

See Dick Run

A bedtime story for frustrated professionals
whose daily work struggles keep them up at night.



Let's start with a little story...



See Dick Run

Meet Richard Alan Rhound, better known to his friends as Dick. Dick is the busiest of busy business people running off to another meeting.
“Does this sound familiar?”



ROI, KPI, B2B, CVI, CPU, OMG, WTF: **NOISE!**
There is less money and more work, but the BIG BOSS has a solution!
Five points to the first person who can use every acronym in a sentence.
Ninety five points to the first person who can communicate without them!

“Dick,” says the BIG BOSS, “I am assigning this to you.”
And just like that, another to-do on Dick's already full plate.
Does the BIG BOSS ever really have the solution?

See Dick Run from this meeting to the next.
See Dick Run from the cafeteria to make his 12 o'clock conference call.
See Dick Run to catch colleagues before they leave for three day weekends.
See Dick Run out of energy...



Do you know Dick?
Sounds like Dick needs k-nekt!

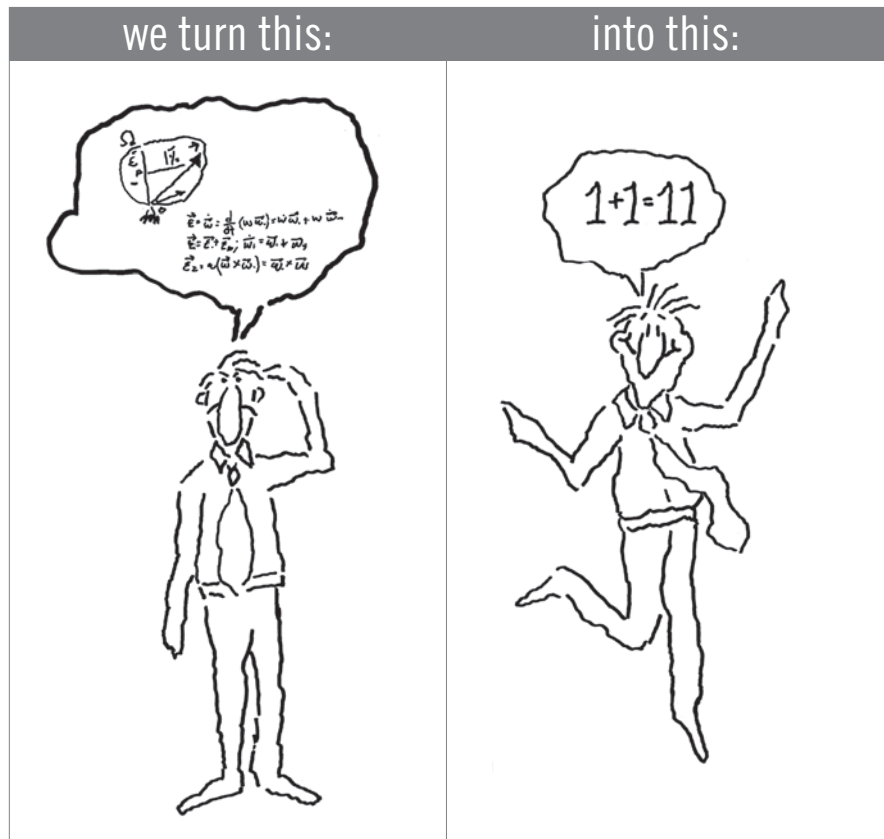
So, who is k-nekt anyway?

k-nekt is a group of:

Designers, Writers, Story Tellers, Innovators,
Thinkers, Tinkerers, Instigators, Imps, Animators,
Anthropologists, Filmmakers, Strategists, also...
Animal Lovers, Optimists, Pranksters, Surfers,
Big Kids, Good Citizens, Aesthetes, Bookworms,
Musicians, Hikers, Caregivers, Planners,
Cooks, Football Fans, Scribblers, Provocateurs,
Wonks, Scuba Instructors, Loud Laughers, Foul
Mouths, Mind Readers, Scout Leaders, Painters,
Rapscallions, Black Belts, Music Lovers,
Classical Ballet Teachers, Adventurers, Parents,
Globe Trekkers, Nerds, Satirists, Oenophiles,
Wanderers, Smile Makers, Imps, Maximizers,
Dancers, People Watchers, Creative Conductors,
Protectors, Teachers, Translators...

curious **HUMAN BEINGS**...who happen to know
a thing or two about communicating.

what does k-nekt do?



simply simplify.

STOP with the buzz words.

STOP with the acronyms.

STOP with the long-winded corporate diatribes, because no one's listening to them anyway.

SPEAK HUMAN.

we make it simple.

We partner with you to create attention grabbing communications that rise above the NOISE. Your message gets heard, understood, and remembered – the First Time.

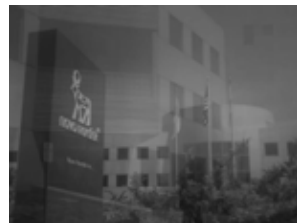
Break Up Your Breakouts



CASE STUDY

Client: Novo Nordisk
Project: POA Campaign

Transforming presentations into experiences, k-nekt breaks up the monotony of breakout sessions at National Sales Meetings for Novo Nordisk. Complex information is broken down and then presented in a way that is relevant, entertaining and memorable. By intermingling PPT slides with short, entertaining video clips, we took the reps on a ride to maintain their interest.



Stinky Breath! Funky Feet!

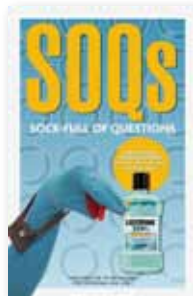
Johnson & Johnson

CASE STUDY

Client: Johnson & Johnson

Project: Listerine ZERO® Launch

When Johnson & Johnson called for support with the launch of Listerine ZERO®, we turned to sock puppets. With a toe-rrific cast of sock puppet characters, we created training materials and presentations that sparked the sales force. With both printed materials and a humorous, informative support video, we effectively turned bad scents into dollars.



Stinky Breath! Funky Feet!

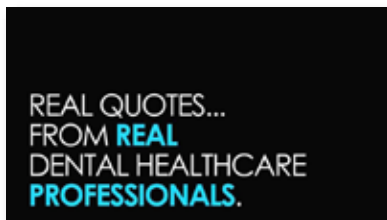
Johnson+Johnson

CASE STUDY

Client: Johnson & Johnson

Project: Listerine Zero® Launch Video

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a glimpse of other clients & projects

