



A
BRIEF
INTRODUCTION

HIPNOTIC

inc

ARRESTING DESIGN + ADVERTISING

503.803.7700



Hipnotic Inc was founded by Gary M. Alpern who has an extensive background as Creative Director at top US and overseas ad agencies. He created the first hybrid agency/production company, Tribal Alchemy, in 1995. His work has won domestic and international awards and his campaigns were studied at Art Center College of Design.

Hipnotic Inc is dedicated to creating arresting images and messages in a very crowded new age of advertising. Our thorough experience in every facet of advertising and production allow us to carry the message from concept through creation without losing the original voice and message of the campaign.

We provide integrated solutions for web, print, multi-media and broadcast. With 25 years of award-winning work and experience we have the knowledge and ability to create outstanding ideas and execute them across all mediums.

[COMPANY BACKGROUND]

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Branding has left the confines of large agencies and is talked about on the personal level. Everyone is promoting themselves as a branding expert without the years of experience it takes to define and create a proper brand identify. We have over 25 years of successful branding experience working with Fortune 500 companies.

We took a struggle brand like Nexxus Haircare who had lost their preeminent status and ranking among competitors in the field and reintroduced them to the marketplace. The campaign was considered the campaign of the decade for the category and allowed Nexxus to reclaim their position as one of the leading hair care companies.

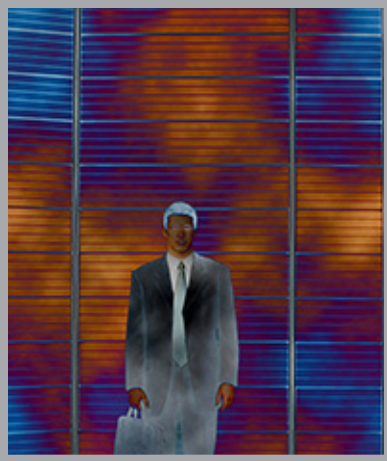
Recently Hipnotic Inc launched Doylesroom poker site which went onto become the fastest site of its kind in the entire category. From zero to top 5 within 6 months, doubling profits with each month. Our work was so successful the owner of the leading poker site told Doylesroom market manager that they study the work created by us in their weekly meetings with DDB advertising.

“Your work as the Ad Agency for The Doyle Brunson Poker Network and Doylesroom.com contributed significantly to the tremendous success we experienced from the launch through our tremendous growth.” – Barbara Lewis, marketing director Doylesroom

[BRANDING]

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Many companies present the principals of the agency to secure the work only to go back and turn it over inexperienced people. Your work will be monitored and worked on by the principal of the company every step of the way. Nothing will be lost in the translation. You won't be surprised by work that is off message. Just a smooth transition from one stage of the project to the next. We carefully manage the size of our company and only take on

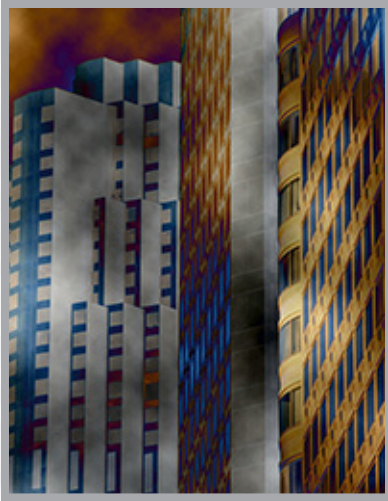
projects that allow us to deliver superior work within the time constraints and budgets. We spent years developing our network of suppliers so they understand we accept nothing less than excellence. Our open creative environment brings the client into the process creating a symbiotic relationship in place of the typical agency/client dynamic. Our agency is well known for not losing site of the big picture regardless of the size of the piece being created. Everything must be on target with the overall message, quality and image created with the umbrella concept. Above all else the whole package of work has to be arresting to compete with the bombardment of messages hitting people these days.

If it isn't Hipnotic is a waste of a budget.

[ADVANTAGE]

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PARTIAL LIST OF PAST AND PRESENT CLIENT:

Universal Pictures, Biltmore Hotel Los Angeles, Oriental Hotel Bangkok, Intel, 3M, Toyota, Nexxus Hair Care, Disney, Hanna Barbera, Gramercy Pictures, Proctor & Gamble, R.J. Reynolds, Warner Records, EMI Records, Capitol Records, RCA Records, Paramount Pictures, CBS Films, Picture Music, Nivea Skin Cream, Sebastian Hair Care, Aspect Ratio, Vivitar Camera & Flashes, Continental Airlines, Sea World, State of California, Midori Liqueur, Thai Airlines, Banzai Vodka, Mitsubishi, Pioneer Electronics, American Standard, Foremost Dairy Products, Singha Beer Gold, TIP Cooking Oil, Winston Tires, Air Florida, Shakey's, Pizza, Van de Kamps, Makita Power Tools, Ocean Pearl Cruises, Life Organization, Hughes Aircraft, Burger King, Security Pacific Bank, DoylesRoom, Ray of Sound, GamuT, Ensemble, Chimeralabs.

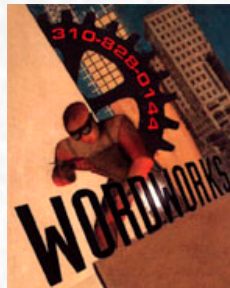
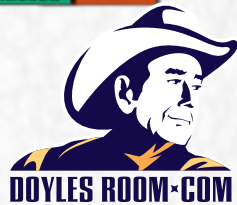
[CLIENTS]

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ARRESTING DESIGN + ADVERTISING



PRINT/FILM
LOGOS



CIRCLE SEVEN ANIMATION



[PORTFOLIO]

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JUST A FEW OF DOZENS OF SITES

WEB



STRATEGIC iGAMING SOLUTIONS



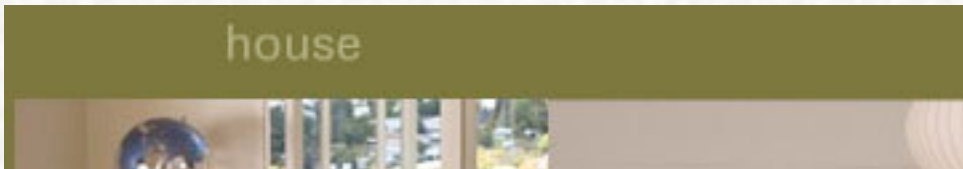
TOYOTA RAV 4



LISA MARIE PRESLEY



THE WORLD IS A SAFE PLACE



EDGECLIFF HOUSE

[PORTFOLIO]



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