



# MAYDAY



Mayday is making everything  
for the Consumer Packaged Goods industry

Mayday is a full-service creative agency in New York,  
combining design, technology, business & culture to craft  
effective brand systems and beautiful user experiences.

# CAPABILITIES



## TECHNOLOGY

Websites & eCommerce  
Software & Web Applications  
Mobile Applications  
Interactive Installations



## BRANDING

Logo & Identity Design  
Graphic Systems  
Art Direction  
Creative Direction



## MEDIA & CONTENT

Photography  
Video Production  
Illustrations  
Copywriting



## STRATEGY

Product Definition  
Business Strategy  
Brand Messaging  
Product Rollout



## COMMUNICATIONS

Social Media  
Marketing Collateral  
Narrative Development  
Internal Training



## USER EXPERIENCE

Information Architecture  
Wireframing  
Prototyping  
User Interface Design

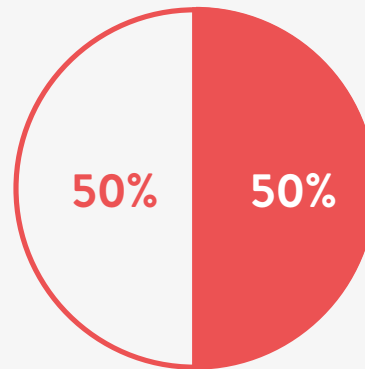
# CLIENTS

By working with Fortune 500s, early-stage companies, and everyone in between, we make sure we bring a start-up's nimbleness to major corporations looking for innovation, and big company due diligence to fast-moving start-ups.



## SELECTED EARLY-STAGE COMPANIES

GrownOcean	Lee Savage
SocialAlpha	Common
The Hourly Nerd	Fluent City
The Vision Lab	FinTech Collective
MoneyLion	Trumid Financial



We roughly split our time between early-stage and large companies to draw inspiration and process from each.



## SELECTED LARGE COMPANIES

Marriott	Olympics
Viacom	Facebook
Nescafe	Yahoo!
Google	Levi's
P&G	Unilever

# CLIENTS

Mayday works across most verticals, drawing inspiration and insight from organizations across the board.



## FINANCIAL SERVICES

Social Alpha  
Money Lion  
Trumid  
FinTech Collective  
Advizr



## EDUCATION

Fluent City  
Three Ring  
Kidhoo  
CCSE



## REAL ESTATE

Common  
Douglas Elliman  
Broadstone Court  
The Haynes House  
RealtyMaps  
Anbau



## HOTEL & HOSPITALITY

Loews  
Autograph Collection  
Lifestyle Collection  
Algonquin Hotel  
The Mayflower Hotel  
The Essex House  
RLounge



## FASHION & BEAUTY

Levi's  
TopShelf  
The Row  
Carrie Parry  
Emily Driscoll  
Lee Savage  
Shiseido  
JC Penny



## CONSUMER PACKAGED GOODS

UbyKotex  
Funyuns  
St. Ives



## CONSUMER TECHNOLOGY

Tumblr for Brands  
Tumblr Roadshow  
Yahoo! Advertising  
Google Photos  
Microsoft  
Instagram



## ARTS & CULTURE

Arts Council of Princeton  
NoMad Alliance

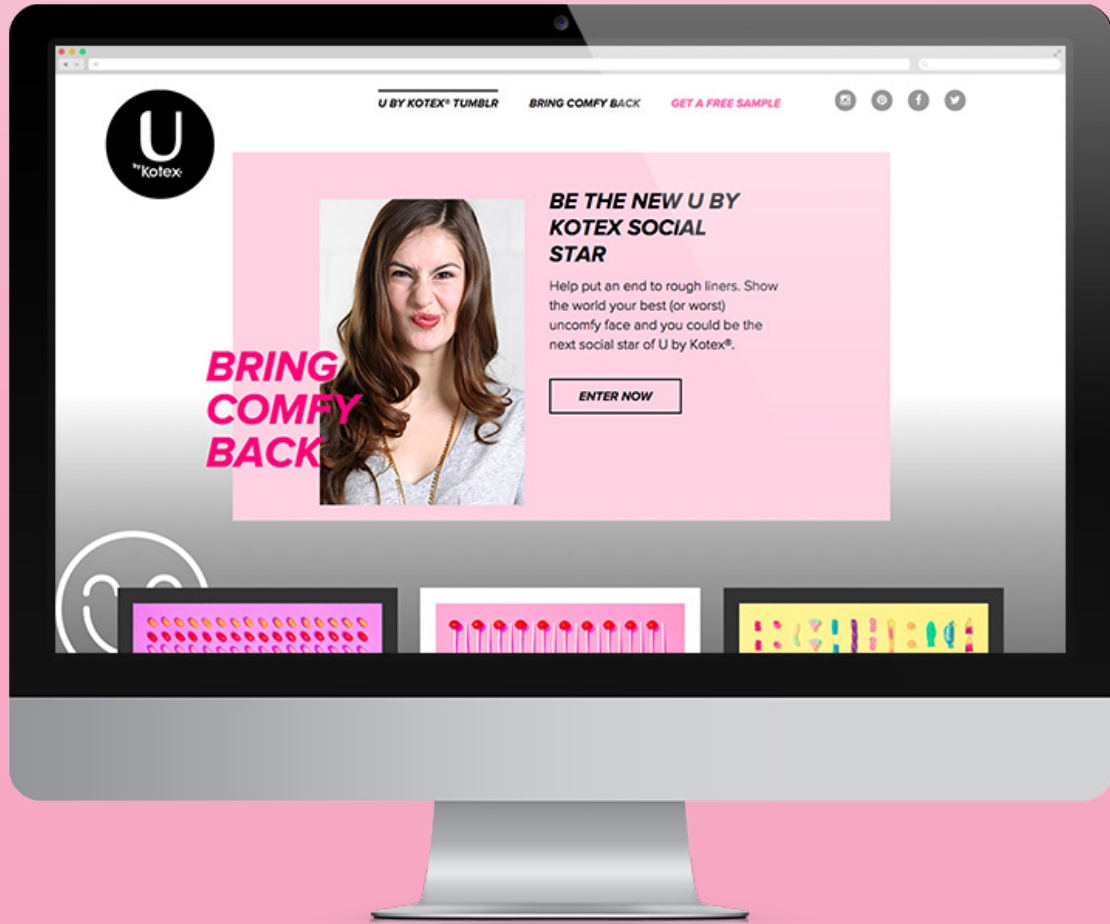


## MEDIA & ENTERTAINMENT

MTV - Shannara  
The Daily Show  
BroadCity  
Workaholics  
SyFy - The Magicians  
Entertainment Tonight  
True.ink



U BY KOTEX  
ubykotex.tumblr.com



STRATEGY



COMMUNICATIONS



UX



TECHNOLOGY



BRANDING



MEDIA & CONTENT



NICE. QUICK QUESTION:



**LOST THAT UNDIE FEELING?**

#BRINGCOMFYBACK

**ARE YOU OVER 18 AND GET THE TERMS & CONDITIONS?**

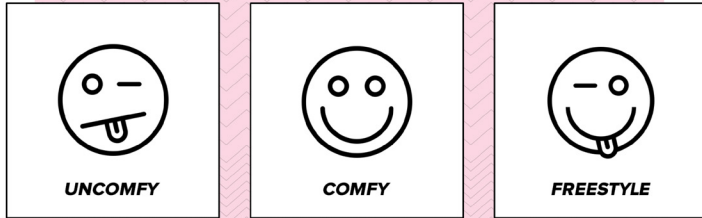
YES

NO

Get creative! We're judging entries based on originality, style and LOL Factor. The grand prize winner gets a trip to LA with a friend for a pro photo shoot to be the new social star of U by Kotex®! [Official rules](#)



**LET'S SEE THOSE LOOKS**



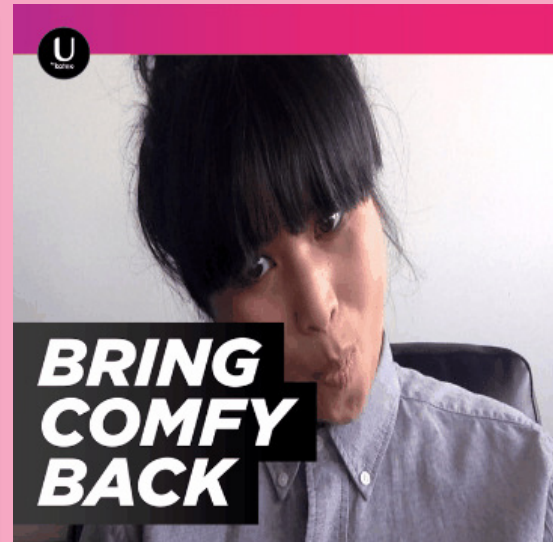
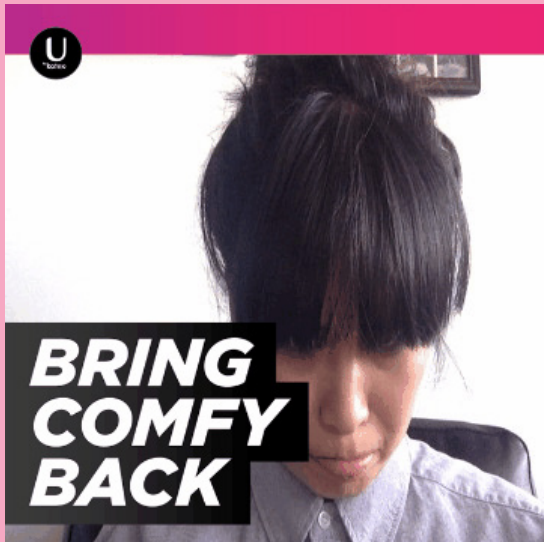
TAKE GIF PIX

Get creative! We're judging entries based on originality, style and LOL factor. The grand prize winner gets a trip to LA with a friend for a pro photo shoot to be the new social star of U by Kotex®! [Official rules](#)

**START YOUR PORTRAIT. PICK ONE:**



Get creative! We're judging entries based on originality, style and LOL factor. The grand prize winner gets a trip to LA with a friend for a pro photo shoot to be the new social star of U by Kotex®! [Official rules](#)





FUNYUNS  
funyuns.com



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COMMUNICATIONS



UX



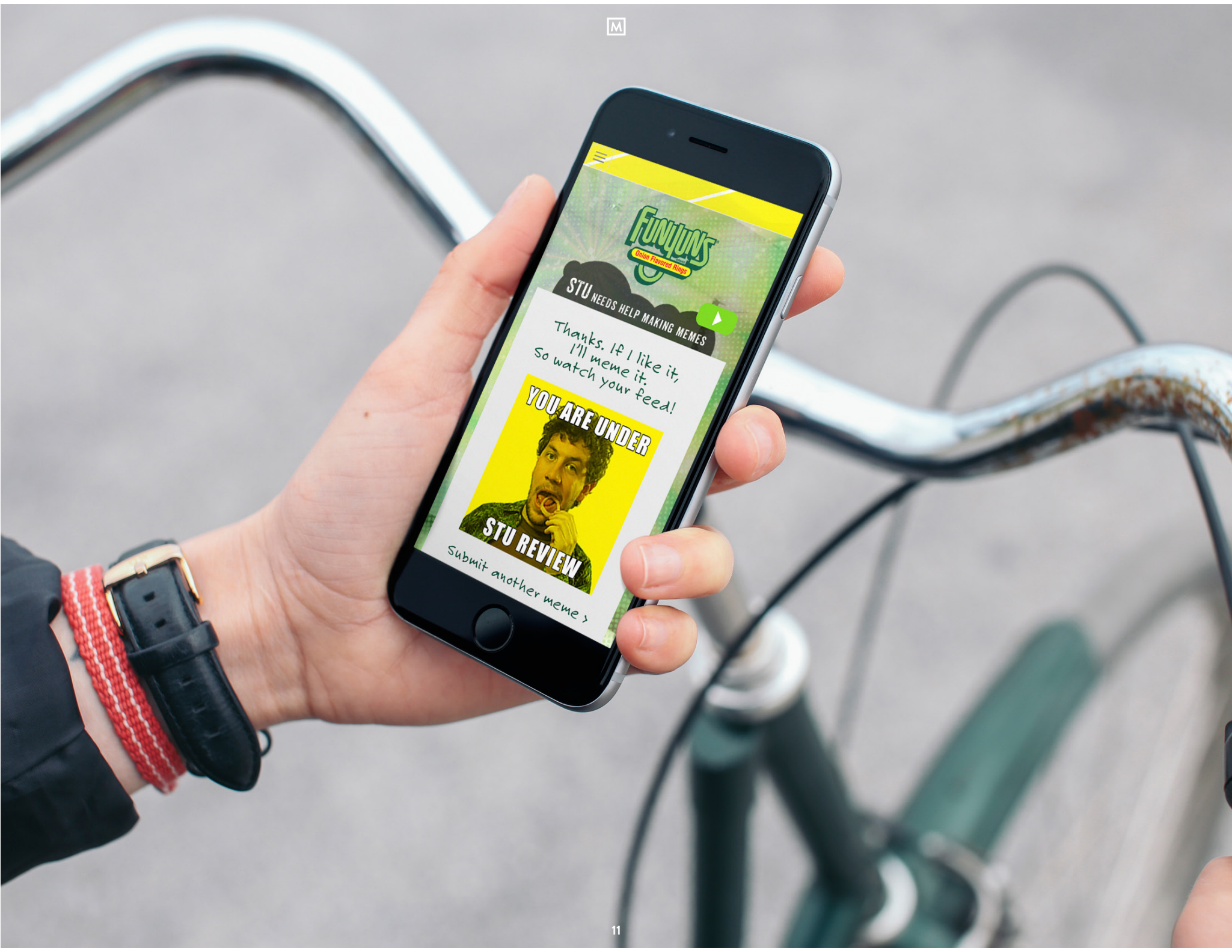
TECHNOLOGY

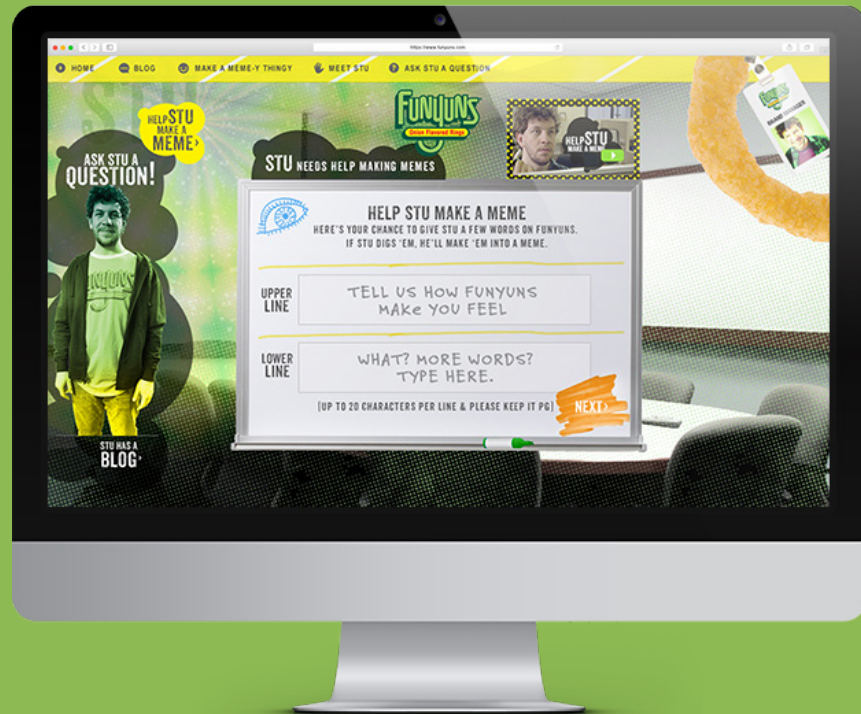
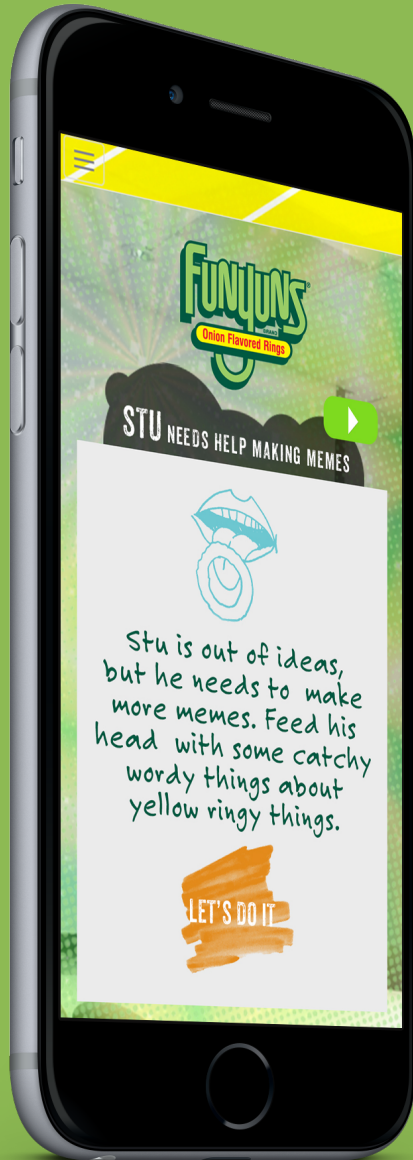


BRANDING



MEDIA & CONTENT







ST. IVES  
stives.tumblr.com



STRATEGY



COMMUNICATIONS



UX



TECHNOLOGY



BRANDING



MEDIA & CONTENT



## THE MULTITASKER

Multi-tasking is your middle name – I mean, not many people can ride a unicycle while calling to order a pizza and asking your friends if they want toppings. The St. Ives Nourished & Smooth Oatmeal Scrub + Mask is your must-have multi-tasking spirit animal (roar)! This 2-in-1 scrub gently polishes away dullness and dryness and can be left on as a mask for 5-7 minutes leaving time for you to tackle another project!

\*We will notify you if you are a winner. Best of luck!



## THE ADVENTURE SEEKER

Feisty is just one word to describe you and with your partner in crime, the St. Ives Blemish Control Apricot Scrub, there's no challenge you can't overcome! Like you, the Blemish Control Apricot Scrub is a go-getter when it comes to skin, giving you a deep exfoliation to help stop breakouts before they occur, made with 100% natural exfoliants and salicylic acid. So get out there and put your best face forward!

\*We will notify you if you are a winner. Best of luck!



## THE ZEN MASTER

Talk about tranquil! Your composed and sensible attitude makes your perfect match the St. Ives Blackhead Clearing Green Tea Scrub. You're good at working through your feelings and helping others to do the same. The Blackhead Clearing Green Tea Scrub helps calm redness, and offers a gentle exfoliation with 100% natural exfoliants – Namaste!

\*We will notify you if you are a winner. Best of luck!



## THE RELIABLE ONE

You have a knack for knowing a good thing when you see it. You're a sucker for all things classic- romance, fashion, and the St. Ives Fresh Skin Apricot Scrub! Just as timeless and reliable as an LBD, it's definitely the one to reach for year after year! The Fresh Skin Apricot Scrub offers deep exfoliation to invigorate and instantly reveal smooth, glowing skin always.

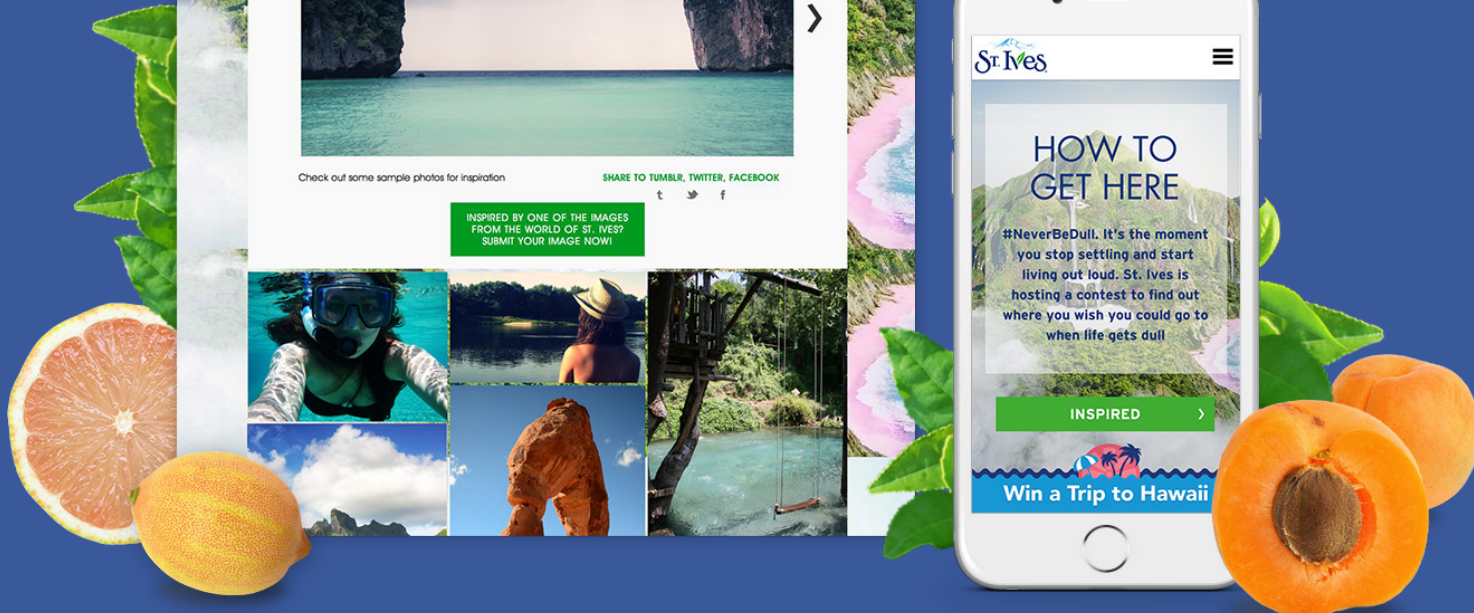
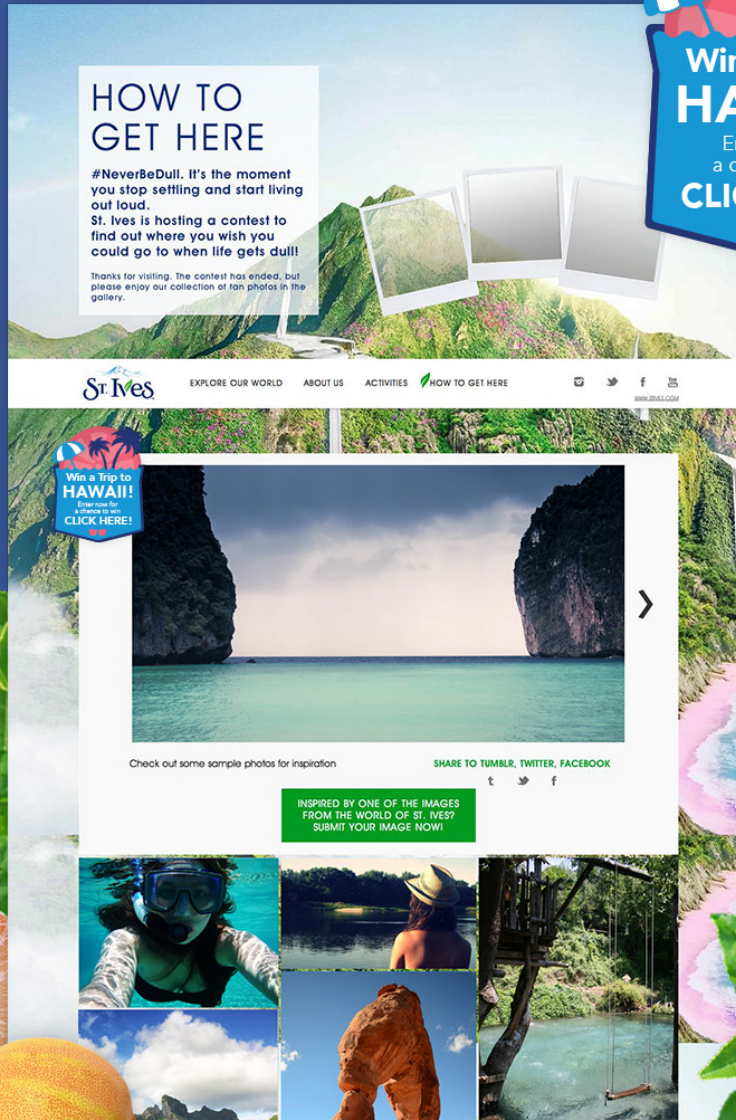
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## THE OPTIMISTIC ONE

Always the optimist, you see the bright side of everything! The St. Ives Even & Bright Pink Lemon & Mandarin Orange Scrub is your SBFF (skin's best friend forever). This moderate exfoliating scrub helps polish away dry skin and dark surface cells so your skin can be as bright and well-balanced as your life!

\*We will notify you if you are a winner. Best of luck!





**THANK YOU**