



# DIVISION OF

CAPABILITIES & EXPERIENCE

DWIGHT LEE

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We are an award-winning **digital innovation agency** that uses technology to strategically shape the way people interact with your brand.

# I. Capabilities

## II. Case Studies

# Strategy Throughout

Account executives, project managers, strategists, and directors on a single project create bloated teams with little added value. We partner all of our clients with one senior strategists that sees the whole project through.

# Good to Great

Learn, build, launch, repeat. This cycle is at the core of everything we do and allows our team to make good products, great. This is why we always start small, stay focused on the business objectives and launch fast.

# Business First

We recognize that technology can be a catalyst for immense business growth as long as we ask the right questions. As partners, we're here to understand where your business is going, so we can use technology to reach your next level.

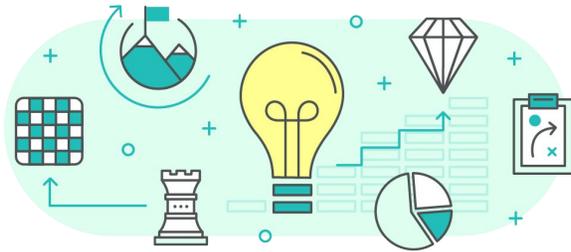
# Keys to your Castle

We don't hold the keys to your castle. We build tools that give you full access to your product, making it easy for your team to update and iterate quickly. The more tools and access you have, the stronger our partnership.

# Our Clients

# Capabilities & Experience





### STRATEGY

## Understanding business objectives

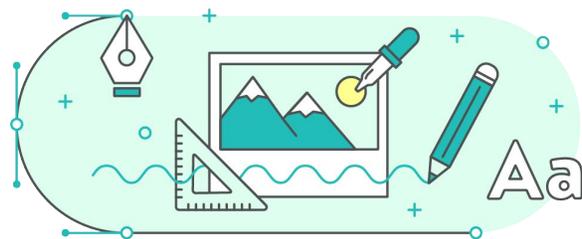
As strategists, we understand the activities that make your business valuable to customers and unique amongst competitors. Armed with these insights, we identify opportunities in the digital landscape that align customer needs with business objectives, then develop the tactics to make a perfect union.



### CREATIVE

## Designing the experience

As designers, we turn strategic objectives into elegant solutions. Our user-centric approach focuses on delighting your brand's customers with beautiful experiences that add value to their lives. Whether it's web design, UX, branding or integrated multi-channel campaigns - we do it all.



### TECHNOLOGY

## Digitizing the experience

As developers, we bring designs to life by building the finely crafted exteriors and complex systems under the hood of your digital assets. Drawing on vast engineering experience, we build everything from websites to applications, always keeping usability, scalability and longevity in mind.



### MEDIA

## Capturing attention

As media strategists and buyers, we work to engage your customers and drive the right traffic to your digital properties. Equipped with an understanding of your audience's motivations and behavior, we determine the best channels and approach for converting visitors to customers.



### DATA & INSIGHT

## Understanding our users

As data scientists, we implement cutting edge systems to track user behavior across your network of digital assets. With a deep understanding of your business, we transform numbers into actionable, data-driven findings that inform the evolution of your business and digital presence.

### Digital Strategy

- Market Research
- Competitive Audit
- User Research
- Content Strategy
- Technical Strategy
- Integrated Comm. Planning
- Brand Architecture
- Brand Vision & Positioning
- Market Growth & Expansion

### Social Media & Content

- Content Strategy
- Customer Journey Development
- Social Presence Audit
- Channel Strategy
- Editorial Calendars
- Paid Social and Search
- Community Management
- Campaigns
- Copywriting

### Design & User Experience

- Branding and Identity Design
- Usability Testing and Research
- Information Architecture
- User Interface / Platform
- Style Guides
- Prototyping
- A/B Multivariate Testing
- Motion Graphics

### Data & Analytics

- Data Strategy
- Website Analytics
- Goal Setting and Benchmarking
- Campaign Analytics
- Survey Design and Analysis
- SEO
- Content Engagement
- Infographics
- UX and Full Analysis

### Technology

- Mobile Development
- Responsive Development
- Web Applications
- Prototyping
- E-commerce
- Quality Assurance Testing
- API integration
- Cost Analysis
- Content Management Systems

### Media

- Planning & Buying
- Search, Display, Mobile, Social
- Programmatic Marketing
- App Promotion
- Creative

# I. Capabilities

# II. Case Studies

# NBCUniversal

Your all access pass to NBCUniversal

## Services

*Discovery & Research*

*Strategic Planning*

*Website Design & Build*

*CRM Integration*

*Microsites / Interactives*

*Email Campaigns*

*Site Hosting & Security*

*Data & Analytics*

*Infographics & Animations*

### Challenge

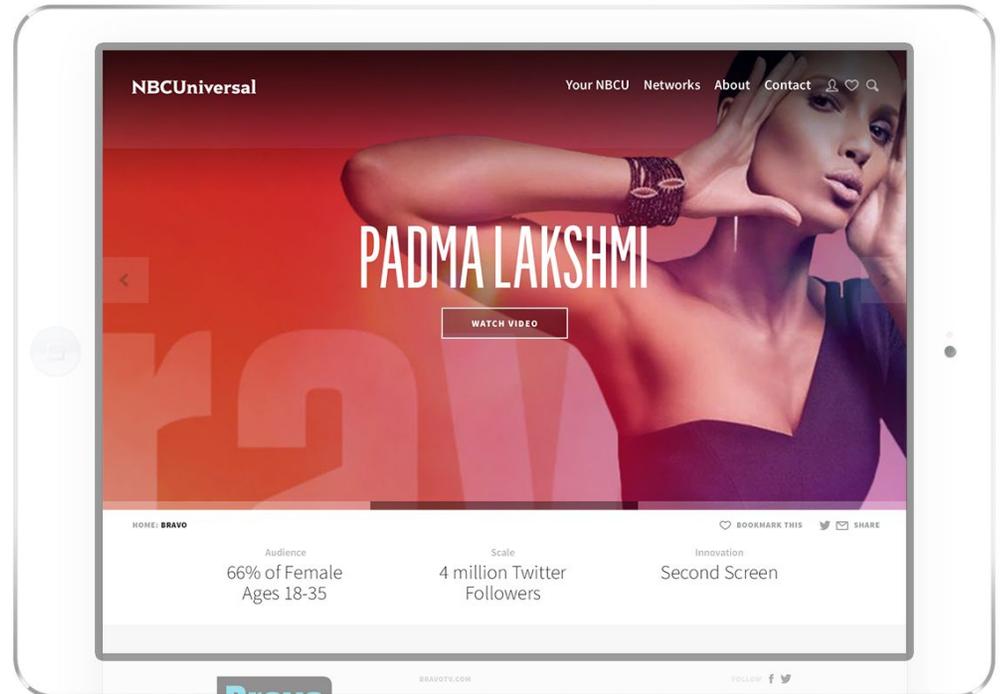
NBCU is one of the world's leading media and entertainment companies combining dozens of television networks and properties under one roof. Advertisers value the potential reach this extensive portfolio offers, but the diversity lead to operational complexity for NBCU. Each network had its own sales process making it difficult for brands to find and navigate opportunities. To leverage the power of its networks, NBCU partnered with Division Of/ to create a digital property that unified the networks and flattened the sales structure into a single experience for agencies and brands.

### Insight

The customers, who are agencies and brands, know their clients and the audiences that they want to reach.

### Solution

Since users visiting the site have an idea of who they're trying to reach, we created a personalized experience modeled after the recommendation engines used by popular video streaming services that surface content based on niche audience profiles. The result was a playlist of relevant content that encouraged exploration and discovery into the variety of networks and programs across the entire NBCU portfolio.



RESOURCES

BRAVOTV.COM

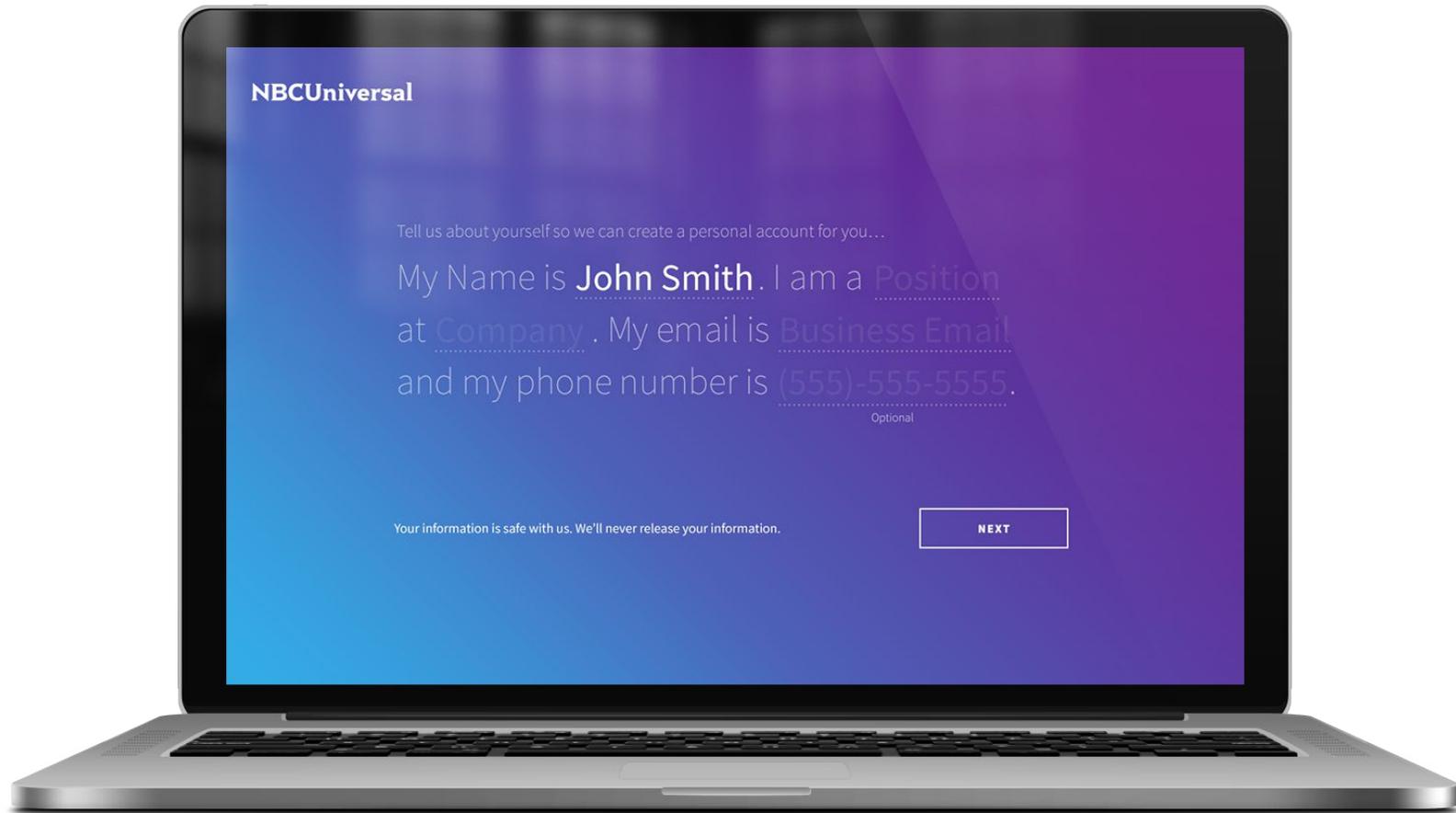
FOLLOW f t

Bravo's original programming — from hot cuisine to haute couture — delivers the best in food, fashion, beauty, design and pop culture to the most engaged, up-scale and educated audience in cable.

Bravo is a program service of NBC Universal Cable Entertainment, a division of NBC Universal one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news and information to a global audience.

Featured Programs within Bravo





**Data + Iteration**

For over 4 years, we have worked with NBCU to track and analyze millions of data points to provide informed next steps for the internal team and the most optimal experience for the end-user. As a result, we've provided an unprecedented understanding of their clients and insights into their behavior. This relationship continues to flourish as we help NBCU expand their capabilities.

# Thank You

We hope this deck has been informative. Feel free to contact us anytime with questions or additional requests.

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