



Our Capabilities



FOLKLORE

WE DO DIGITAL WITH PURPOSE ON PURPOSE

That means making work that matters—work that is meaningful to your customers, built together—candidly and honestly, and work that not only makes you look good, but more importantly, is good for business.

By leveraging strategic insights, our expertise, and your industry knowledge, we create extraordinary experiences that empower your everyday world.



WHAT WE DO

HOW WE DO IT

WHY WE DO IT

—
We create extraordinary experiences—built with purpose and intention.

—
By forging candid relationships that benefit from both our expertise and yours.

—
To ignite transformative results for you and your customers.



OUR VALUES

INTEGRITY

—
We do things right.
Our reputation demands it,
and so does your success.

EXCELLENCE

—
Achieving excellence isn't easy,
but it's worth it. That's why we
always strive for better.

PURPOSE

—
We make meaningful work,
with the goal that it makes life
better, easier and brighter for
those who experience it.

PARTNERSHIP

—
Together we'll do great things.
It starts with a base of trust,
empathy, and commitment.

OUR SERVICES

End-To-End Strategy

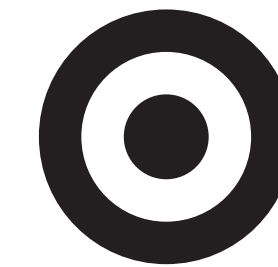
Integrated Marketing & Branding

User Experience Design

Visual, Interactive & Content Design

Full-Stack Development

OUR CLIENTS



OUR TEAM



Lorenz
CEO



Jim
Account Lead



Maggie
Executive Director of Strategy



Gian
Account Lead



Kayla
Senior Visual Designer



Jeremy
Director of Project Management



Tyler
Creative Technologist



Moyo
Junior Project Manager

FOLKLORE

OUR TEAM



Mark
CFO



Beth
Account Lead



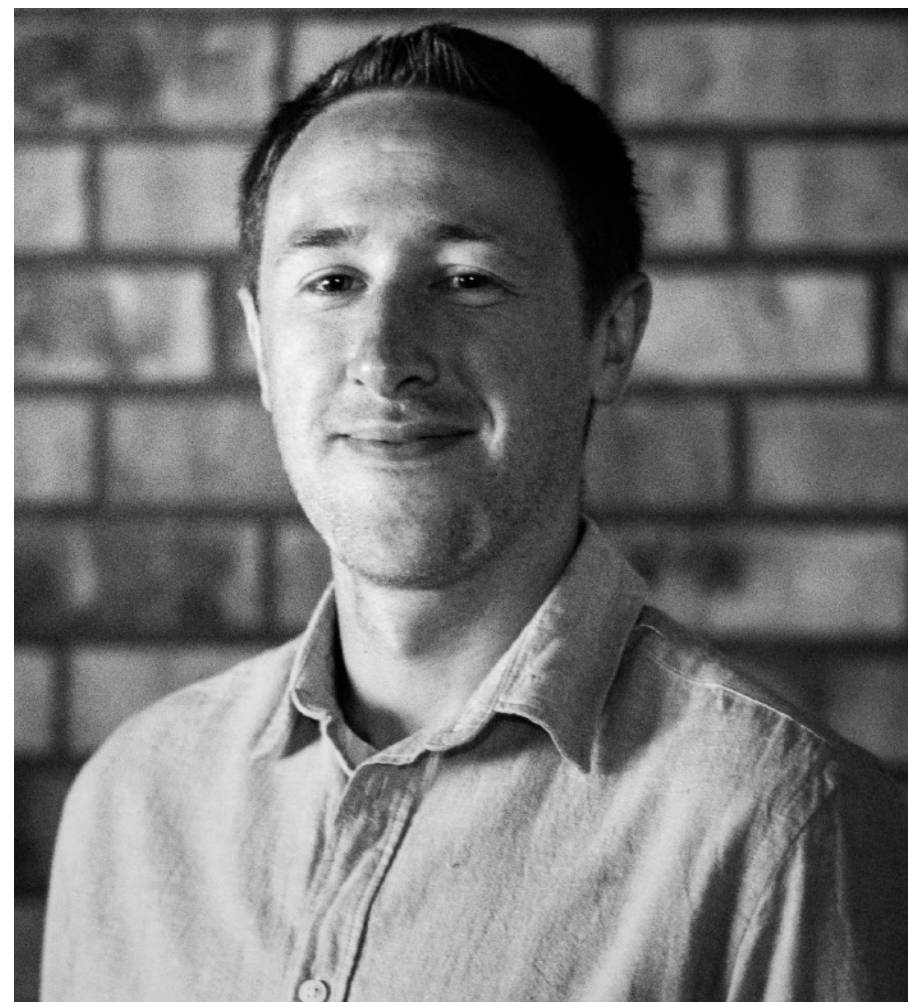
Robert
Senior User Experience Designer



Kyle
Visual Designer



Shawn
User Experience Contractor



Corey
Technical Project Manager



Irene
Creative Technologist



Heather
Strategist - Contractor

OUR TEAM



Sean
CTO



Aayush
Senior Backend Developer



Lisa
HR - Contractor



Mike
COO

OUR WORLD

EXTRAORDINARY EXPERIENCES ARE

Purposeful

Is it making it better? We ask ourselves that question at every step. If there's not a reason for being—a purpose that supports your business and its customers—it's not worth pursuing.

Best-in-Class

We don't do average. And neither do you. Let's make something that makes your customers say "wow!" and your competitors say "dang!"

Relevant

Is this experience resonating with your customers? Relevant to them at this very moment? If so, we've done our job.

Seamless

It takes a lot of work to make experiences feel effortless. But that's when you'll know we got it right.



Inspire

Inspire is a revolutionary treatment for sleep apnea patients who have struggled to find success using traditional CPAP treatment.

Over the past several years, Inspire has been on a path toward accelerating growth. Through previous and current engagements with media and creative agencies, its awareness levels have continued to grow and many early adopters have converted to Inspire therapy. As the company moves from startup mentality to a more mature business, its marketing and lead generation efforts need to take a step up, which is one of the many reasons Inspire engaged with Folklore in the summer of 2024 to optimize its website experience and begin planning for global centralization.



Inspire

Our approach to this relatively new but ongoing partnership includes the following elements:

Planning

We're actively working to set a website vision and roadmap to deliver business results. To get there, we're working toward marketing and website user journeys to ensure every decision is driven equally by user needs and business goals.

UX/UI

Many small changes over time added up to an ineffective user experience, and the mobile experience was deprioritized despite the vast majority of traffic coming from mobile users. We hit the ground running to resolve many issues and continue work toward optimizing lead generation.

Development

Our senior developers have quickly become expert consultants to the Inspire marketing and IT teams for the frontend CMS (Contentful) and backend CRM and data integrations. We'll continue to partner with the US team and are in conversations to extend our partnership globally.

Testing

The website serves as Inspire's main lead generation platform. Folklore's strategy and testing team is developing an ongoing testing approach and plan to identify core opportunities to increase high value lead generation throughout the website experience.



[How Inspire Therapy Works](#)[Cost & Insurance](#)[The Process](#)[Qualification Requirements](#)[Do I Qualify](#)

No mask. No hose. Just sleep.™

Inspire® therapy is a mask-free¹ solution for people with obstructive sleep apnea who have tried and struggled with CPAP.

[Do I qualify?](#)

90

% of bed partners report no

91

% of people are satisfied with

79

% reduction in sleep apnea

94

% of patients say Inspire

[Find a Doctor](#)

No mask. No hose. Just sleep.™

Inspire® therapy is a mask-free¹ solution for people with obstructive sleep apnea who have tried and struggled with CPAP.

[Do I Qualify?](#)



[Find a Doctor](#) [Inspire Patients](#) [Free Events](#) [For Healthcare Professionals](#) 

[How Inspire Therapy Works](#) [Cost & Insurance](#) [The Process](#) [Qualification Requirements](#) [Do I Qualify](#)

'Sleep better' insights from real patients

Inspire Patient Ambassadors are here and ready to talk with you about their decision to pursue better sleep through Inspire® therapy.



Don't just take it from us. Connect with a real Inspire patient.

Inspire Patient Ambassadors volunteer to help others one-on-one through the Inspire therapy process by helping to answer questions based on their own experience. Click on an ambassador card below to learn more about their personal journeys to sleep better.

Age range ▾

California ✕

Language ▾

More filters ▾

Sort by: Newly added ▾



Penney B.
Age Range: 45-60
Location: California
Inspire Patient Since: June 1, 2020
BMI: 28.4
 Military Veteran
 Digital Scheduling Available



Anne W.
Age Range: 50-60
Location: Texas
Inspire Patient Since: March 2, 2020
 Digital Scheduling Available



Al P.
Age Range: 45-60
Location: South Carolina
Inspire Patient Since: June 1, 2020
BMI: 25
 Digital Scheduling Available









[Do I qualify](#) 

'Sleep better' insights from real patients.

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Age range ▾

California ✕

Language ▾

More filters ▾

Sort by: Newly added ▾

40 Ambassadors

Sort by: Newly added ▾

Here to help

If you're unsure how best to connect with an ambassador, or having any issues trying to connect, please contact our Inspire team to assist.

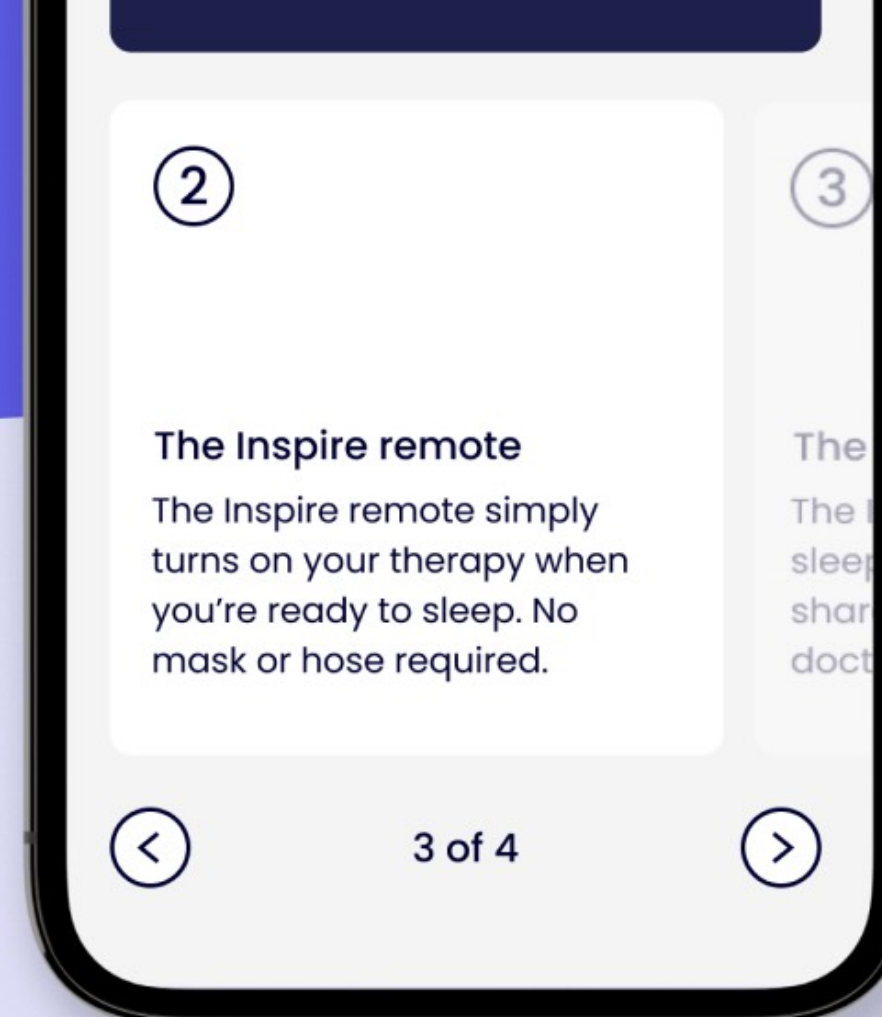
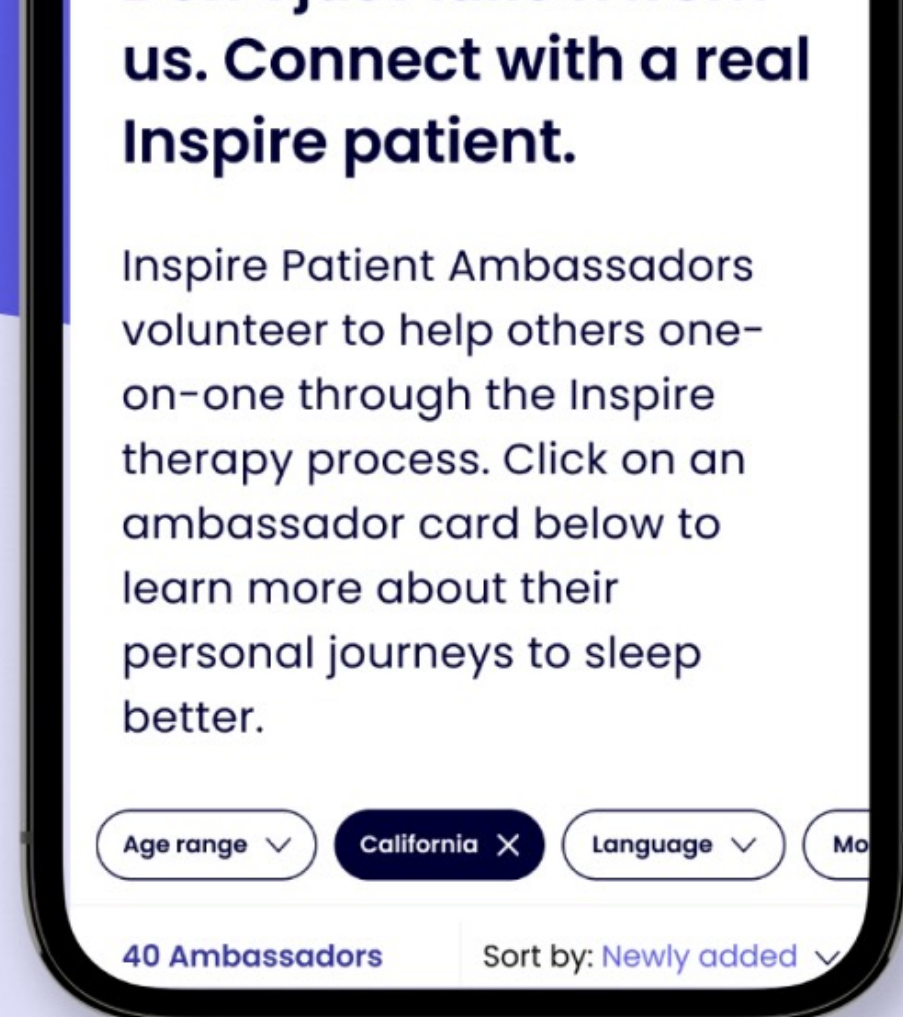
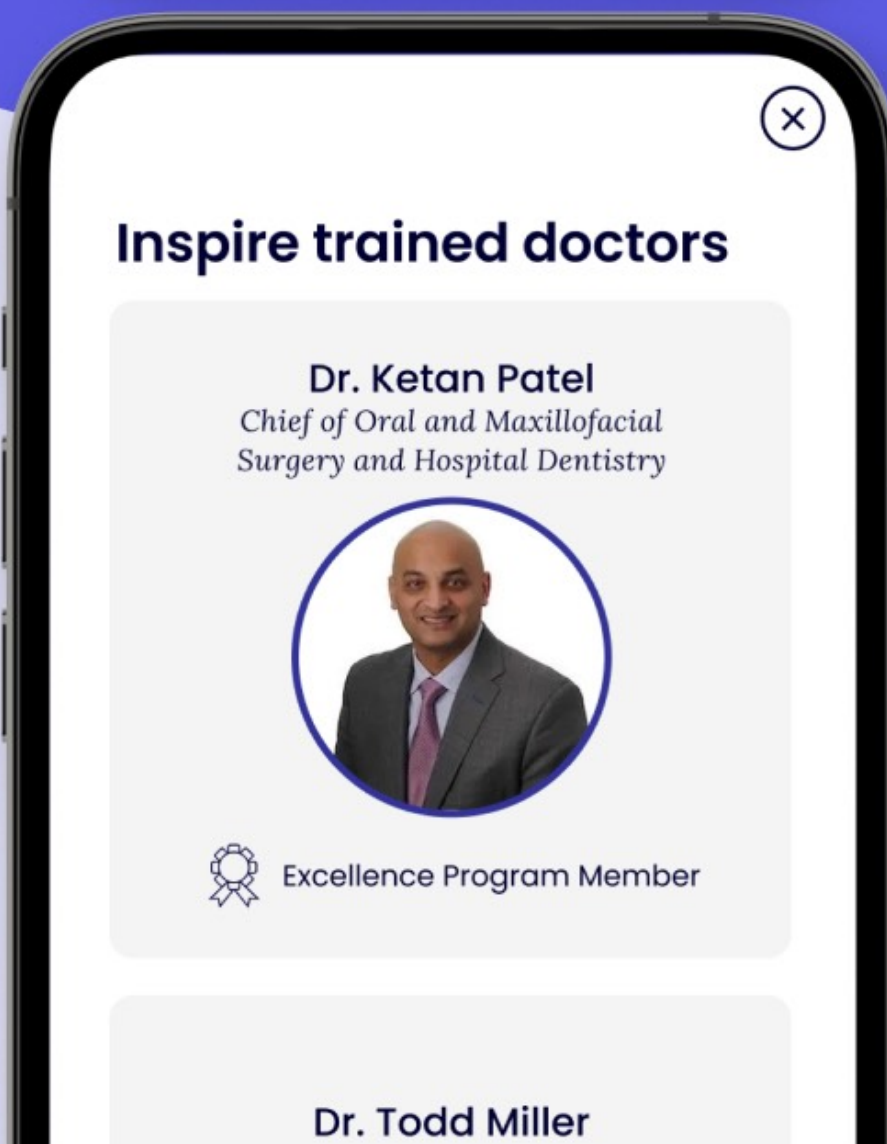
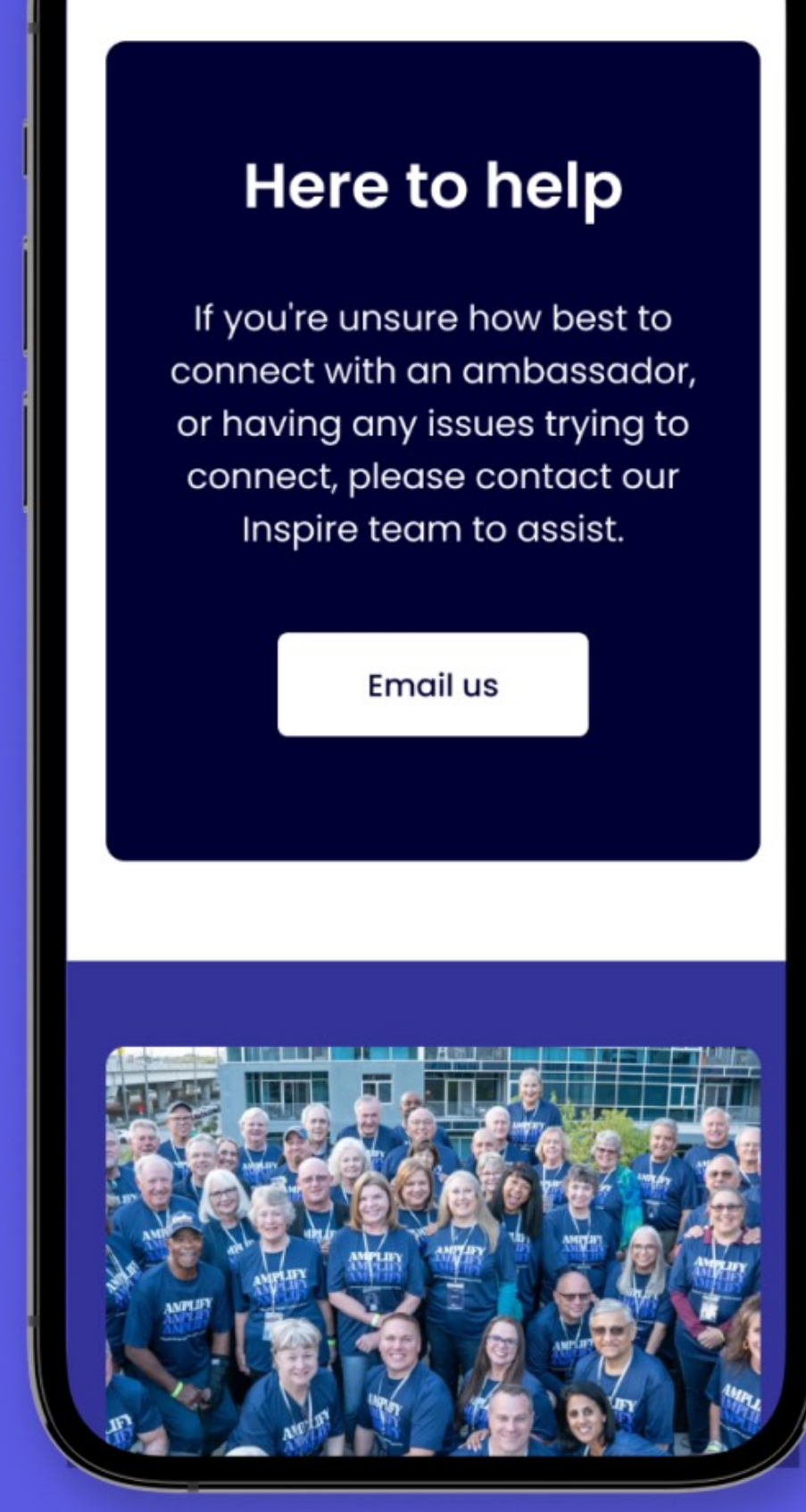
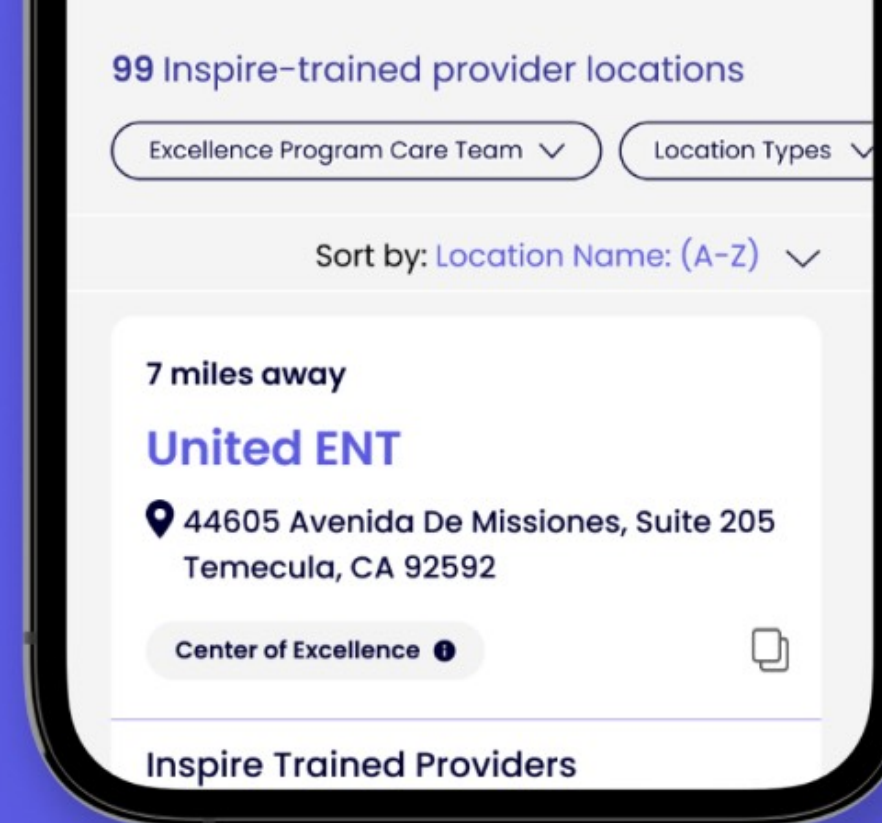
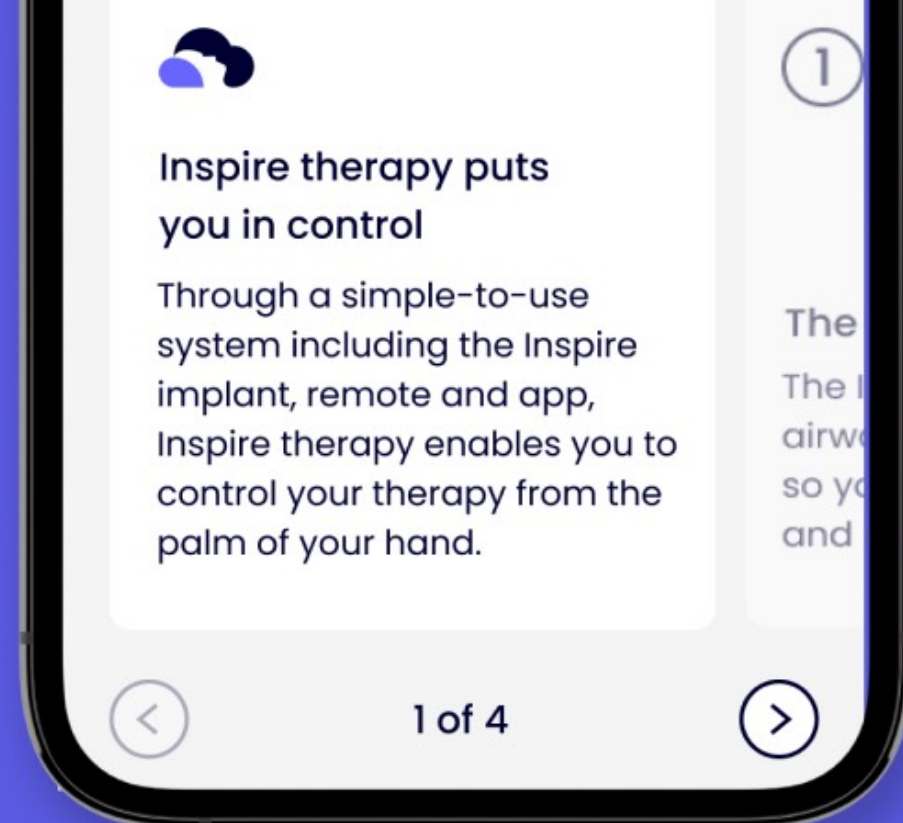
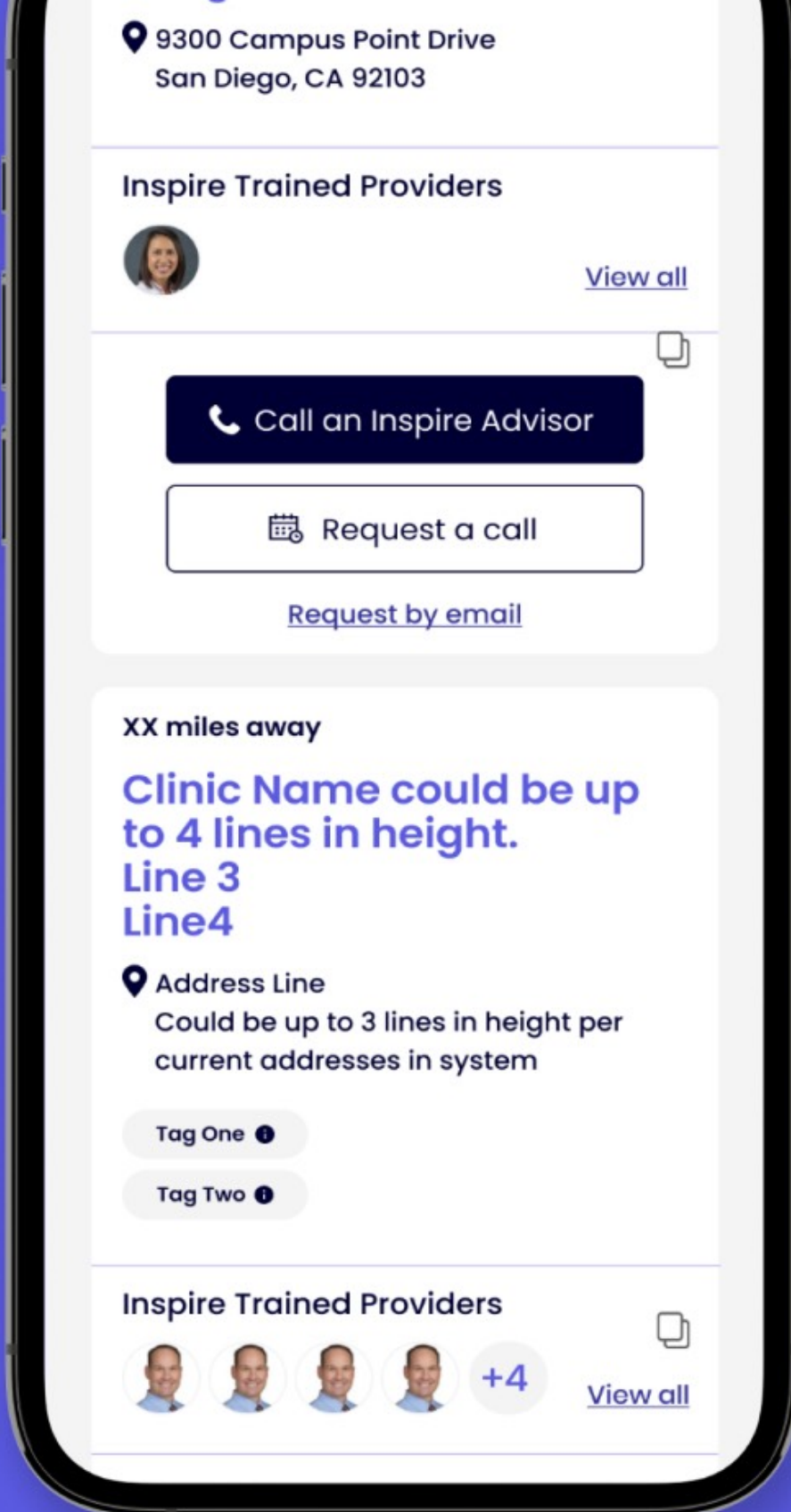
Email us



Interested in becoming an Inspire Patient Ambassador?

One of the more meaningful ways for those considering Inspire therapy to learn more is to talk one-on-one with someone who has firsthand experience. If you're an Inspire therapy patient who is interested in helping other people find their way to better sleep, we'd love to hear from you.

Learn More



quality, and to get connected with local Inspire-trained providers in your area.

Have you been diagnosed with obstructive sleep apnea (OSA)?

Yes

No

Unsure

This questionnaire will ask for personal and health-related information. View our privacy policy.

Questions?

Connect with an Inspire therapy advisor: [844-756-9744](tel:844-756-9744)



< Back

Understanding your CPAP experience.

Do you struggle with CPP?

Yes

No, CPAP works well for me

I have not tried CPAP therapy

'ADHERE Registry: Data on file

COMPANY

About Us



< Back

Please tell us more.

When was your last sleep study?

0-2 years

2+ years

'ADHERE Registry: Data on file

COMPANY

About Us

Investors



< Back

Lastly,

To help us personalize your results, please tell us a bit about yourself.

To learn if you may qualify for Inspire® therapy, submit your information below and see your results immediately.

First Name *

Last Name *

Zip Code *

Phone *

'ADHERE Registry: Data on file

COMPANY

About Us



< Back

You may qualify for Inspire® therapy!

Based on your responses, Inspire® therapy may be a great option for you and your insurance provider will likely offer coverage.

Find a doctor

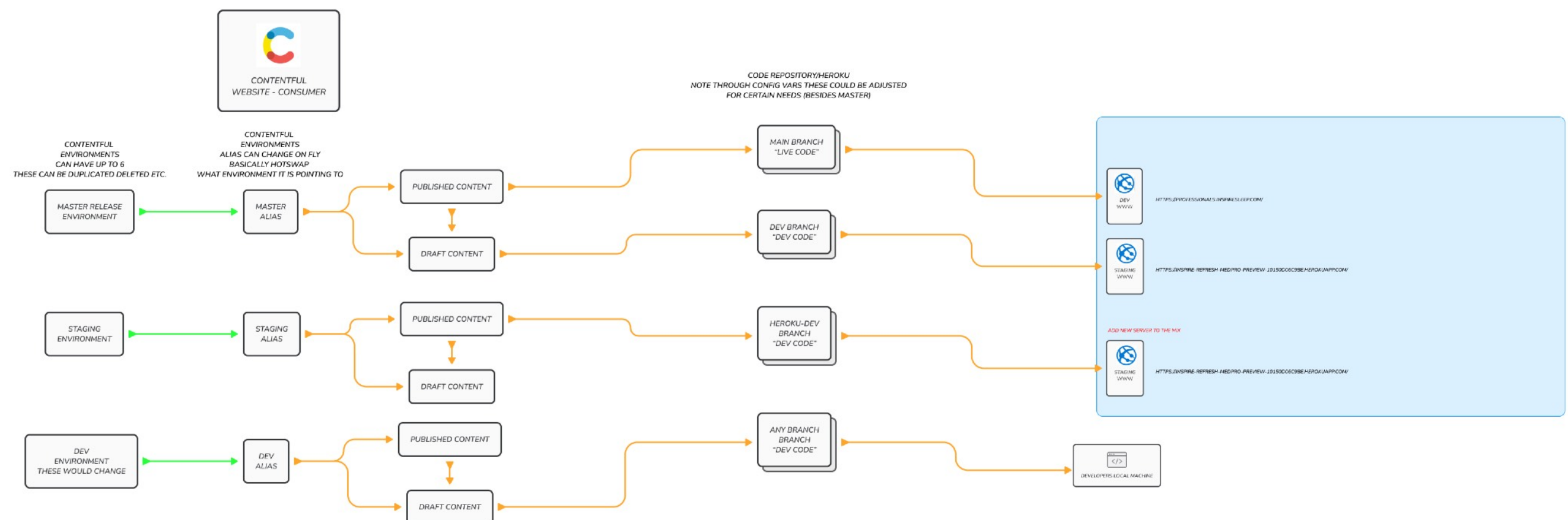
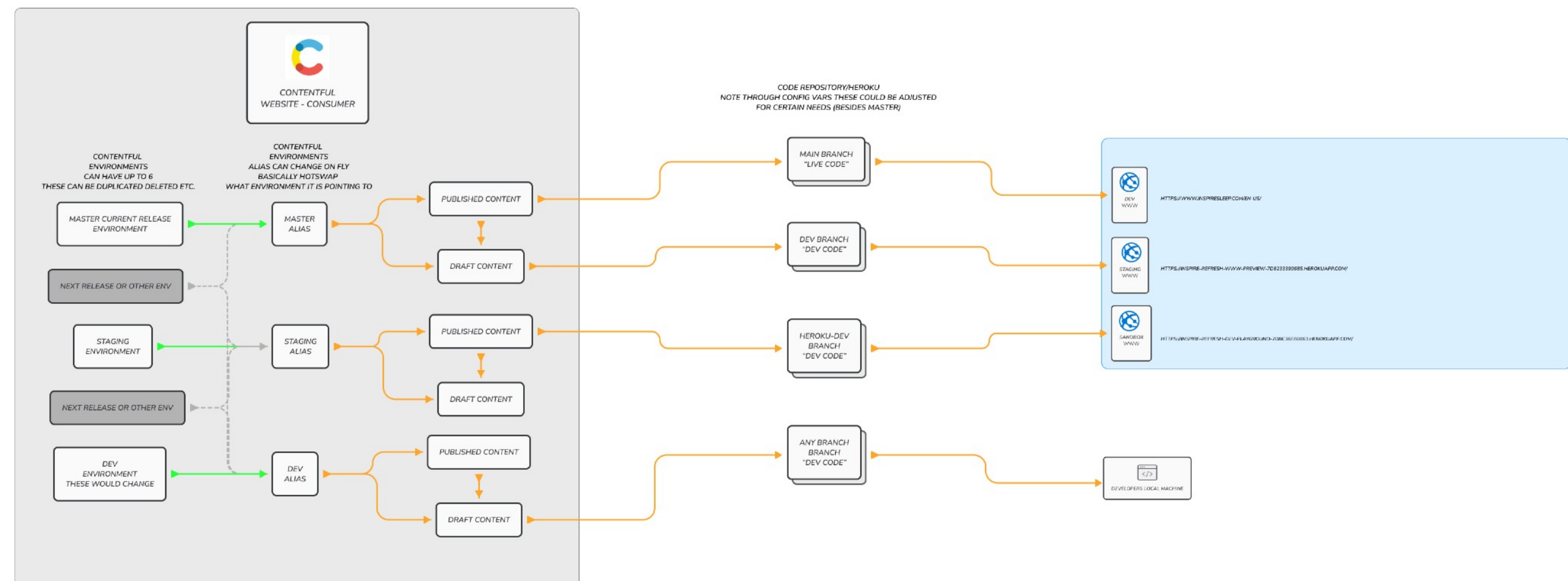
'ADHERE Registry: Data on file

COMPANY

About Us

Inspire

Contentful Environment Mapping



LAND LAKES SOCIAL
ADVERTISING,
EMAIL MARKETING

LAND O LAKES®



Land O'Lakes

CHALLENGE

As a farmer-owned cooperative, Land O'Lakes was looking to spread positivity, their story and all the recipes that are made better with their products.

STRATEGY

The audience desired more from the food they bought than just good taste. We gave them the whole story, from who was making it to what went into it to.

SOLUTION

We created an engaging and educational marketing campaign across social channels and email to inform, engage, and clarify what Land O'Lakes' stands for under the All Together Better campaign position.

OUTCOME

A holistic and well-rounded digital ecosystem that elevated both the campaign and brand presence to a larger, national level.

SERVICES

Content Creation
Copywriting
Customer Experience

Strategy
Visual Design



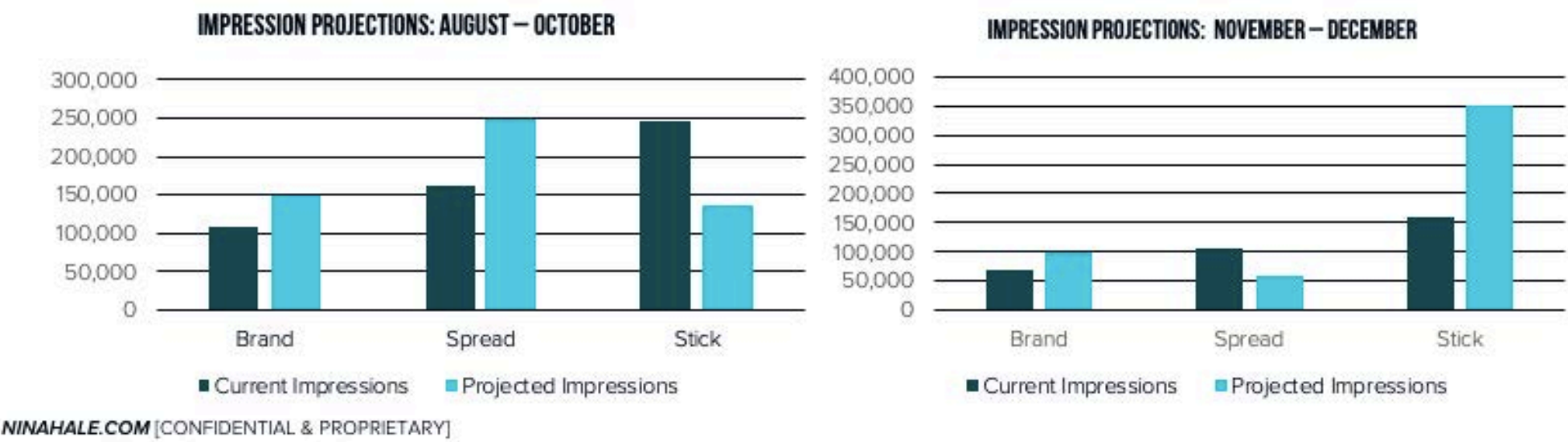
KPIS FOR OVERALL ORGANIC SOCIAL PUBLISHING

JOURNEY STAGE	PRIORITY METRIC	SECONDARY METRIC	SOURCE
AWARENESS	Impressions	Reach	Platform
	Views	N/A	
CONSIDERATION + RELEVANCE	Engagement Rate	Post reactions	Platform
		Shares/Re-pins/Saves	
		Comments	
		Video views	
		Link clicks	
	Conversion Lift	Website conversions	Platform
PRODUCT TRIAL	"Where to Buy" tool use from social referral traffic	N/A	Adobe Analytics

- Priority metrics are used to evaluate overall performance and growth; secondary metrics help provide additional context on top- and bottom-performing content

LAND O'LAKES / SEASONALITY IMPACTS PRODUCT CONSIDERATION

- Paid search campaigns will prioritize spread except for Nov-Dec when budgets will support stick butter during the peak holiday timing
- While there is little seasonality in Cheese, some Masterbrand products align with Land O'Lakes key seasonality (i.e., cocoa and heavy whipping cream spike in Nov-Dec)
- Social and email messaging should align with seasonality to maximize product trial conversions



38



DEEP DIVE: CO-OP MEDIA DETAILS

FACEBOOK	INSTAGRAM	PINTEREST
• Ad type: In-feed carousel • KPI: Engagement • Targeting: Women: 22-37 (testing age breakdowns) Interests: Baking, Cooking, Recipes, Meal Preparation, Food Network, <u>AllRecipes.com</u>, Local Food, Healthy Food, Convenience Food Parents vs. Nonparents vs. age of children • Audience size: 27,000,000 • Reach: 4,050,000 • Audience size: 25,000,000 • Reach: 3,750,000		• Ad type: Carousel Pins • KPI: Engagement • Targeting: Women 25-34 • Keyword: Keyword targeting adds relevancy within the pins vs. audience targeting. Example, when a user searches for dinner recipes, they don't want fashion ads • Interest: Reach those not searching for related products but show interest in Meg's buying styles and preferences - Healthy Lifestyle, Food & Drink: Dairy, Food & Drink: Spread • Audience size: 30,500,000 • Reach: 9,150,000



"In my 82 years, the results
of your work have shown up
without question. For that,
I'm grateful"

SHIRLEY W.
Friendswood, TX

SEE THE COLLECTION



LANDOLAKESKITCHN
Posts

Follow

landolakeskitchn



"Never doubt what you
do is meaningful.
Farmers are **truly**
incredible!"

KATIE K.
Highland, IN



123 likes

landolakeskitchn

Thank A Farmer. Thank you for celebrating
#JuneDairyMonth and an extra special thank you to the
farmers who keep our world growing.

View all 23 comments
1 hour ago

SEE THE COLLECTION

SHOP INGREDIENTS

Farmer-Owned
LAND O LAKES


**Thank you,
Farmers.**

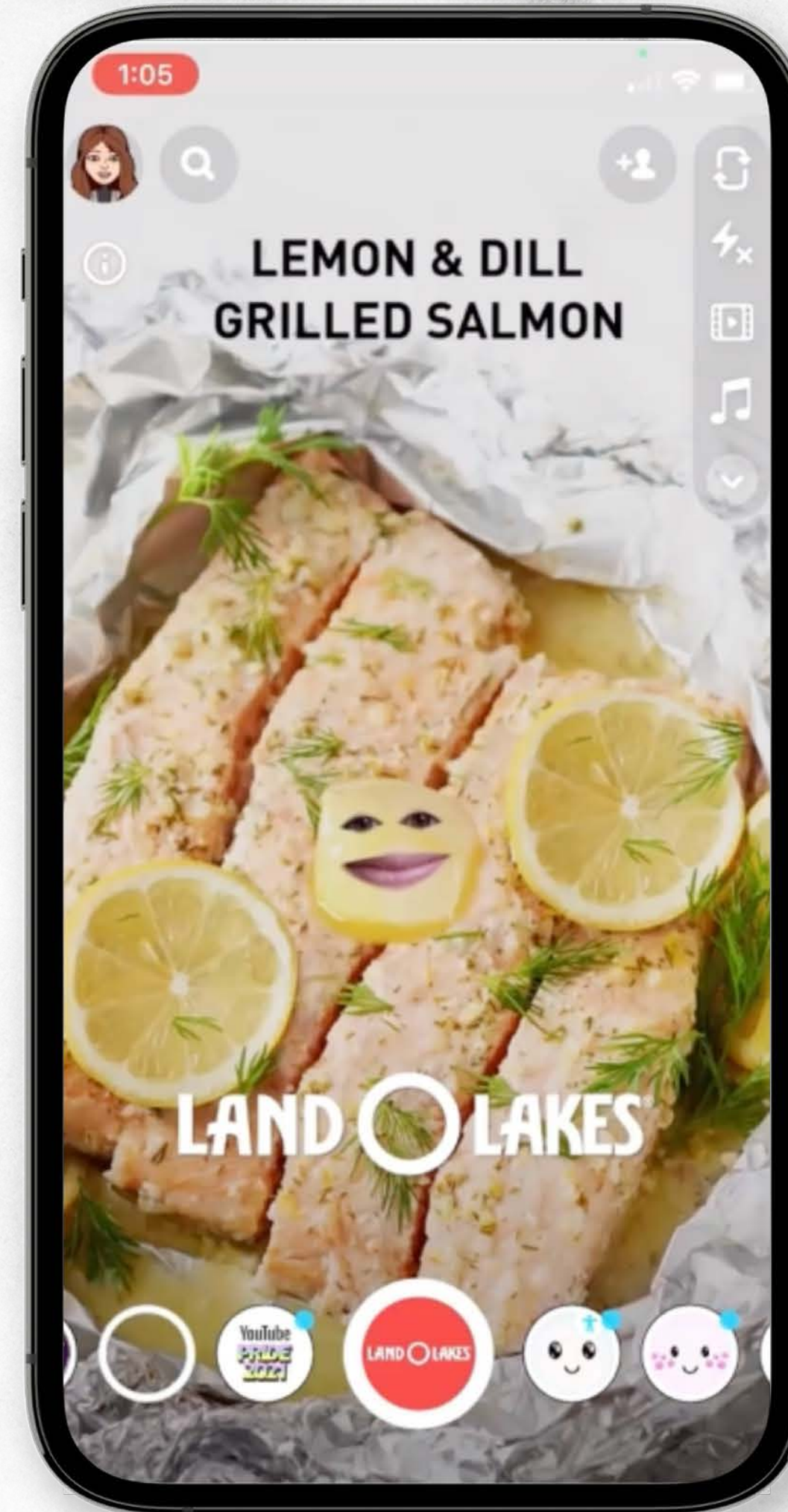
**Go Ahead,
Treat Yourself.**

LAND O LAKES
**Celebrate with
Citrus & Blueberry**



SHOP INGREDIENTS





One Batch at a Time

HOLIDAY COOKIE COLLECTION →

Enjoy this holiday season, whether it's with handed-down recipes or brand new traditions. From our farmer-owner families to yours, we hope it's the most delicious time of the year.



A Spoonful of Sweet
HAZELNUT BROWNED BUTTER
SPOON COOKIES

GET THE RECIPE →



A Perma-Mint Fave!
CANDY CANE BISCOTTI

GET THE RECIPE →



Nosh & Nibble
CHRISTMAS SHORTBREAD
TIDBITS

GET THE RECIPE →



PREP FOR Happier Holidays

Know the holidays are hectic. With a little planning and prep, your cookies can still come out perfect, and be ready to share whenever you need them. Check out our tips for pre-making and freezing!

GET PREP TIPS →



Mail Your Best Wishes



Send your loved ones holiday cheer in the form of sweet treats. Choose your favorite recipes, and be sure they arrive safely with our tips on packaging cookies.

GET OUR PACKING TIPS →

LAND O LAKES

'Tis the Season

to make cookies
to share at home
or send afar.

SCROLL
DOWN

⋮



LAND O LAKES

Recipes made for safe travels



Favorite
Cookies



Best Ever
Spritz Cookie



Cranberry Orange
Cookies

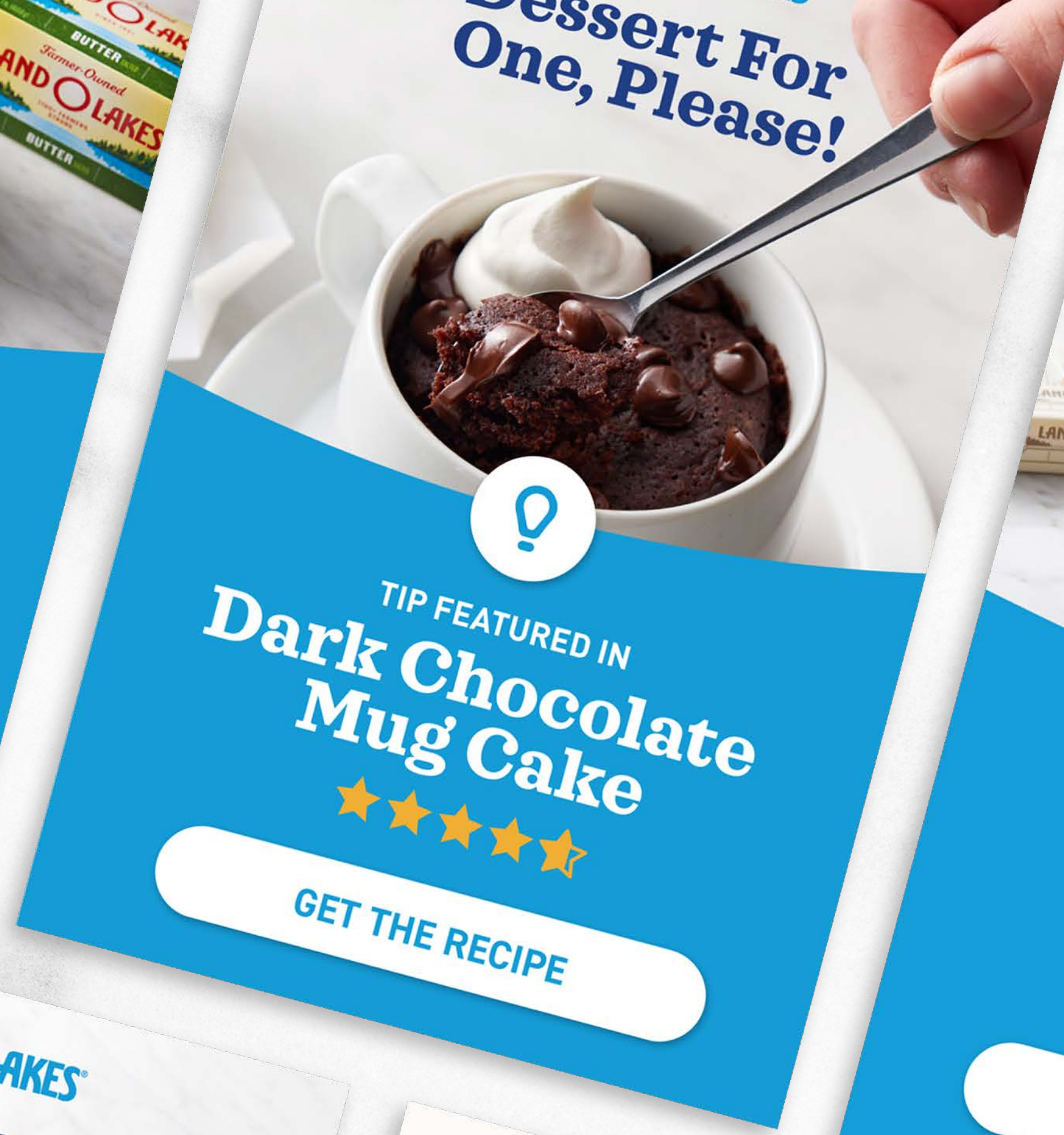




TIP FEATURED IN
**Best Ever
Blueberry Pie**
★★★★★
GET THE RECIPE



TIP FEATURED IN
**Chocolate Cake With
Chocolate Buttercream**
★★★★★
GET THE RECIPE



TIP FEATURED IN
**Dark Chocolate
Mug Cake**
★★★★★
GET THE RECIPE



TIP FEATURED IN
**Yellow Butter
Cake Recipe**
★★★★★
GET THE RECIPE



LAND O LAKES
**Top Your Cake
with Something
Special**
TIPS FEATURED IN
**Frosting Recipe
Collection**
GET THE RECIPE



LAND O LAKES
**Achieve
Frosted Magic**
TIP FEATURED IN



LAND O LAKES
**Homemade Wing
Sauce**



LAND O LAKES
**Flaky Crust
with a Fruit
Filling**

A woman with long, dark braids and a white long-sleeved shirt is shown in profile, looking at a smartphone. She is standing on a rooftop or balcony with a city skyline in the background. The text 'Roundel' is overlaid in a large, white, sans-serif font, with a trademark symbol (TM) to its upper right. Below it, the text 'Media designed by' is followed by a circular logo containing a stylized 'C' or 'O' shape.

RoundelTM

Media designed by 

Roundel

CHALLENGE

Target set out to elevate its in-house media brand, Roundel, to reflect the same level of polish and purpose-driven design that defines the Target brand. The goal was to visually and strategically align Roundel with Target’s core belief in being “designed better.” To achieve this, the brand needed a complete website overhaul—delivered within a tight 60-day timeline. The project also required an agency partner capable of navigating Target’s stringent IT security protocols to launch a standalone site on a new CMS.

STRATEGY

Folklore’s strategy focused on integrating closely with the Roundel creative and marketing teams while partnering with Target’s IT department to meet strict security standards. We established parallel work-streams to advance branding and technical development simultaneously. By embedding into client workflows, we accelerated approvals and ensured deliverables met Target’s high standards.

SOLUTION

Folklore delivered a redesigned Roundel website that brought the brand in line with Target’s “designed better” standard. Built on a new CMS and approved standalone infrastructure, the site elevated Roundel’s presence while meeting strict IT and compliance requirements. We translated the refreshed brand into a bold, intuitive digital experience focused on storytelling and media impact. The site launched on time with the polish and performance expected from a Target-owned brand.

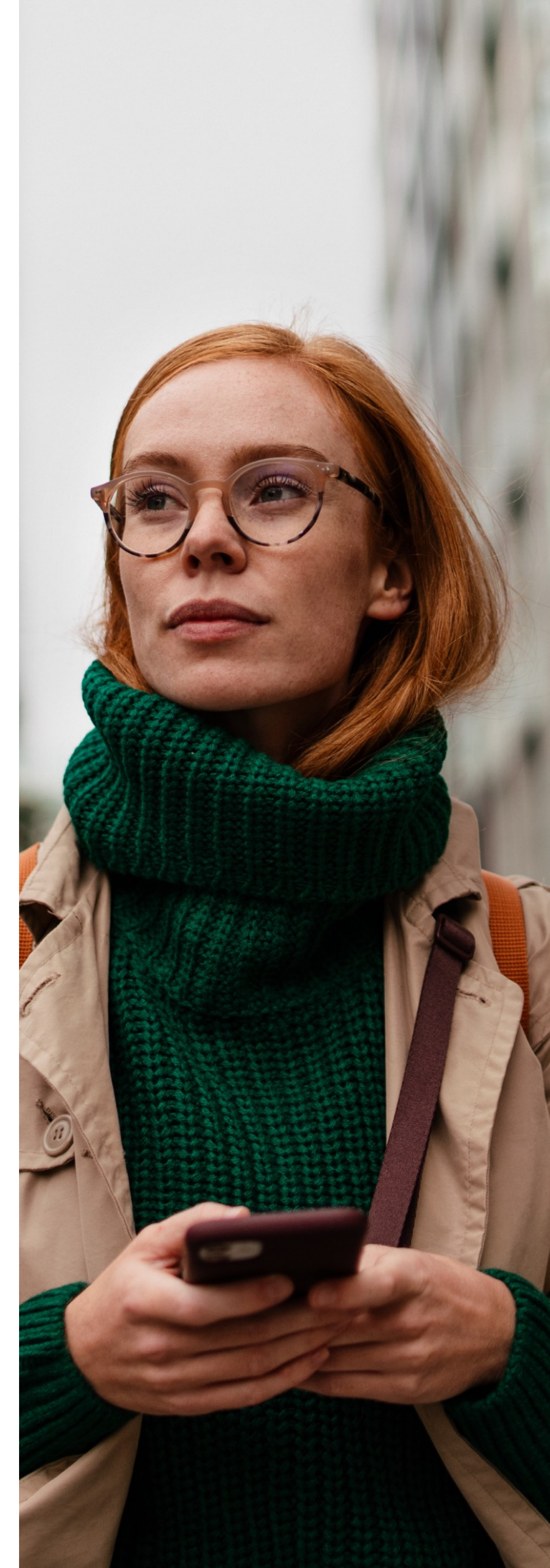
OUTCOME

The site made its debut at Cannes, serving as a high-impact showcase for the newly elevated brand. The site was well received by both users and Target’s internal leadership, affirming the success of the brand transformation. It effectively captured Roundel’s renewed purpose and design excellence, reinforcing its position within the Target ecosystem. Since launch, Folklore has continued to partner with Roundel to enhance and evolve the site as the brand grows.

SERVICES

Site Strategy
Content Architecture
User Experience Design

Creative Concepting
Visual Design
Full-Stack Development



Roundel™
Media designed by 

[Follow us on LinkedIn](#)



Media designed by

At Roundel, it all starts with relationships. Through our unparalleled understanding of the Target guest and a commitment to collaboration, we create media experiences that help everyone discover the joy of everyday life.

Roundel™
Media designed by 



Media designed by

At Roundel, it all starts
with relationships.



Designed for engagement.

To seamlessly integrate into the lives of the Target guests, we first must understand them. It is with this level of intuition we develop solutions that are human, elevated, and unexpected in the best possible way.

[Our solutions](#)

Target Product Ads by Roundel™

Sponsored product ad placements on Target.com and the Target app.

[Learn more](#)

Display by Roundel™

Our managed service offering that runs display ads across Target.com, the Target app, or across 150+ premium publishers.

[Learn more](#)

Search Ads by Roundel™

Connect with guests searching on Google, with access to retail-specific ad formats, like Shopping Ads, that drive higher product visibility on search result pages.

[Learn more](#)

Social by Roundel™

Static, animated, and video ads on Facebook, Instagram, Pinterest, and Snapchat.

[Learn more](#)

CTV by Roundel™

Reach relevant and engaged audiences on their connected TV.

[Learn more](#)

Programmatic by Roundel™

Activate Roundel's custom audiences with brand-positive inventory via self-service within your DSP.

[Learn more](#)

YouTube Ads

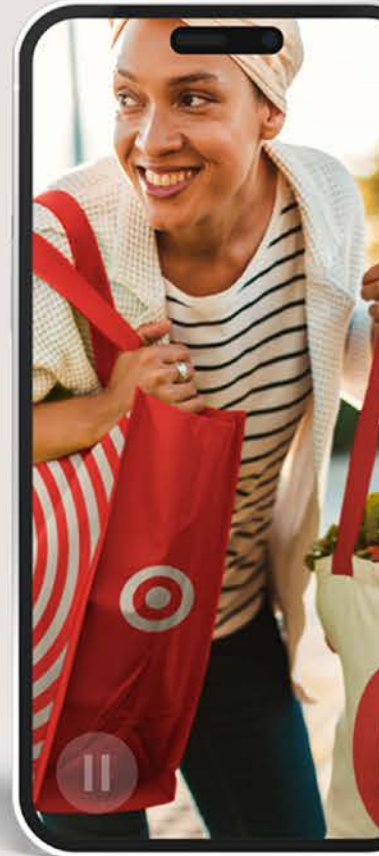
Reach receptive audiences across YouTube with video ad placements.

[Learn more](#)

Influencers by Roundel™

Co-branded content across Instagram, Pinterest, and TikTok created by influencers via LTK, a Target-approved global influencer network.

[Learn more](#)



Designed for bigger results.

[See our results](#)



Roundel™
Media designed by

[Follow us on LinkedIn](#)

Media designed by

understanding of the Target guest and a commitment to collaboration, we create media experiences that help everyone discover the joy of everyday life.

Knowing our guests.

Our deep understanding of the Target guest gives us the ability to bring your brand to our community in curated, collaborative and highly impactful ways. The result is not just about stronger sales, but also stronger relationships with the people who matter most.

[Our difference](#)

First-party data from 165M+

Target guests so you can reach unique audiences at scale.

Includes audiences of shoppers

who have made purchases in Target stores (we see 30M+ weekly Target in-store visits).

150+ premium publishing partners

through Bullseye Marketplace for brand-positive inventory that drives results.

76%

of Target guests say they use the Target app or Target.com while shopping in store.



Chobani



2x

higher-than-benchmark engagement rate using Influencers by Roundel.

[View case study](#)



>25%

increase in customer retention over the duration of Clorox's campaigns.

[View case study](#)



62%

of purchasers who saw the media were first-time Hanes buyers.

[View case study](#)

Insights

[View all insights](#)



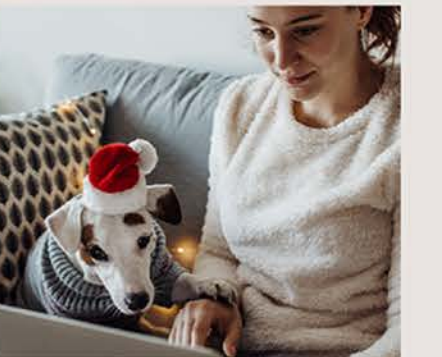
What the next generation can teach us about the future of e-commerce.

[Read article](#)



How advertisers and media partners can close the loop on ROAS, together.

[Read article](#)



Searching for a way to reach customers this unusual shopping season? Here's how.

[Read article](#)

2022 Holiday Insights Report

31% of Target guests started shopping before last year's biggest holiday sales

due to worries that items would not arrive in time or inventory would be limited. Plan on advertising early and often to meet guests' concerns with fulfillment options and timely orders*.

[Download report](#)

*Target Holiday Quantitative Report.

A can't-skip opportunity.

77%

of Target guests have learned about a product from YouTube.¹

68%

of Target guests have purchased a product they learned about on YouTube.¹

3x

more time spent by Target guests on YouTube per day compared to the U.S. population.¹

95%

average completion rate on YouTube²



How brands drive success.



Near-real-time programmatic optimization drove 2x the return.

[View case study](#)

"I've done the math and Roundel always delivers."

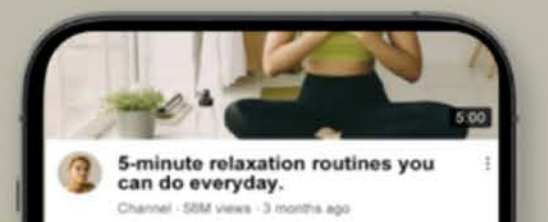
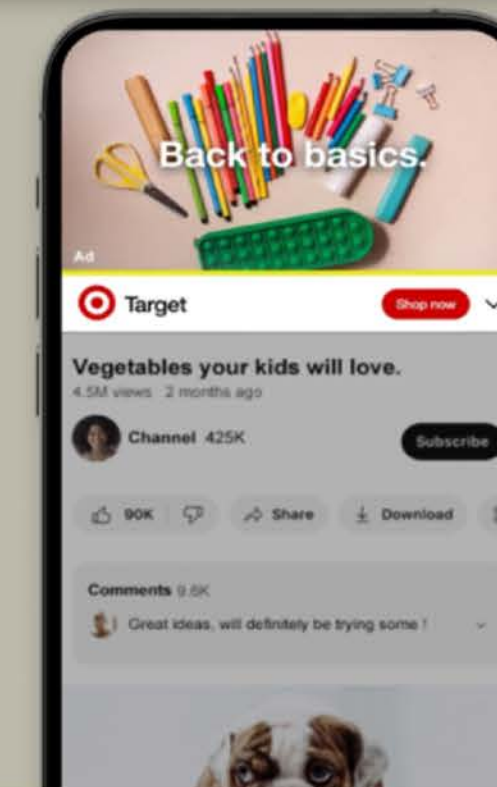
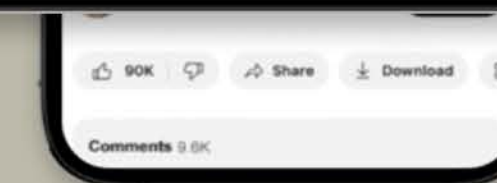
YouTube Ads

Bite-sized ads. Big audience.

92% of Target guests watch videos on YouTube—a full 24% higher than the general U.S. population.¹

Now you can reach the majority of Target guests on one of their favorite platforms. Leverage YouTube bumper ads (horizontal and vertical) to reach engaged shoppers and drive top-of-the-funnel awareness.

Added bonus? Our solution combines the video platform Target guests love with our brand safety. So your ads only run where Target would run its own.



A can't-skip opportunity.

77%

of Target guests have learned about a product from YouTube.¹

68%

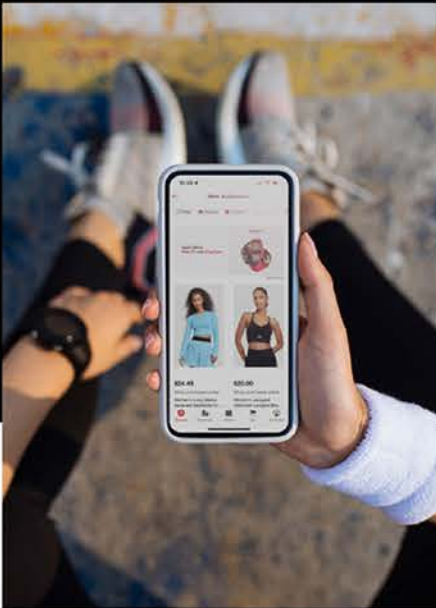
of Target guests have purchased a product they learned about on YouTube.¹

3x

more time spent by Target guests on YouTube per day compared to the U.S. population.¹

Intentional by design.

Each and every solution is backed by insights. Then created wholly with the Target experience in mind. Across screens, onto shelves, and into carts. Building love and loyalty along the way.



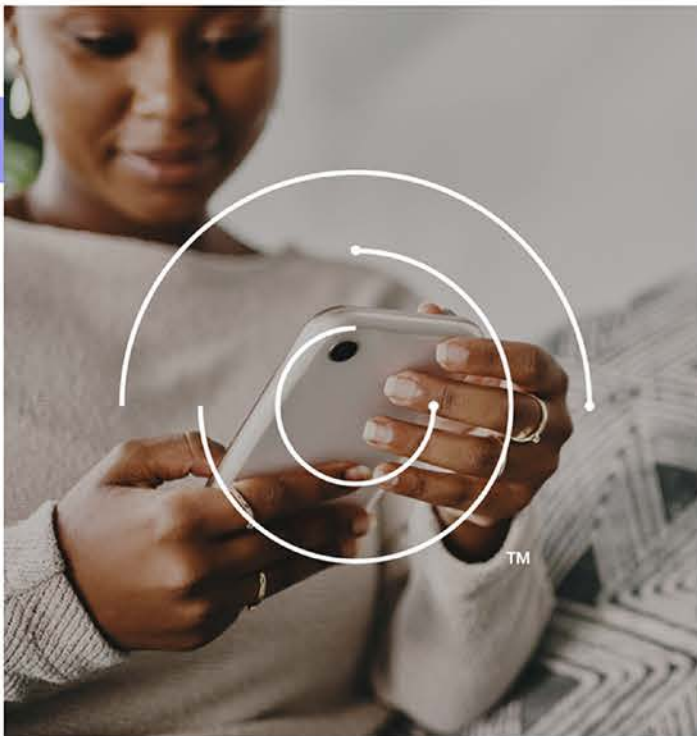
More solutions. More impact.

We can bring your brand into focus in ways other retailers can't. With capabilities such as CTV and display to create awareness, social media and influencers to deepen engagement, search solutions to generate sales, and more to meet your business objectives.

[View our solutions](#)

150+

publishing partners help your brand thrive across the content that guests love.



Designed for growing sales. And relationships.

Take a different path. One designed for growth. Where your brand can thrive and short-term goals turn into long-term trends. Where your shoppers become your biggest fans.



Insightful by design.

Loyalty doesn't happen by accident. Our first-party data builds a level of understanding with the Target guest that, when paired with a curated solution, creates a real connection. So, your ads don't just gain impressions but leave a lasting one.

50M+

unique visitors to digital properties and 30M+ weekly in-person visits every week.

9x

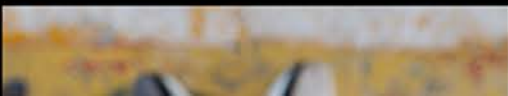
more spend from Target's multi-channel guests compared to online-only shoppers.

80%

of Target guests buy from at least four store categories a year.

Intentional by design.

Each and every solution is backed by insights. Then created wholly with the Target experience in mind. Across screens, onto shelves, and into carts. Building love and loyalty along the way.



Discover your audience.

We start with 165 million guests and zero in with precision. We identify who, what, where and when. At this level of focus, we can have a real conversation.



Craft meaningful messages.

Be part of an unmatched multichannel shopping experience. It starts by using our first-party, anonymized data at scale to deliver messages that resonate with guests.

Build omni-channel connections.

Reach guests at every point of their journey, across their preferred channels and brand-safe content.

Measure and grow with repeatable success.

Our closed-loop measurement connects ads to actual sales and ROAS so you can easily optimize and make informed decisions for future campaigns.

Solutions

[Search](#) [Video](#) [Display](#) [Programmatic](#) [Social](#)

Video

Meet millions of streamers alongside their favorite content.



CTV by Roundel™

When you choose CTV by Roundel, you're tapping into our valuable audience catalog to reach the most receptive audiences for a highly efficient and effective buy. All in an engaging environment with no skipping and no distractions. Just your ad alongside our exclusive brand-positive content from premium publishers.

[Learn more](#)



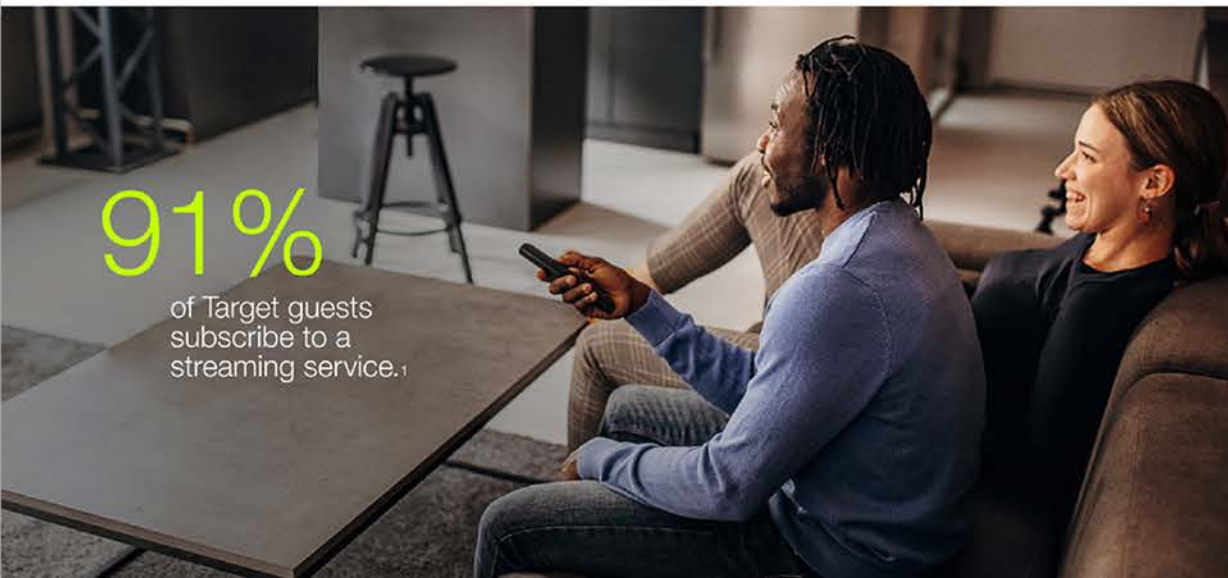
YouTube Ads

Now you can reach the majority of Target guests on one of their favorite platforms. Leverage YouTube bumper ads (horizontal and vertical) to reach engaged shoppers and drive top-of-the-funnel awareness.

[Learn more](#)

91%

of Target guests subscribe to a streaming service.¹





CHALLENGE

Need to create ways to bring a more human approach to help stand out in the stodgy financial services industry.

STRATEGY

Connect with the “everyday millionaire” by offering a modern wealth planning relationship that starts with your life goals and connects every facet of your financial picture.

SOLUTION

With a modern UI design with an eye on simple mobile interactions, we elevated the site experience and showcased the new brand design. We also helped develop tools to onboard prospects and discover gaps in their financial portfolio.

OUTCOME

An entirely new Edelman brand and digital experience to set them apart from the rest of the financial services industry.

SERVICES

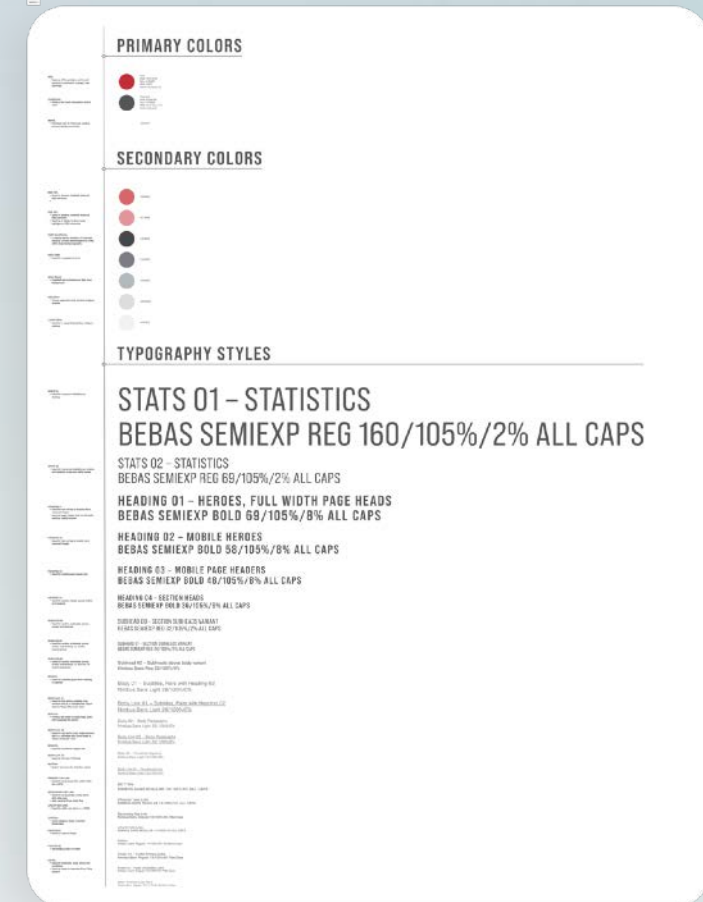
Strategy
IA/UX/UI
Visual Design

Copywriting
Front-End Development
Integrations Planning

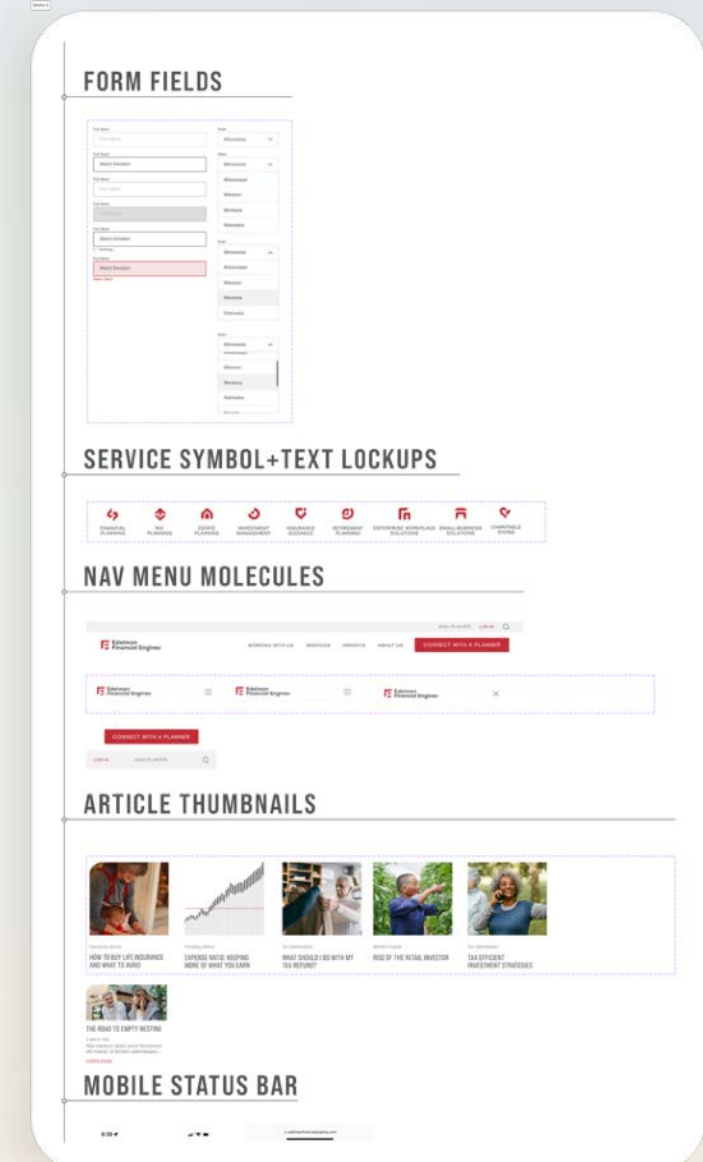


DIGITAL PATTERN LIBRARY

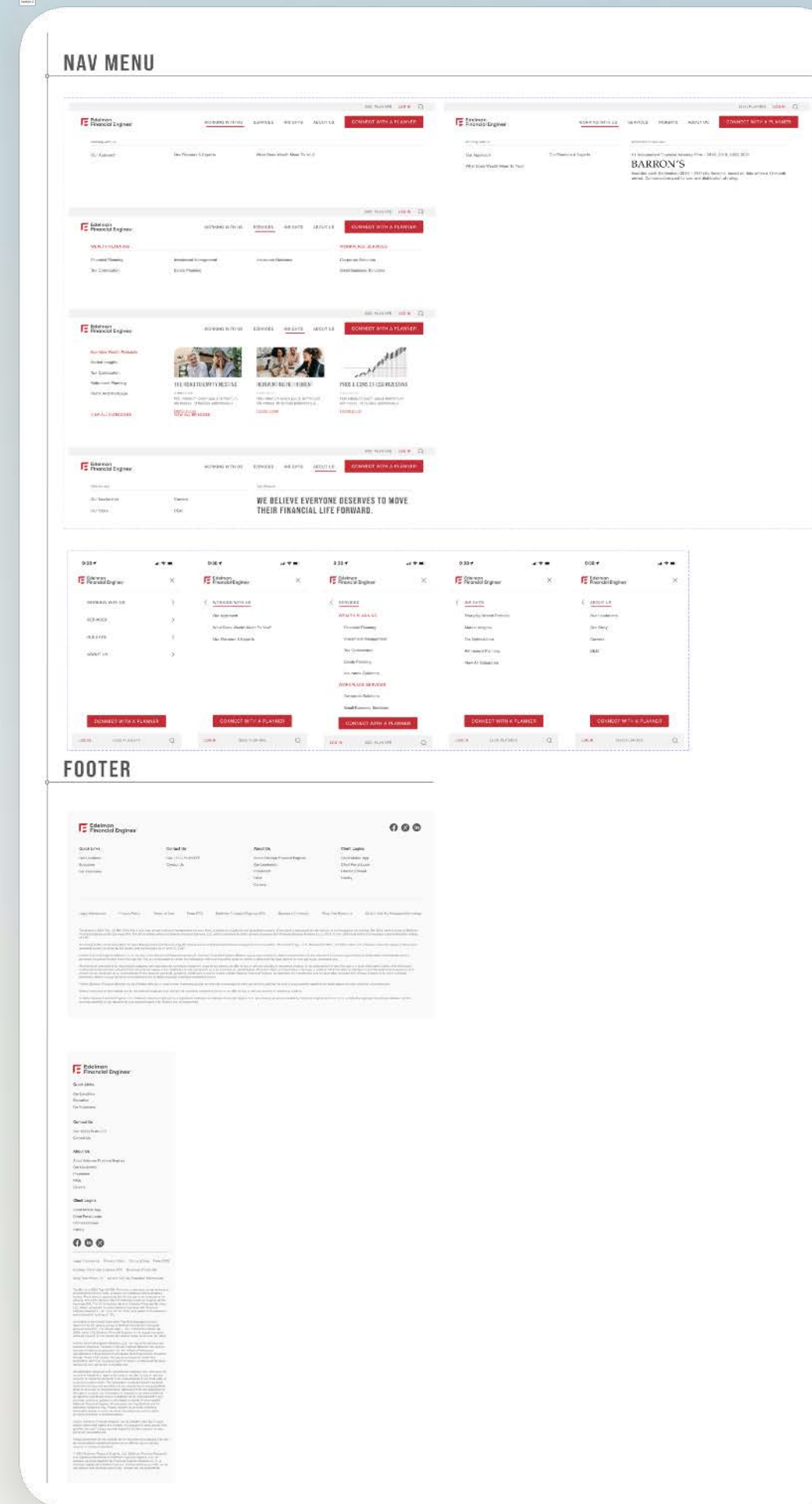
Design Styles



UI Elements



Navigation Elements



Components



YOU DIDN'T COME THIS FAR ONLY TO COME THIS FAR

See how much further you can go with
a modern financial planning relationship.

[CONNECT WITH A PLANNER](#)



MAKE THE POSSIBLE PROBABLE

You've worked hard to get where you are.
But you know that there's more to do. We
can help. We are a modern wealth
planning relationship offering integrated
advice and strategies to help you elevate
your financial potential.



YOU DIDN'T COME THIS FAR ONLY TO COME THIS FAR

See how much further you can
go with a modern wealth planning
relationship.

[CONNECT WITH A PLANNER](#)

DEFINING THE MODERN WEALTH PLANNING RELATIONSHIP

We believe everyone deserves to move their financial life forward. For more than 35 years we've offered the tools and expertise to make that possible.



WE HELP YOU PLAN THROUGH EVERY STAGE OF LIFE



FIRST PAYCHECK

BUILDING YOUR ASSETS

PLANNING FOR THE FUTURE

PREPARING FOR RETIREMENT

LIVING YOUR DREAM

LEAVING YOUR LEGACY

From the very start of your financial journey we are with you. Whether you are one of our 1.3 million individual investors or amongst the 100+ Fortune 500 clients using our workplace services, we'll deliver actionable insights and help plot a course for your future.

WEALTH PLANNING

WORKPLACE SERVICES

VISION MEETS INNOVATION

Edelman Financial Engines is the union of two visionary

(833) PLAN-EFE

LOG IN

Edelman
Financial Engines®

WORKING WITH US

SERVICES

INSIGHTS

ABOUT US

CONNECT WITH A PLANNER

THE FUTURE IS WHAT WE PLAN FOR

The more you add to your financial picture, the more complex it becomes. Enjoy the confidence that comes with a wealth planner dedicated to achieving your goals.

YOUR PLAN STARTS WITH YOUR GOALS



Set your goals in motion. Take the initiative to give your life the work the individual attention it deserves. It all starts by connecting to an Edelman Wealth Planner. Answer a few short questions and you'll be connected. We'll follow up with a time to meet in-person or virtually.

CONNECT WITH A PLANNER

RISK IS INHERENT, BUT YOU CAN PLAN FOR IT

While uniquely focused on modeling both the risk and return potential of each piece of your financial plan – we know it takes more than a prescriptive, one-size-fits-all approach. We proactively evaluate and track risk throughout the lifespan of wealth – adjusting and rebalancing as needed – so you can be better prepared for risk at every turn.

EXPERTISE FOR ALL YOUR NEEDS

When your finances get more complex, you need specialized advice. Tax Optimization to Estate Planning, our Advanced Planning Team provides an extra layer of expertise available to you and your wealth planner. Whether you are making a plan for your personal financial goals or for your employees with [Voluta Service](#) for your business, be certain you are tapping into the knowledge that comes with specialized experts.

OUR PLANNERS AND EXPERTS



WORKING WITH AN EDELMAN WEALTH PLANNER

What is the value of a wealth planner?

What are the fees? How much does it cost?

What if I am currently working with an advisor?

What financial information do I need to provide to get started?

WHAT ARE THE NEXT STEPS?

- 1

Connect with a planner
Start by sharing some information about yourself and your financial outlook.
- 2

Schedule your appointment
An Edelman Financial representative will reach out to schedule an appointment to meet in person or virtually.
- 3

Discuss your financial goals
After a comprehensive discussion, your planner will develop a personalized financial plan.

CONNECT WITH A PLANNER

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LOG IN

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WORKING WITH US

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ABOUT US

CONNECT WITH A PLANNER

WEALTH PLANNING SERVICES

Starting with your goals in mind, we apply all of our services and a wide range of expertise to uncover new opportunities. With collaboration as the core of our integrated approach, you are setting the direction for where you want to go.



FINANCIAL PLANNING

Am I missing anything in my financial approach? Sophisticated, 100-integrated strategies that help create wealth potential.

EXPLORE



INVESTMENT MANAGEMENT

Is my money working as hard as it could be? Goals-based, customized investment management approach.

EXPLORE



TAX OPTIMIZATION

How do I keep more of what I have earned? Tax-smart, sophisticated strategies to elevate your wealth.

EXPLORE



INSURANCE GUIDANCE

How can I best protect myself and my family? Smart insurance strategies that preserve your lifestyle.

EXPLORE



ESTATE PLANNING

How do I strengthen my legacy? Estate planning driven by your values and wealth preservation.

EXPLORE



RETIREMENT PLANNING

Placeholder text, sit amet consectetur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

EXPLORE

WORKING WITH YOUR PLANNER

You and your planner will have a collaborative working relationship dedicated to achieving your goals.

MEET OUR PLANNERS AND EXPERTS

Edelman
Financial Engines®

PERCEPTION OF WEALTH

FEW PEOPLE FEEL WEALTHY AND FINANCIALLY SECURE TODAY



12%

OF TOTAL RESPONDENTS AND 29% OF MILLIONAIRES FEEL WEALTHY

HOW MUCH IN THE BANK TO FEEL SECURE?

Edelman
Financial Engines®

WEALTH & EMOTION

INFLATION IS CAUSING WORRY AND AFFECTING SPENDING BEHAVIOR



88%

HAVE HAD TO ADJUST TO RISING PRICES AND IMPACTED PORTFOLIOS



49%

Buying fewer things



46%

Less on recreation and entertainment



42%

Reduced spending on food

Edelman
Financial Engines®

WORKING WITH US SERVICES INSIGHTS ABOUT US CONNECT WITH A PLANNER

EVERYDAY WEALTH IN AMERICA 2022 SURVEY

Inflation, recession fears, and political uncertainty are undermining confidence across all financial demographic groups

DOWNLOAD THE FULL REPORT

PERCEPTION OF WEALTH

FEW PEOPLE FEEL WEALTHY AND FINANCIALLY SECURE TODAY



12%

OF TOTAL RESPONDENTS AND 29% OF MILLIONAIRES FEEL WEALTHY

HOW MUCH IN THE BANK TO FEEL SECURE?

\$1M

57% of Americans

\$3M

53% of the Affluent

\$5M

33% of the Affluent

WEALTH & EMOTION

INFLATION IS CAUSING WORRY AND AFFECTING SPENDING BEHAVIOR

88%

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Less on recreation and entertainment



42%

Reduced spending on food

COMMUNICATION

COUPLES STILL ARGUE ABOUT MONEY, BUT MANY WANT A MORE OPEN DIALOG

46%

OF ALL RESPONDENTS ADMITTED THAT THEY FOUGHT WITH THEIR PARTNERS ABOUT MONEY



27%

have also fought about money with other family members



4 IN 10

wished they talked more about financial matters with their partner

PROFESSIONAL GUIDANCE

WORKING WITH A FINANCIAL PROFESSIONAL CAN HELP EASE THE EMOTIONAL BURDEN

83%

WHO WORK WITH A FINANCIAL ADVISER WERE LESS STRESSED

70%

believed their advisors help them address difficult and emotional money topics.

Edelman
Financial Engines®

PROFESSIONAL GUIDANCE

WORKING WITH A FINANCIAL PROFESSIONAL CAN HELP EASE THE EMOTIONAL BURDEN



83%

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Edelman
Financial Engines®

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WORKING WITH US

SERVICES

INSIGHTS

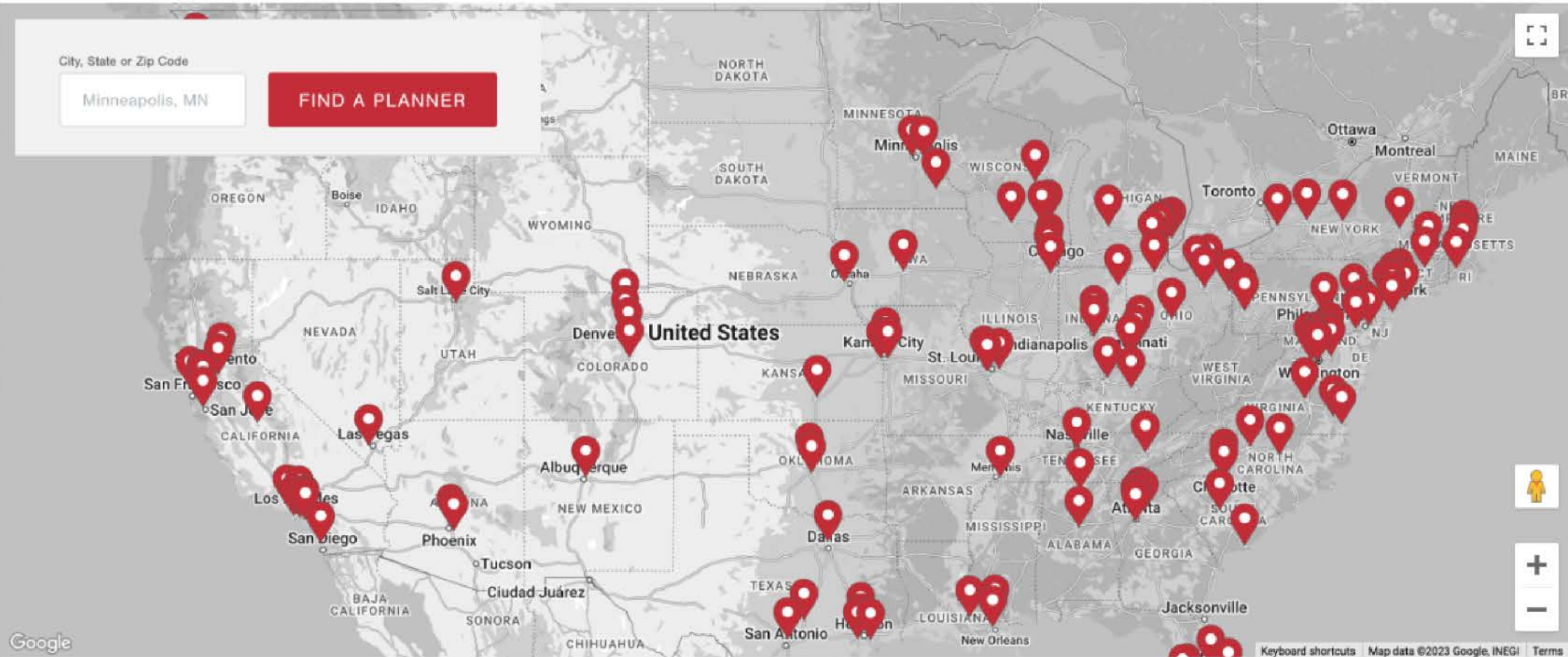
ABOUT US

CONNECT WITH A PLANNER

FIND A FINANCIAL PLANNER NEAR ME

OUR LOCATIONS

We have planners in 145+ locations nationwide who are ready to partner with you to help support the future you desire. Explore our locations to find one that may suit you and your needs.



Alabama

Birmingham
Huntsville

Arizona

Chandler
Phoenix

California

Anaheim
Costa Mesa
Danville
Elk Grove
Fresno
Pasadena
Roseville-East
Roseville-West
San Diego
San Rafael

Illinois

Mokena
Northbrook
Oak Brook
Shiloh

Indiana

Fort Wayne
Greenwood
Indianapolis

Iowa

Des Moines

Kansas

Overland Park
Wichita

Kentucky

Missouri

Chesterfield
Lee's Summit
Liberty
St Louis

Nebraska

Omaha

Nevada

Las Vegas

New Jersey

Bergen County
Cherry Hill
Red Bank
Short Hills

New Mexico

Pennsylvania

Allentown
Chadds Ford
Harrisburg
Plymouth Meeting
Sewickley
South Hills

Rhode Island

East Greenwich

South Carolina

Charleston
Columbia

Tennessee

Brentwood
Knoxville
Memphis



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FINANCIAL PLANNERS IN SANTA CLARA, CA

HELPING YOU ELEVATE YOUR FINANCIAL POTENTIAL

REQUEST AN APPOINTMENT



VISITING OUR OFFICE

3945 Freedom Circle
Suite 950
Santa Clara, CA 95054

DRIVING DIRECTIONS

Already work with us? [Leave a review](#)

THE SANTA CLARA, CA, TEAM



BRENDAN MCILICK
Executive Director, Financial Planning
[Read Bio](#)



CLAY ERNST
Executive Director, Financial Planning
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CURTIS HAGNER
Director, Financial Planning
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EDDIE LEE
Director, Financial Planning
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KEN SAKAMOTO
Director, Financial Planning
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MARK SIRICH
Director, Financial Planning
[Read Bio](#)



ROBERT CHOY
Director, Financial Planning
[Read Bio](#)



SEAN O'BANNON
Director, Financial Planning
[Read Bio](#)

WORKING WITH US IN SANTA CLARA, CA

The further you go in your financial life, the more complex it becomes. That's why you need a partner who can help you plot a course. Whether you're accumulating wealth, transitioning into retirement or strengthening your legacy, your financial planner is by your side along the way. From tax planning to estate planning, your planner can also tap into our in-house experts for an extra layer of financial planning insight as well as our client service associates who can provide you with additional resources and support.



FREQUENTLY ASKED QUESTIONS

How are you different than other advisors?



WORKING WITH US

SERVICES

INSIGHTS

ABOUT US

CONNECT WITH A PLANNER

ROBERT CHOY

CFP®, CPWA®

REQUEST AN APPOINTMENT



HERE TO ACT IN YOUR BEST INTERESTS

ABOUT ME

As a financial planner since 2000, I work hard to assure my clients that together we can create a workable and livable plan that can help lead them to the financial lifestyle they desire. It may not always be easy but it's definitely worthwhile. Outside of work, I have a passion for art and architecture.

CERTIFICATIONS

CERTIFIED FINANCIAL PLANNER™
Certified Private Wealth Advisor®

EDUCATION

Bachelor degree, University of Hawaii
Master degree, University of Hawaii

REQUEST AN APPOINTMENT

VISIT ONE OF OUR LOCATIONS

SAN FRANCISCO III - SANTA CLARA
3945 Freedom Circle
Suite 950
Santa Clara, CA 95054
[Explore location](#)

SAN FRANCISCO V - SAN RAFAEL
3950 Civic Center Drive
Suite 315
San Rafael, CA 94903
[Explore location](#)

WORKING WITH US

The further you go in your financial life, the more complex it becomes. That's why you need a partner who can help you plot a course. Whether you're accumulating wealth, transitioning into retirement or strengthening your legacy, your financial planner is by your side along the way. From tax planning to estate planning, your planner can also tap into our in-house experts for an extra layer of financial planning insight as well as our client service associates who can provide you with additional resources and support.



THE LATEST INSIGHTS FROM OUR EXPERTS



2 RETIREMENT PLANNING QUESTIONS EVERYONE SHOULD CONSIDER
[Read more](#)



SHOULD YOU REBALANCE IN A DOWN MARKET?
[Read more](#)



THE ELDER CARE EQUATION
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THE TERMINOLOGY OF TRUSTS
[Read more](#)



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FAQs
Career

Client Logins

Client Mobile App
Client Portal Login
Charles Schwab
E*TRADE
Fidelity



A wealth-forward approach driven by
our investment engines and ground-
breaking research

INNOVATIVE INVESTMENT STRATEGIES WITH
A NOBLE PRIZE-WINING HERITAGE.

Markets move at light-speed and you need a partner who understands the ever changing investing landscape. So you get tailored advice based upon your unique circumstances.

SECURITIES
MODELED

IN CLIENT
ASSETS
MANAGED

IN CLIENT
ASSETS
MANAGED

INVESTMENT
PATENTS

1. Modern investment strategies tailored to your goals and needs.
2. Portfolios that are broadly diversified across asset classes and sectors.
3. Systematic, rigorous quantitative analysis backed by deep research.
4. A core belief that everyone deserves to move their financial life forward.
5. Independent fiduciary advice that always puts your best interests first.
6. Wealth management strategies that seek to balance maximizing returns, structuring for tax-efficiency and mitigating risk.

Our patented optimization engine models tens of thousands of investment options to build a portfolio for your investment needs, risk tolerance and overall financial goals.

A collage of three images. The top left shows a woman with blonde, wavy hair, wearing a white button-down shirt and a necklace, smiling and looking to the right. The top right shows a modern building with a wooden facade and a large window, with a dark wooden structure in the foreground. The bottom image is an aerial view of a river winding through a densely populated area with many small buildings and green spaces.



Applying smart, tax-efficient strategies to help you keep more of what you've earned

Personalized financial strategies for all you want to achieve

A collage of four images. The top-left image shows a woman with long dark hair, wearing a grey sweater, smiling and holding a young child with dark hair and bangs. The child is wearing a light pink shirt and striped pants. The top-right image shows a person's feet wearing grey sneakers on a dark wooden floor. The bottom-left image is a close-up of wooden beams, likely part of a roof or ceiling structure. The bottom-right image is a small, square, blue and white container, possibly a paint can or a bucket.

Comprehensive insurance strategies manage risk so you don't have to

Preserving wealth to leave a lasting legacy
for the next generation

Retirement strategies to plan for the life you want to lead

A man in a blue and white plaid shirt and brown overalls is working on a bicycle wheel in a workshop. The background shows a wooden wall and a black apron hanging on a rack.



POLARIS

A D V E N T U R E S

Polaris, the global leader in power sports, has been a client partner for more than six years. Our work across several business units has spanned everything from B2B websites for airline tow tractors to white-knuckle adventures on Indian Motorcycles.

In 2017, Polaris was looking to reach a broader audience and develop a new revenue source with an experiential offering. Folklore was there from day one to help build this brand extension, leading all aspects of its branding, marketing and web design, and development. Since then, we have helped Polaris Adventures grow its footprint from five outfitters to more than 200 across the U.S., New Zealand, and Canada; creating meaningful brand connections with countless consumers along the way.



Our integrated approach to this assignment included the following elements:

Branding

We developed a brand that spoke to the soul of the adventurer and at the same time created a halo effect for the Polaris master brand.

Website

We developed a seamless browsing and booking experience that was flexible enough to accommodate vastly different outfitter offerings.

Marketing

From driving web traffic to building welcome kits for each outfitter, Folklore ensured the brand was consistently inspiring.

Outcomes

Since beginning in 2017, our work and support has directly contributed to Polaris Adventures outfitters hosting over 100,000 rides and reach and a whole new demographic of younger riders, female riders and family-oriented adventurers—90% of whom are new to the Polaris brand.





**Polaris
Adventures
Brand**

Polaris Adventures

Safe, memorable adventures.

That is the promise. That is what people can expect and what Polaris Adventures as a brand delivers first and foremost. This is core to all their services.



22

Brand Guide 02

Brand Equation
Identity Elements
Visual Guide
Critical Details
Graphic Elements
Select

POLARIS ADVENTURES

01

Our Brand

POLARIS ADVENTURES

OUR DESCRIPTOR

POLARIS ADVENTURES, AN OUTDOOR EXPERIENCE GROUP

POLARIS ADVENTURES

CORE PERSONALITY TRAITS

CAPTIVATING DEPENDABLE FUN HELPFUL INVENTIVE VENTURESOME

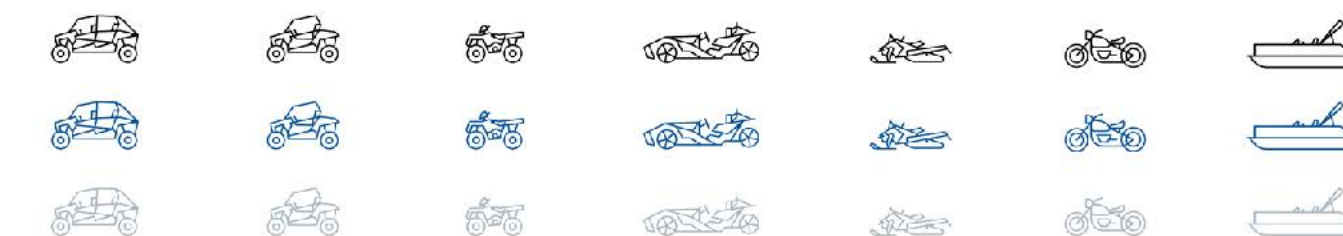
POLARIS ADVENTURES

OUR PROMISE

Safe, memorable adventures.

That is the promise. That is what people can expect and what Polaris Adventures as a brand delivers first and foremost. This is core to all services, including membership.

POLARIS ADVENTURES



POLARIS ADVENTURES

CORE PERSONALITY TRAITS

Venturesome

With unique offerings and hard-to-beat destinations, our experiences tap into "I'll try that." spirit.

POLARIS ADVENTURES

2.2. VISUAL GUIDE

Photography & Video

In many ways photography & video is the heart of the Polaris Adventures brand. It is the window in which we can bring our riders and future riders into a Polaris Adventures experience. The details of how these adventures are depicted are important to telling our story authentically and accurately.

Experiences

Engaging and captivating.

People

Emotive and authentic. Never posed or cheesy.

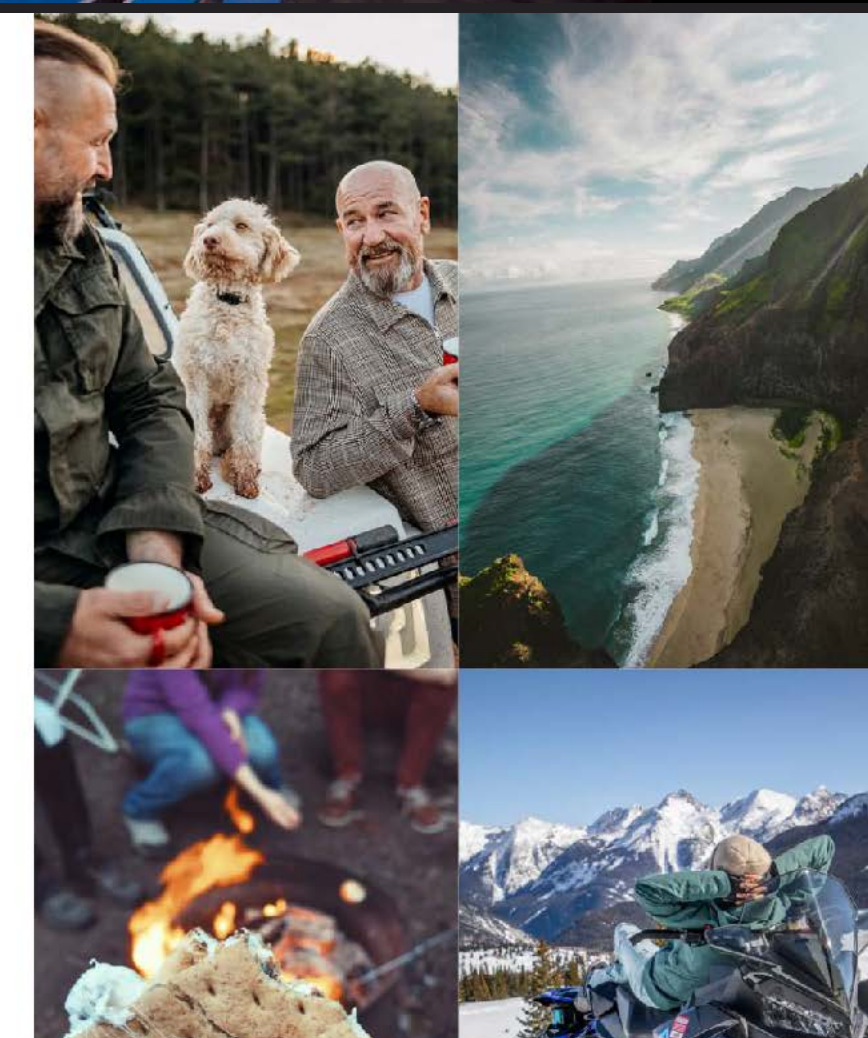
Places

Scenic and serene. Never ordinary.

Vehicles

Present but not in the spotlight. A supporting character.

02 BRAND GUIDE



Polaris Adventures

Memorable Moments

For anyone who wants to experience more, Polaris Adventures provides a unique, nation-wide network of rentals and curated experiences on Polaris vehicles because everyone deserves safe, memorable adventures.

MEMORABLE MOMENTS
2021-2022
POLADV.COM

ADVENTURE
COLLECTIONS

Side Trax, UT

POLARIS
ADVENTURES
SELECT

©2021 POLARIS ADVENTURES. ALL RIGHTS RESERVED
POLARIS INC. 2100 HWY 55 MEDINA, MN 55340 POLARIS.COM

MEMORABLE MOMENTS — 2021 2022



anch Resort, UT

Polaris Adventures
Memorable Adventures Catalog

What are Adventures?

We believe that ADVENTURE is ingrained in the human experience. It is excitement unleashed. It's at the heart of our most vivid memories. That's why we are dedicated to delivering Adventure Everywhere. From the top of world-renowned mountain ranges to the heart of the most remote backcountry. To picturesque beaches and snow-covered valleys, we partner with local Outfitters to create experiences that speak to the soul of the adventurer. **These are Polaris Adventures.**



As the outdoor calls and the trails await, the team and I could not be more excited to share with you our featured Adventures Collections. As you flip through these pages, catch a glimpse of the beauty and awe that surround our Outfitter destinations nationwide. Our Outfitter partners are central to helping us fulfill our mission of delivering Safe. Memorable. Adventures. The Polaris Adventures team is proud to bring together the best bucket list adventures, the best Outfitters and the best vehicles to produce unforgettable experiences for our guests. We are grateful for the countless hours that have gone into making this vision a reality. But don't take our word for it — hear what leading influencers have to say. Enjoy exploring!

GRAY RENTZ — DIRECTOR, POLARIS ADVENTURES



STARTING AT \$349

REGION - WEST
TERRAIN - DESERT
VEHICLE TYPE - R20, SPHERIAN & RANGER



Mad Moose Rentals
Hurricane, UT

Famous Rock Formation Tour

Explore one of the many adventures at Mad Moose Rentals, starting with the Famous Rock Formation Tour. Visit the locally owned "Mad Moose" house on this unique tour packed with incredible tour sights and stories that will take your breath away. Guided and highly experienced and cater to every driver and their experience level. This tour will take you to a very popular, naturally formed rock house as well as the Mad Moose Rock, Top of the World, Copper Rock Hill, Freeway Rock and Kissing Butte.

To create the ultimate Adventure pack, Mad Moose Rentals specializes in Corporate events and rentals, with over 100 seats available and a wide variety of activity choices and 11 calls as they have enough equipment to make options for any size group. Combine the off-road experience and take to the skies to explore Zion National Park, Bryce Canyon or Lake Powell all in one day. Our guides can teach and coach you through different terrain and driving modes for an ultimate inclusive experience.



LEARN MORE

TALK TO AN ADVOCATE
FOR MORE INFORMATION
866-866-3613

SUBSCRIBE AT
POLADV.COM/SELECT





**Polaris
Adventures
Website**

OVERVIEW

Polaris Adventures (PA) offers Polaris vehicle rentals across the United States and internationally, providing unique experiences where customers can explore destinations like Montana's ghost towns through self-guided or guided tours. As their business grew, they needed a best-in-class digital platform to support seamless booking, reservations, and payments while delivering a cutting-edge user experience that set them apart in the industry.

CHALLENGE

With a growing global presence, Polaris Adventures needed a fully integrated platform that would:

- Allow users to easily search and book adventures based on location and availability.
- Provide a Reservation & Payment (R&P) system that allowed users to:
- See real-time vehicle availability.
- Choose specific models and rental durations.
- Sign waivers, purchase insurance, and complete payment in one streamlined flow.
- Offer an intuitive and visually compelling user experience to simplify booking and increase conversions.
- Enable the Polaris Adventures team to manage reservations, marketing content, and business operations efficiently.



SOLUTION

Folklore developed a scalable, high-performance digital ecosystem by integrating Contentful, WordPress, a custom backend (MPWR), and Stripe for payments. This solution provided a seamless experience for both users and administrators.

A Modern, User-Centric Booking & Reservation Experience

- Designed a cutting-edge interface to make searching, booking, and paying for adventures effortless.
- Created intelligent search filters so users could quickly find adventure locations, vehicle types, and rental availability.
- Developed an interactive booking flow that walks users through:
 - Vehicle selection (customizing with add-ons and features).
 - Date & time selection based on real-time availability.
 - Waiver signing & insurance selection directly within the checkout process.

A Scalable Headless CMS for Seamless Management

- Implemented Contentful and WordPress to separate content management from technical infrastructure, allowing the Polaris Adventures team to:
 - Easily update and manage adventure listings across all locations.
 - Launch new marketing campaigns and pages quickly.
 - Customize promotions and special offers dynamically.

A Custom Backend (MPWR) for Business Operations

- Built MPWR, a custom backend, to integrate seamlessly with reservation and payment processing.
- Ensured scalability so the platform could support international expansion and new business models.

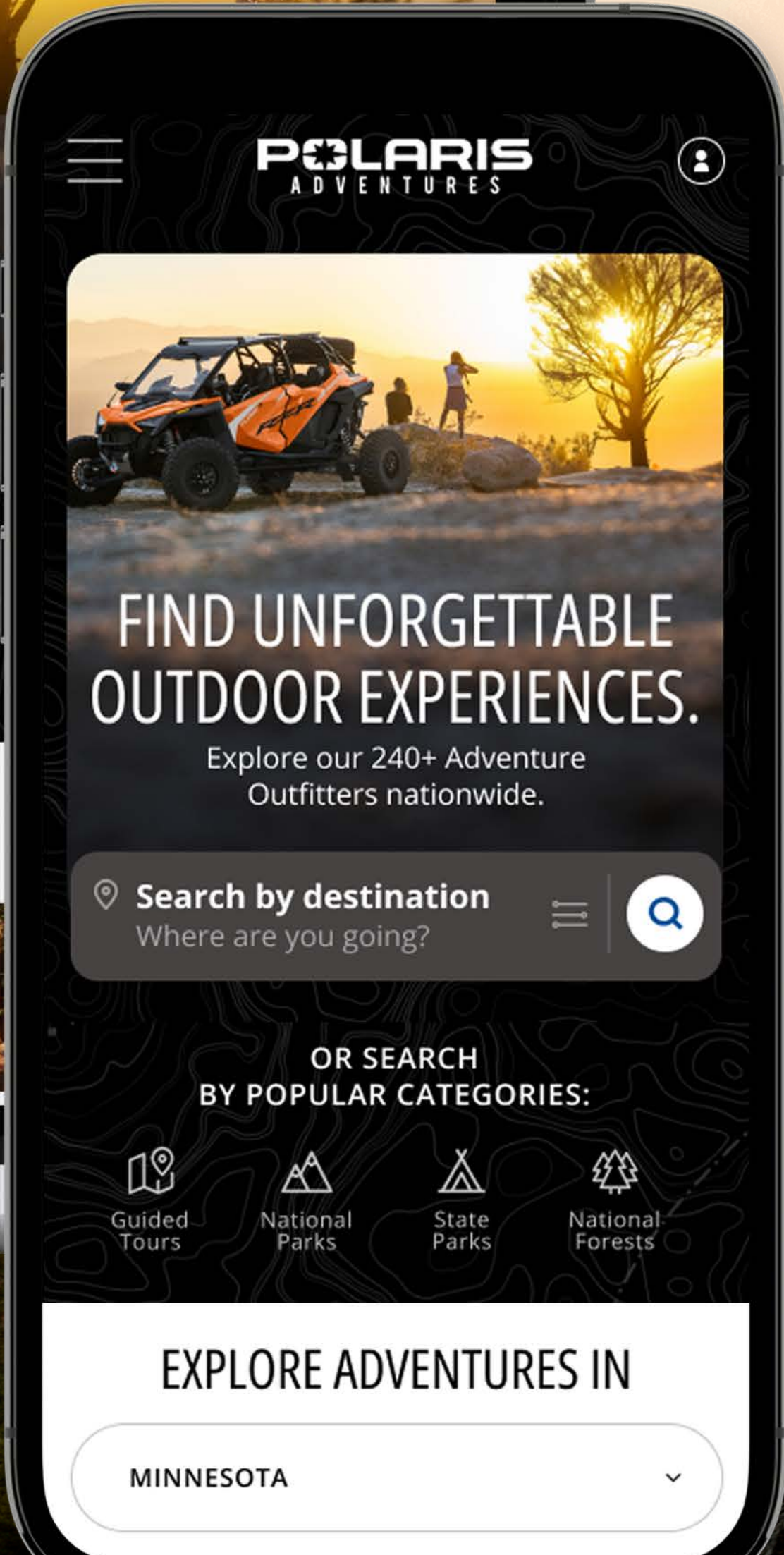
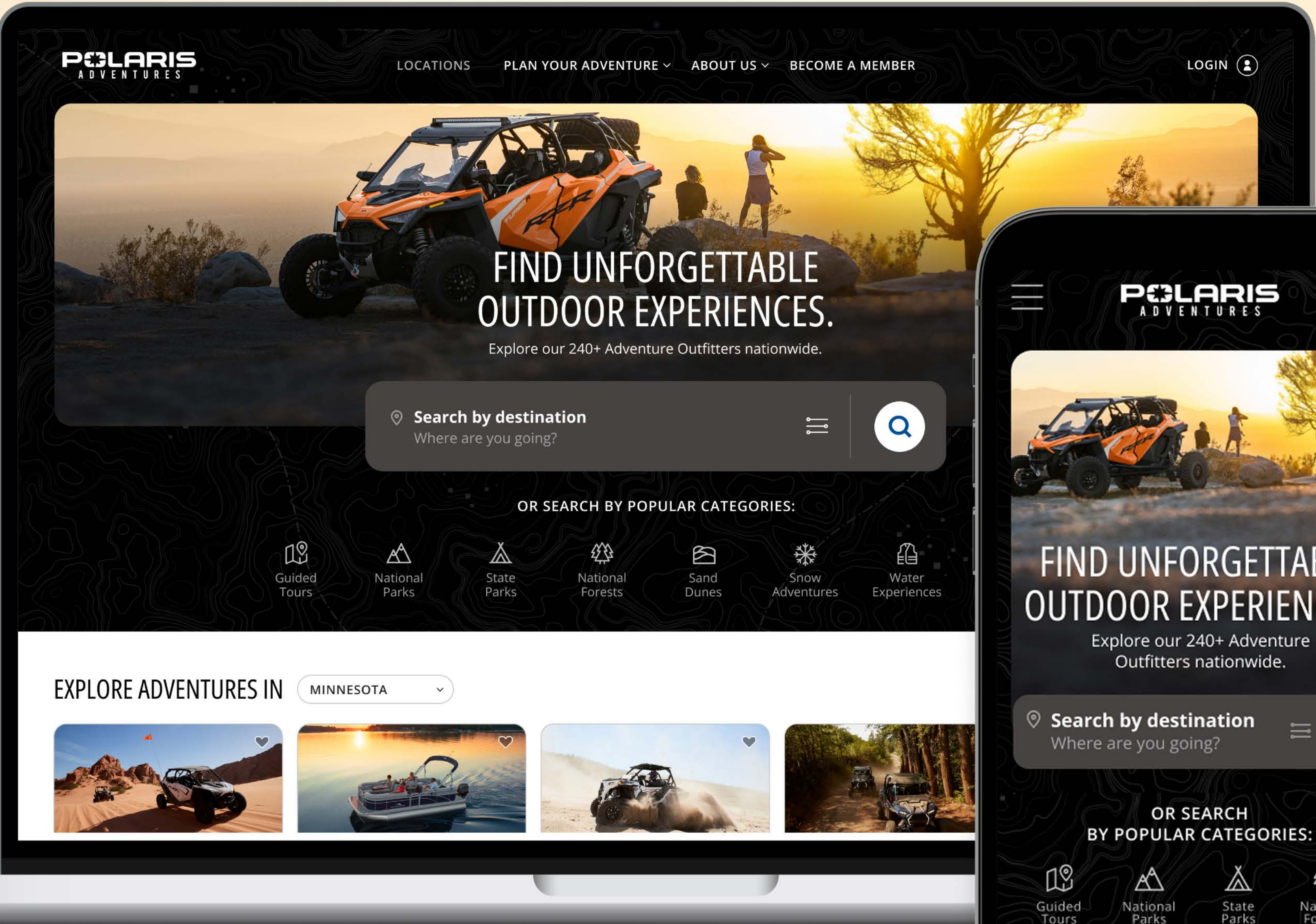


OUTCOME

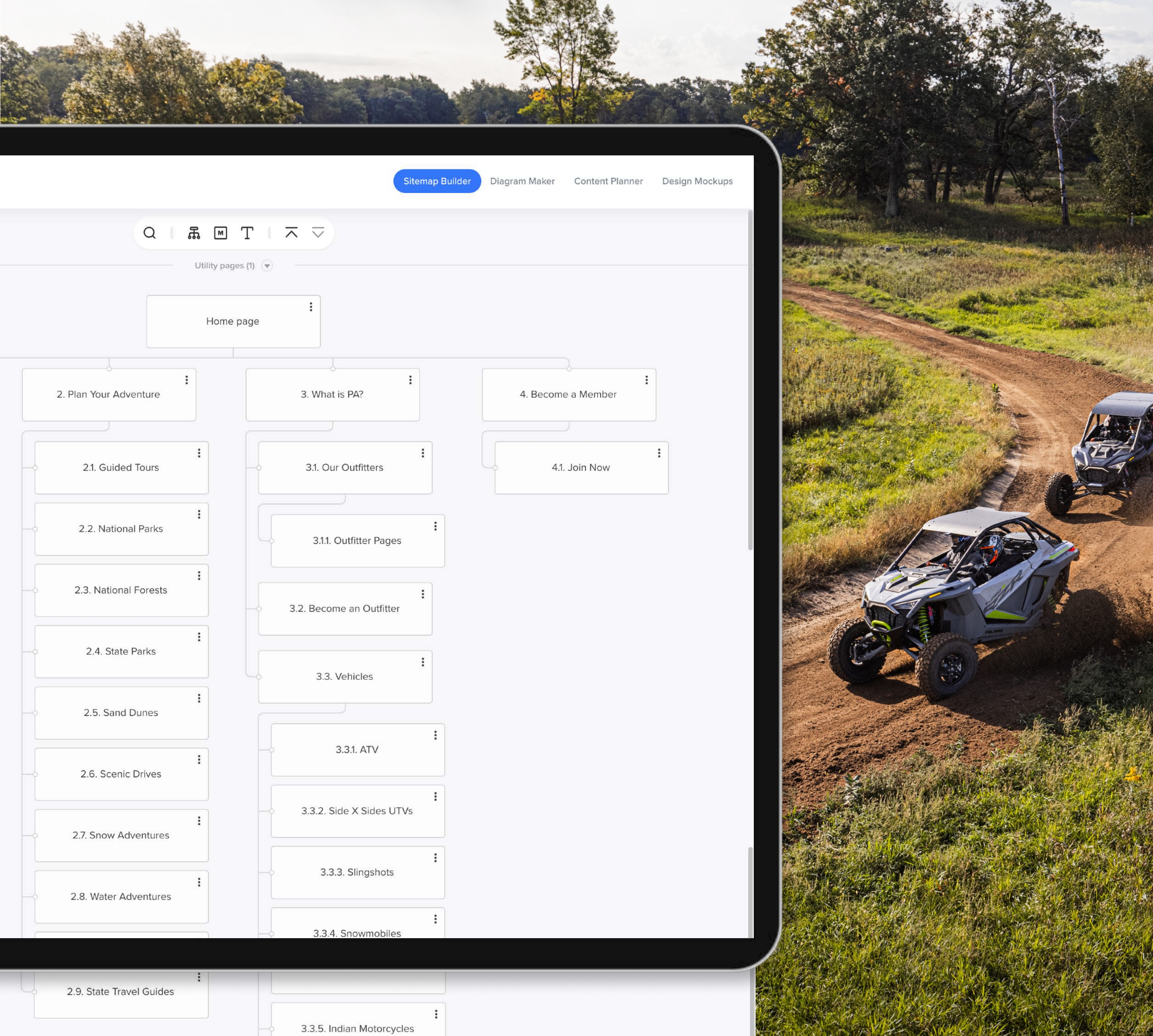
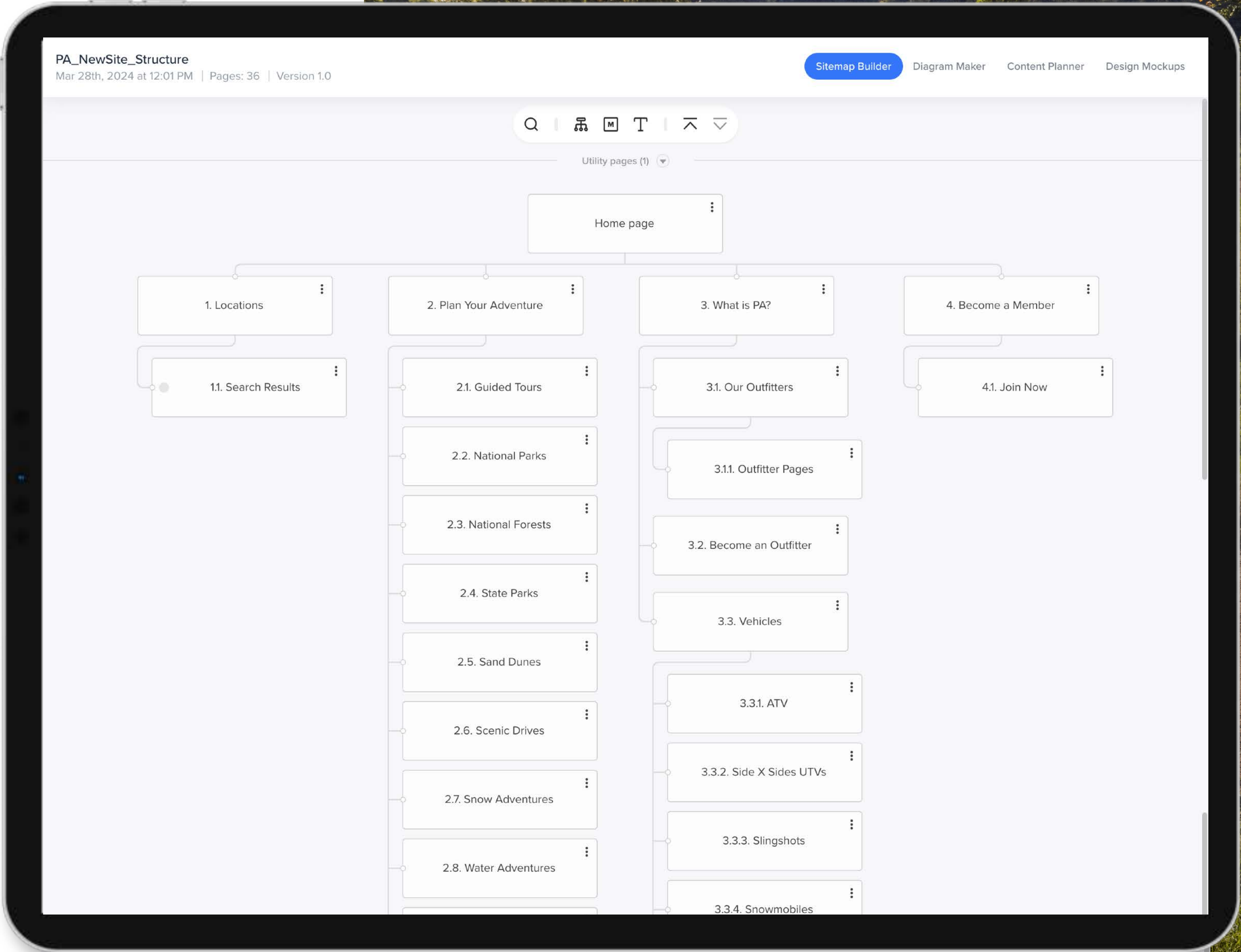
- Internal & External Success: The new system is regarded as one of the top digital platforms at Polaris.
- Explosive Growth: Since launch, Polaris Adventures has expanded from 8 locations to over 500 locations across 5 countries.
- Higher Conversions & Engagement: A frictionless booking experience has led to higher reservations and more repeat customers.
- Operational Efficiency: The PA team now has full control over marketing, reservations, and payments—all in one unified system.

By developing a seamless, modern adventure booking platform, Folklore helped Polaris Adventures elevate its digital experience, drive rapid expansion, and optimize operations. The new platform not only enhanced user engagement and increased bookings but also provided a scalable foundation for future growth.





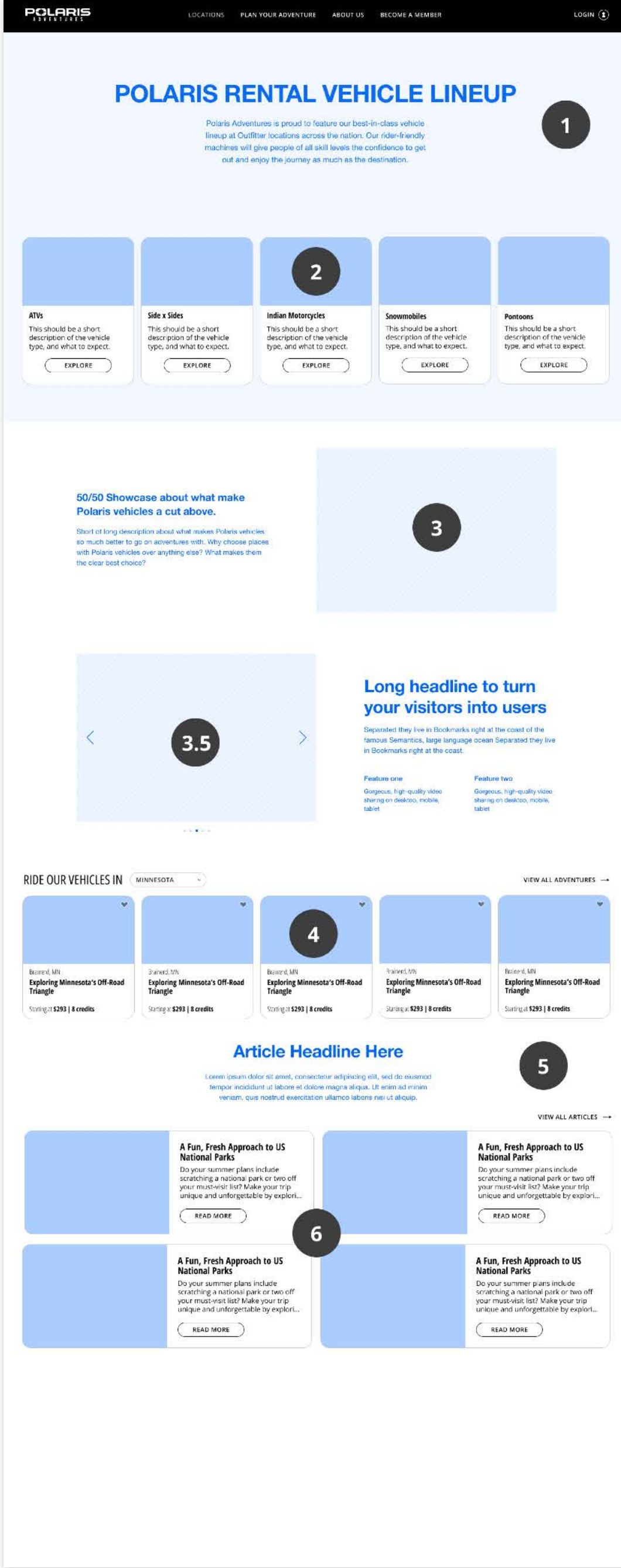
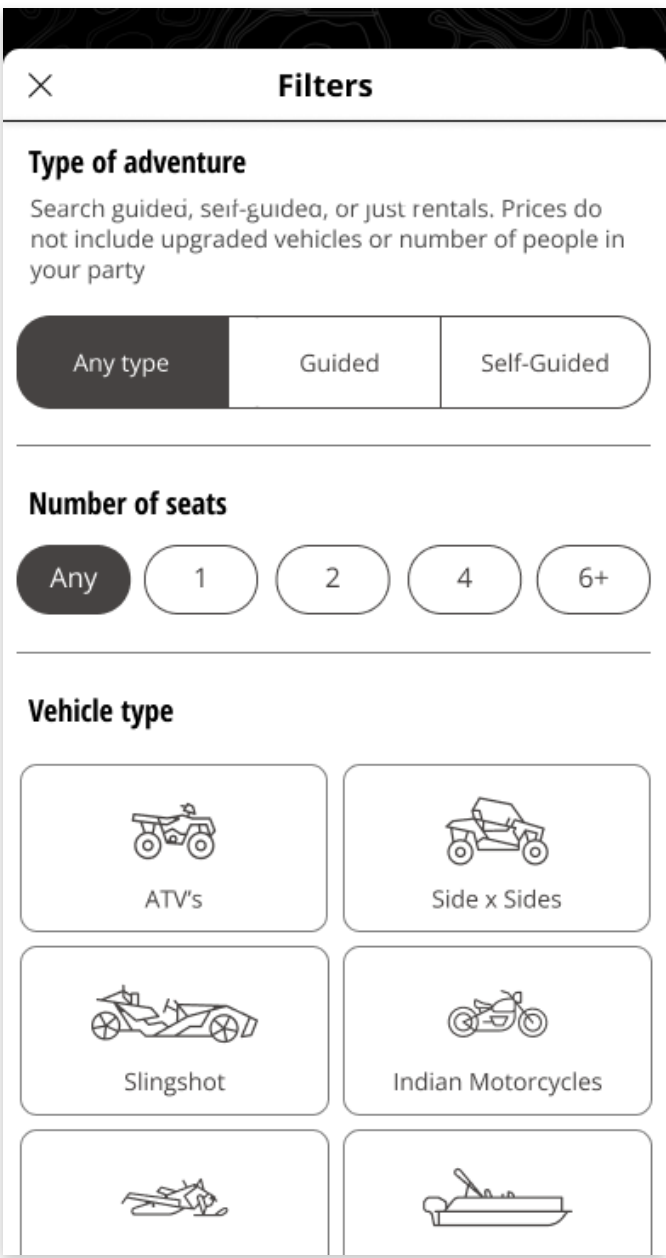
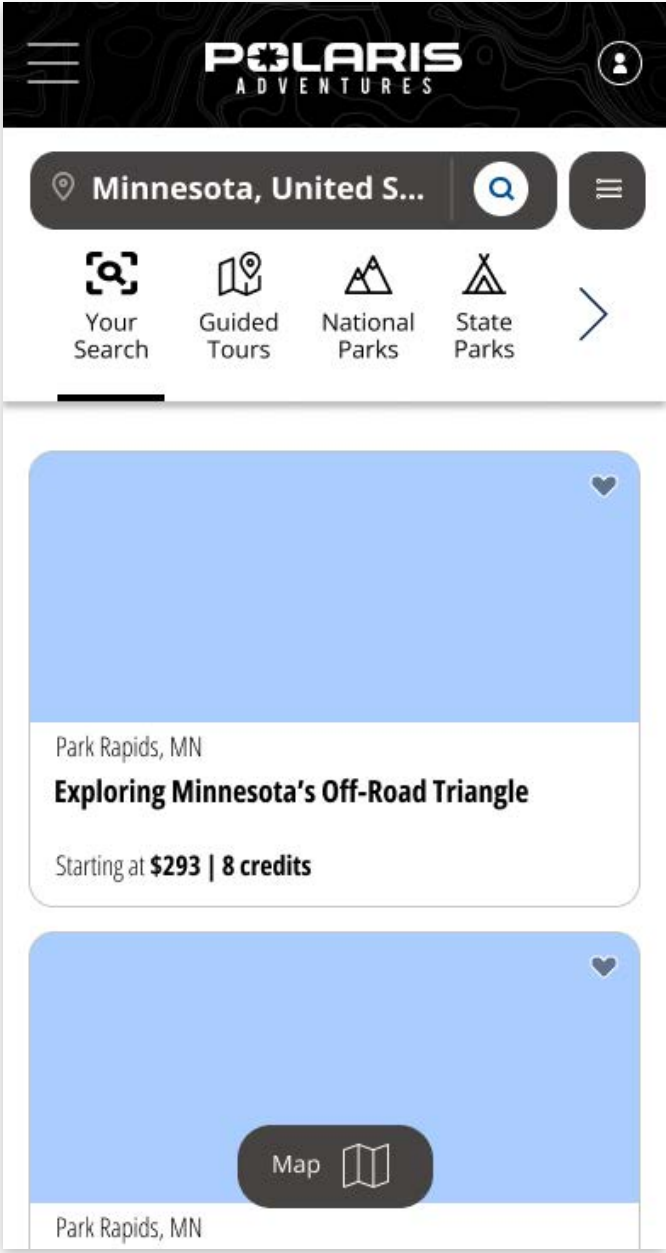
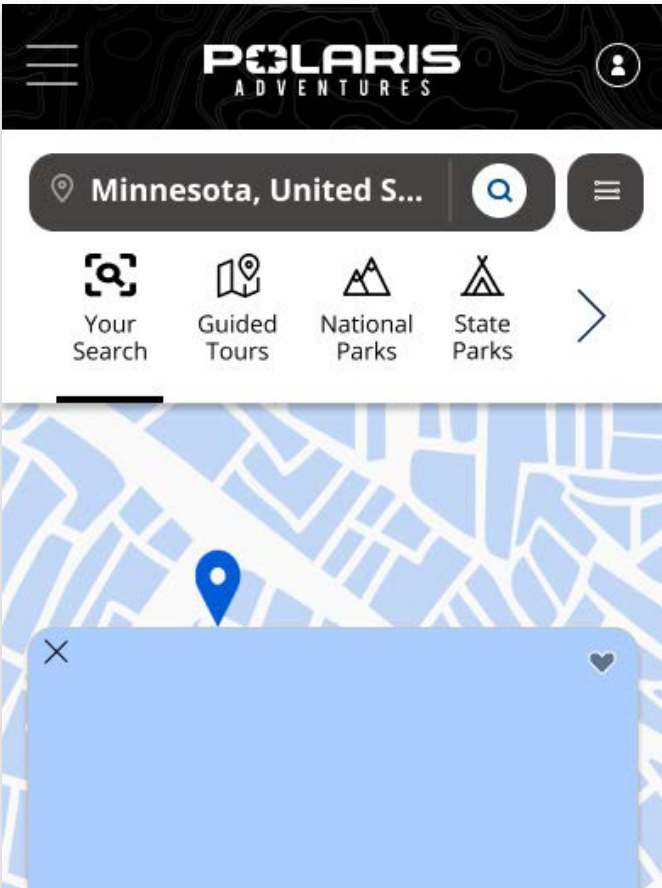
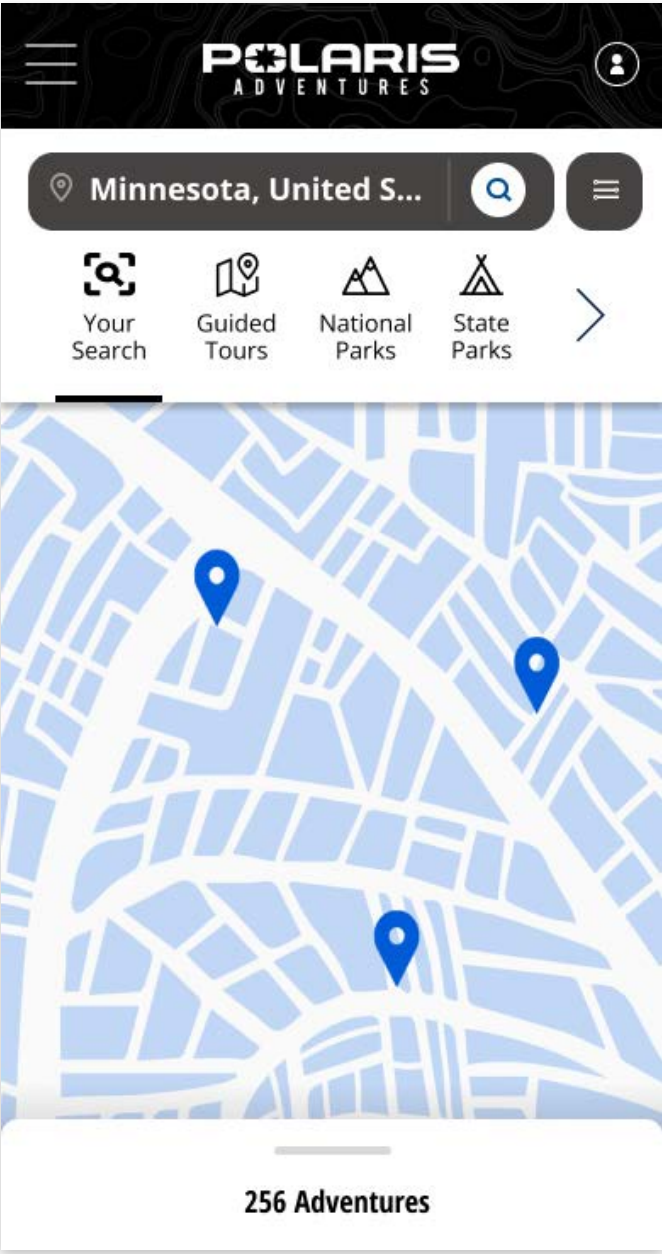
Living Sitemaps



Content Strategy Mapping

Buyer Needs/ Actions	Auditing existing MDM	Receive customer complaints															
	New industry compliance/ obligations	Receive employee complaints							Increase time efficiencies			Determine number of devices					
	Unaware of Jamf	Issues with existing MDM						Remove tech person dependencies			Compare to similar services/ software	Determine number of users	Determine IT responsiveness				
	Learned about Jamf/Jamf marketing	Experiencing issues with device(s)	Adding phones/tablets		Types of solutions/tools			Balance control and user needs	Automate inventory	Evaluate the quality and availability of resources	Determine time savings	Evaluate scalability of options	Determine end-user responsiveness	Assess UX/UI design			
	Unaware of MDM	Requests from team for changes	Adding new Apple devices		Manage multiple Apple devices			Device reuse	Automate application sharing	Evaluate the size of the community	Get price estimates	Level of Apple specific expertise and dedication	Assess company status	Assess success of trial/demo	Compare costs		
	Annual planning	Existing security concern	New IT Director/Consultant	Looking to add/manage mobile devices	Manage company iPhones	Understand level of responsiveness with new integrations	Protect tech investments	Control settings	Automate device setup	Evaluate the number of resources	Understand pricing structures	Evaluate scalability of options	Compare to industry standards	Assess the set up investment	Determine opportunity cost of choices		
	Discover Apple Business account	Investing in new devices	Replacing devices	Trying to keep up with competition	Managing a BYOD program	Understand integrations available	Ensure updates have been made	Control restrictions	Create tracking	Evaluate the level training available	Evaluate scalability of pricing options	Review features	Assess current contracts	Assess the ease of use	Determine ROI - tangibles	Determine cons	
	Discover MDMs	New budget in place	Staff/Department changes or growth	New tech integrations	Controlling company-owned devices	Understand level of flexibility with integrations	Securing devices	Control inventory	Automate updates	Evaluate the admin interface	Determine upfront investment	Review training and support options	Evaluate account service relationship	Determine level of commitment	Determine ROI - intangibles	Review referrals	
	Researching devices	Top-down device management initiative	Adding more devices	Time/Resource issues	Learn about MDM features	Understand fit with new integrations	Loss prevention	Control application sharing	Centralized deployment	Evaluate the activity of the community	Determine ongoing costs	Review success cases	Assess ratings/reviews	Determine level of time investment	Determine cost savings	Assess reputation	Determine vendor approval
	Aware of MDM but don't currently have one in place	Setting up new policies	Adding more people	Creating an Apple Business account	Learn the MDM language	Understand fit with existing integrations	Ensure data security	Control device setup	Always up to date devices	Evaluate the service offering	Determine cost savings	Read reviews	Assess company history	Determine fit for company	Determine fit for company	Determine pros	Finalize budget paperwork
Buyer Goals	Awareness/ Experience	Evolution	Additions	Tech Changes	General Education	Integrations	Security	Control	Remote Management	Support	Pricing	Fit	Risk Assessment	Test/Trial	ROI	Management/ Leadership	Financial
JOURNEY	IDENTIFY				DISCOVER						NARROW		EVALUATE			APPROVE	

Wireframes



Functionality Requirements

Section 1

This should include a background image related to Polaris Vehicles, with a short title and a brief description of how Polaris makes the best choice of outdoor vehicles to use.

Section 2

Cards that should lead into each individual page talking about the different vehicle types that people can rent/ride within PA adventures.

Section 3

A 50/50 component to choices when it comes encourage users to wa

Section 3.5

A 50/50 component to function similarly to the rotation within the con Off Road, Snow, and A

These should either lin category landing page,

Section 4

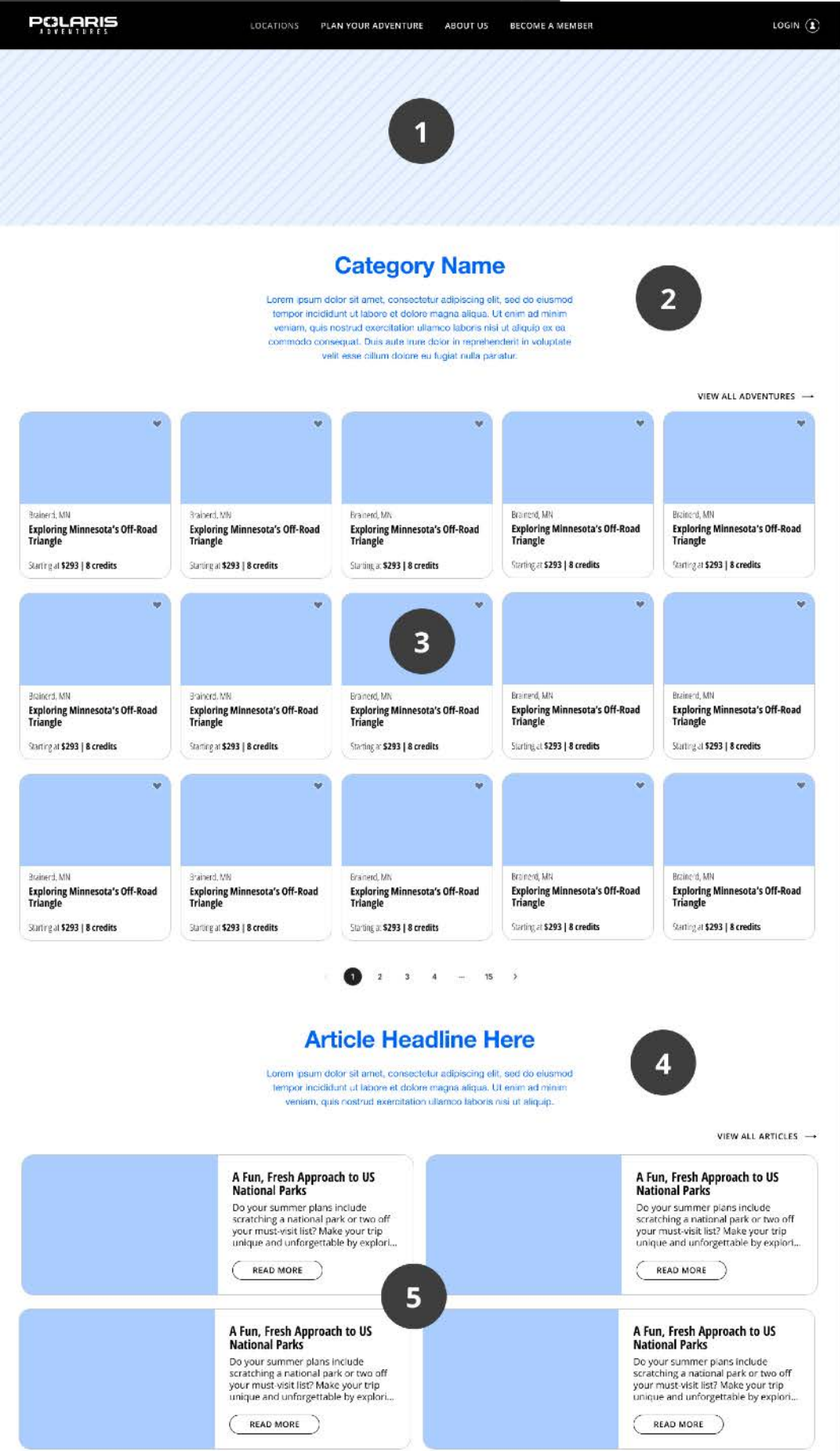
Similar to the adventu adventures to the user within the component.

Section 5 - OPTIO

Small headline and a s ideation jumping off po

Section 6 - OPTIO

A gathering of up to th directly related such as talked about riding on articles related to the g



Functionality Requirements

Section 1

This should simply be a beauty image to highlight and demonstrate the category as a whole. Preferably a good shot from an actual adventure within the category, but can also be something detached from them as long as it emphasizes the primary goal of the category.

Section 2

The name of the category, and a small write up of what to expect in a general fashion from adventure listings within it.

Section 3

Adventure listings, starting with an initial showing of up to either the top 15 most popular adventures or 15 closest adventures of the category to the user. Anything beyond the first 15 will then be paginated on page to allow for exploration on the page itself.

A view all link will be at the top of the listings to allow for users to be taken to a pre filtered search results page of adventures tagged within the category.

Section 4

Small headline and a short description of how the articles below could serve as an ideation jumping off point for the user.

Section 5

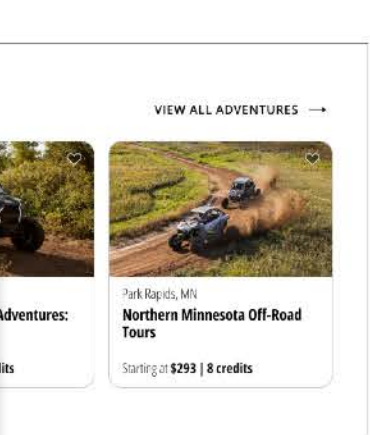
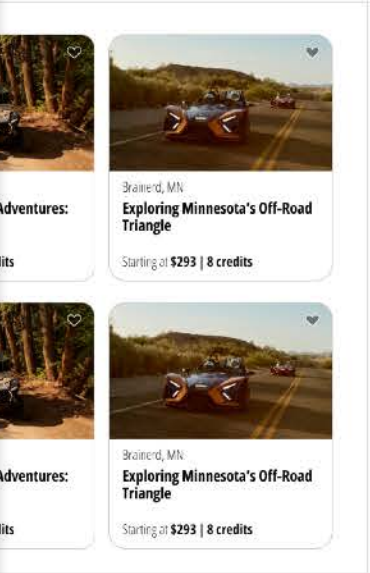
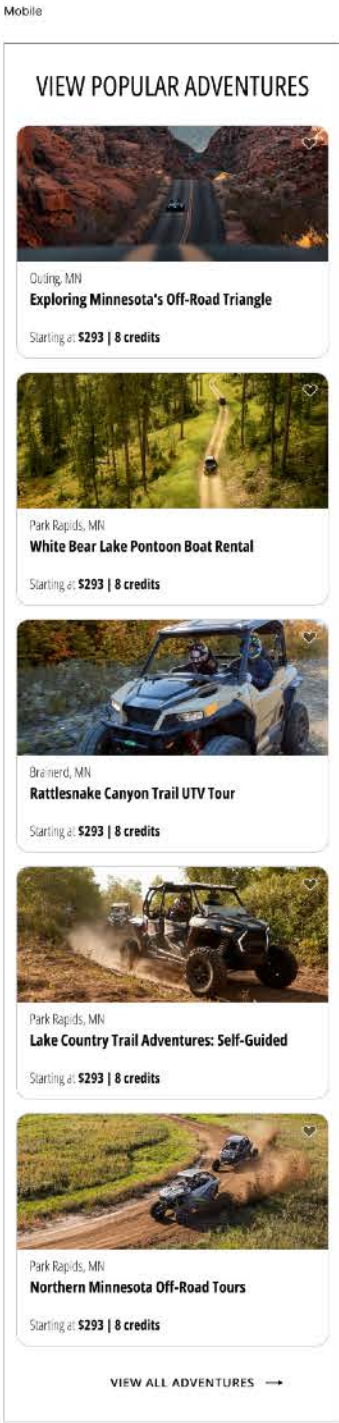
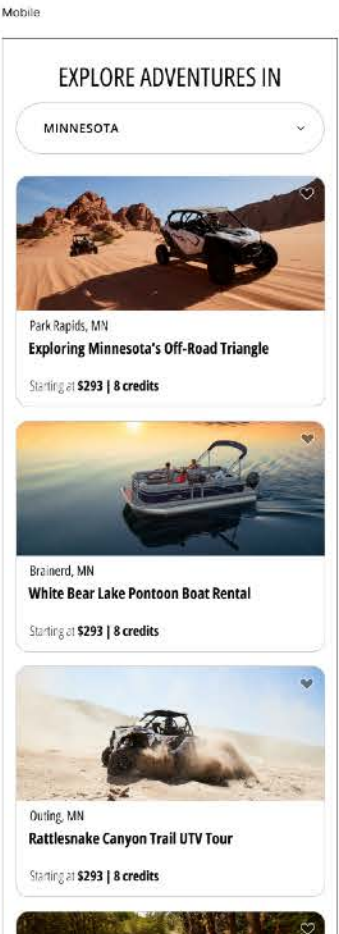
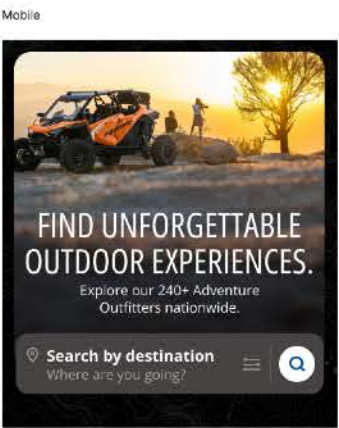
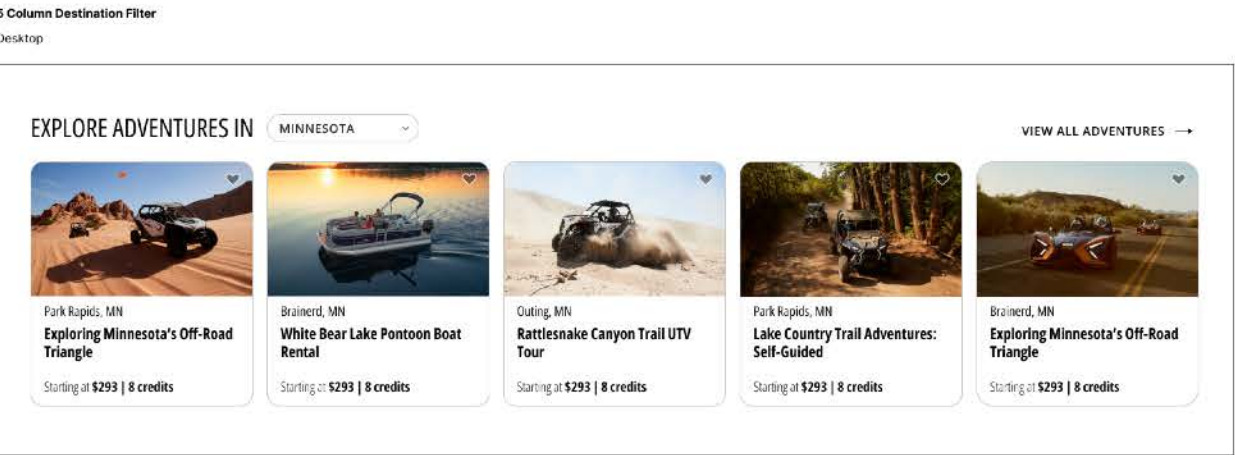
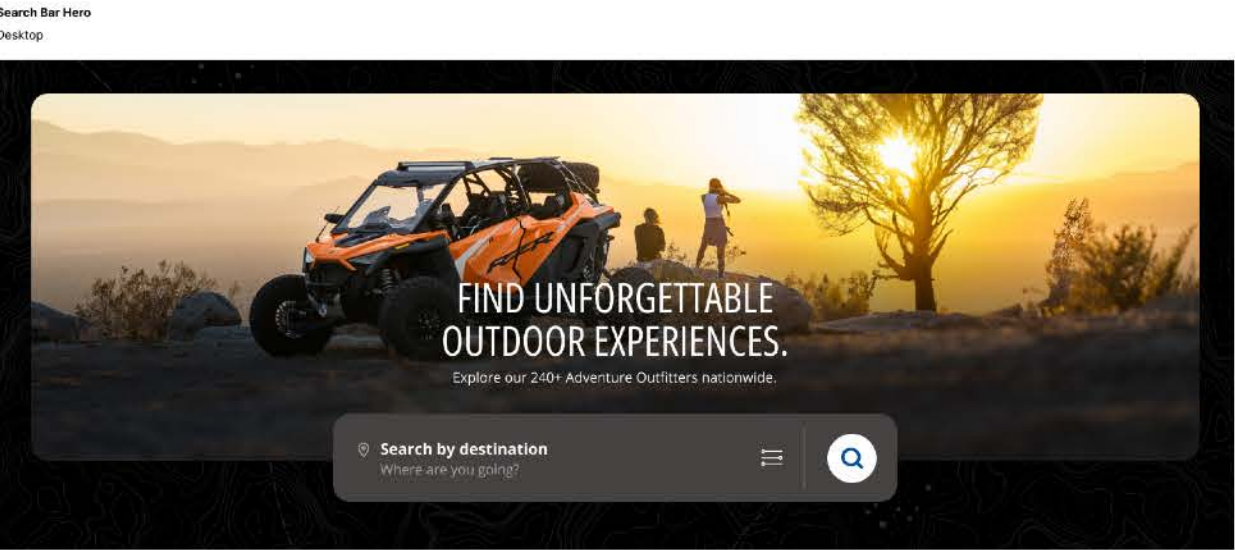
A gathering of up to the top 4 related articles to the category. These could either be directly related such as an interview with someone who went on an adventure listed within the category, or related adjacently such as articles related to the gear or vehicles that would usually be involved within the adventures for the category.

Digital Pattern Libraries

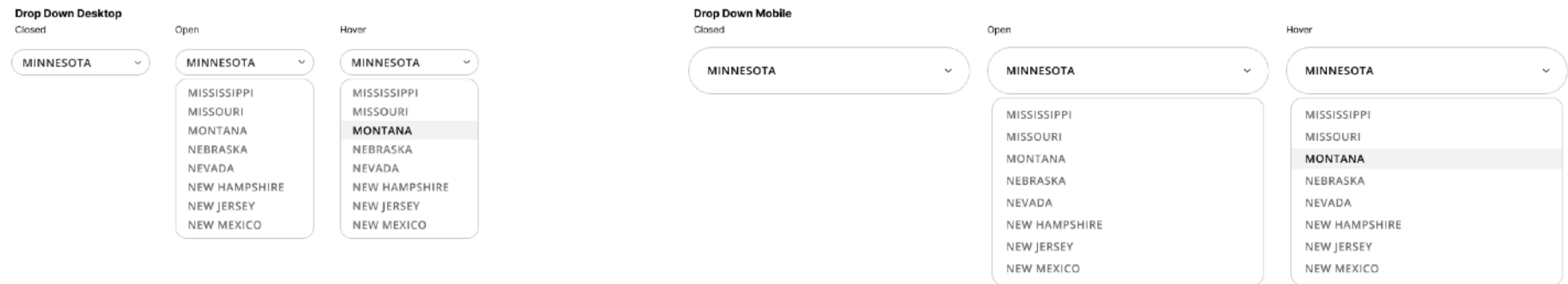
Components

Components

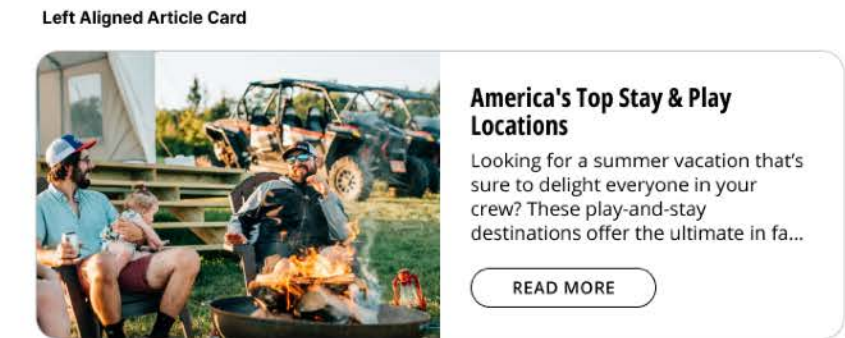
Global Component Rules:
Rounded corners: 15 px for components and images less than 600 px wide; 20 px for components and images more than 600 px wide



UI Elements



Cards



VIEW POPULAR ADVENTURES



outing, MN
Exploring Minnesota's Off-Road Triangle

Starting at \$293 | 8 credits



ark Rapids, MN
White Bear Lake Pontoon Boat Rental

Starting at \$293 | 8 credits



ainerd, MN



State Parks



National Parks



FIND UNFORGETTABLE OUTDOOR EXPERIENCES.

Explore our 240+ Adventure
Outfitters nationwide.

Search by destination
Where are you going?



OR SEARCH BY POPULAR CATEGORIES:



Guided
Tours



National
Parks



State
Parks



National
Forests

EXPLORE ADVENTURES IN

MINNESOTA

You belong out here.

Polaris Adventures is a network of 240+ Adventure Outfitters that love getting people into the great outdoors with fun, safe, and truly unforgettable riding experiences. We offer year-round adventures on our latest vehicles, including side by sides, snowmobiles, Slingshots, and boats. Want to play close to home? Add an adventure to an upcoming vacation? Go on a guided tour? Explore on your own? We've got an Adventure for you!

FIND YOUR ADVENTURE

AS SEEN IN

Condé Nast
Traveler

InStyle

Robb Report

thrillist

SPY

COMMITMENT TO SAFETY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum tempus, ligula non cursus mollis, nibh nibh congue ex, quis tempus metus risus.



National Credibility

Polaris Adventures is recognized by those who matter most. Be a part of an established and proven program.



Park Rapids, MN



A Fun, Fresh Approach to US National Parks

Do your summer plans include scratching a national park or two off your must-visit list? Make your trip unique and unforgettable by exploring the parks and their surroundings in ways you never imagined.

READ MORE

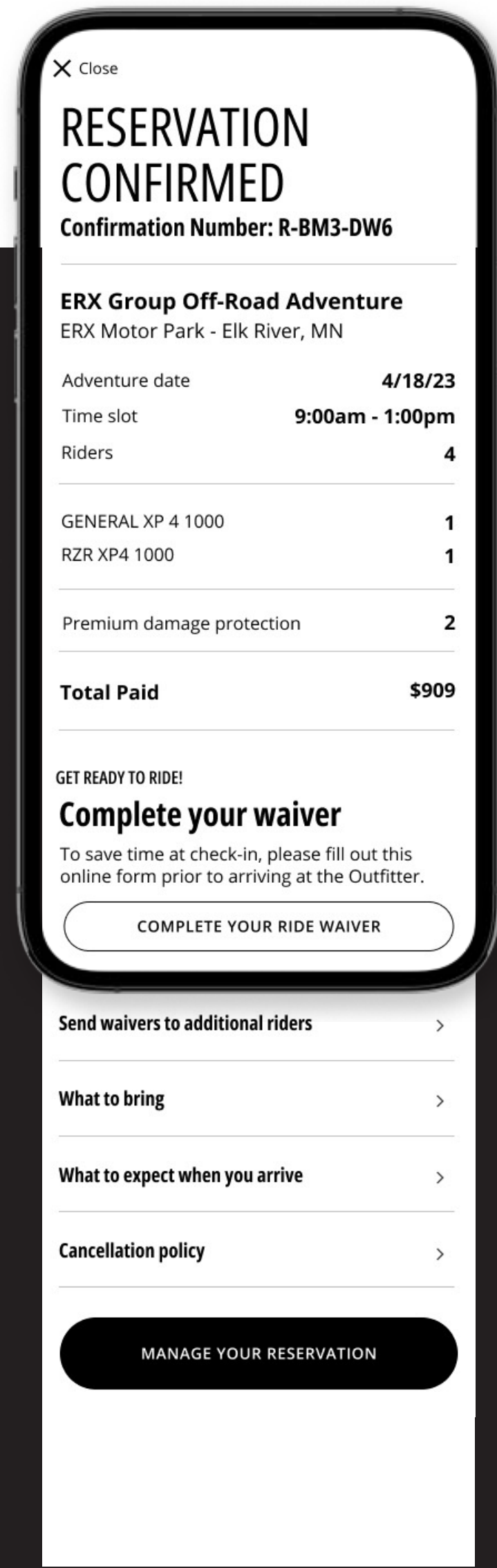
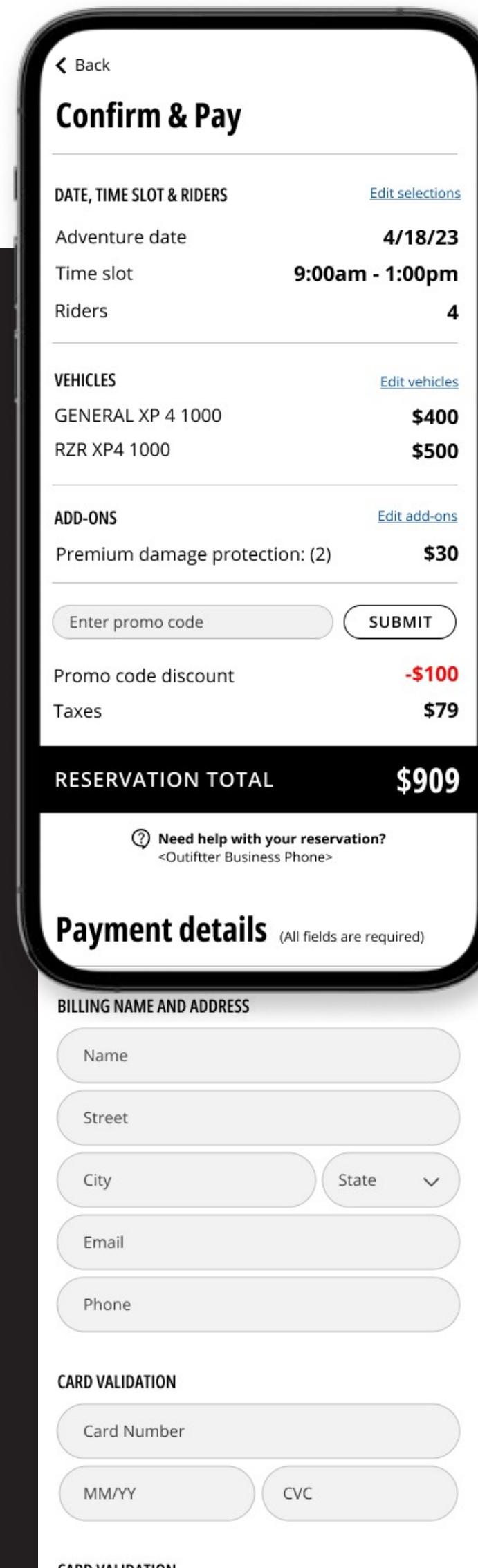
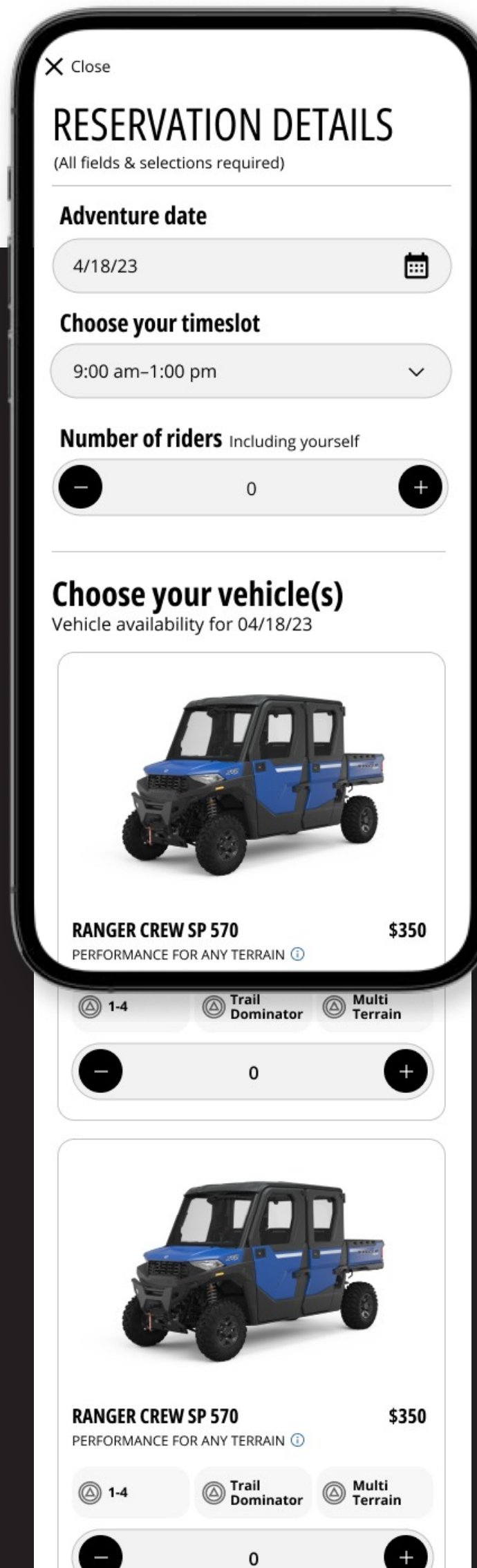
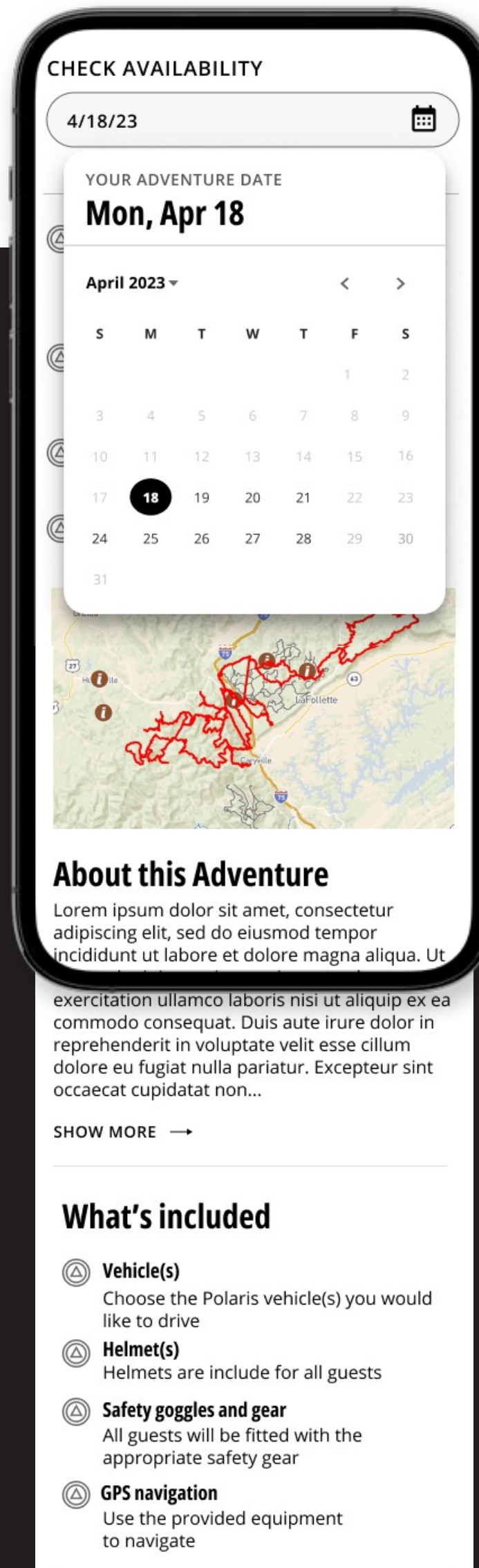
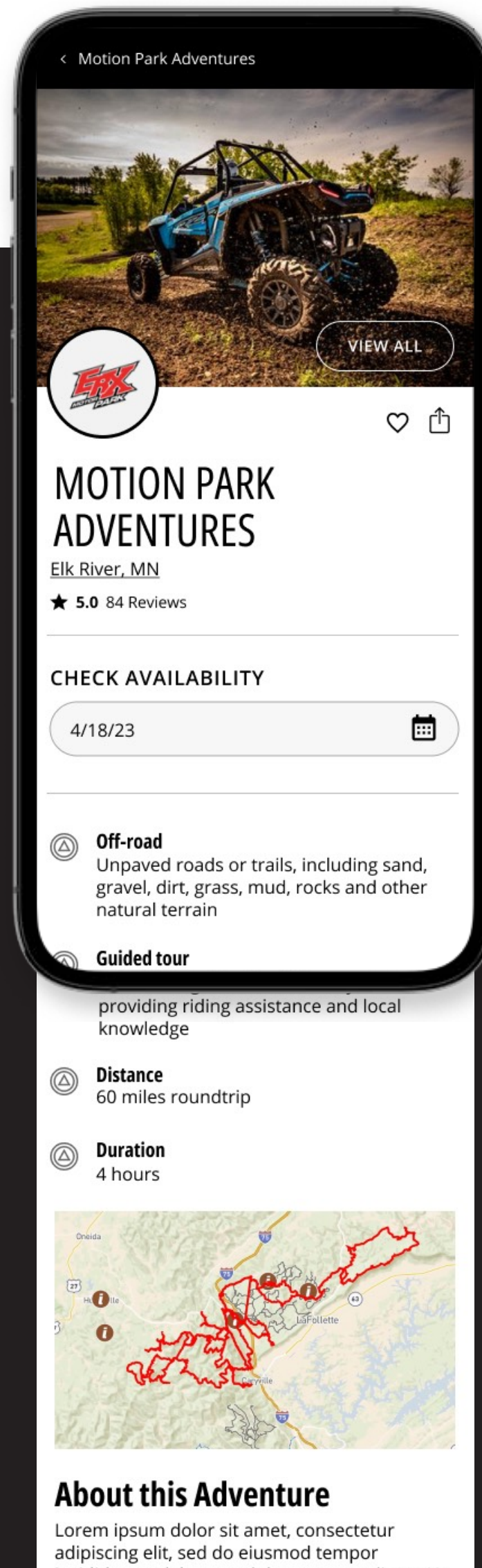
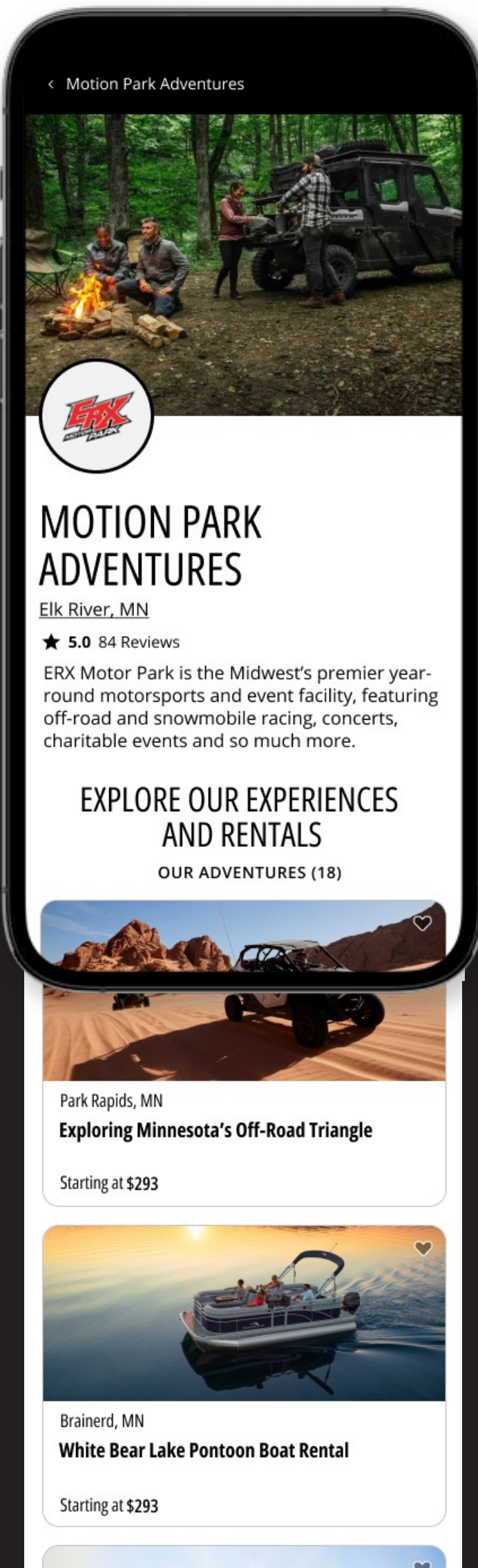


Best Places to Snowmobile in the African West



Reservation and Payment System

Reservation and Payment System





Polaris Adventures Marketing

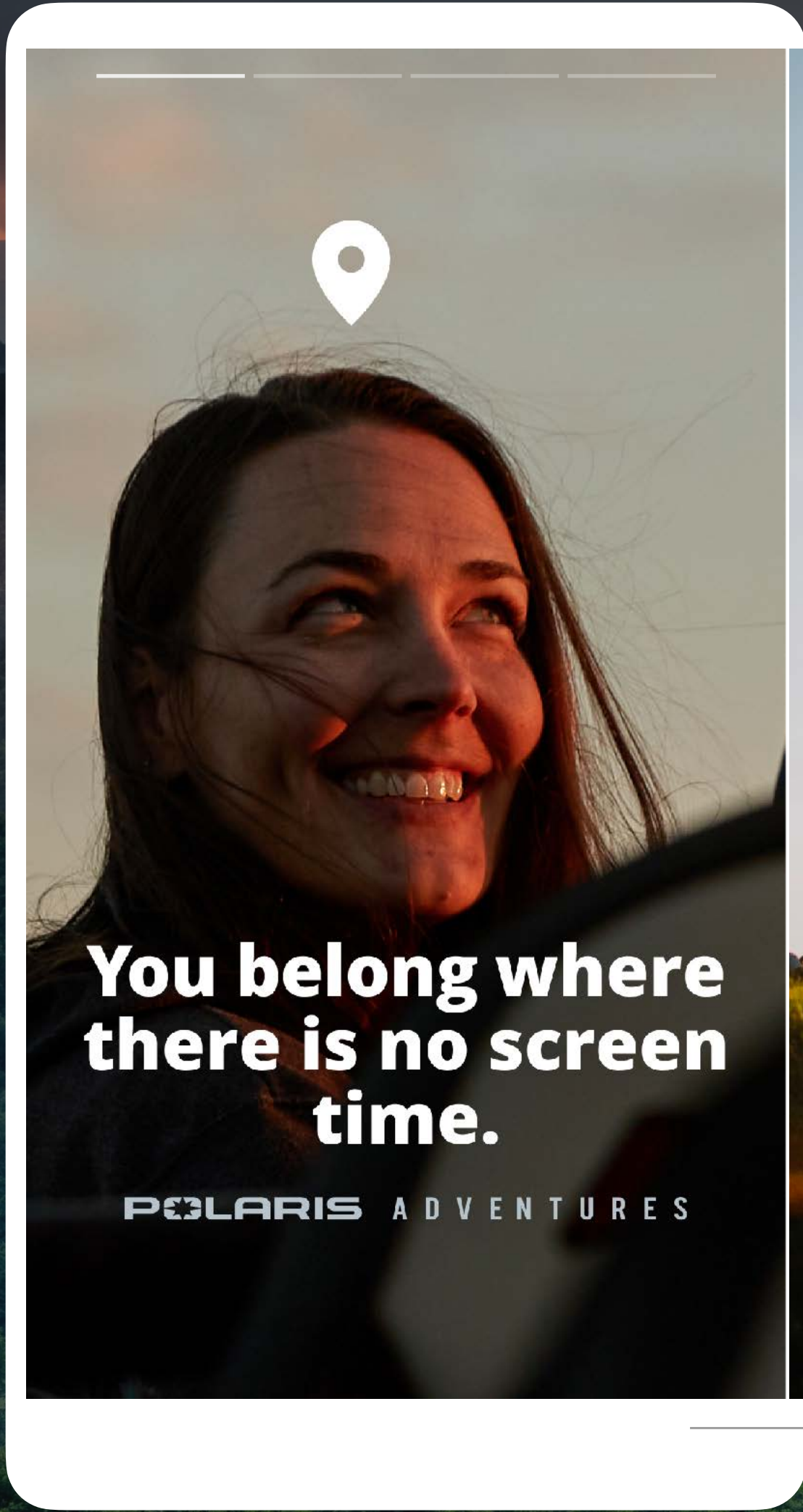
Polaris Adventures

You belong out here.

It's inviting, it's accessible and it's timely. We are connecting with people on a feeling that everyone is experiencing—fatigue—and we are giving them a solution. Plus, we are reinforcing the idea that they have an adventurous spirit inside them, and with Polaris Adventures they can live it.

A photograph of a group of people camping by a lake at dusk. In the foreground, a blue and orange Polaris vehicle is parked on the left. A group of four people are gathered around a campfire on the right. Two people are standing, and two are sitting in folding chairs. The background shows a calm lake and distant mountains under a twilight sky.

You belong out here.

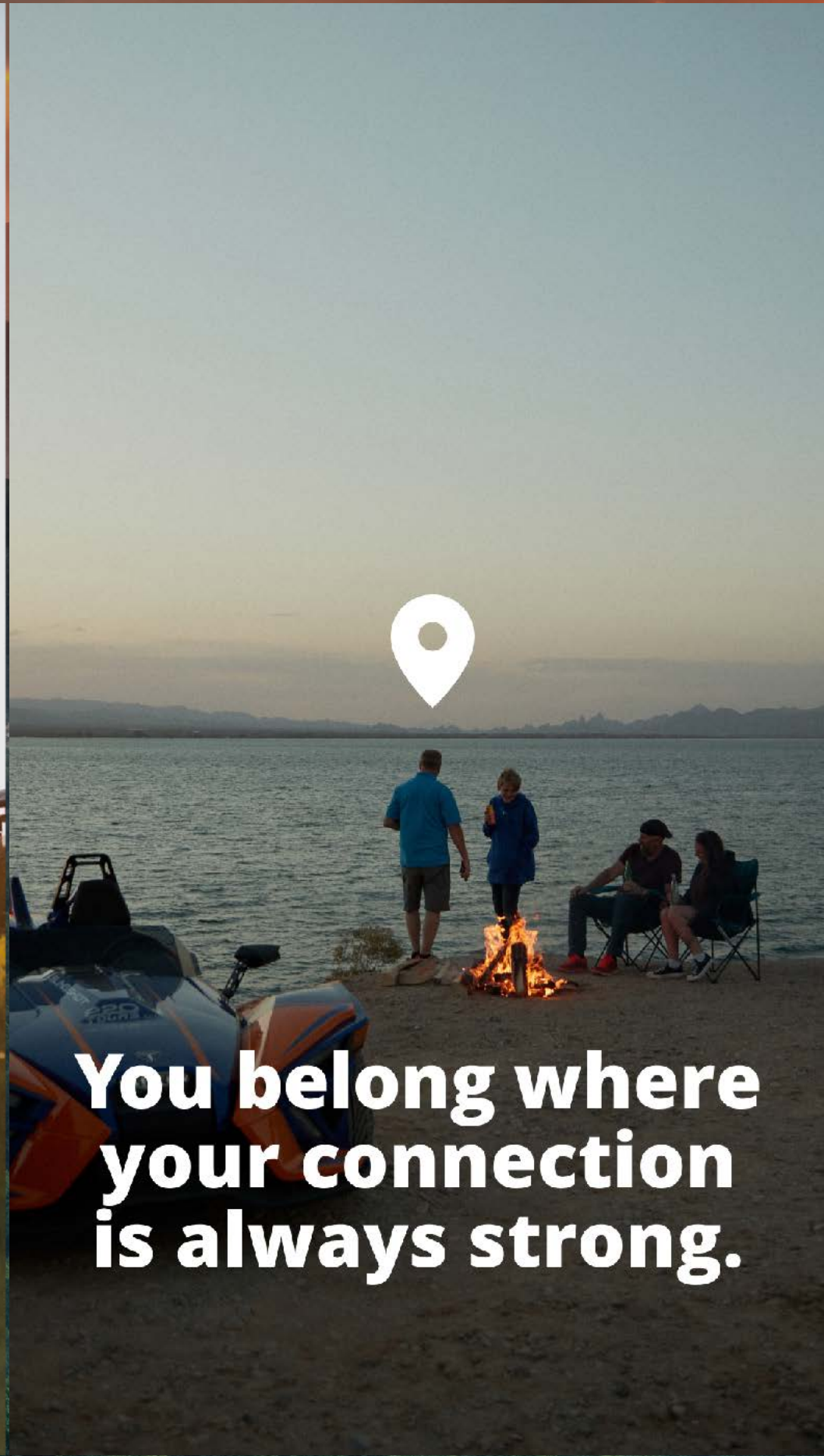


**You belong where
there is no screen
time.**

POLARIS ADVENTURES



**You belong where
no routine is the
routine.**



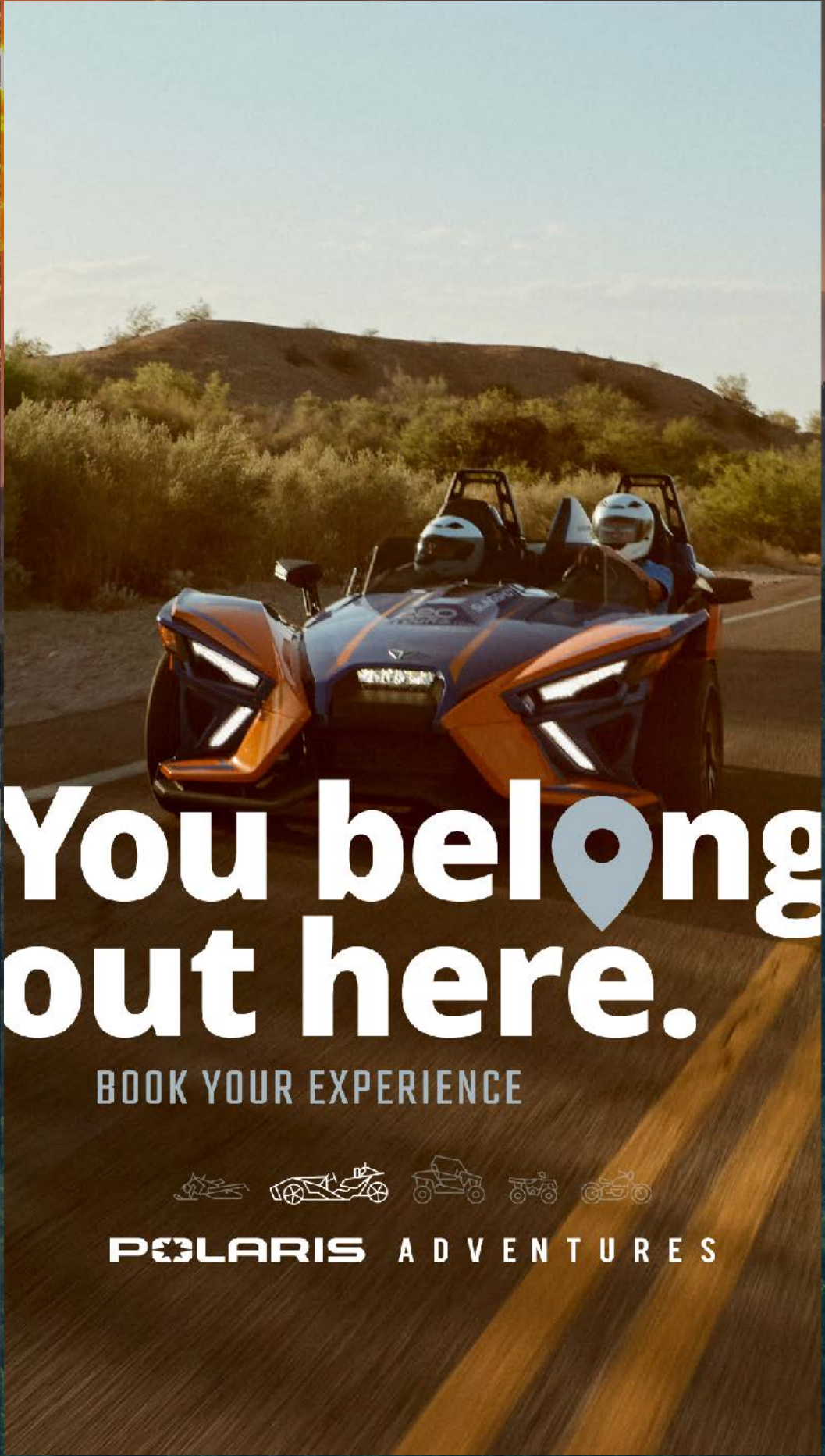
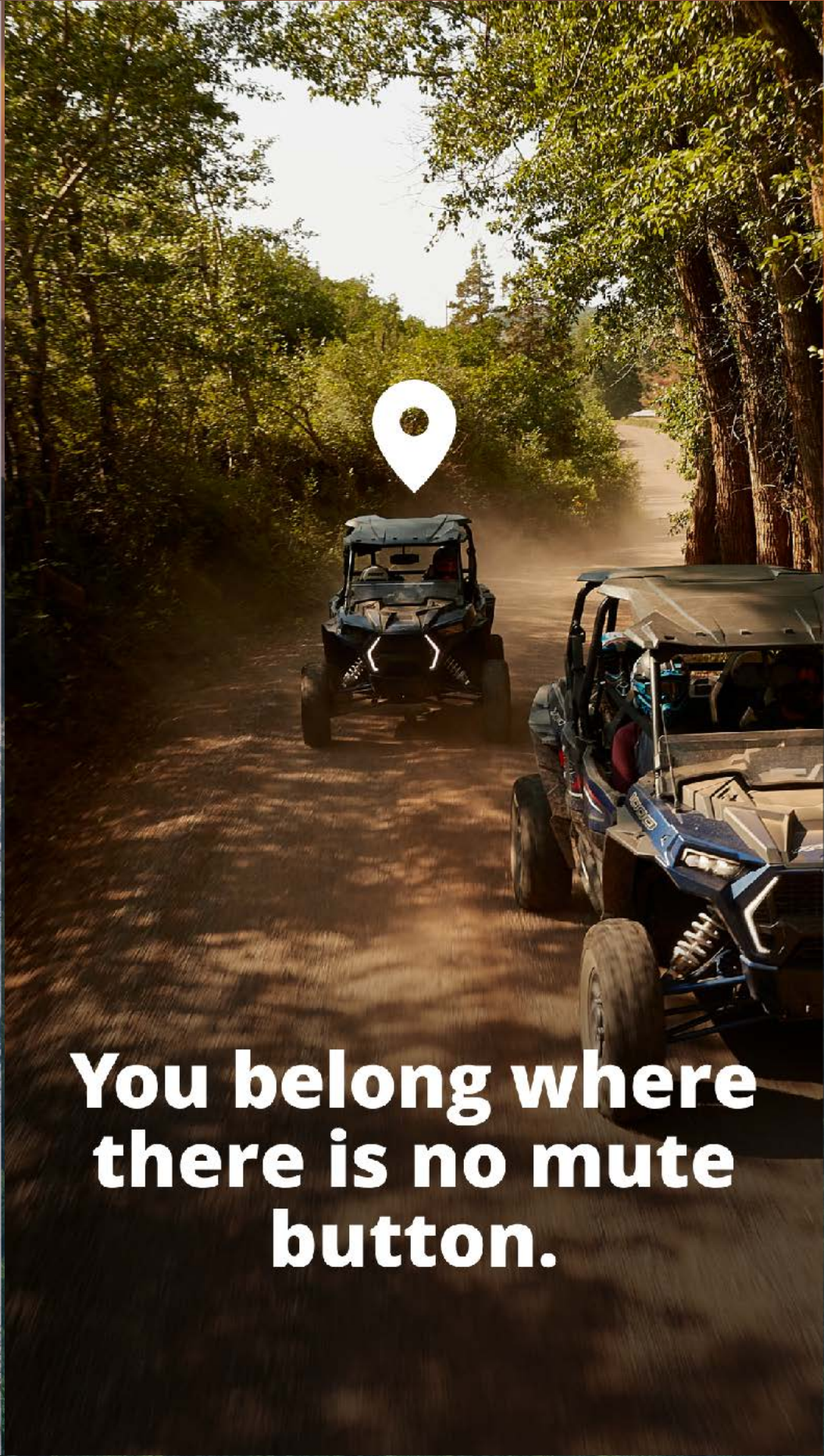
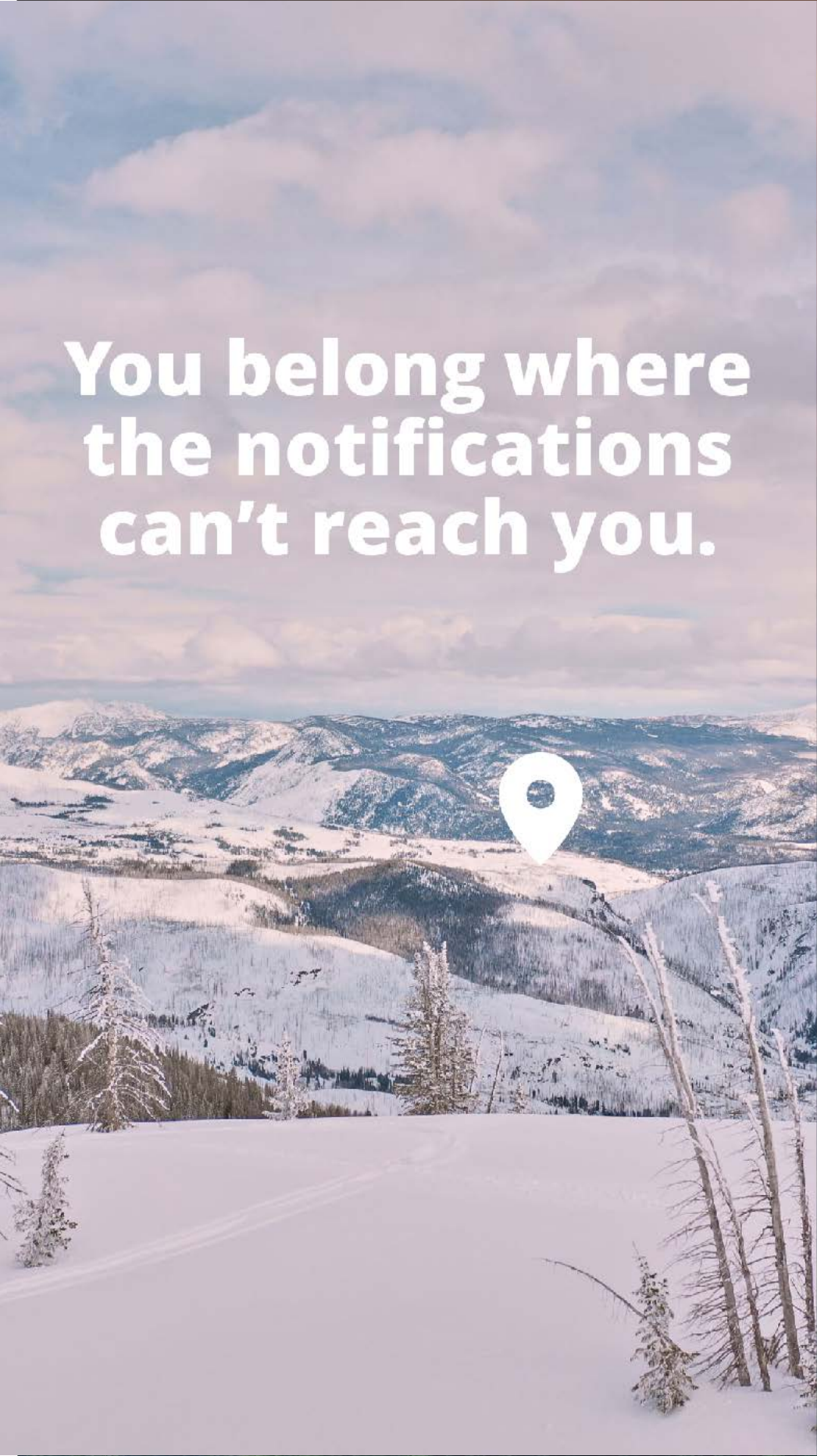
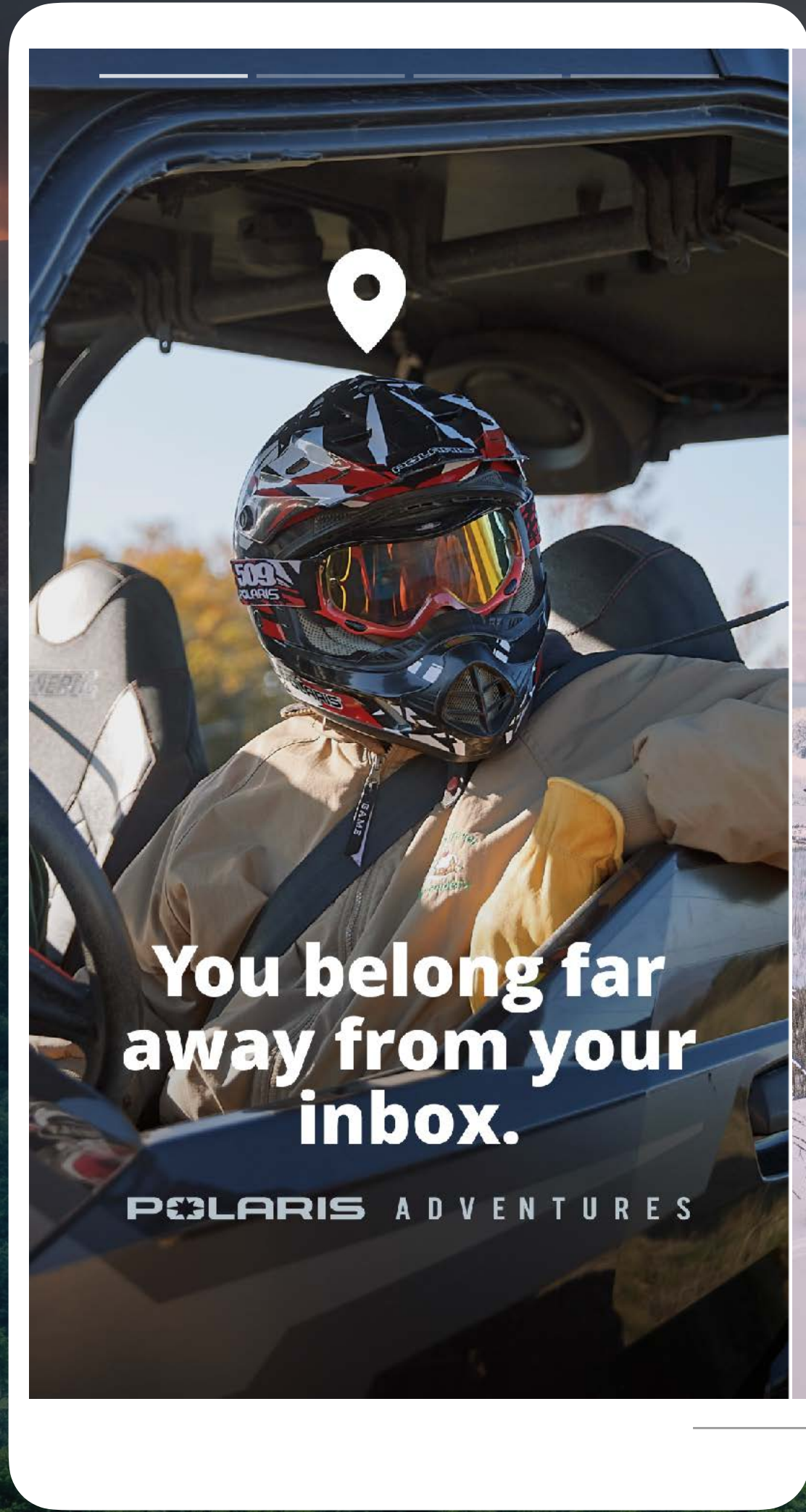
**You belong where
your connection
is always strong.**



**You belong
out here.**

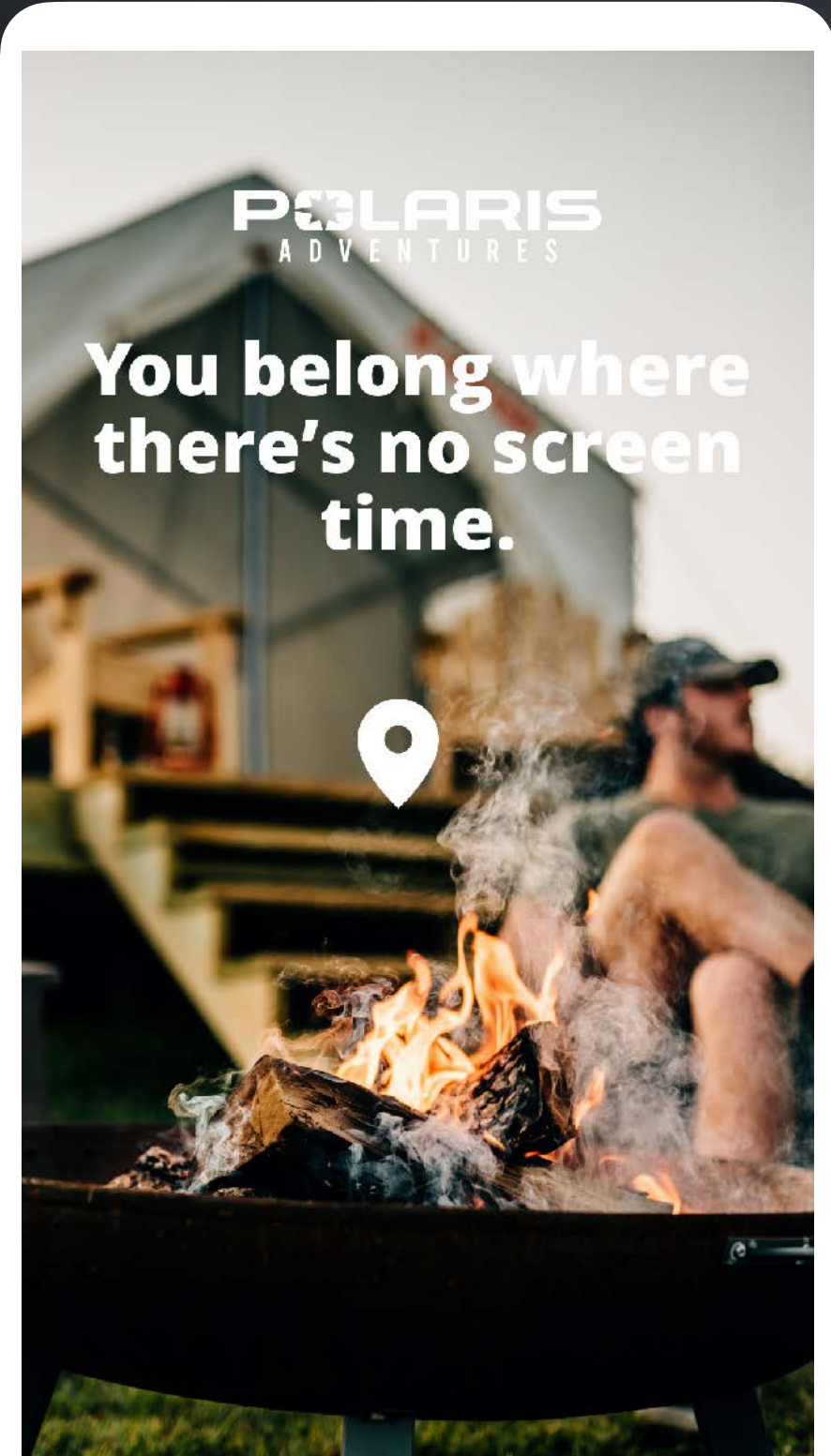
BOOK YOUR EXPERIENCE

POLARIS ADVENTURES



POLARIS
ADVENTURES

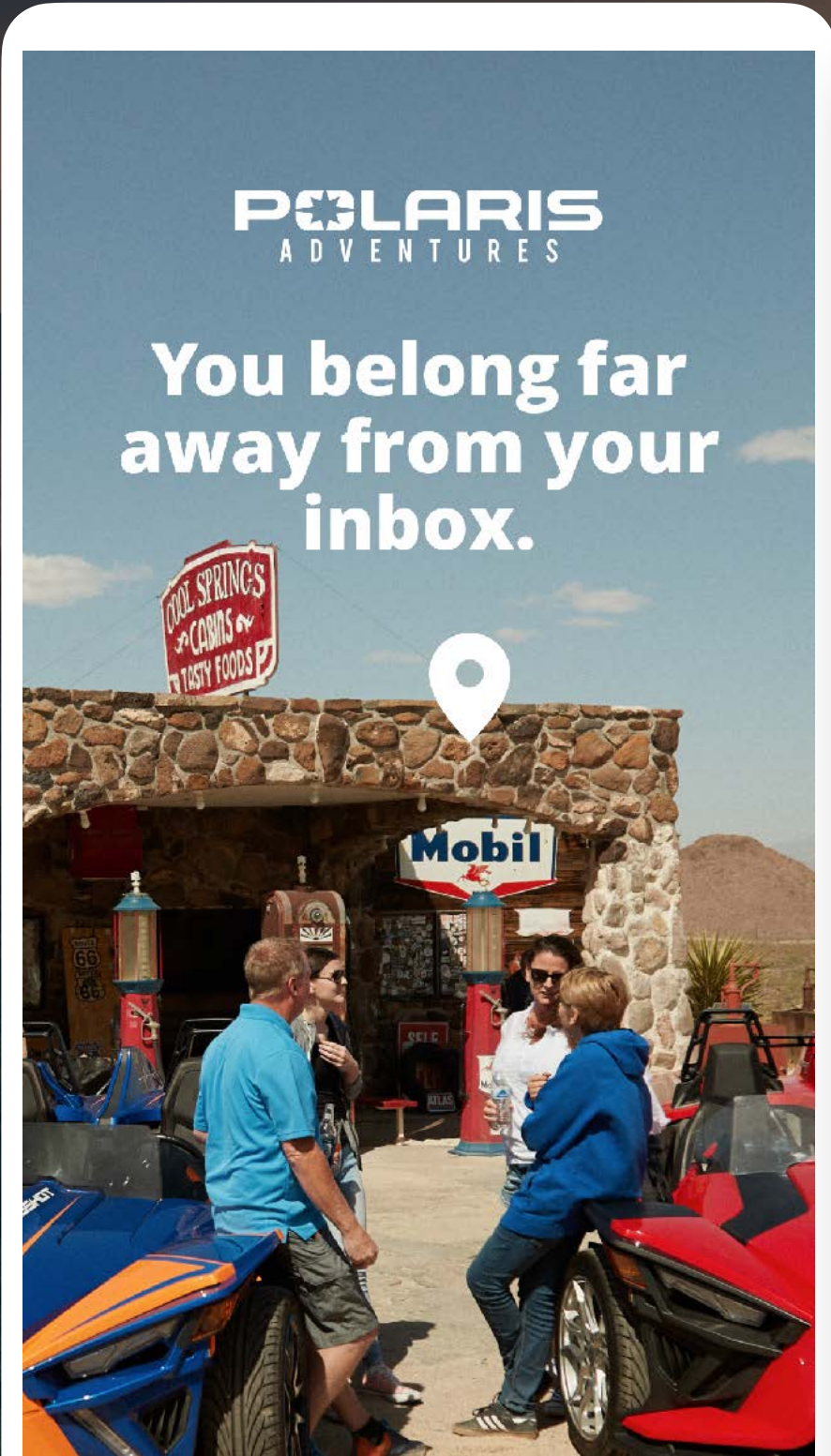
You belong where
there's no screen
time.



Book Now

POLARIS
ADVENTURES

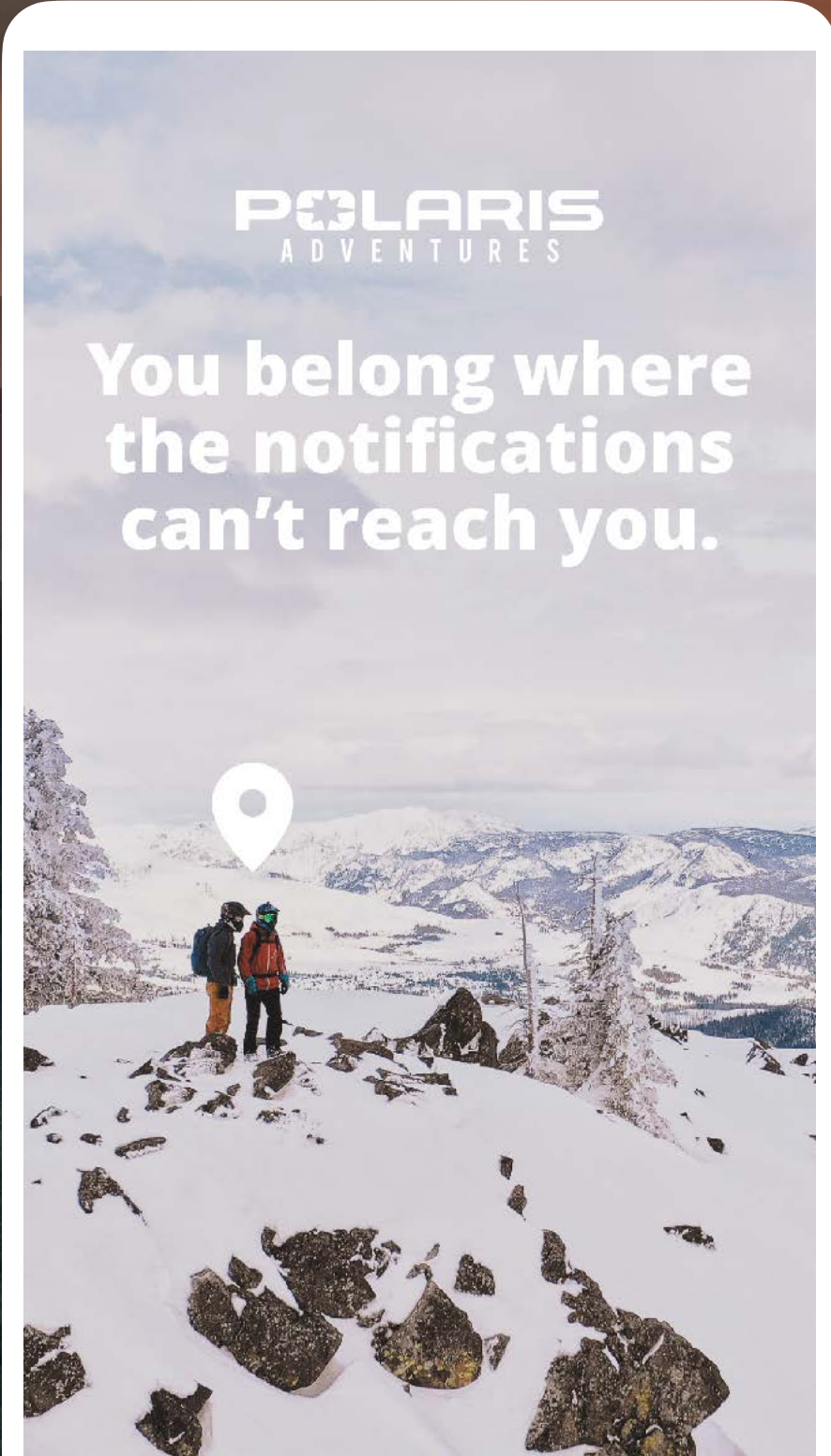
You belong far
away from your
inbox.



Book Now

POLARIS
ADVENTURES

You belong where
the notifications
can't reach you.



Book Now

POLARIS
ADVENTURES

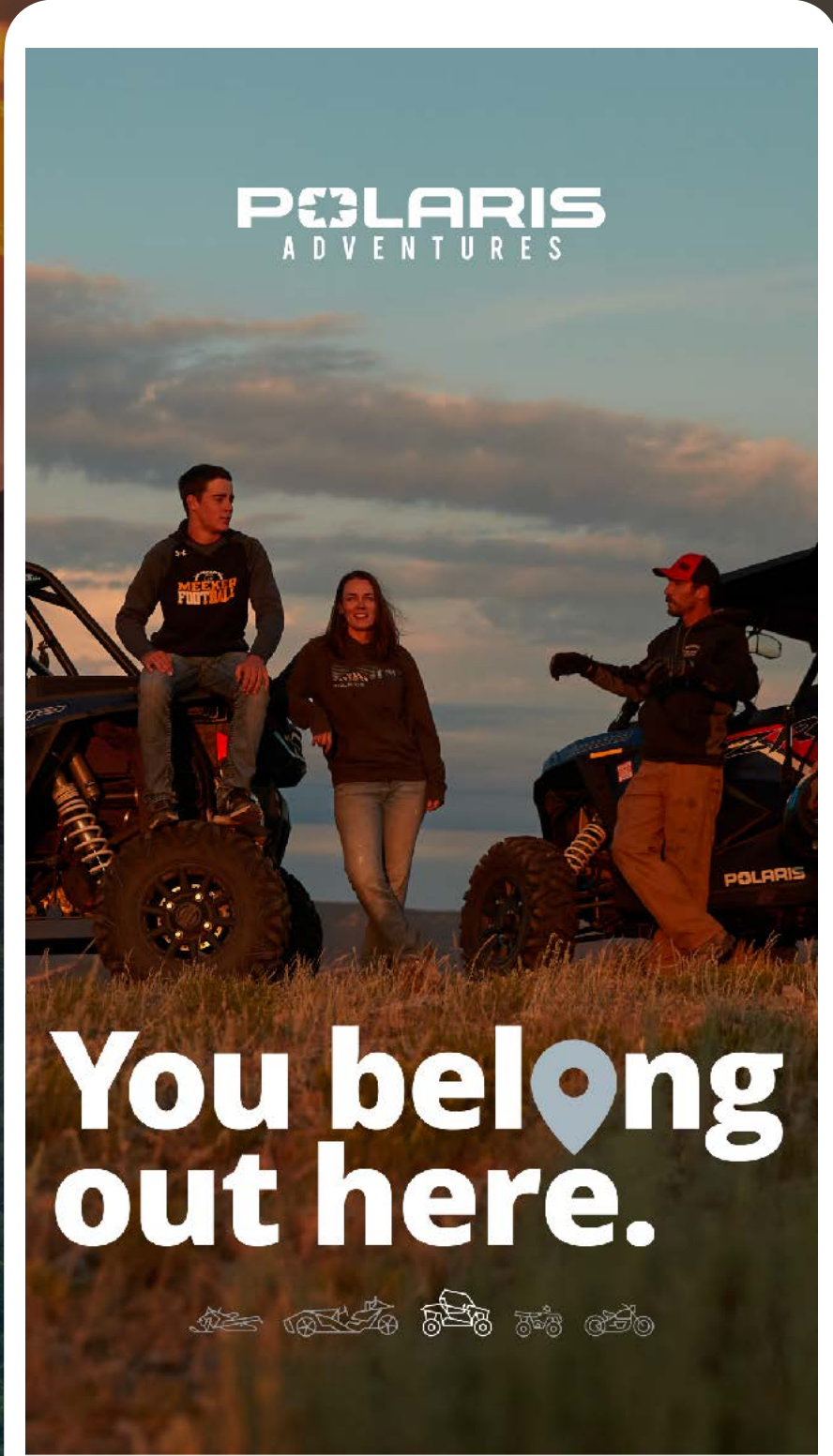
You belong
out here.



Book Now

POLARIS
ADVENTURES

You belong
out here.



Book Now



PREMIER®

Premier Pontoons

OVERVIEW

Premier Pontoons, a leading manufacturer of high-quality pontoons, operates through an extensive dealer network. However, after undergoing bankruptcy and acquisition by a private investment group, the company quickly realized that its outdated technology was hindering its ability to support dealers effectively.

CHALLENGE

Premier was relying on printed price sheets and manual phone calls for pricing updates, making it difficult for dealers to provide timely and accurate quotes. They needed a modern Dealer Management System (DMS) to automate key processes such as:

- Lead management
- Ordering and quoting
- Warranty work and boat registration
- Parts and service management

To stay competitive and streamline operations, Premier required a complete digital transformation, including a new website and an integrated DMS (Dealer Management Solution).



Premier Pontoons

SOLUTION

Folklore stepped in to revolutionize Premier Pontoons' technology infrastructure with a two-pronged approach:

A New Customer-Facing Website

- Folklore built a dynamic marketing site where customers could explore, customize, and build their dream pontoon. This site not only provided an engaging experience but also captured valuable leads for dealers.

ONE Source: A Custom Dealer Management System

- Understanding that a seamless connection between sales and manufacturing was crucial, Folklore started by auditing Premier's manufacturing process. Since Premier used Epicor ERP, Folklore reverse-engineered the system to integrate it into ONE Source, a dealer platform that:
 - Allowed dealers to build, quote, and order boats online instead of using printed materials.
 - Integrated with Epicor to ensure real-time pricing and accurate part selection.
 - Synced customer boat builds with Aimbase CRM and ONE Source, enabling dealers to refine and complete orders efficiently.
 - Streamlined orders directly from dealers to the manufacturing floor, reducing errors and manual steps.

-



Premier Pontoons

OUTCOME

The implementation of Folklore's solutions has led to significant improvements:

- Increase in Sales Leads: The automated lead generation and tracking system has driven more inquiries.
- Faster, More Accurate Quotes: Dealers can now instantly generate and adjust quotes without delays.
- Seamless Order Processing: Orders flow directly from dealers to the factory, improving efficiency.
- Better Customer Experience: Consumers can build their own boats online, with dealers seamlessly finalizing purchases.
- Improved Warranty & Service Management: The new system supports warranty claims and parts ordering with ease.

By embracing digital transformation, Premier Pontoons has modernized its dealer operations, improved sales efficiency, and enhanced the overall buying experience. Folklore's custom-built solutions have positioned Premier for long-term success in the competitive marine industry.

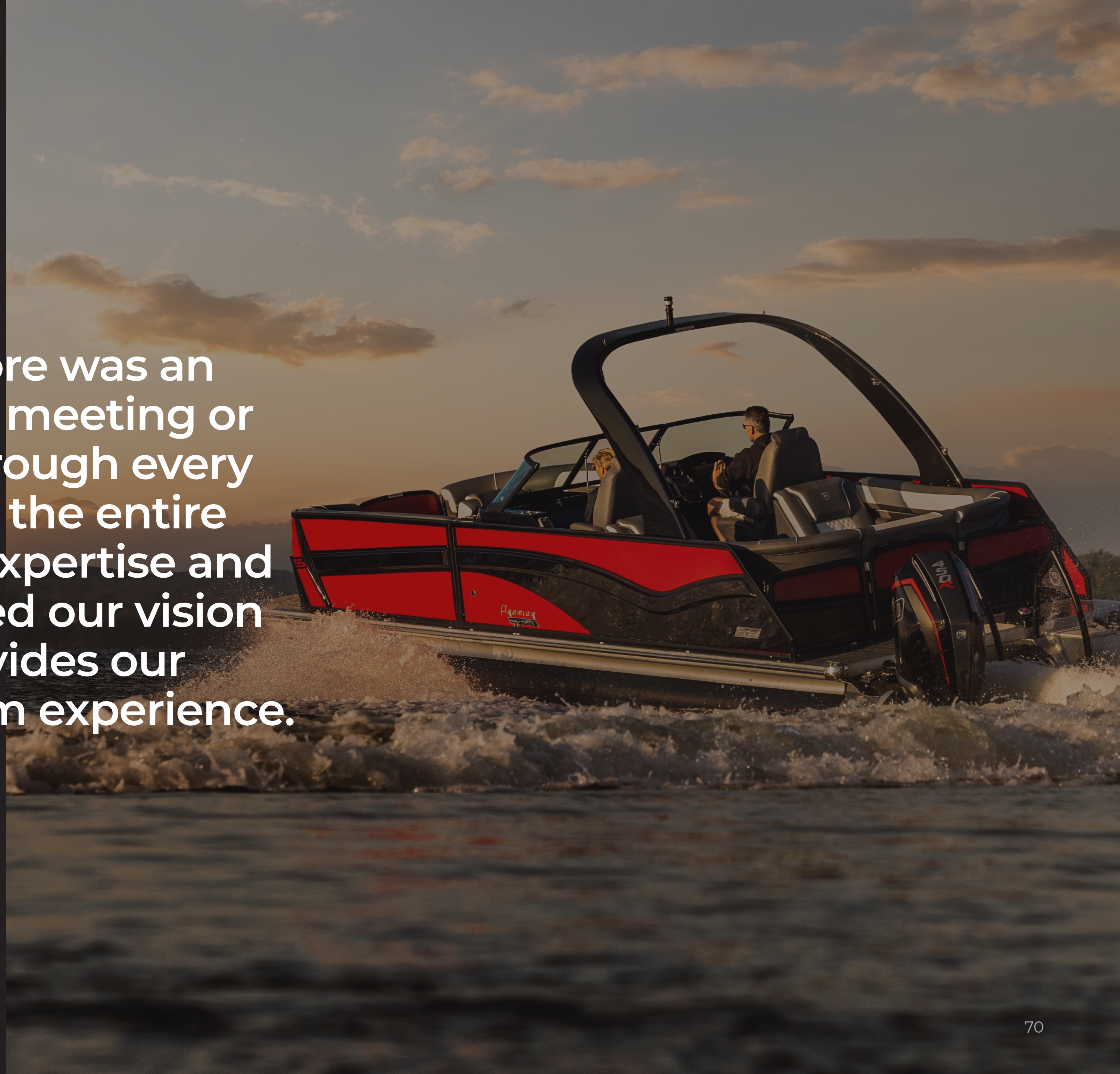
Premier Pontoons continues to collaborate with Folklore, expanding and refining both the marketing site and ONE Source to drive further innovation.



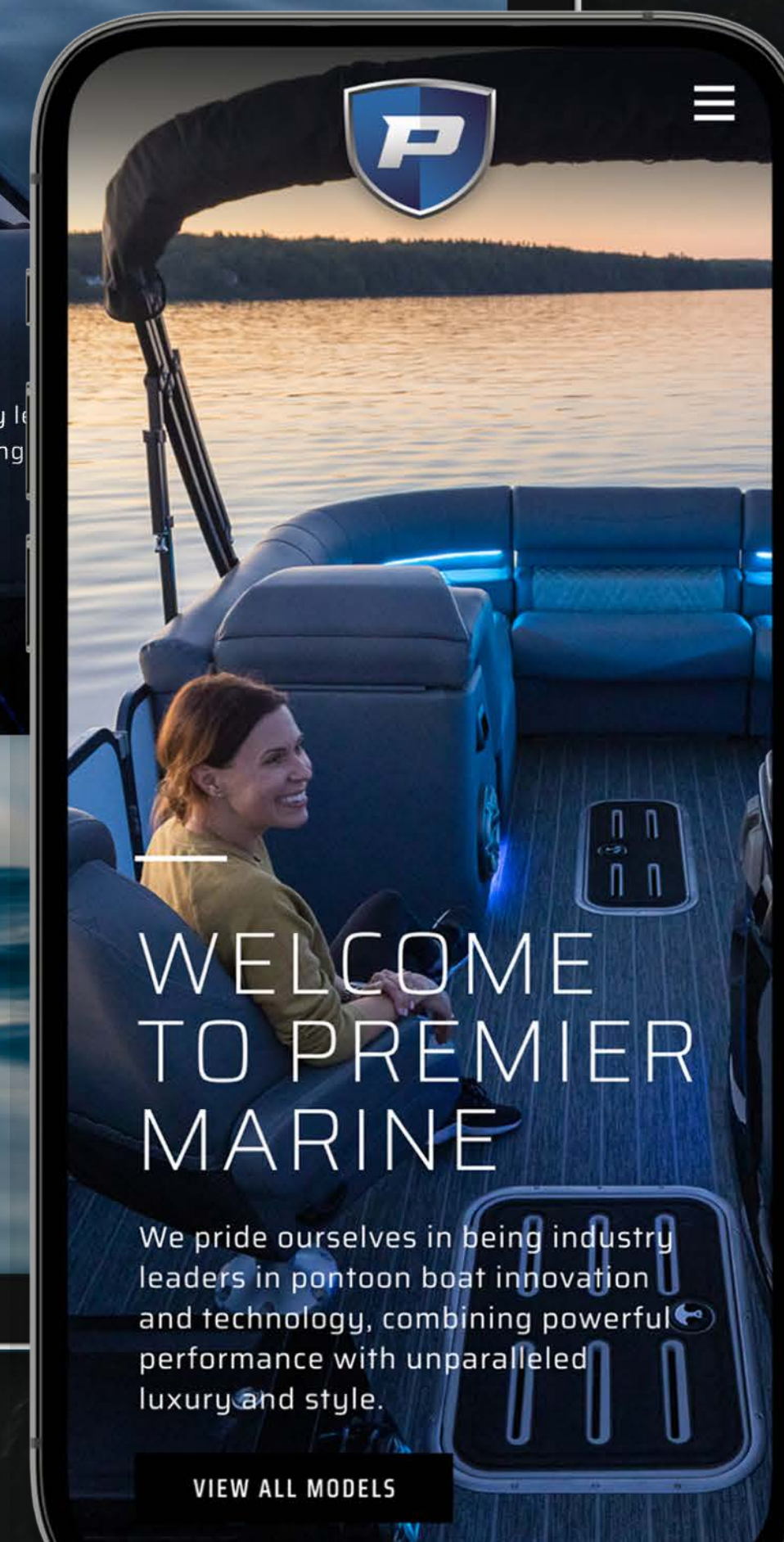
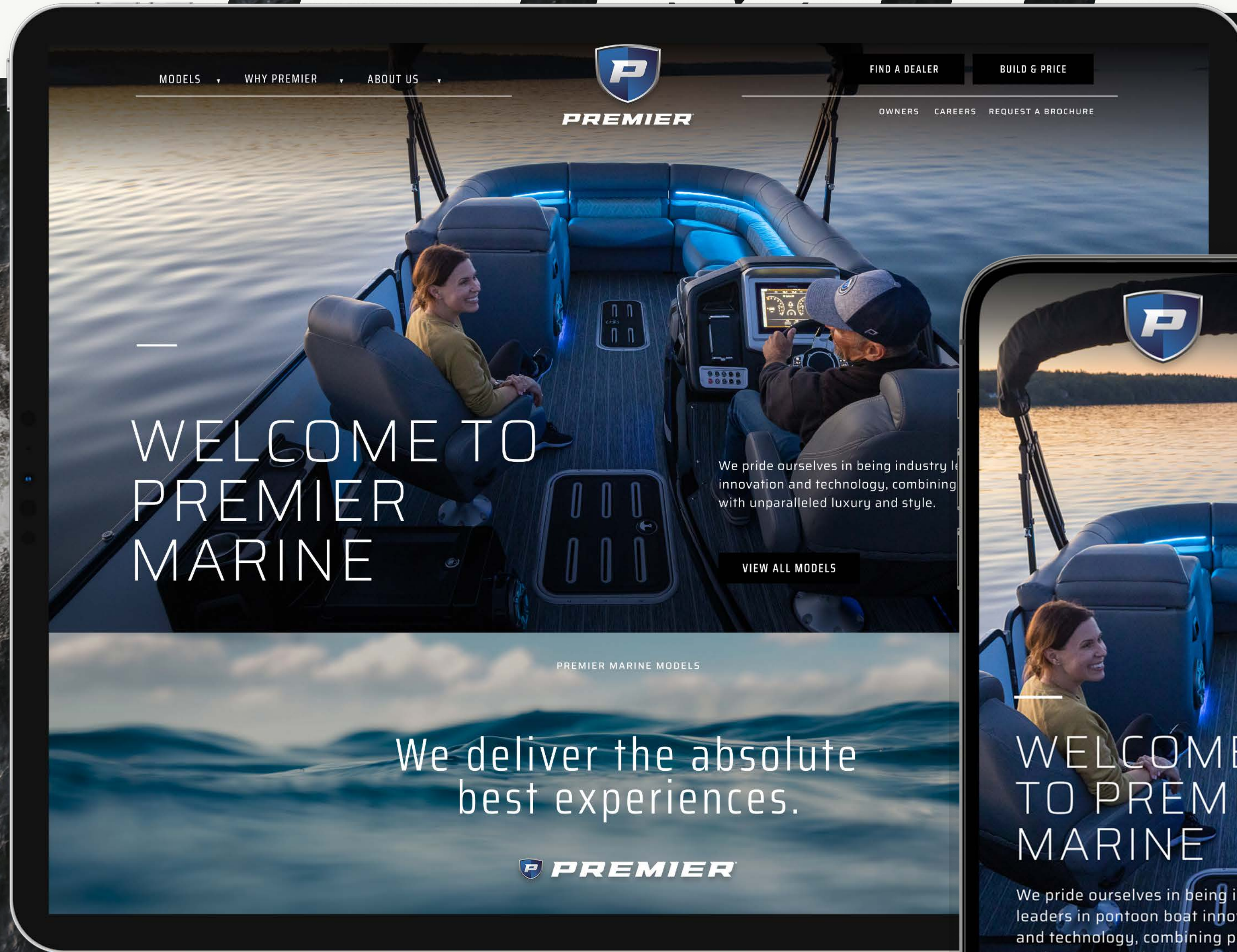
PREMIER[®]

More than just a partner, Folklore was an extension of the Premier team, meeting or exceeding our expectations through every step of the project. They made the entire process a pleasure with their expertise and responsiveness and transformed our vision into a world-class tool that provides our customers with a truly premium experience.

Erin Streit
Director of Marketing at Premier Pontoons



PREMIER®



PREMIER®

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MODELS

WHY PREMIER

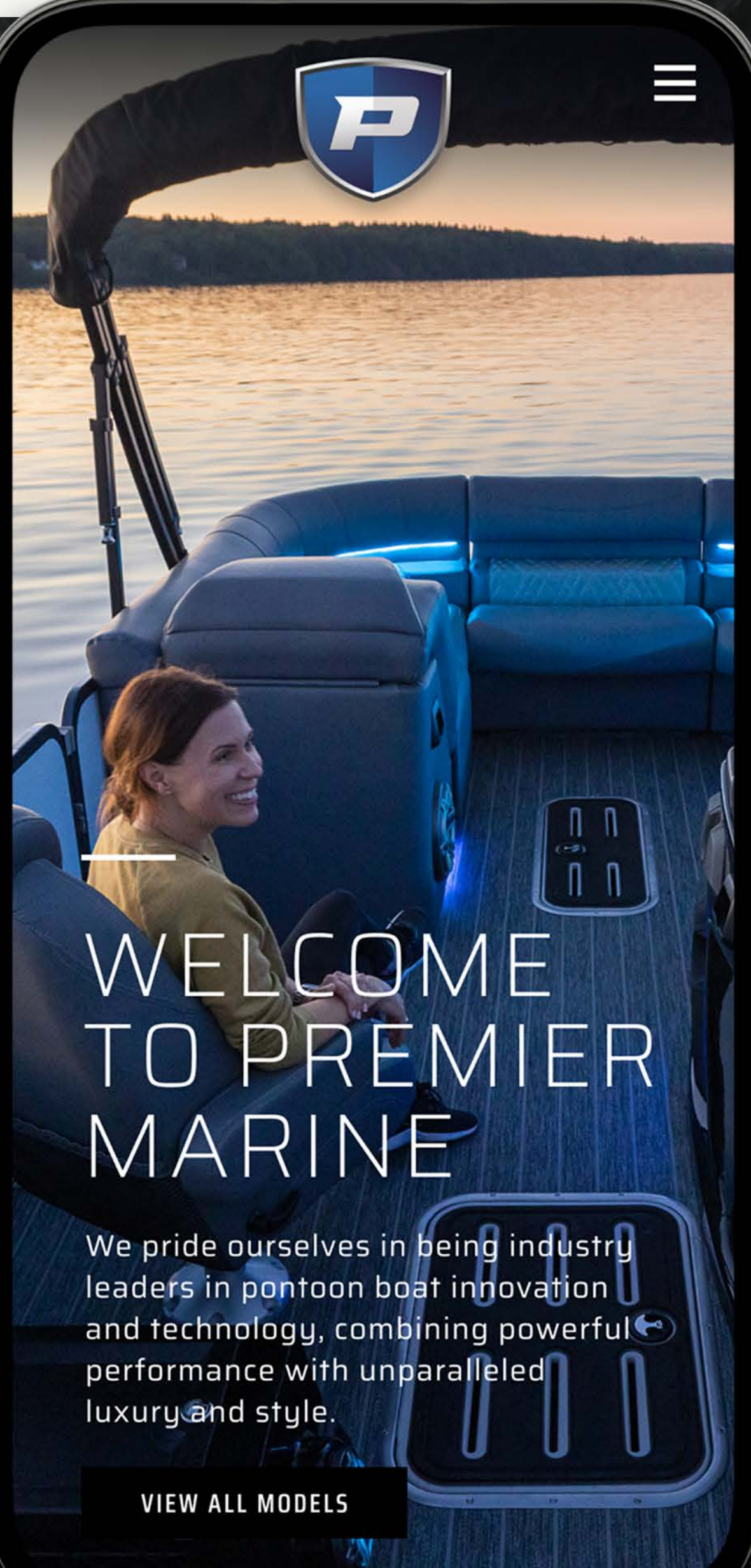
ABOUT US

OWNERS

CAREERS

REQUEST A BROCHURE





WELCOME
TO PREMIER
MARINE

We pride ourselves in being industry leaders in pontoon boat innovation and technology, combining powerful performance with unparalleled luxury and style.

VIEW ALL MODELS

EXCLUSIVE SERIES

INTRIGUE

Make every moment feel first-class with the ultimate in luxury, comfort, and style.

Max Capacity 20 | \$\$\$\$

LEARN MORE

EXCLUSIVE SERIES

SUPERSPORT

Accelerate your senses and hold nothing back with all-out performance-tuned luxury.

Max Capacity 20 | \$\$\$\$

LEARN MORE

EXCLUSIVE SERIES

ESCALANTE

FOLKLORE ©2025 FOLK

72



PREMIER MARINE MODELS

SOMETHING
FOR EVERYONE



PREMIER MARINE MODELS

Our pontoons are built for a lifetime of memories.

PREMIER

PREMIER SERIES

SUNSPREE

We pride ourselves in being industry leaders in pontoon boat innovation and technology.

Max Capacity 11 | Starting at \$55,000

[LEARN MORE](#) [BUILD YOURS](#)

PREMIER SERIES

SUNSATION

We pride ourselves in being industry leaders in pontoon boat innovation and technology.

Max Capacity 11 | Starting at \$55,000

[LEARN MORE](#) [BUILD YOURS](#)

PREMIER SERIES

SOLARIS

We pride ourselves in being industry leaders in

[LEARN MORE](#) [BUILD YOURS](#)

EXCLUSIVE SERIES

INTRIGUE

We pride ourselves in being industry leaders in

[LEARN MORE](#) [BUILD YOURS](#)

SUNSATION

Max Capacity 11 | Starting at \$55,000

[OVERVIEW](#) [GALLERY](#) [FEATURES & OPTIONS](#) [FLOORPLANS](#) [BUILD YOURS](#)

Redefining the meaning of state-of-the-art.

At Premier Marine we are fishermen, skiers, swimmers, sunbathers, storytellers and stargazers, and we've designed our pontoon boats to reflect everything we know and love about being on the water. We pride ourselves in being industry leaders in pontoon boat innovation and technology, combining powerful performance with unparalleled luxury and style.

At Premier Marine we are fishermen, skiers, swimmers, sunbathers, storytellers and stargazers, and we've designed our pontoon boats to reflect everything we know and love about being on the water. We pride ourselves in being industry leaders in pontoon boat innovation and technology, combining powerful performance with unparalleled luxury and style.

PREMIER MARINE SUNSATION

See for yourself

[EXTERIOR](#) [INTERIOR](#)

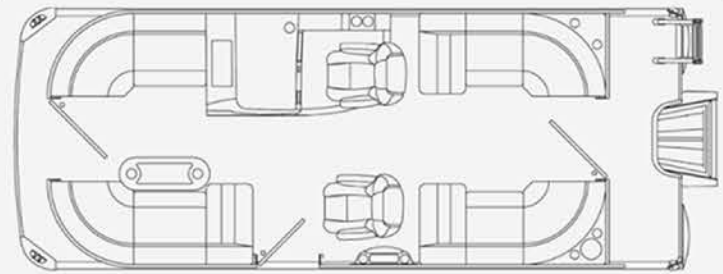


210 SUNSATION RE

Features rear entry with an L-shaped rear couch and bow starboard and port side couches.

LENGTH	21' 5"
WIDTH	8' 6"
MAX CAPACITY	9-14
HORSEPOWER	150-200
WEIGHT	2050-2550

[BUILD & PRICE](#)

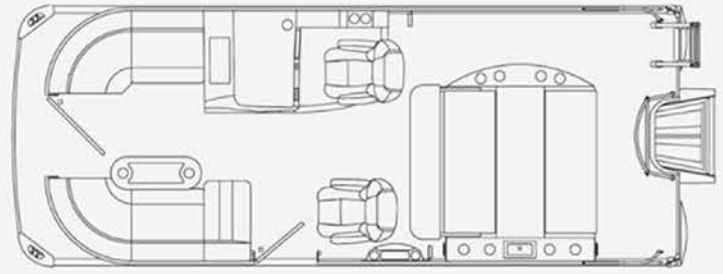


210 SUNSATION RF

Features both rear and bow starboard and port side couches.

LENGTH	21' 5"
WIDTH	8' 6"
MAX CAPACITY	9-14
HORSEPOWER	150-200
WEIGHT	2050-2550

[BUILD & PRICE](#)



210 SUNSATION RL

Features convertible rear lounge/bed with bow starboard and port side couches.

LENGTH	21' 5"
WIDTH	8' 6"
MAX CAPACITY	9-14
HORSEPOWER	150-200
WEIGHT	2050-2550

[BUILD & PRICE](#)

Take the next step.

BUILD & PRICE

Custom design your dream pontoon now. Choose floorplans, colors, flooring, furniture, electronic, audio, and more.

[BUILD YOUR BOAT](#)

PREMIER®

×

CREATE ORDER

FLOORPLAN

BASE

OPTIONS

CONFIRM & ORDER

ADJUST PRICING

ORDER SUMMARY



EXTERIOR

INTERIOR

FLOORPLAN

EXTERIOR

PANEL COLOR

INCLUDED

Champagne

Black

Graphite

White Pearl

Nautical Blue

Crimson Red

RAIL COLOR

\$0

Moonstone

Midnight

Granite

Black Hammered

Pearl Hammered

Lavarock Hammered

BIMINI FRAME COLOR

INCLUDED

Satin Silver

Midnight

BIMINI CANVAS COLOR

INCLUDED

Onyx

Harbor Gray

Nautical Blue

BIMINI UPGRADES

\$0

Power Arm 10"

Included

Double Bimini

\$2,699

Bimini Extension

\$599

GRAPHICS

\$0

VANTAGE TUBE FILM

\$0

None

Black

White

Brushed Aluminum

Metallic Charcoal

Metallic Brown

LADDER

\$0

Telescoping Ladder

Included

Ricochet Ladder

\$1,199

GUNNEL MOLDING

\$0

Standard Gunnel

Included

Rubber Gunnel Molding

\$665

MID-SHIP EYES

\$0

Stainless-steel Midship Eyes

\$115

SALT WATER PACKAGE

\$0

Salt Water Anode Package

\$299

INTERIOR

FURNITURE BASE COLOR

INCLUDED

FLOORING

\$0

Options dependent on Furniture Base Color selection

Driftwood

Birchwood

Sterling Shores

Mahogany Teak

Double Desert Teak

Slate Teak

FURNITURE UPGRADES

\$0

Filler Couch

\$1,699

Double Filler Couch

\$1,499

Fast Charging USB in all Couches

\$399

Couch Tip Out Trash Can

\$1,499

Fast Charging USB in all Couches

\$399

INTERIOR ACCESSOIRES

\$0

Foam Helm Mat

\$99

Color matches selected Furniture Base Color

Stainless-steel Cupholders

\$99

LIGHTING

\$0

RGB Toe Kick Strips

\$899

SOUND SYSTEM

\$0

Clarion MM20 System

Included

JL Audio® MM50 System

\$2,199

SOUND SYSTEM

\$0

Clarion MM20 System

Included

JL Audio® MM50 System

\$2,199

DISPLAY

\$0

Digital Depth Gauge

Included

Simrad® NSX 7" Display

\$1,999

TOWERS & TOW BARS

TOWERS

\$0

None

\$0

Sport Tower

\$17,999

Luxe Tower

\$1,199

TOWER SPEAKERS

\$0

None

\$0

Tower M3 7.7" speakers (2)

\$2,999

TOWER BIMINI

\$0

None

\$0

Front Tower Bimini

\$2,999

TOW BARS

\$0

None

\$0

Unlit Ski Tow Bar

\$1,999

Lighted Ski Tow Bar

\$2,199

PERFORMANCE

Max Rating - 150hp. Upgrade to PTX for higher rating.

ENGINE

Include Engine

No Engine

ENGINE BRAND

\$14,430

Honda

Honda 90hp - BF90D5XRTA

\$10,800

Honda 115hp - BF115JXRA

\$14,430

Honda 150hp - BF150DXRA

\$15,640

Mercury

+

Suzuki

+

Yamaha

+

ENGINE DELIVERY METHOD

\$2,100

Rig Engine

\$2,100

Drop Ship Engine

\$???

PRE-RIG

\$1,763

Honda Mechanical

\$1,763

No Pre-Rig

\$0

STEERING

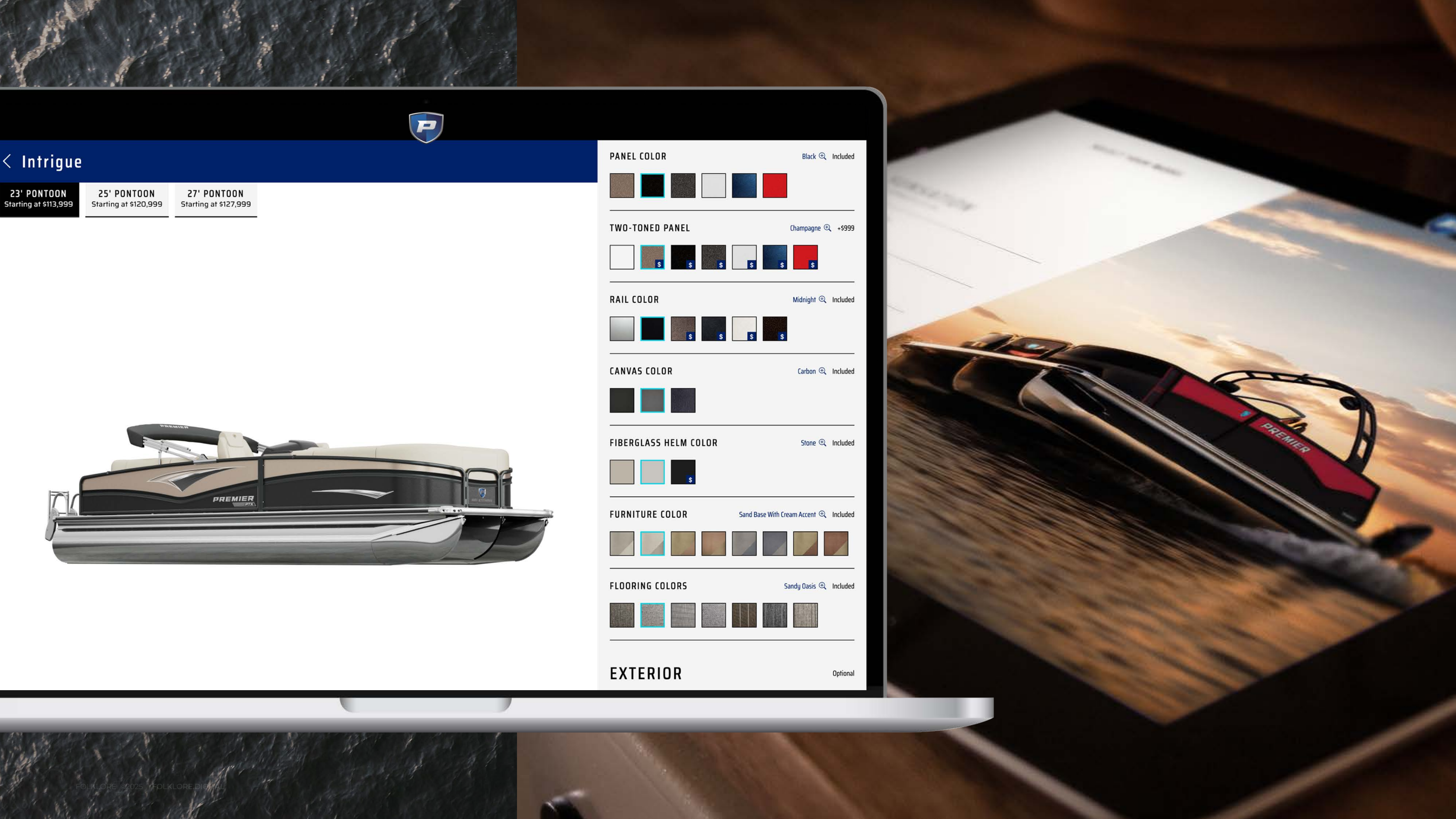
\$2,599

Options dependent on Engine HP selection

Rotary Steering

Hydraulic Steering

\$2,599



< Intrigue

23' PONTOON
Starting at \$113,999

25' PONTOON
Starting at \$120,999

27' PONTOON
Starting at \$127,999



PANEL COLOR

Black ⓘ Included



TWO-TONED PANEL

Champagne ⓘ +\$999



RAIL COLOR

Midnight ⓘ Included



CANVAS COLOR

Carbon ⓘ Included



FIBERGLASS HELM COLOR

Stone ⓘ Included



FURNITURE COLOR

Sand Base With Cream Accent ⓘ Included



FLOORING COLORS

Sandy Oasis ⓘ Included



EXTERIOR

Optional



PREMIER

Floor plans - 60 Matches

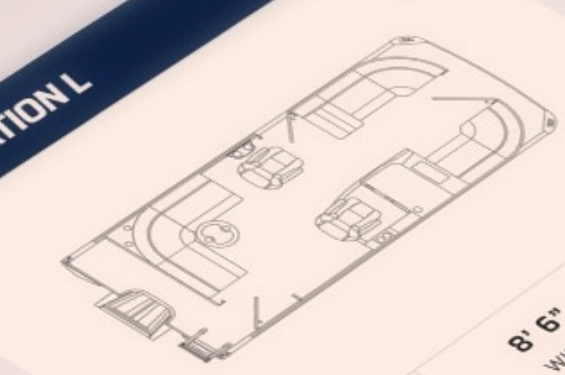
models

- Sunscape
- Sunsatton
- Solaris
- Suntrique
- Sunsport
- Sunsalante

rooms

- Entrance
- Fitting
- Lounge
- Wash
- etc.

210 SUNSATON L



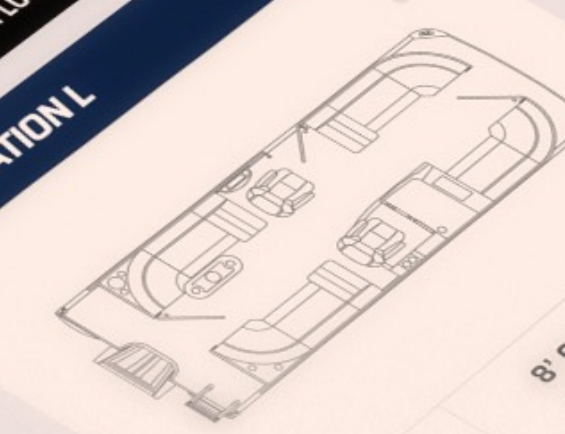
21' 5" LENGTH

8' 6" WIDTH

9-14 MAX CAPACITY

SELECT THIS FLOORPLAN

230 SUNSATON L



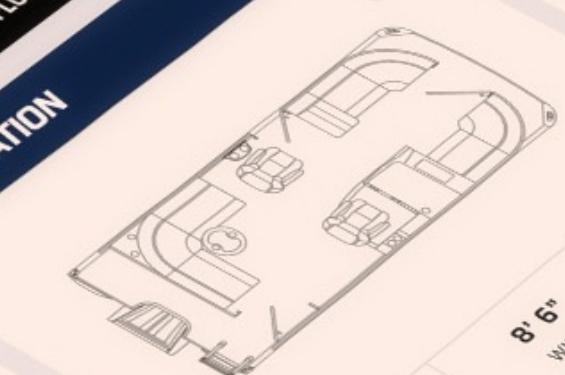
21' 5" LENGTH

8' 6" WIDTH

9-14 MAX CAPACITY

SELECT THIS FLOORPLAN

210 SUNSATON



21' 5" LENGTH

8' 6" WIDTH

9-14 MAX CAPACITY

SELECT THIS FLOORPLAN

210 SUNSATON



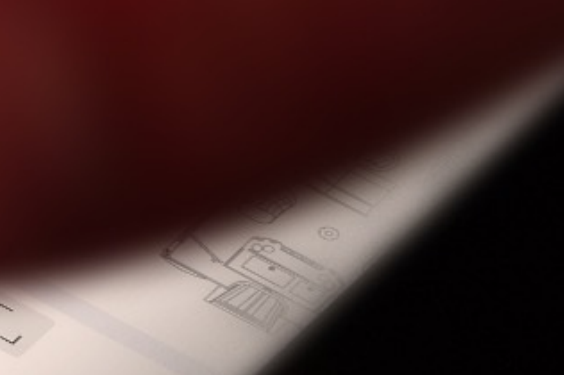
21' 5" LENGTH

8' 6" WIDTH

9-14 MAX CAPACITY

SELECT THIS FLOORPLAN

210 SUNSATON



21' 5" LENGTH

8' 6" WIDTH

9-14 MAX CAPACITY

SELECT THIS FLOORPLAN

210 SUNSATON



21' 5" LENGTH

8' 6" WIDTH

9-14 MAX CAPACITY

SELECT THIS FLOORPLAN

210 SUNSATON





VIEW QUOTE SUMMARY

Standard Features

EXTERIOR INTERIOR FLOORPLAN

Images are sample renderings only. Length and layouts are determined by your Floorplan selection.

EXTERIOR PANEL COLOR

- Champagne
- Graphite
- Nautical Blue
- Black
- White Pearl
- Crimson Red

TWO-TONED PANEL COLOR

Color can not match the main Panel Color selection

- None
- Black
- White Pearl
- Crimson Red
- Champagne
- Graphite
- Nautical Blue



MALL OF AMERICA®

Mall of America

The Mall of America, the American retail giant, has been a client partner for more than five years. Our work has spanned everything from eCommerce sites for amusement parks to shoppable AI fashion guides.

In 2019, MOA hired Folklore to serve as a holistic digital partner. From day one we have been their strategic guide and executional expert for a majority of their digital marketing and web initiatives.



Mall of America

Our integrated approach to supporting their business includes the following:

Website/App

From enabling eCommerce on affiliate websites (like Nickelodeon Universe) or re-imaging the entire tech stack of their flagship digital properties, we are MOA's go-to tech partners.

Loyalty Marketing

From beginning to end, we helped MOA launch the awareness campaign for their Loyalty App "Insiders." The result? Over 100 retailers bought in and over 94,000 app downloads since the campaign's launch.

Email Marketing

To achieve greater efficiency inside of their email marketing campaigns (and subsequently give more attention to strategic success), we streamlined MOA's email marketing process via a living design system.

Human-Powered AI

To pay off their most recent fall fashion campaign of "Up, Out, and Everywhere", we reimagined visuals of real models and apparel by compositing them with AI-generated imagery to take their brand and influence to places that weren't possible before.





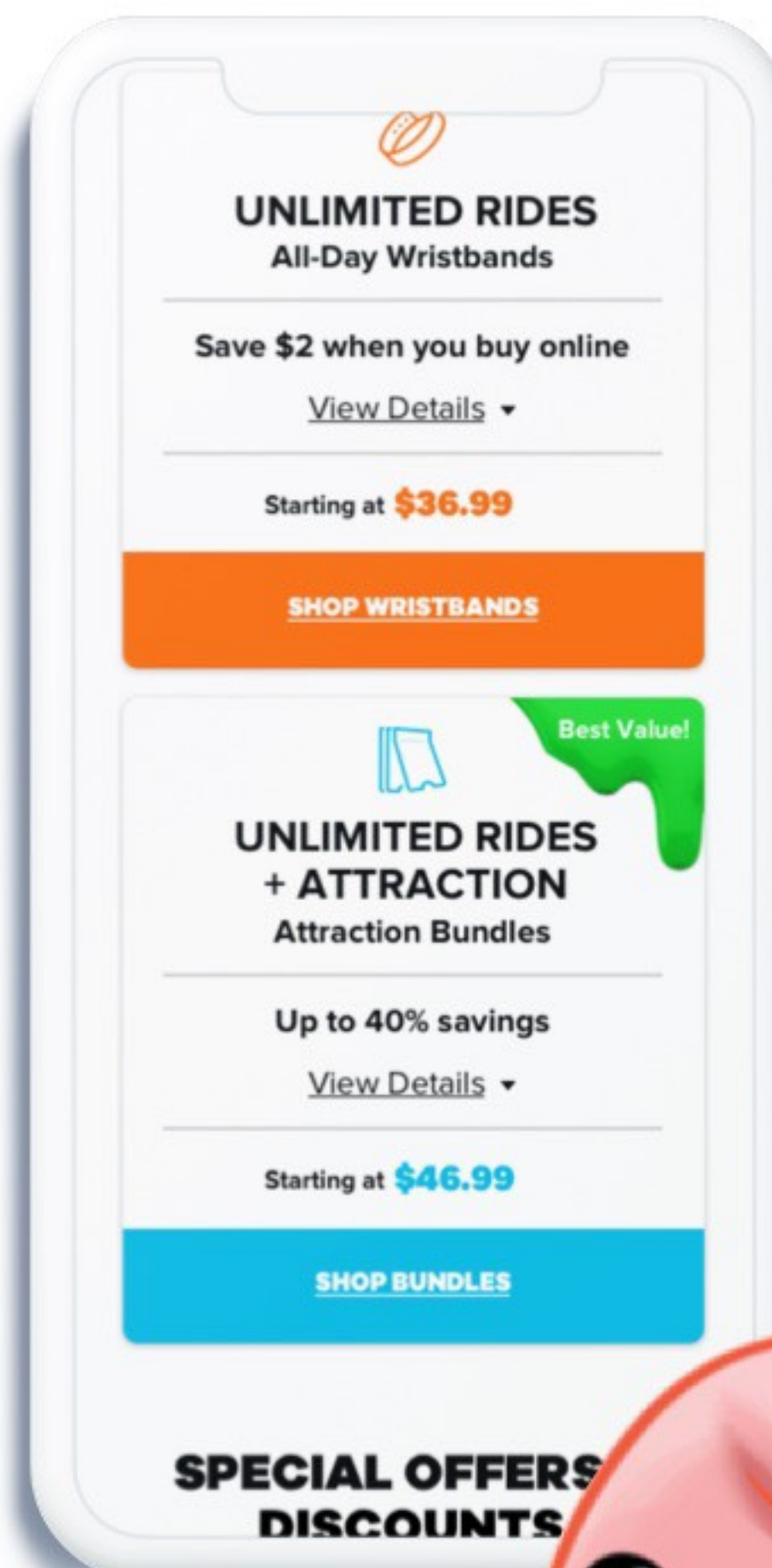
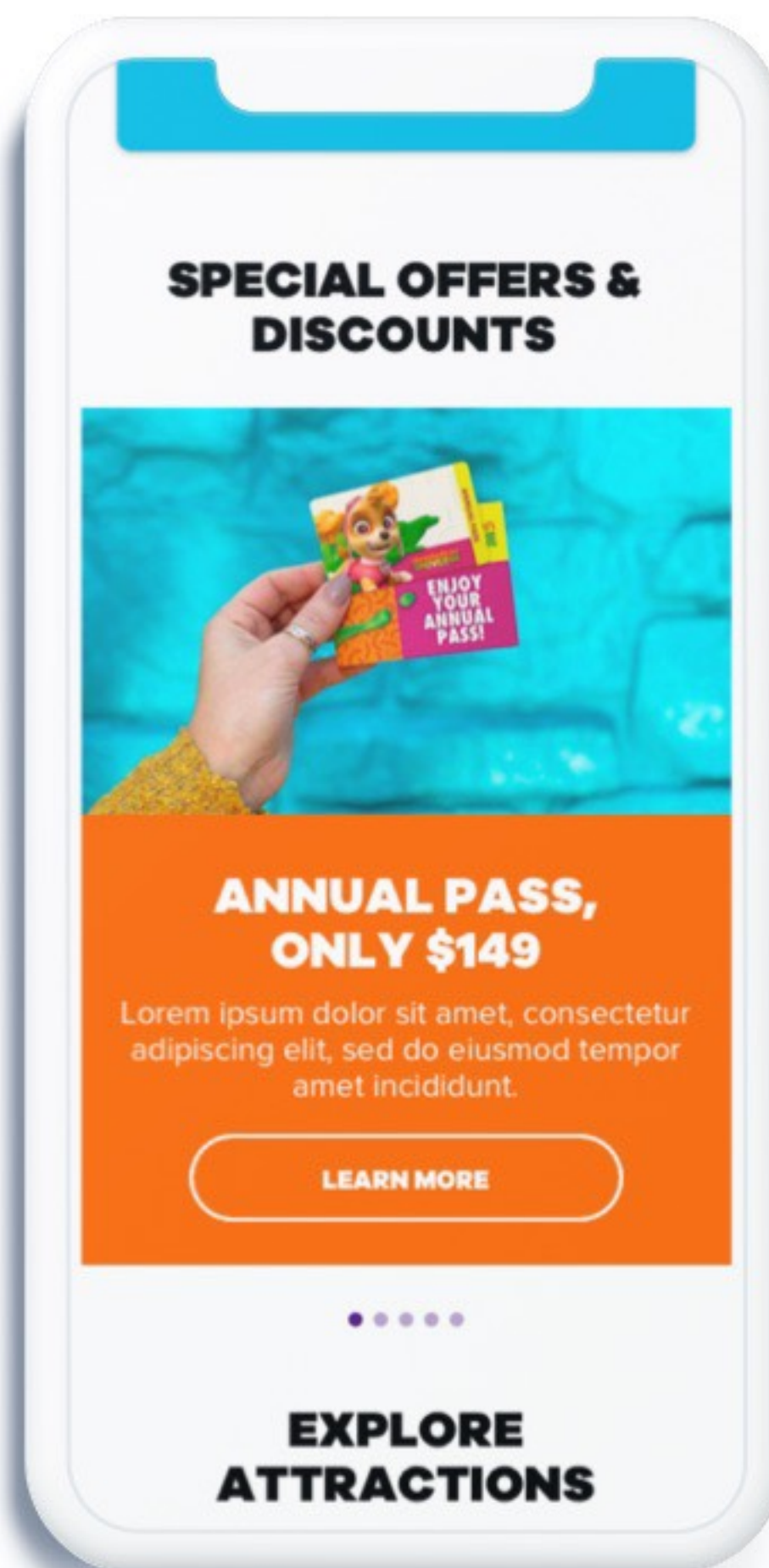
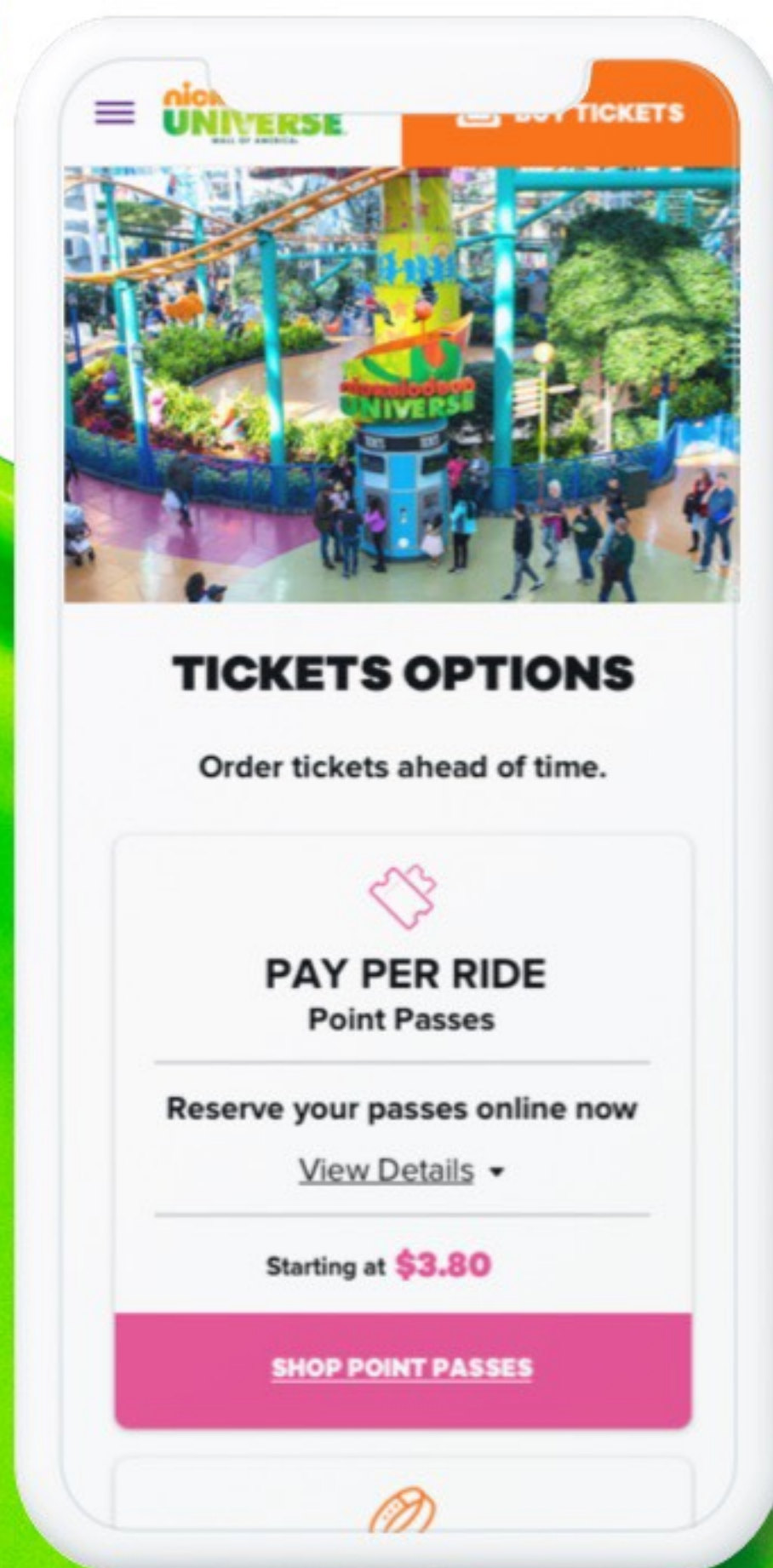
Websites + Apps

Nickelodeon Universe

Marketing & Ticket Purchases

25% increase in online ticket sales





**YOUR FAVORITE
CHARACTERS ALL IN
ONE PLACE**



**SAVE ON UNLIMITED
RIDE WRISTBANDS**

**YOUR FAVORITE
CHARACTERS ALL IN
ONE PLACE**



**SAVE ON UNLIMITED
RIDE WRISTBANDS**

**YOUR FAVORITE
CHARACTERS ALL IN
ONE PLACE**



**YOUR FAVORITE
CHARACTERS ALL IN
ONE PLACE**



Email Marketing





MALL OF AMERICA

★

YOUR GUIDE TO
FASHION & STYLE

A FRESH
statement

SEASONAL MUST-HAVES

Confidently Beautiful,
Confidently You

Nullam id dolor id nibh ultricies vehicula ut id elit.
Donec ullamcorper nulla non metus auctor
fringilla. Vivamus sagittis lacus vel augue laoreet
rutrum faucibus dolor auctor. Etiam porta sem
malesuada magna mollis euismod.

LEARN MORE

EFFORTLESS LOOK WITH

Feminine Fabrics & Florals

Donec sed odio dui. Etiam porta sem malesuada
magna mollis euismod. Aenean eu leo quam.
Pellentesque ornare sem lacinia quam venenatis
vestibulum. Cras mattis consectetur purus sit
amet fermentum.



LEARN MORE



An Ode to Blues

Duis mollis, est non commodo luctus, nisi erat porttitor ligula,
eget lacinia odio sem nec elit. Morbi leo risus, porta ac
consectetur ac, vestibulum at eros.

LEARN MORE



Mall of America
Email Marketing

MALL OF AMERICA

YOUR GUIDE TO
EVENTS & CELEBRITIES



FEATURED EVENT

**Maecenas sed diam eget
risus varius blandit sit.**

Nullam id dolor id nibh ultricies vehicula ut id elit.
Donec ullamcorper nulla non metus auctor
fringilla. Vivamus sagittis lacus vel augue laoreet
rutrum faucibus dolor auctor. Etiam porta sem
malesuada magna mollis euismod.

LEARN MORE



MALL OF AMERICA

YOUR GUIDE TO
FASHION & STYLE



LOREM IPSUM DOLOR

**Maecenas sed diam eget
risus varius blandit sit.**

Donec ullamcorper nulla non metus auctor
fringilla. Vivamus sagittis lacus vel augue laoret.

LEARN MORE



MALL OF AMERICA

YOUR GUIDE TO
ATTRACTIONS & FAMILY FUN



MALL OF AMERICA

— YOUR —
Spring Break
DESTINATION

**Maecenas sed diam eget
risus varius blandit sit.**

Nullam id dolor id nibh ultricies vehicula ut id elit.
Donec ullamcorper nulla non metus auctor
fringilla. Vivamus sagittis lacus vel augue laoreet.

LEARN MORE



FEATURED EVENT

Maecenas sed diam eget



MALL OF AMERICA.

EMAIL BUILDING GUIDE

COLOR COORDINATED
HEADERS & BUTTONS

Email headers will be used to differentiate Mall of America's various email lists. In addition, the color in the header will be used throughout all the buttons within the email.

BUTTON GUIDELINES

- Use white (#FFF) text for blue, green and pink buttons.
- Use black text (#000) for yellow and black outlined buttons.
- Button height is 42px with square corners.
- Keep button copy simple and actionable
- Button copy should be uppercase, no italics, no punctuation.

PSD TEMPLATE

When new buttons need to be created, reference the Photoshop template to make new versions for your email found here:

Mallofamerica.com/brandstandards

MALL OF AMERICA.

YOUR GUIDE TO
NEW + OPENING SOON

New & Opening Soon.jpg

MALL OF AMERICA.

YOUR GUIDE TO
DEALS + SPECIAL OFFERS

Deals & Special Offers.jpg

MALL OF AMERICA.

YOUR GUIDE TO
EVENTS + ENTERTAINMENT

Events & Entertainment.jpg

MALL OF AMERICA.

YOUR GUIDE TO
ATTRACTIONS & FAMILY FUN

Attractions & Family Fun.jpg

MALL OF AMERICA.

YOUR GUIDE TO
FOOD + DRINK

Food & Drink.jpg

MALL OF AMERICA.

YOUR GUIDE TO
FASHION + STYLE

Fashion & Style.jpg

LEARN MORE

Blue.png
#00A7D1

LEARN MORE

Green.png
#4DBF4E

LEARN MORE

Pink.png
#D91671

LEARN MORE

Yellow.png
#F9C606

LEARN MORE

Yellow.png
#F9C606

LEARN MORE

Black_outline.png
#FFF (Fill)
#000 (Border)



IMAGE

FEATURED EVENT

nas sed diam eget
varius blandit sit.

or id nibh ultricies vehicula ut id elit.
mcorper nulla non metus auctor
us sagittis lacus vel augue laoreet.

LEARN MORE

TEXT

IMAGE

Your Trip Today!

ENTERTAINMENT

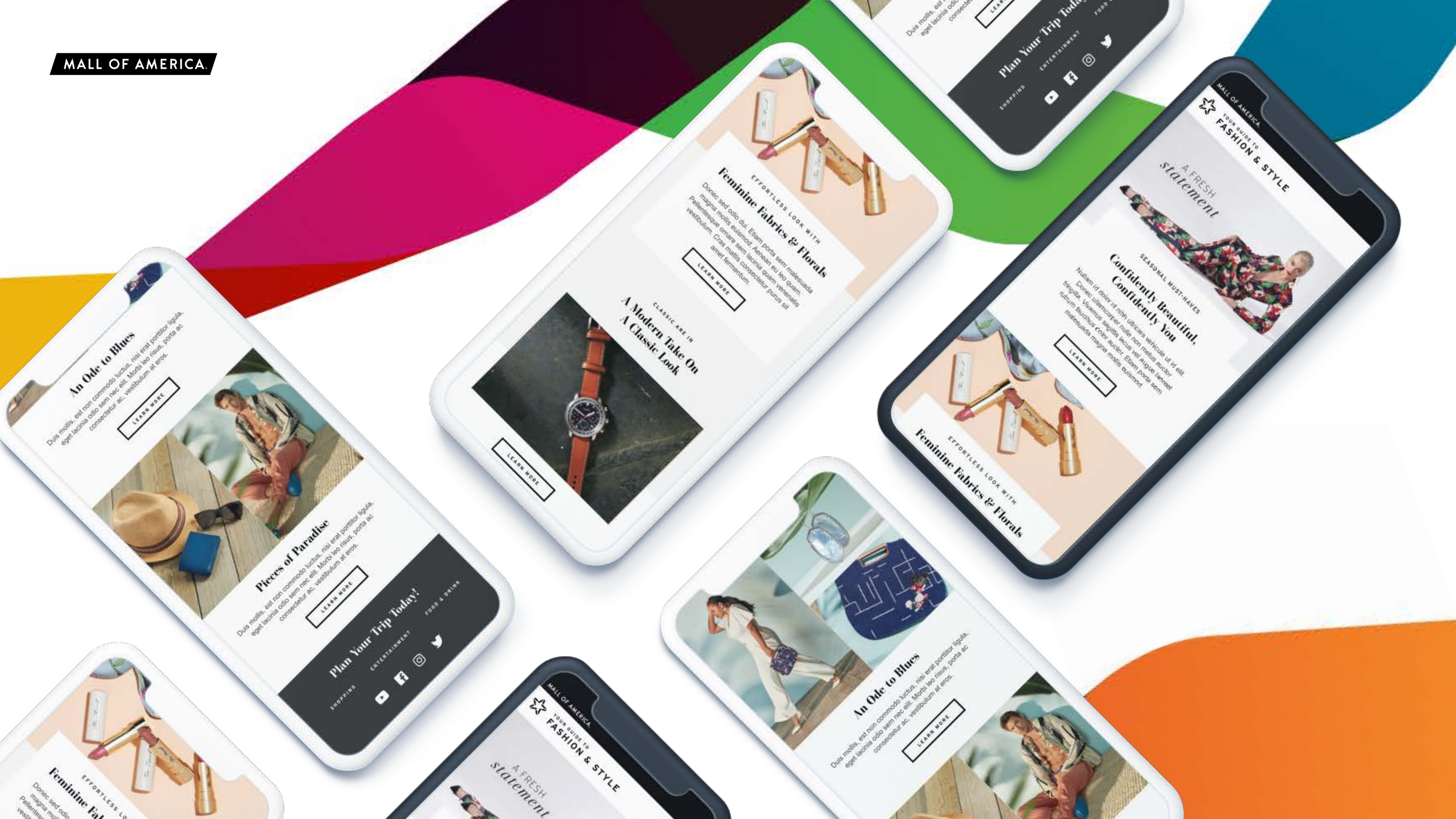
FOOD & DRINK

IMAGE

IMAGES

SOCIAL





Segmentation + Loyalty Program

MOA Insiders: Personas

**Key Insights:**

- Visit MOA on special occasions and pack in a ton of shopping
- Deal-motivated - will swap similar stores for better deal
- Primary focus is shopping but interested in other parts of MOA

Program Messaging that Resonates:

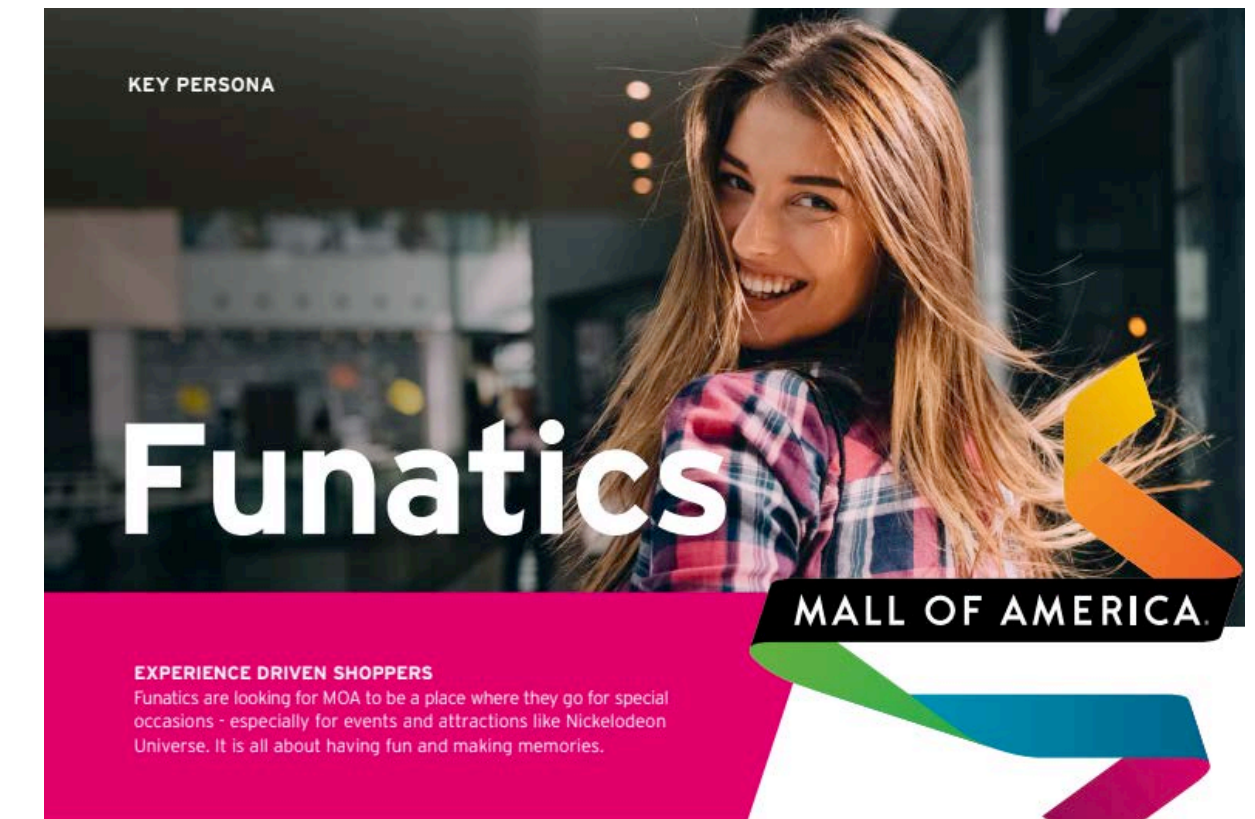
- MOA Insiders is the best way to get the best deals
- Tiered program by spend
- Get perks on other parts of MOA by shopping
- Smoother shopping experience
- Instant gratification of in-store deals

**Key Insights:**

- Very store-loyal
- Value in-person experiences, actually visiting the mall
- Primary focus is shopping but interested in other parts of MOA

Program Messaging that Resonates:

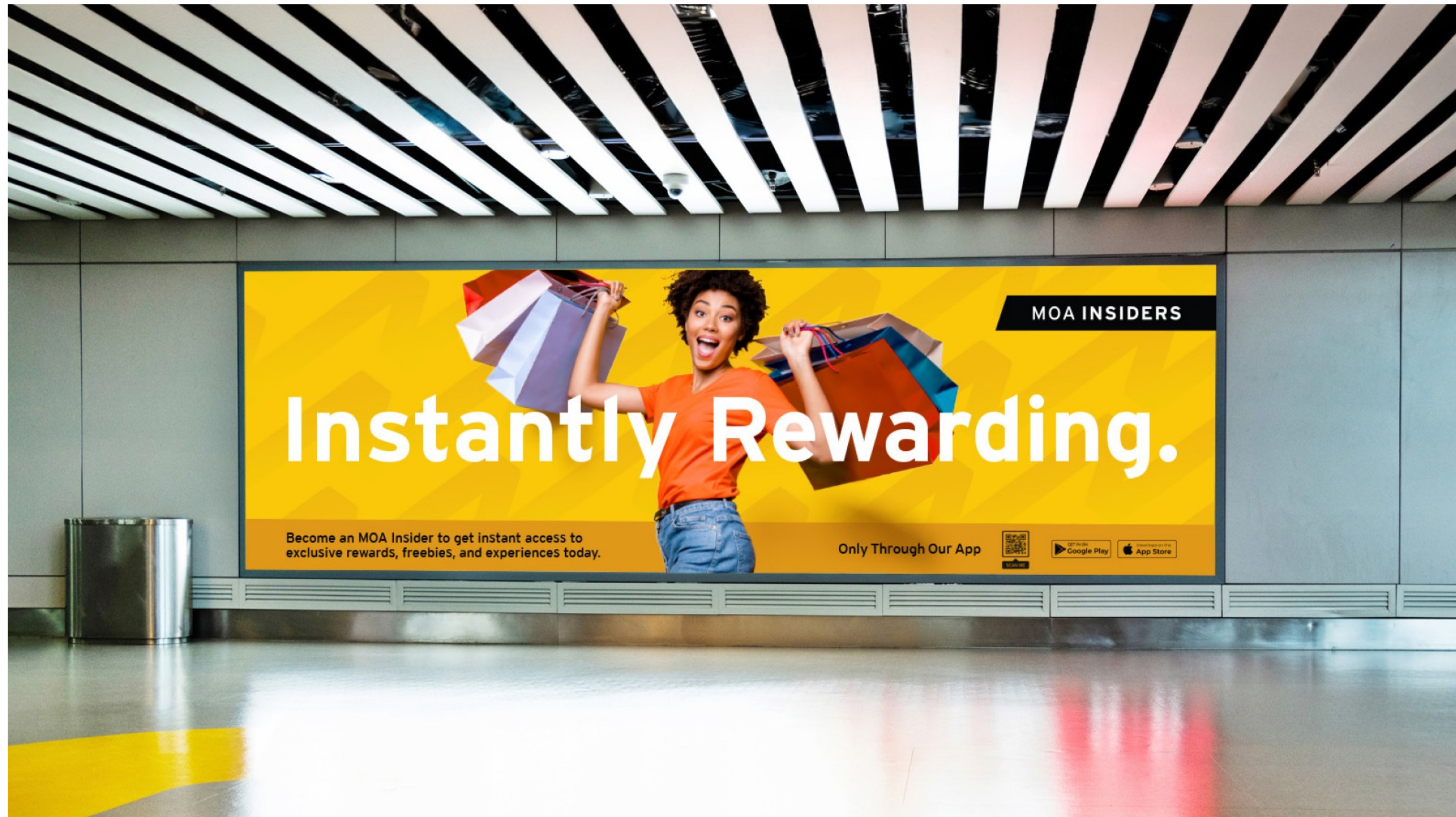
- Get perks on other parts of MOA by shopping at your favorite store
- Smoother shopping experience
- Earn by doing what you're already doing
- Try new stores/attractions & get rewarded

**Key Insights:**

- Experience-driven: NickU, Crayola, events
- Go to MOA on special occasions - want it to be fun and memorable
- Largest persona

Program Messaging that Resonates:

- Experience more at MOA
- Smoother shopping experience
- VIP treatment/access
- Try new things & get rewarded
- Earn across MOA and its experiences





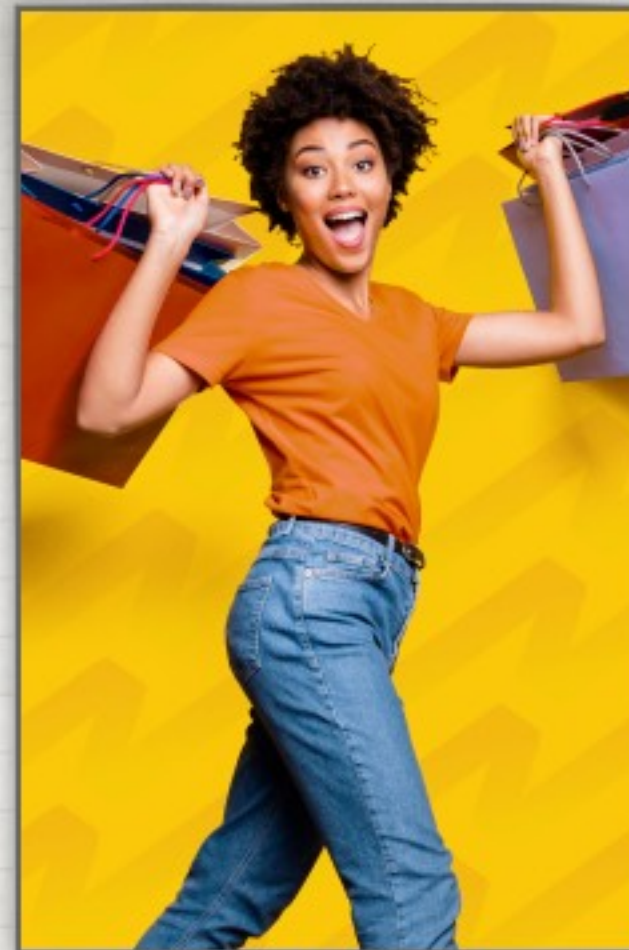
MOA INSIDERS

One Membership, Endless Possibilities.

Plus, the more you spend using MOA Insiders, the more exclusive rewards you earn.

Instant Access to Exclusive Rewards!  SCAN ME

Only Through Our App:  



MOA INSIDERS

Save a Ton. Day One.

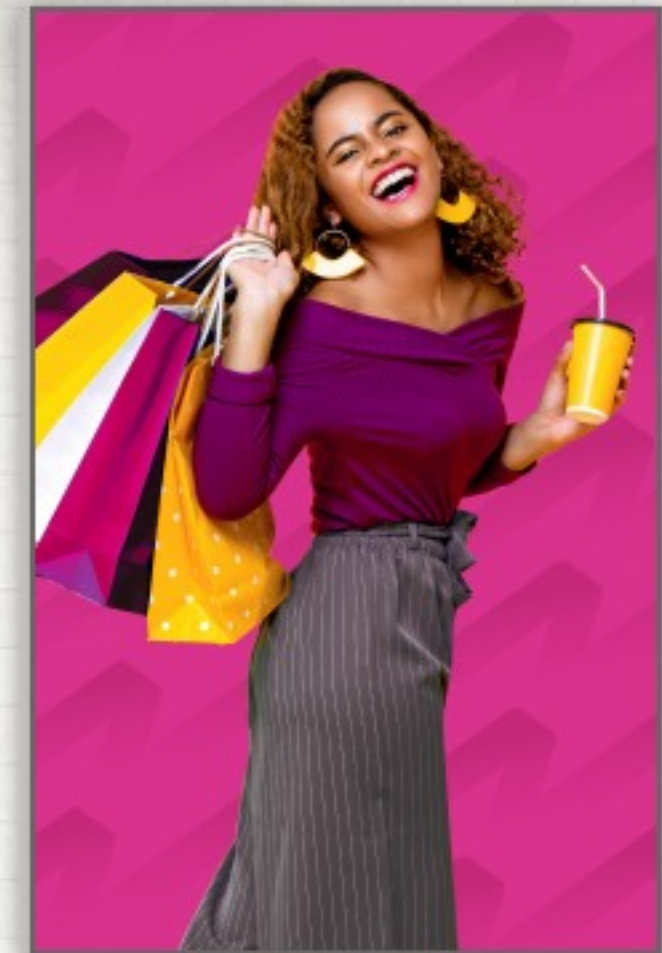
Become an MOA Insider and get instant access to exclusive rewards and free items!

DAY ONE REWARDS

- ✓ Coupons, Discounts, and Birthday Rewards.
- ✓ Free Nickelodeon Universe Wristband.
- ✓ Reserved Parking, and So Much More.

Instant Access to Exclusive Rewards!  SCAN ME

Only Through Our App:  



MALL OF AMERICA

MOA INSIDERS

Seamless, Stressless, Limitless.

MOA insiders gives you instant access to exclusive rewards, free admission to your favorite destinations

Some of our amazing benefits include:

- Exclusive Coupons, Discounts, and Birthday Rewards.
- Free Nickelodeon Universe, Crayola Experience, Mini Golf, and Matrix 5D Access.
- Priority and VIP Parking, and More.

Only Through Our App

SCAN ME

Instant Access to Exclusive Rewards

MALL OF AMERICA

MOA INSIDERS

Spend. Scan. Celebrate.

With MOA Insiders, the more you spend at participating stores the more exclusive rewards you earn.

BRONZE	SILVER	GOLD
\$35 Spend This Spend Get Access to Bronze Rewards Plan	\$1000 Spend This Spend Get Access to Silver Rewards Plan	\$2000 Spend This Spend Get Access to Gold Rewards Plan
1st Mail Of America Tour MOA Insider Bag Access to VIP Lounge Insider-Only Member Events Mini golf x2 Crayola Experience Birthday Reward	Complimentary Valet Parking 1 Additional Nickelodeon: Bridgeland 2 mini golf games 2 Matrix 5D tickets 1 Shopper Meal Personal Styling More Birthday Rewards Free Restaurant Gift Card	Complimentary Valet Parking 1 Additional Nickelodeon: Bridgeland 2 mini golf games 2 Matrix 5D tickets 1 Shopper Meal Personal Styling More Birthday Rewards Free Restaurant Gift Card

Only Through Our App

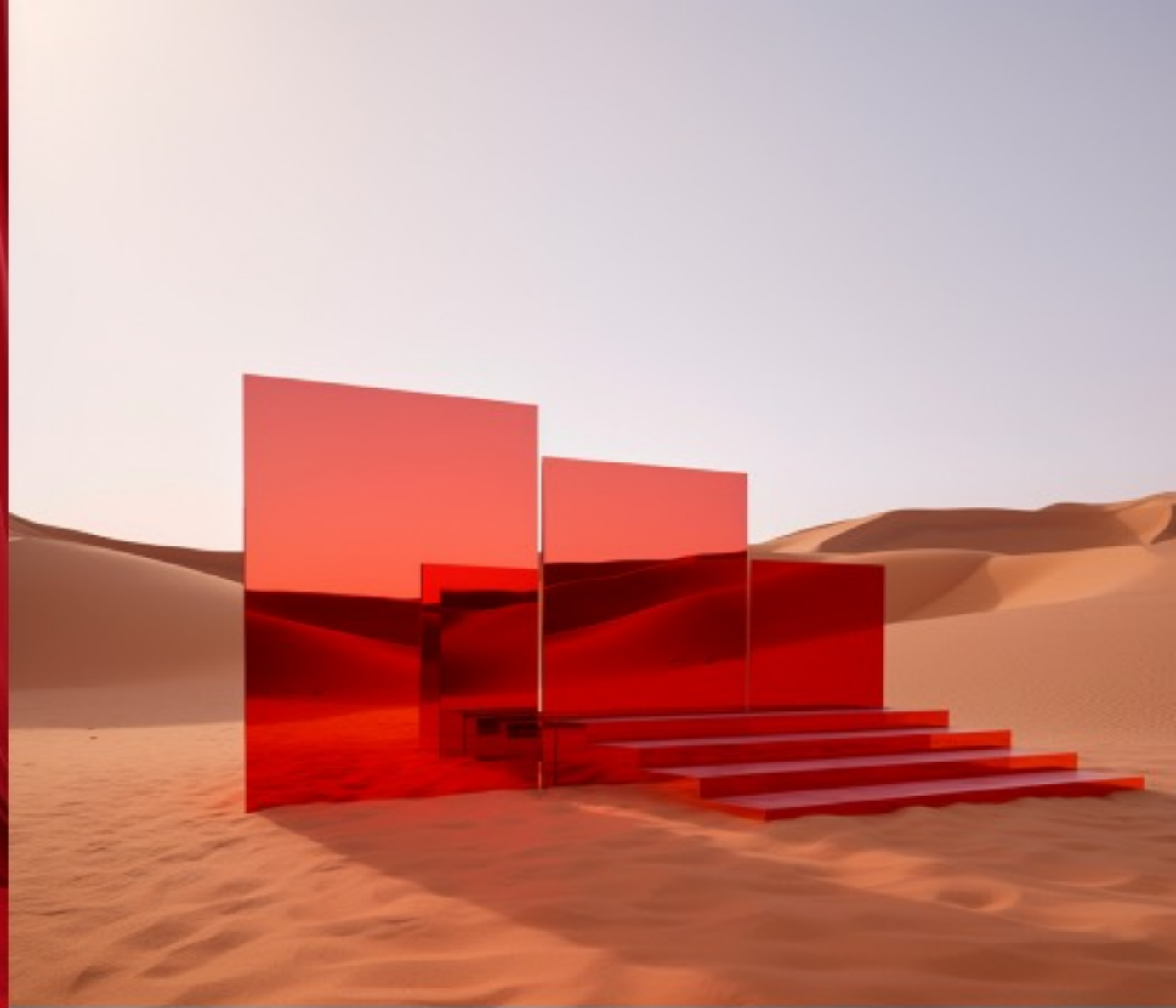
SCAN ME

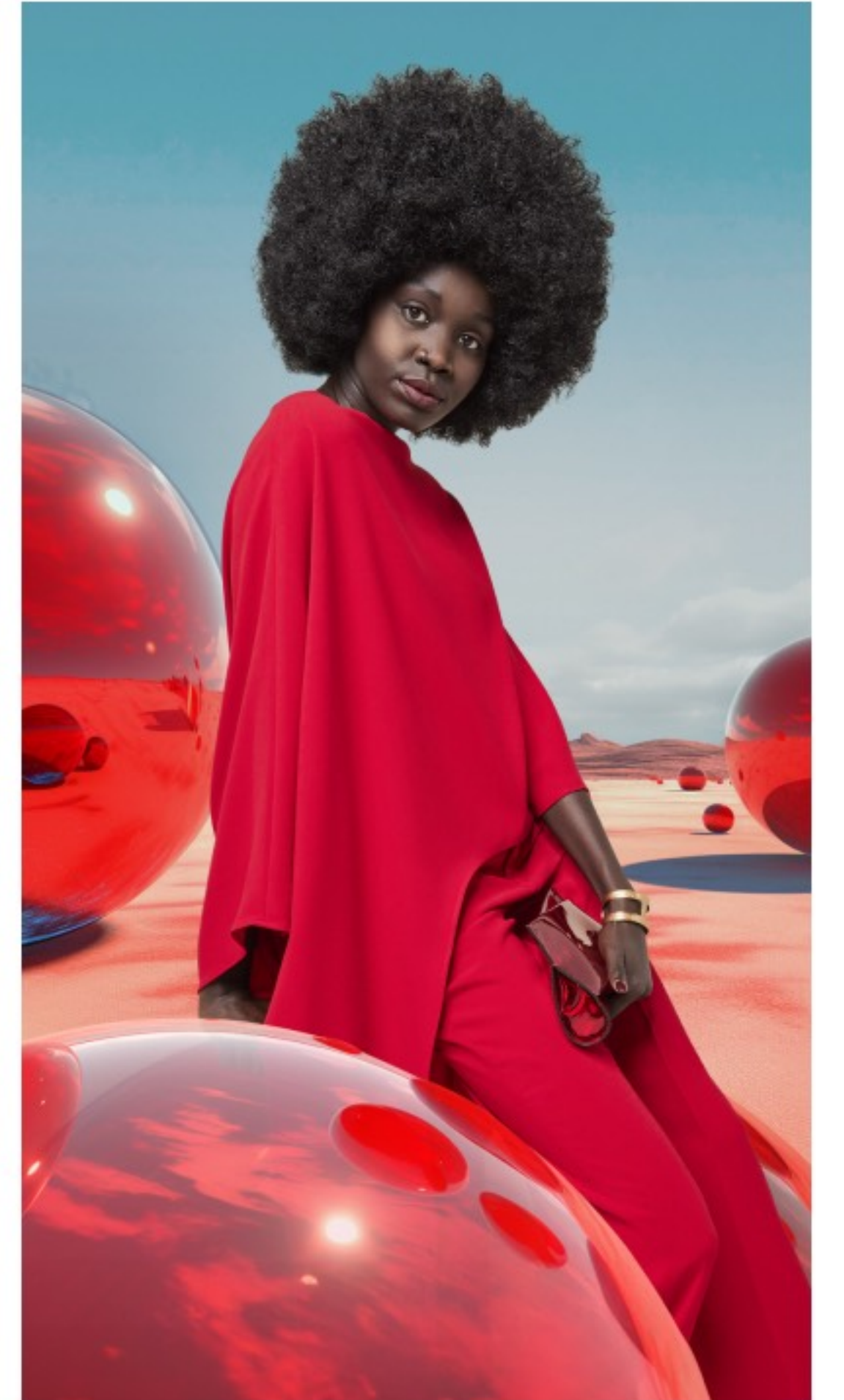
Instant Access to Exclusive Rewards

MALL OF AMERICA

Spring Fashion Show

Fully AI-Created Campaign











Indian
MOTORCYCLE®



SLINGSHOT®

Indian Motorcycles and Slingshot

OVERVIEW

Polaris, a leader in the powersports industry, engaged Folklore to support the digital launch of new models for its Indian Motorcycles FTR and Slingshot brands. As consumer interest in these high-performance vehicles continued to grow, Polaris needed its websites to effectively showcase the latest releases and drive customer engagement.

CHALLENGE

Launching new models across Polaris' digital platforms required Folklore to work within Polaris' proprietary CMS—a system with significant design and functionality limitations. Key challenges included:

- CMS Restrictions: Limited flexibility in creating new layouts and interactive elements.
- Tight Timelines: Fast turnaround required for product releases.
- Complex Approval Processes: Lengthy legal and client sign-offs.
- Technical Onboarding: Folklore's development team needed to quickly learn the Polaris CMS to implement changes effectively.



In

SOLUTION

Folklore's Design and UX team conducted a thorough audit of the Polaris CMS components and identified ways to optimize the digital experience without requiring a complete system overhaul. The approach included:

UX & Design Enhancements

- Leveraged existing CMS components while introducing subtle yet effective UI improvements for better user interactions.
- Created new customer flows, enhancing navigation and lead-generation opportunities for test drives and dealer inquiries.
- Designed engaging content layouts featuring high-quality visuals, videos, and interactive elements to showcase the new models' features dynamically.

Development & CMS Optimization

- Developed custom front-end code within the constraints of the Polaris CMS to enable new visual and interactive experiences.
- Provided technical support and onboarding for the development team, ensuring a smooth transition to working with Polaris' systems.



Indian Motorcycles and Slingshot

OUTCOME

The collaboration between Polaris and Folklore resulted in successful digital product launches for both Slingshot and Indian Motorcycles FTR, delivering:

- High engagement and lead generation – Increased test ride requests and customer interest in the new models.
- Successful on-time launches – Despite tight deadlines, the new pages went live without delays.
- Client satisfaction – Polaris was highly satisfied with the execution and results.
- Improved digital experience – A more immersive and user-friendly product discovery process.

By adapting to the constraints of Polaris' CMS, Folklore delivered a highly effective digital launch strategy for Slingshot and Indian Motorcycles FTR. Through strategic UX improvements, optimized content, and custom front-end development, Folklore helped Polaris engage more customers and generate higher leads—proving that innovation is possible even within system limitations.





MOTORCYCLES

ACCESSORIES & APPAREL

WHO WE ARE

PARTS & SERVICE

COMMUNITY

SHOPPING TOOLS

[Find a Dealer](#)

[Help](#)

[Account](#)

[Cart \(0\)](#)

[US](#)

GO

FTRTM 1200



THE FLAT TRACKER FOR THE STREET IS HERE.



Indian

FTR 1200

OVERVIEW

MODELS

GALLERY

PACKAGES

FIND A DEALER

GET THE INSIDE SCOOP



PROFESSIONAL RIDER. CLOSED COURSE. DO NOT ATTEMPT.



BORN ON THE DIRT.

Inspired by the championship-winning FTR750 race bike, the new FTR 1200 is roaring onto the streets.

SEE FTR750 IN ACTION

BUILT FOR THE STREET.

With the down of a flat tracker for the street, a new era of American motorcycling begins.

SEE FTR 1200 IN ACTION



THEN ☒ **NOW**

A WINNING LEGACY.

The original Indian Motorcycle Wrecking Crew became sons of American flat track racing with championship wins in 1951, '52 and '53. And now, the new Wrecking Crew is living up to their legend with back-to-back championships in 2017 and 2018.





SEPARATE FROM THE PACK.

With four custom accessory packages and over 56 available accessories, it's easy to transform the FTR 1200 and the FTR 1200 S to fit your riding style.



SCRAMBLER FTR 1200

The Scrambler package is perfect for riders who love to rip it up on a variety of terrains.

BUILD YOUR OWN

START WITH THIS PACKAGE

HAVE FUN FASTER.

It's everything you've been waiting for in an American motorcycle.



INDIAN® FTR™ 1200

Gloss Black

Fast, agile and thrilling, the all-new FTR 1200 sets a new standard in American motorcycling.

Starting at \$12,999 US MSRP

"OUR FOCUS WAS TO CAPTURE THE STYLE OF THE FTR750 AND FTR1200 CUSTOM THAT RIDERS FELL IN LOVE WITH."

RICH CHRISTOPH,
INDIAN MOTORCYCLE SENIOR DESIGNER



RACE-INSPIRED DESIGN.

The trellis frame, rear swingarm design and airbox located directly above the engine are just a few of the features inspired by the FTR750 race bike.



PERFORMANCE AT YOUR COMMAND.

Sporting a powerful new liquid-cooled 1203cc V-Twin engine, the 120 HP and 85 ft.-lb. of low-end torque makes every rider feel like a pro with a twist of the throttle.

Indian





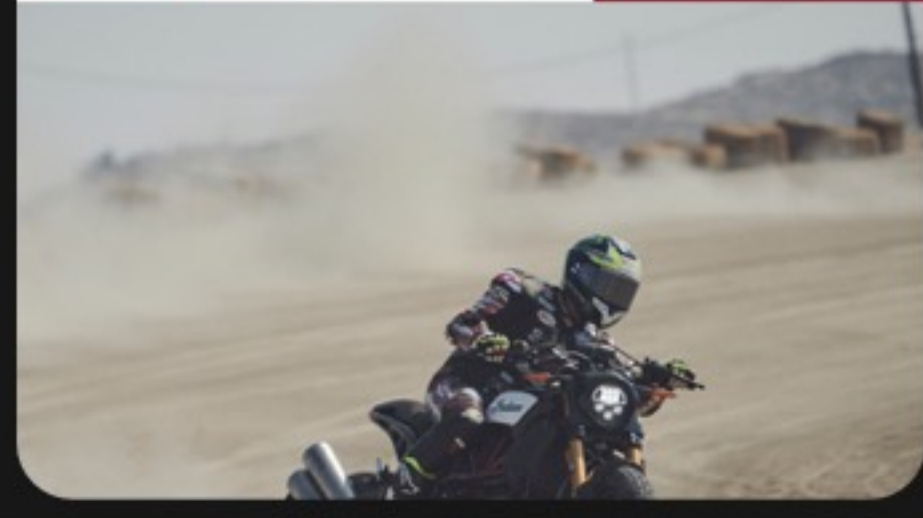
FTR™ 1200

THE FLAT TRACKER FOR THE STREET IS HERE.



OVERVIEW ▾

GET THE INSIDE SCOOP



PROFESSIONAL RIDER. CLOSED COURSE. DO NOT ATTEMPT.



FTR™ 1200

STARTING AT \$12,999

120 HORSEPOWER

1203 CC V-TWIN

EXCLUSIVE DUNLOP
FLAT TRACK STREET TIRES

BREMBO BRAKES

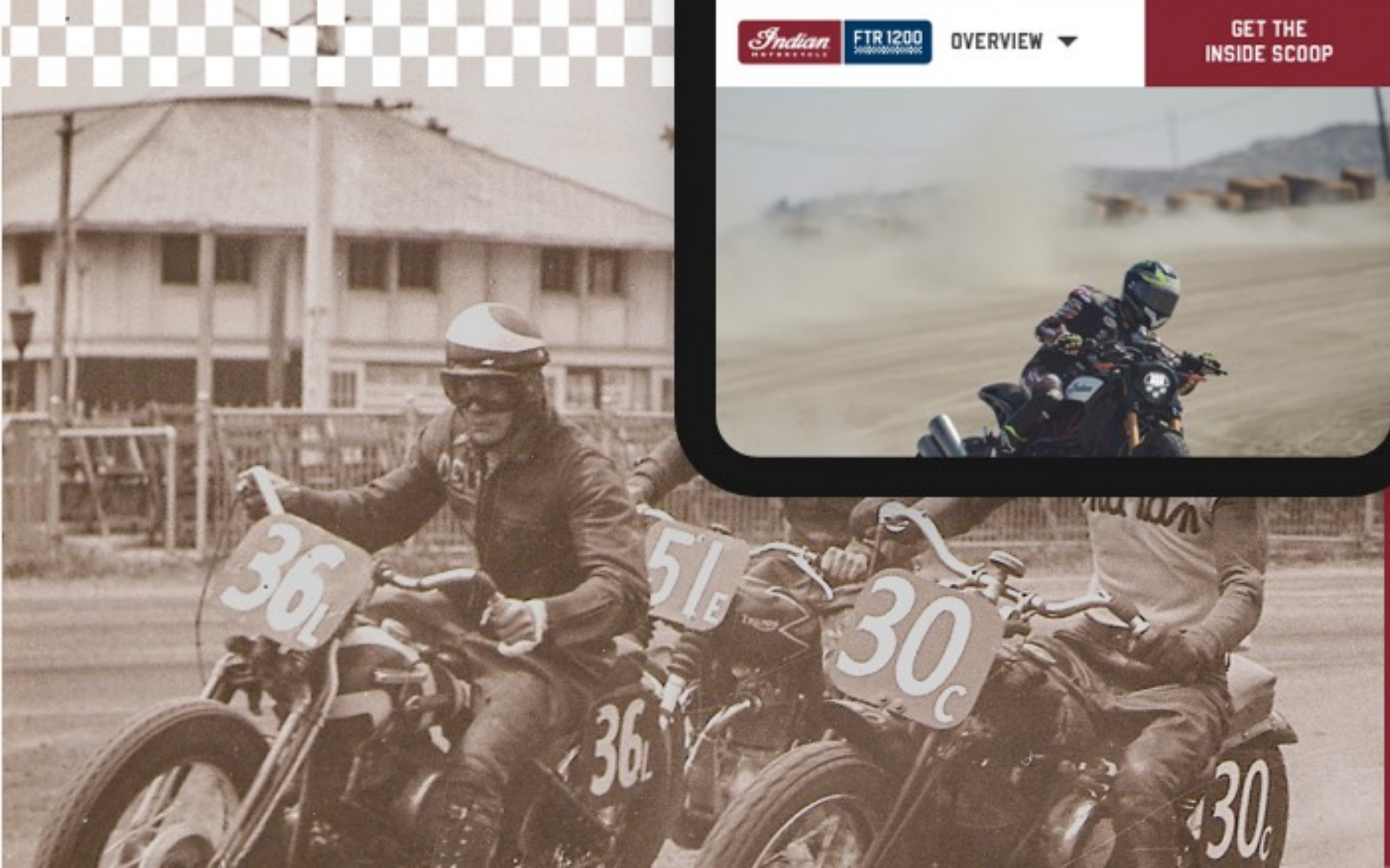
EXPLORE

PERFORMANCE AT YOUR COMMAND.

Sporting a powerful new liquid-cooled 1203cc V-Twin engine, the 120 HP and 85 ft.-lb. of low-end torque makes every rider feel like a pro with a twist of the throttle.







FTR 1200



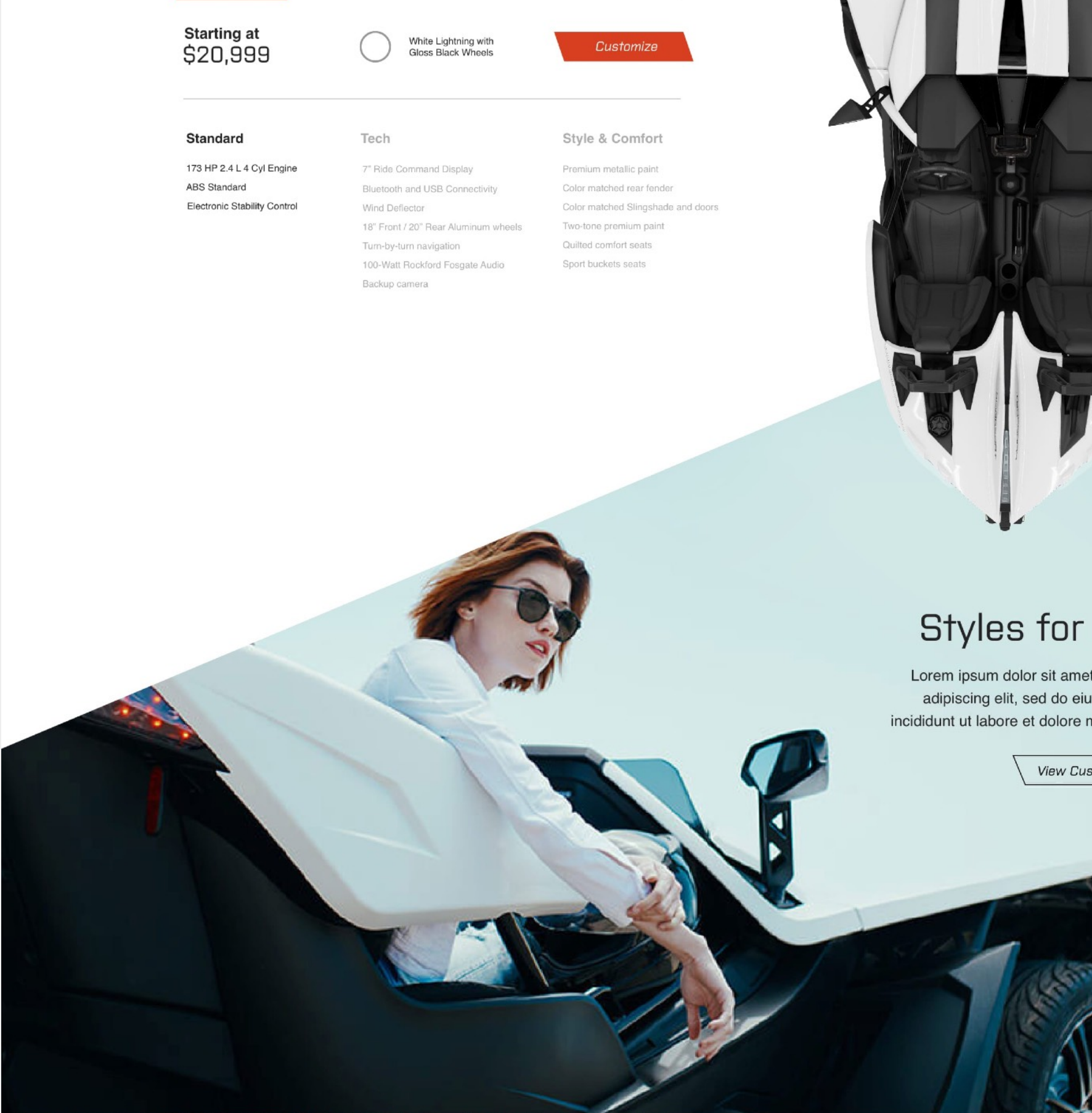
The Ultimate Joyride.™

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

Unmatched Performance. Uncommon Fun.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.



Starting at \$20,999

White Lightning with Gloss Black Wheels

Customize

Standard

173 HP 2.4 L 4 Cyl Engine
ABS Standard
Electronic Stability Control

Tech

7" Ride Command Display
Bluetooth and USB Connectivity
Wind Deflector
18" Front / 20" Rear Aluminum wheels
Turn-by-turn navigation
100-Watt Rockford Fosgate Audio
Backup camera

Style & Comfort

Premium metallic paint
Color matched rear fender
Color matched Slingshade and doors
Two-tone premium paint
Quilted comfort seats
Sport buckets seats

Styles for

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

View Customization

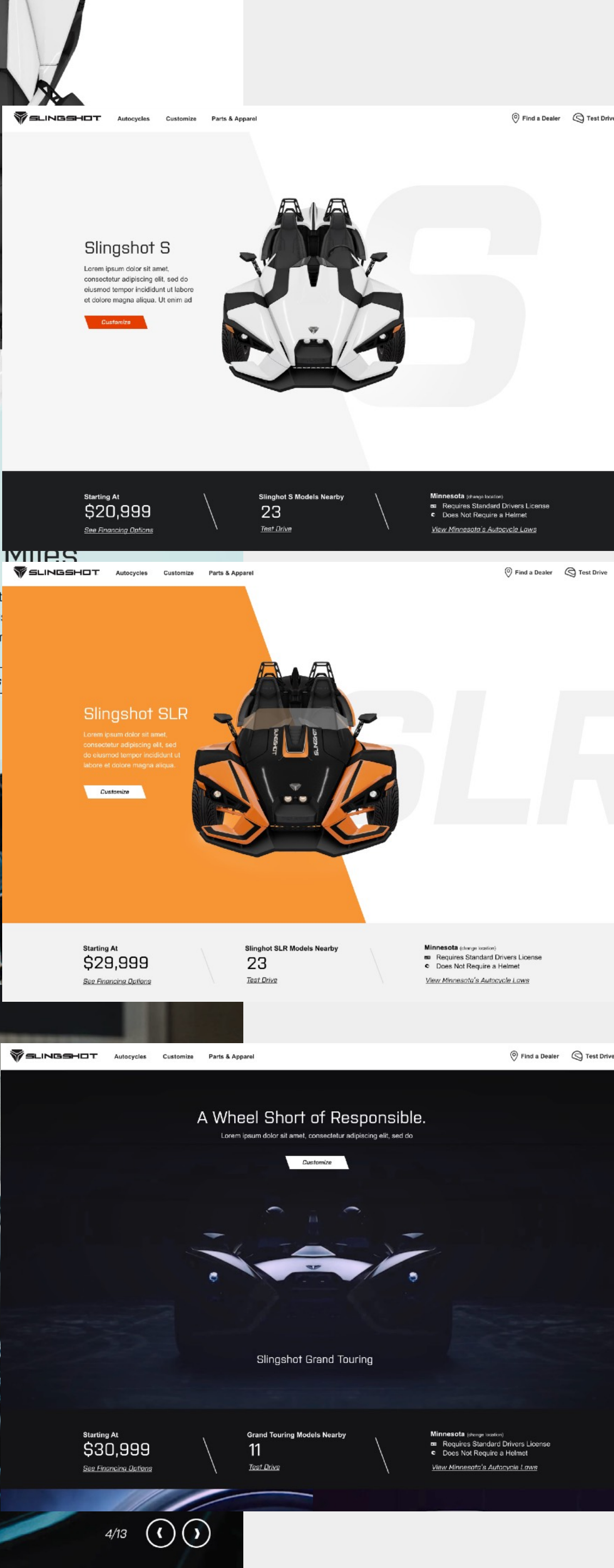


The Batmobile

View The Build



Dave & Jessica
2017 Slingshot "The Batmobile"



Slingshot S

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

Customize



Starting At \$20,999

See Financing Options

Slingshot S Models Nearby 23

Test Drive

Minnesota (average location)
Requires Standard Drivers License
Does Not Require a Helmet
View Minnesota's Automobile Laws

Slingshot SLR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Customize



Starting At \$29,999

See Financing Options

Slingshot SLR Models Nearby 23

Test Drive

Minnesota (average location)
Requires Standard Drivers License
Does Not Require a Helmet
View Minnesota's Automobile Laws

A Wheel Short of Responsible.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Customize



Slingshot Grand Touring

Starting At \$30,999

See Financing Options

Grand Touring Models Nearby 11

Test Drive

Minnesota (average location)
Requires Standard Drivers License
Does Not Require a Helmet
View Minnesota's Automobile Laws

Slingshot S

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

Customize



Starting At
\$20,999

See Financing Options

Slingshot S Models Nearby
23

Test Drive

Minnesota (change location)
Requires Standard Drivers License
Does Not Require a Helmet
View Minnesota's Autocycle Laws



Slingshot S

1,743lbs
Weight

2.4liter
GM Ecotec I4

173hp
166lb-ft of Torque

See All Specs



True Stopping Power

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Learn More

Climb Into Comfort

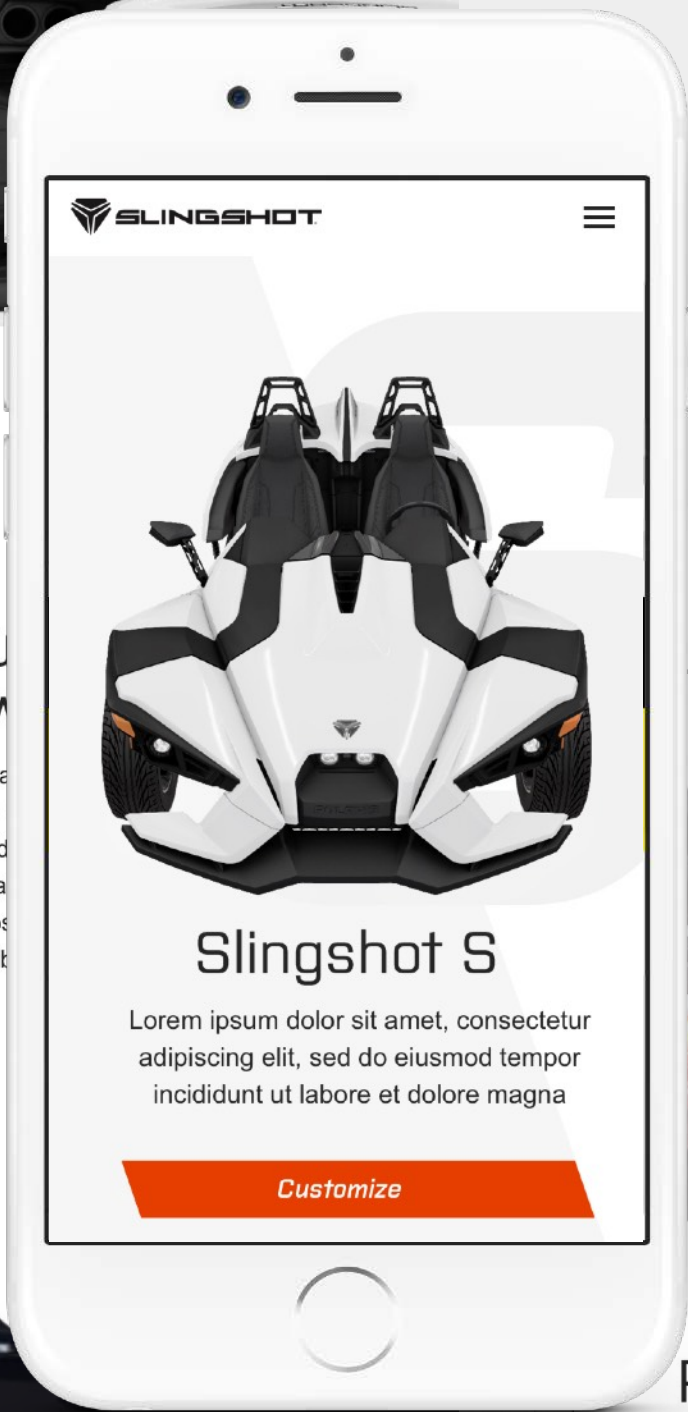
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Learn More

Heart-pounding Horsepower

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Learn More



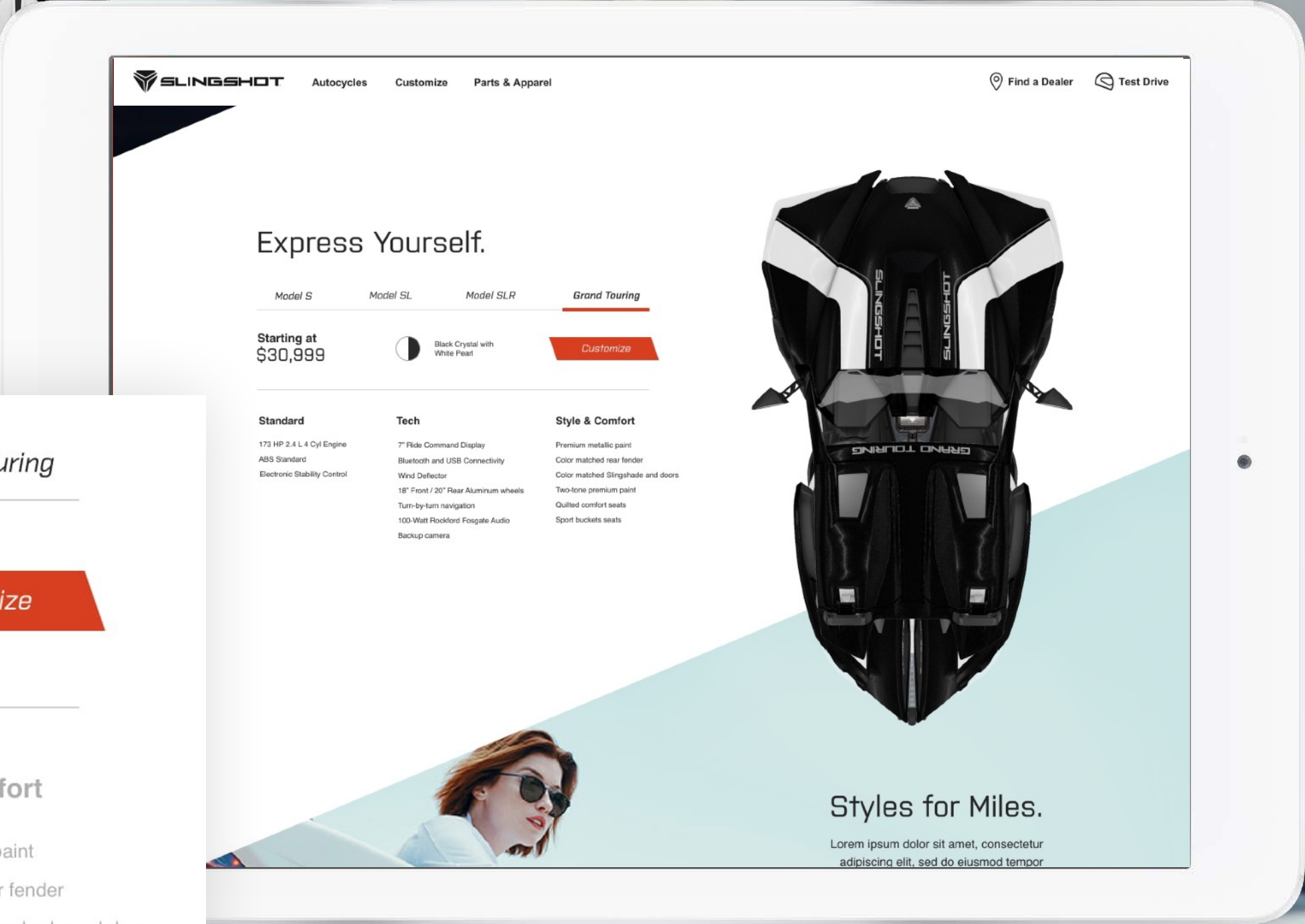
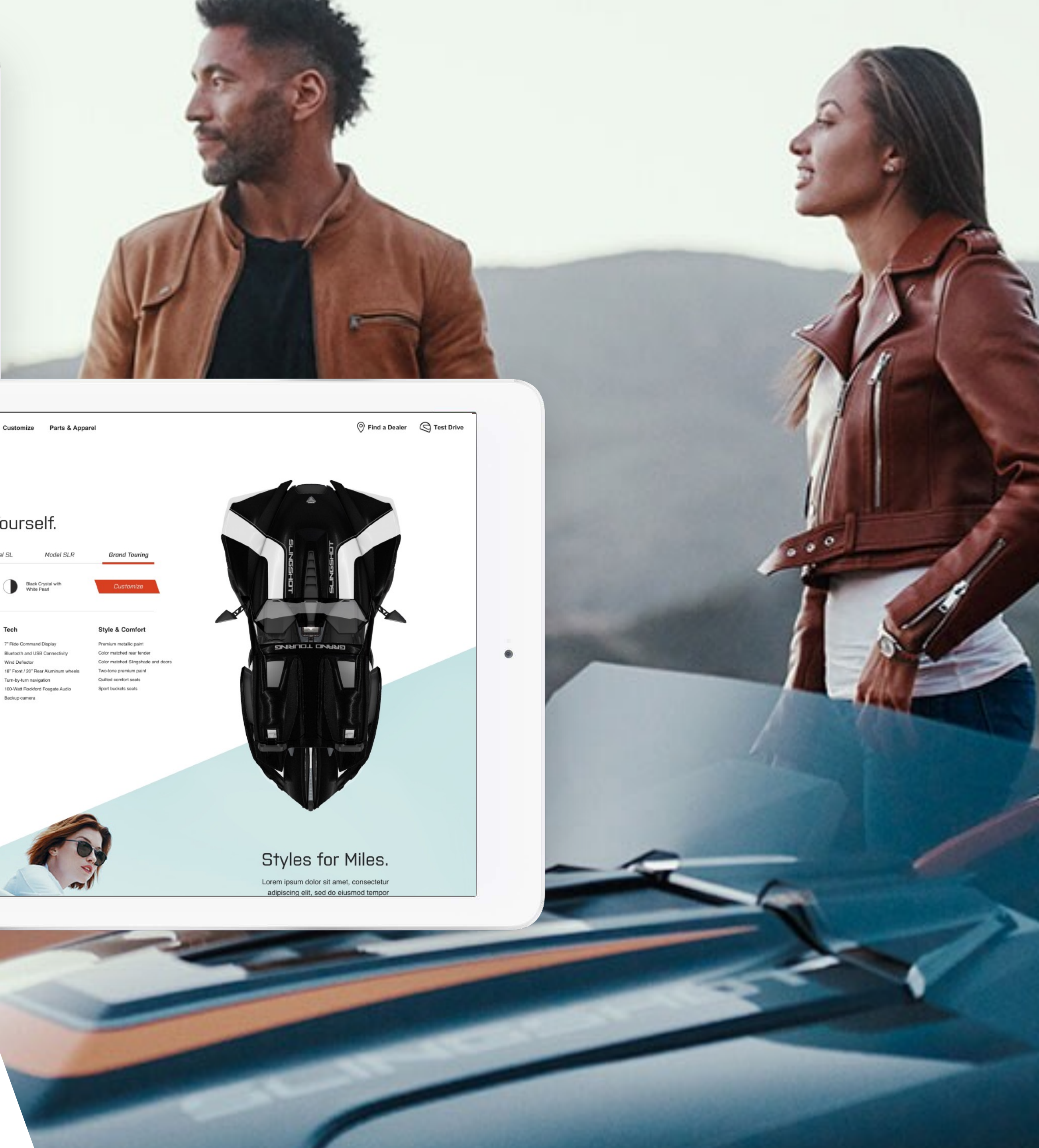
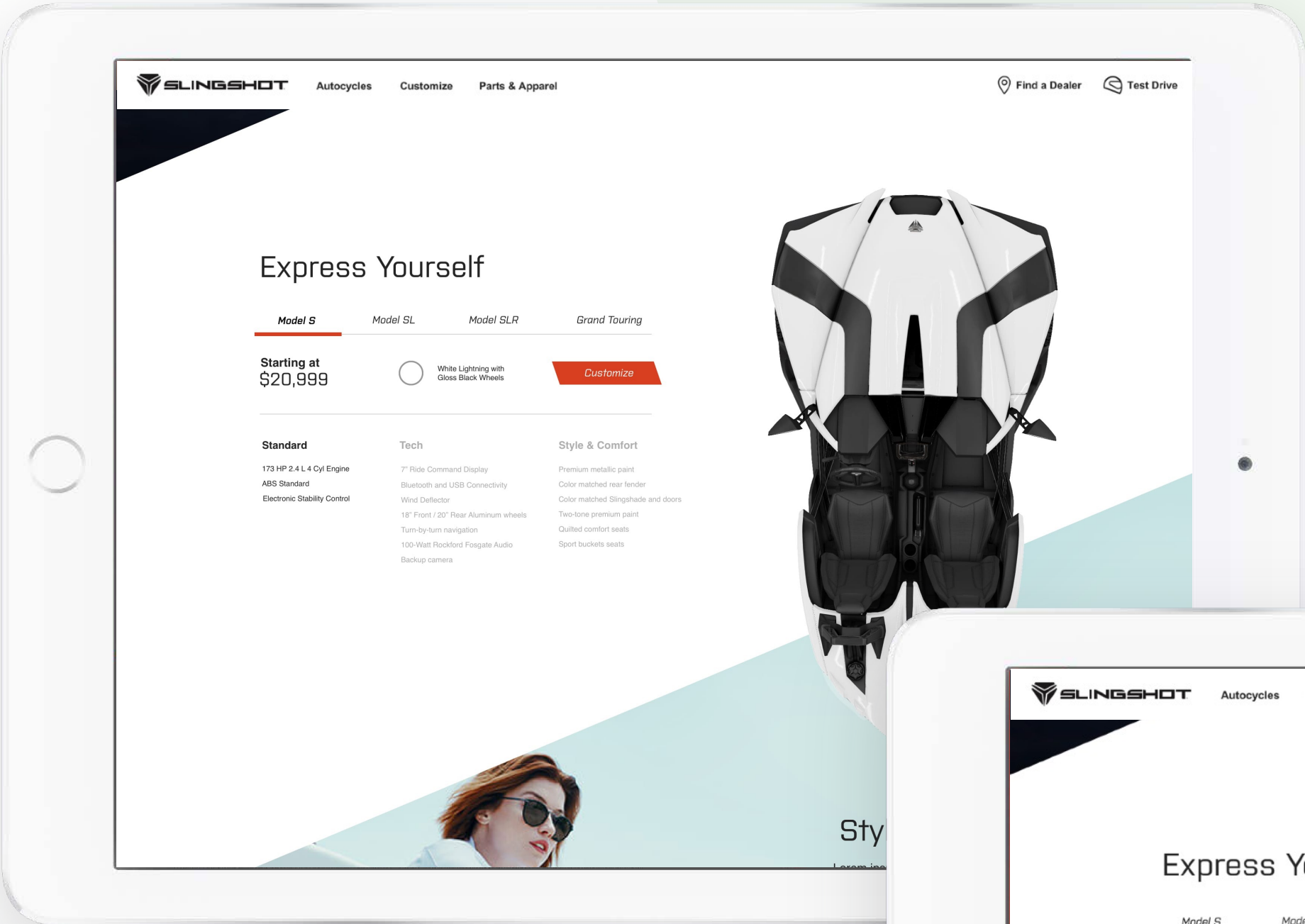
Performance is Our Standard

Stunning performance and standout style meet in the Slingshot S.



The Heart of Joy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco



Model S	Model SL	Model SLR	Grand Touring
Starting at \$20,999 White Lightning with Gloss Black Wheels Customize			
Standard 173 HP 2.4 L 4 Cyl Engine ABS Standard Electronic Stability Control	Tech 7" Ride Command Display Bluetooth and USB Connectivity Wind Deflector 18" Front / 20" Rear Aluminum wheels Turn-by-turn navigation 100-Watt Rockford Fosgate Audio Backup camera	Style & Comfort Premium metallic paint Color matched rear fender Color matched Slingshade and doors Two-tone premium paint Quilted comfort seats Sport buckets seats	

A photograph of a man and a woman driving in a vehicle, likely a truck or van, during the golden hour of sunset. The man is in the driver's seat, wearing a green shirt and a watch, with his hands on the steering wheel. The woman is in the passenger seat, smiling and looking out the window. The interior of the vehicle features black seats with a quilted pattern. A large white circle with the text "GEM" is overlaid in the center of the image.

GEM

GEM Electric Vehicle

OVERVIEW

After separating from Polaris, Gem Car became a key division within Waev Inc. This transition required a complete digital transformation to establish its independent identity, improve customer engagement, and streamline the vehicle discovery and purchasing process.

CHALLENGE

With the shift to Waev Inc., Gem Car needed a brand-new digital presence, including:

- A new CMS to empower marketing teams to create and manage content efficiently.
 - A custom dealer locator to help customers find local retailers.
 - A stronger automotive-style digital experience that highlighted Gem's electric vehicle technology and various model options.
 - Additionally, the site needed flexibility for lead generation and landing pages, ensuring Gem Car could easily launch new marketing campaigns and promotions.
-



SOLUTION

Folklore developed a custom WordPress website that blended automotive design principles with seamless functionality, providing a world-class digital experience for Gem Car's customers and dealers.

A Flexible & Scalable Digital Platform

- Built a custom WordPress CMS that allows the marketing team to create landing pages, campaigns, and lead-gen forms effortlessly.
- Designed a new digital design system that aligns with modern automotive CX & UX, making vehicle discovery and customization intuitive.

Enhanced Dealer & Sales Integration

- Designed and developed a custom dealer locator, enabling users to find both new and used Gem vehicles at local dealerships.
- Integrated the site with Salesforce CRM for optimized lead tracking and dealer communication.

Build-Your-Own Gem Car Tool

- Created a vehicle configurator that lets customers customize their Gem Car by selecting features, colors, and accessories before sending requests to dealers.
- Improved user engagement by providing an interactive experience that makes purchasing a Gem Car easier and more personalized.



OUTCOME

The new Gem Car website was an immediate success: and became a flagship platform for Waev Inc. Additionally;

- Increased Lead Generation: The marketing team can now create new campaigns and landing pages effortlessly, driving higher conversions.
- Boost in Dealer Engagement: Customers can easily find dealers, explore new & used models, and customize their vehicles, increasing dealer inquiries.
- Ongoing Growth: Gem Car continues to partner with Folklore to expand features and improve the digital customer journey.

Folklore's custom-built digital experience transformed Gem Car into a leading division within Waev Inc., giving it the tools to thrive as an independent brand. Through a modernized CMS, an intuitive dealer locator, and an interactive vehicle builder, Gem Car is now equipped to engage more customers, drive sales, and showcase its cutting-edge electric vehicle technology.





e2

Our most nimble EV and smallest footprint model with up to 113 miles of range.
Seats 1-2 | Starting at \$15,240 USD MSRP



e4

Our most popular and versatile EV with up to 106 miles of range.
Seats 1-4 | Starting at \$17,490 USD MSRP



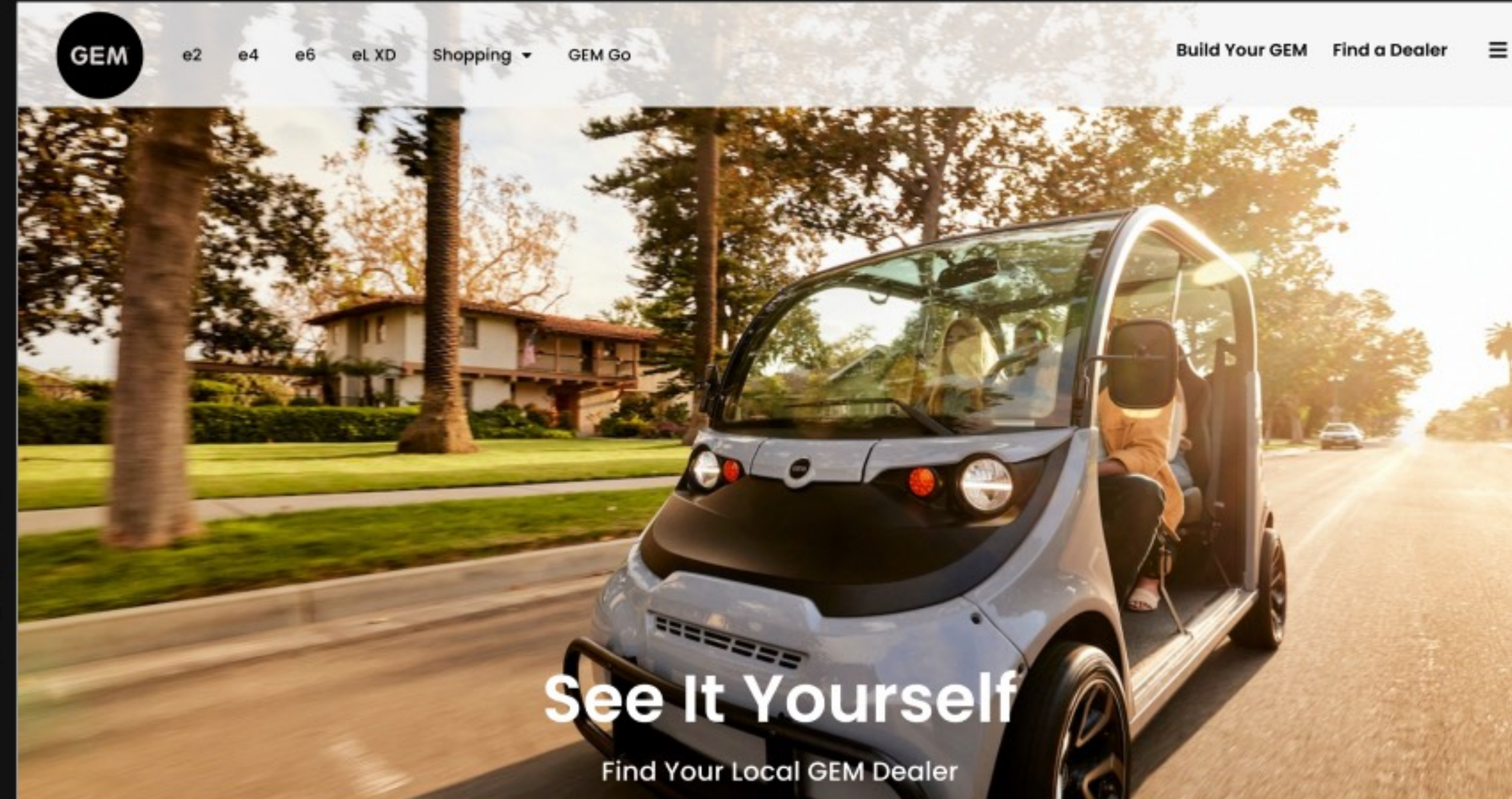
e6

or vans with up to 78 miles of range.
Seats 1-6 | Starting at \$21,240 USD MSRP



Vehicles Engineered for Local Transportation

Unlike golf carts, GEM electric cars are street legal on most roads 35 mph (50 kmh) or less and travels at a maximum speed of 25 mph (40 kmh). Additionally, GEMs are engineered to exceed low-speed vehicle (LSV) federal safety standards.

[Learn More About Low-Speed Vehicles](#)

See It Yourself

Find Your Local GEM Dealer

GEM Electric Vehicles

For 25 years, GEM electric vehicles have been leading the low-speed EV revolution. Safe, sustainable, stylish, and cost-efficient, GEMs are made to fit your lifestyle and move your organization into the future. Whether that means driving your kids to school safely and in style, delivering a microtransit solution for urban cities looking to cut costs & emissions, or building a quiet maintenance vehicle fleet to keep your properties looking pristine, GEM small electric cars will get you there and provide an unforgettable ride along the way.

Simply Electrifying

Whether you travel a few miles or drive all day, our GEM electric cars offers flexible battery and charging options to ensure your vehicle is ready to move when you need it. Our chargers plug into standard 110V outlets—the same you'd use to charge your smartphone. And, just like a smartphone, you can bring your charger with you, for easy charging while away from home. We also offer two fast charger options and solar panels.

[View Battery and Charging Options](#)

\$0.03/Mile*

Cost of Operation

*Based on average price of electricity in US



Sport Rims & Tires

Customization continues with the addition of

bright machined accents and the sport tire has an aggressive tread pattern for added style.



GEM e4 Luxury Comforts

Premier Upholstery

Individual bucket seats with high backs are ergonomic for ultimate comfort. A new seat pattern is highlighted by three high-end vegan leather fabrics to introduce

the seat. The seats are offered in three new color options to add to the customization of each GEM. The weather-resistant, luxe seats can be covered in Beechwood Tan,



Small EV With a Compact Footprint, Big Range and Endless Versatility.

With its nimble performance and compact footprint, the GEM e2 is the perfect small electric car for quick trips, light cargo and tight parking.



speed vehicle (LSV), its low speeds

safer environment for vehicles

113 mi

Range up to between charges*

103 in

Length

55.5 in

Width

*GEM model, battery, payload and terrain will impact range



GEM e2

Our most nimble EV and smallest footprint model.

Seats 1-2 | Starting at \$15,240 USD MSRP

Build Your GEM

Request a Quote

Small EV With a Compact Footprint, Big Range and Endless Versatility.

With its nimble performance and compact footprint, the GEM e2 is the perfect small electric car for quick trips, light cargo and



Safe

- GEM vehicles are street-legal on roads up to 35 mph in most states.
- Ensure street-legal security on the road with three-point seat belts.
- Travel roads confidently with street tires and an automotive glass windshield that offers protection from the elements.
- Alert other drivers of your next move with LED brake lights and turn signals.
- Regenerative braking, back-up warning signals and an integrated back-up camera all come standard.
- GEM vehicles feature an Occupant Protection System (OPS) that is roof crush certified to SAE J2358 Standards.
- GEM vehicles have safety features that are approved by the US Department of Transportation.





Common Usage

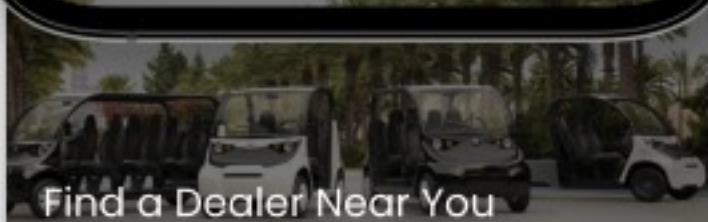
- ✓ Property management
- ✓ Campus tours
- ✓ Shuttling



GEM

Your Partner

GEM strives to be your long-term partner—from the purchase of your first vehicle through the full life of all future vehicles. We provide procurement tools, a two-year protection program, dedicated post-sales support, and access to our network of knowledgeable dealers and 24/7 fleet management team.



Find a Dealer Near You

[Start Dealer Search](#)



Looking for a Quote?

[Request a Quote](#)

Hospitality & Tourism



ests a 5-Star

erience for guest shuttles,
l security. A comfortable stay at
e whole experience, and our

ackages



State and Local Governments



The Smart Choice for Your Community

GEM is engineered for all types of localized operations and government environments. With tens of thousands of vehicles fielded, GEM is the leader in optimizing state and local government fleets with a safe, sustainable, and cost effective low-speed EV.

[Build & Price](#)

[View Vehicle Packages](#)



Street Legal



Federally classified a **low-speed vehicle (LSV)**, GEM electric vehicles are held to a higher standard than the typical golf cart. GEM exceeds NHTSA LSV safety standards through several features including an Occupant Protection System (OPS) that is roof crush certified. With a max speed of 25 mph, GEM promotes a safer environment for pedestrians and vehicles to coexist.



GEM EV Car
Art Direction, Photo & Video



A portrait of an older man with grey hair and glasses, resting his chin on his hand. He is wearing a blue denim shirt and a brown leather watch. The background is a solid grey color. The text 'for dummies' is overlaid in white, with 'for' in a smaller font size above 'dummies'.

for
dummies[®]

Dummies “Use Your Head” Campaign

CHALLENGE

Take an iconic brand found on bookshelves everywhere and create a completely new and ownable digital presence.

STRATEGY

People who value life-long learning are at the center of Dummies—it’s not about the books, it’s about the people that use the books to grow and improve.

SOLUTION

We went beyond the initial ask of a social media campaign for just 10 books, and created an entire design system that was versatile enough to be replicated across all 600+ titles across several platforms—elevating the brand and empowering our partners.

OUTCOME

The For Dummies team was set up for success for years to come with our comprehensive approach and future-proof solutions.

SERVICES

Copywriting

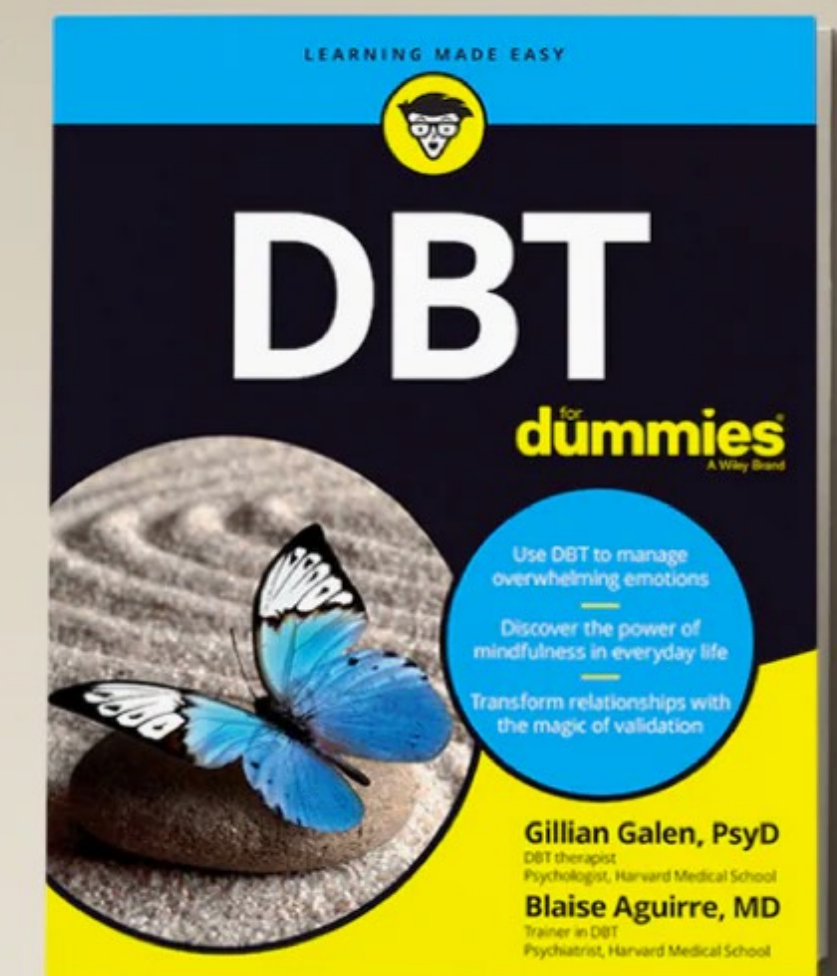
Creative Concepts

Motion Design

Production

Strategy

Visual Design





Dummies “Use Your Head” Campaign

<

FORDUMMIES
Posts

Follow

fordummies

...

Want to start your music journey on a high note?





123 likes

fordummies Get tuned in to how music really works, whether you're a student, performer or fan.

View all 23 comments

1 hour ago

<

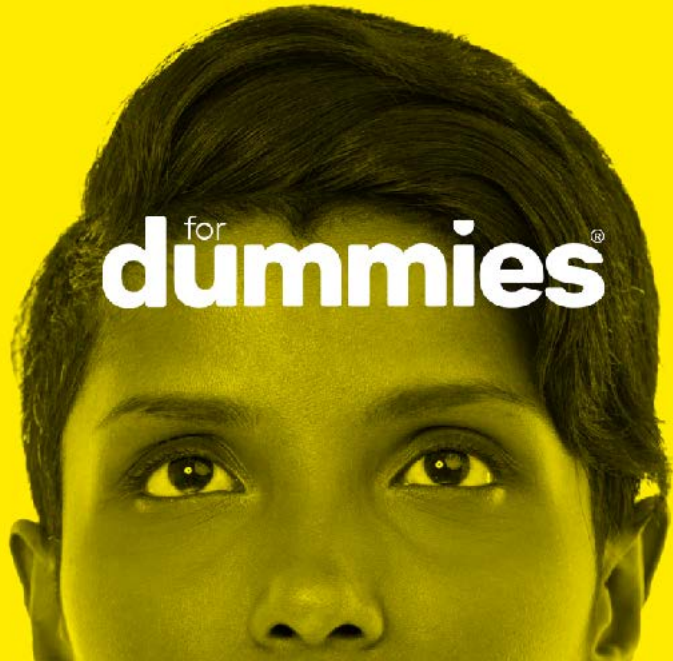
FORDUMMIES
Posts

Follow

fordummies

...

Want to know the nuts and bolts of your car?





123 likes

fordummies Maintain your car like a pro mechanic with our top-selling auto repair guide.

View all 23 comments

1 hour ago

<

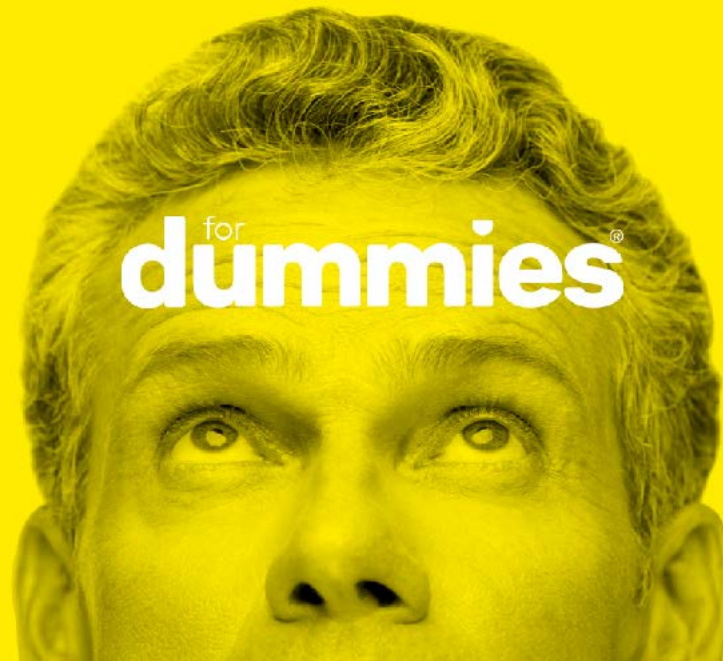
FORDUMMIES
Posts

Follow

fordummies

...

Want to stuff yourself with ham radio knowledge?





123 likes

fordummies It's fun being a ham. Learn what ham radio is and how to hit the airwaves.

View all 23 comments

1 hour ago

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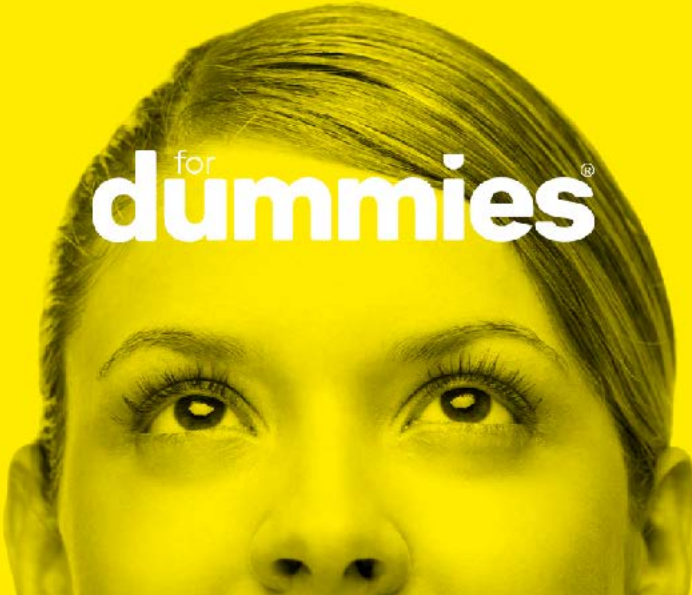
FORDUMMIES
Posts

Follow

fordummies

...

Want some momentum behind your learning?





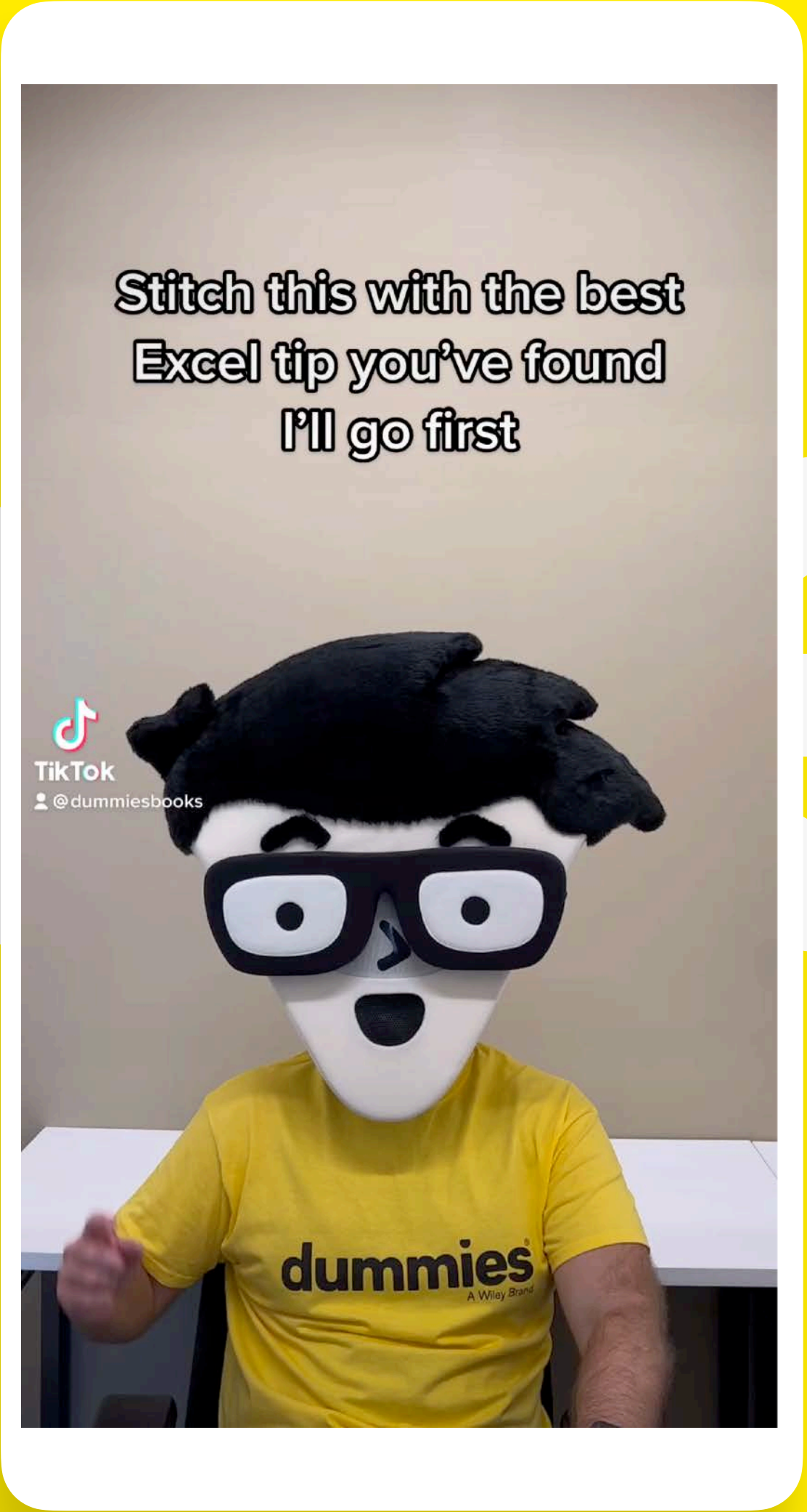
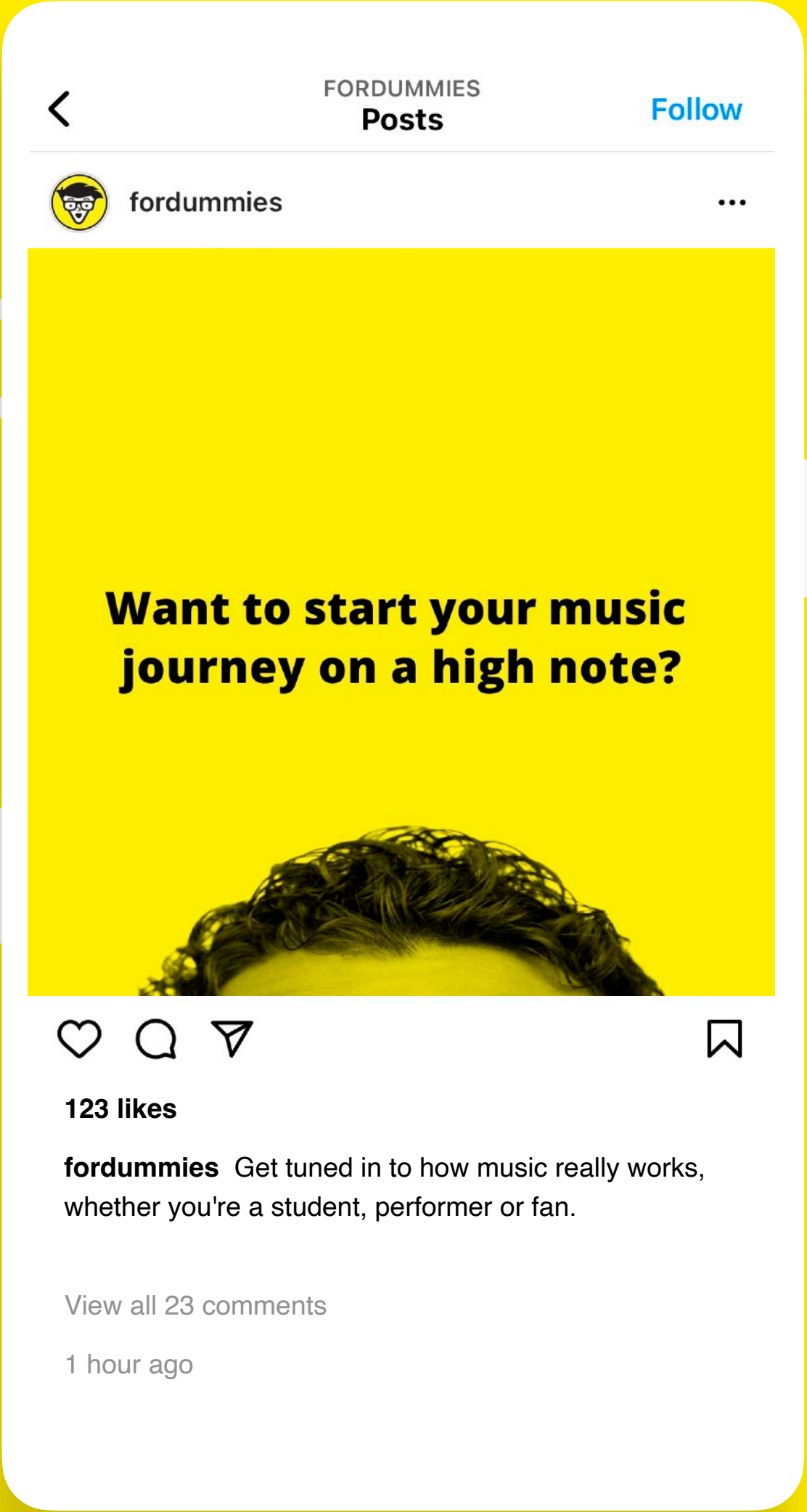
123 likes

fordummies Experience the fun and easy way to understand the basic concepts of physics.

View all 23 comments

1 hour ago

Dummies “Use Your Head” Campaign Creative





capri BLUE[®]

Capri Blue

CHALLENGE

For over 20 years, Capri Blue have been masters of their craft. But, even with that legacy behind them, they still saw eCommerce and brand recognition challenges ahead. That's why they reached out to Folklore help take their business to new places outside of brick and motor retailers, and get fashion and fragrance enthusiast everyone to sing their praises.

STRATEGY

The start, we knew we have to establish a brand and creative strategy that would help Capri Blue's online presence to reflect a bold and style-conscious approach. Also, we knew we had to step into the shoes of the user to not only make shopping easier, but also to move the .

SOLUTION

Folklore brought the brand to life with bold colors, playful imagery, and unique design elements, giving each product a distinct identity. We then created two tailored user paths—one for purchase, one for exploration—solving key business goals without disrupting the experience. Finally, our developers collaborated closely with the client's engineers to ensure a flawless, sustainable system.

OUTCOME

The project result in a unified brand representation that resonates with key audiences in all touch points, and a purchasing experience that led to 132% Year over year increase in users, 103% Year over year increase in online transactions, and 22% Year over year increase in unique purchases.

SERVICES

End-to-end Strategy
IA/UX/UI
Visual Design

Front-End Development
All Systems Integration
Optimizations & Maintenance



Capri Blue

"We really set out to create a new and exciting experience that embodies the essence and energy of Capri Blue, and the direction from Folklore and Nina Hale on the new website has helped us do exactly that."

Casey Wesson
Capri Blue Brand Director.



[SHOP](#)[DISCOVER](#)

capri BLUE™

[LOG IN](#)

Fragrances / Aloha Orchid

Aloha Orchid

Say Hello

★★★★★

This unmistakably floral fragrance greets you with a smile, fills your home, and lifts your spirits. This punch of flowers is perfect for strong women with a soft side.

[VOLCANO](#)[ALOHA ORCHID](#)[BLUE JEAN](#)[CACTUS FLOWER](#)[COCONUT SANTAL](#)[GUAVA BLOSSOM](#)[LOLA BLOSSOM](#)[MODERN MINT](#)[MORE+](#)

28 PRODUCTS

Sort by Name



SOLD OUT





CLEAR ALL

[VIEW PRODUCT MATCHES](#)

START SHOPPING

FOLLOW US ON INSTA

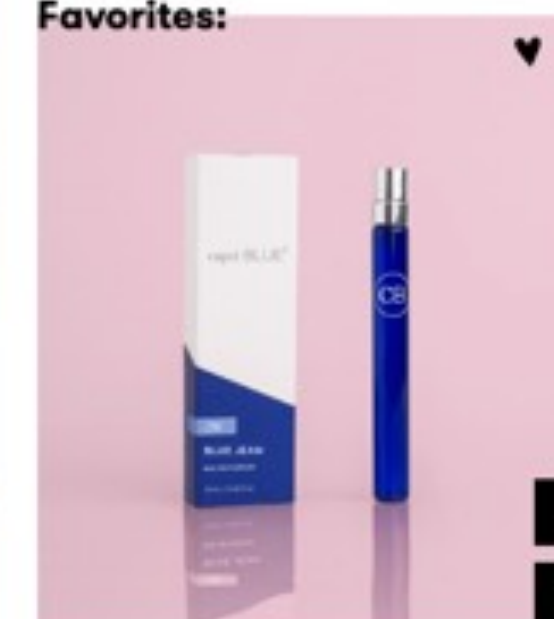


OUR FEATURED COLLECTION

Available in Aloha Orchid, Blue Jean, and Volcano

[SHOP NOW](#)

Favorites:



EAU DE PARFUM SPRAY PEN

\$18.00

Blue Jeans

[SHOP](#)[DISCOVER](#)

capri BLUE™

[LOG IN](#)

Discover Your Newest Obsession

Get to know our iconic fragrances, and find out which ones you can't live without.

[VOLCANO](#)[ALOHA ORCHID](#)[BLUE JEAN](#)[CACTUS FLOWER](#)[COCONUT SANTAL](#)[GUAVA BLOSSOM](#)[LOLA BLOSSOM](#)[MODERN MINT](#)[MORE+](#)

Bohemian *Fragrance*

Favorites:



You Can Have It All

Listen, we totally get it. You aren't one-dimensional. That's why we've got something that's perfect for every scene, style or setting.



CANDLES BEAUTY CARE DIFFUSERS & SPRAYS LOTIONS & SOAPS BODY SCRUBS SALE

Candles

As the staple that started it all, candles are what sparked our love for livable fragrances that make

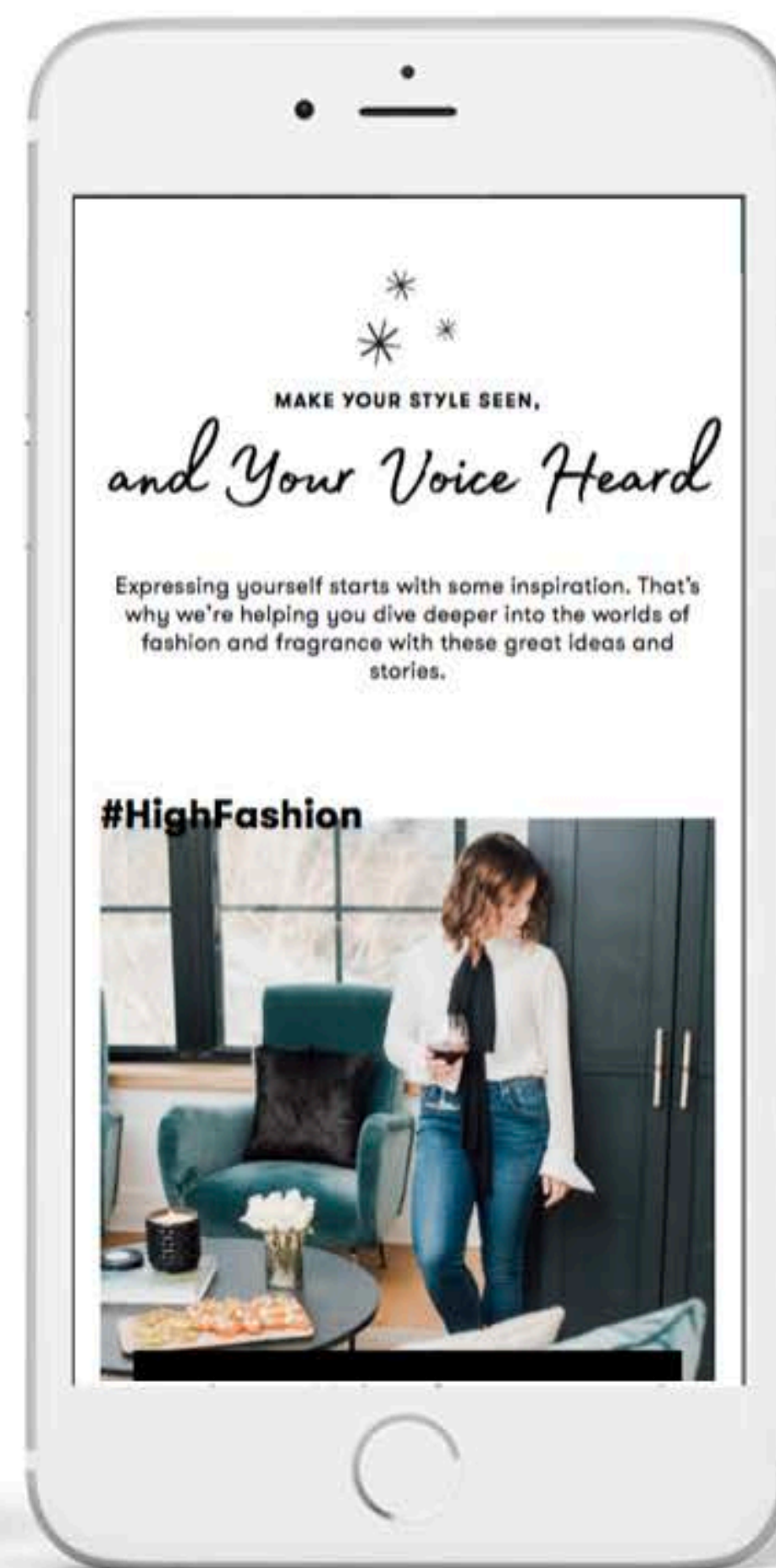
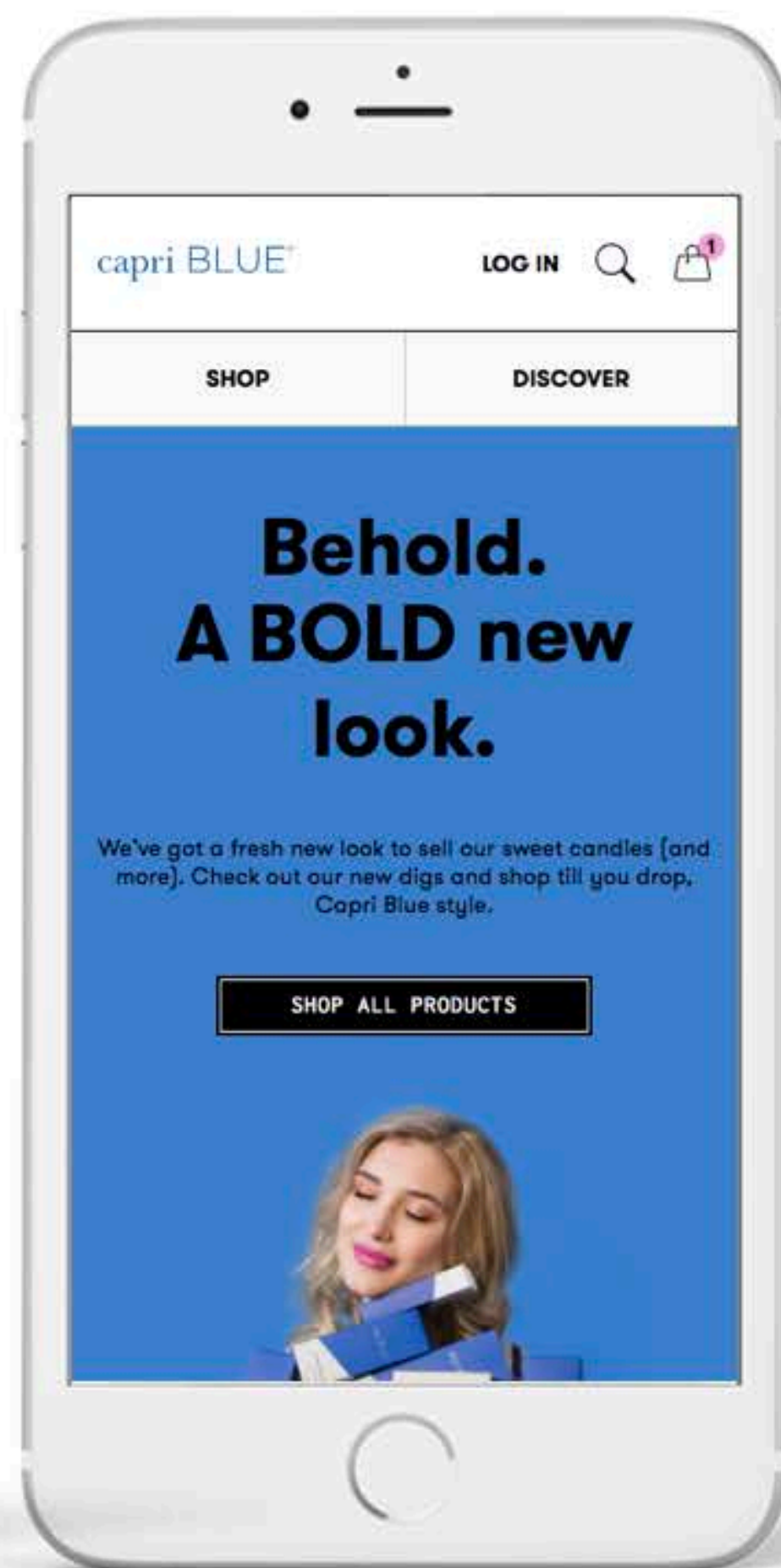
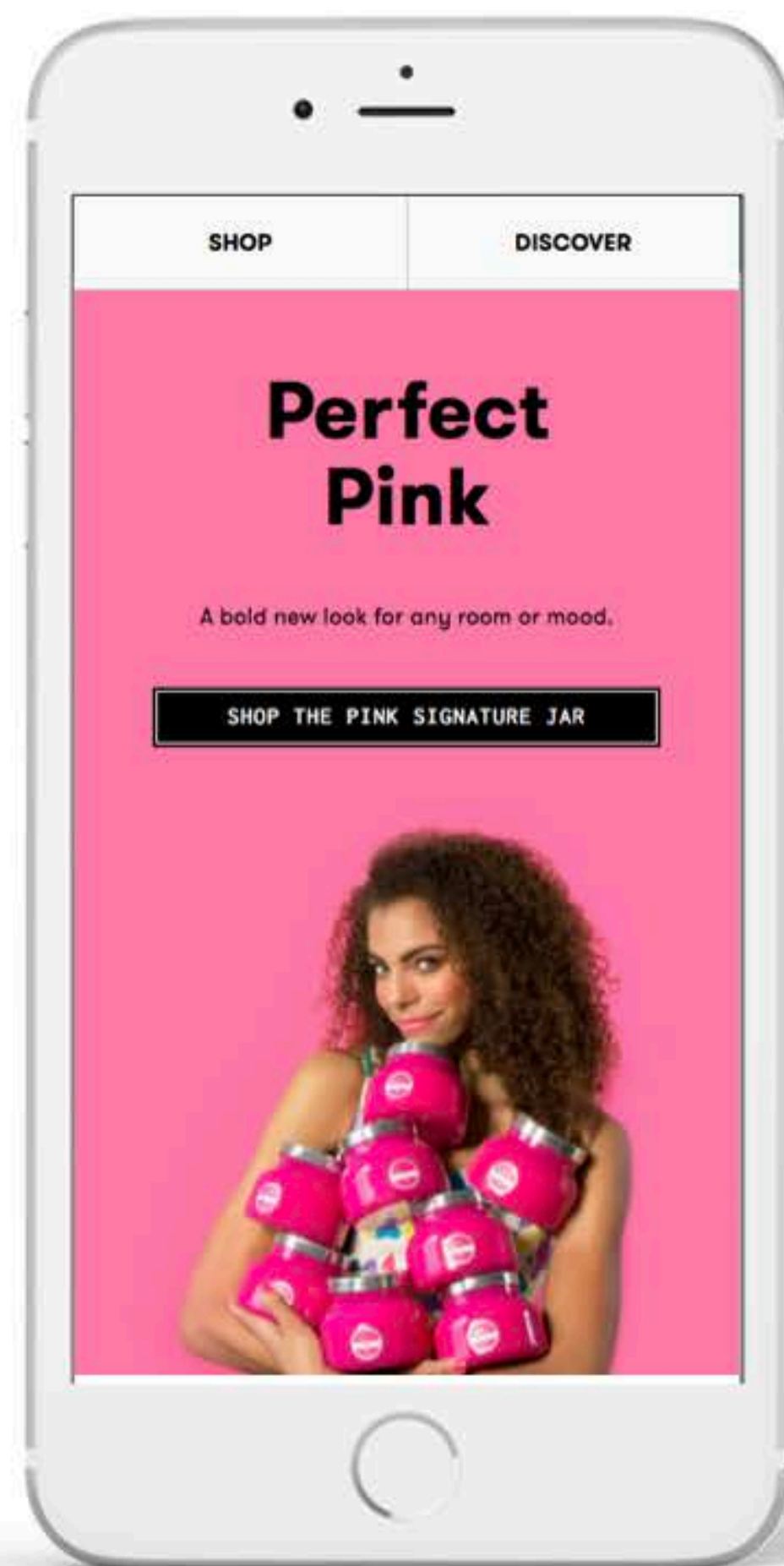


ALOHA ORCH
FRAGRANCED BAR SOAP
savon parfumé
6.5 oz / 184 g

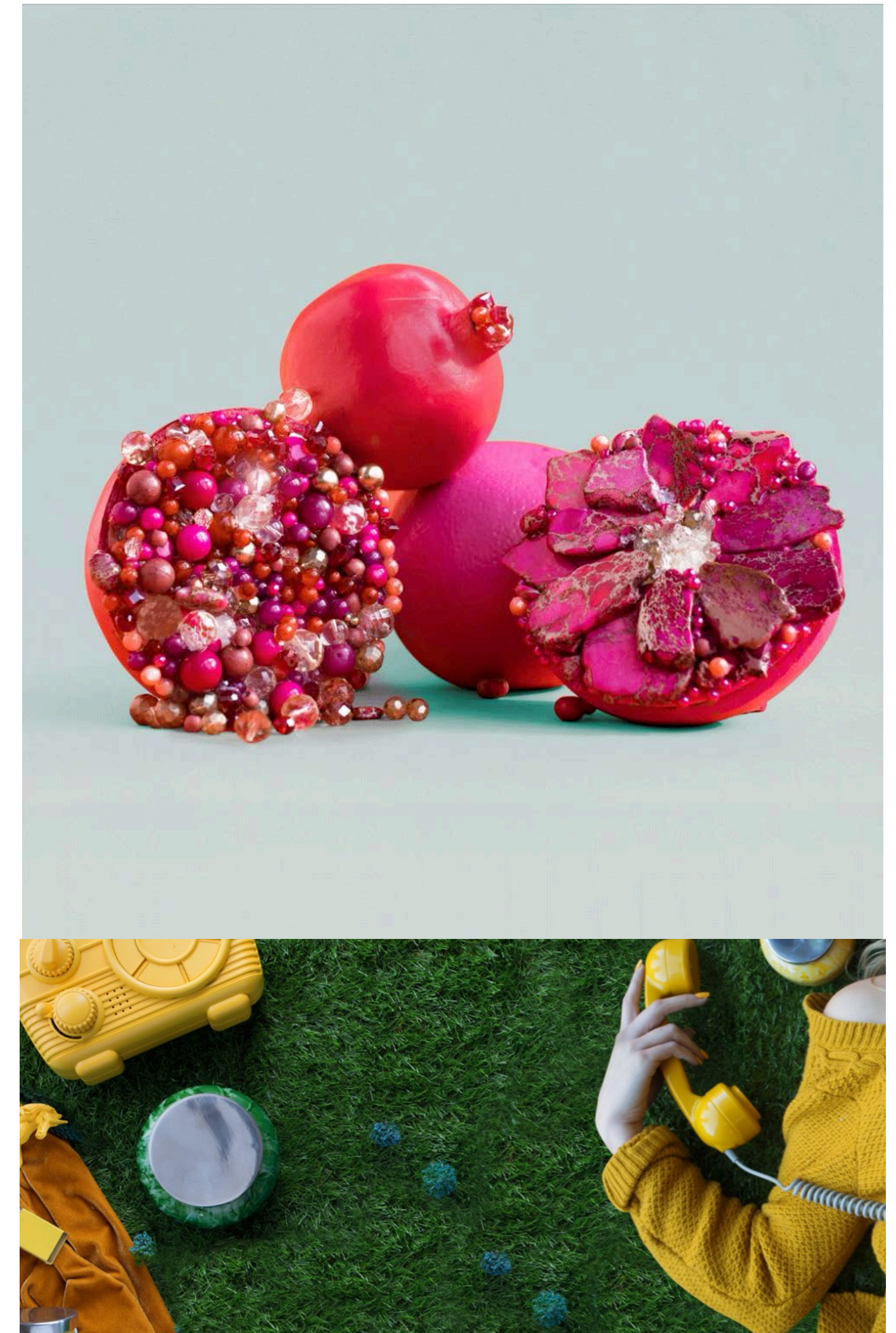
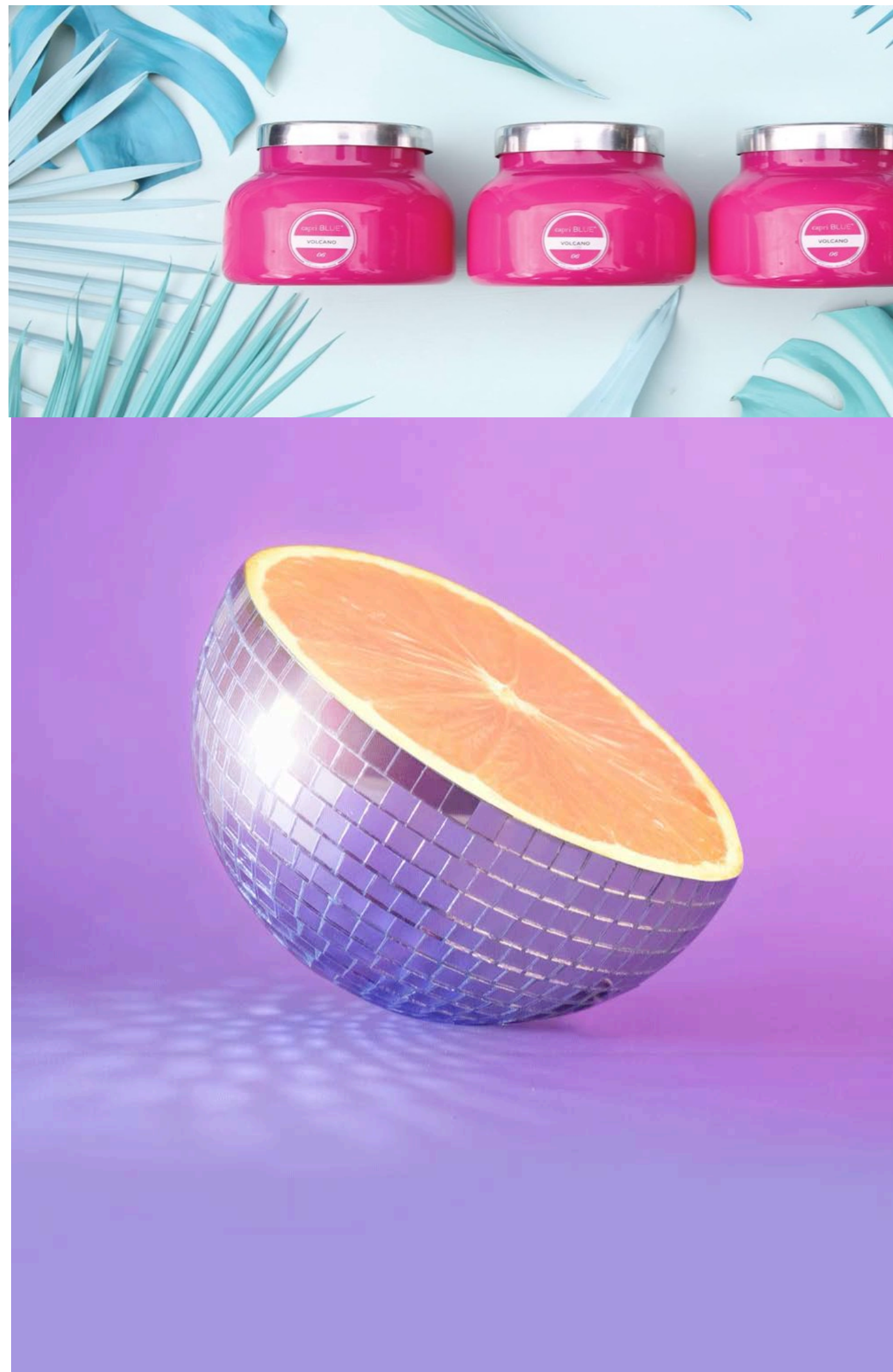
capri BLUE®

Capri Blue

—



Capri Blue





Medicare Made Clear



UHG: Medicare Made Clear

CHALLENGE

Medicare is anything but simple when you're enrolling for the first time. We needed to educate new-to-Medicare seniors about the various parts of Medicare and eventually drive enrollment with UHC Medicare Advantage or Supplement plans.

STRATEGY

It is called the "Medicare Maze" for a reason. So Folklore & our partners at Collective Measures (media and metrics) set out to help enrollees navigate this major life decision with expert guidance designed to demystify the Medicare process.

SOLUTION

Through the Medicare Made Clear (MMC) blog, Facebook page, and Twitter channels, we provided simple information and clear answers about Medicare insurance plans and the choices for current and future beneficiaries. We created an editorial calendar and executed targeted paid social campaigns to meet our marketing goals and objectives.

OUTCOME

Within the first few months of the partnership, MMC experienced a 754% increase in average reach on Facebook, an 840% increase in post engagements on Facebook, and a 1,020% increase in engaged users on Facebook, a 1,008% increase in Tweet impressions, a 136% increase in profile visits on Twitter, and 123% increase in mentions. Today our partnership continues to bring more humanity, dialogue, and relatable experiences to each stage of the decision-making processes— helping instill confidence through empathy and clarity.

SERVICES

Editorial Planning
Content Strategy
Copywriting

Visual Design
Motion Graphics
Video Creation



Phase 1: Look & Feel

Medicare Made Clear

Sponsored ·

Like Page

Medicare Made Clear

When was the last time you talked about your family health history? It could help when evaluating what kind of Medicare coverage you may need.

124 Reactions 5 Comments 19 Shares

Like

Comment

Share

Medicare Made Clear

Sponsored ·

Like Page

Medicare Made Clear

Fill in the blank! I am thankful for my health because _____.

124 Reactions 5 Comments 19 Shares

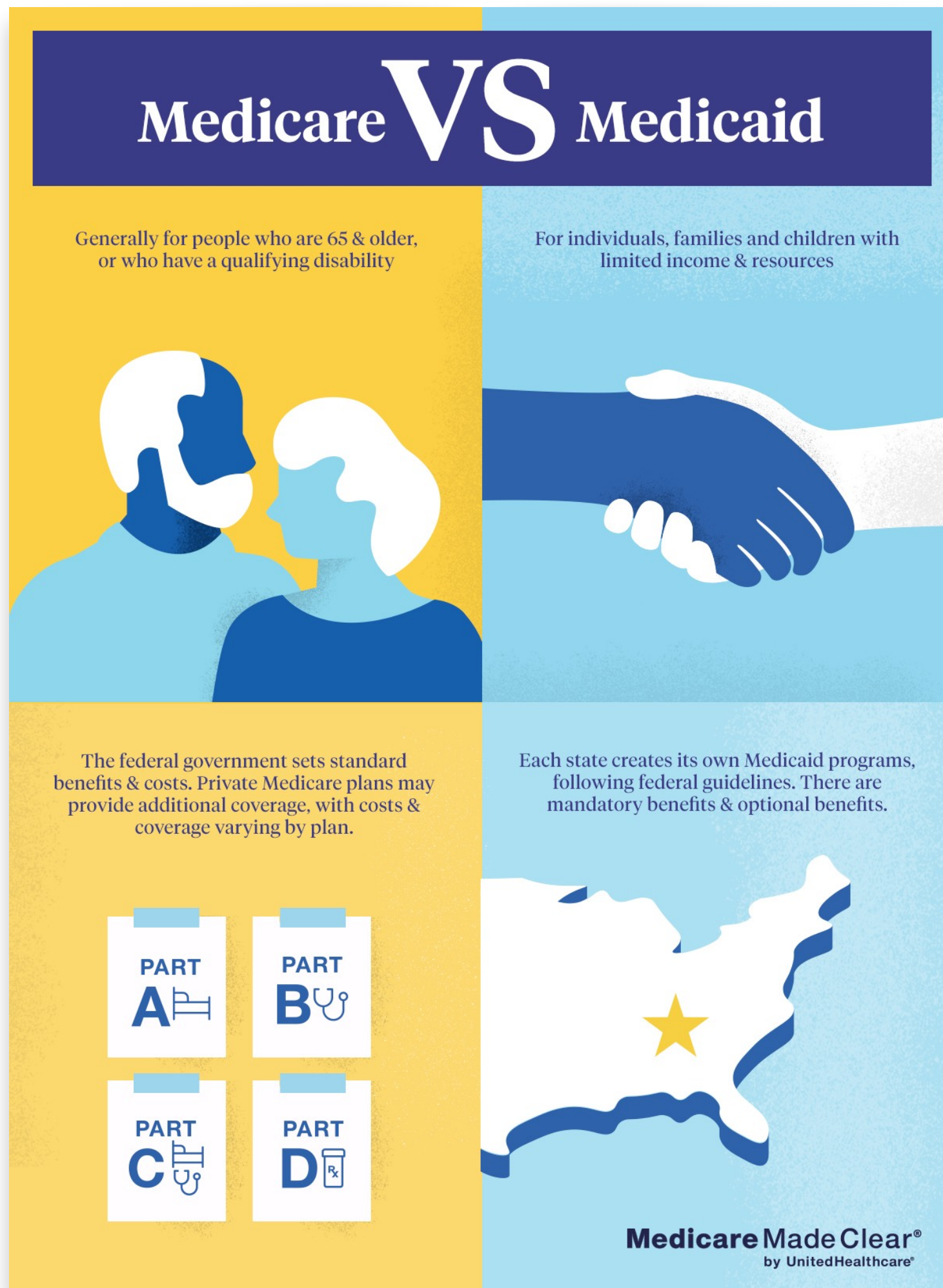
Like

Comment

Share

Ongoing Facebook content series engaging seniors as they were researching Medicare options.

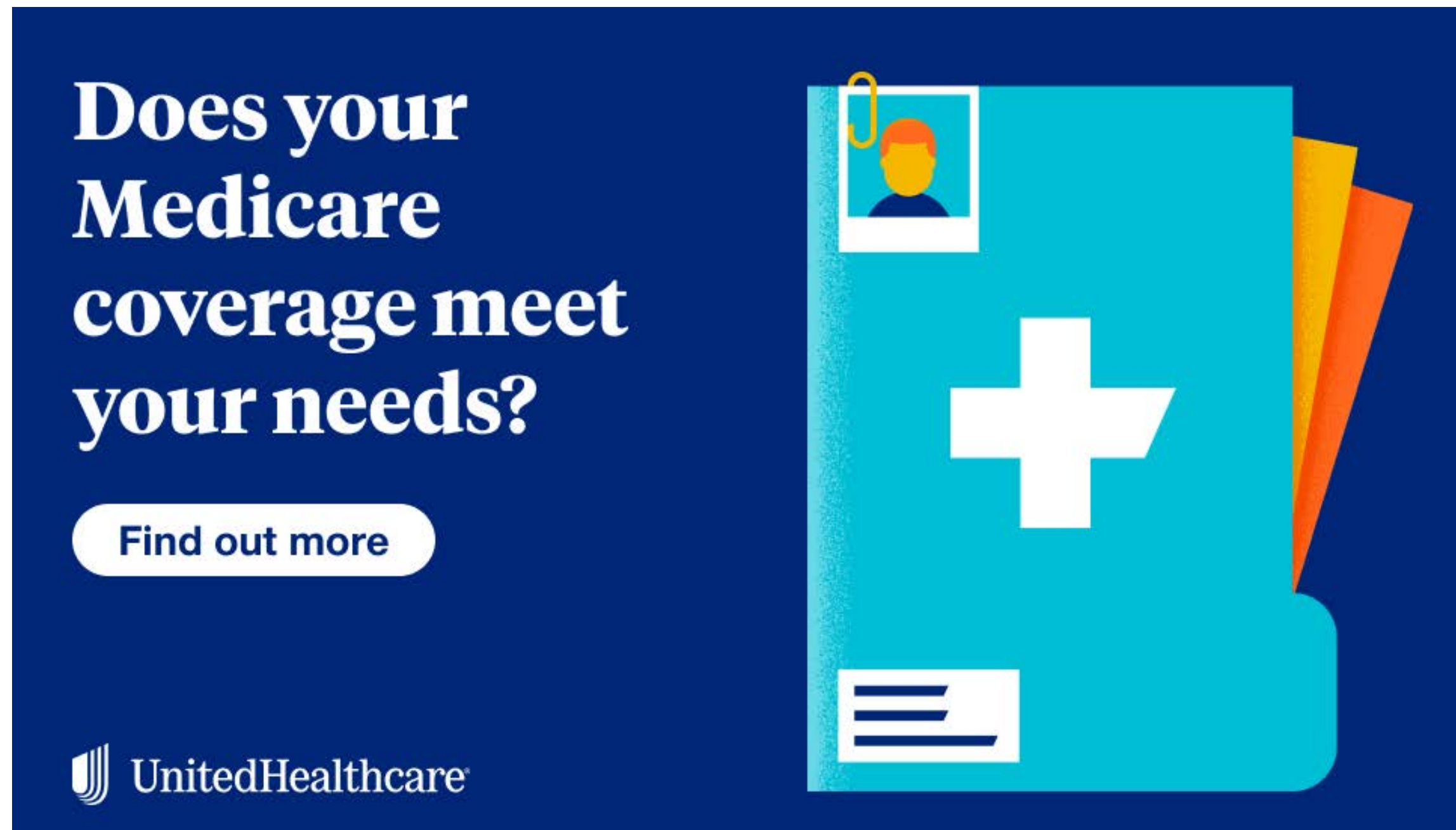
Phase 1: Look & Feel



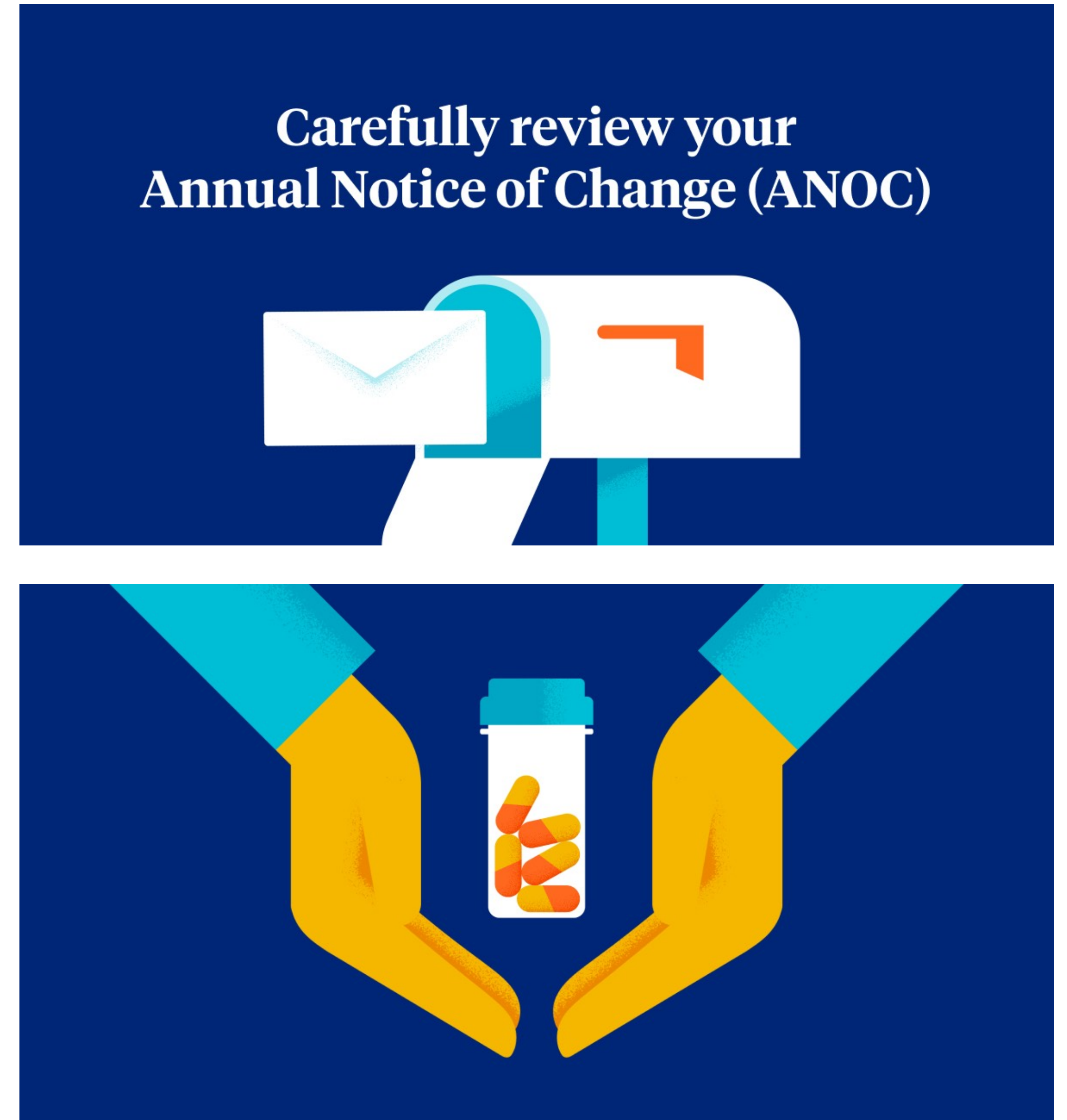
Useful education-based content that seniors can save and reference as they navigate and understand their options.



Current Look & Feel



We continually evolve our creative executions, including static social assets that encourage clickthrough to blog content for answers.



UHG

Medicare and Retirement Insurance Solutions



CHALLENGE

While most of our experience with United HealthGroup is product-driven, our work with Medicare & Retirement Insurance Solutions (M&R IS) supports the organizational goal of providing health and wellness content for the Medicare population. In this highly-competitive market, we needed to break through the noise and create truly useful, timely and relevant content to help our audience live a happier and healthier life.

STRATEGY

Together with our partners at Collective Measures (media & metrics), we tested and learned which categories, topics, and types of content resonate most with our audience and provide the most value and conversation.

SOLUTION

Through our test and learn strategy we were able to identify six key content categories to support a mix of short- and long-form content that kept users engaged, educated, and entertained.

OUTCOME

This work boasts an 840% increase in post engagements; a 1,020% increase in engaged users on Facebook; a 1,008% increase in Tweet impressions; and a 136% increase in profile visits on Twitter. Today, our learnings have held strong for five+ years, and our content has created a trusted reputation and voice for M&R IS among its core audience and customer base.

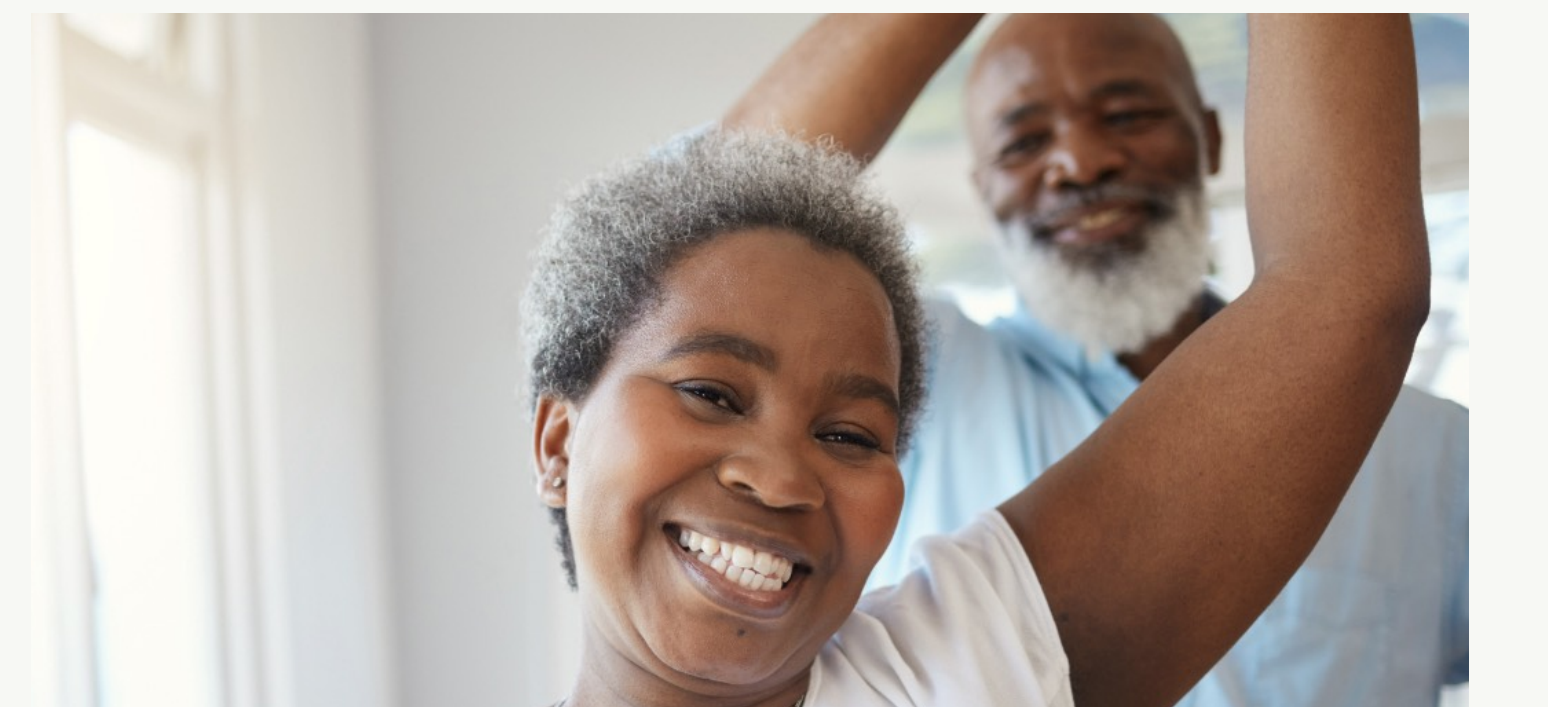
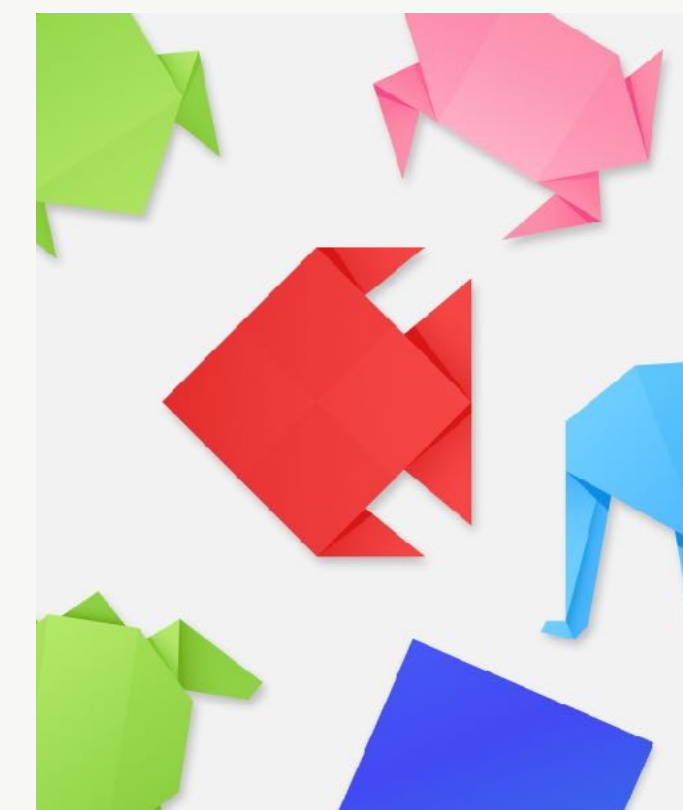
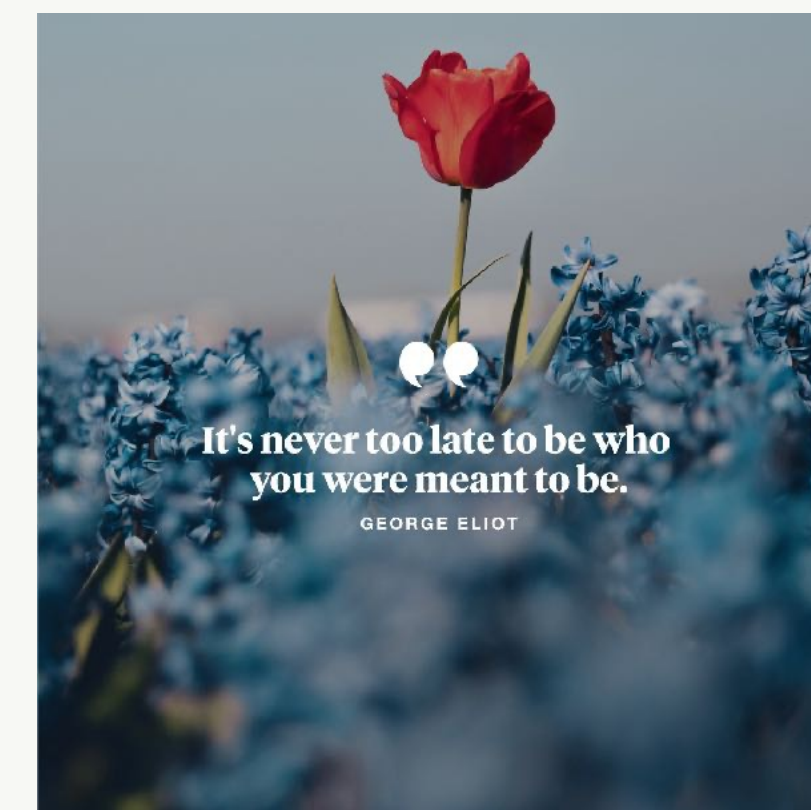
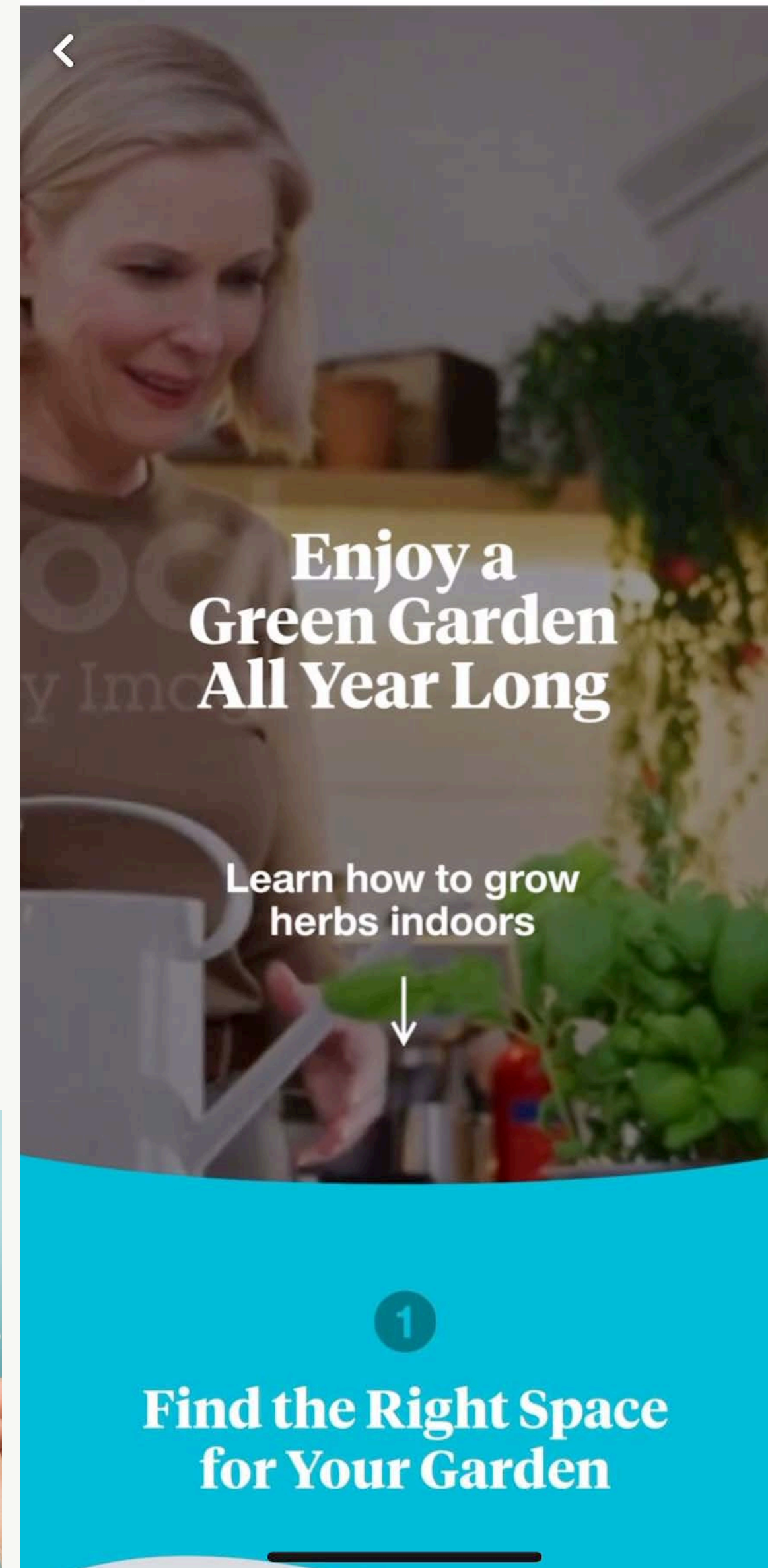
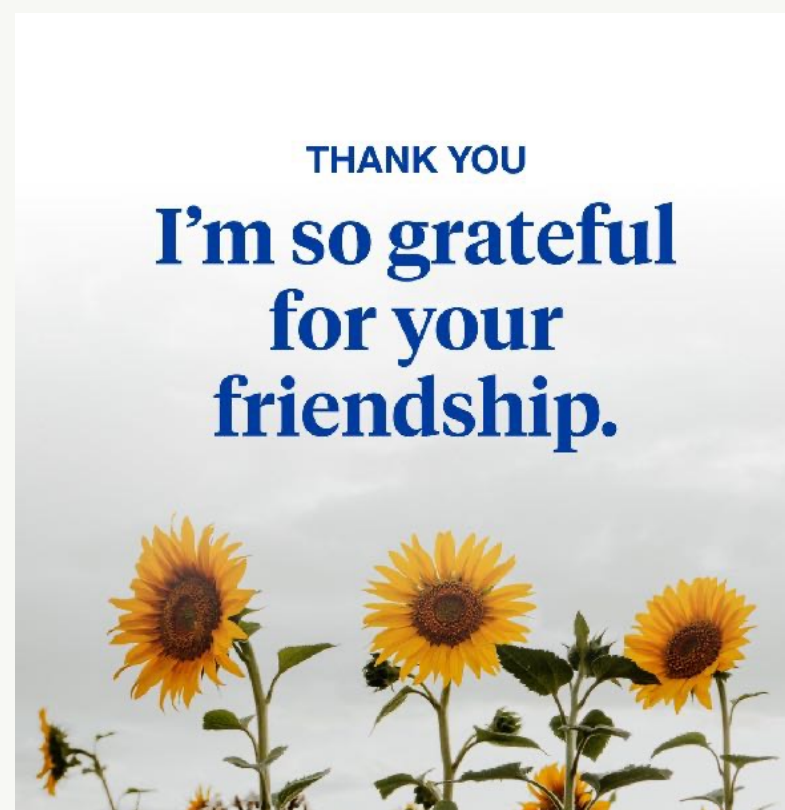
SERVICES

- | | |
|--------------------|-----------------|
| Editorial Planning | Visual Design |
| Content Strategy | Motion Graphics |
| Copywriting | Video Creation |



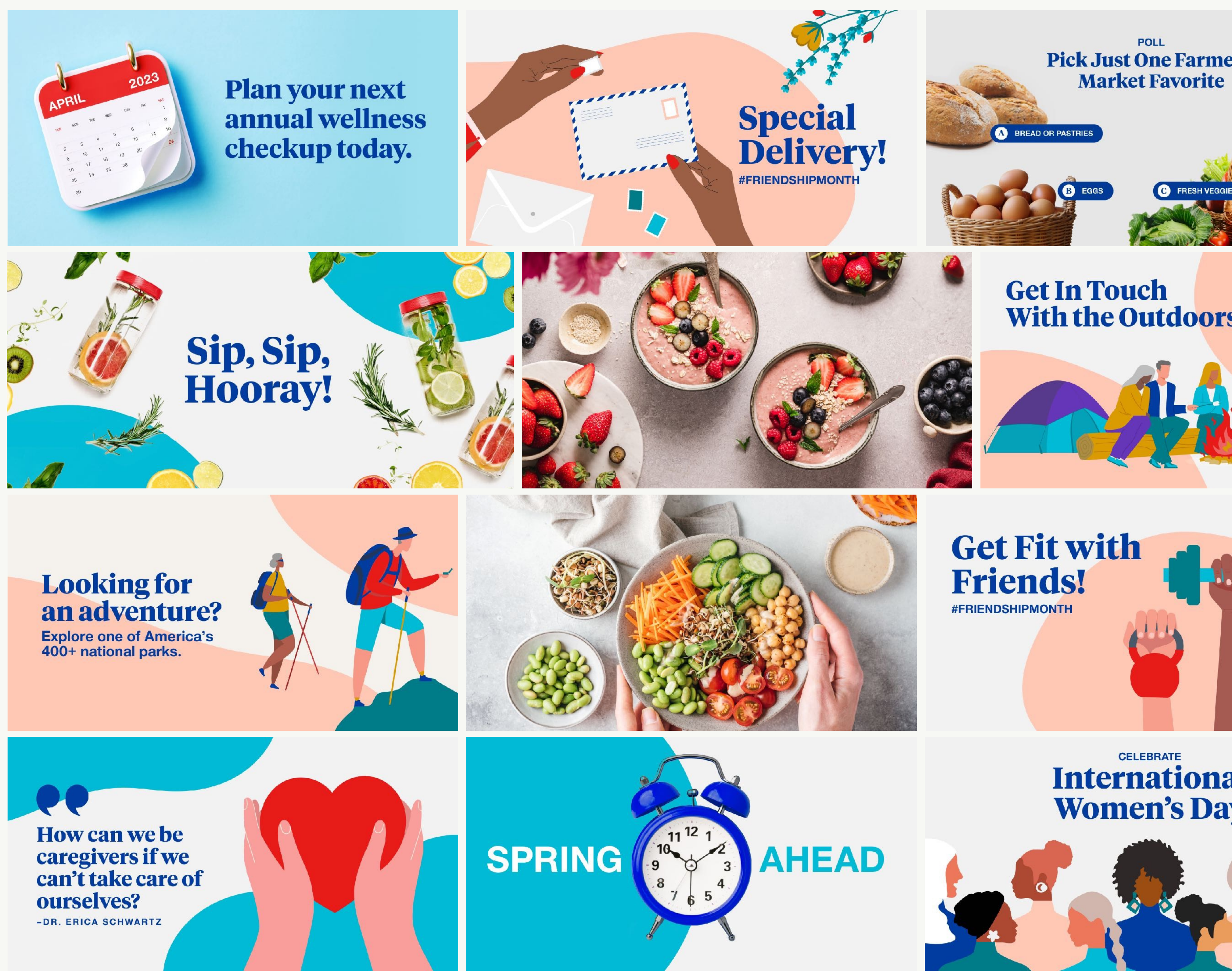
Current Look & Feel

Our test-and-learn strategy continues to help us identify content areas that our audience cares about most and evolve the brand look and feel to stay relevant.



Current Look & Feel

Our test-and-learn strategy continues to help us identify content areas that our audience cares about most and evolve the brand look and feel to stay relevant.



T Mobile

CHALLENGE

When our friends at NovaTell (a T-Mobile company) saw the work we did for C Track and the MiFi hot spot, they asked us to help them with something they were working for T Mobile. Specifically, a business-to-business division of T Mobile called Feeney Wireless.

STRATEGY

NovaTell asked us to assist in developing a new web portal for Feeney Wireless. They wanted a portal that goes beyond simply ordering and cancelling products and plans. So that's what we did, offering consulting, UX, design and development for a go to market service offering.

SOLUTION

First, we developed a Plan Builder that allows a company administrators to create their own customizable bundling for employees at each level in their organization. Next, we helped develop a custom reporting tool where administrators can access data usage, prices, coverage, minutes used, days unused and all kinds of other information for management, existing hires, and new hires.

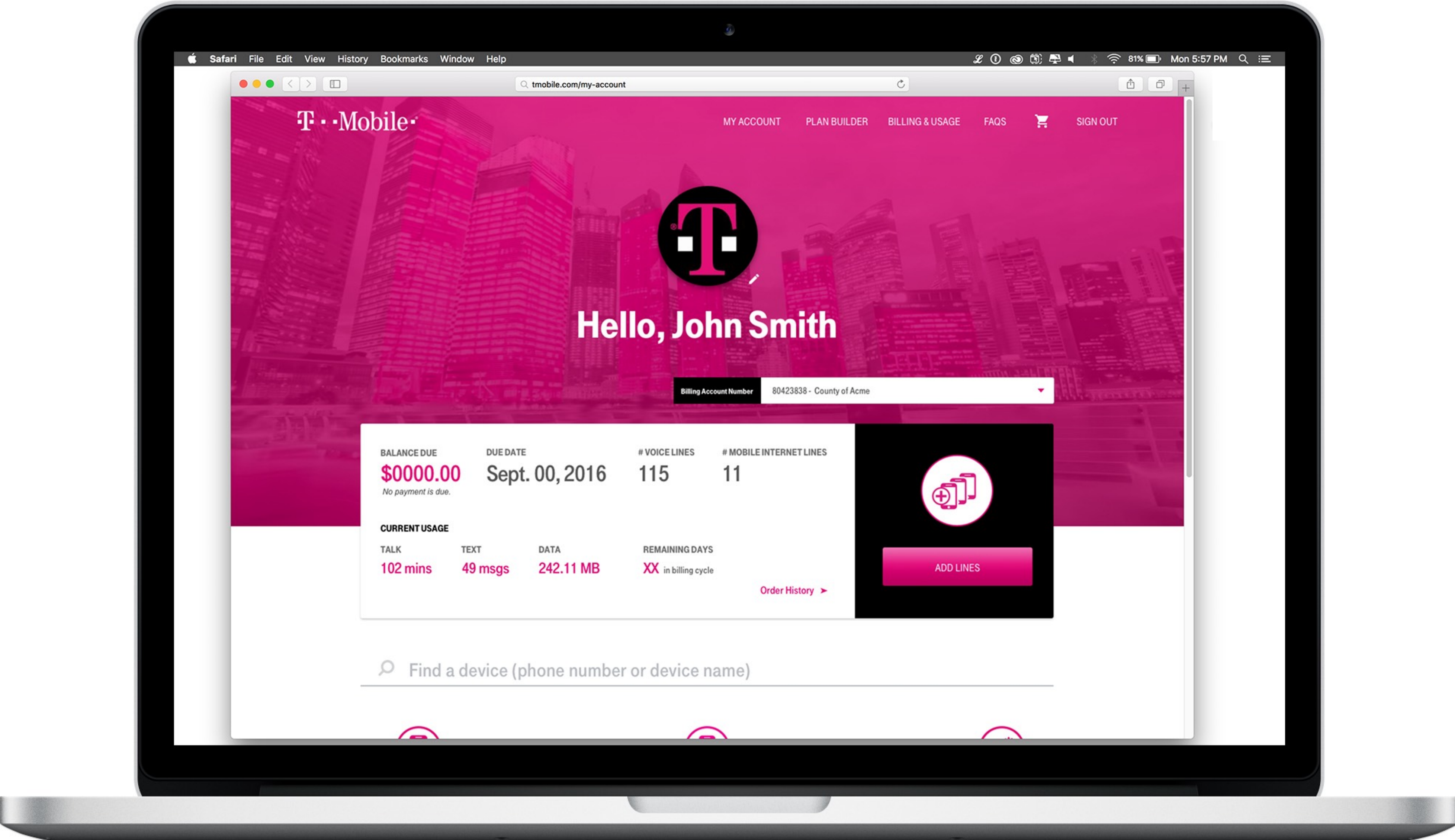
OUTCOME

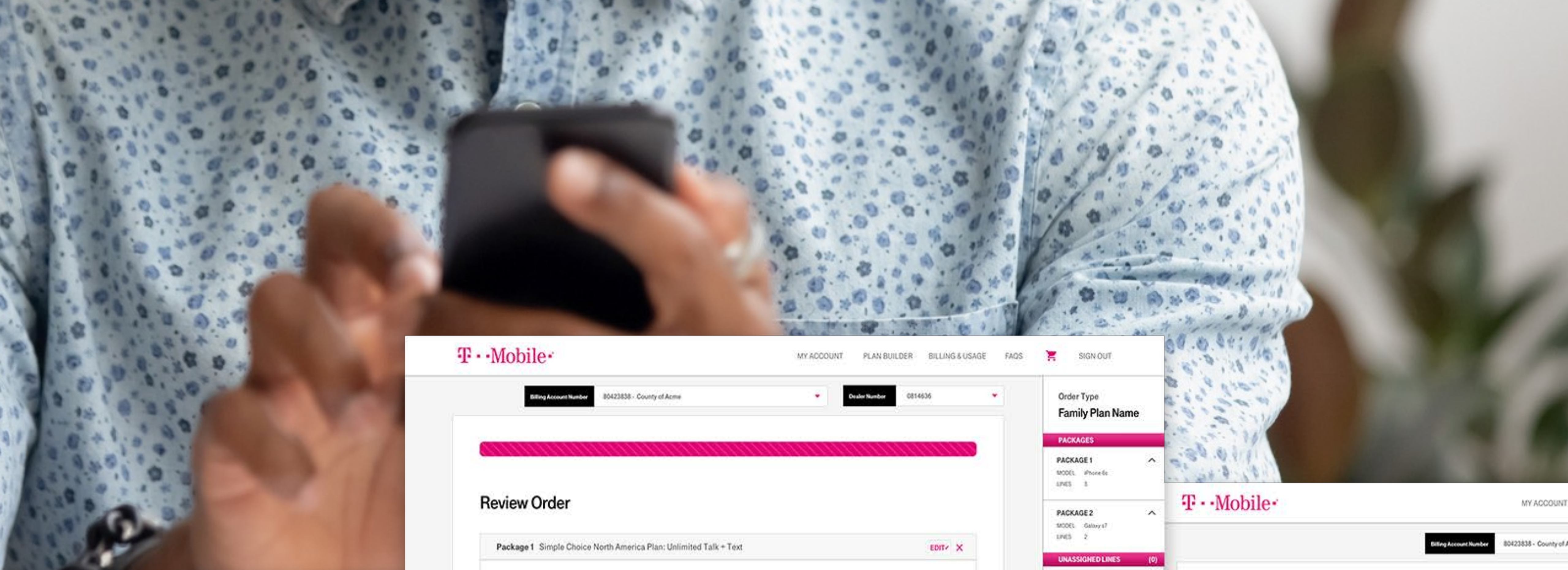
Between the plan builder, custom reporting, and new user dashboard, administrators can saves countless hours and dollars a month usually spent on ordering, tracking, and reporting.

SERVICES

UX/UI/IA
Visual Design

Front-End Development
Optimizations & Maintenance





Billing Account Number

80423838 - County of Acme

Plan Builder

Choose Amount of Lines

-10

-

5

+

Type in Amount >

MY ACCOUNT

PLAN BUILDER

BILLING & USAGE

FAQS

SIGN OUT

Billing Account Number

80423838 - County of Acme

Dealer Number

0814636

Order Type

Family Plan Name

PACKAGES

PACKAGE 1

MODEL iPhone 6s

LINES 3

PACKAGE 2

MODEL Galaxy s7

LINES 2

UNASSIGNED LINES (0)

Add More Lines

REVIEW & CHECKOUT

Review Order

Package 1 Simple Choice North America Plan: Unlimited Talk + Text

Apple iPhone 7

\$0 TODAY

\$20/mo. x 24 mos.

\$0 DOWN PAYMENT

\$0 EIP

TOTAL LINES

3

View Details >

DUE MONTHLY

\$70

View Details >

DUE TODAY

\$0

View Details >

Package 2 Simple Choice North America Plan: Unlimited Talk + Text

Samsung Galaxy s7

\$0 TODAY

\$20/mo. x 24 mos.

\$0 DOWN PAYMENT

\$0 EIP

TOTAL LINES

2

View Details >

DUE MONTHLY

\$50

View Details >

DUE TODAY

\$0

View Details >

MY ACCOUNT

Billing Account Number

80423838 - County of Acme

Plan Builder

Create Package - Add Features

Package 1

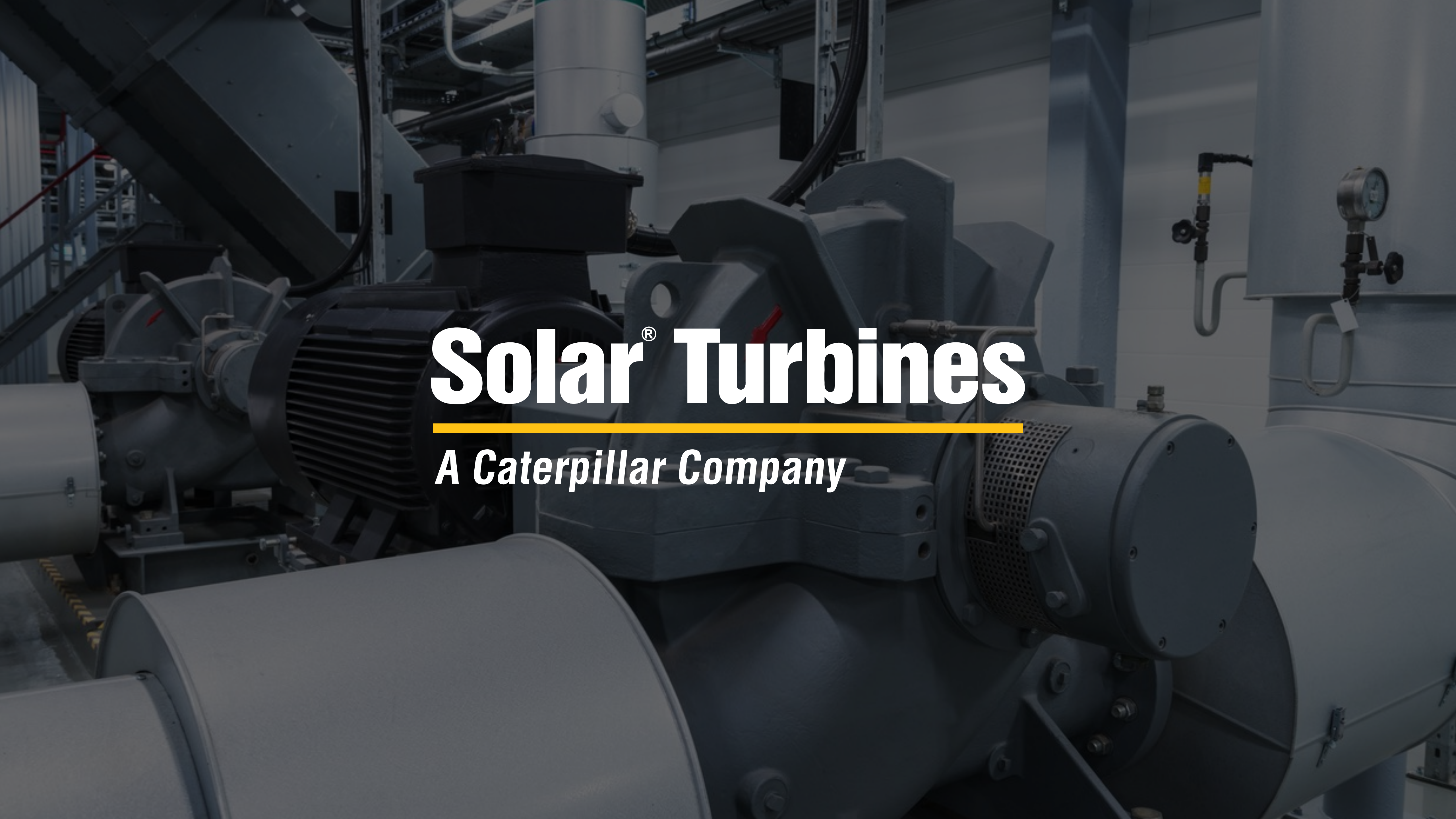
DEVICE Apple iPhone 6s

MEMORY 128 GB

COLOR Gold

PAYMENT

Data Features	2GB INCLUDED ☐ Check/Uncheck All	6GB \$10/MONTH ☐ Check/Uncheck All	10GB \$12/MONTH ☐ Check/Uncheck All
LINE 1 Leah Henig	☒		
LINE 2 Leah Henig	☐	☒	
LINE 3	☒		

The background of the image shows a complex industrial environment with various pieces of machinery, pipes, and structural elements. The scene is dimly lit, with a focus on the mechanical components. A large, dark, cylindrical object with a ribbed texture is prominent in the center-left. To the right, there's a large, light-colored cylindrical tank or container with a pressure gauge and some piping. The overall tone is industrial and technical.

Solar[®] Turbines

A Caterpillar Company

iPad



11:34 AM

100%



My Solar Equipment

Equipment Models



Total
24

Application Types



Generator Sets



Solar Compressor Sets



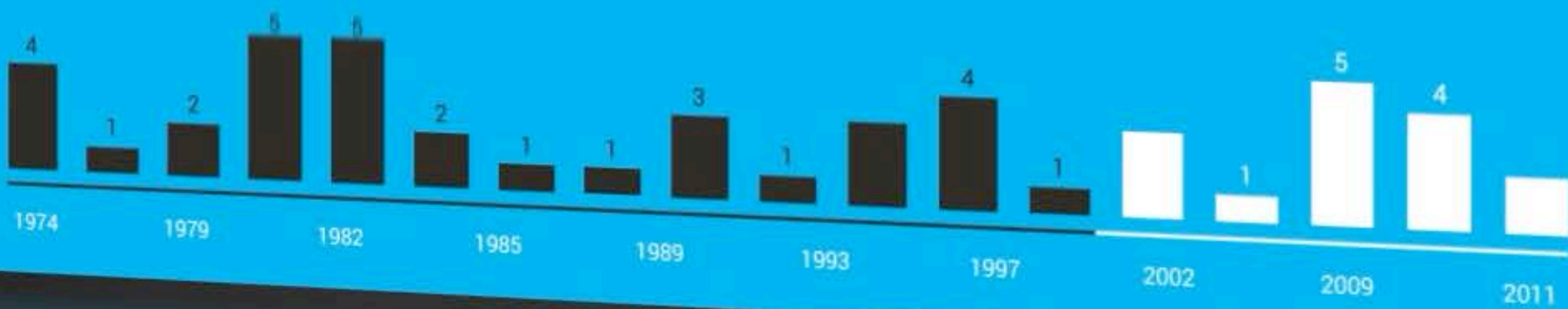
Pump Sets



Non-Solar Compressor Sets

Installation Dates

More than 15 years old Less than 15 years old





Dashboard



CATERPILLAR AURORA IL COGEN PLANT
70301_TG01938_OHC14-B9210

Mary Sanchez
Rotating Machinery Engineer

Solar Turbines
A Caterpillar Company

Dashboard

Search Capability

Contact Us



Alerts



CATCHs
& PARs



Connectivity
Status



Customer
Reports



Data Grab



Diagnostics



Engine
History



Equipment
Detail



Events



Gas Compressor
Performance



Geo Viz



InSight Fleet



Interactive
Charting



Live View



Lube Oil
Analysis



Notifications



Operational
Status



Overhaul
Optimization



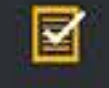
Raw Data
Viewer



Reliability
Availability



Running
Hours



Service
Bulletins



Trendo



Timeline



Unplanned
Downtime



Utilization

54 Service Bulletins
Managed



27 Completed Alerts
in 90 days



4 Engines Currently
Over Target TBO





Dashboard

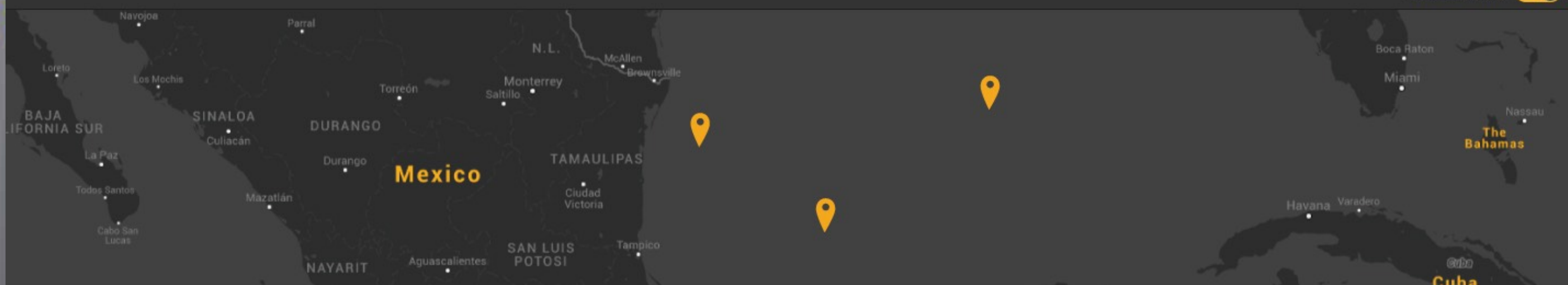


SHELL SEPCO_GULF OF MEXICO
8 Platforms 47 Packages

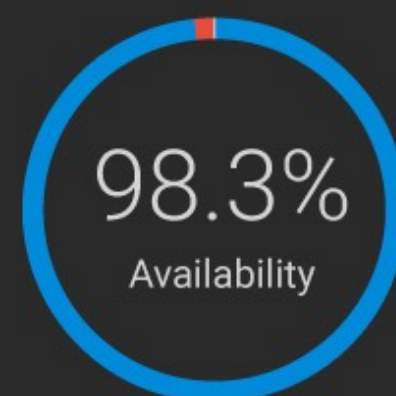
Chad Palmer
Fleet Manager

Solar Turbines
A Caterpillar Company

Customer View ☒



Nov 2016 - Oct 2017

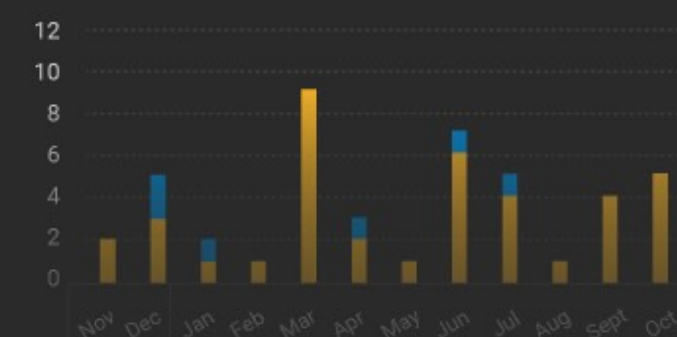


5 package(s) are not included in the results.



38 CATCHs
7 PARs

in 12 Months



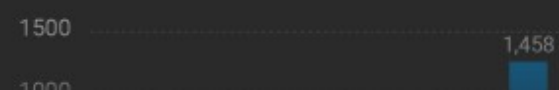
[See More](#)



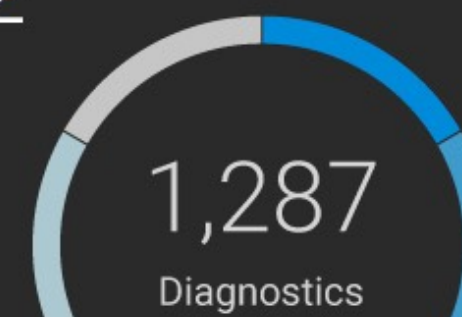
54 Service Bulletins
Managed



27 Alerts Managed in
Past 90 Days



4 Engines Currently
Over Target TBO





Overhaul Optimization

13 CONTRACTS
14 SITES 22 PACKAGES

TYLER LUCK
(TechSupport)

Sort By		Export to Excel	Target TBO	Planned TBO	Below Target TBO	Above Target TBO
Filter						
Reset Filters						
Model						
Engine Rating						
Application Type						
Active						
Service Type						
Market						
Region						
District						
Combustion Type						
Fuel Type						
		RUNNING HOURS		0 5K 10K 15K 20K 25K 30K 35K		
ANADARKO GOM · GULF OF MEXICO · HORN MOUNTAIN · TCP-7010C		31,934		31,934		
ALLIANCE PIPELINE · CANADA · TAYLOR JUNCTION GC · UNIT 1		24,442		24,442		
ABB ADISSEO SAS · FRANCE · COGEN PLANT · TG1-MIGUEL		22,666		22,666		
ANADARKO GOM · GULF OF MEXICO · LUCIUS PLATFORM · GENERATOR B		18,756		18,756		
ABBVIE · MEXICO · COYOACAN COGEN · TG-01		15,547		15,547		
ANADARKO GOM · GULF OF MEXICO · LUCIUS PLATFORM · BOOST GAS COMPRESSOR 1		15,537		15,537		
PTT RAYONG · THAILAND · RAYONG GSP · REFRIGERANT GAS COMPRESSOR		14,637		14,637		
PTT RAYONG · THAILAND · RAYONG GSP · SALES GAS COMPRESSOR		14,632		14,632		
ADM AMYLUM · TURKEY · ADANA INDUSTRIAL POWER GEN · TG1		13,302		13,302		
ALTAGAS · FORT ST JOHN CANADA · TOWNSEND GAS PLANT · INLET COMPRESSOR TRAIN 2		10,204		10,204		
ALTAGAS · FORT ST JOHN CANADA · TOWNSEND GAS PLANT · SALES COMPRESSOR TRAIN 2		10,180		10,180		
				0 5K 10K 15K 20K 25K 30K 35K		

ANADARKO GOM · GULF OF MEXICO · HORN MOUNTAIN · TCP-7010C

TAURUS 60

Engine Running Hours

31.934

Target TBO

30,000

Planned TBO

30,000



Alerts



New

10 >

In Work

157 >

Completed

211 >



CATCHs



In Work

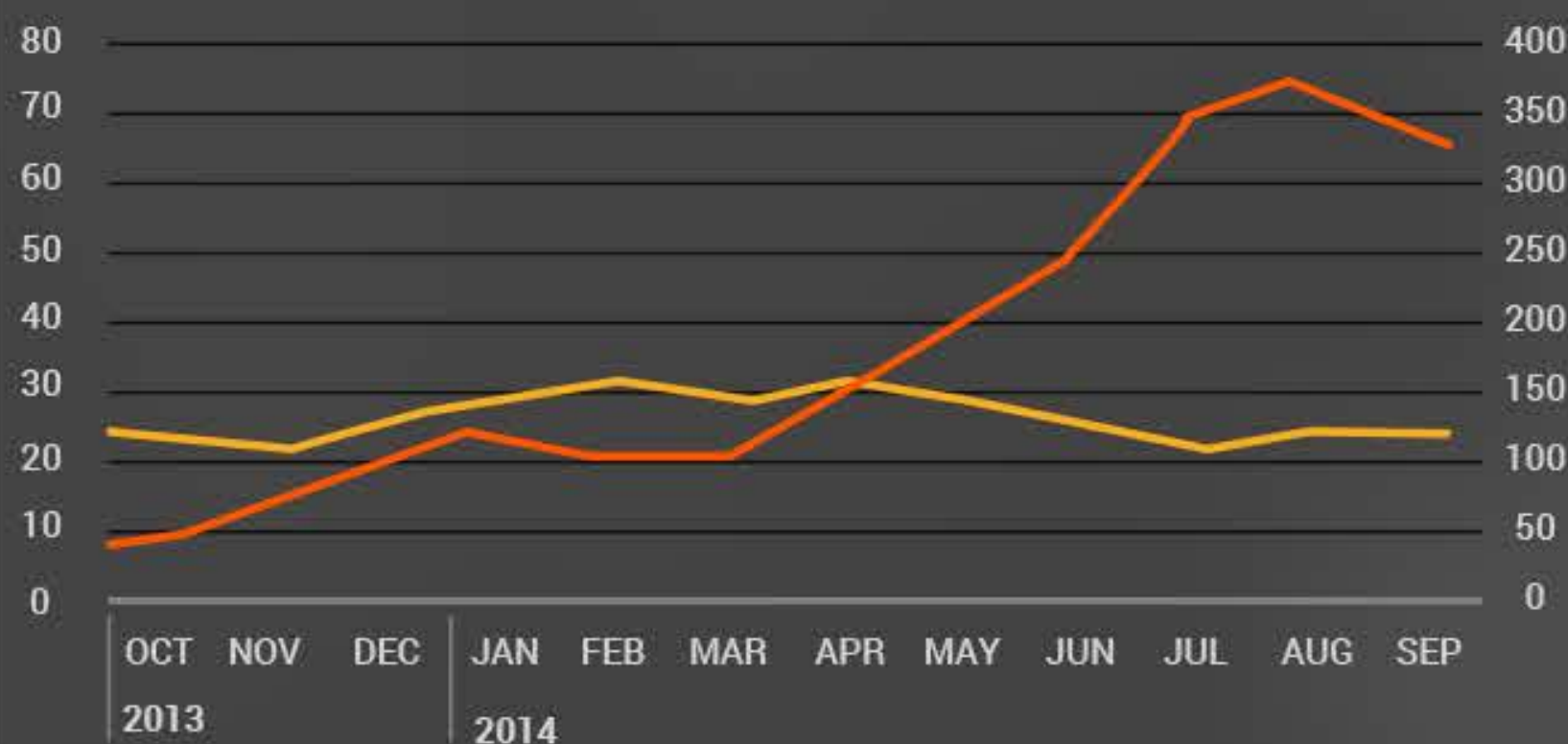
0 >

Complete

362 >

CATCHs Per Month

Total CATCHs



Service Bulletin



New

10 >

In Progress

97 >

Completed

764 >



Availability / Reliability



Availability

96.42% >

Reliability

97.4% >

Based on 47 Units

Aug 2014



Uncharacterized Hours

Uncharacterized Hours Total

5 >

SHELL SEPCO OFFSHORE_GULF OF MEXICO OLYMPUS PLATFORM_ZAN 3002

1 >

Hours

Connectivity Status

Posted < 2 days

65 >

Posted 2-5 days

15 >

Posted > 5 days

11 >



NOT READY TO RUN

MENU

CONTROL PANEL

PROJECT HEALTH

ALARMS

LOGS

SETTINGS

Station

2

2

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

+

TRAINS

<Operation Summary>

Operation Sequence

-

Fuel Control Mod

START RAMP

SoLoNOx

SOLONOX MODE UNAVAILABLE

SOLONOX MODE INACTIVE

Generator Heater

GENERATOR HEATER OFF

Engine

T1100° F

PCD0 psig

15 AVERAGE0° F

Generator Power

REAL POWER12000 kW

APPARENT POWER0 kVA

REACTIVE POWER0 kVAR

POWER FACTOR12000.00

Bus Frequency0.0 Hz

Bus Voltage0 Vac

ENCLOSURE

PROCESS SUMMARY

ENGINE SUMMARY

OPERATION SEQUENCE

CONTROL SYSTEMS

Solar StationEdgeXKG21724

11/29/23 4:14:21 PM

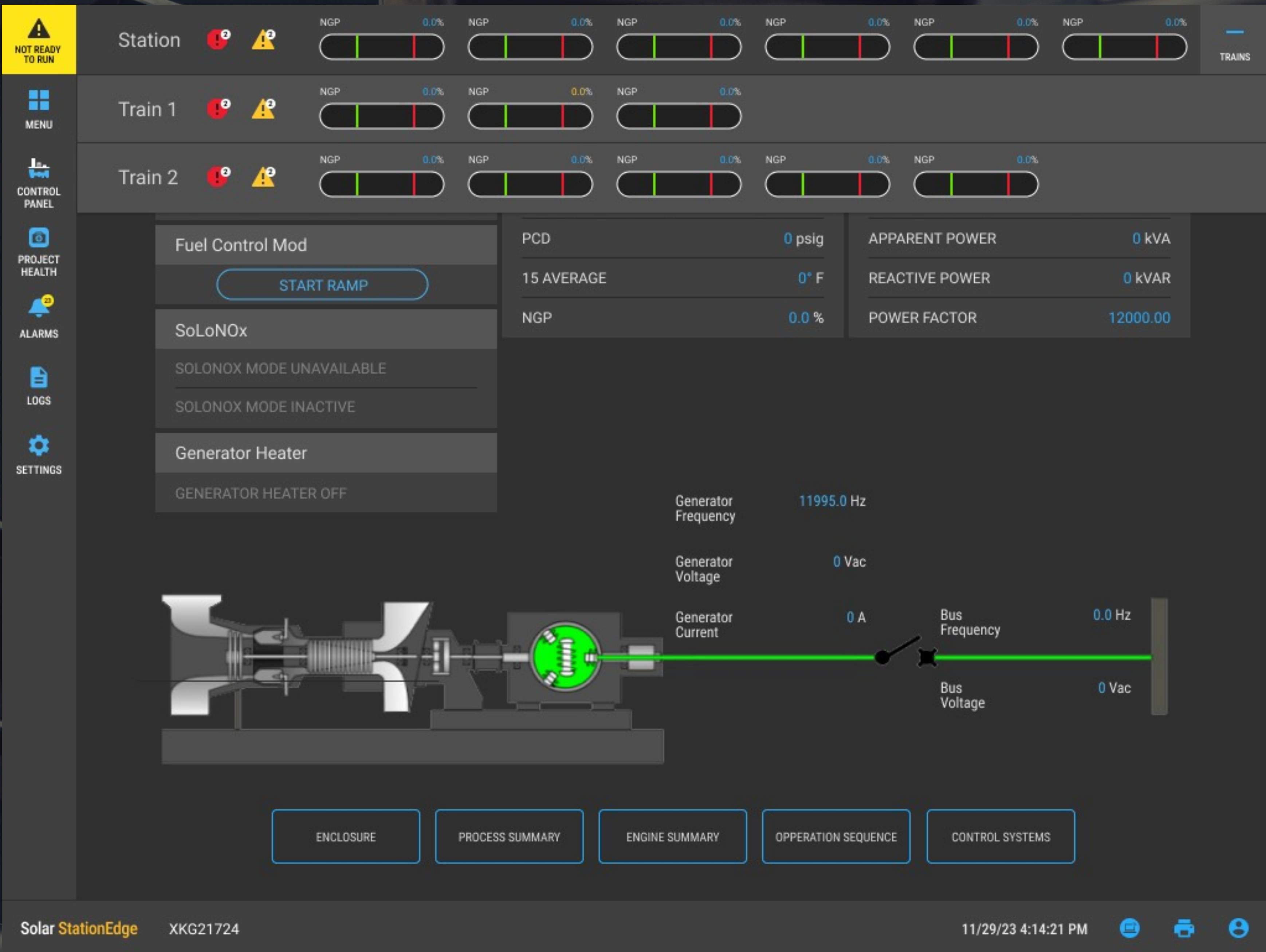
User Access

User Name

Password

Cancel

Login



NOT READY TO RUN

MENU

CONTROL PANEL

PROJECT HEALTH

ALARMS23

LOGS

SETTINGS

Station

2

2

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

+

TRAINS

<Operation Summary>

Operation Sequence

-

Fuel Control Mod

START RAMP

SoLoNOx

SOLONOX MODE UNAVAILABLE

SOLONOX MODE INACTIVE

Generator Heater

GENERATOR HEATER OFF

Engine

T1100°F

PCD0 psig

15 AVERAGE0°F

NGP0.0%

Generator Power

REAL POWER12000 kW

APPARENT POWER0 kVA

REACTIVE POWER0 kVAR

POWER FACTOR12000.00

Generator Frequency11995.0 Hz

Generator Voltage0 Vac

Generator Current0 A

Bus Frequency0.0 Hz

Bus Voltage0 Vac

ENCLOSURE

PROCESS SUMMARY

ENGINE SUMMARY

OPERATION SEQUENCE

CONTROL SYSTEMS

Solar StationEdgeXKG21724

11/29/23 4:14:21 PM

ON LOAD

MENU

CONTROL PANEL

PROJECT HEALTH

ALARMS23

LOGS

SETTINGS

Station

2

2

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

TRAINS+

Overview>

Systems>

Details>

Tools>

Station Alarm Log

Event Log

Historical Logs

StripChart

Custom Screen Builder

Universal Search

Generator Power

REAL POWER12000 kW

APPARENT POWER0 kVA

REACTIVE POWER0 kVAR

POWER FACTOR12000.00

Generator Frequency11995.0 Hz

Generator Voltage0 Vac

Generator Current0 A

Bus Frequency0.0 Hz

Bus Voltage0 Vac

ENGINE SUMMARY

OPERATION SEQUENCE

CONTROL SYSTEMS

Solar StationEdgeXKG21724

11/29/23 4:14:21 PM

ON LOAD

MENU

CONTROL PANEL

PROJECT HEALTH

ALARMS

LOGS

SETTINGS

Station

2

2

NGP

0.0%

NGP

0.0%

NGP

0.0%

NGP

0.0%

NGP

0.0%

NGP

0.0%

TRAINS

Station Alarm Log

EVENT LOGS

HISTORICAL LOGS

Filter

All (87)

High (3)

Cleared (52)

Alert (6)

Show Groups

Refresh

Group	Tag Name	Description	Alarm Date	Ack Date	Priority	Subsystem	Unit	
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Alert	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	High	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Alert	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	High	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	High	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Alert	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Alert	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Alert	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Alert	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Cleared	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Cleared	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Cleared	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Cleared	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Cleared	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Cleared	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Cleared	SCS_Project_Special	Station
	FSLO	FL_Shutdown_30	Station FSLO Shutdown 30	11/21/203 11.51.17 AM (454 ms)	—	Cleared	SCS_Project_Special	Station

Solar StationEdge

XKG21724

11/29/23 4:14:21 PM

ON LOAD

MENU

CONTROL PANEL

PROJECT HEALTH

ALARMS23

LOGS

SETTINGS

Station

2

2

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

NGP0.0%

TRAINS+

Overview

Systems

Details

Tools

Operation Summary

Speed Control

Engine Summary

Yard Valves

Compressor Surge

Enclosure

Engine Performance

Compressor Performance

Generator Power

REAL POWER12000 kW

APPARENT POWER0 kVA

REACTIVE POWER0 kVAR

POWER FACTOR12000.00

100°F

0 psig

0°F

0.0%

Generator Frequency11995.0 Hz

Generator Voltage0 Vac

Generator Current0 A

Bus Frequency0.0 Hz

Bus Voltage0 Vac

ENGINE SUMMARY

OPERATION SEQUENCE

CONTROL SYSTEMS

Solar StationEdgeXKG21724

11/29/23 4:14:21 PM



prevent



CHALLENGE

Prevent is a first of it's kind company that's taken a scientifically-driven approach to head impact monitoring. The Prevent system of connected mouth guards, featuring a patented hardware, provides users with meaningful safety and performance data. The challenge with such robust and detailed data is making the information easy to understand and analyze after a head trauma has occurred.

STRATEGY

If this information was going to be useful to players, parents, coaches, and other athletic professionals, we would have to take user-first approach to making the complex data simple and actionable for everyday people and medical professionals.

SOLUTION

We started with UX and UI design and development of Prevent's app, portal and website to serve players, coaches, trainers and medical professionals. Next, we set our sights on optimizing the bluetooth enabled communication between devices and monitors with a proprietary format.

OUTCOME

We brought to life a beta program that released 3,000 mouth guards and the iOS app for real-time testing and user feedback and data collection. Giving Prevent Biometrics invaluable data for their final release and go-to-market strategy—which lead to partnerships with the U.S. Military and leading sports organizations around the world, such as World Rugby.

SERVICES

IA/UX/UI
Visual Design

Development
Hardware Integration
Optimizations & Maintenance

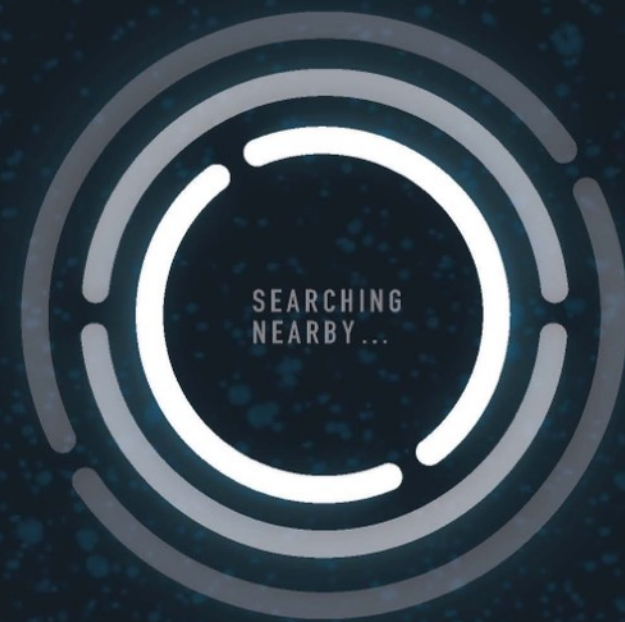






HARDWARE WARNINGS

ICON WILL BE IN THE MIDDLE
CIRCLES ARE STATIC AND "AS-IS"
MOVEMENT OF CIRCLES AROUND TO
LAND ON STATIC CIRCLULAR PATTERN.



SEARCH FOR DEVICE

ANIMATED:
3 CIRCLES SPIN:
OUTSIDE CIRCLE CLOCKWISE
MIDDLE CIRCLE COUNTER
CLOCKWISE
INSIDE CIRCLE CLOCKWISE
SHOULD FEEL LIKE IT IS
SEARCHING:
SPEED TBD:
3 DOTS AT THE END OF
SEARCHING NEARBY SHOULD
ALSO COME AND GO:
...



IMPACTS

BASED ON LAST HIT (20TH HIT)
NUMBER OF IMPACT HAPPENS AS
HIT IS RECORDED. ALL DATE
(G'S AND RAD'S CHANGES FOR
EACH HIT RECORDED AS WELL)
LEFT SIDE = G OF HIT
RIGHT SIDE = RAD OF HIT
LEFT SIDE WILL FILL OUT MORE
THE HIGHER THE G'S OF THE HIT
RIGHT SIDE WILL FILL OUT
MORE THE HIGHER THE RAD FOR
THE HIT
MOVEMENT OF CIRCLES AROUND
TO LAND ON STATIC CIRCLULAR
PATTERN.



LOAD

BASED ON IMPACTS (G'S AND
RAD'S) OVER A PERIOD OF TIME.
LOAD WOULD HAVE A SCALL. X-
XXXX HIGHER THE NUMBER THE
MORE THE GRAPHIC IS FILLED IN.
OUTER CIRCLE X COLOR
MIDDLE CIRCLE X COLOR
INNER CIRCLE X COLOR
ANIMATION UPON LOAD SCREEN.
QUICK MOVEMENT OF CIRCLES
SPINNING TO LAND ON STATIC
CIRCLULAR PATTERN.



DETAIL PAGE

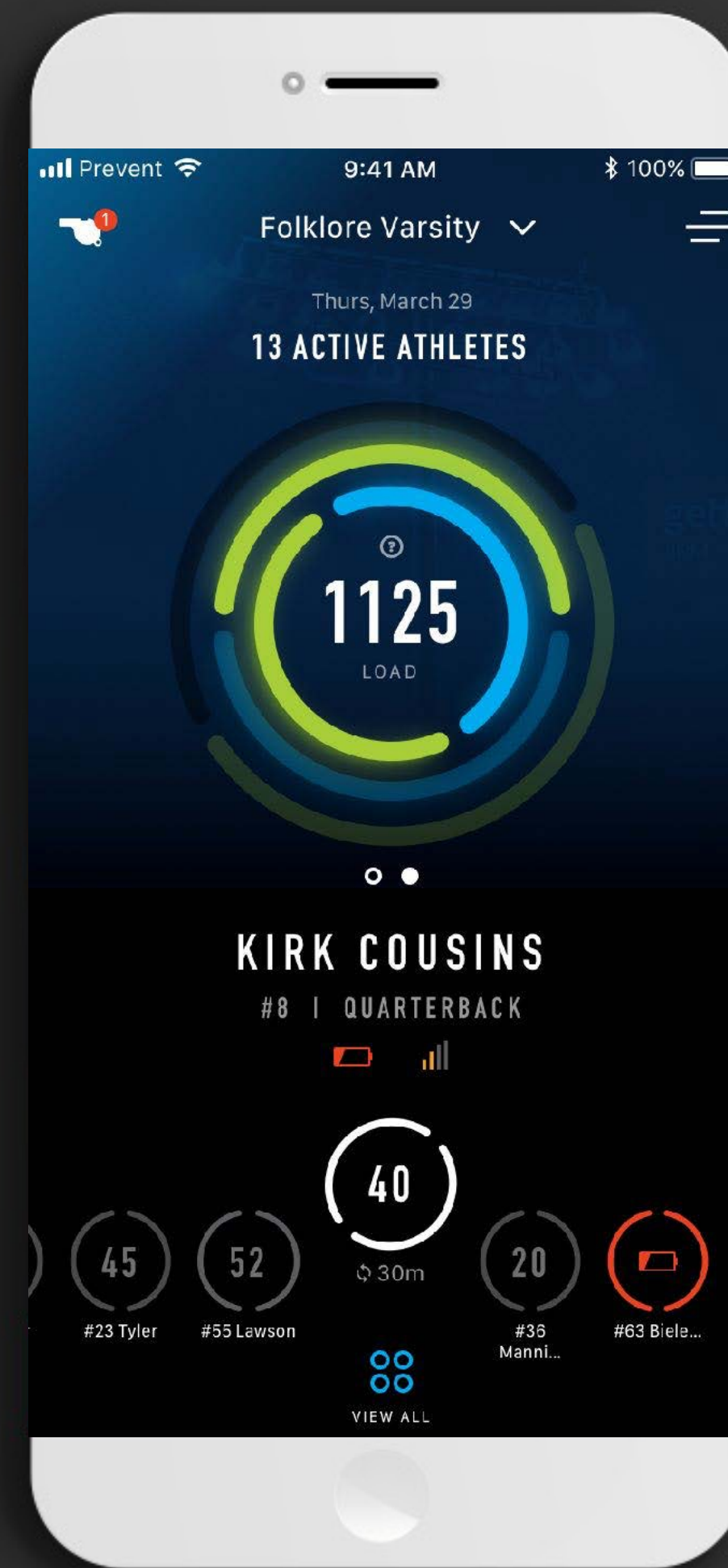
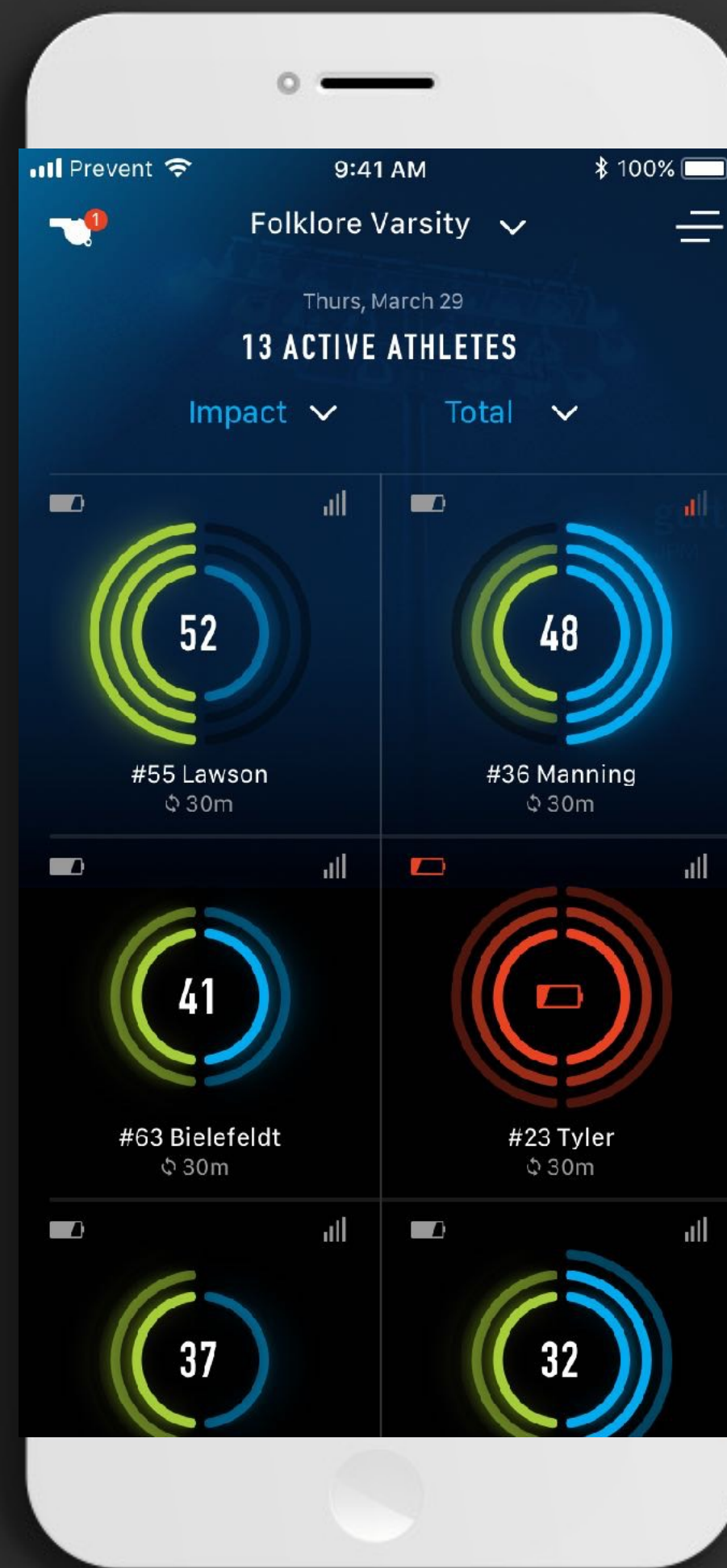
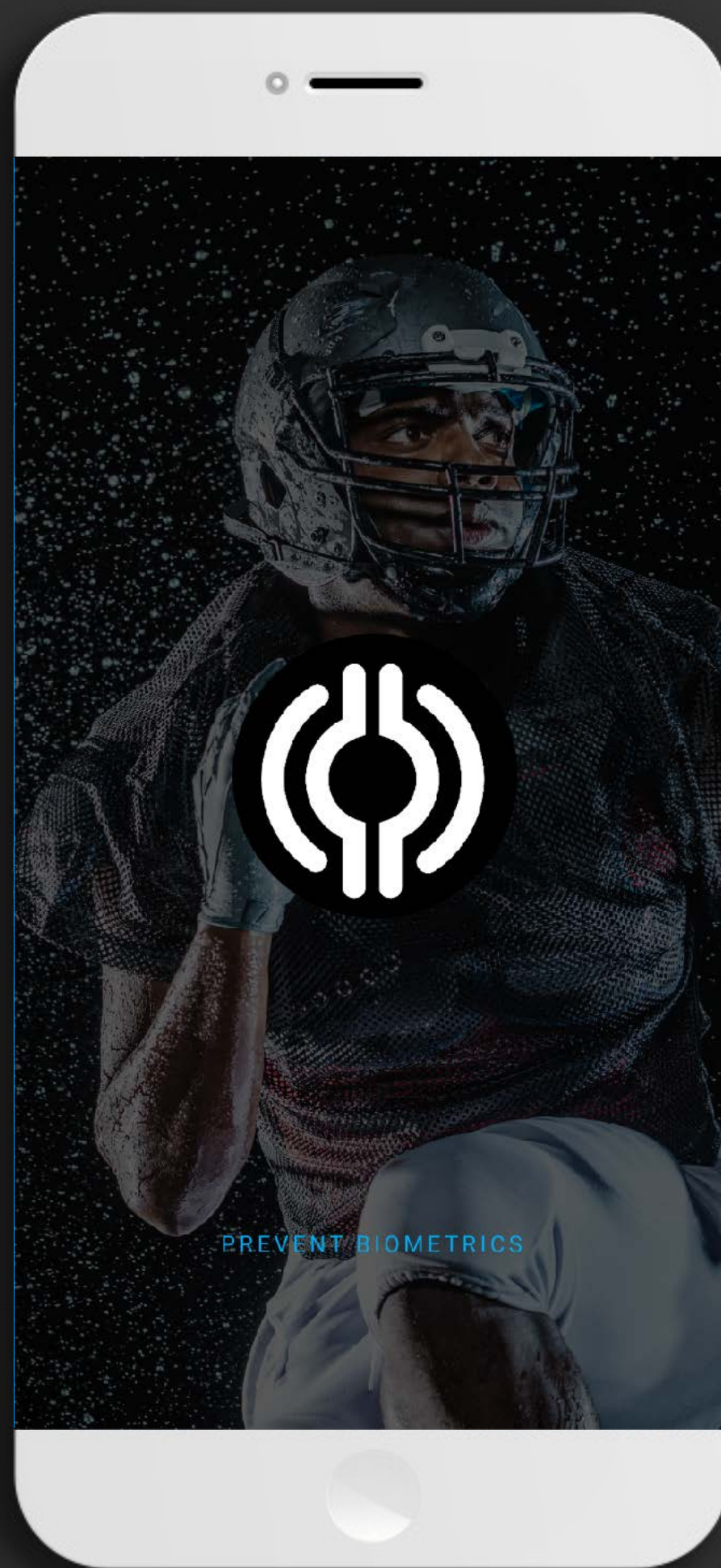
BASED ON IMPACTS (G'S AND
RAD'S) OVER A PERIOD OF TIME.
LOAD WOULD HAVE A SCALL. X-
XXXX HIGHER THE NUMBER THE
MORE THE GRAPHIC IS FILLED
IN.
OUTER CIRCLE X COLOR
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QUICK MOVEMENT OF CIRCLES
SPINNING TO LAND ON STATIC
CIRCLULAR PATTERN.

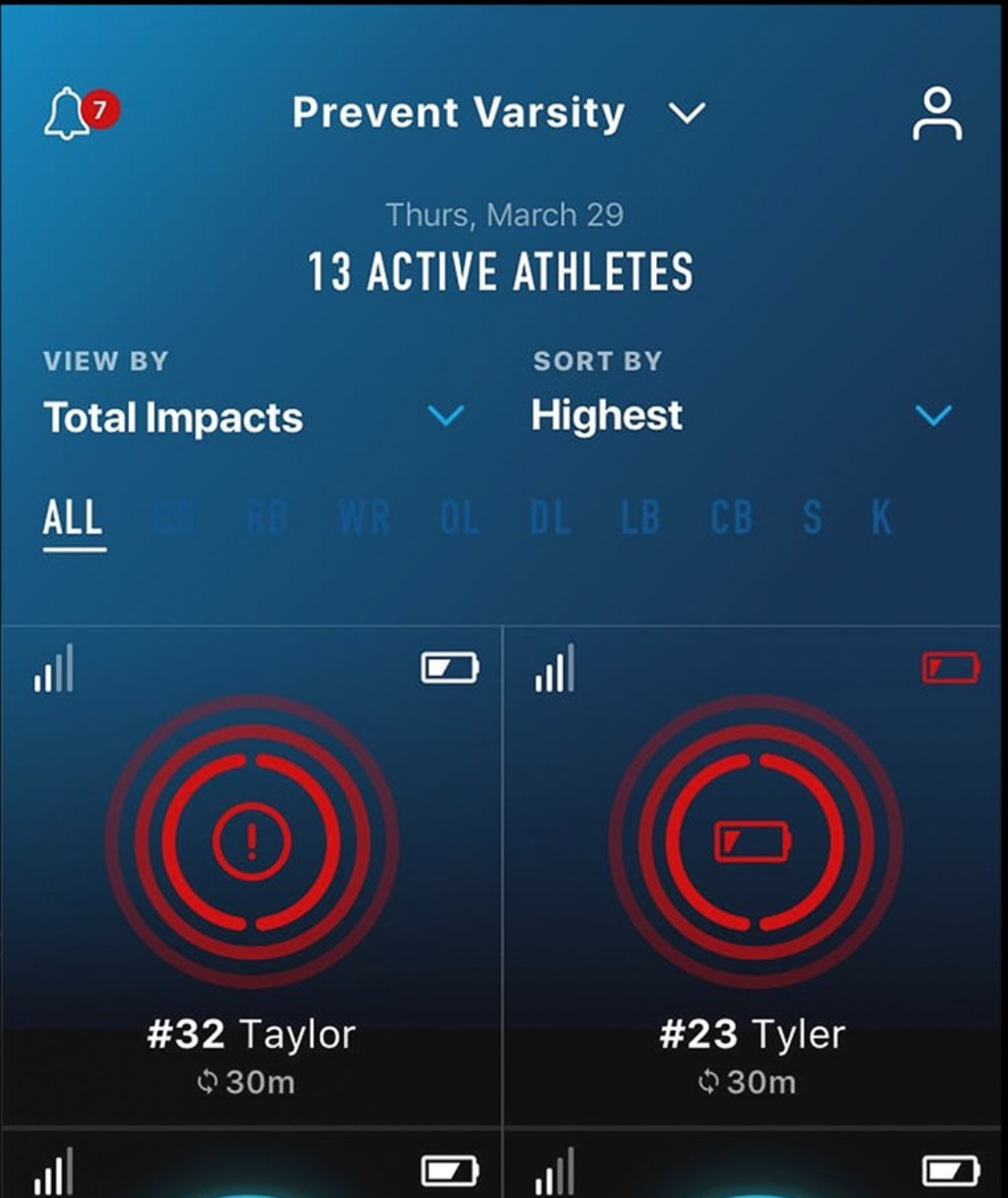
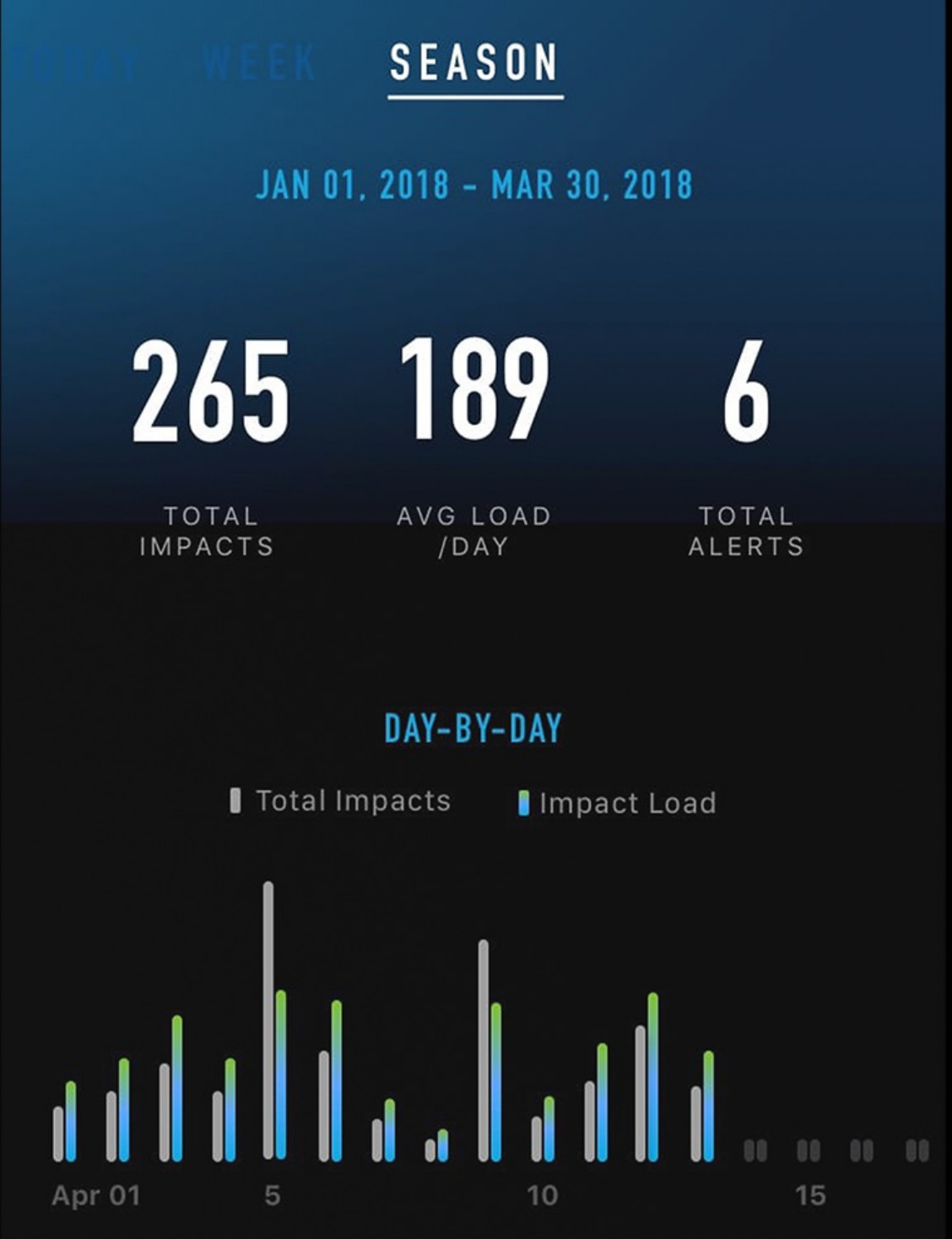
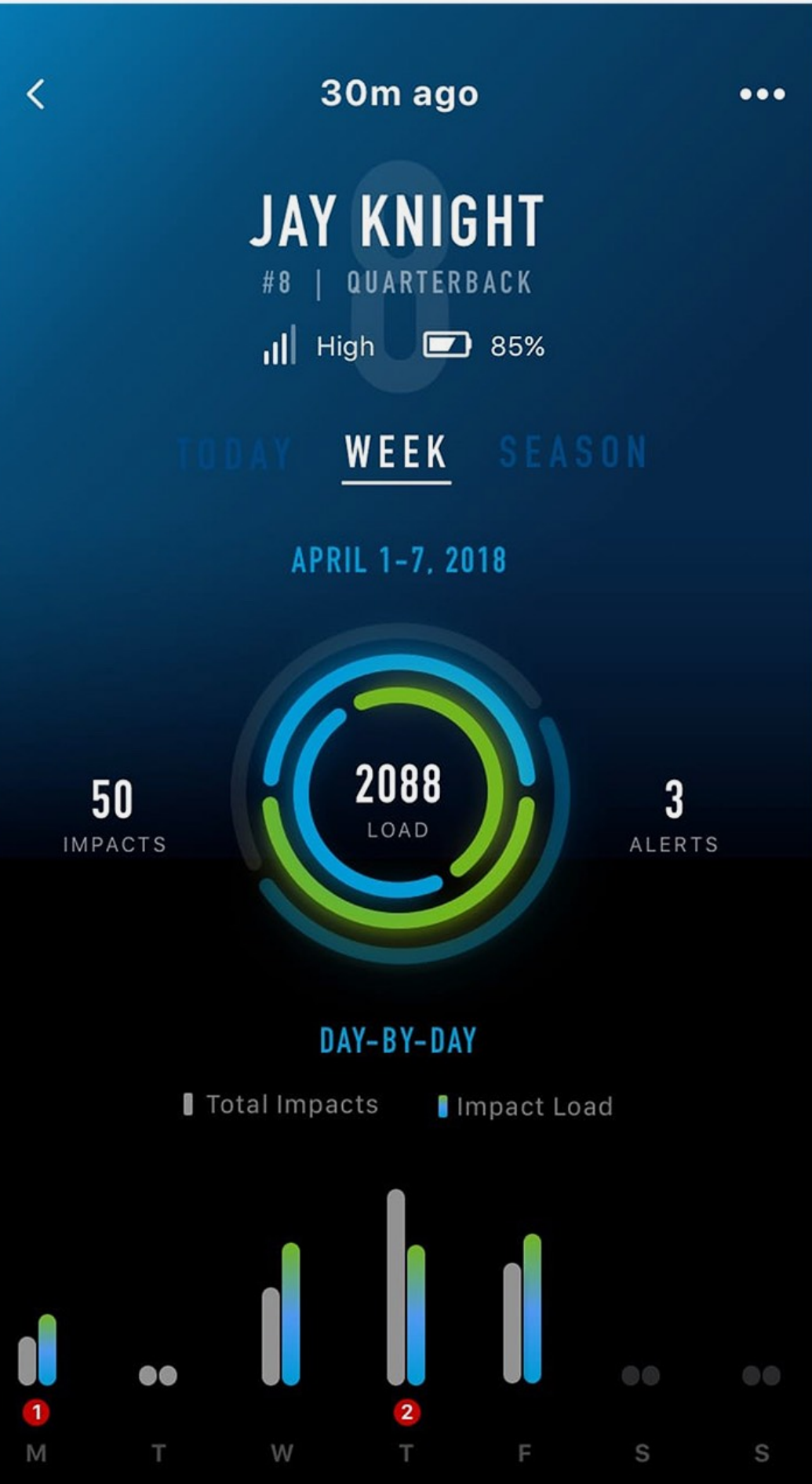


Prevent Biometrics





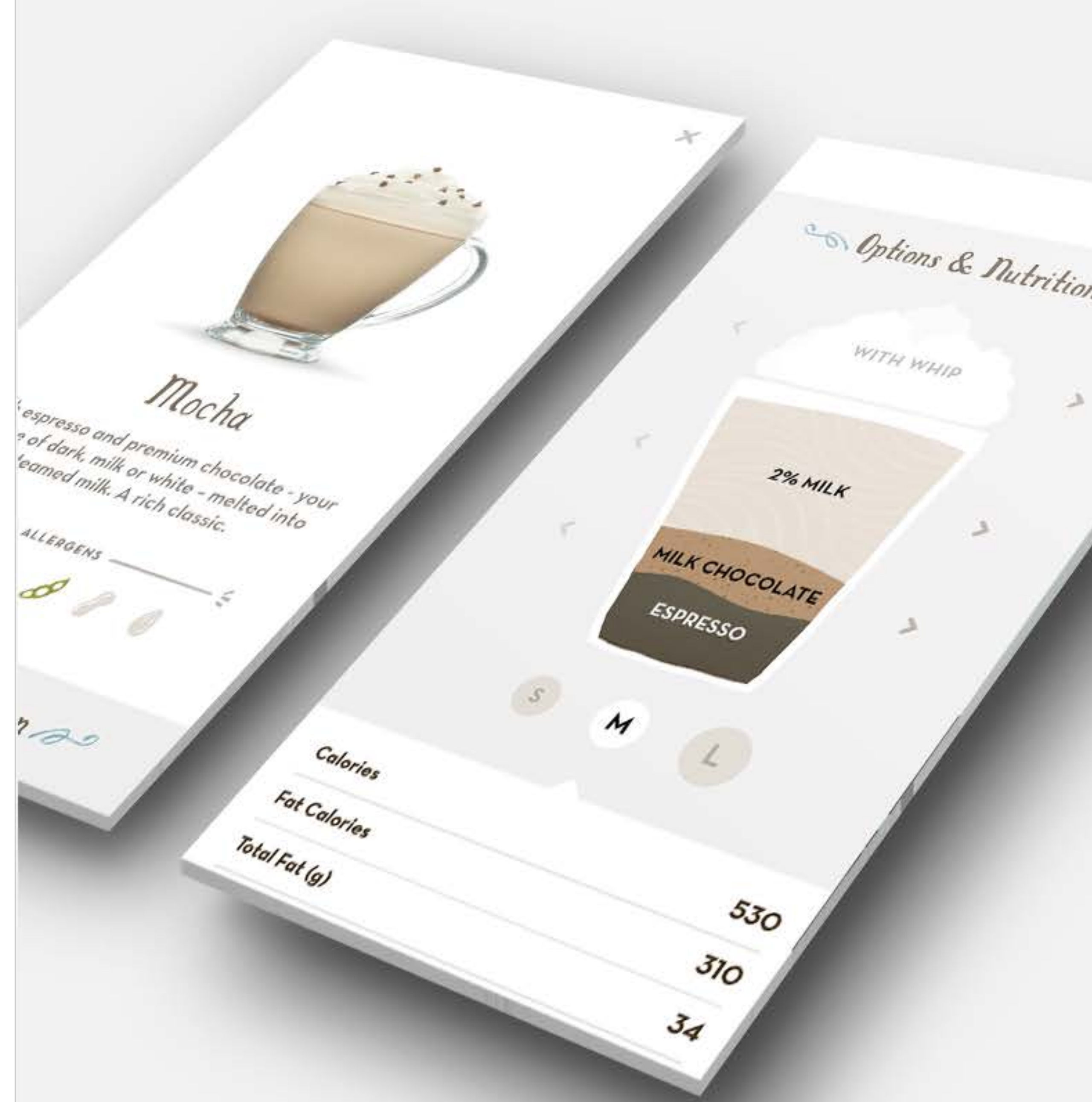
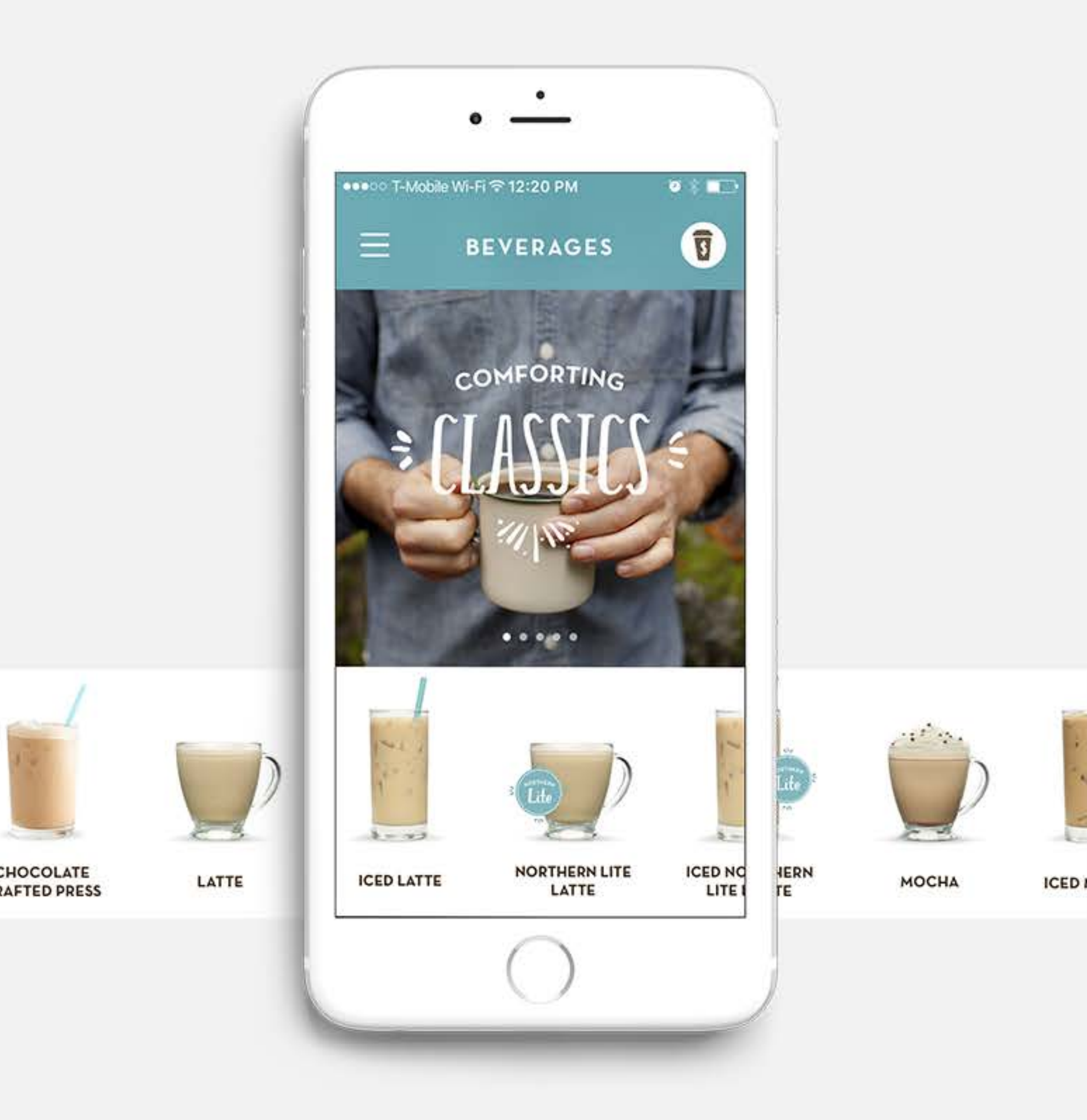


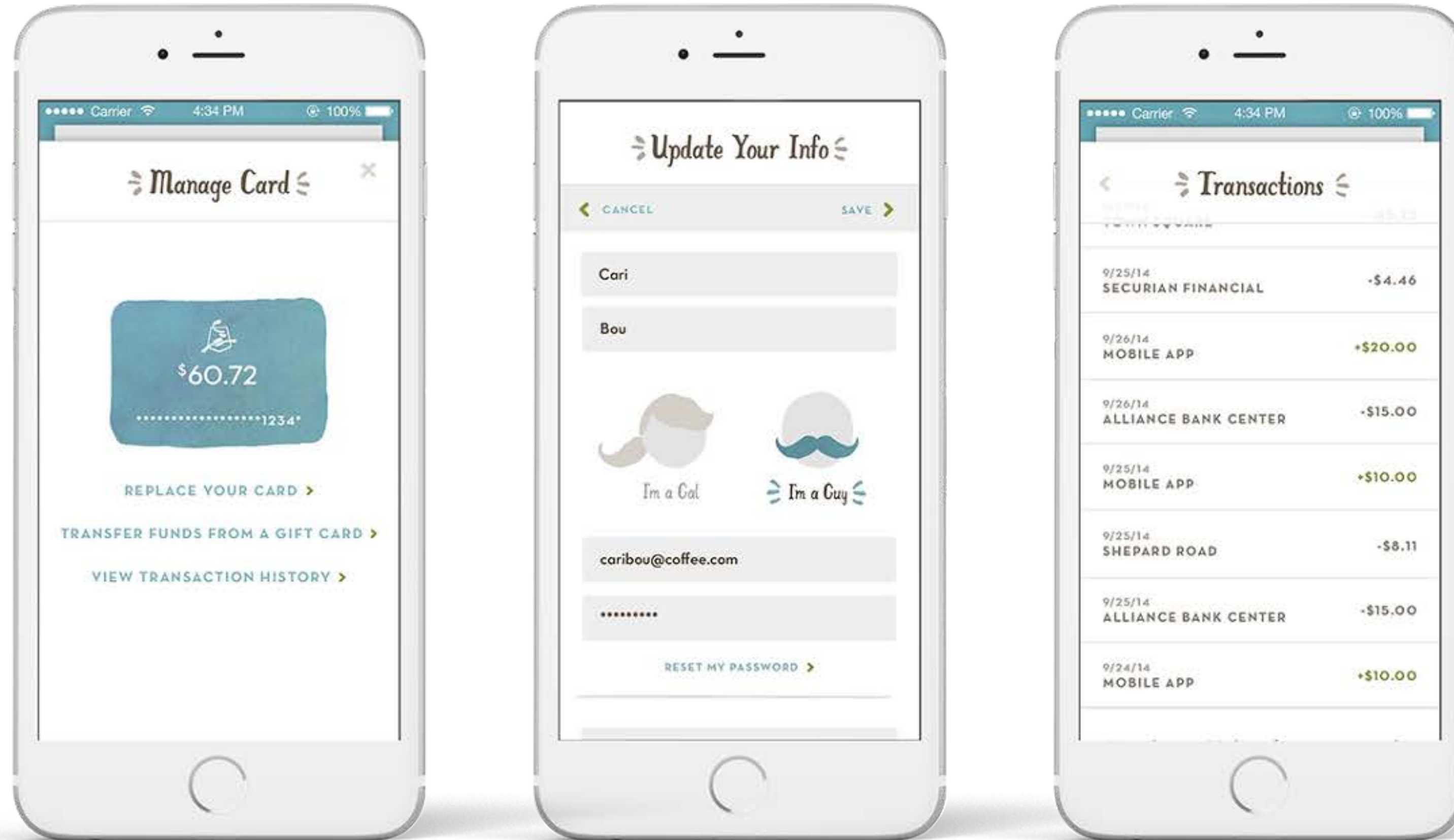


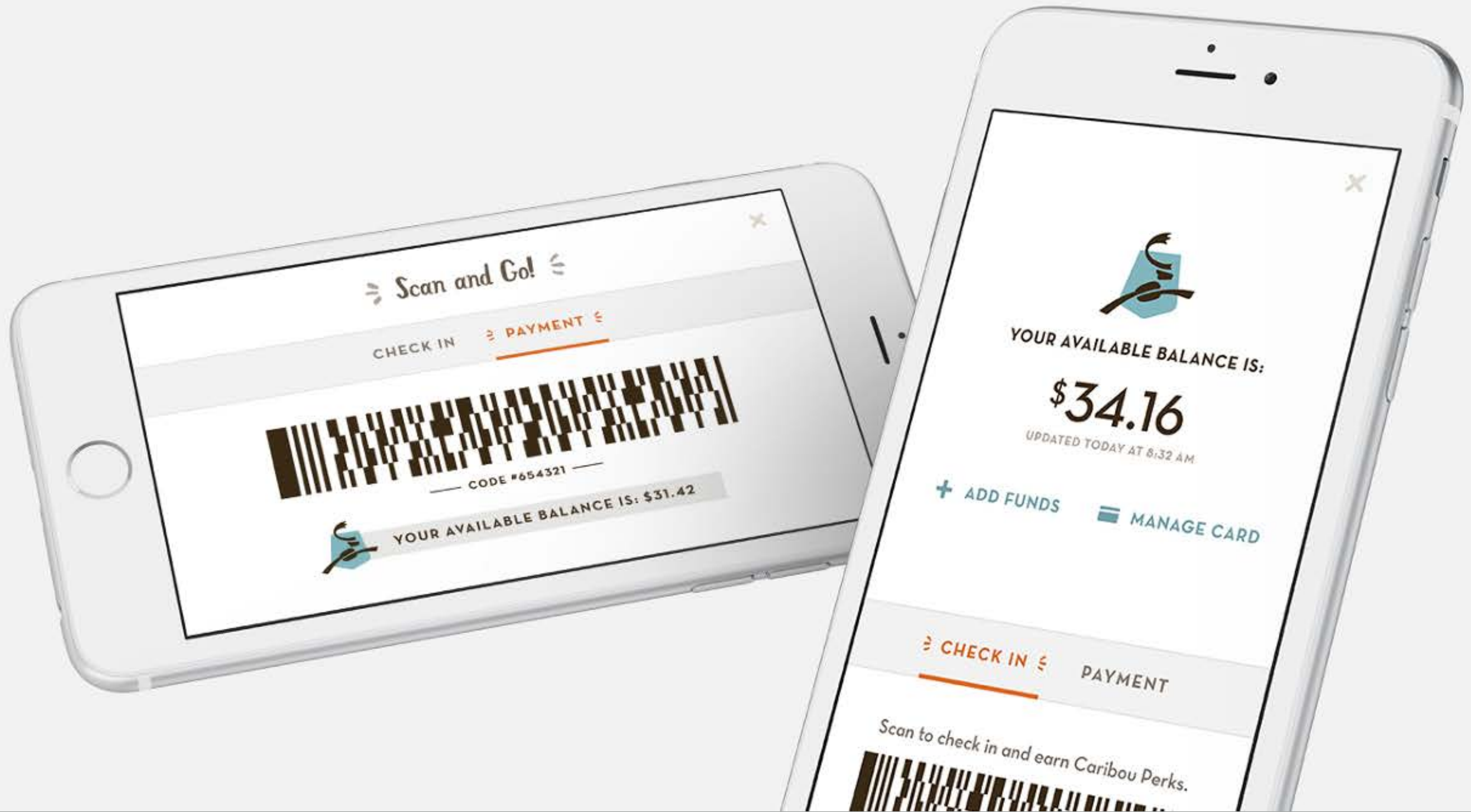


LIFE IS SHORT









MX AUDIO

ACCOUNT | SHOPPING CART_5

MOBILE | POWERSPORTS | MARINE | **MLX** | IN-HOME | OEM AUDIO | SEARCH



AMPLIFY THE RIDE

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.

LEARN MORE

MTX T9922-22
JackHammer SuperWoofer

MOBILE

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Upgrading Your Stock Speakers
Jan 01, 2022

READ ARTICLE

ASK AN EXPERT

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FIND A LOCATION

WE EXIST TO TAKE YOU THERE

BACK TO TOP

MOBILE | POWERSPORTS | MARINE | **MLX** | IN-HOME | OEM AUDIO | SEARCH

SOUND IS A PLACE

ABOUT MTX AUDIO

MTX Audio is part of the Mitek Consumer Electronics Group, a family-owned American manufacturer that for over forty years has been providing high-performance car, marine, home, and street audio products to customers in over 80 countries around the world.

Our facilities in Phoenix, AZ, Winston, IL, and Monroe, WI house our engineering teams that design and create all of our products and have been responsible for dozens of patents and innovations including ActiveX Bass II amplifier technology, Smart Engage auto turn on circuitry, and the JackHammer Superwoofer, the largest production subwoofer in the world.

WE EXIST TO TAKE YOU THERE

WE OFFER AN AUDIO SOLUTION FOR ALL LISTENERS, whether you just want better sound in your car during your commute or you want to be a sound connoisseur. In addition we offer a full Marine audio line featuring the most durable speakers, subwoofers, and amplifiers in the market that are designed to handle the toughest outdoor conditions. Our engineering expertise with OEM manufacturers including Polaris, BMW and Arctic Cat has helped us to develop a complete line of audio solutions designed for side-by-side (SXS) vehicles including sound bars and bluetooth controllers for easy access to great music while flying through nature. And our full line of home audio solutions is designed to bring your music and movies to life through in-wall/in-ceiling custom speakers as well as cabinet and all weather speakers that allow you to enjoy the high performance sound of MTX speakers in any room of your house.

MTX is committed to providing you with an outstanding product that you will be proud to own and a truly remarkable listening experience wherever you are. We are dedicated to ensuring that you "Feel the Thunder" and get "More Than Xpected".

OUR PURSUITS

ACCOUNT | SHOPPING CART_5

MOBILE | POWERSPORTS | MARINE | **MLX** | IN-HOME | OEM AUDIO | SEARCH

CAR SPEAKERS

SPECIAL OFFER OR PROMOTIONAL AREA

Donec id elit non mi porta gravida at eget metus. Etiam porta sem malesuada magna mollis euismod.

SHOP BY SERIES

SIGNATURE SERIES

THUNDER SERIES

TERMINATOR SERIES

ROADTHUNDER EXTREME

LIMITED SUPPLY

30 RESULTS Sort By Featured

RMS POWER (WATTS)

☐ Up to 50 Watts

☒ 50-75 Watts

☐ Over 75 Watts

SIZE (INCHES)

☐ 1"

☐ 2"

☐ 4"

☐ Up to 50 Watts

☒ 5" x 7"

☐ 5.25"

☐ 6" x 9"

☐ 6.5"

See More

DESIGN TYPE

☐ Coaxial

☐ Components

☐ Midrange

IMPEDANCE

☐ 4Ω

☐ 8Ω



\$55

5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR

5.25" Audiotek Grade Component Speakers

\$399.95 ~~\$449.95~~ SAVE \$100

ADD TO CART



\$55

5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR

5.25" Audiotek Grade Component Speakers

\$399.95 ~~\$449.95~~ SAVE \$100

ADD TO CART



\$55

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ADD TO CART



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5.25" Audiotek Grade Component Speakers

\$399.95 ~~\$449.95~~ SAVE \$100

ADD TO CART



AMPLIFY THE RIDE

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[LEARN MORE](#)

S A PLACE SOUND IS A PLACE SO



MOBILE

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.

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MTX T9922-22
JackHammer SuperWoofer

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Upgrading Your Stock Speakers
Jan 01, 2022

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AUDIO

MOBILE AUDIO SYSTEMS

MTX Audio is part of the Mitak Consumer Electronics Group, a family-owned American manufacturer that for over forty years has been providing high-performance car, marine, home, and street audio products to customers in over 80 countries around the world.



50 YEARS IN THE MAKING

INTERNATIONAL DESIGN

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.

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USER-FRIENDLY GEAR

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.

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EXPERIENCE FIRST

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.

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SUBWOOFERS

As the leading company under the Mitak umbrella, MTX Audio offers the broadest selection of consumer products in the Mitak family.

[SHOP NOW](#)



SUBWOOFERS

As the leading company under the Mitak umbrella, MTX Audio offers the broadest selection of consumer products in the Mitak family.

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SUBWOOFER PACKAGES

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CUSTOM FIT BOXES

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SPEAKERS

As the leading company under the Mitak umbrella, MTX Audio offers the broadest selection of consumer products in the Mitak family.

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DEALER LOCATORBECOME A DEALER

MOBILEPOWERSPORTSMARINE

MLX

IN-HOME

ACCOUNT | CART_5

OEM AUDIOSearch

HOMEMOBILESIGNATURE SERIESSS5

SIGNATURE
SERIES

SIGNATURE
SOUND

For over 40 years MTX founder Lloyd Ivory has been pushing the envelope on sound quality and speaker design. The Signature Series is the best sounding speaker MTX has ever produced. So much so Lloyd even put his signature on them.

Incredible Sound

Deliver precise sound reproduction and exceptional imaging.

High End Precision

Glass fiber cone, cast aluminum basket, and Teflon tweeter are perfect for use in SQ systems.

Compact Crossover

Small form factor can be mounted anywhere and is prewired for easy connection.

BROWSE BY
PRODUCT

SS5
5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR
5.25" Audiophile Grade Component Speakers
\$399.95 \$499.95 SAVE \$100
ADD TO CART

SS5
5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR
5.25" Audiophile Grade Component Speakers
\$399.95 \$499.95 SAVE \$100
ADD TO CART

SS5
5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR
5.25" Audiophile Grade Component Speakers
\$399.95 \$499.95 SAVE \$100
Out of Stock

COMPLETE THE
SYSTEM

SS5
5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR
5.25" Audiophile Grade Component Speakers
\$399.95 \$499.95 SAVE \$100
ADD TO CART

SS5
5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR
5.25" Audiophile Grade Component Speakers
\$399.95 \$499.95 SAVE \$100
ADD TO CART

SS5
5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR
5.25" Audiophile Grade Component Speakers
\$399.95 \$499.95 SAVE \$100
ADD TO CART

HOW TO
IMPROVE
YOUR
SYSTEM

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.
VIEW MOBILE AUDIO GUIDE

CAR AUDIO

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.
LEARN MORE

UPGRADING YOUR STOCK SPEAKERS

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.
LEARN MORE

ASK AN EXPERT

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.
LEARN MORE

SS5
5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR
5.25" Audiophile Grade Component Speakers
\$399.95 \$499.95 SAVE \$100
ADD TO CART

SS5
5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR
5.25" Audiophile Grade Component Speakers
\$399.95 \$499.95 SAVE \$100
ADD TO CART

SS5
5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR
5.25" Audiophile Grade Component Speakers
\$399.95 \$499.95 SAVE \$100
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HOW TO
IMPROVE
YOUR
SYSTEM

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.
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CAR AUDIO

MTX Audio has been producing car audio products that are designed to improve the listening experience in your car.
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MOBILE

SIGNATURE SERIES

CAR SPEAKERS

SPECIAL OFFER OR PROMOTIONAL AREA

Donec id elit non mi porta gravida at eget metus. Etiam porta sem malesuada magna mollis euismod.

RMS POWER (WATTS)

Up to 50 Watts

50-75 Watts

Over 75 Watts

SIZE (INCHES)

1"

2"

4"

Up to 50 Watts

5" x 7"

5.25"

6" x 9"

6.5"

See More

DESIGN TYPE

Coaxial

Components

Midrange

IMPEDANCE

4Ω

8Ω

SHOP BY SERIES

SIGNATURE SERIES

THUNDER SERIES

TERMINATOR SERIES

ROADTHUNDER EXTREME

LIMITED SUPPLY

30 RESULTS

Sort By

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SS5

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5.25" Audiophile Grade Component Speakers

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SIGNATURE SERIES

SS5

SS5

5.25" 125-WATT RMS 2-WAY COMPONENT SPEAKER PAIR

The Signature Series is a speaker pair that sets itself apart from other full range speakers. They are designed and engineered to deliver precise sound reproduction and exceptional imaging to provide the perfect listening stage in any vehicle.

\$399.95 \$499.95 SAVE \$100

IN STOCK

- 1 +

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INCREDIBLE SOUND

Deliver precise sound reproduction and exceptional imaging.

HIGH END PRECISION

Glass fiber cone, cast aluminum basket, and Teteron tweeter are perfect for use in SQ systems.

COMPACT CROSSOVER

Small form factor can be mounted anywhere and is prewired for easy connection.

ASK AN EXPERT

FIND A LOCATION

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5.25" Audiophile Grade Component Speakers

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OVERVIEW

One of the best views

EXPAND

FEATURES

Check all the bells and whistles

EXPAND

SPECS

Devil's in the details.

EXPAND

SUPPORT

Teach a person how to fish

COLLAPSE

RESOURCES

Installation Sheet

MTX004751 SS5 Install Sheet (1 page)

DOWN LOAD

Installation Sheet

MTX004751 SS5 Install Sheet (1 page)

DOWN LOAD

Test Tone

1kHzmp3

DOWN LOAD

30-DAY MONEY-BACK GUARANTEE

At MTX Audio, we are serious about sound". Therefore, if you are not "blown away" with your purchase, for any reason, you can return any items purchased directly from MTX.com that are complete and like new within 30 days. Products purchased from authorized MTX retailers must be returned through that same retailer. Products purchased through non-authorized MTX retailers may not be returned.

About Returns

MTX004751 SS5 Install Sheet (1 page)

DOWN LOAD

Test Tone

1kHzmp3

DOWN LOAD

About Returns

RELATED PRODUCTS

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MOBILE AUDIO GUIDE

FIND THE PERFECT UPGRADE

Donec id elit non mi porta gravida at eget metus. Etiam porta sem malesuada magna mollis euismod.



FOR STARTERS

Sed posuere consectetur est at lobortis. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.



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FOR EPIC BASS

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FOR NEXT LEVEL

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SS5



SS5



SS5

FOR NEXT LEVEL

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FAQS

POPULAR

FAQS

Acme automates your subscription revenue and customer reporting. Just connect your data and Acme will calculate and visualize your most important metrics.

ACTION

SUPPDONEC ULLAMCORPER NULLA NON METUS AUCTOR FRINGILLA?

MAECENAS FAUCIBUS MOLLIS INTERDUM?

DONEC ULLAMCORPER NULLA NON METUS AUCTOR FRINGILLA?

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PRODUCT REGISTRATION

Harmonious colour themes have built up as the collection has evolved.

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Harmonious colour themes have built up as the collection has evolved.

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HISTORY OF MTX

MTX AUDIO IS A LEGENDARY
AMERICAN CONSUMER AUDIO
COMPANY.

We manufacture audio high-quality
equipment for applications including car
audio, home audio, marine audio and live
sound products. We are best known for our
car audio products and specialise in a range
of product segments.



MITEK CORPORATION USA



MITEK CORPORATION USA was founded in the 1970's by Loyd Ivey and is one of the largest
privately held companies in the USA. Loyd was also a CEA co-founder, this later became
the CTA and still hosts the biggest technology show 'CES' in Las Vegas every year. Loyd's
son John Ivey now proudly sits on the board of the CTA along with Elon Musk and others.

MTX History: From the simple beginnings of building
speakers from a rural garage over 50 years ago, to
becoming one of the largest U.S. manufacturers of
high performance car, marine, ATV/UTV, personal
and home audio products. MTX Audio has
maintained the vision, leadership, and dedication of
Founder Loyd Ivey and current CEO John Ivey all in
the MiTek Corporation family.



LOYD IS NOW RETIRED

1979 Ushered in the MiTek acquisition of Matreco, a
groundbreaking manufacturer of mobile audio speakers
products which became known as MTX Audio in 1983. As
the founding company under the MiTek umbrella, MTX
Audio offers the broadest selection of consumer products
in the MiTek family.



FAMOUS SUBWOOFERS

MTX are most famously known for their subwoofers, they
were often the star of the show Pimp My Ride, and have
been the heart of many of the award-winning show cars
produced by MTX and their dealers.

With amps that are hand-made in Korea using audiophile
grade ELNA capacitors, and subwoofers that use American
Copper, MTX is an excellent choice, whether it be
upgrading your factory stereo, or building a first in class
show car.



MITEK CORPORATION USA



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LOYD IS NOW RETIRED

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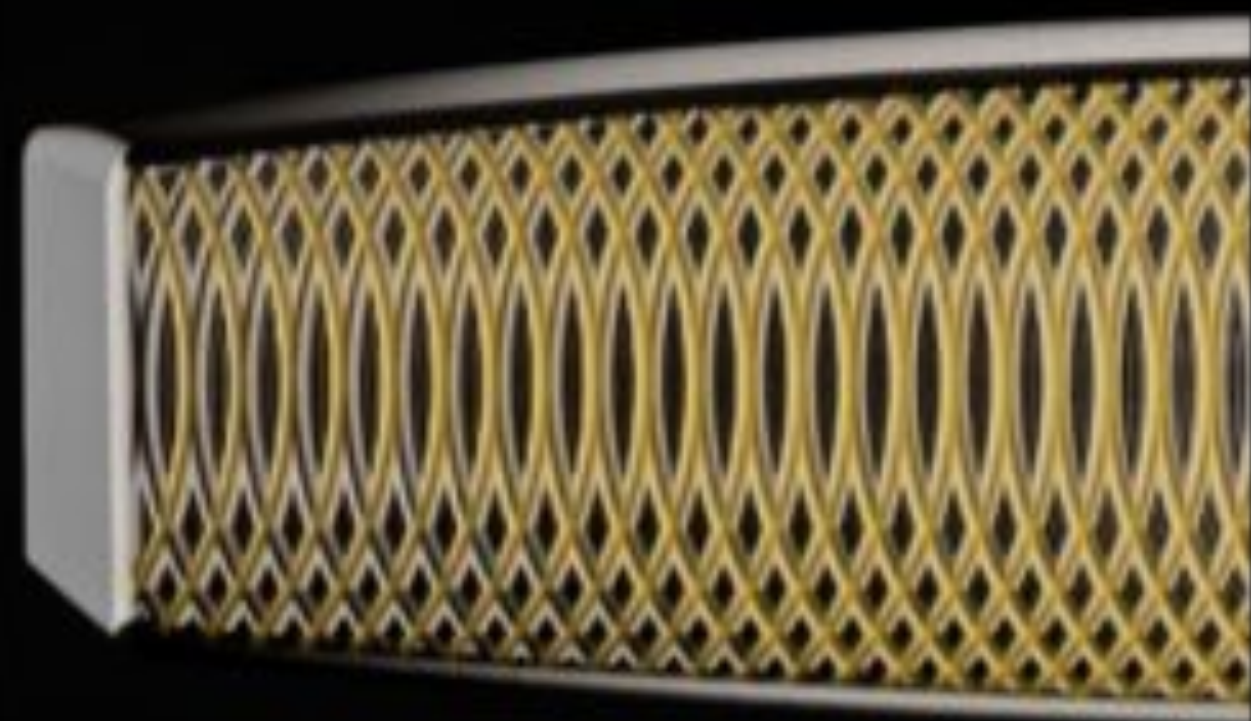
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SCOTTY CAMERON®



DUAL-MILLED FACE TECHNOLOGY

The soft feel of deep mill with the consistency associated with mid mill. Deep grooves are milled, then their peaks leveled for smooth, even contact.



DUAL PURPOSE

For the player who likes to align with their whole body, the rails work like alignment sticks while also framing the ball. The topline alignment adds confirmation that the ball is aligned with the sweet spot.



ENHANCED VIBRATION DAMPING

Feel has been further improved by repositioning and optimizing internal vibration dampening material. Sole plates have been stiffened for less vibration and impeccably solid feel in a multi-piece putter head.



MENT

ON
Scotty Cameron

THREE DOTS
For the player who prefers more traditional
subtle alignment and may find lines
confusing on breaking putts or uneven lies.

INSPIRATION
IN EVERY ANGLE

SCOTT CAMERON
PHANTOM 5

SCOTT CAMERON
DISABLE ADDRESS

SCOTT CAMERON

ENHANCED
VIBRATION

CONTACT
GRIP

Complete contact with players' hands than
Full Contact grip is ergonomically tapered at both
Main Link texture for confidence in all playing conditions.
Middle grip assists face angle awareness at address.

ALIGNMENT

BY DESIGN

 Scotty Cameron





DUAL-MILLED FACE TECHNOLOGY

The soft feel of deep mill with the consistency associated with mid mill.
Deep grooves are milled, then their peaks leveled for smooth, even contact.





LET'S EXAMINE EXPLORE BUILD

FOLKLORE

LET'S CONNECT



Lorenz Esguerra

CEO

E lesguerra@folklore.digital

T 612-801-0257

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EOLKLORE