

A PROPOSAL FOR EXHIBITION DESIGN
& DEVELOPMENT FOR THE

Saint Louis Science Center

August 2, 2019

DEAR KELLY,

As a father of five, I've had more opportunity than most to observe the precise moment of discovery—the split second when a young face lights up with understanding and awe.

In many environments and over many years, I've witnessed countless euphoric moments of eureka. And I've noticed that more often than not, they happen while my kids are playing, not while they're being instructed.

As we get older, I worry that we get less playful. And that when we stop playing, we stop learning. That's why when we built our agency (and even [our website](#)), we took special care to make room for play. We encourage employees across disciplines to try and fail at new things, master them, and teach the rest of us what they learn along the way.

I think that in this way, our values closely align with yours. We both nurture and indulge a playful connection with curiosity. We do it to produce effective, award-winning work for our clients; you do it to inspire a love of science and a spirit of inquiry for millions of visitors and generations of St. Louisans. Yours is a mission we believe in, because we believe STEM education is more important today than ever. The value of critical thinking and the joyful pursuit of knowledge are the foundation of a successful society, and essential to our future.

Our response demonstrates these shared values, along with our unique perspective for the objectives outlined in your RFQ document.

In 2017, we marked our company's 40th year in business. Over that period of time, we've been fortunate enough to build brands and experiences both locally and globally. We've worked across a wide variety of categories, but partnering with St. Louis institutions has put the biggest smiles on our faces and the greatest passion in our hearts.

From the moment we received this RFQ, our entire company was excited about the chance to work with an iconic St. Louis institution like the Saint Louis Science Center. We have a team ready, willing and able to build an interactive experience beyond anything you can imagine. I want to sincerely thank you again for allowing us to be a part of this process.

Sincerely,



AUGUST HATTRICH
PRESIDENT

A PROPOSAL FOR EXHIBITION DESIGN & DEVELOPMENT FOR THE

Saint Louis Science Center

Table of Contents

07 **Our Approach**

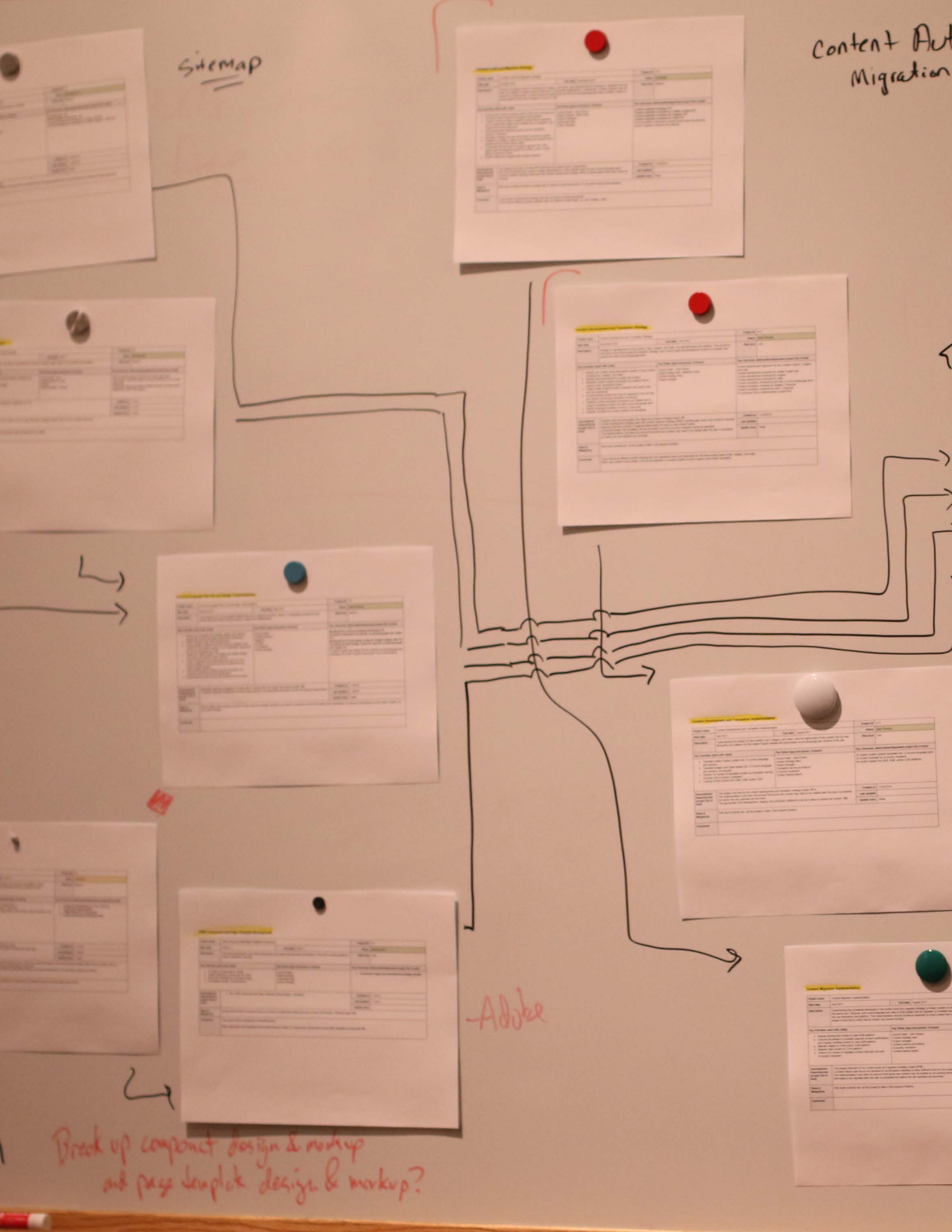
15 **Your Team**

25 **Case Studies**

50 **Happy Clients**

Sitemap

Content Aut
Migration



Adobe

Break up component design & markup
and page template design & markup?

Our Approach

OUR APPROACH

Start With Why

We like to say that despite having developers, writers, strategists, and account managers on staff, our secret is that every one of us is a designer. But we don't just design identities, websites, or ad campaigns; we design amazing *experiences*.

We're so good at this because we start with the audience experience in mind and work backward from there.

We never start with

HOW

We always start with

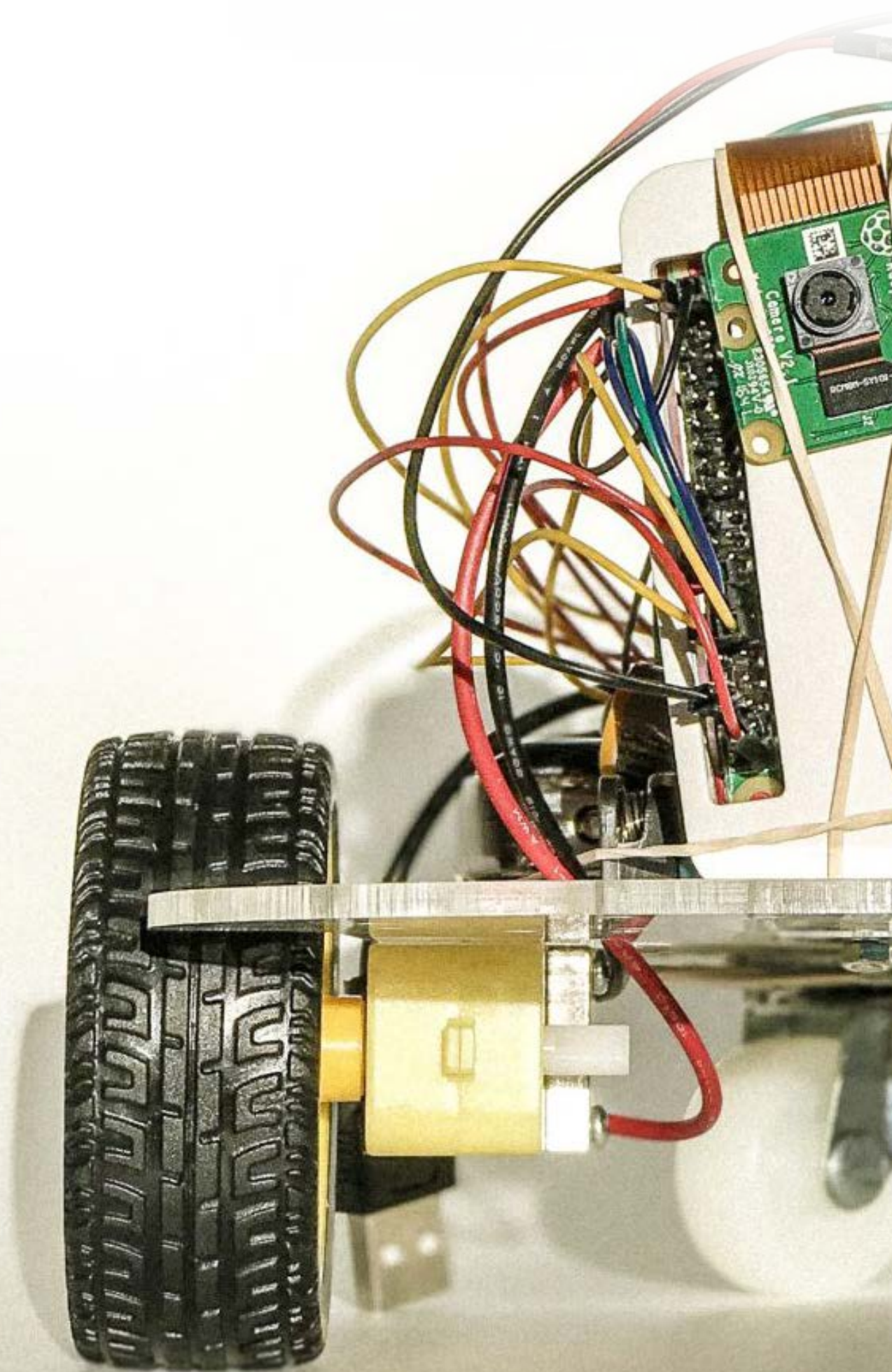
WHY

Put another way, we don't lead with execution.
We lead with inspiration.

**WE BELIEVE A BIG IDEA — AN IDEA VIVIDLY EVOKED THROUGH
BEAUTIFUL DESIGN AND A COMPELLING STORY — HAS THE POWER TO
FUNDAMENTALLY AND FOREVER CHANGE OUR VIEW OF THE WORLD.**

And we don't care whose idea it is, or what their business card says. We believe the best idea should be boss. It's why we prefer to work collaboratively with our clients and partners to execute the best, most arresting work possible. Work that's impossible to ignore, or forget.

Another reason we prefer to work as a team? We know we don't know everything. While we're constantly learning and adding new skills to our roster, we recognize when we need to engage other experts. If chosen as your lead design team, we would engage a specialized exhibition development firm to complement our expertise.





Paradowski + Monster XP

PARADOWSKI + MONSTER XP

Paradowski and Monster XP have partnered on a number of projects you'll see in more detail in our Case Studies. Monster XP specializes in experiential and digital activations, and has most recently helped transform our ideas into dynamic, immersive experiences for Bayer Crop Science.

We have identified Monster XP as an ideal partner in this project due to their extensive experience in developing interactive installations and permanent exhibits, as well as their culture of modularity and re-use. This approach allows for agility and rapid application development, with flexibility and expandability with existing interactive applications.

The platform for all of Monster XP's interactive solutions is built around the principles of parallel programming, which is centered on the concepts of encapsulation and modularity. Over the past 15 years, Monster XP has independently and iteratively developed, tested, and improved upon a code base which, through the separation of functions into micro-services, acts as modular building blocks for every client solution.



A string of various light bulbs, including incandescent and CFL types, hangs against a solid blue background. The bulbs are at different heights and some are slightly out of focus, creating a sense of depth. The text "Your Team" is centered in the upper half of the image.

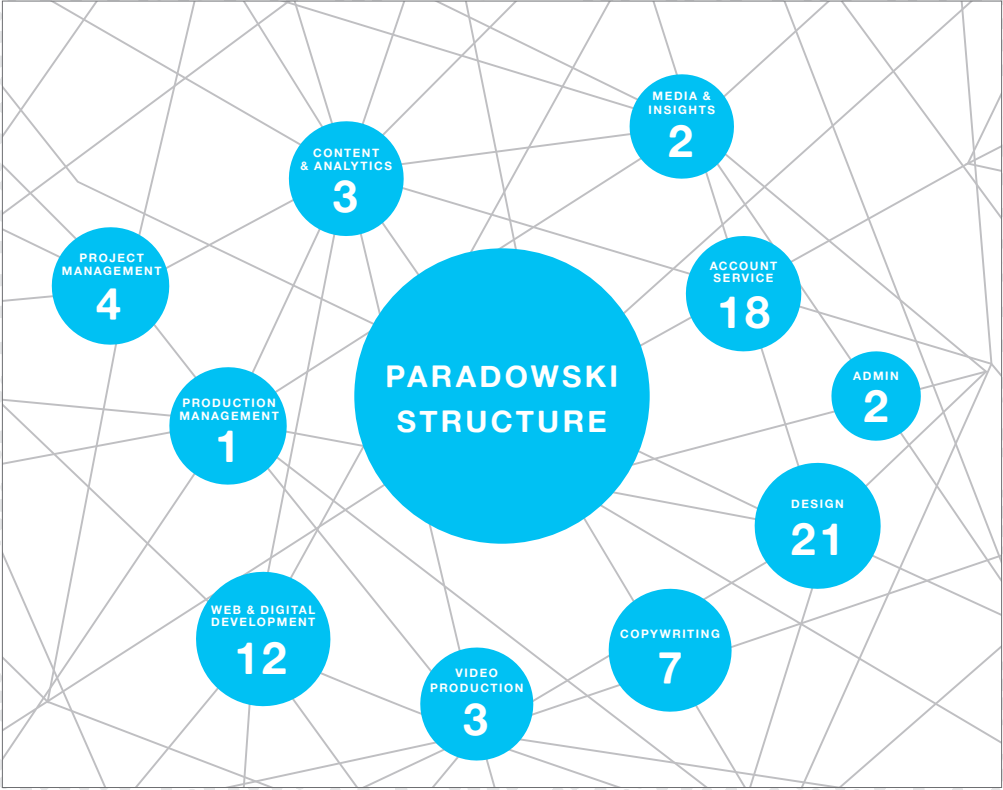
Your Team

YOUR TEAM

Paradowski is a full-service creative agency based here St. Louis. If you dropped by the office right now, you'd find roughly 75 writers, art directors, strategists, producers, and developers working on all kinds of amazing stuff.

We build brands, campaigns, and digital experiences for some of the largest companies on the planet, as well as some of the smallest, not-for-profit organizations. Basically, for the last 42 years, we've done work we believe in, for clients we believe in. We believe in design for all brandkind.

Our team also demonstrates a trait you won't find in every agency brainstorm. We're "T-shaped." The vertical stroke on the "T" represents the depth of skills and expertise in our field of choice, while the horizontal bar is our ability to collaborate across disciplines in meaningful and effective ways.



YOUR TEAM: PARADOWSKI



GUS HATTRICH

President

Gus is the President of Paradowski, ensuring that everything we do for our clients, from strategy to creative, generates business value overall. Gus grew up in the agency business and learned early the value of big ideas. Throughout his career, he's maintained the guiding principle that at the foundation of great agencies are people who commit themselves to making those ideas happen. With over 20 years experience in both above-the-line and below-the-line marketing activities, Gus has worked with clients such as Bacardi USA, Capital One Credit Card, Verizon Wireless, Ocean Spray, Dean Foods, Minute Maid, Solutia, Spectrum Brands, and Costa Farms. Before joining Paradowski, Gus was a founding member of Moosylvania Marketing, and prior to that he was a senior manager of The Zipatoni Company.



MELISSA GALAZKA

VP, Account Service

Melissa manages the agency's team of account service staff. She is responsible for ensuring positive client working relationships and that the entire team is exceeding your expectations. Melissa couples deep experience in brand strategy with her obsession over human behavior to develop compelling strategies for our clients. She has over 15 years of experience in leading strategic marketing campaigns for brands like Monsanto, Johnson & Johnson, Disney, Jim Beam, Miller Lite, Maytag and Energizer. She has worked at other top firms such as Upshot in Chicago and New Honor Society (formerly Zipatoni) in both their Chicago and St. Louis offices. Melissa has a background in research, strategic planning and integrated marketing and believes firmly that research can and should inspire the creative product. Melissa holds a M.A. in Strategic Communication from the University of Missouri Journalism School.



BRAD HAUCK

VP, Creative Strategy

As head of creative strategy, Brad helps our clients find the beating heart of their brands, and helps our creative team pursue ideas based on genuine insights into human behavior. A born storyteller, he has a proven history of creating campaigns that profitably connect with customers. He has more than 18 years experience working with brands such as Anheuser-Busch, Monsanto, Abbott, The State of Missouri, eBay, Pernod Ricard, The State of Illinois, and Siemens. Prior to his current role, Brad served as Executive Creative Director at Paradowski. Before joining Paradowski, Brad was Associate Creative Director at Chicago-based Slack & Company, the country's largest independent B2B agency.



ANDY WISE

VP, Design & Interactive

Equally fascinated by all things digital and design related, Andy crafts engaging interactive experiences for Fortune 500 companies, (and other small businesses, and nonprofits alike.) Most recently, his work has supported the efforts of Anheuser-Busch, Monsanto, the Saint Louis Science Center, Cutex, Elsevier, and Washington University. Websites, kiosks, mobile applications, iPhone and iPad games, video animation—anything is fair game. Before leading the digital creative team at Paradowski, Andy served as the creative director at Obata, and also taught web design as an adjunct professor at Maryville University, his alma mater.



SUSIE NUCCIO

Senior Account Director

Susie develops teams through strong leadership, a collaborative approach, creative thinking, and relationship building. She has a passion for the creative process, enabling cross-functional teams to more effectively meet the goals of clients. Susie has more than 20 years of advertising and branding experience with a focus on account management, strategy and concept development, website and digital programs, event activation, traditional and non-traditional marketing campaigns. She has worked with a wide array of clients—a partial list of current and past accounts include Anheuser-Busch, St. Louis Children's Hospital, The Climate Corporation, Nikon, SeaWorld, and Nestle-Purina.



DAN RAYFIELD

Creative Director

As a visual designer, Dan loves thinking through client challenges and bringing solutions to life. A graduate of Maryville University with a Bachelor of Fine Arts in Graphic Design, Dan has a broad portfolio showcasing his print, experiential, and interactive expertise. His past and current clients include St. Louis Community College, University of Missouri, St. Charles City-County Library District, Monsanto, Crop Production Services, Seminis & De Ruiters Vegetable Seeds, America's Farmers, AT&T, Emerson, Gatorade, Kahlúa, Opera Theatre of St. Louis, Universal Studios, and Visa. Away from the office, Dan enjoys sports, printmaking, and traveling. Though one of his favorite places is his kitchen, where he enjoys cooking and brewing up fresh cups of coffee.

YOUR TEAM: PARADOWSKI



ANNIE KAYSER

Associate Account Director

Meeting new people, immersing herself in their stories (while sharing some of her own), and ultimately building strong relationships has always been a passion of Annie's - which is why she's been happily involved in the account and project management industry for almost 10 years. Having earned a master's degree in Communication, she thrives in fast-paced environments, maintains a high-level of organization and is always willing to go the extra mile to achieve client satisfaction and success. She has worked with brands of all sizes, including The Climate Corporation, Purina, the University of Missouri and Monsanto.



CAROLINE MAY

Associate Creative Director

Caroline is an experienced copywriter and conceptual thinker who is equally at home in the weeds and in the clouds. After getting her start as an arts and culture reporter, she took a job with one of her favorite subjects: The Houston Museum of Natural Science. There, she supported marketing, advertising, and public relations efforts around the \$85 million, 30,000-square-foot expansion of the Morian Hall of Paleontology. Her portfolio includes award-winning work for clients ranging from professional athletes to multi-billion dollar manufacturers, including the Chris Long Foundation, Pratt & Whitney, Ameren Illinois, DEKALB Asgrow, On the Run, Webster University, MiTek, and the St. Louis Cardinals. When she's not writing, reading, or reading about writing, you can find Caroline spending time outside with her husband and two kids - one human, one canine.



CARRIE EDMISTON

Project Manager

Jumping in full-force no matter what, no medium is off-limits for Carrie. With a Bachelor of Fine Arts from Maryville under her belt, she gained most of her agency experience through her role as an Art Director at Paradowski. After a stint as Video Producer for Paradowski's in-house video team, Carrie came to appreciate the balance that lies between Account Service and Creative. With equal parts beauty and strategy, Carrie has grown into her role as Project Manager, deftly leading internal teams to successful campaigns for clients such as Bayer, the Sheldon, STLCC, Seminis Vegetable Seeds, NCBA, and more. After hours, she elevates local brands through thoughtful visual communications. You might also find Carrie smoking the competition at skee ball, learning how to play the piano and hanging with Roseanne Gertrude the cat.



EMILY PALADINO

Account Manager

Emily has always been driven to help people and nurture relationships. Over her 6+ years in account service, Emily has always maintained a high level of organization and consistently goes the extra mile to achieve client satisfaction and success. Her past client experience includes: Bank of America, General Cigar Company, Hungry Howie's Pizza, George Remus Bourbon, and Till Vodka.



MATT HEIDENREICH

Interactive Associate Creative Director

Matt is a Maryville grad specializing in interactive and experience design. He is most interested in merging beauty with utility in the digital space, and has elegantly combined the two for clients in the agriculture, aerospace, food & beverage, building materials, craft spirits, e-commerce, pet food, and other industries. When he's not designing, you can find Matt throwing darts, riding his motorcycle(s), and spending time with his wife and daughters.



BRYAN RECKAMP

Lead Web Developer

Bryan joined Paradowski in 2015, helping to bridge the gap between development and design. During his 16 years of experience, Bryan has worked for agencies such as Steady Rain and Arsenal Studios, developing sites and native apps for education, finance, cultural, and non-profit organizations.



TIM PICKETT

Director of Project Management

Tim Pickett started his career in the digital space as a Product Manager. After living in the product space, he transitioned into the Project Management side of things, where he has been at home for the past eight years. At Paradowski, Tim uses his keen, strategic mind to lead projects through the technical development life-cycle with clients like Monsanto and The Climate Corporation. His ability to act as the Rosetta Stone between the Account Service and the Creative and Development teams, along with his scrupulous attention to detail, ensures projects are delivered on-time and on-budget. When he's not working hard in the office, Tim obsesses over new music, his two kids, and the St. Louis Cardinals.

YOUR TEAM: MONSTER XP

CHRIS POLUSKI

Client Activations

Chris has over 12 years of experience in experiential activations and marketing strategy. With a consistent record of delivering measurable client results, Chris currently serves as the President of Monster XP. Equipped with a degree from Purdue University in Computer Engineering with a minor in Economics, Chris oversees all of Monster XP's client activations, fostering collaboration between departmental teams and guiding strategy on new technologies and company initiatives. Prior to joining Monster XP, Chris's career includes experience both on in-house marketing teams and regional and national advertising agencies for leading brands in hospitality, packaged consumer goods, and professional services. When not at work, Chris might be running, for no good reason.

ZACH CHASTAIN

Account Management

For the better part of a decade, Zach has somehow managed to squeeze cringeworthy puns and dad jokes into the majority of his otherwise-excellent presentations. In his role of Account Director at Monster XP, he handles new business and outreach efforts while developing existing client relationships. He has accumulated over six years with Monster XP, with a brief stint serving Diageo in the world of beer, wine, and spirits (to get that out of his system).

SLOAN JENKINS

Logistics

With over 20 years of experience in the communications and Audio-Visual industry, Sloan has been vital in the execution of countless projects with Monster XP. As the Vice President of Operations, he has led the team in it's endeavor to continually provide outstanding service and flawless executions. When he is not working tirelessly on improving the output of the Monster XP team, he spends most of his time in the kitchen and is somewhat of an aspiring pit master.

KRISTIN MCPHEETERS

Business Operations

For almost 10 years, Kristin has made sure that all runs smoothly at Monster XP. While with the company, she has ascended to the role of COO where she oversees all elements relating to Procurement, Human Resources, Compliance, Finance, Insurance, and more. As someone who is always up for a challenge, Kristin couldn't settle on one discipline when at Rollins College, so she went and obtained degrees in Human Resources, Education AND Music.

JAMES LAURINO

Research And Development

James has over 14 years of experience in projection technology, industrial design, display integration, and fabrication with a background in network technologies. He leads the integration and testing of new devices, technologies, and components while focusing on reliability and expanded capabilities. Equal parts inventor and music lover, he is just as likely to impress you with his technical knowledge as he is to hold down a 90-minute set at Coachella.

OWEN WARD

Engineering

Owen has been a professional, multifaceted software engineer for the past 14 years. In his role at Monster XP, Owen oversees the Interactive Development team both on the Front end with the creation of client activations in addition to managing the Database Engineering team with the evolution of the platform of backend tools that enable all Monster XP's digital and interactive installations. He is also quite fond of robots.

ANGEL SANCHEZ

Operations

Angel has been with Monster XP for five years and has a total of eight years of experience in the Audio-Visual industry. As the Director of Operations, his responsibilities at Monster XP include in-house project build out, on-site installation, management of field technicians, and overseeing the System Administration and Maintenance teams. He is an avid foodie and will likely have his own food exploration program broadcast globally in the near future.





Case Studies

CASE STUDIES: WHAT WE'VE DONE

Before we show our work, we'd like to commend yours. As one of the largest science centers in the country and one of the only free, nonprofit science museums, your commitment to making discovery accessible to all is part of what makes St. Louis a great place to live, work and learn.

And your embrace of new technology and techniques to make education appealing as well as accessible is both brilliant and critically important — not only as a cultural institution, but as a brand. Because while a noble purpose is an advantage, it's only as compelling as the way your audience experiences it.

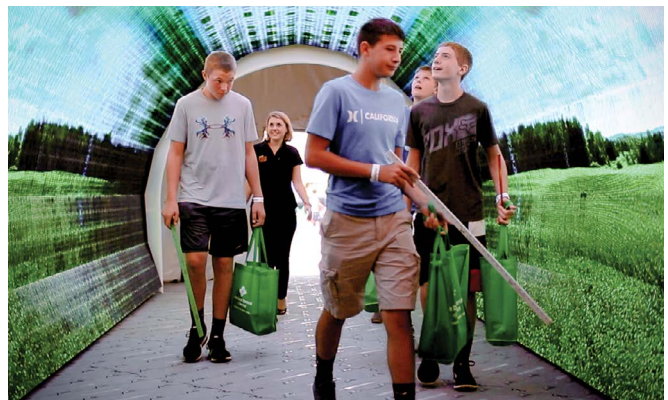
Lucky for us, nothing excites us more than designing audience experiences for clients who share our passion for science, technology, and education — clients like the Climate Corporation, Bayer Crop Science, Graybar, St. Louis Community College and, hopefully, the St. Louis Science Center.

The Climate Corporation | Experiential

Data collection and analysis is rapidly transforming all modern industries, and agriculture is no exception. The image of an overall-clad American farmer has dissolved as digital tools reshape these businessmen and analyze factors once thought to be beyond their control. The Climate Corporation, a subsidiary of Bayer, has pioneered these digital tools in agriculture technology.

The Farm Progress Show is the largest outdoor farm and equipment show in the United States. The primary objectives for The Climate Corporation are to build awareness, communicate product features, and reinforce their fully integrated platform. To accomplish this in 2016, a 100' x 100' tent was built and designed to be a fully immersive and futuristic experience.

Upon entering the tent, attendees were guided to walk through a video tunnel with a welcome message. Throughout the overall footprint of the tent, five stations were constructed, each focused on a different benefit of FieldView. Monitors, iPads and employee representatives were present to give demonstrations and answer questions. One of the key areas featured "The Farm of Tomorrow" where large, animated LED screens projected a video that was related to the content that visitors were digesting via interactive ePub files on the iPad stands in front of the video wall.



The Climate Corporation | Experiential

Farm of the Future VR Experience

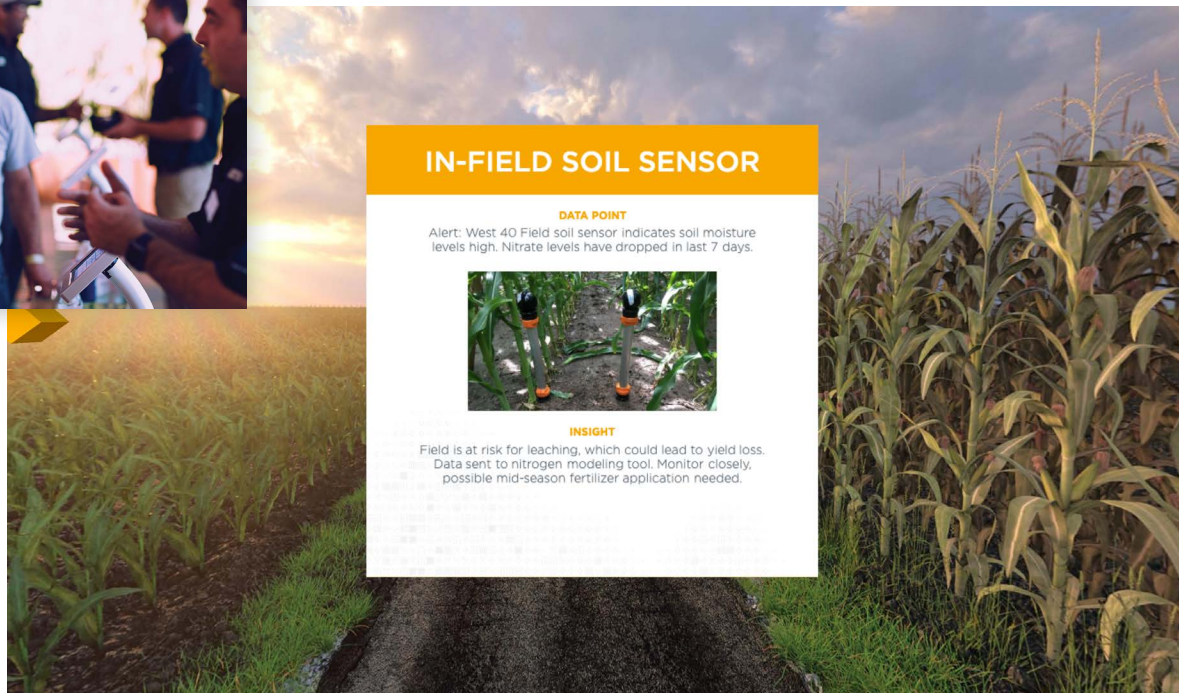
One of the most exciting aspects of designing the Farm Progress booth was the opportunity to develop a 360-degree virtual reality world. This allowed farmers to personally interact with a new, exciting piece of technology, VR headsets, while also learning about Climate FieldView™. They were able to explore an entire 360-degree farm scene and focus in on specific “hot spots,” where pop-up shadow boxes appeared and offered data insights and additional details, such as a piece of equipment, and more. Try it on for yourself at climatevr.paradow.ski.

Estimated Square Feet: 10,000 sqft

Estimated Agency Fees / Budget: \$300,000

Services rendered:

- Concepting
- Creative (Copy + Design)
- Photography and Videography
- Animations and Editing
- Interactive Development
- Employee Training
- At-Event Moderation, Support and Maintenance
- Pre- and Post-Event Optimization

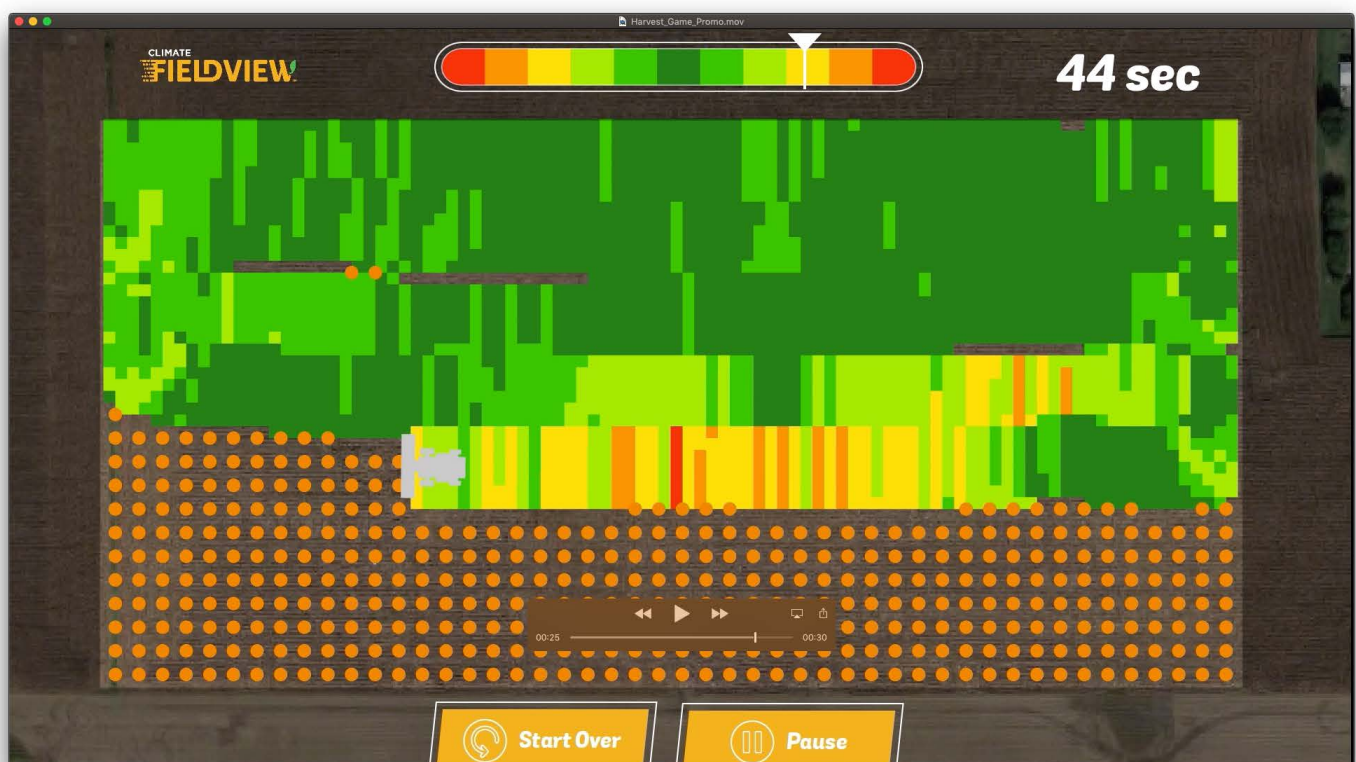


The Climate Corporation | Interactive

Harvest Racing Game

The object of the game is simple: harvest as much corn as you can, as fast as you can. Players begin by simply dragging their finger across the screen to collect all the unharvested grain. However, there is a catch. Like farming in real life, you need to consider how driving too fast can reduce your yield or moving in

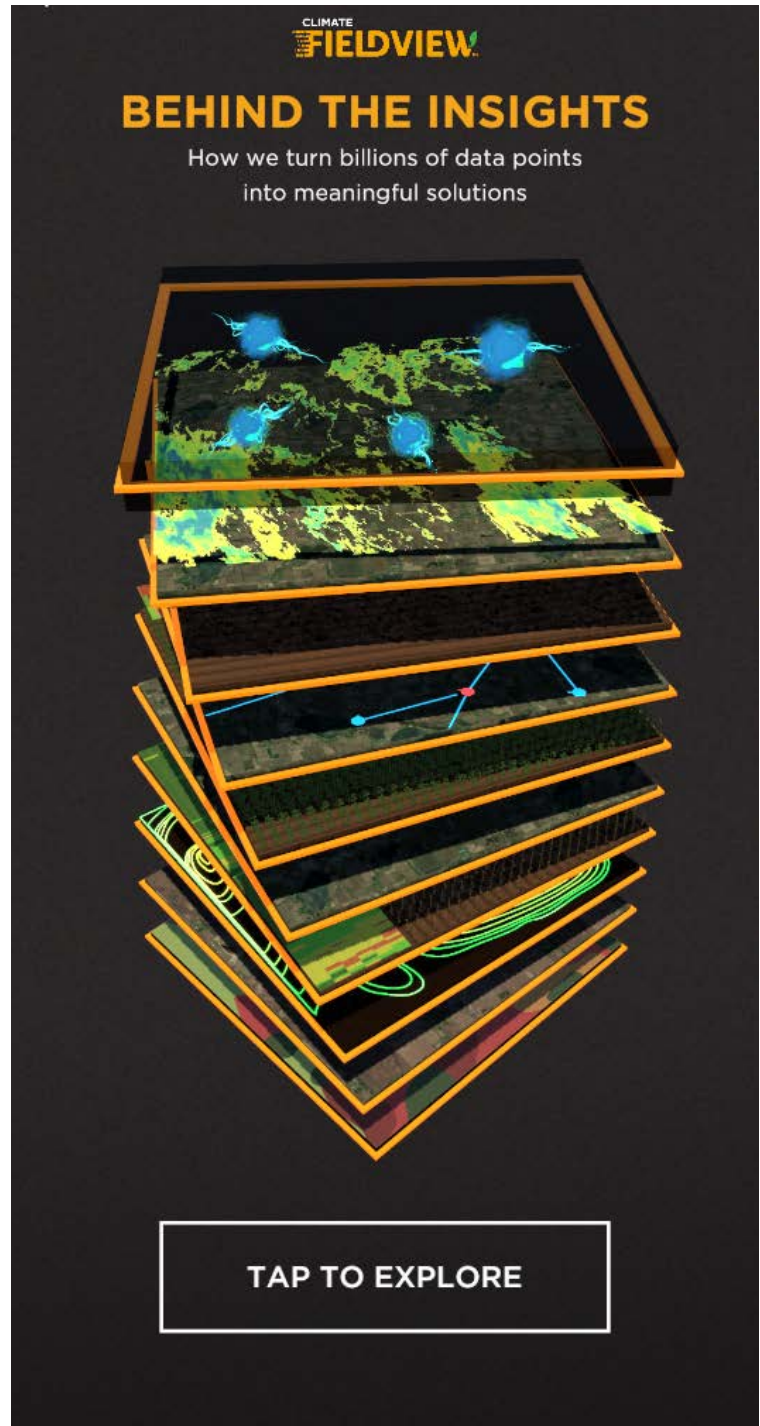
an inefficient pattern can waste time and fuel. We designed the scoring to reflect these constraints, and made this both a fun and realistic interpretation of what running a combine is like. This touchscreen game provided an interactive way to engage with ages — from toddlers to seasoned farmers attending the trade show.



The Climate Corporation | Interactive

Data Layer Cake

Climate FieldView™ is a digital software tool for farmers that uses science-based predictive analytics, modeling, and machine learning to help farmers better understand the countless data points affecting the outcome of their harvest each year. Although farmers are experts in agriculture, they are not well-versed in data science. As such, grasping the benefits of these digital tools is a challenge for many growers. “Behind the Insights” was designed to pull back the curtain and allow farmers to see how this visionary technology has practical applications. This 24“ x 42” touchscreen kiosk offers a 3D experience where farmers immerse themselves in all the data science and technology behind FieldView. The user can scroll, zoom and tap into 10 different “data layers” that use animation and copy to illuminate how FieldView distills information into a powerful insight.




The Climate Corporation | Interactive

CLIMATE
FIELDVIEW

PRECISE SCOUTING

With just a drop of a pin, farmers and researchers gain instant data on what disease or insect is affecting a specific field. Local data is bringing larger trends to light.

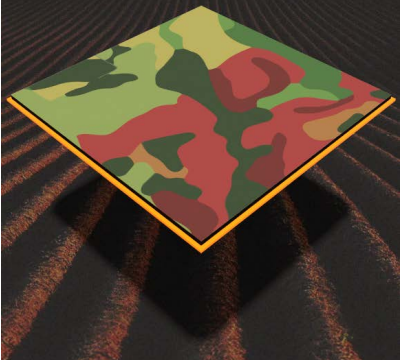


EXIT LAYER

CLIMATE
FIELDVIEW

SCANNING SOIL

The foundation of healthy soil is understanding nutrient levels, moisture data and soil type. When you know exactly what soil each crop is planted in, stronger yields are easily within grasp.

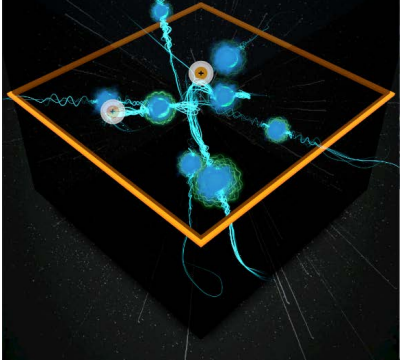


EXIT LAYER

CLIMATE
FIELDVIEW

DECODING GENETICS

Each dot seen below represents an individual corn hybrid. We pull from this universe of plant DNA to uncover the ideal traits for yield potential, disease resistance and drought tolerance.

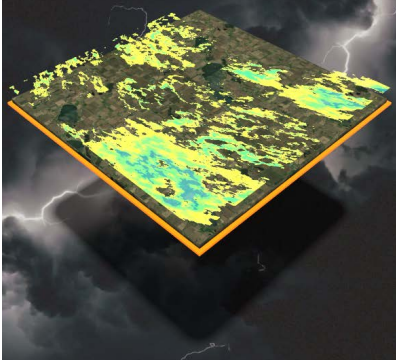


EXIT LAYER

CLIMATE
FIELDVIEW

PREDICTING WEATHER

Measuring factors on the ground, in the sky and from space are helping uncover the patterns of Mother Nature. The past, present and predictive data models can forecast what's ahead in the clouds.

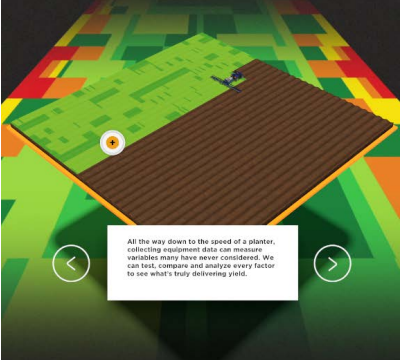


EXIT LAYER

CLIMATE
FIELDVIEW

MAPPING PLANTER DATA

Collecting planting data can compare the effectiveness of seed treatments, hybrids and more. Answers that were hard to find can be in plain sight.



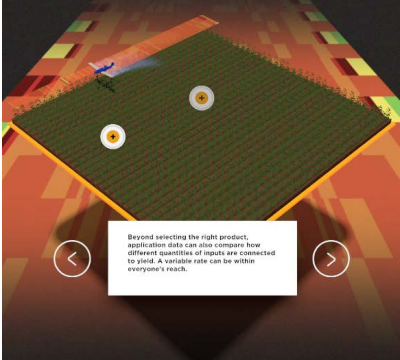
All the way down to the speed of a planter, collecting equipment data can measure variables many have never considered. We can test, compare and analyze every factor to see what's truly delivering yield.

EXIT LAYER

CLIMATE
FIELDVIEW

TRACKING INPUTS

Every application on the farm can show more precisely what inputs are working, where and why.



Beyond selecting the right product, application data can also compare how different quantities of inputs are connected to yield. A variable rate can be within everyone's reach.

EXIT LAYER

The Climate Corporation | Interactive

Commodity Classic | iPad / Video Feature

FieldView is a complicated product with many features and capabilities. With that in mind, introducing FieldView to a new user can be an overwhelming and counter-productive experience. We solved this by creating a product demo that allows farmers to “skip ahead” and go straight to features they find most appealing. Using an iPad as a controller, the user is prompted to select the content they’d like to learn more about, and with a simple tap, a separate TV screen plays one of five different motion-graphic animations. All of this leads to an introduction to FieldView that’s engaging, self-directed, and tailored to the needs and interests of each individual user.

Estimated Agency Fees/Budget for these projects: \$80,500

Services rendered:

- Concepting
- Strategic Oversight / General Counsel
- Creative Development (Copy + Design)
- Preparation of Custom Content
- Photography and Videography
- Interactive Development
- Training
- At-Event Moderation and Maintenance
- Post-Event Optimization



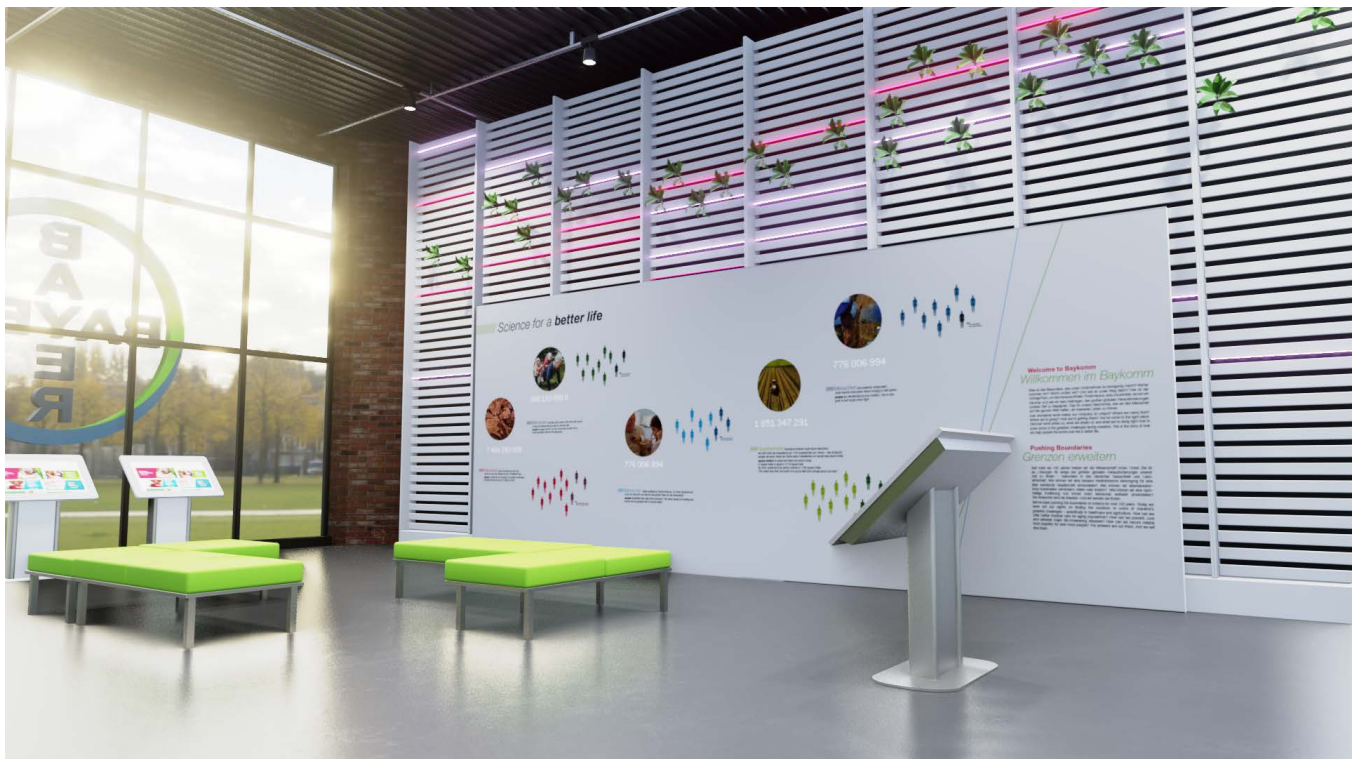
Bayer Crop Science | Innovation Experience

Bayer Chesterfield | Welcome Gallery Experience

Bayer's recent acquisition of former Monsanto Co. created a wealth of new opportunities — perhaps the biggest being the chance to reimagine how they tell their story. Focusing on their campus in Chesterfield, Bayer asked us to take the lead in strategically and meaningfully overhauling their community engagement tour experience.

We completely revitalized the Welcome Gallery with an open, self-guided experience to get a better sense of who Bayer is and how they're shaping the future to improve the quality of life

for people and the planet. Through an integrated creative approach spanning interior design, UX/UI design, content strategy and generation, digital development, and wayfinding (among other disciplines), we crafted a cohesive and rich content experience. Featuring a 30' x 12' x 4" digital wall featuring real-time global information, an interactive Identity Shelf featuring 3D artifacts, and an immersive touchscreen experience, to name a few, we strategically designed the revitalized Welcome Gallery to express the breadth, legacy, and global perspective behind Bayer's core purpose.



Bayer Crop Science | Innovation Experience

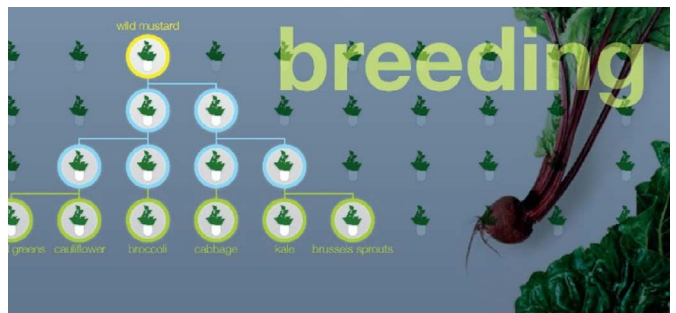


Bayer Chesterfield | Traits & Seeds Projection Mapping Experience

Bayer's innovations in crop science impact our world on an unfathomable scale — even when many of these developments exist on the molecular level. So to help tour visitors truly see and appreciate the scale of Bayer's work, we developed custom, immersive projection mapping experience to meaningfully contextualize Bayer's industry-leading work in seeds and traits.

Leveraging the building's existing architecture, we transformed a humdrum hallway into a 34' x 11'

multi-projection system that interacts with 64 artificial potted plants suspended along the wall. As a living, breathing digital experience, the projection mapping system is controlled by the tour guide, who uses it to elaborate on key educational digital and video content we developed as part of their overarching tour narrative, ranging from the history and function of plant genetics to the importance of agrobacterium.



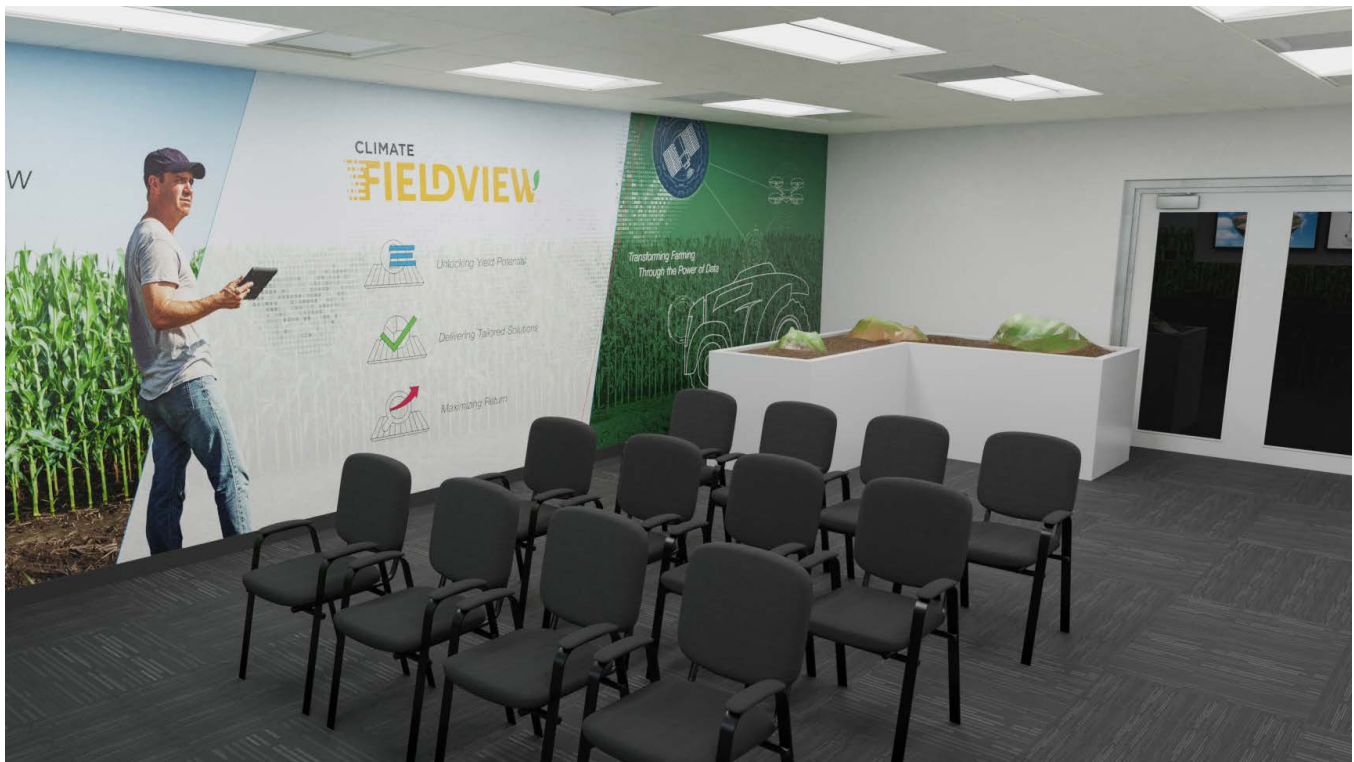
Bayer Crop Science | Innovation Experience

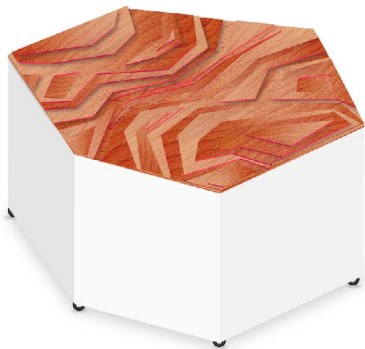
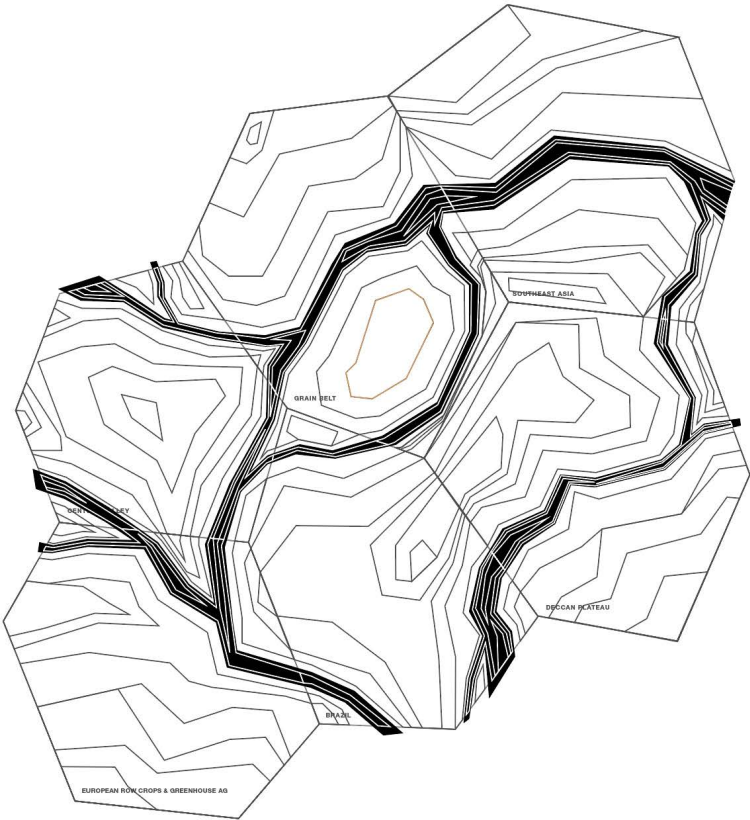
Bayer Chesterfield | Digital Tools Room / AR Experience

For those unfamiliar with the term, 'digital farming' can be a relatively contradictory and nebulous concept. As part of Bayer's Chesterfield campus community tour, our challenge was to create an engaging experience that could encourage visitors to quickly grasp what digital farming is and, more importantly, how Bayer is advancing it.

Our team worked with subject matter experts at Bayer to create a rich content experience covering various expressions and manifestations of digital agriculture. From there, we brought this content to life through a custom-built and custom-coded Augmented Reality display.

Upon entering the room, tour visitors will surround six polygonal tables, which each feature its own distinct topography representing a different growing climate found throughout the world. Using iPad Pros that are distributed to each person, visitors hover their respective tablet over the table, immediately revealing an immersive AR experience showing a variety of different agricultural environments. Various elements within each field feature hoverpoint, which when clicked, trigger additional digital experiences such as video content, animated messaging, and more.





Estimated Square Feet: 19,560 sqft

Estimated Total Project Budget: 1.6MM

Services rendered:

Concepting
Strategic Oversight / General Counsel
Creative Development (Copy + Design)
Preparation of Custom Content
Experiential Design & Development
Photography and Videography
Interactive Development
Photography and Videography

Coordination with external
production partners and
internal Bayer departments

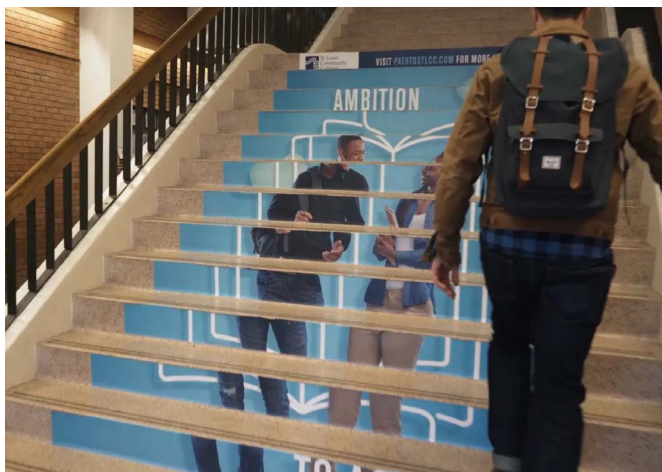
Installation coordination with
architects, engineers,
construction project
management and several
client teams

St. Louis Community College | Enrollment Campaign

The stats weren't exactly promising. When Paradowski was tapped in 2016 to present concepts for a new and invigorated enrollment campaign for St. Louis Community College, it had been facing years of declining enrollment numbers. In fact, enrollment rates at four-year universities and community colleges have been declining across the country.

Finding creative solutions to stimulate dropping enrollment was not the only challenge in this endeavor. We also needed to develop a fully integrated campaign in 40 working days — keeping within the confines of a lean budget and incorporating a pre-existing media buy with a separate partner.





In addition to developing a highly effective integrated advertising campaign that included on-campus installations, we decided to do some extra credit. We developed and installed an on-campus game that continued to challenge student's minds. Our kiosk held key campaign art as a scrambled puzzle. Once completed, we gathered student emails in exchange for a chance to win money to the bookstore.

We made the grade.

Key campaign performance indicators from the first campaign 3/20 – 4/20/17 (first 30 days) as demonstrated by the microsite analytics were as follows: 13,249 sessions; 20,343 pageviews; 900 actions; 50-percent more pageviews compared to previous campaign. Activity generated from pre-roll contextual ads: 259,253 completed views and 4,056 clicks.

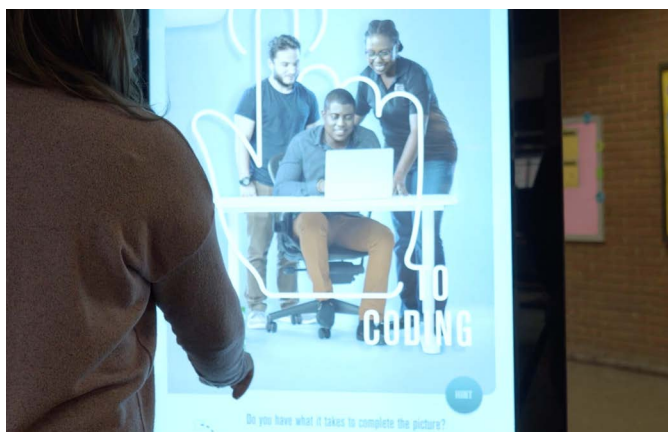
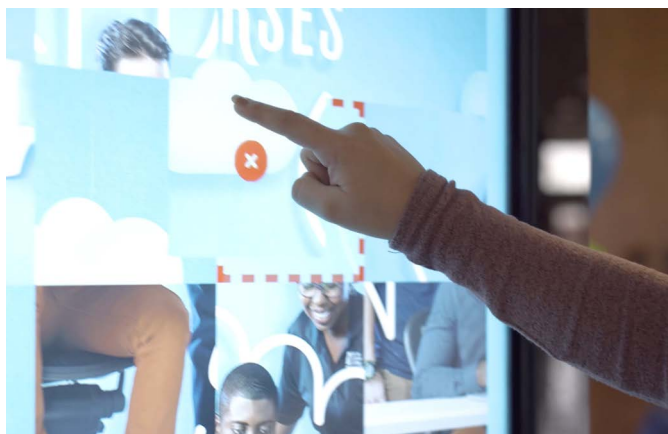
St. Louis Community College

Considering the volume of activity and number of key conversions to apply, STLCC expected to see an overall increase in enrollment for the first time in many years. And did they ever. Our client reported a 12 percent overall increase in enrollment. This not only represents a turnaround for the college, but demonstrates Paradowski's ability to help it outsmart competitors in a vertical that has been plagued with flat or negative enrollment statistics.

Estimated Total Project Budget: \$36,700

Services rendered:

Interactive Touch Screen Game Experience
 Concepting
 Creative (Copy + Design)
 Photography
 Interactive Development



Graybar | VR

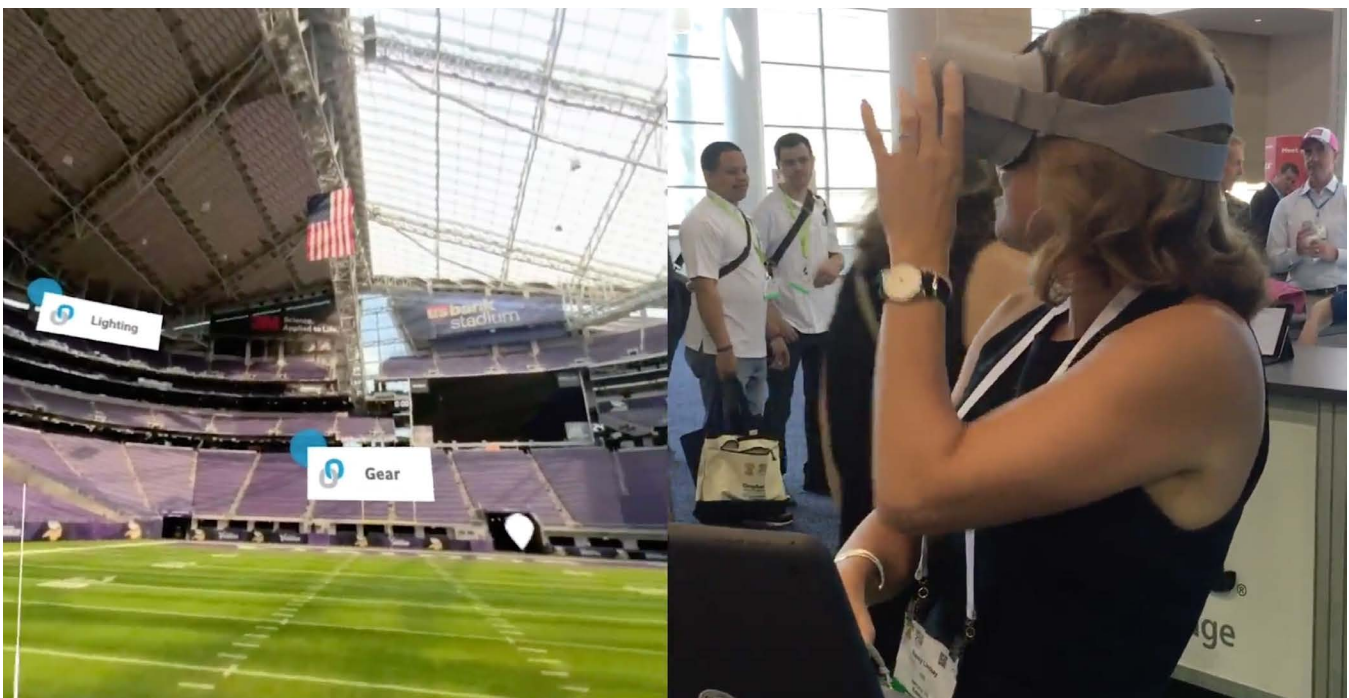
For 150 years, Graybar has provided logistics and problem-solving solutions, improving jobsite planning, and installation for projects both big and small. Each year, they attend the NECA convention as a premier sponsor. NECA, short for National Electrical Contractors Association, describes itself as “the voice of the electrical construction industry,” and their annual convention is one of the largest in the industry with over 10,000 attendees. Graybar decided to theme their 2018 NECA booth around their most recent large-scale success: the Minnesota Vikings’ U.S. Bank Stadium.

Graybar formed messaging and creative around their “Game-Changing Solutions,” and resolved to debut an impressive video case study to thousands of convention attendees. While a

well-produced video would certainly allow the distribution leaders to showcase their services, increase sales potential and celebrate their success, Paradowski had something else in mind: An immersive 360-degree virtual reality experience of the Vikings’ new stadium.

The goal was two-fold: (1) to enhance engagement with electrical contractors and (2) to disrupt the typical way that information had been delivered to the installer audience.

Equipped with cameras, drones and a long list of questions, we flew to Minneapolis. Our team members returned with behind-the-scenes stadium footage and employee testimonials. Weeks later, the VR experience was ready for its big debut.



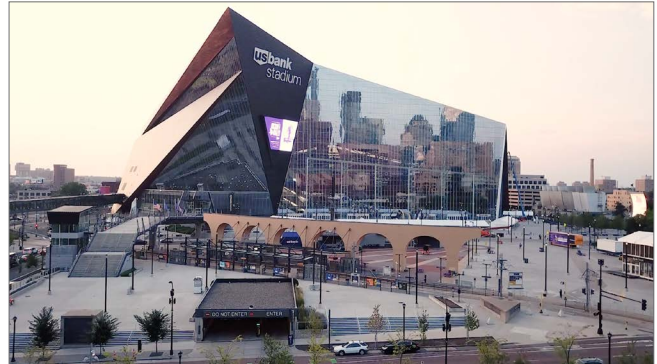
Graybar | VR

Using an Oculus Go headset and controller, contractors were virtually plucked from the NECA trade show floor and dropped at the 50-yard line of the U.S. Bank Stadium. Turning around, looking up, down, left and right, convention attendees were able to visit the field and explore various “hotspots,” such as data centers, Graybar’s prefabrication warehouse, wire rooms, and the Vikings’ team lounge. A total of seven videos existed behind each hotspot, celebrating Graybar’s role in the stadium with employee and contractor interviews, 360-degree footage and still photography.

For anyone afraid of losing their physical lunch in the virtual world, an iPad-friendly version of the experience was also made available. Utilizing the same coding framework, visual identity and videos, the iPad version allowed users to navigate the stadium with a swipe of their finger.

For every six minutes spent inside the virtual world, attendees would dedicate another two or three minutes to discuss the experience. This would often lead to conversations with Graybar representatives, networking with fellow installers and an increased participation at the in-booth presentation.

Following the event, Graybar was able to do what it does best: distribute. A custom URL was created and distributed to Graybar customers that could not attend the convention, as well as those that wanted to relive the experience from their own home. These individuals were given premium access to the stadium tour, where they could continue to discover Graybar’s game-changing services on their own time.



Estimated Total Project Budget: \$103,105

Services rendered:

Oculus Go Native Virtual Reality Experience

- Concepting
- Creative (Copy + Design)
- Photography and Videography
- Interactive Development
- Training
- At-Event Moderation and Maintenance
- Post-Event Optimization
- 360° HTML “Virtual Reality” Landing Page

Kennedy Space Center

Astronaut Hall of Fame

One of the latest additions to the Kennedy Space Center, the Astronaut Hall of Fame serves to celebrate and honor the leaders and heroes of the American Space Program.

This interactive exhibit combines touch screens, projection, and other digital elements with futuristic illuminated busts. Guests can search and learn more about the Hall of Fame Astronaut

Inductees and their missions. They're able to browse a seemingly endless digital gallery to learn more about and from these legends.

To add an additional fun element, guests also have the ability to trigger a life-size digital photo opportunity with each of the original Mercury 7 astronauts.



Kennedy Space Center



Estimated Square Feet: 3,000 sqft

Estimated Total Project Budget: \$2.5 MM

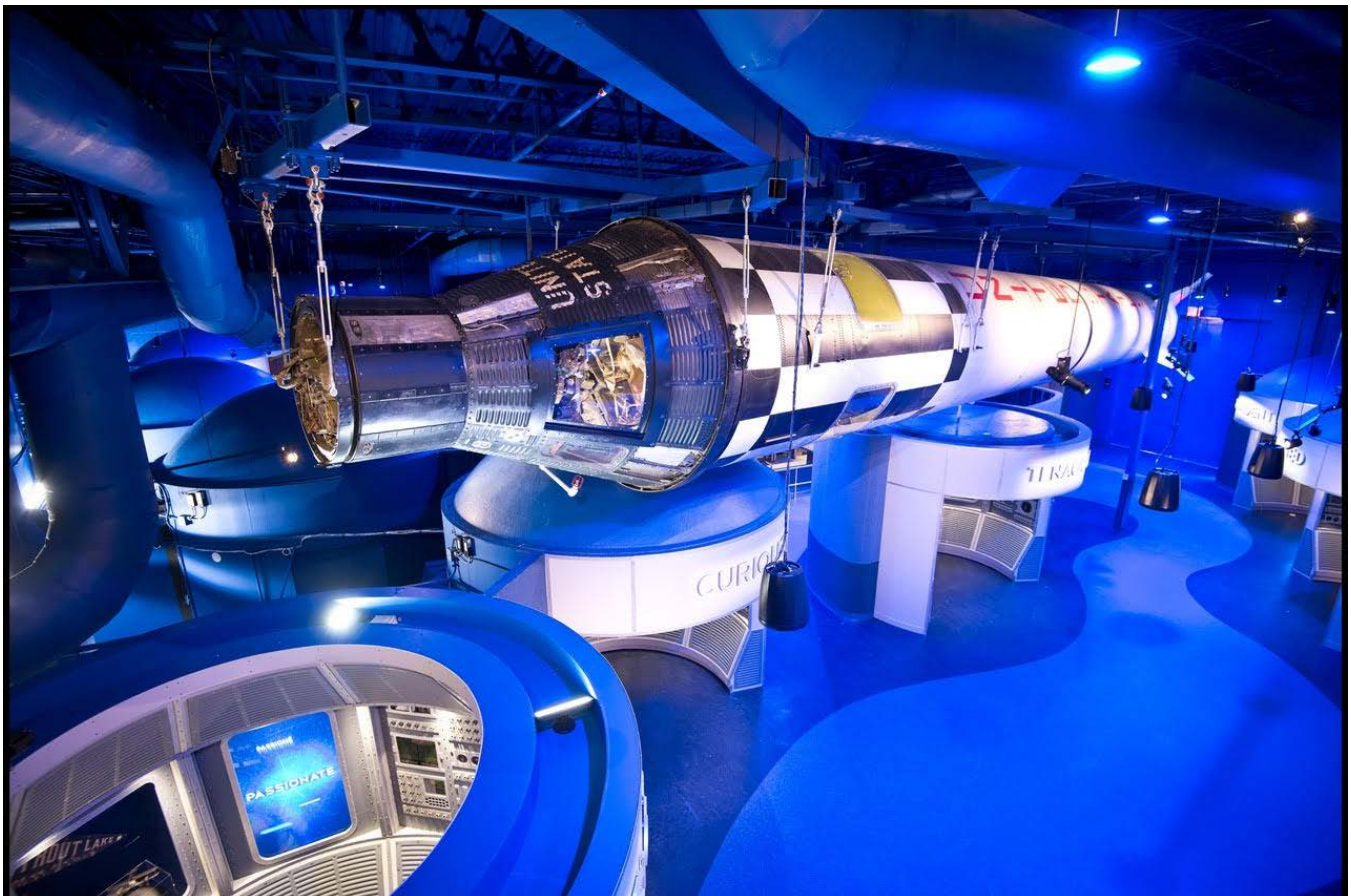
MXP Services rendered:

- Digital & Interactive Hardware Specification
- Interactive Development
- Media Database Creation
- Content Management
- Onsite Installation
- Interactive Quality Assurance
- Integration With Show, Lighting, Thematic Elements
- Documentation On All Interactive

Kennedy Space Center

Heroes and Legends

This exhibit allows guests to explore the key traits common to the astronaut heroes and legends that have paved the path for all others that followed. Using touch interactivity and proximity detection, guests can explore a curated selection of the world's largest collection of personal memorabilia from the space program.



Kennedy Space Center



Estimated Square Feet: 8,000 sqft

Estimated Total Project Budget: \$15 MM

MXP Services rendered:

- Digital & Interactive Hardware Specification
- Interactive Development
- Media Management
- Onsite Installation
- Interactive Quality Assurance Integration With Artifact
- Lighting And Exhibit Sound Effects
- Documentation On All Interactive

Museum of Science and Industry

The ConnectUs exhibit was designed to allow guests to come face-to-face with the future, using new technologies and ideas not yet available to the public. Each display within the exhibit showcases a different innovative development happening with leading-edge companies in the Tampa Bay region to allow students and children to experience the technology that is on the verge of transforming their lives.



Museum of Science and Industry





Estimated Square Feet: 4,250 sqft

Estimated Total Project Budget: \$1.25 MM

MXP Services rendered:

Digital & Interactive Hardware Specification
Exhibit Kiosk Design/fabrication
Interactive Development
Onsite Installation
Interactive Quality Assurance
Integration With Lighting Effects
Ongoing Maintenance & Support



The background is a solid orange color. In the lower half, there is a faint, dark orange silhouette of a mountain range, with the highest peak on the left side.

Happy Clients

WHAT WE'RE DOING

Below is a list of clients and brands the agency currently supports. We are confident that we can execute the project outlined, together with our selected partner(s).

12 Foot Beard Whiskey
Anheuser-Busch, Inc.
Bayer
Bayer Crop Science LP
Cary Academy
Donald Danforth Plant Science Center
Gateway 180
Graybar Corporation
Mallinckrodt, SPECIX LLC
Maschhoffs Pork
Midwest Automation, Inc.
Missouri Botanical Garden
National Cattlemen's Beef Association
National Corn Growers Association
Nutrien Ag Solutions, Inc.
Prosoco, Inc.
Purina
Rabo AgriFinance
Saint Louis Bank
Save-A-Lot
Spatial Networks
St. Louis Community College
T-REX
The Climate Corporation
The Sheldon Concert Hall

HAPPY CLIENTS

Kedra Tolson

Executive Director, Marketing
and Communications at St. Louis
Community College, may be reached
at ktolson@stlcc.edu

Julia Richardson

Global Corporate Marketing Manager
Bayer Crop Science, may be reached
at julia.richardson@bayer.com

Bob Fishbeck

FieldView Marketing Communication Lead
The Climate Corporation, may be reached
at robert.fishbeck@climate.com

Thank You.

This has been fun already, and we hope it's just the beginning. We look forward to the opportunity to talk more about your vision for exhibition design and development. If you have any questions, we're just down the road. Stop by. Give us a call. Or we're always available...online.

PRIMARY CONTACT

Gus Hattrich, President
(314) 584-4757
ghattrich@paradowski.com

SECONDARY CONTACT

Susie Nuccio, Sr. Account Director
(314) 330-5634
snuccio@paradowski.com

