

k w a s i n c

kwas onbase*

* edited for "lunch with Kwas" issue 2

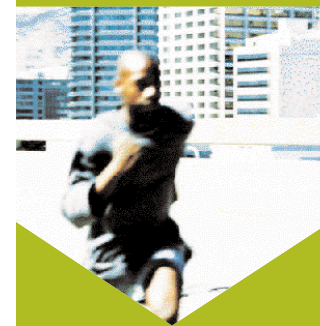
our vision

we help companies
cultivate and
communicate their
greatness

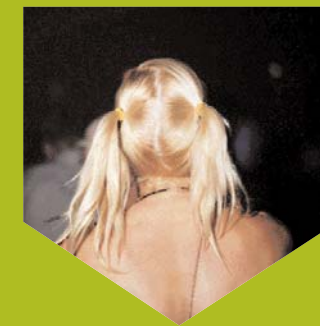
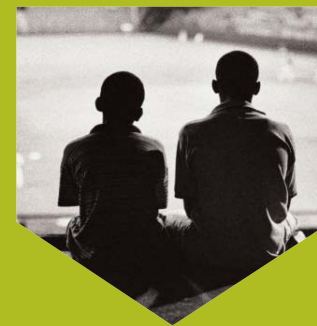
As creative strategists, kwas inc inspires and educates the best use of design in a brand context, providing the tools, philosophies, and platforms for growth.



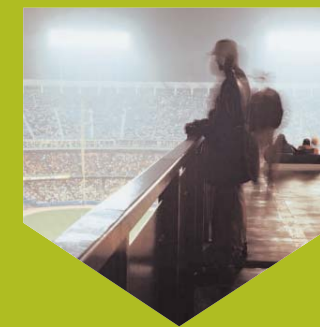
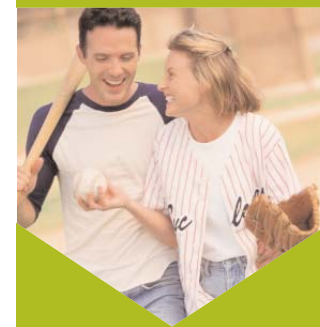
we help companies
physically and
emotionally
connect with
their audiences



we help you penetrate niche markets



by knowing what they need and how they want to hear it



we help establish platforms to make your brand viable to your audiences



...revolving around baseball reminded fans of the good

Ball tries m

... sometimes the people above them don't listen. Now we really feel like it's becoming a partnership in every sense of the word. I think baseball has taken a long look at its image and realized it has to do something."

Fox has committed \$2.5 billion through 2006 on the network deal and quietly pushed for the possible new format for the All-Star Game.

"Baseball has taken a look at its image and realized it has to do something"

... in which the game gains added significance by having the winning league earn home-field advantage in that year's World Series.

Prodded by MLB Commissioner Allan H. "Bud" Selig—who saw baseball's image sullied yet again at

'Commissioner's Study on Women and
What strategies have been developed
findings? What steps have been taken
MLB? Teams? How has the experience
changed to include more women?
How are you speaking to this

MLB ANNOUNCES THE NEED FOR AN OVER
IMAGE FOR BASEBALL — HOW DO WE MAKE
RELEVANT TO AN AUDIENCE AND FANS
A MARKETING TASK FORCE — WHO
HAVE BEEN ESTABLISHED — STRA
How do you bridge the gap —
between teams' fans — ? What
been taken to address audience
What about the experience
the fans — Are they getting the
How does baseball regain its
Bring back the spirit of the good
while capturing the essence

everything you say and do is a reflection of your brand
and will ultimately have an impact on your success

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everything you say and do is a reflection of your brand

Barbara A. Kwasnicki
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Barbara, known to one and all as "Kwas," spent a decade as a traditional graphic designer in all levels of advertising, from big agencies to small, from consumer-driven to trade intensive. From that came the impetus to start a creative strategy and brand development house dedicated to identifying and building brands, with pinpoint strategy.

Kwas inc is located in the kwas space loft in New York's Tribeca, which serves as a motivational think-tank for client meetings. As part of her branding crusade, Kwas serves as a presenter and coach on branding for individuals and organizations, educating clients on the best use of design toward more effective communications.

Like Kwas herself, her clients are an eclectic mix. They range from a greeting-card company to digital media; an overstock discount retailer to the world's leading purveyor of cultured pearls; a high-flying magazine start-up to an international luxury airline; a shopping-mall sneaker chain to the 2000 Olympics; and from American beer to the finest French champagne.

From defining the concepts of a brand's initial personality to ensuring that it plays well throughout every stage of a business, Kwas paves the way for trends to come.



CLIENTS

United Technologies

Deutsche Bank

Fast Company

A&E

British Airways

Avanti

Foot Locker

Domaine Carneros

Olympics

Kobrand

Jack's 99¢ Store

Motivating the Teen Spirit

Watcher Technologies

U.S. News & World Report

British Airways World Cargo

FinTrack

The Lord Group

Miller Beer

Official Payments

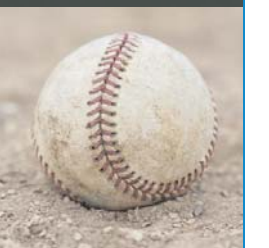
Louis Jadot

Peter Stroumtsos

Market Axess

Planet Pixx

Roberts Domond



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