

Capability Statement

CORE COMPETENCIES:

We craft compelling communications strategies for mission-driven, community-centered programs. Working in partnership with client organizations, we steward a process that combines smart communications strategy, original creative and project management to distill and deliver key messages that resonate with your audiences.

// Brand Identity	// Print	// Digital
<ul style="list-style-type: none"> • STRATEGIC DIRECTION • DESIGN DEVELOPMENT • BRAND POSITIONING • LOGOTYPES & MARKS • BRAND EXTENSIONS • BRAND GUIDELINES 	<ul style="list-style-type: none"> • ADVERTISING • CORPORATE REPORTS • EVENTS & INVITATIONS • MARKETING COLLATERALS • POSTERS • PUBLICATIONS 	<ul style="list-style-type: none"> • W3C WEB STANDARDS • RESPONSIVE DESIGN • WORDPRESS CMS • WEBSITES (HTML5 /CSS3) • MICRO SITES • EMAIL CAMPAIGNS

The studio makes smart use of a network of trusted partners to provide a *best-in-class team* tailored to your project's specific requirements.

DIFFERENTIATORS:

- Post Baccalaureate coursework, MS in Communications Design, Digital Emphasis, Pratt Institute, NYC
- 30+ years managing creative projects.
- Specialized skills; Identity & Branding, communications audits, publishing, advertising and marketing
- Highly creative, nimble and adaptive — easy to work with
- Excellent client rating in timeliness, quality of deliverables, expertise, and responsiveness

PAST PERFORMANCE:

- Asheville Transit Authority — bus ridership campaign, sustained increase in ridership of 14% after one year.
- Spring Valley Water Co. — residential water conservation retrofit kit campaign, offering free conservation devices to Rockland county residents. 52% response.
- Democracy Now! digital campaign utilizing listeners email lists (listeners, subscribers, facebook, twitter) to croudsource new viewers.
- Audubon Adventures — Co-creation and launch of natural sciences newspaper geared toward third and fourth graders. highly loved by both kids and teachers.

CLIENTS (past & present)

National Audubon Society • University of Pennsylvania • Sarah Lawrence College
Con Edison • IBM • Lotus Developemnt • Milliken Research • Westchester Medical
Center • St. Mary's Healthcare System for Children • Tricycle Magazine • Parabola
Magazine • Corning Museum of Glass • Union Settlement of East Harlem

Ricochet:

Communications

Design

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www.ricochet.org

RECOGNITION:

Ricochet's work has received recognition both nationally and internationally including:

- The International Summit Awards,
- Columbia School of Journalism's National Magazine Awards,
- Society of Publication Designers,
- Printing Industries of America,
- Mead Library of Ideas,
- recognition from local ad clubs.