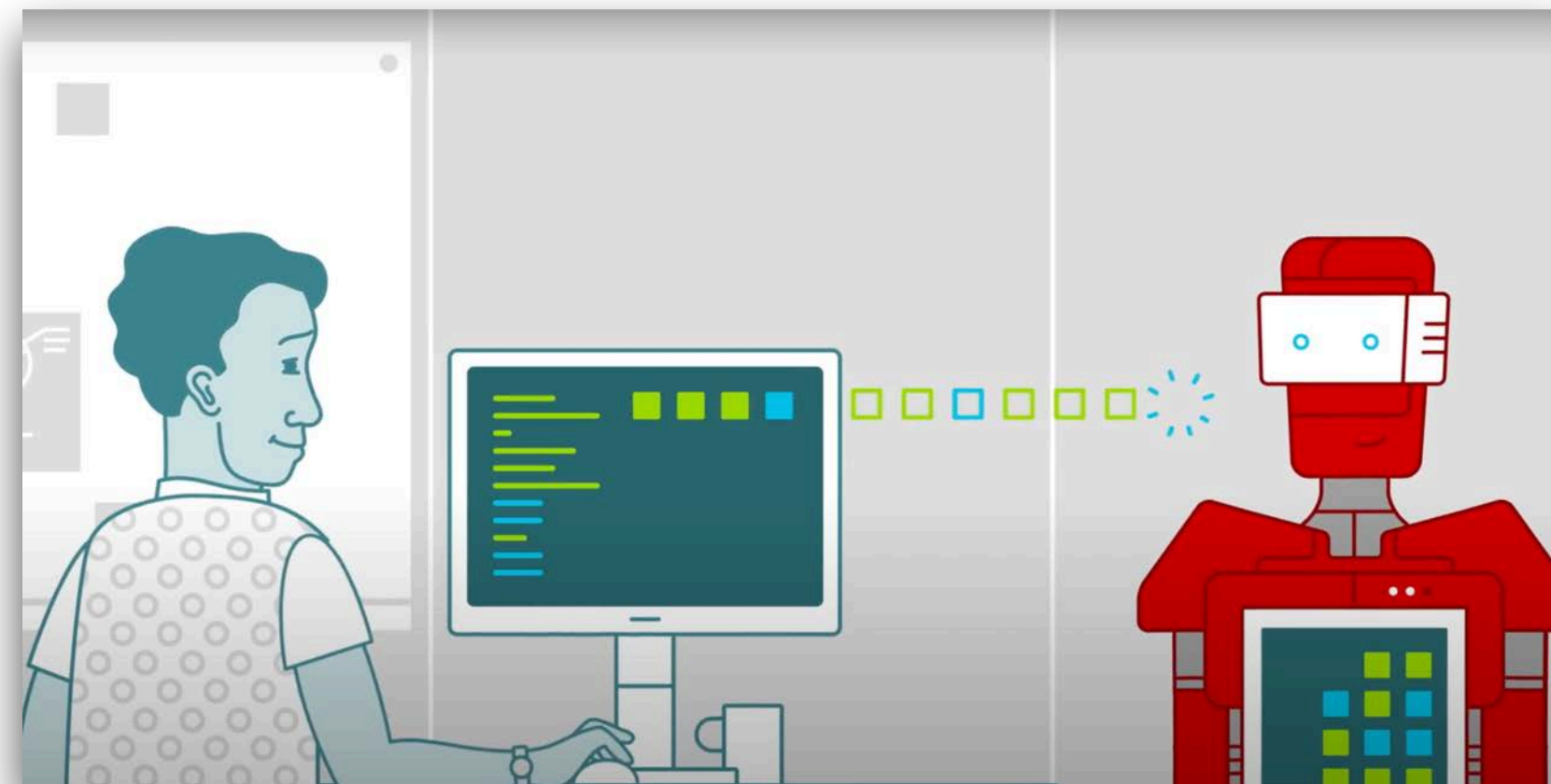
- Creative concept development & script writing
- Storyboarding and animation team art direction



Mentor Automotive Electrification Design



Intel® Core™ Showcase



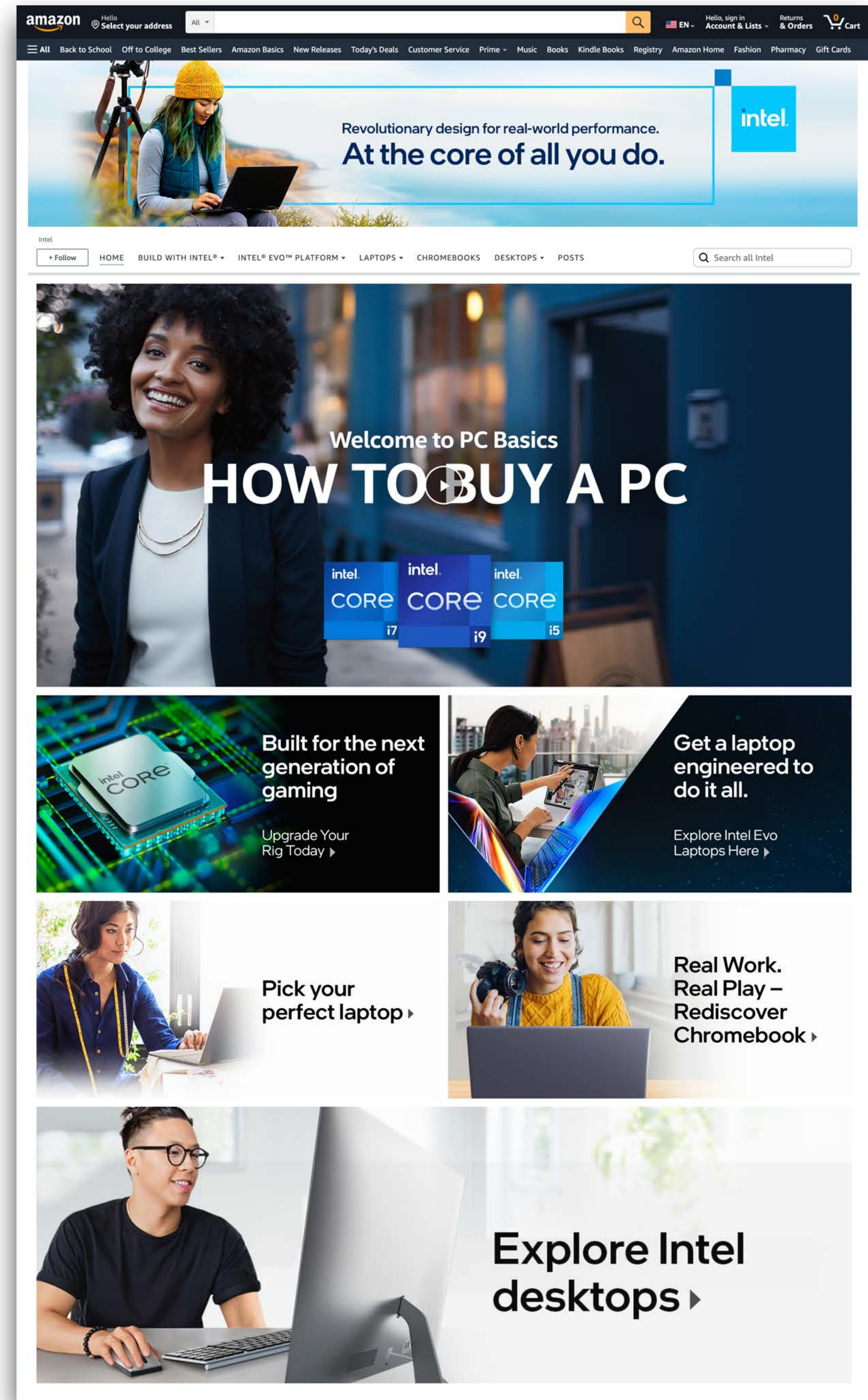
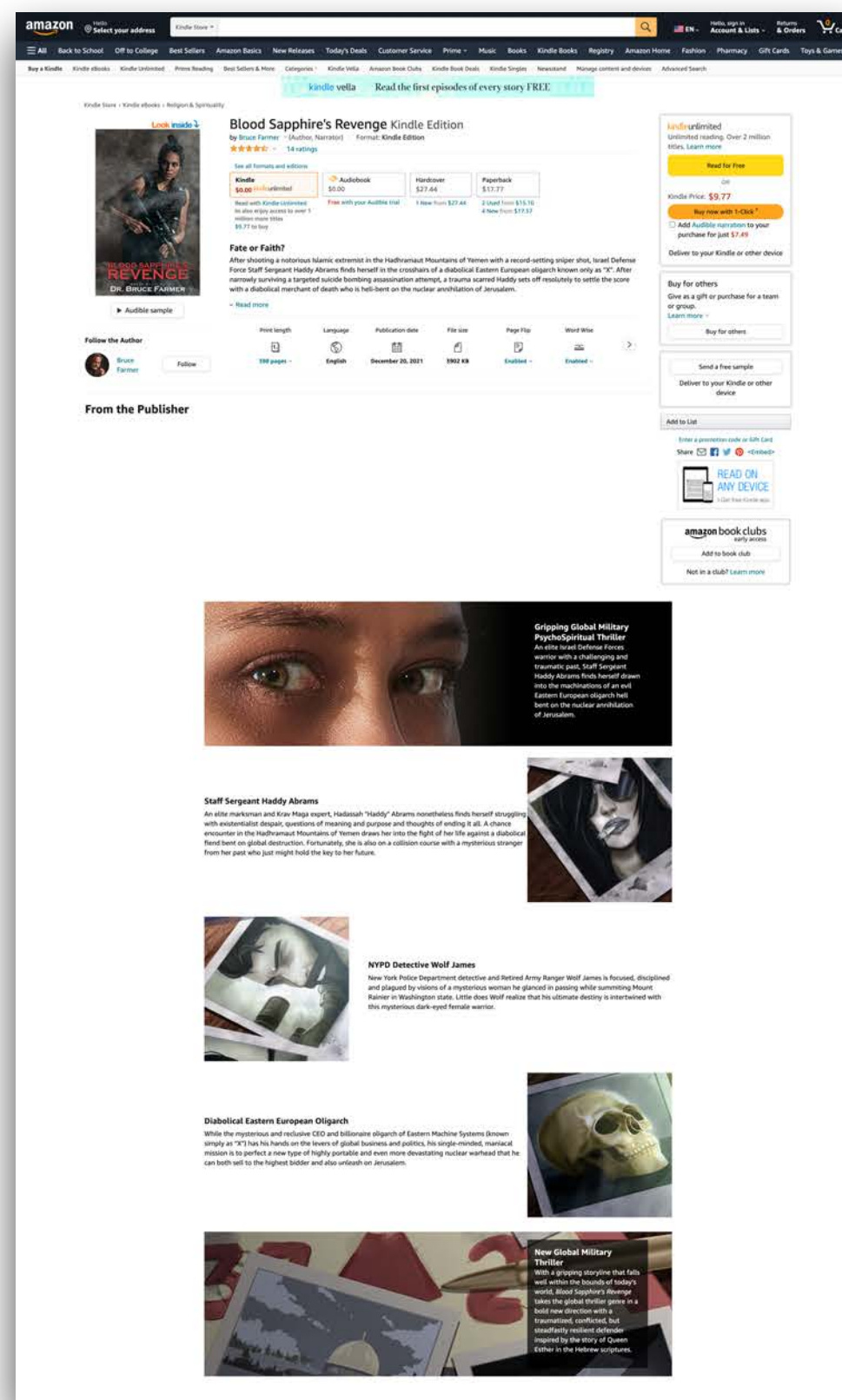
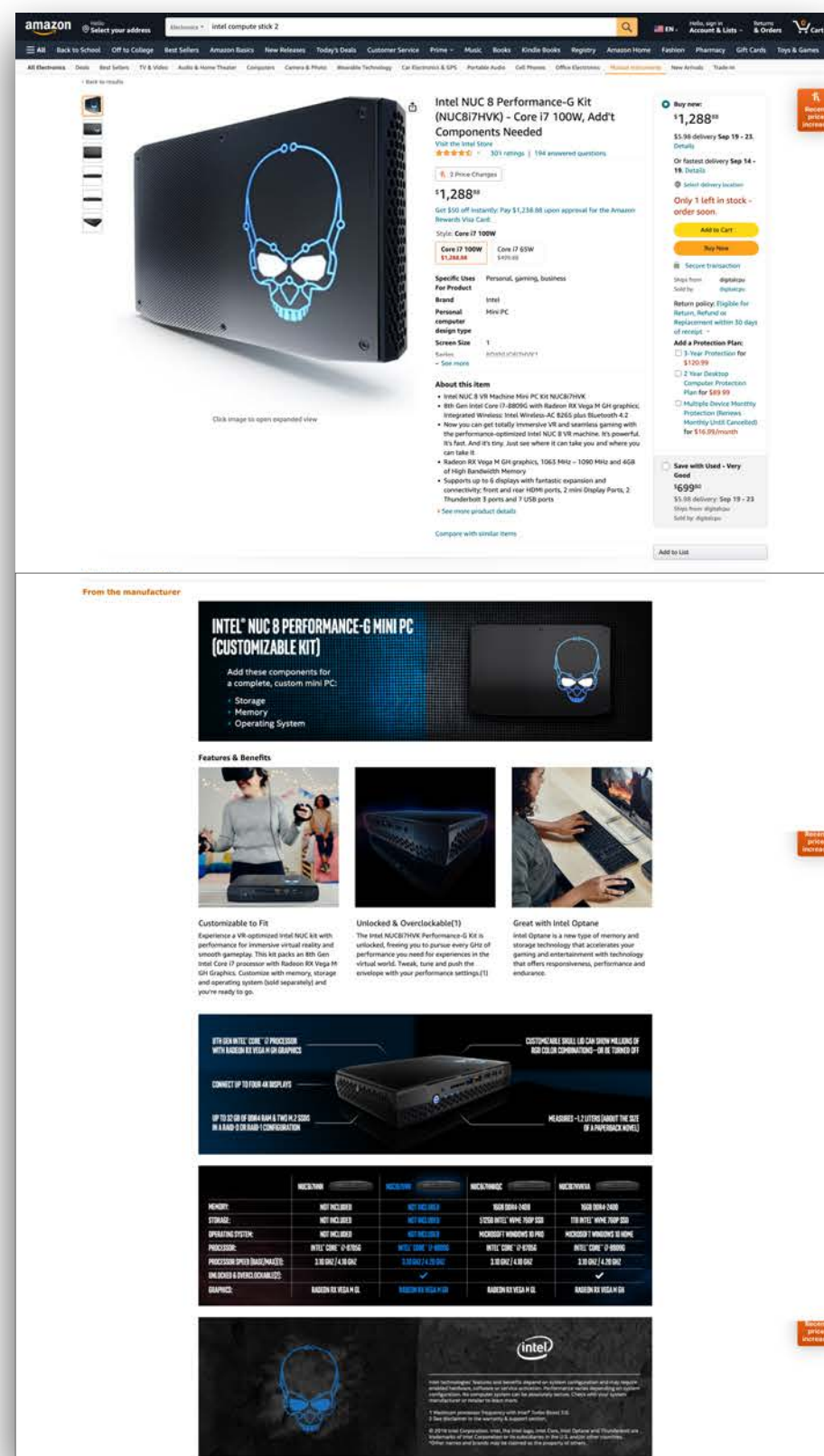
Red Hat Quay Robot Assistant



Sierra-Cedar Hero's Journey

Showcase | Amazon A+ Product Pages

Whether standalone store pages or Enhanced A+ product page content, we've designed and built to the specifications of Amazon's popular sales platform—creating high-impact, brand-aligned and SEO/AEO-ready promotional pages and stores featuring photos, videos and compelling promotional copy.





**A proven process
spanning industries
and approaches.**

Capabilities

brand strategy

go-to-market strategy

positioning

copywriting

creative direction

art direction

design direction

executive advisory

SEO strategy

SEO copywriting

paid media

earned media

values-led messaging

research

marketing tactics

high-impact storytelling

persona development

multi-channel strategy

creative team leadership

public speaking

personal brand coaching



"Tom thrives in strategic discussions, but also has creative expertise, is a killer copywriter and has a strong analytical eye. He brings fresh insights and ideas to the table and always has a can-do attitude."

Katie Lee

Director, Global Campaigns & Agency
Management
Intel Corporation



"Tom worked to develop our company brand guide. The experience was nothing short of phenomenal. The end product was excellent and helped our company develop the right messaging to engage more deeply with our key stakeholders."

Ethan Dunn

Attorney, Entrepreneur, Recycler
TreadCycle



"Tom, armed with a keen eye for innovative problem solving in the creative space, leads by example."

Ezekiel Rudick

Founder
EJRCO



"Tom has the ability to see the engagement from a bigger picture perspective, while diving into details at the right moments. Tom is easy to work with and a down to earth guy."

Tomi Lähdesmäki

Designer
Double Dragon Creative

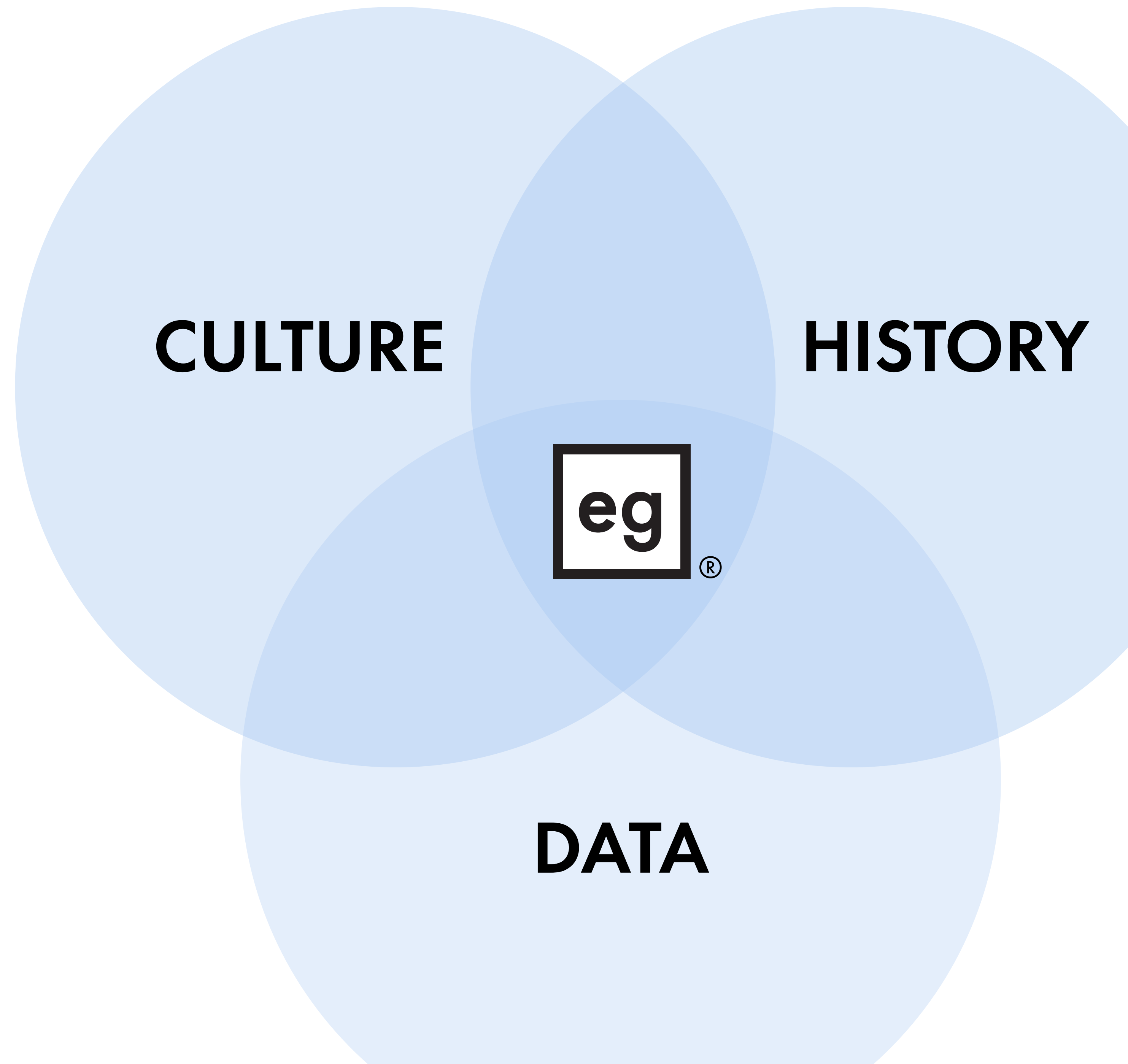


**A custom-built approach,
perfected over years.**

Strategy

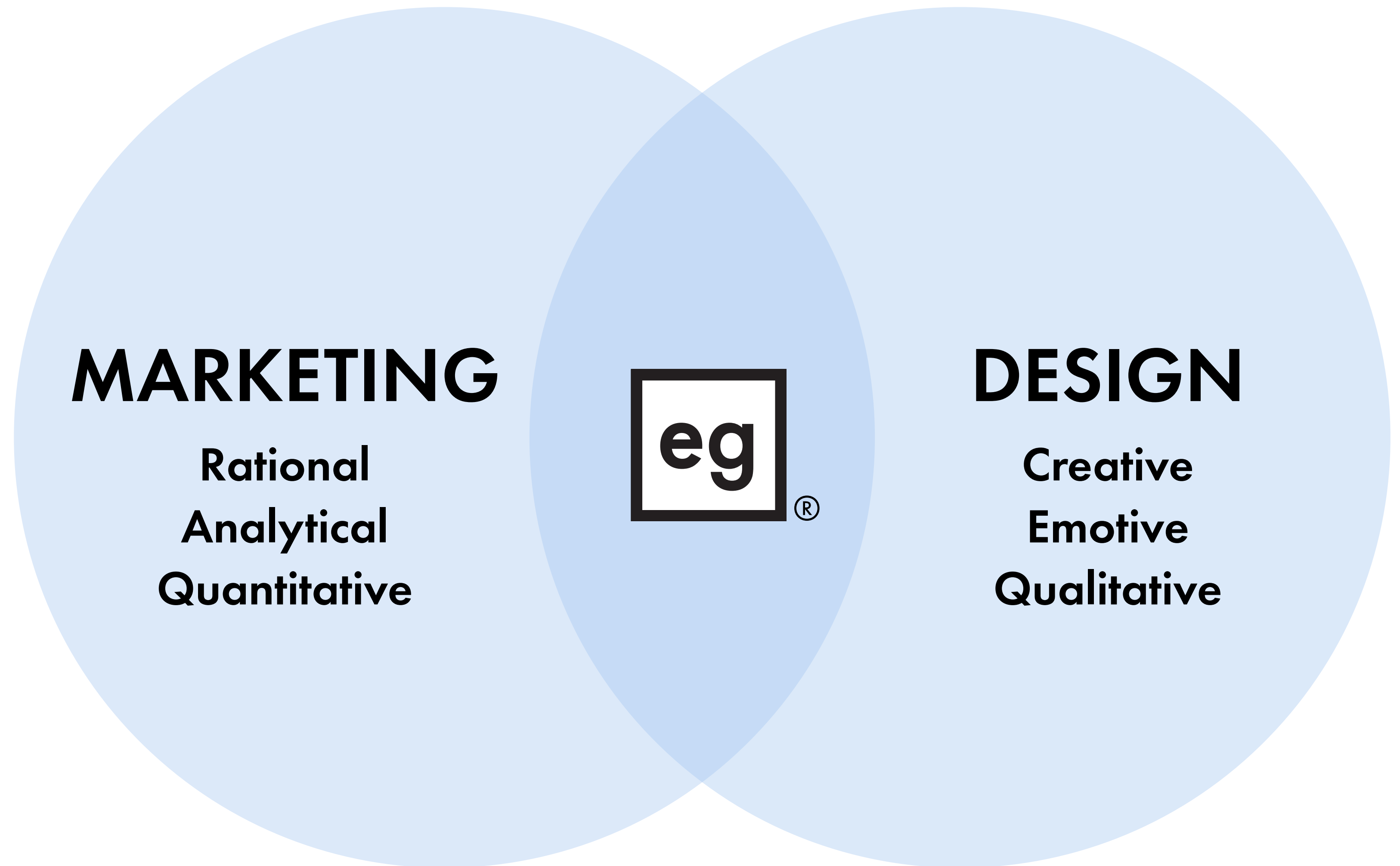
epigraph unearths novel, transformative and productive insights at the intersection of culture, history and data.

In applying these insights, we equip disruptive, sustainable brands to compete smarter.



Tactics

Our tactics seamlessly blend strategic marketing and intentional design.



Culture Mining
Novel Connections
Strategic Design Innovation +

Transformative Insights

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Culture Mining

“Cultural mining describes the process by which the most valuable parts of culture—by which we mean the arts, humanities and philosophy—are recovered and made useful for our own times.

In cultural mining, the refined and practical essence of culture is carefully extracted, cleaned, blasted and remoulded—and then used to manufacture the utensils and mental resources that will help us navigate contemporary life; work, relationships, family, self-knowledge and so on.”

—Alain de Botton
Founder: The School of Life



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Photo: Vincent Starr

Culture Mining
Novel Connections
Strategic Design Innovation +

Transformative Insights

Novel Connections

We believe in looking far afield.

...in drawing lessons and insights seemingly unrelated disciplines.

In so doing, we forge a wiser path forward.
In so doing, we honor the spirit of creativity.
In so doing, we achieve larger results.

What might:
Oil in the 20th Century

eg

Reveal about:
Lithium in the 21st

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Culture Mining
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Strategic Design Innovation

“Design creates culture.
Culture shapes values.
Values determine the future.”

Robert L. Peters
Graphic Designer & Educator
May 26, 1954 – May 8, 2023



Values

Curiosity

Always open to the new and unexpected;
committed to asking better questions

Connection

Seeking obscure and unexpected linkages;
forging deeper human bonds

Timelessness

Seeking insights from the past that remain
true and serve to guide humanity's future

Humility

Small, humble, agile teams punch above
their weight class, getting more done

Truth

Committed to seeking the objectively identifiable
and rational; even when uncomfortable

Thanks.

Tom Briggs

Founder

tom@helloepigraph.com



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epigraph

TM

More human brands.®



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