

**We use creativity  
as a vehicle to  
educate audiences...**

**2024 PORTFOLIO**

**eight  
zéro**

animation + creative studio

**THINKING CREATIVELY  
IN PORTERVILLE, CA**

The Porterville Unified School District  
has graduation rate increase from  
84.3% between 2010-2011 and 2011-2012  
Graduation rate for NAF students



ANNUAL REPORT 2010-2014  
**THE  
FUTURE  
IS NOW**

**PARTNER  
KEY IN D**

NAF Board member and Capital One  
President of Financial Services, Sajiv  
knows how important it is for students in  
his home city of Dallas to see the connection  
between what they are learning in the  
classroom and what it takes to succeed  
according to Sajiv. "The continued growth  
and prosperity of our region depends  
largely on an educated, skilled  
workforce. Capital One  
intends to

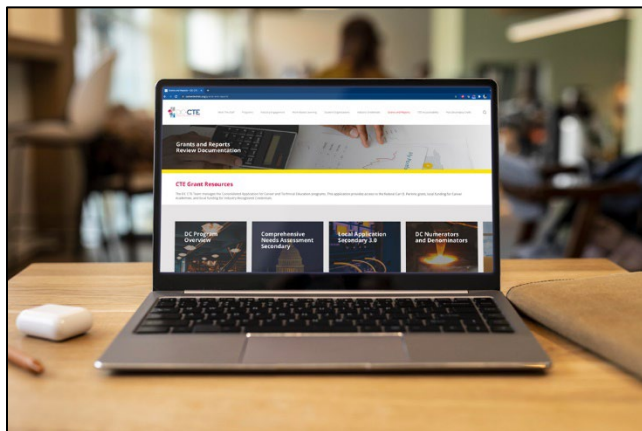
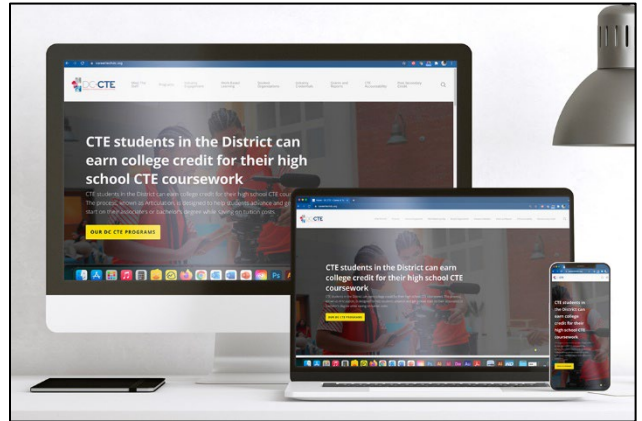
**"The continued growth and prosperity of  
our region depends largely on an  
skilled and inspired workforce"**

— Sajiv Nigam

## DC Career Technical Education Campaign – (DCCTE - OSSE)

We created the [careertechdc.org](https://careertechdc.org) website for the DC CTE (Career Technical Education) division to bring education and awareness for DC's high-school students, across all 8 wards and all of DCPS' target audiences of elementary, middle, and high school students. Here's our Photography [video](#).

**The Challenge** | DC CTE approached us to develop and implement a Career and Technical Education (CTE) marketing and communications strategy, to help DC's community of students, parents, educators, and business partners understand, connect with, and navigate CTE programming offered through the District's secondary and postsecondary school systems through a digital and print media campaign and implement clear and strategic messaging to families and other stakeholders across the District of Columbia.



**My Approach** | We lead this student initiative marketing campaign with a creative fresh web rebrand, and updated marketing and communication strategy that were aimed at DC's Public/Charter School's educational community, that helped to communicate clear and consistent visual message of CTE programming in the District of Columbia.

**The Outcome** | We created the [careertechdc.org](https://careertechdc.org) website for the DC CTE (Career Technical Education) division to bring education and awareness for DC's high-school students, across all 8 wards and all of DCPS' target audiences of elementary, middle, and high school students.

### Deliverables

We implemented this initiative across all 8 wards and captured all of DCPS' target audiences of high school students, which included Career and Technical Education website and industry-facing print materials, achieving the objectives of promoting collaboration and communication of industry partners, aligning CTE programs, strengthening CTE staff, stakeholders and audience pipeline with deliverables, and expanding the CTE programs throughout the DMV.

**Services Rendered** | Graphic Design, Web Development, Wordpress Development, and Photography.



## District of Columbia Career Academy Network (DCCAN) (OSSE)

We've been working with OSSE since 2017 to build the Student Initiative Marketing campaign for DC Public Schools. This program aims to educate students in the DC Public schools, this initiative is in partnership with NAF.

**The Challenge** | DC CAN's mission is to support DC Public and Public Charter high schools, thereby promoting the City's mission to strengthen the pipeline to college and careers. They needed fresh new marketing and advertising print materials to convey their message of educational support and partnerships across all 8 wards in DC.



**My Approach** | We lead this initiative with a fresh rebrand, and updated marketing materials, that were aimed at DC's educational community at large. We shared all collateral across all 8 wards and were able to capture all of DC CAN target audiences, which are mainly high school students.

**The Outcome** | The marketing materials were very well received by DC CAN's corporate and academic partners. They are able to cross promote these marketing initiatives, which benefited everyone involved, especially the parents who have become DC CAN's biggest supporters as these programs benefit the students who live in the District of Columbia.

**Deliverables** | We created a series for DC CAN which included, Logo Identity (DC CAN logo), leaflets, annual reports, booklets, one sheeters, identity style guides, industry booklets, step & repeats, retractable banners, rocket books, photography, and staff consultations, for all 8 school wards.

**Services Rendered** | Logo Identity (DC CAN logo), leaflets, annual reports, booklets, one sheeters, identity style guides, industry booklets, step & repeats, retractable banners, rocket books, photography, PPT decks, and staff consultations.



## U.S Department of Housing and Urban Development (HUD)

We have been working as a subcontractor for a prime on HUD (US Department of Housing and Urban Development) campaign since 2017.

**The Challenge** | HUD needed a new identity & promotion material for their American Housing Survey identity campaign. We designed various engaging collateral pieces to promote their Healthy Homes Program for childhood diseases and injuries in the home.



**My Approach** | We researched HUD’s housing industry, their mission and vision for AHS, and crafted a creative plan that incorporated all assets that delivered on HUD’s need. HUD successfully implemented and delivered their campaign.

**The Outcome** | The final product was a great identity HUD used to market their AHS initiative, they were able to drive home their messages to their audience with the collateral and email campaigns that were launched as a result of our efforts.

**Deliverables** | HUD needed a new identity and promotional materials for their American Housing Survey marketing campaign. We designed various engaging collateral pieces to promote their Healthy Homes Program for childhood diseases and injuries in the home.

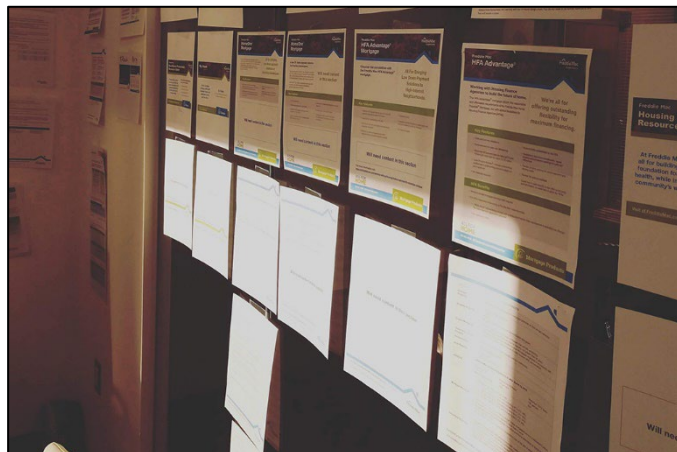
**Services Rendered** | Logo Identity (AHS logo) newsletter design and development, posters, infographics, badges, CD cover designs, and inserts, flyers, and factsheets.



## Freddie Mac

We are currently working on Freddie Mac's home suite campaign for a prime, since February 2019. The two campaigns are All For Home & Sincerely Freddie Mac.

**The Challenge** | We were tasked as a subcontractor to the prime (our client) to help unify Freddie Mac's existing suite of materials so they could use it to engage their next level targeted re-imagined markets, which is focused mainly on millennials, and their growing stake in radically shaping the future of home ownership.

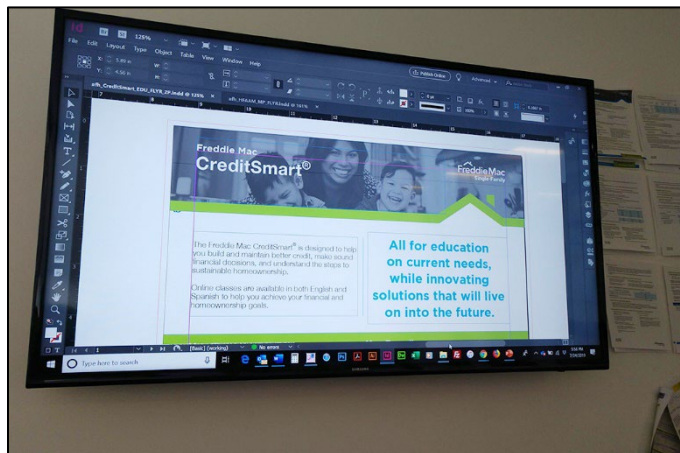


**My Approach** | I worked very closely with the CEO and his VP to scope, identify & create marketing materials that would both educate and empower Freddie Mac's target audiences of 30 something+ millennials. We held in person brain storming sessions, client phone/training calls with the Freddie Mac team, to educate them on how optimize the suite of deliverables.

**The Outcome** | Freddie Mac was very pleased with the results the prime contractor delivered. We positioned the prime contractor (our client) to be able to deliver exceptionally on the engagement from a creative lens. The prime was very happy with our results, professionalism and expertise, as we demonstrated during the entire length of the campaign.

**Deliverables** | We helped create new branding materials that would both educate and empower Freddie Mac's target audiences of 30 something+ millennials focused mainly on shaping the future of home ownership.

**Services Rendered** | Logo identity for various initiatives, postcards, factsheets and posters.



## Office of Personnel Management (OPM) - Combined Federal Campaign (CFC)

We have been working on CFC's (Combined Federal Campaign) Show Some Love campaign since 2017.

**The Challenge** | We began support on this campaign as a sub-contractor to a prime in September 2017, and have been thrilled to have worked with the prime on this campaign since (2017 – present). The need was to localize each zone and provide creative support on all marketing collateral as directed by the Prime contractor.



**My Approach** | Working diligently with the prime contractor, we setup weekly calls and check-ins to make sure we met each deadline for accurate completion. We worked on localizing all creative materials, designed the charity listing books, and attended on site meetings to work with the prime's staff to identify suitable vendors for printing and delivery.

**The Outcome** | Since working on the CFC 2019 Show Some Love Campaign as a sub-contractor to the Prime, we have provided such excellent services in using our creative talent to position the prime to win multiple rebid awards. Our efforts and support on this engagement has helped the prime and their team, win this award since 2017.

**Deliverables** | We provided such excellent services in using our creative talent to position the prime to win multiple rebid awards. Our efforts and support on this engagement has helped the prime and their team, win this award since 2017, and we work on each awarded recompetete.

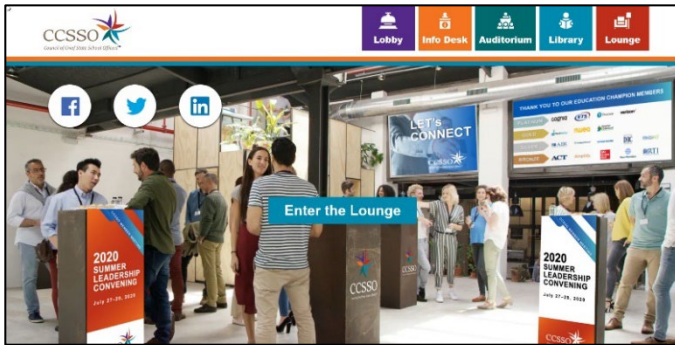
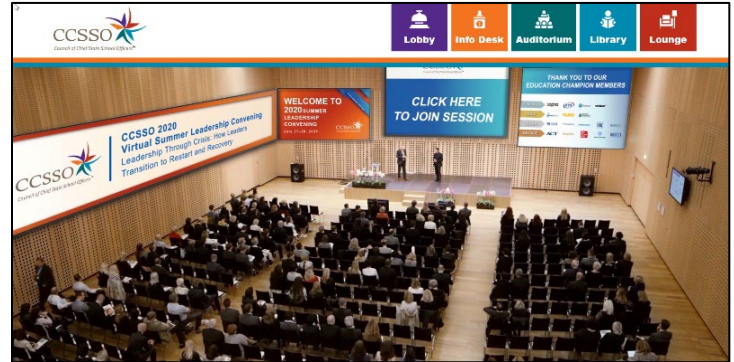
**Services Rendered** | Branding, training materials, publications, posters, taglines and messaging, tent cards, brand standards, flyers, postcards, marketing folders, posters, one sheeters and standards guides.



## Council of Chief State School Officers' (CCSSO)

We are tasked with building a virtual web portal for the Council of Chief State School Officers' (CCSSO) Virtual Conference Events that occurred in July, October and November 2020. Live demo: <http://product.eight-zero.co/>

**The Challenge** | CCSSO approached us to build a reusable interface based Virtual Conference Event via Wordpress for their upcoming Conference Event in rapid time. Their timeline was less than 2 weeks.

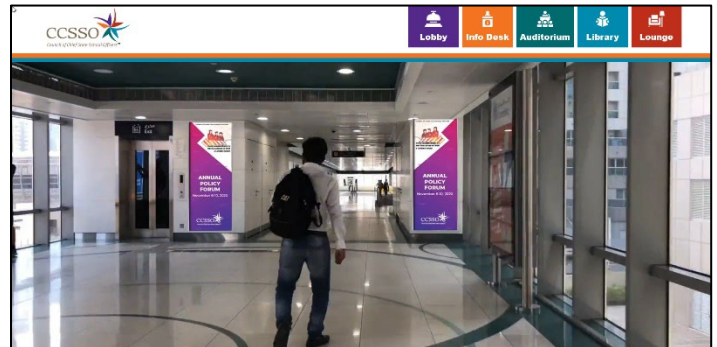


**My Approach** | We lead this initiative with a completely new web development approach, we used b-roll, prepared and developed all assets for implementation within Wordpress CMS. We worked with CCSSO's staff to implement all backend capabilities on their servers, while working with their IT and support staff during the event. We provided onsite maintenance during the conference event, and implemented security measures so that during off hours, attendees weren't able to access the site and share it with non-attendees. The number of attendees was 100, broadcast over zoom.

**The Outcome** | CCSSO's first virtual conference was a huge success, all 100 attendees were very happy with the results with CCSSO's first Virtual Conference. Leadership was extremely pleased with the results we had provided and our customer service before, during and after the event.

### Deliverables

We built a completely customizable virtual conference interface for CCSSO's conferences which occur 4 times annually. We lead this engagement with a custom built Wordpress based CMS system, design and developed toolkit micro sites, and created all the supporting graphics, program brochures, and event guides for their first ever virtual online conference. We provided onsite customer service support and maintenance during the length of each engagements.



**Services Rendered** | Graphic Design, Web Development, Wordpress Development.

## National Science Foundation (NSF) and National Center for Science and Engineering Statistics (NCSES)

We created NSF’s social media campaign for their National Center for Science and Engineering Statistics (NCSES) online awareness and marketing campaign. The Academy's goal was to create collateral to educate new NSF (The National Science Foundation) employees about the agency as a whole. We create e-learning courses as well as educational collateral, as part of NSF’s recruitment initiative to attract the next crop of government employees, as 50% of their work force was reaching retirement age.

**The Challenge** | The Academy’s goal was to attract new NSF employees as well as train the existing pool. The e-learning component was to teach all staff how to effectively perform their duties, and the branding part was to create awareness about the initiative.

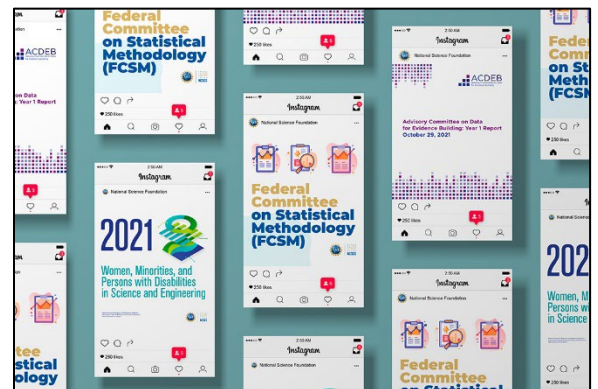


**My Approach** | We worked with NSF Academy’s department heads, our process included presentations, sit downs and interviews with staff to get a sense of how we can fully understand and execute the Academy’s goals. We created both online courses and instruction manuals to help NSF’s staff with online and in-person training.

We also developed social media and infographic creative for NCSES, as well as content development. We developed the creative plan and incorporated all digital assets for delivery based on NSF’s needs.

**The Outcome** | Upon launch, we increased staff’s job retention by 60%, online courses success rate grew to 75%, in person classroom attendance grew to 60%. The Academy was able to prove the success of its initiative by the numbers reflected in its reports.

**Services Rendered** | Publications, posters, taglines and messaging, brand standards, flyers, postcards, marketing folders, one sheeters, e-learning course design and development, employee handbooks, standards guide handbooks, book dividers, course catalogs, e-learning course manuals, workshop handout guides and staff consultations.

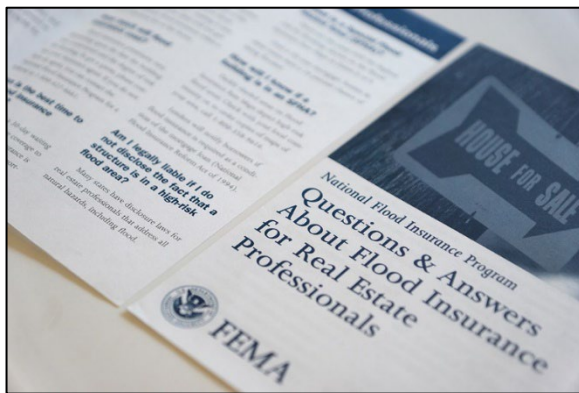




## Federal Emergency Management Agency

We were tasked with designing new marketing collateral for the Federal Emergency Management Agency. FEMA was unhappy with their current marketing materials and wanted new, fresh and non-standard government designs, they wanted a modern more engaging and educational materials.

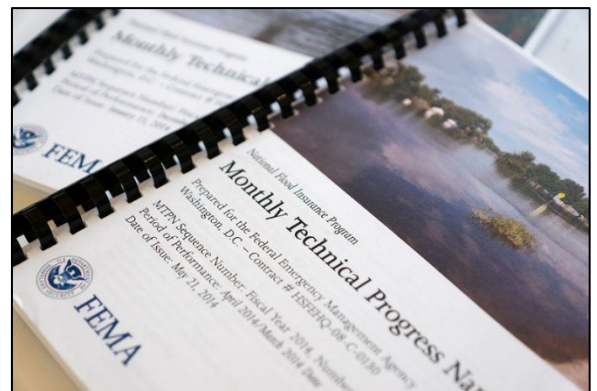
**The Challenge** | As a sub-contractor in supporting NFIP, who's goal was to double the number of contracts in force, and quadruple mitigation dollars spent. We were tasked with creating clear, consistent communication assets to improve customer service, reduce the complexity of the NFIP, and increase the program's transparency.



**My Approach** | We conveyed our results through research, exploration, and communication. Our executions helped to promote what is most important to them. We optimized the goals to reflect both current and future employees. Our provided labor, creative concepts, and text for direct mail, was based on approved customer communications strategies.

**The Outcome** | We helped launch a new set of NFIP's communication assets (Reports, Brochures, Policy Books, Guide & Handbooks, Digitally Manuals). FEMA was very happy with the results and we were able to raise awareness for home and field operatives in performing their jobs more effectively. We worked with GPO for printing.

**Services Rendered** | Report Publications, Brochures, Digital Manuals (CD), Instructional Manuals, and User Guides.



## YMCA

We created engaging marketing collateral for their Diabetes Prevention Campaign, whose goal was to educate thousands of people about type 2 diabetes.

**The Challenge** | The Y engaged us to create engaging marketing collateral for their Diabetes Prevention Campaign. Their goal was to educate thousands of people reduce their risk for developing type 2 diabetes, for adults of all ages.



**My Approach** | We used print advertising as a deliverable to drive their mission, after doing research with the American Diabetes Association, and the Y's vision, we diversified the campaign using various ethnic themes with different age ranges.

**The Outcome** | The campaign educated its audiences to make reasonable lifestyle changes to prevent or delay the onset of diabetes. We succeeded in helping adults reduce their risk by taking steps that will improve their well-being.

**Services Rendered** | Logo Identity (Big Rewards, Jump), poster design and development, brochures, inserts, flyers, and brand style guides.

