



More human brands.®



In a world drowning in data and reeling from recency, humanity finds ourselves hopelessly enamored with the immediate.

In response, epigraph leverages timeless, hard-won insights, human wisdom and best practices to inspire a wiser path forward.

We equip world leaders to exert bigger impact.





Culture Mining  
Novel Connections  
Strategic Design Innovation +  

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Transformative Insights

**Culture Mining**

Novel Connections

Strategic Design Innovation +

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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

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Photo: Vincent Star

Culture Mining  
**Novel Connections**  
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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](http://helloepigraph.com)

Culture Mining  
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Transformative Insights



# Strategic Design Innovation

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

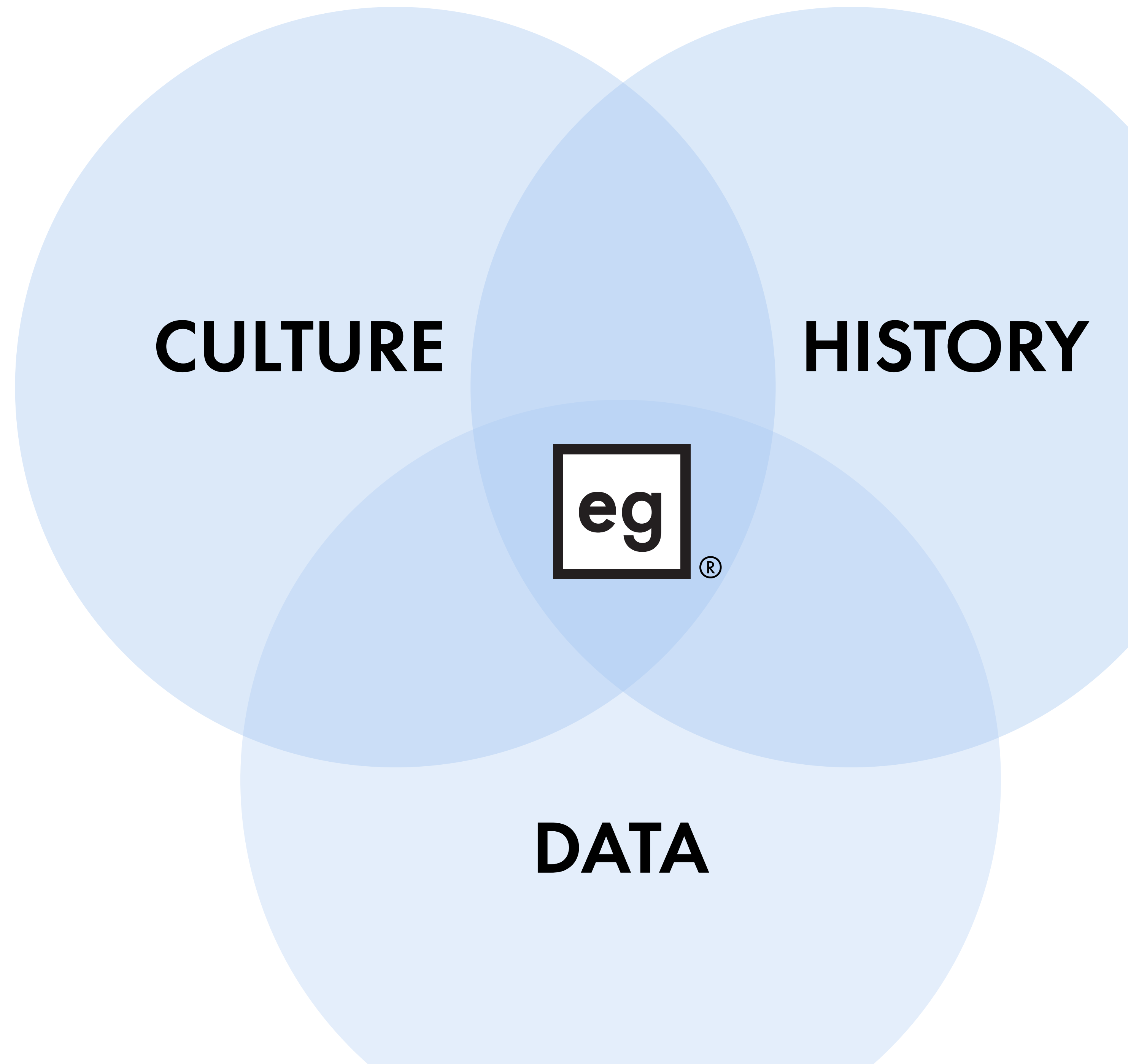
Robert L. Peters  
Graphic designer & Educator  
May 26, 1954 – May 8, 2023



# Strategy

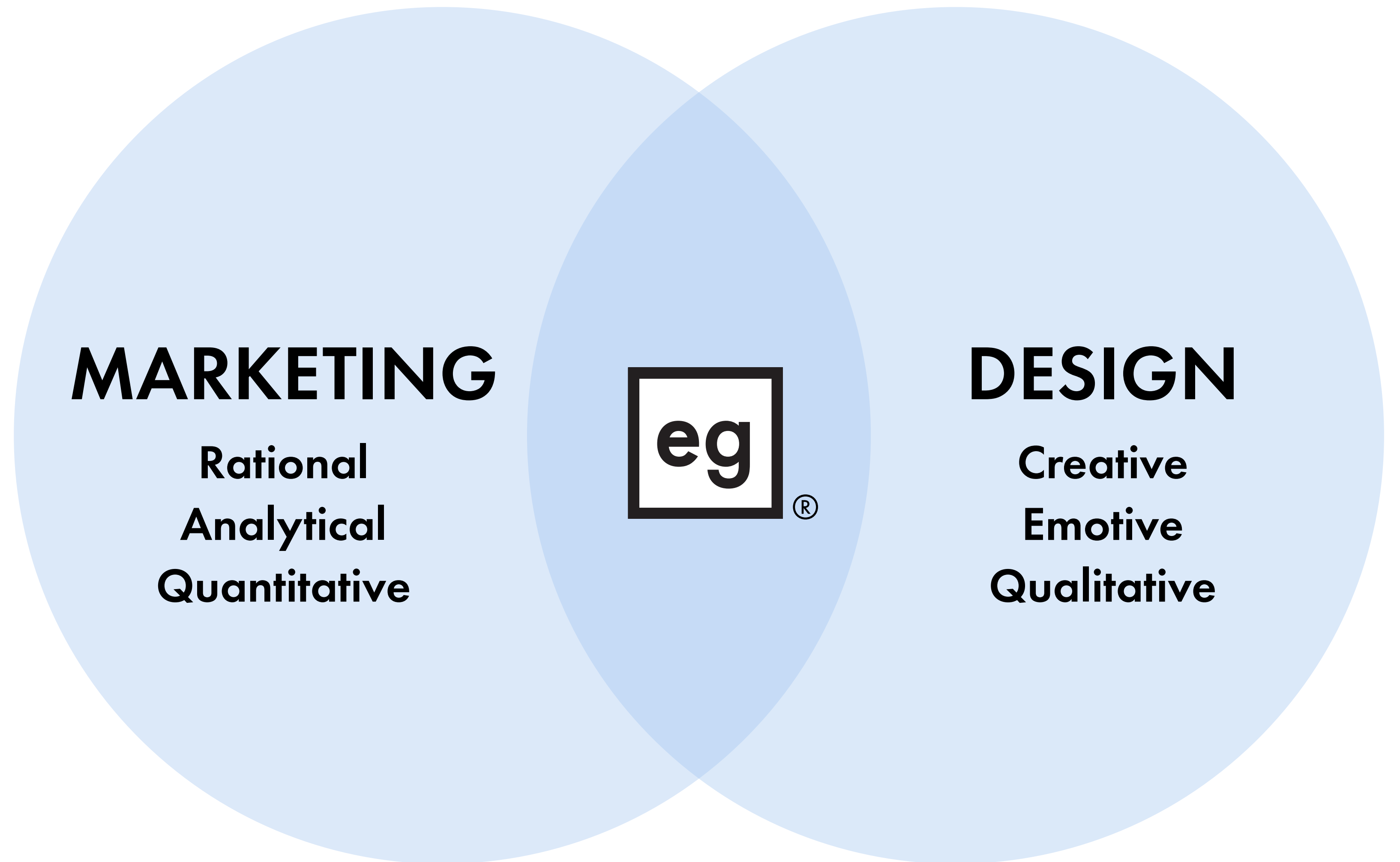
epigraph unearths novel, transformative and productive insights at the intersection of culture, history and data.

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



# Tactics

Our tactics seamlessly blend strategic marketing and intentional design.







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

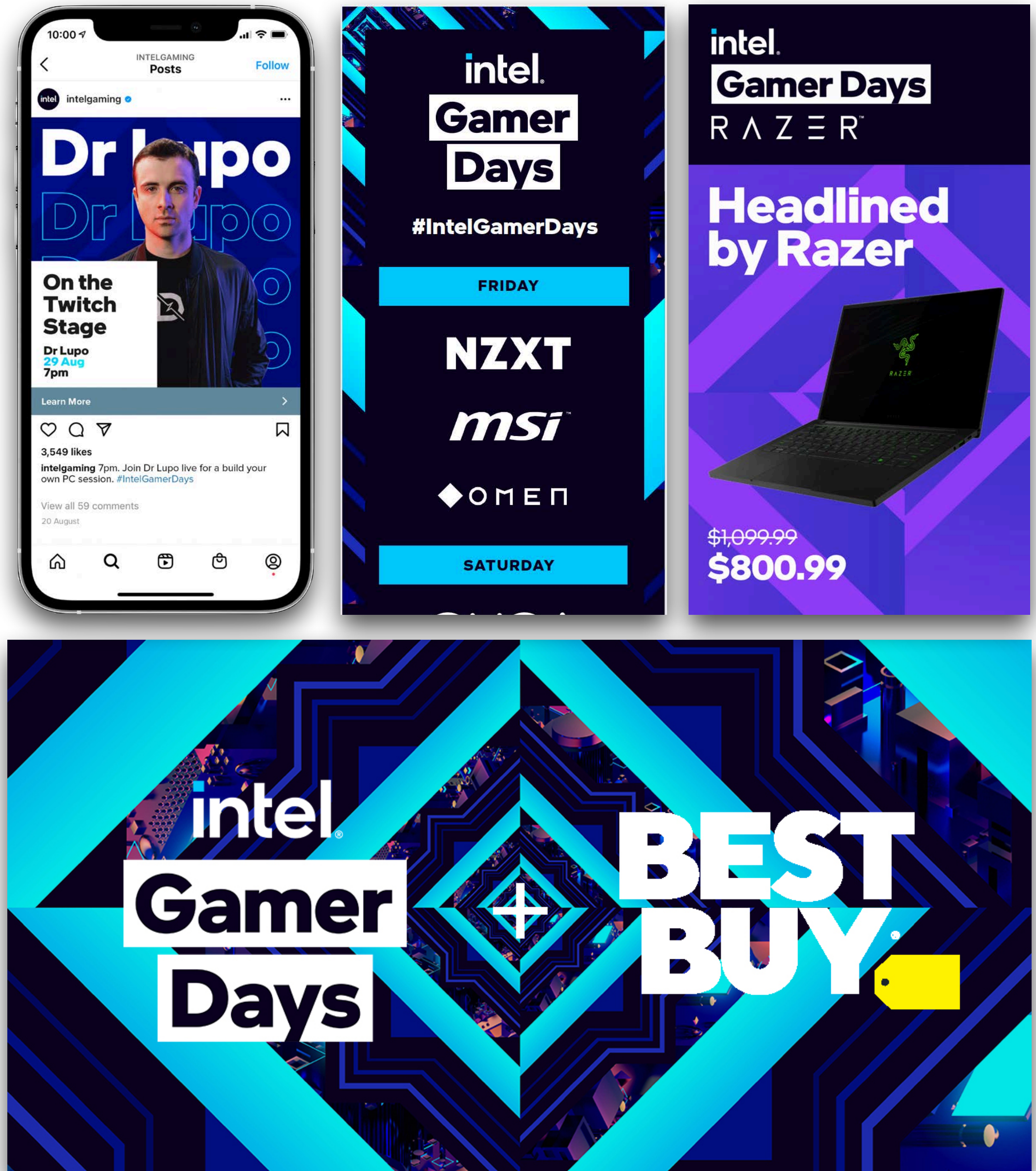
# Showcase | Intel® Gamer Days

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 publicly traded, diversified chemistry company recently 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 ingredient 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



It all starts with **Increased yield**

Enhanced nutrient strategies mean more productive soybean farming and improved ROI.

ADVANSIX

It all starts with **Increased yield**

Enhanced nutrient strategies mean more productive soybean farming and improved ROI.

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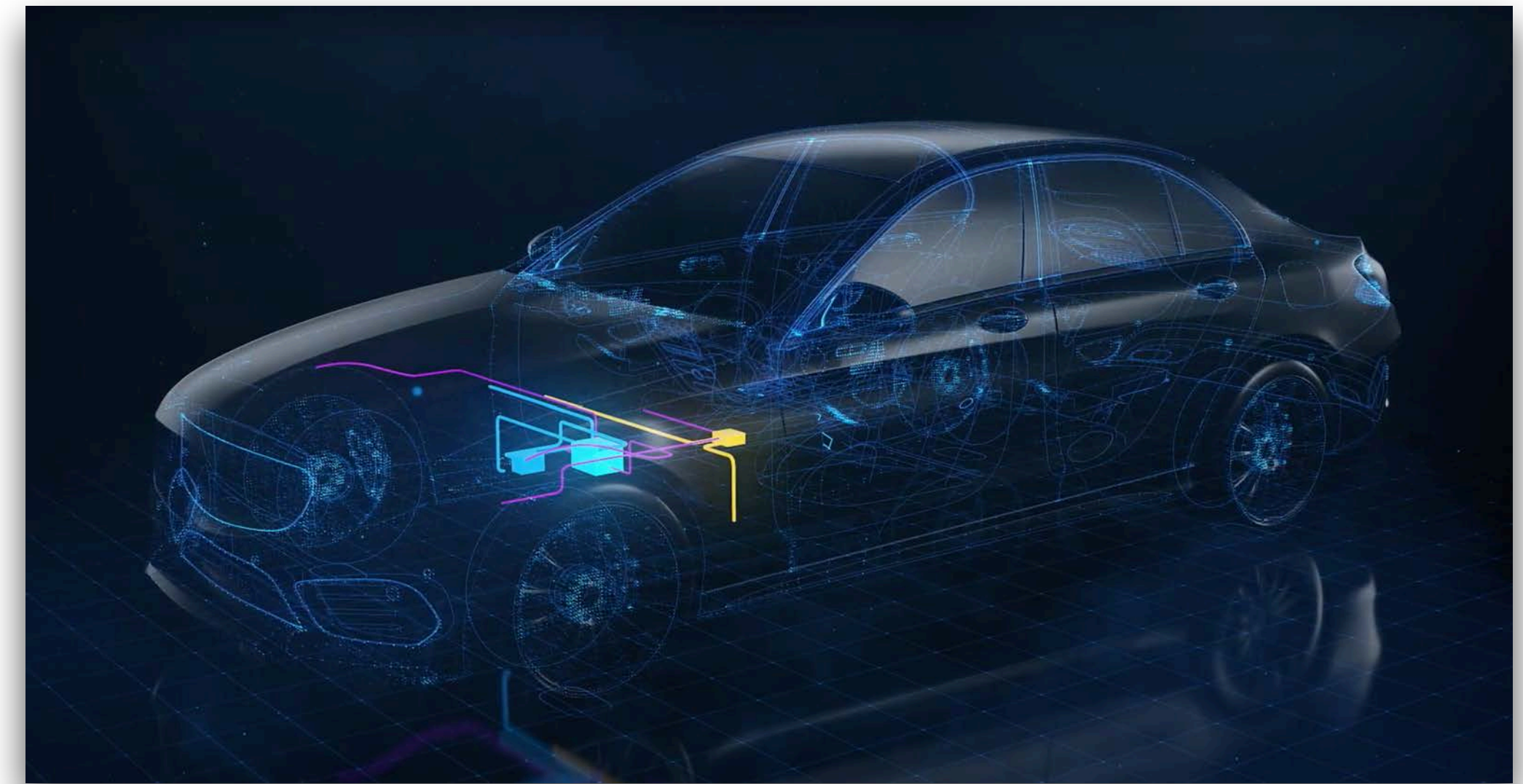
advansix.com

ADVANSIX



# 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](#)

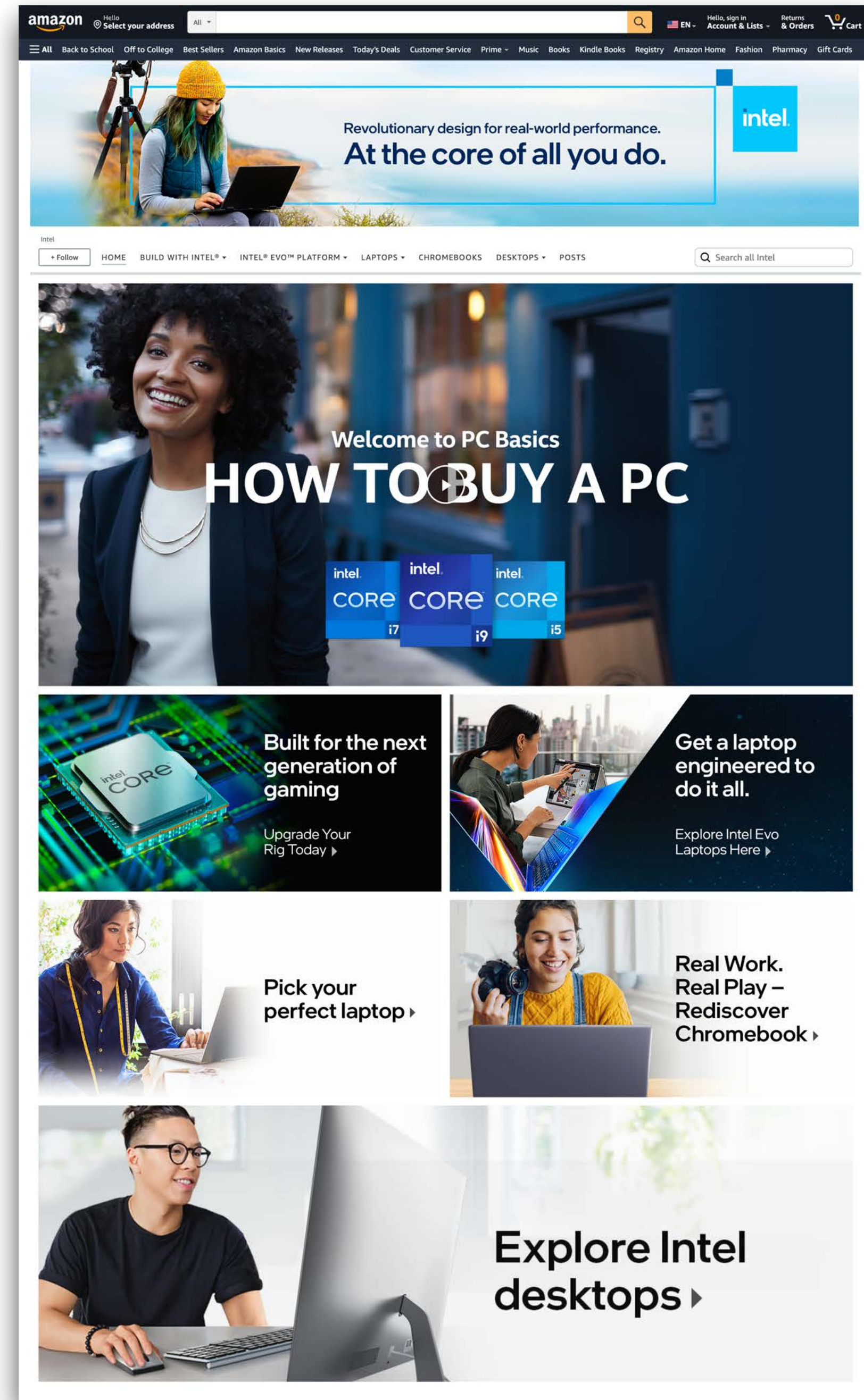
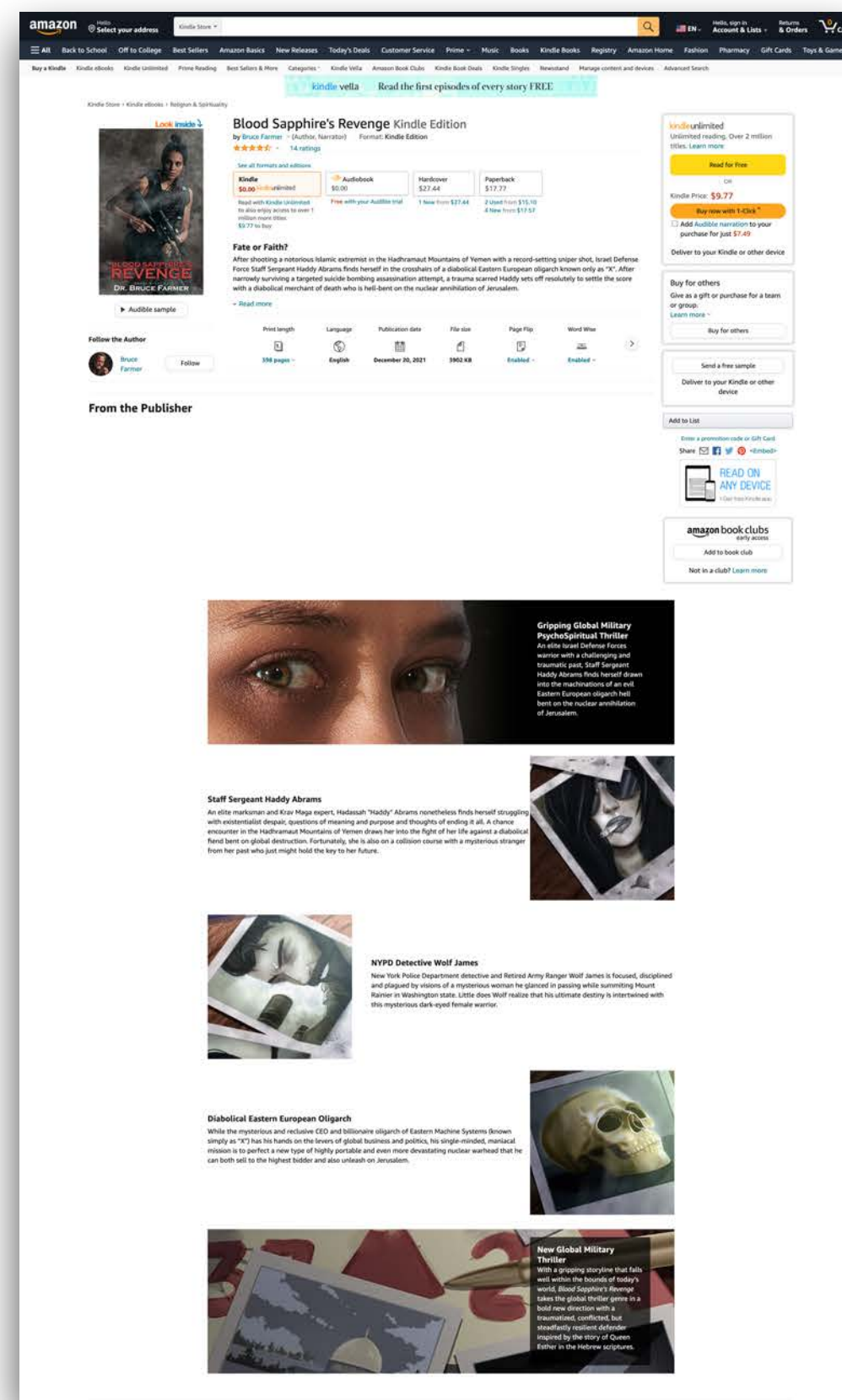
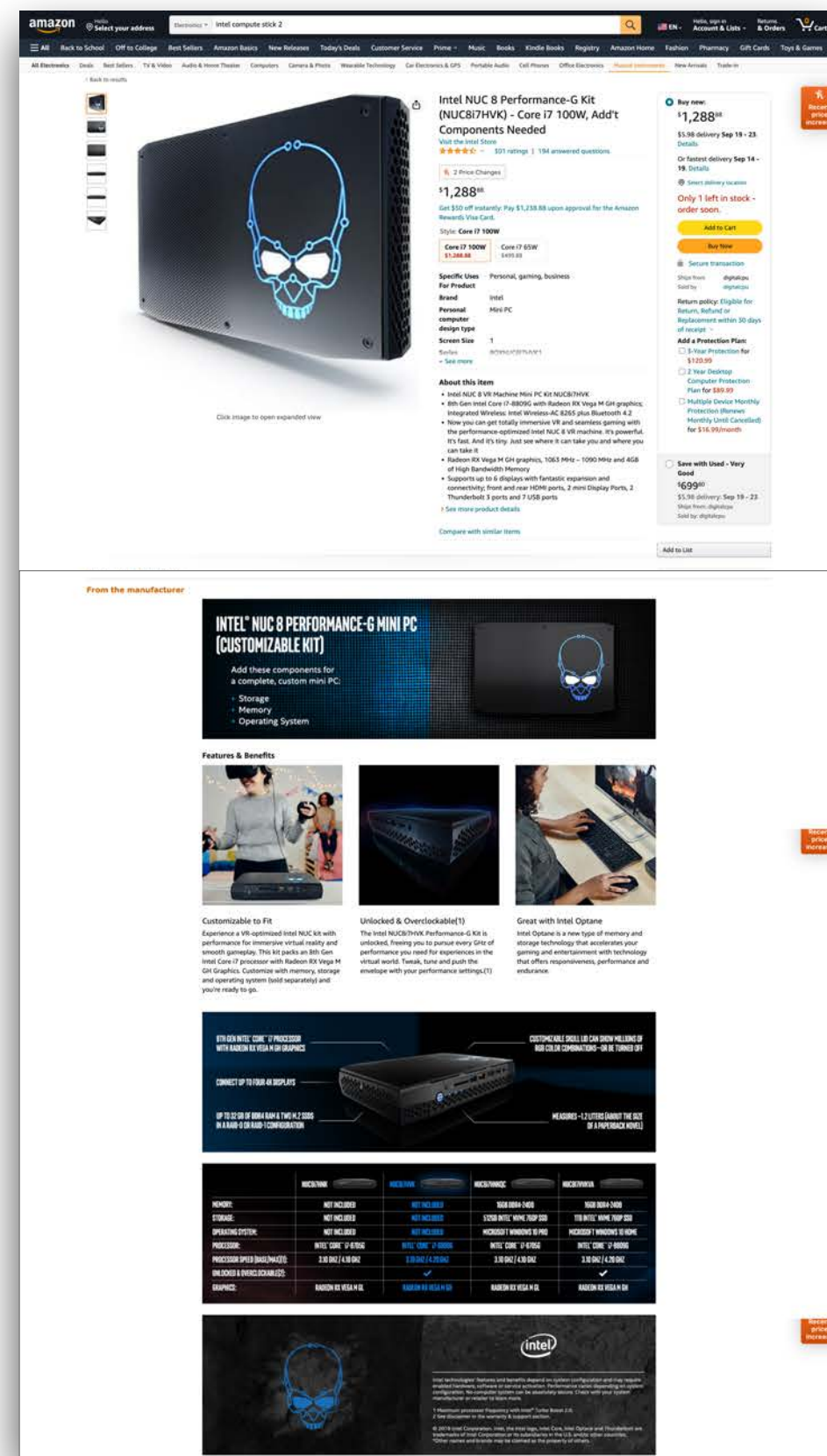


[Sierra-Cedar Hero's Journey](#)



# 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.







**The one unifying factor?**





**Trusted by disrupted and  
disruptive organizations.**

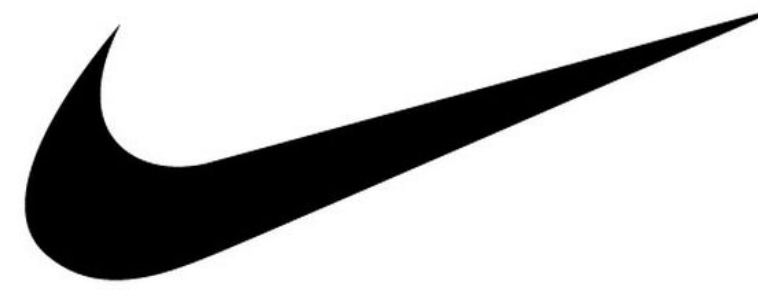
# Collaborations

intel<sup>®</sup>  
SAMSUNG

Honeywell

vmware<sup>®</sup>

SONOS



ADVANSix



Mentor<sup>®</sup>  
A Siemens Business



travel  
PORTLAND



sage



MD  
HELICOPTERS





*“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 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 and Agency Management  
Intel Corporation



*“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



# Capabilities

brand

strategy

positioning

research

analysis

copywriting

narrative

editorial

media buying

social strategy

creative direction

art direction

design

leadership

speaking

facilitation

coaching

consulting

# Values

## Curiosity

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

## Connection

Seeking obscure and unexpected linkages;  
always fostering human commotion

## Timelessness

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

## Humility

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

## Truth

Committed to the objectively identifiable and  
rational; even when it's inconvenient



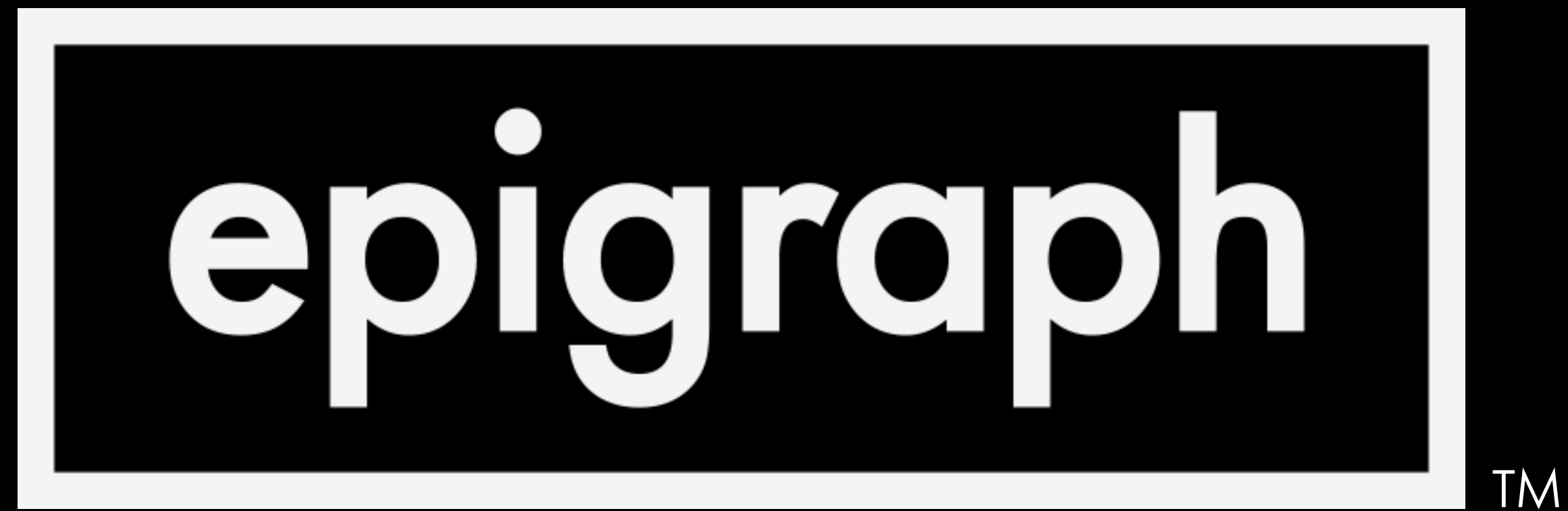
# Thanks.

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Tom Briggs

Founder

[tom@helloepigraph.com](mailto:tom@helloepigraph.com)



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