



# MAYDAY



Mayday is making everything  
for the Education 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

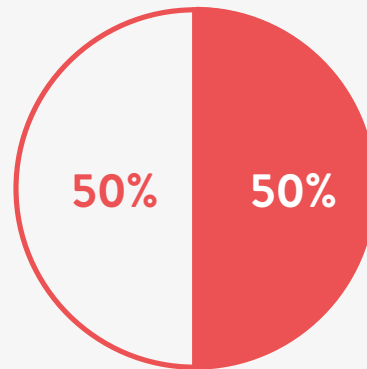
# CLIENTS

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



# FLUENT CITY

FLUENT CITY

[www.fluentcity.com](http://www.fluentcity.com)



STRATEGY



COMMUNICATIONS



UX



TECHNOLOGY



BRANDING



MEDIA & CONTENT



# Overview of the Spanish Program



## Spanish Classes at Fluent City

Forget outdated textbooks that still teach you how to say "payphone." Your teacher will cover the words needed to talk about binge-watching Homeland on Netflix. When you arrive at that adorable dive bar in Spain, our classes will have taught you to say "Can I buy you a drink?" with confidence. Save "Hello, how are you?" for meeting the President and learn the relevant slang you need to get by with locals from making reservations to asking for discounts in a clothing store. Fluent City is designed for students who thrive in energetic and practical learning environments.



## Overview of the Spanish Program

### Level 1

Taught in English, Level 1 is a complete introduction to Spanish for those who have never taken Spanish before or would like to restart from the beginning.

### Level 2

Level 2 is right for you if you're comfortable introducing yourself and saying short phrases in present tense such as "I have a dog. I live in Brooklyn." Level 2 is taught primarily in Spanish and will continue to build your vocabulary while helping you hold longer conversations in the present tense.

### Level 3

You are rocking the present tense and able to hold short conversations in Spanish. Level 3 will get you very comfortable with the past tense, enabling students to talk about events that already happened. You will also go over indirect and direct object pronouns in Level 3.

### Level 4

You are now pretty solid holding conversations in the past and present tense. Level 4 will get you speaking in the future and subjunctive tenses. You will be able to speak about what you have done, are doing and will do by the end of the class.

### Level 5

You feel fairly confident speaking on a variety of topics. You are getting used to holding conversations and would love an opportunity to review a few grammar points that aren't stressed in Level 5 to firm up your knowledge of all the grammar points and continue to improve your conjugation.

### Advanced Conversation

By this point, you should be comfortable holding major tenses and able to hold moderate conversations. Use this class to refine your Spanish, moving towards the goal of being able to hold conversations with few mistakes.

### Expert

You have achieved fluent or near-fluent Spanish. This class is an opportunity to meet other students who are fluent or near-fluent and keep your Spanish conversational skills sharp through weekly practice.



**FLUENT CITY**

## Information Package

**"The kind of dreamy, young cosmopolitans that got you interested in languages in the first place."**

Time Out Magazine

Fluent city offers awesome afterwork foreign language for adults in several languages including french and spanish. Learn to speak a language in a laid-back environment with ridiculously good teacher.

347-687-6896  
fluentcity.com

**FLUENT CITY**

**Language Classes for adults**

Manhattan & Brooklyn

fluentcity.com

**FLUENT CITY**

(347) 687 6896



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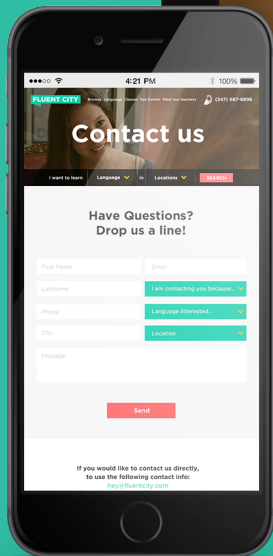
Browse Language Classes See Events Meet our teachers

(347) 687-6896

# SAY HELLO TO THE WORLD.

Classes and cultural events offered in 10 languages.  
Choose your location and language to get started.

Start to learn a language today



## Contact us

Have Questions?  
Drop us a line!

First Name

Last Name

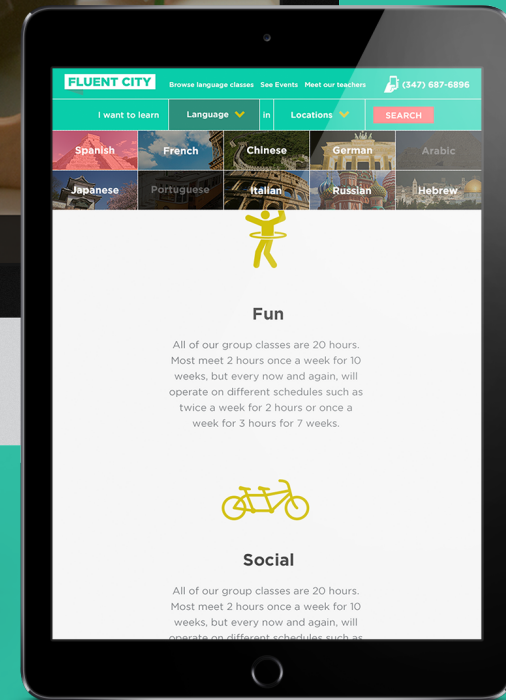
Phone

City

Message

Send

If you would like to contact us directly,  
to use the following contact info:  
http://www.fluentcity.com



FLUENT CITY Browse language classes See Events Meet our teachers (347) 687-6896

I want to learn Language in Locations SEARCH

Spanish	French	Chinese	German	Arabic
Japanese	Portuguese	Italian	Russian	Hebrew



### Fun

All of our group classes are 20 hours. Most meet 2 hours once a week for 10 weeks, but every now and again, will operate on different schedules such as twice a week for 2 hours or once a week for 3 hours for 7 weeks.



### Social

All of our group classes are 20 hours. Most meet 2 hours once a week for 10 weeks, but every now and again, will operate on different schedules such as





THREE RING



STRATEGY



COMMUNICATIONS



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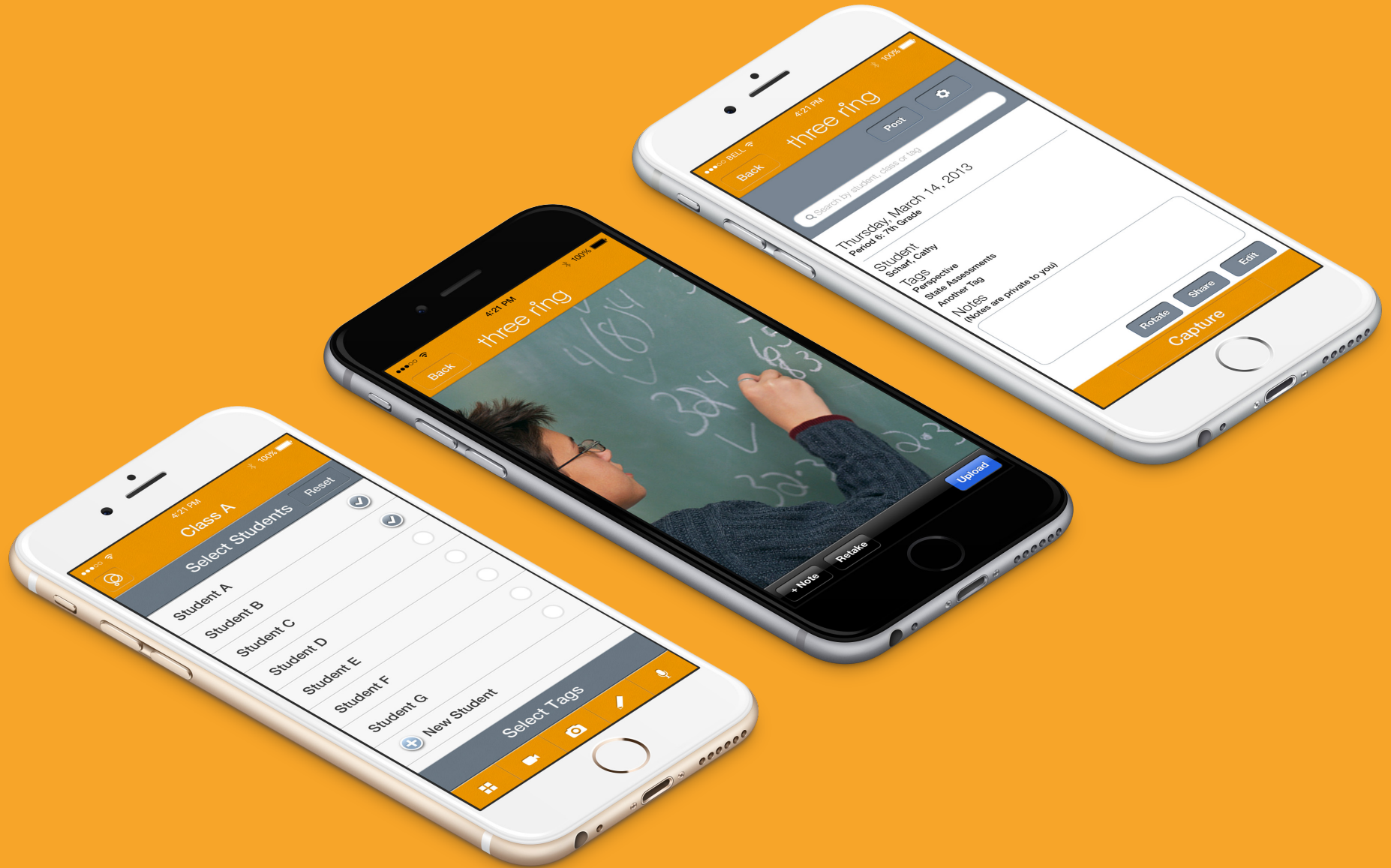
TECHNOLOGY



BRANDING

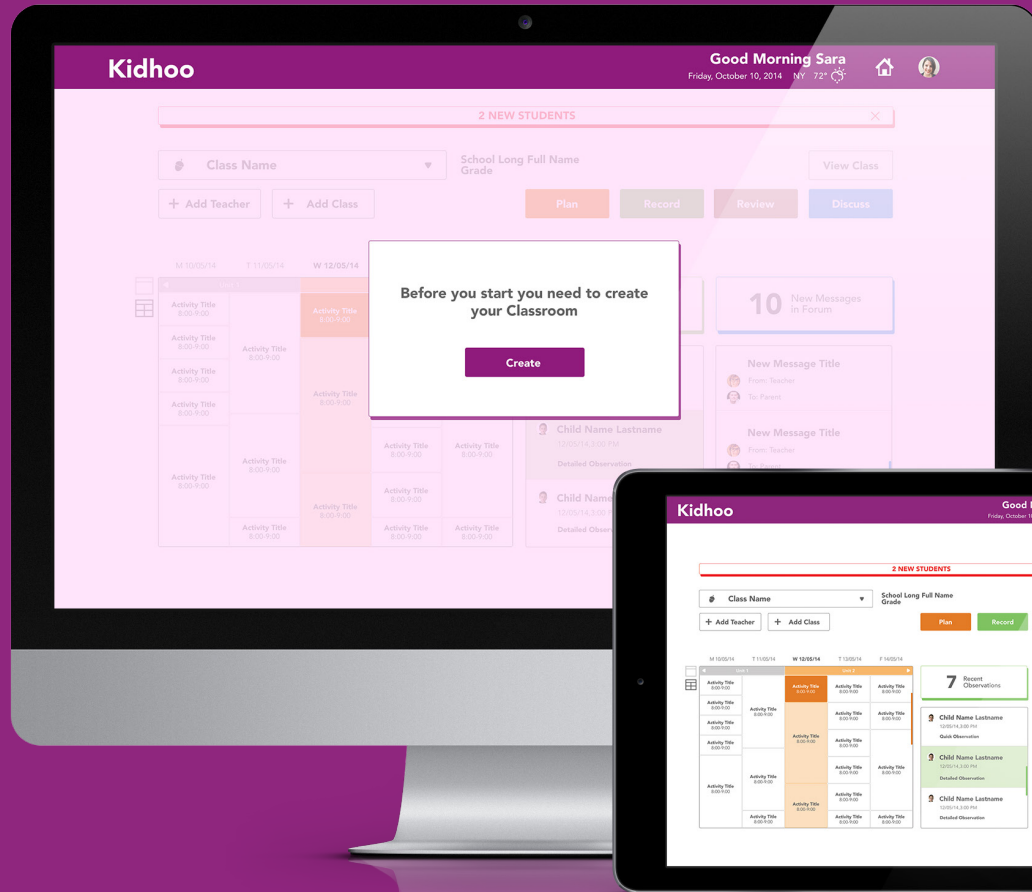


MEDIA & CONTENT





**KIDHOO**  
www.kidhoo.com



Before you start you need to create your Classroom

Create



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COMMUNICATIONS



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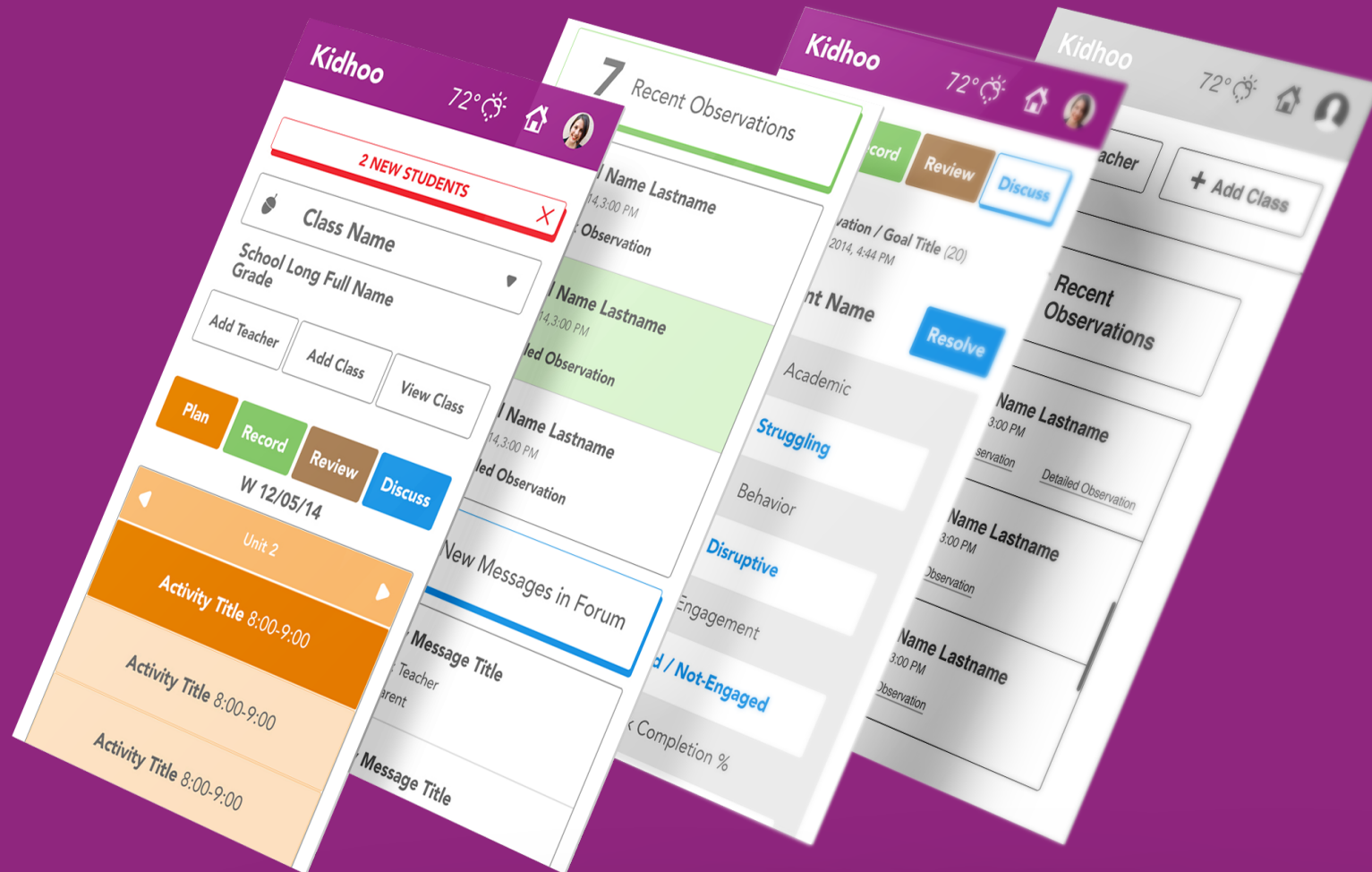
TECHNOLOGY



BRANDING



MEDIA & CONTENT

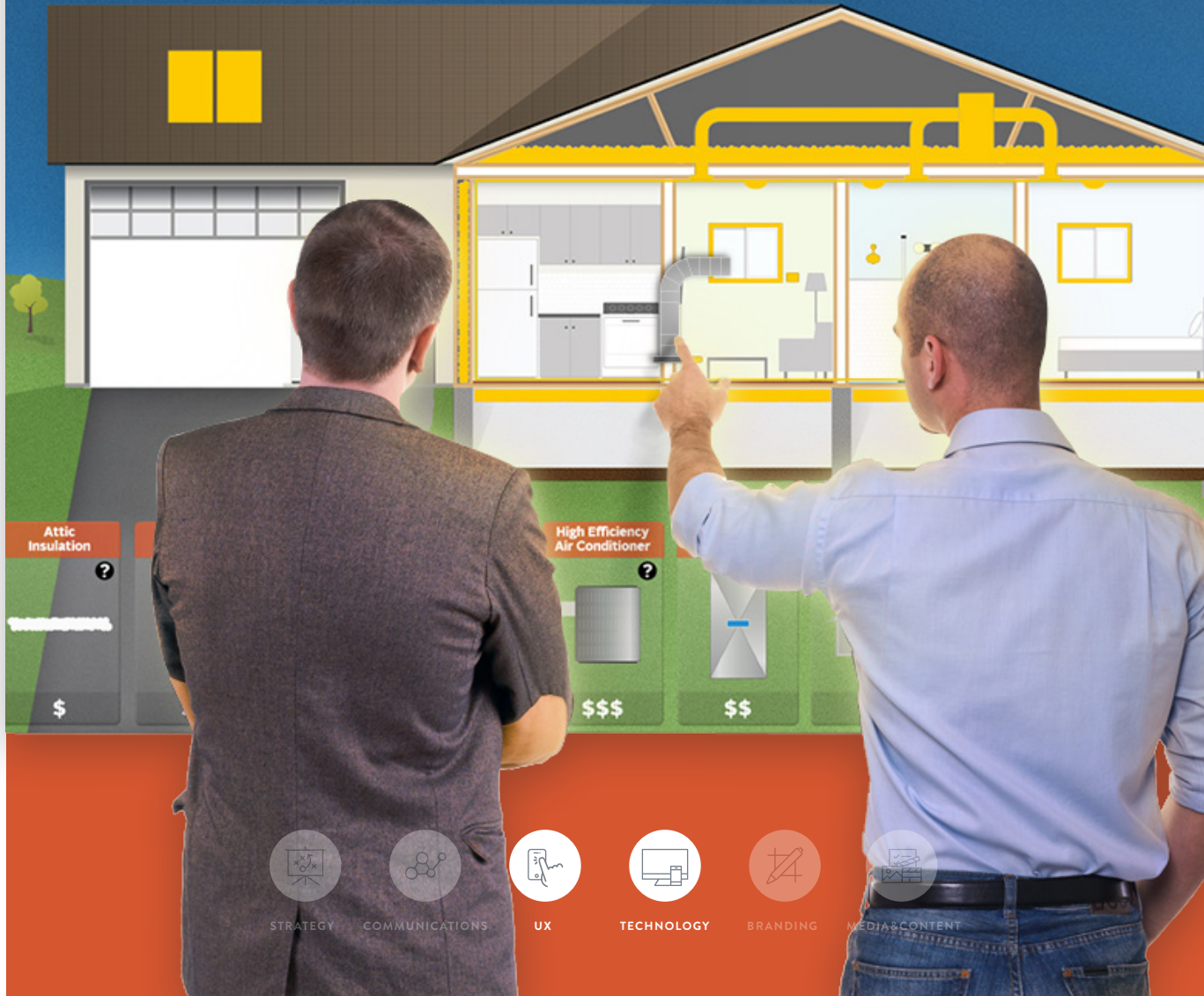




CCSE



# HOME ENERGY SAVINGS GAME



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COMMUNICATIONS



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TECHNOLOGY



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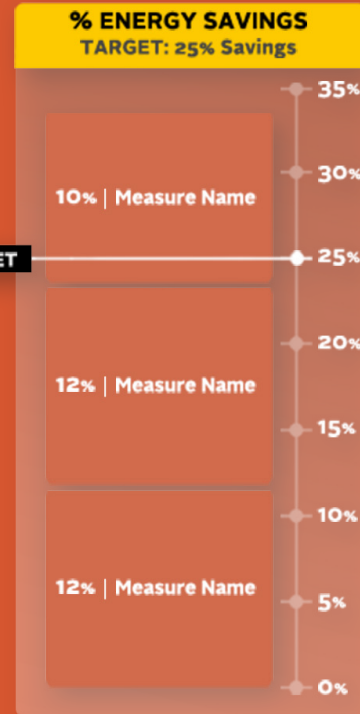


MEDIA & CONTENT



# HOME ENERGY SAVINGS GAME

- WHAT ABOUT SOLAR POWER?
- RESTART GAME
- MAIN MENU



GREAT JOB!

COMFORT BONUS!

WAY TO GO!

HEALTH BONUS!

X

Air sealing will help the Lee family stay warm in winter and cool in summer. Air sealing paired with ventilation helps keep indoor air fresh and clean.

Game #1

The Lee family lives in a one-story, 1960s home in Spring Valley, California. They need your help to achieve 25% energy savings.

TAP TO PLAY

- | Attic Insulation | Wall Insulation | ENERGY STAR Refrigerator | Double-Pane Windows | High Efficiency Air Conditioner | High Efficiency Furnace | Air Sealing & Ventilation | Duct Replacement | Tankless Water Heater | Energy Saving Simple Steps |
|------------------|-----------------|--------------------------|---------------------|---------------------------------|-------------------------|---------------------------|------------------|-----------------------|----------------------------|
|                  |                 |                          |                     |                                 |                         |                           |                  |                       |                            |
| \$               | \$\$\$          | \$                       | \$\$\$\$\$          | \$\$\$                          | \$\$                    | \$                        | \$\$             | \$\$\$                | \$                         |





**THANK YOU**