

epigraph™

More human brands.®

Our world is drowning in data while we humans find ourselves infatuated with shiny distractions.

In response, epigraph unearths timeless insights, human wisdom and best practices for a wiser path forward.

We equip and empower the global leaders exerting transformative influence.





“Tom thrives in strategic discussions, but also has creative expertise, is a killer copywriter and has a strong analytical eye. He brings fresh insights and ideas to the table and always has a can-do attitude.”

Katie Lee

Director, Global Campaigns & Agency
Management
Intel Corporation



“Tom worked to develop our company brand guide. The experience was nothing short of phenomenal. The end product was excellent and helped our company develop the right messaging to engage more deeply with our key stakeholders.”

Ethan Dunn

Attorney, Entrepreneur, Recycler
TreadCycle



“Tom, armed with a keen eye for innovative problem solving in the creative space, leads by example.”

Ezekiel Rudick

Founder
EJRCO



“Tom has the ability to see the engagement from a bigger picture perspective, while diving into details at the right moments. Tom is easy to work with and a down to earth guy.”

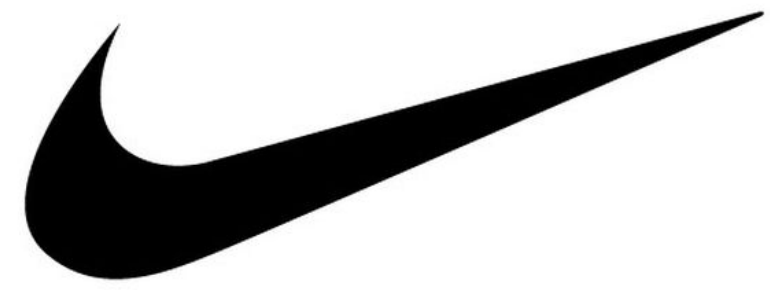
Tomi Lähdesmäki

Designer
Double Dragon Creative



**Trusted by disrupted and
disruptive organizations.**

Collaborations



SONOS

SAMSUNG

Honeywell

Tektronix

vmware

Mentor

A Siemens Business

intel



ADVANSIX



NOSSA FAMILIA
COFFEE



Wellness In Nature



travel
PORTLAND



Oregon State
University



TREADCYCLE



sage



MD

HELICOPTERS

Capabilities

brand strategy

go-to-market strategy

positioning

copywriting

creative direction

art direction

design direction

executive advisory

SEO strategy

SEO copywriting

paid media

earned media

values-led messaging

research

marketing tactics

high-impact storytelling

persona development

multi-channel strategy

creative team leadership

public speaking

personal brand coaching

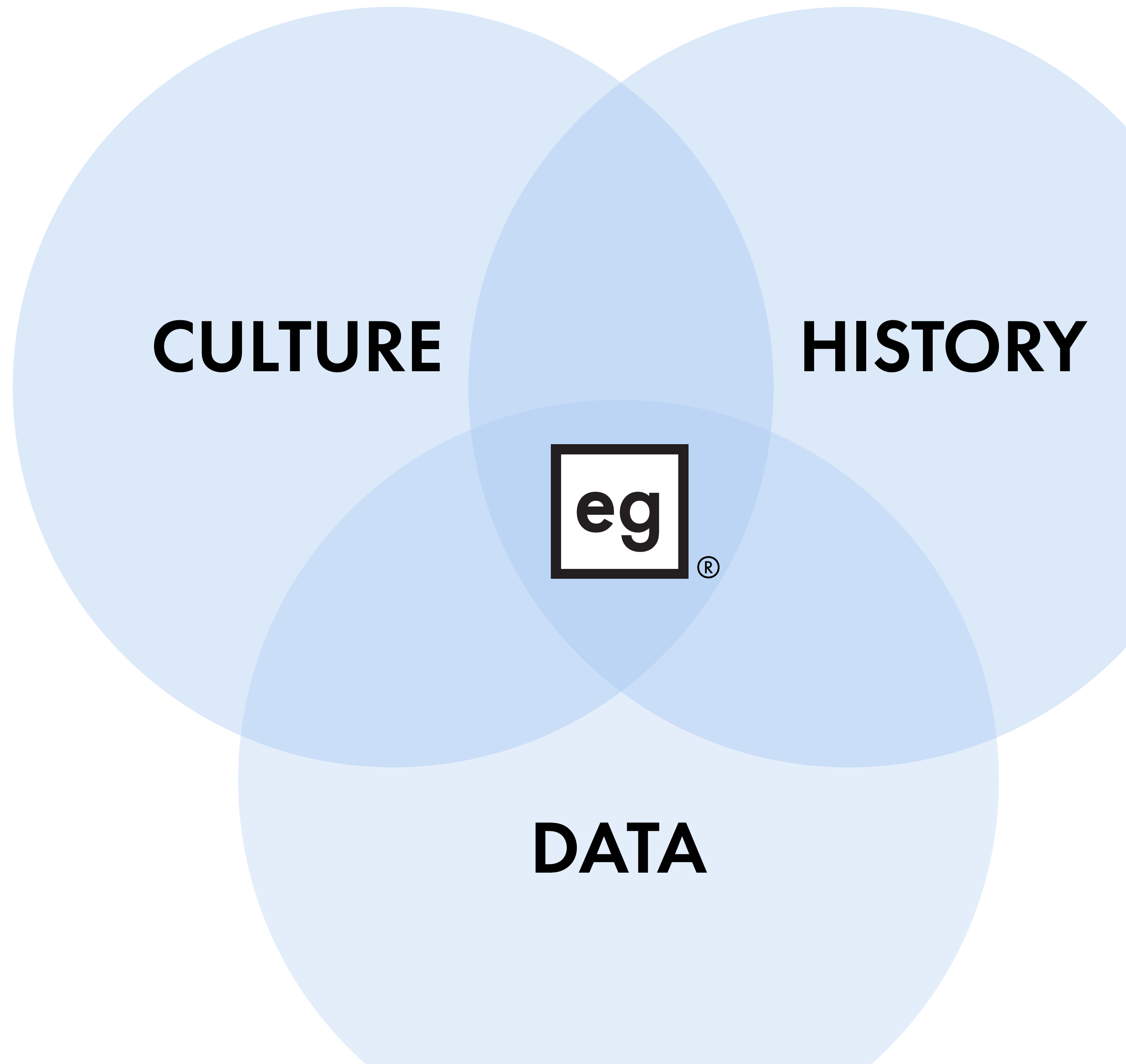


**A bespoke approach,
perfected over years.**

Strategy

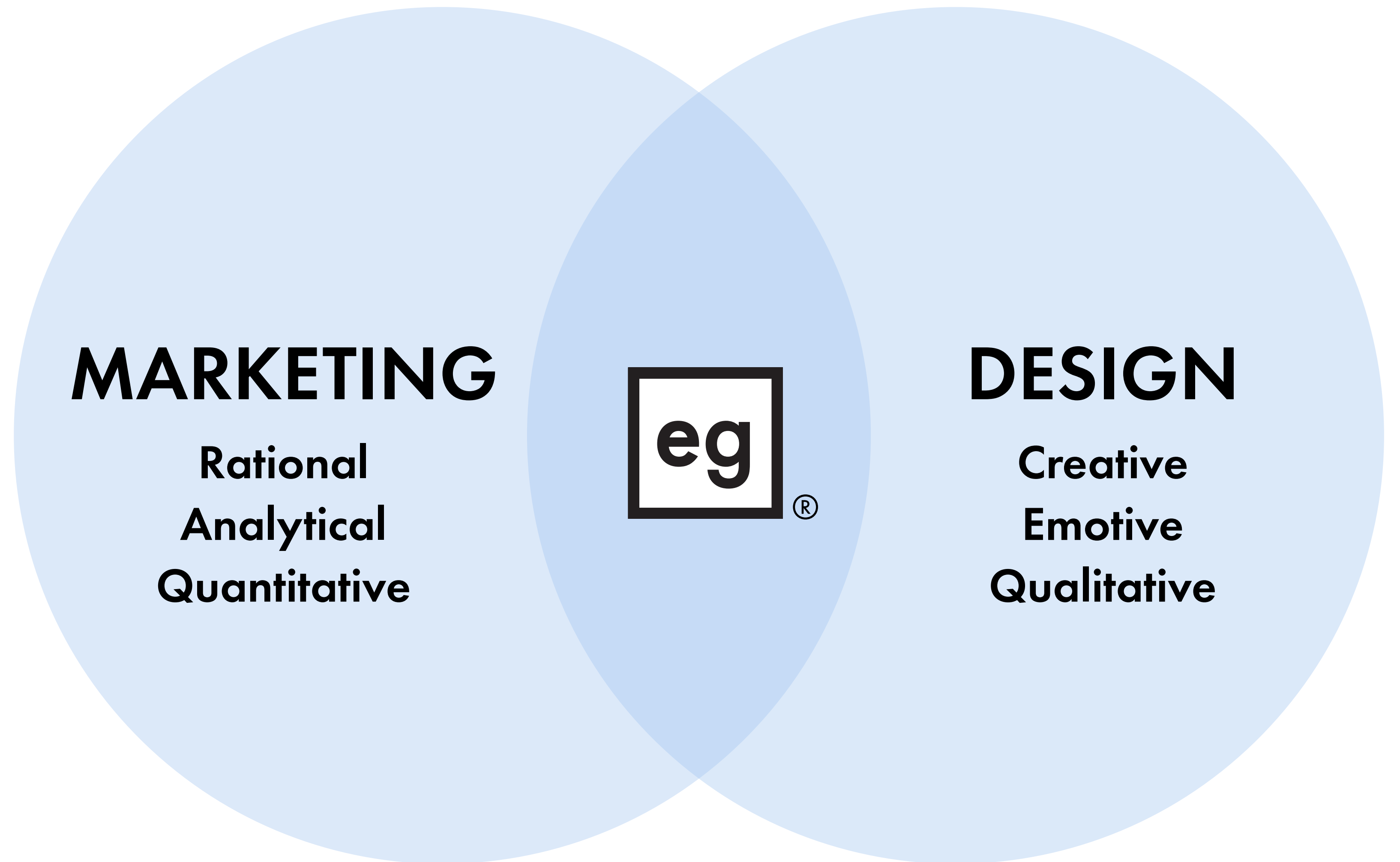
epigraph unearths novel, transformative and productive insights at the intersection of culture, history and data.

In applying these insights, we equip disruptive, sustainable brands to compete smarter.



Tactics

Our tactics seamlessly blend strategic marketing and intentional design.



Culture Mining
Novel Connections
Strategic Design Innovation +

Transformative Insights



Culture Mining
Novel Connections
Strategic Design Innovation +

Transformative Insights

Culture Mining

“Cultural mining describes the process by which the most valuable parts of culture—by which we mean the arts, humanities and philosophy—are recovered and made useful for our own times.

In cultural mining, the refined and practical essence of culture is carefully extracted, cleaned, blasted and remoulded—and then used to manufacture the utensils and mental resources that will help us navigate contemporary life; work, relationships, family, self-knowledge and so on.”

—Alain de Botton

Founder: The School of Life



Culture Mining
Novel Connections
Strategic Design Innovation +

Transformative Insights

Novel Connections

We believe in looking far afield.

...in drawing lessons and insights seemingly unrelated disciplines.

In so doing, we forge a wiser path forward.
In so doing, we honor the spirit of creativity.
In so doing, we achieve larger results.

What might:
Oil in the 20th Century

eg

Reveal about:
Lithium in the 21st

helloepigraph.com

Culture Mining
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Transformative Insights

Strategic Design Innovation

“Design creates culture.
Culture shapes values.
Values determine the future.”

Robert L. Peters

Graphic designer & Educator

May 26, 1954 – May 8, 2023



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Photo: Ian McCausland

Values

Curiosity

Always open to the new and unexpected;
committed to asking better questions

Connection

Seeking obscure and unexpected linkages;
forging deeper human bonds

Timelessness

Seeking insights from the past that remain true
and help guide humanity's future

Humility

Small, humble, agile teams punch above their
weight class, getting more done

Truth

Committed to seeking the objectively identifiable
and rational; even when inconvenient



**A proven process
spanning industries
and approaches.**

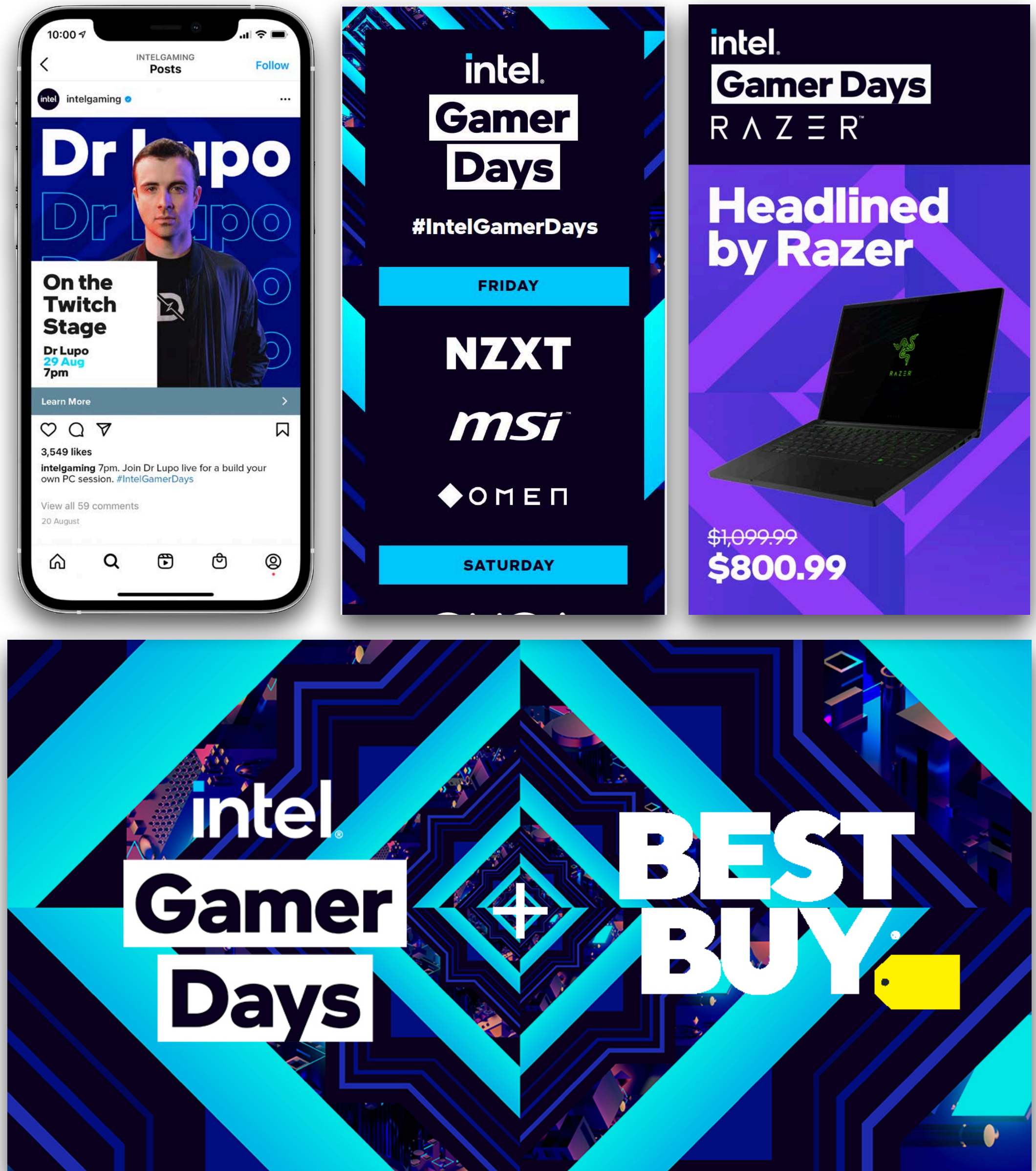
Showcase | Intel® Gamer Days

Crafting strategy and overseeing execution of this celebration of PC gaming, Intel took the lead in coordinating efforts with over 50 fellow travelers from around the world.

For 5 years, the world's largest annual celebration of PC gaming, streaming and eSports led to a rising tide of sales success for participating PC retailers and manufacturers.

Roles

- Strategy & execution—white boarding to final wrap-up
- Copywriting, messaging & creative guideline creation
- Design team leadership & cross-agency management
- Giveaway management & distribution
- Real-time analytics + post-event reporting



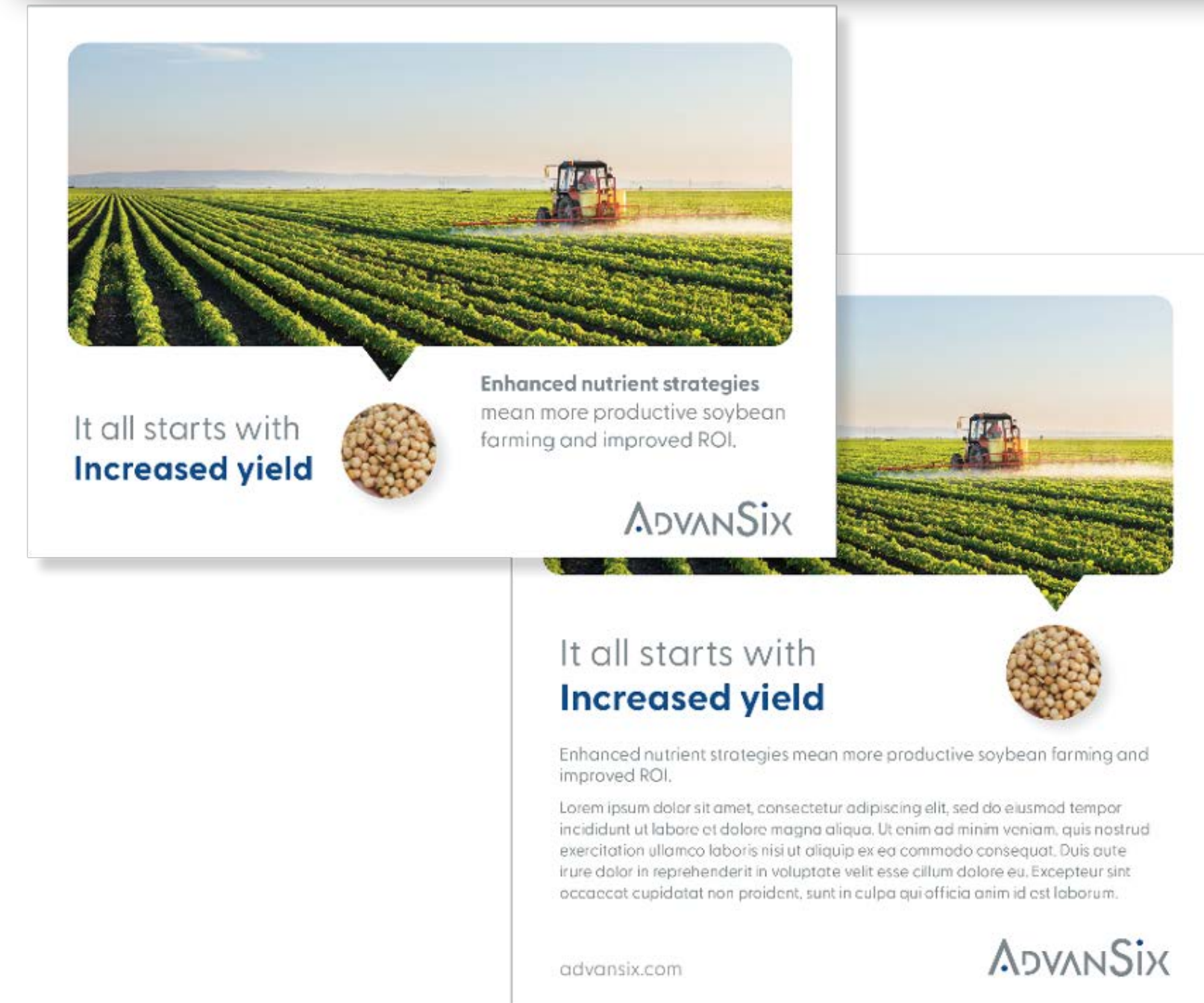
Showcase | Brand Launch

AdvanSix is a NYSE-listed, diversified chemistry company spun off from Honeywell. Despite robust supply chain integration and a vital role in myriad consumer products, AdvanSix's contributions were under-appreciated in the marketplace.

Through a strategic rebrand focused on sustainability and their essential nature, we architected a brand relaunch resulting in a significant boost to both awareness and the bottom line.

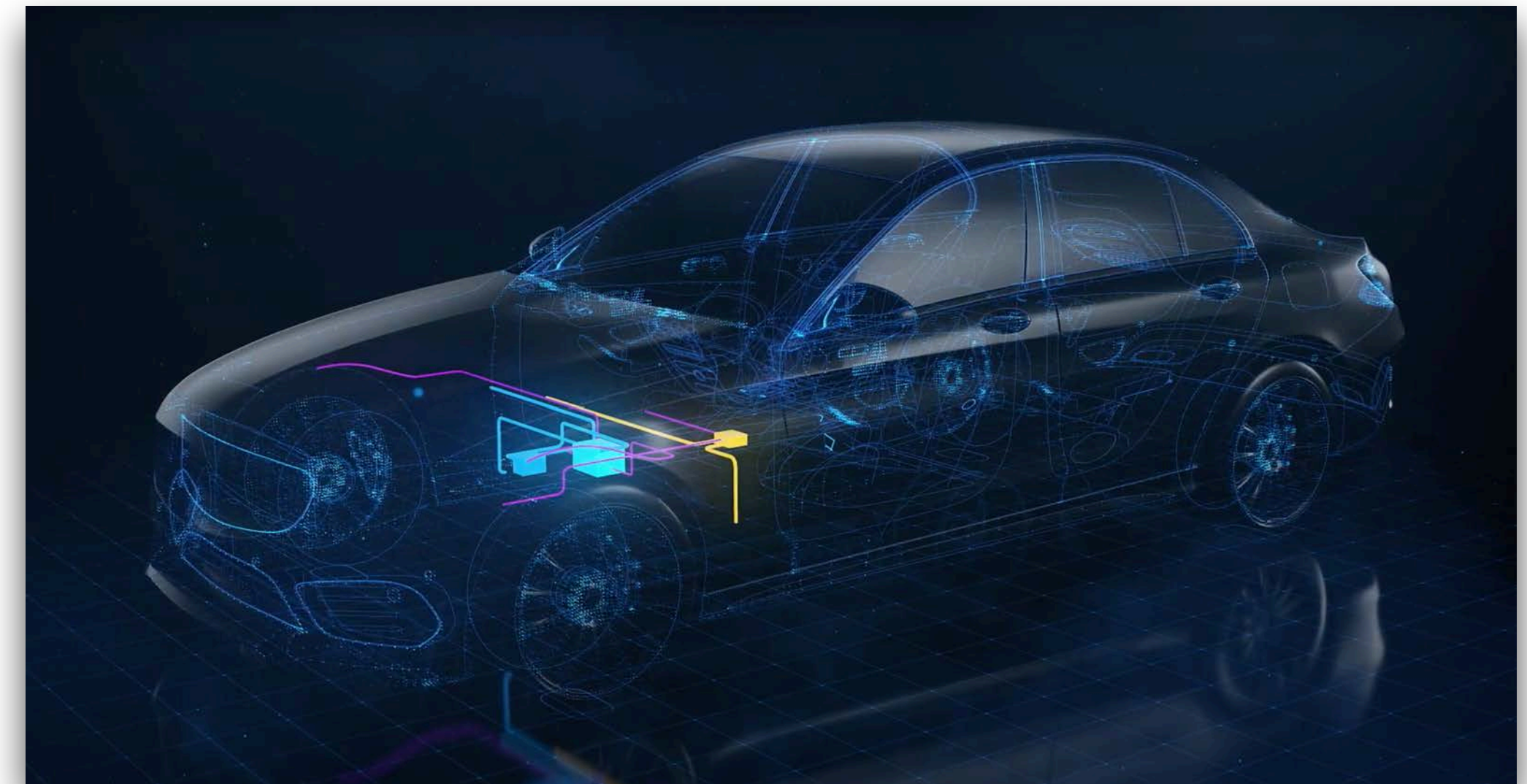
Roles

- Messaging strategy, positioning & audiences
- Logo and brand style guide
- Rollout and launch event strategy



Showcase | Animations

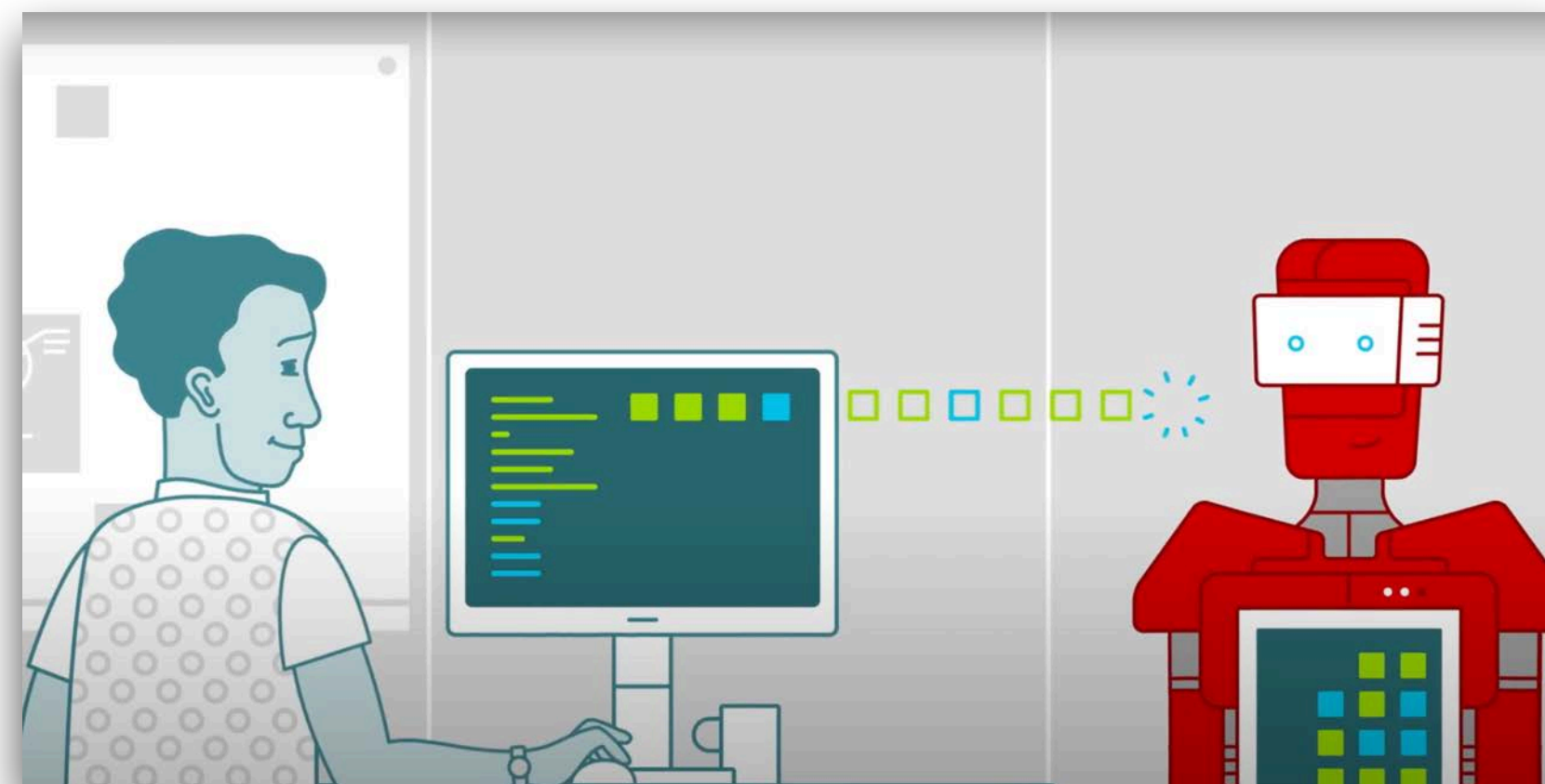
From robust 3D technical animations to simple vector art explainers, we've guided all aspects of animation including scripting, storyboarding, art direction and production. Clients have hailed from diverse organizations with wide-ranging business goals. Click links for samples.



[Mentor Automotive Electrification Design](#)



[Intel® Core™ Showcase](#)



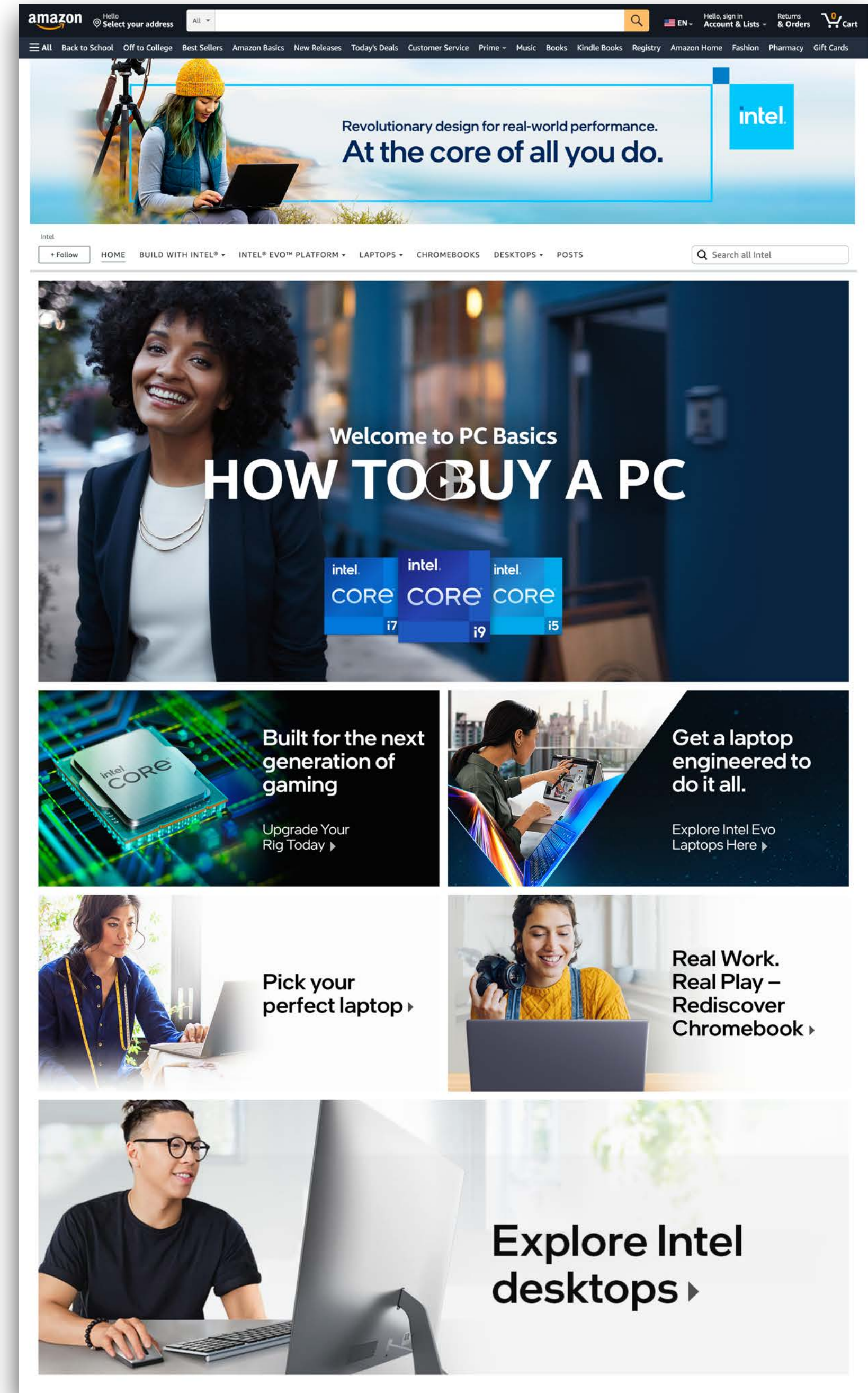
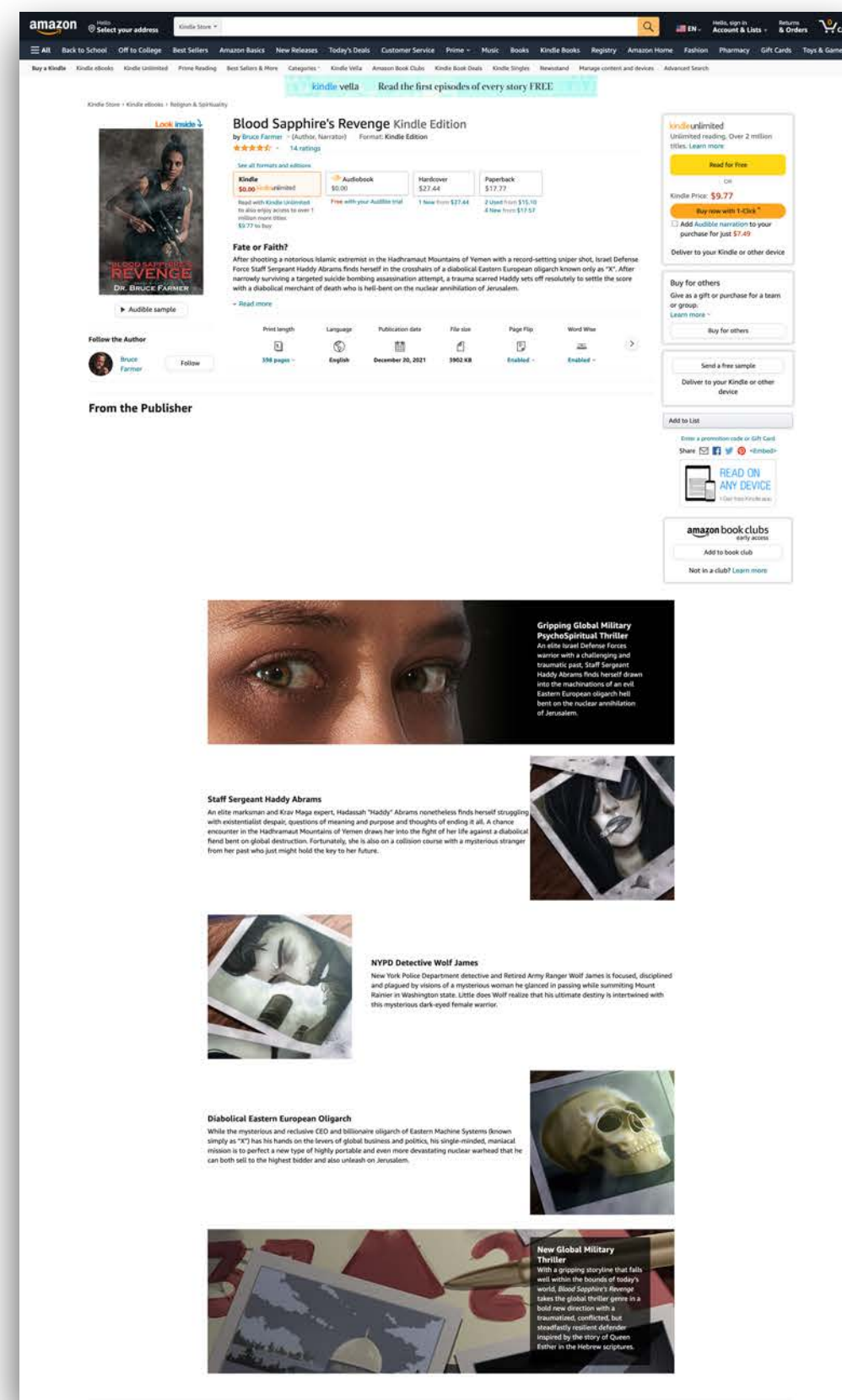
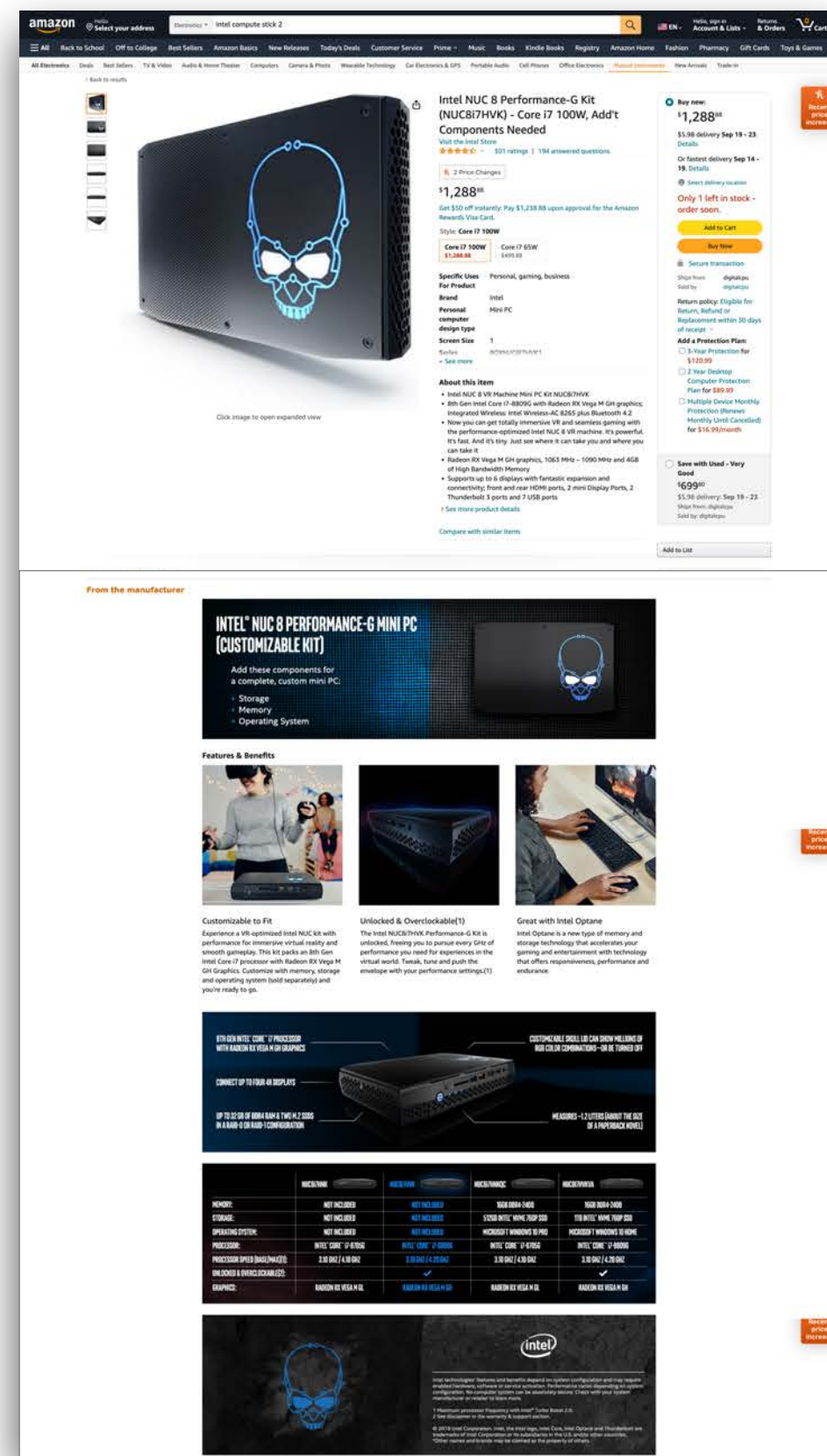
[Red Hat Quay Robot Assistant](#)



[Sierra-Cedar Hero's Journey](#)

Showcase | Amazon A+ Product Pages

Whether standalone store pages or Enhanced A+ product page content, we've created and optimized both with photos, videos and SEO perfect text.



Thanks.

Tom Briggs

Founder

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