



HOT PEPPER. THE ART OF COMMUNICATION

At Hot Pepper Studios, we're **21st century alchemists with a twist**: our designers have the proven ability to successfully convert **complex information into high-value solutions** for Web, print and film.

UNIQUE **You are unique, just like everybody else.** We promise that we will not come to you with a "process" for effective communication. Every time we approach a project, we are interested solely in **what the unique problems are** and how we can reshape those problems as inventive solutions that **produce quantifiable results**.

SYNTHESIS **Synthesis isn't just for plants.** It's also how Hot Pepper takes complex information (objectives, audience, product or service, brand, identity) and **synthesizes these raw ingredients into on-target messaging** that yields results. We also think the message matters **more than the medium**. Fact: If you haven't got anything to say, **no one cares where you say it**.

WINDOWS **We don't do windows.** And we won't do your radio spots, handle your public relations or buy your media. These are not our areas of expertise. **We won't pretend to be something we're not.**

RESPECT **Respect is more than a song title.** We never take on clients that we can't believe in wholeheartedly. This may explain the **longevity and strength of our client relationships**. It could also be a factor in our award-winning work...who knows?

PROOF **Get proof.** We've made some fairly lofty claims here. But we're prepared to **back up our assertions with positive proof**.

To weigh the evidence for yourself, visit www.hotpepper.com. To speak with a knowledgeable human being, call **503.230.2058**. Ask for David. To glimpse the means, media and methods, **turn me over**.





HOT PEPPER. OUR TURF

Trying to define our scope of work is like **trying to define “art.”** It can't be done in a space this size. But we can offer examples of the media and tools that we use to **exercise our core disciplines of strategic planning**, conceptual messaging, visual design and content development. **Here's the big picture:**

ON THE WEB E-commerce, education, corporate, entertainment. **From architecture to integration.** Primary tools: ASP, JSP, PHP, XHTML, JavaScript, Flash, streaming media.

FILM AND VIDEO **Pre-production through post-production.** Digital, tele-cine, TV (vanilla or enhanced), DVD. Primary tools: AVID, Final Cut, After Effects.

PRINTED MATERIAL Posters, brochures, annual reports, direct mail, and other paper-based pieces. Includes photo shoots, digital prep, press checks...**the whole enchilada.**

INTERACTIVE **Kiosks, exhibits, CDs,** corporate presentations, training and sales materials. Primary tools: Flash, Director, HTML, Acrobat.

OTHER Packaging, logo and identity design, one-of-a-kind pieces, and other needful things. **What do you have in mind...?**

“Hot Pepper’s **award-winning work has been a true asset** to the Life 360 broadcast, **enhancing and extending** our viewers’ experience.”

—Dan Morris, Executive Producer for the PBS series Life 360

“Hot Pepper’s expertise enabled PGE to devise **superior strategies for our projects...** their creative team has the **depth of experience to develop high impact solutions.**”

—Stacey Ewton, Director of eBusiness, PGE

