



# MAYDAY



Mayday is making everything  
for the Consumer Technology 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

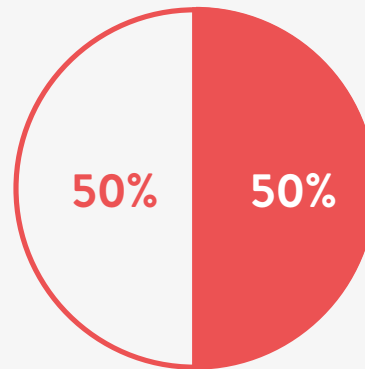
# CLIENTS

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



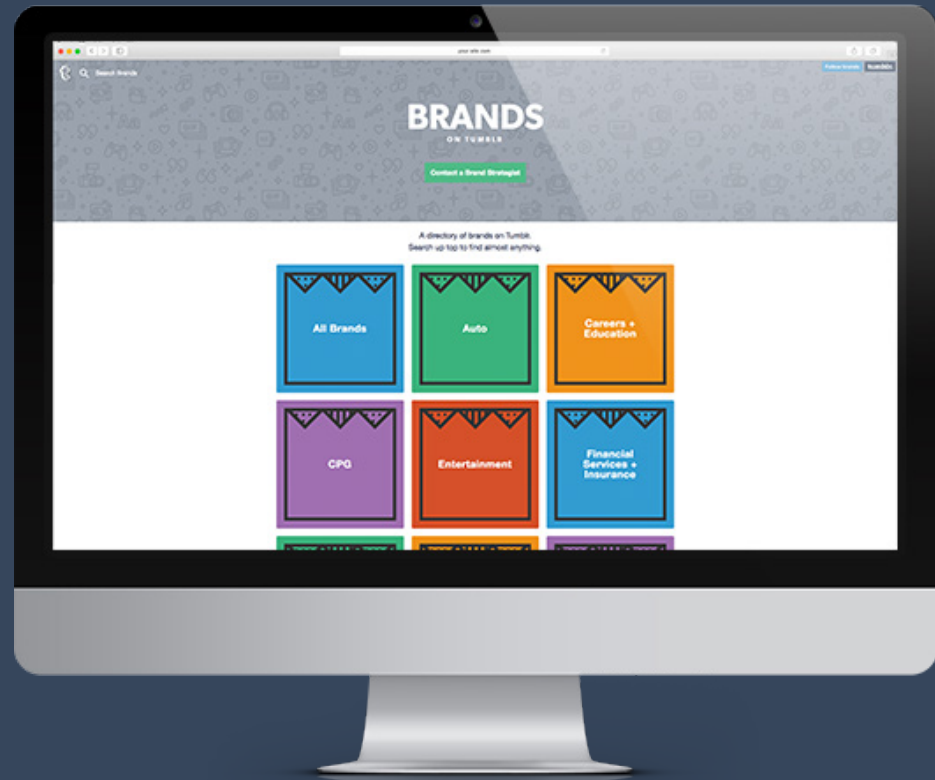
## MEDIA & ENTERTAINMENT

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



# TUMBLR FOR BRANDS

[brands.tumblr.com](https://brands.tumblr.com)



STRATEGY



COMMUNICATIONS



UX



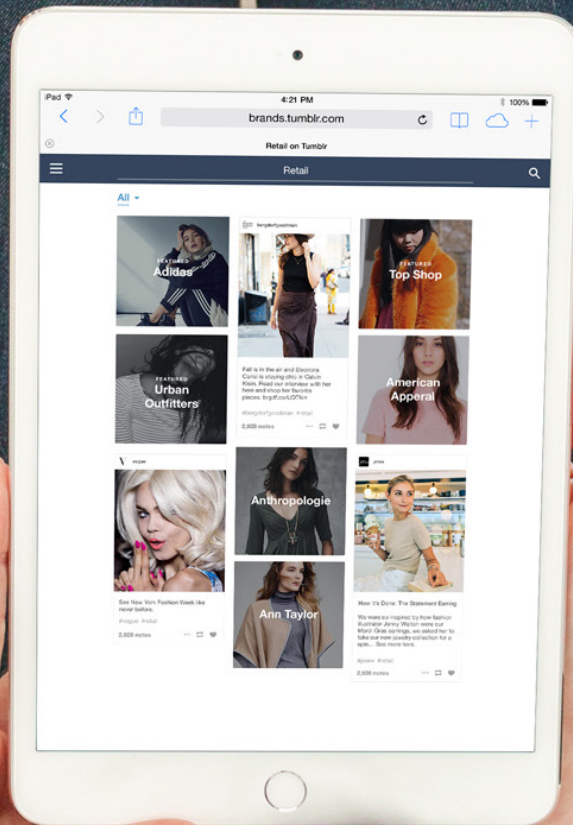
TECHNOLOGY



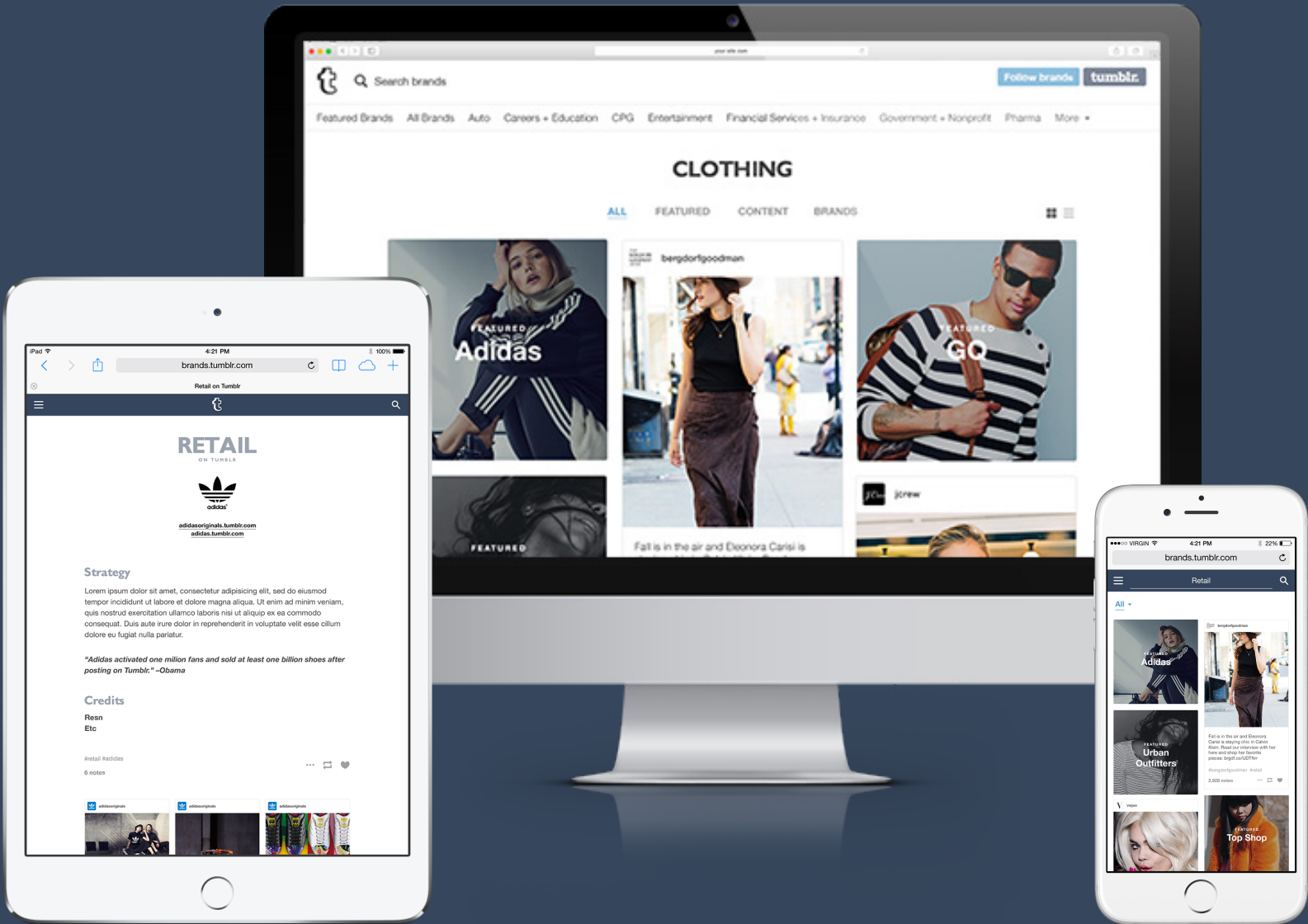
BRANDING



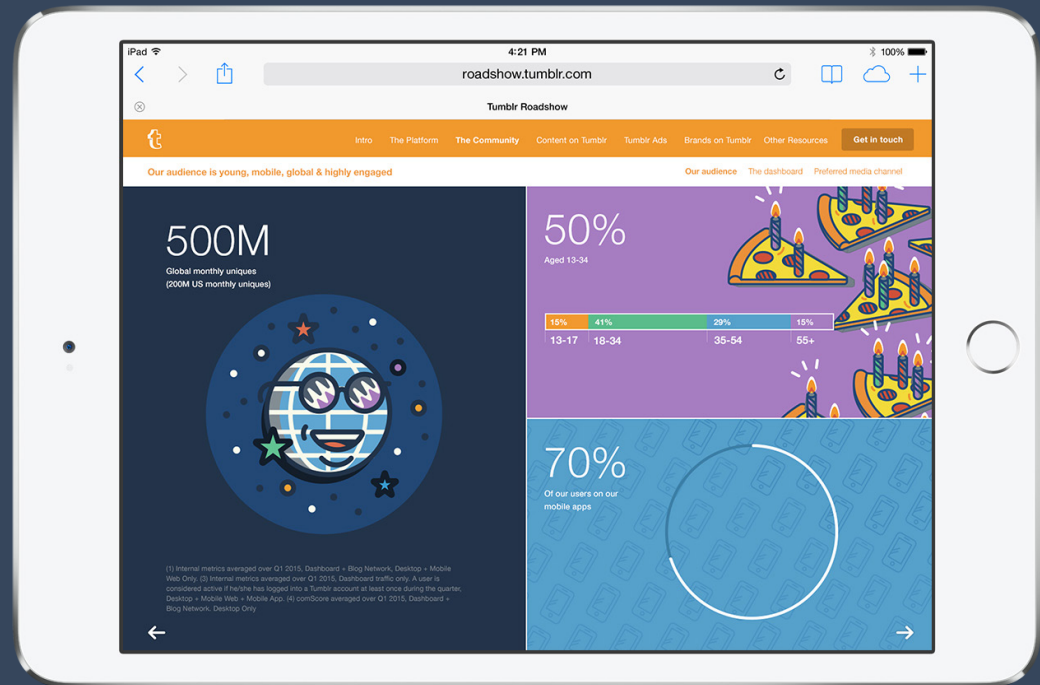
MEDIA & CONTENT







# TUMBLR ROADSHOW



STRATEGY



COMMUNICATIONS



UX



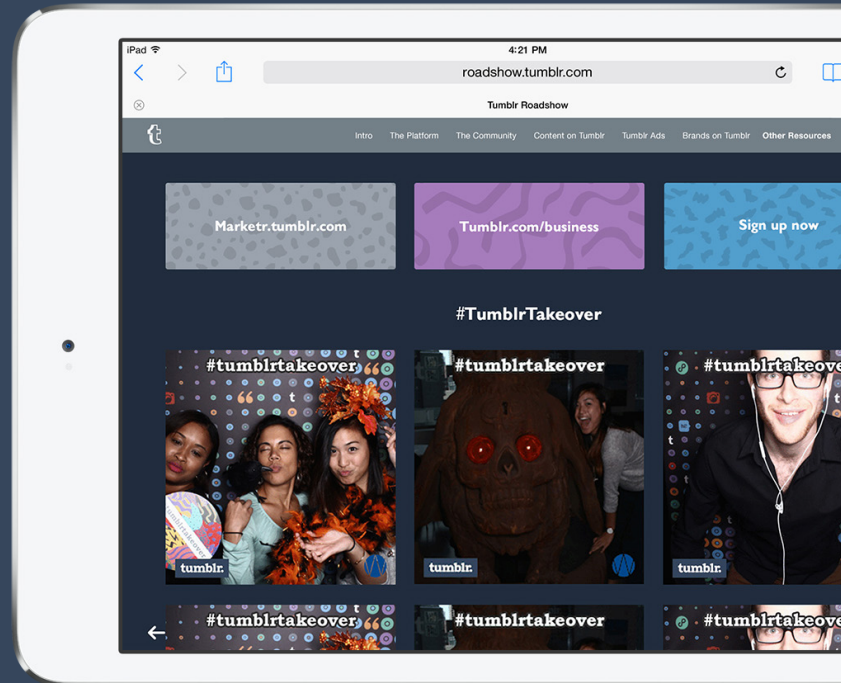
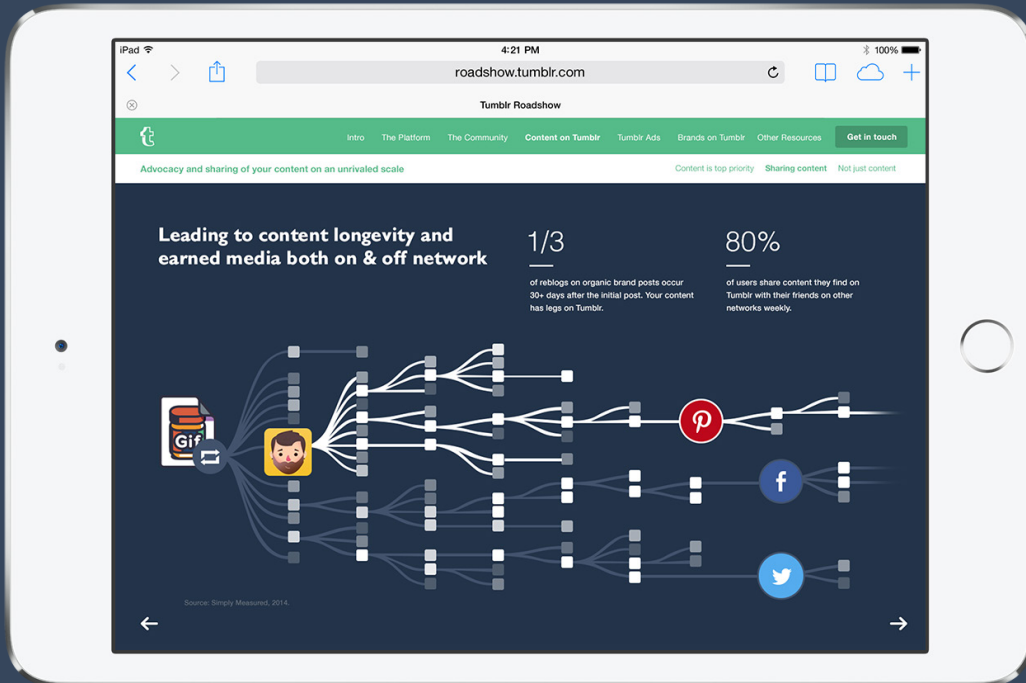
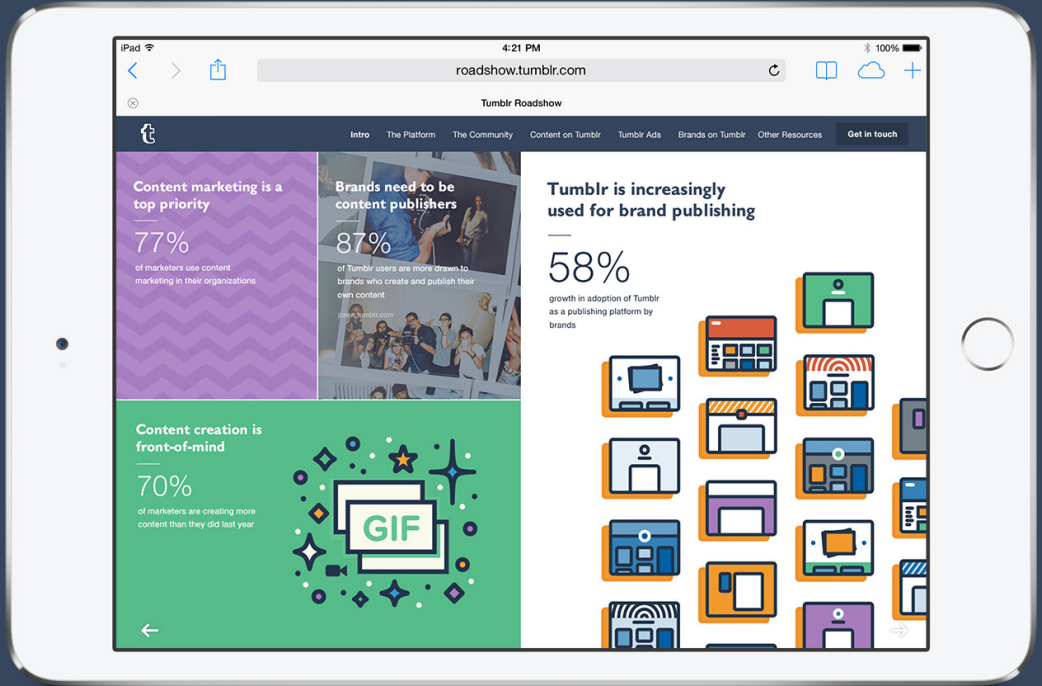
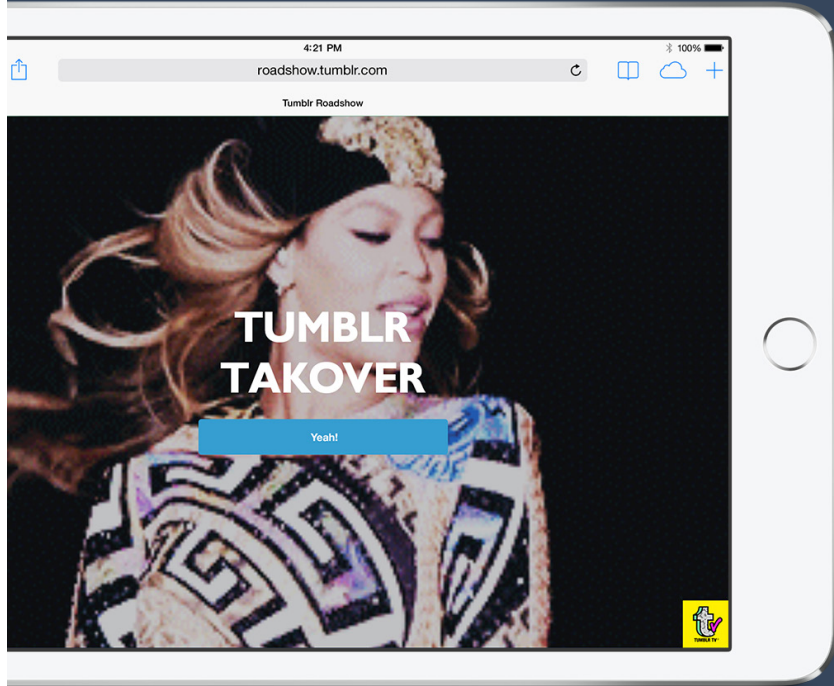
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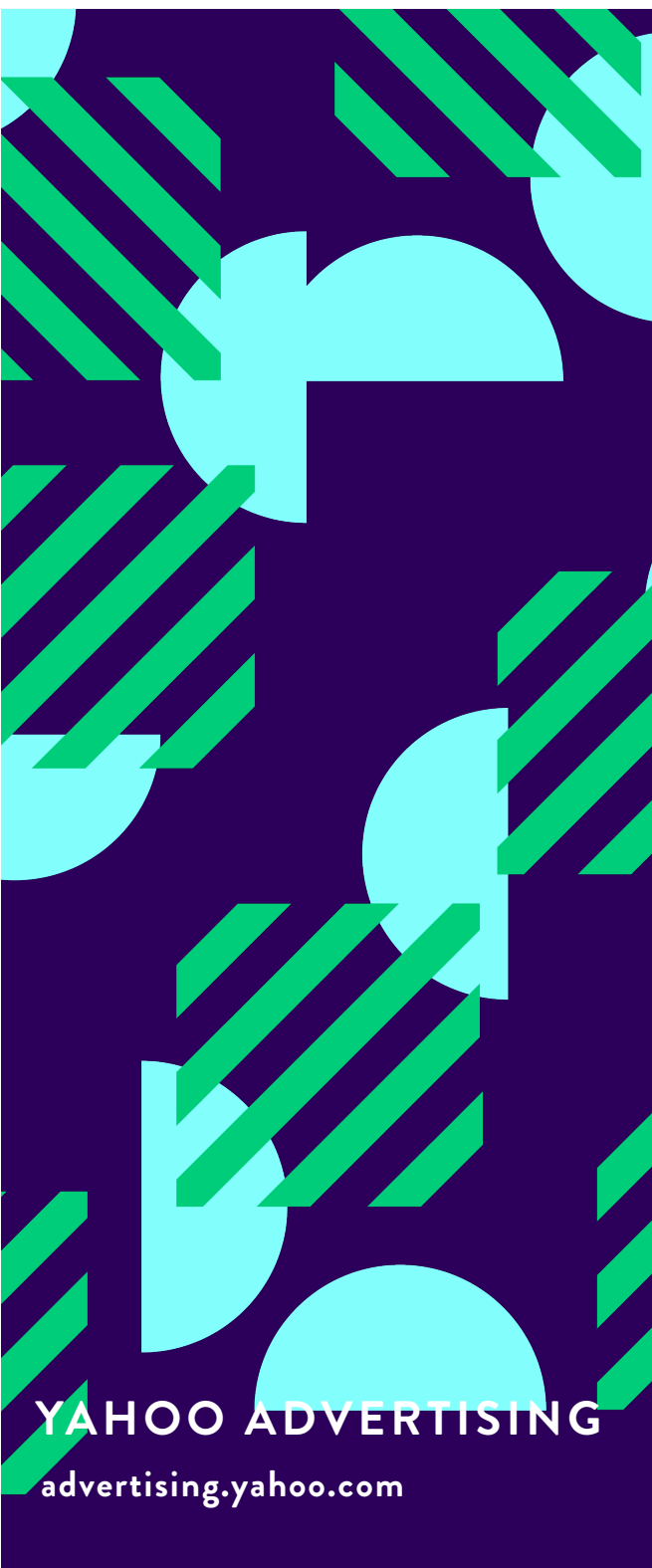


BRANDING

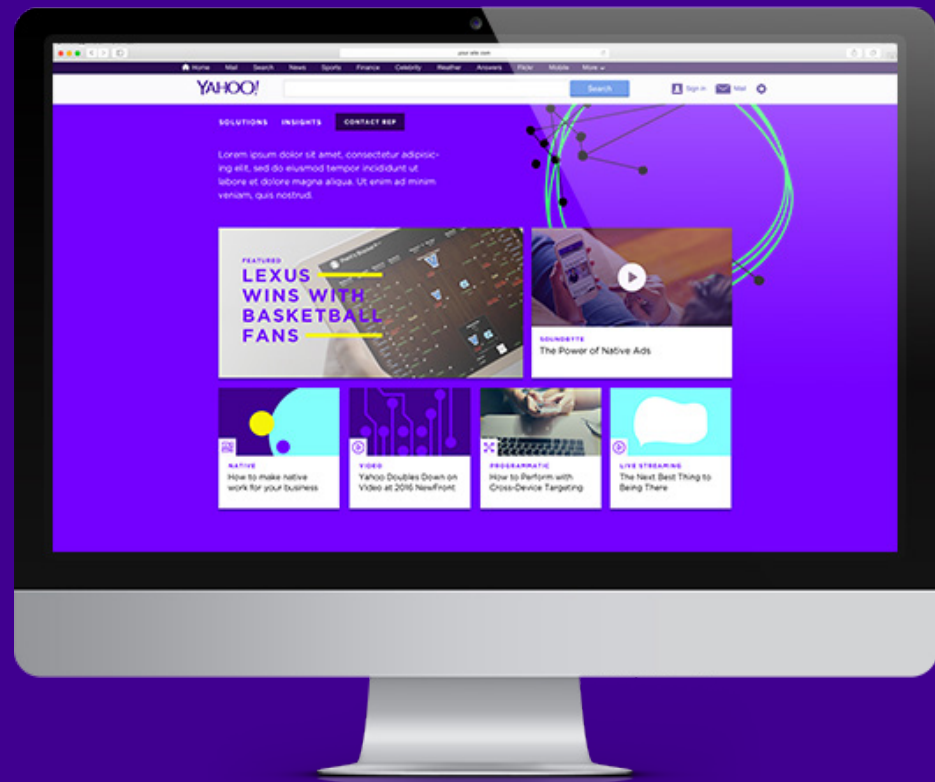


MEDIA & CONTENT





**YAHOO ADVERTISING**  
advertising.yahoo.com



STRATEGY



COMMUNICATIONS



UX



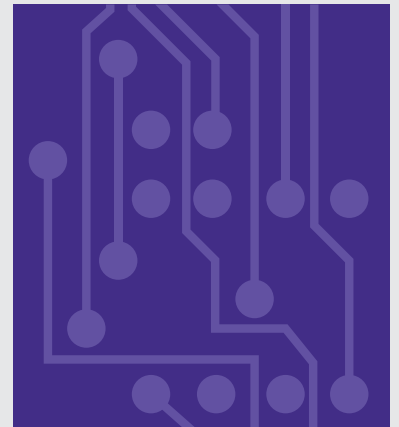
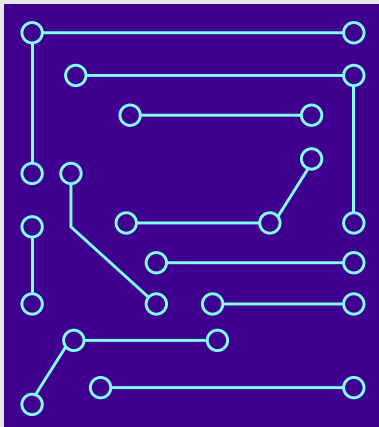
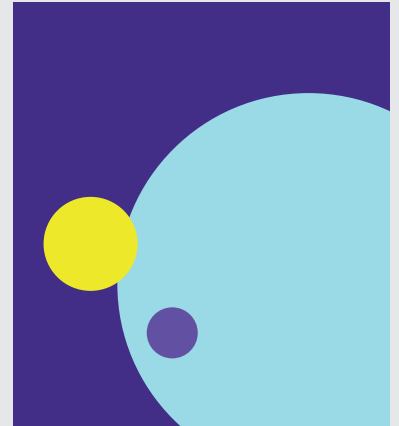
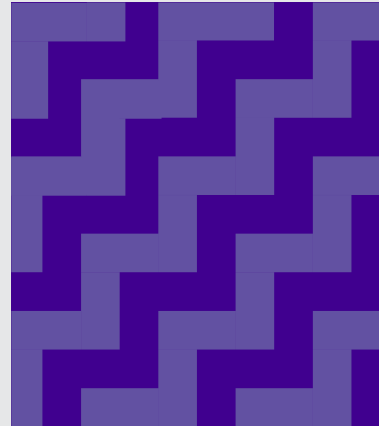
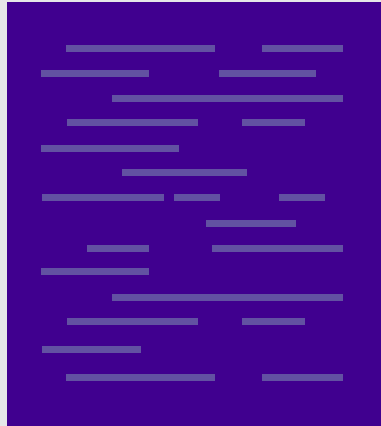
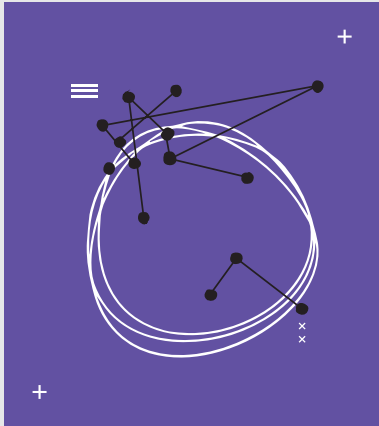
TECHNOLOGY

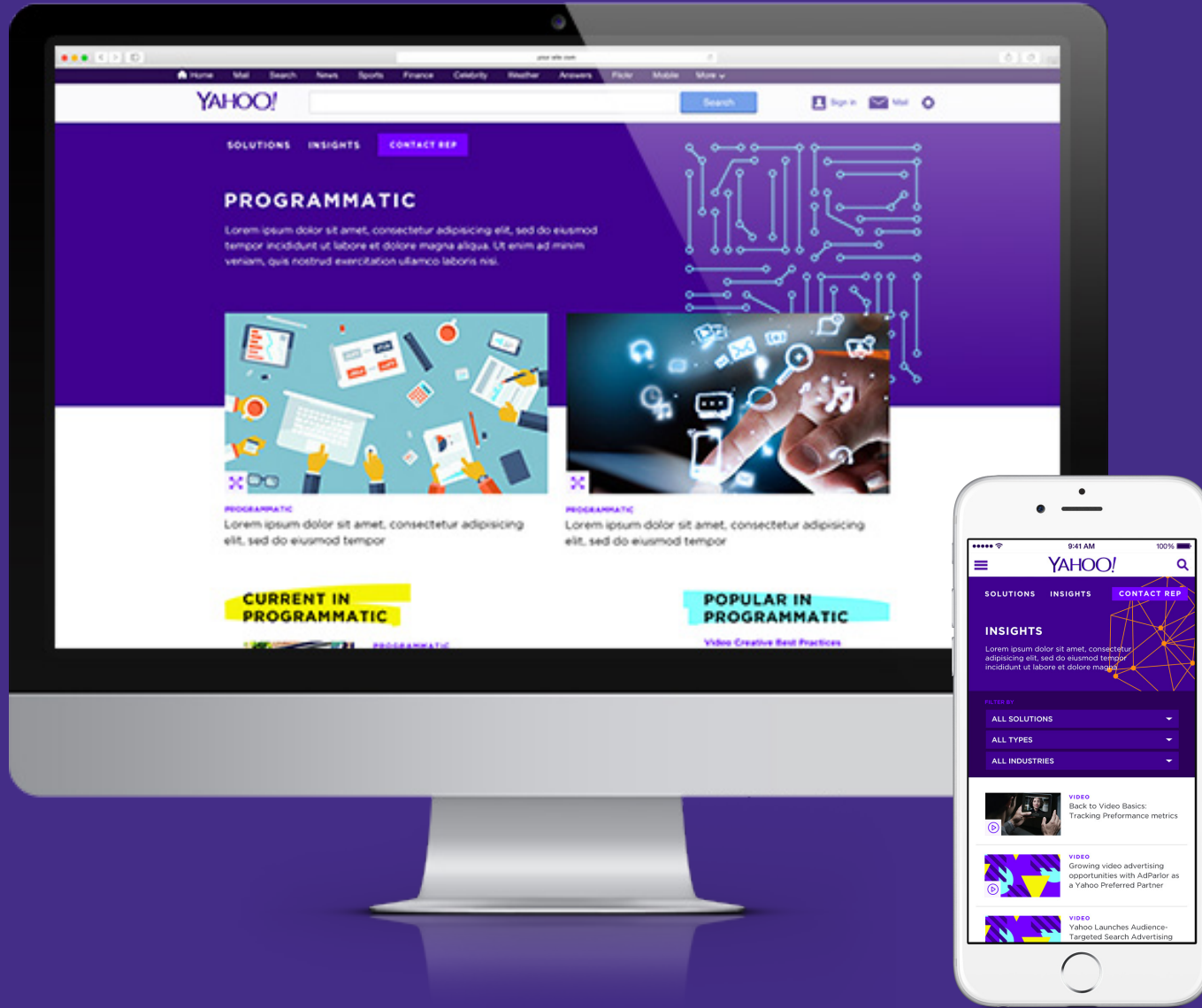


BRANDING



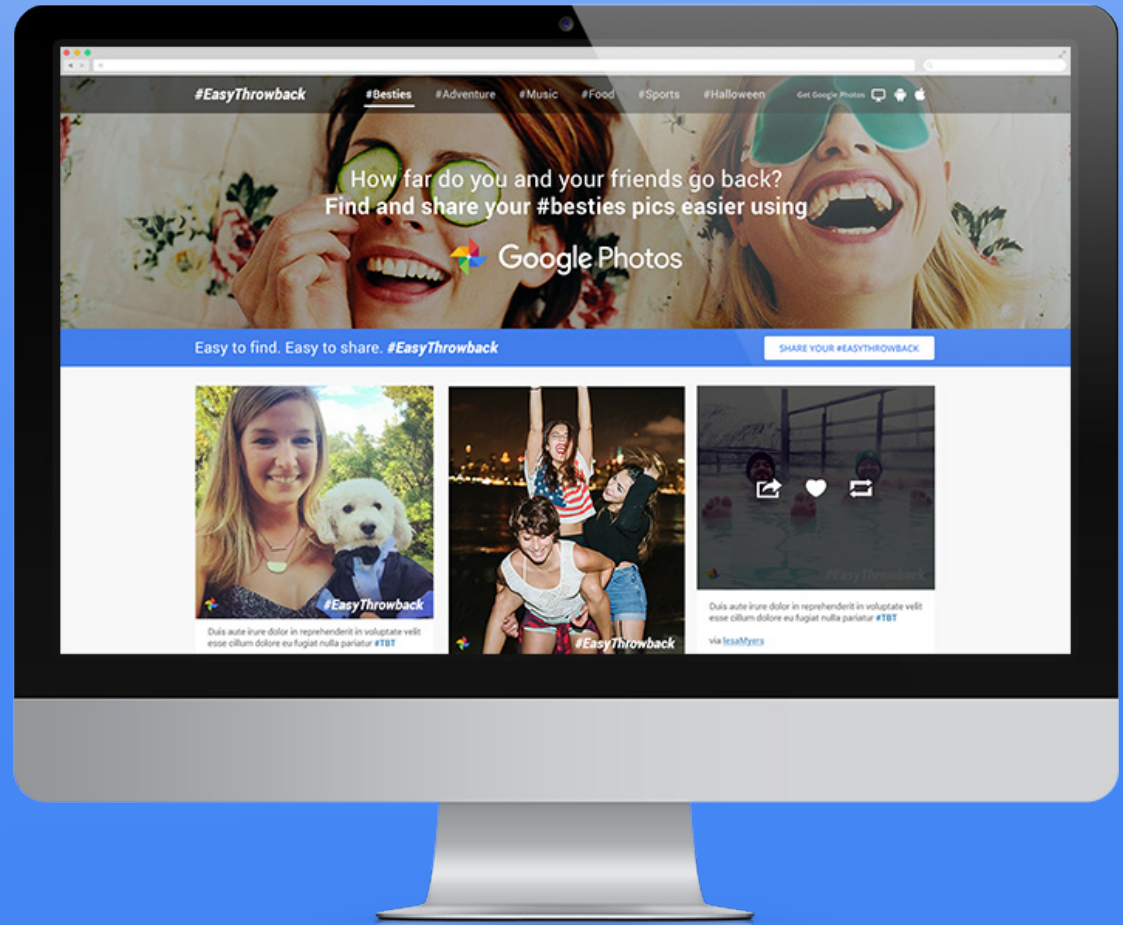
MEDIA & CONTENT







GOOGLE PHOTOS  
googlephotos.tumblr.com



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COMMUNICATIONS



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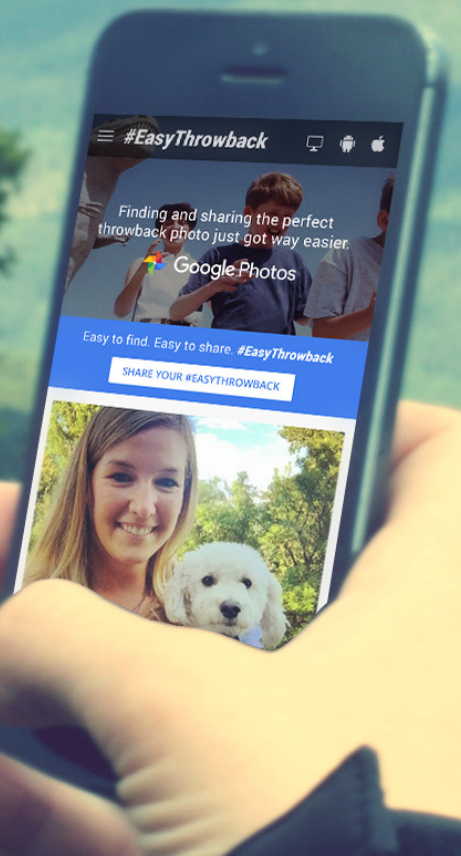
TECHNOLOGY



BRANDING



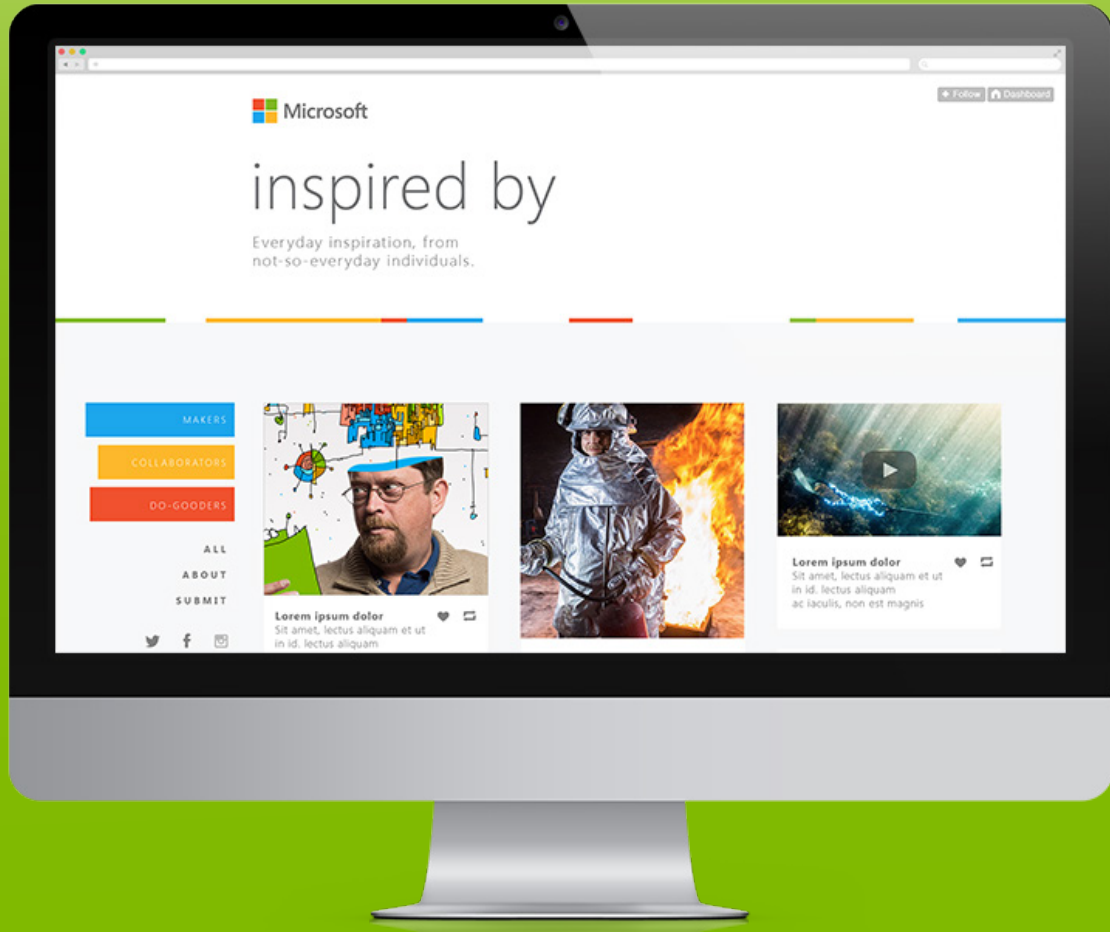
MEDIA & CONTENT







MICROSOFT  
microsoft.tumblr.com



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COMMUNICATIONS



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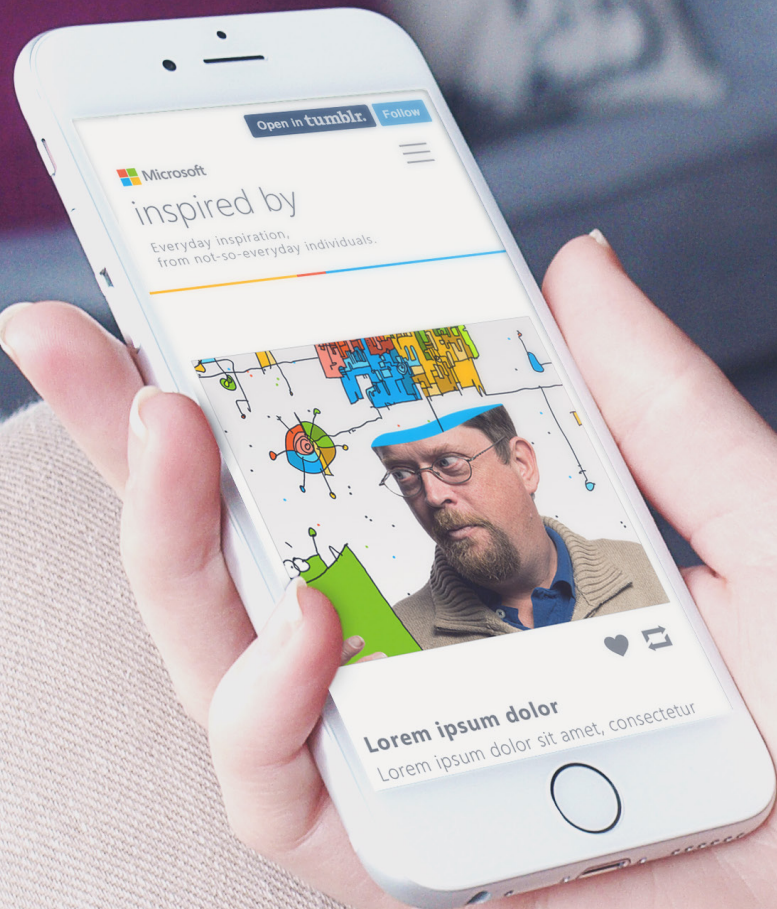
TECHNOLOGY

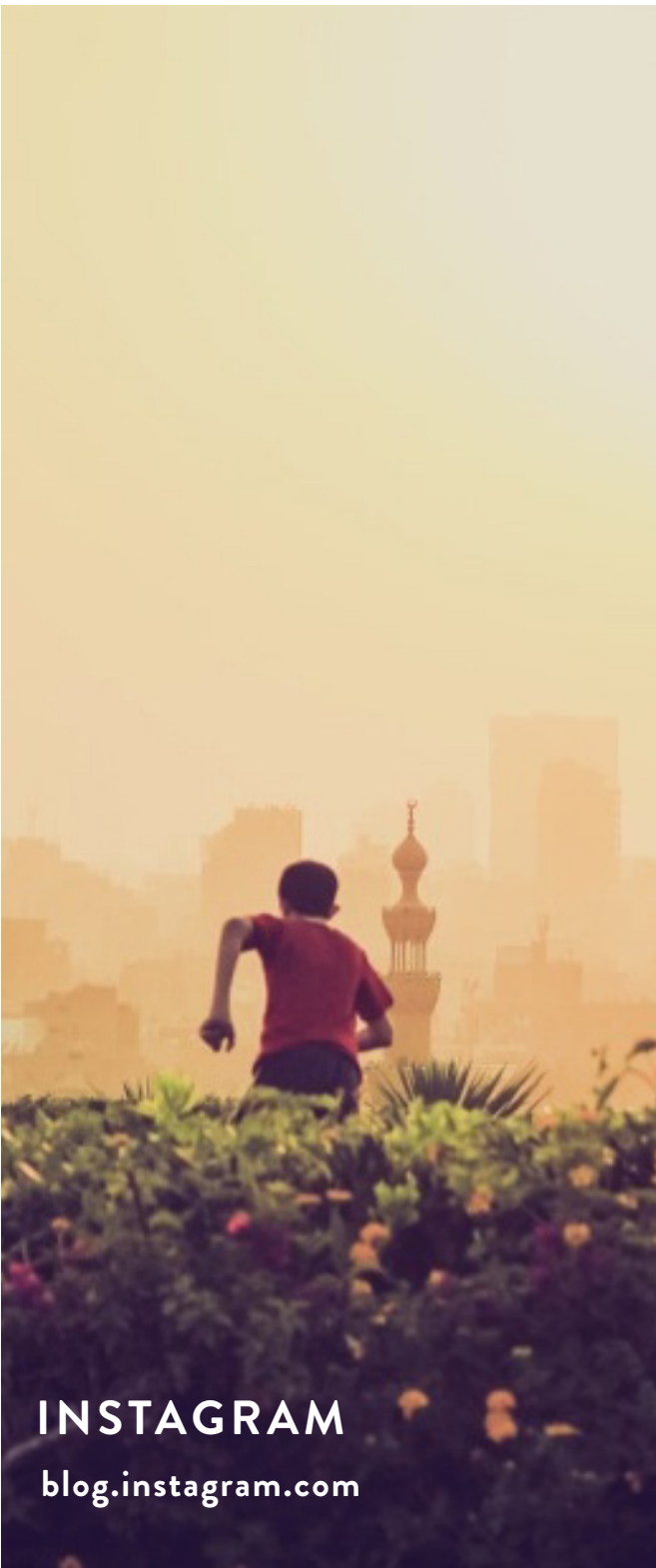


BRANDING



MEDIA&CONTENT





INSTAGRAM  
blog.instagram.com



STRATEGY



COMMUNICATIONS



UX



TECHNOLOGY



BRANDING



MEDIA & CONTENT





**THANK YOU**