



MERGE

WHO WE ARE. HOW WE THINK. SOME THINGS WE'VE DONE.



Technology + Humanity Merge Here.

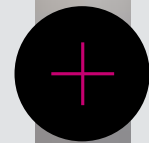
We keep businesses relevant through insightful, technology-based solutions that keep you moving forward.

How do we do it?

We champion fluidity for us and for you, though a unique culture and disposition.

Ability

We have the skills, experience and expertise necessary to deliver with excellence.



Agility

Our roles are fluid—not based on an unwieldy or costly structure. Our ideas are fluid—not based on a launch-and-leave-it mentality.



Humility

We are open-minded to new ideas, no matter where they come from.

Our service offering:

STRATEGY & CREATIVE

Core Strategy
Branding & Identity
Messaging & Voice
UI & UX Design
SEO
Content Development
Website Design
Digital Campaigns
Video
Print Collateral
Packaging/POS

TECH DEVELOPMENT

Responsive & Mobile Websites
Custom Enterprise Systems
Content Management Systems
Digital Asset Management
Direct Marketing Engines
Ad Builder Platforms
Social Programs & Apps
iOS, Android & Windows Apps
eCommerce
Email Campaigns
Digital Ads/Rich Media

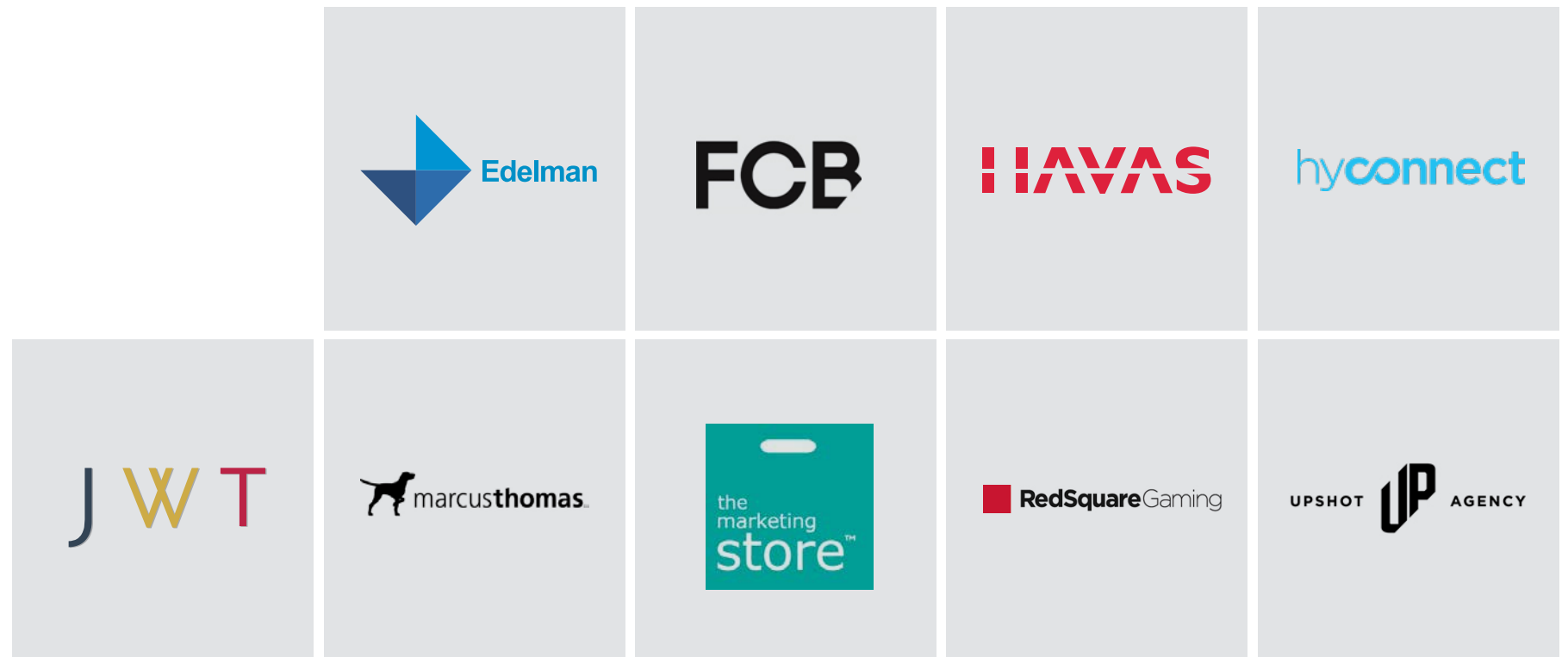
LANGUAGES, PLATFORMS & CERTIFICATIONS

Microsoft.NET, C#, ASP.NET,
PHP, Ruby
HTML5, XML, CSS3, jQuery, Ajax
SQL Server, MySQL, MongoDB
Xamarin, Native iOS & Android
Kentico EMS & CMS
Microsoft SharePoint
WordPress, SiteFinity, Magento,
Sitecore, Drupal
Microsoft Azure, Amazon AWS,
Rackspace Cloud
Certified Kentico Silver Partner

Agency Partners

Agencies turn to Merge for a variety of reasons, whether it be when they need real technical chops to bring their creative visions to life, enable richer and more ambitious digital conversations, fill internal capacity constraints, or even when things go wrong and they need a clean up crew to get things back on track.

Whatever the scenario, we partner with agencies to help them look good and solve whatever challenge is at bay.



Client Brands

abbvie

beazley



DEPAUL UNIVERSITY



el Jimador



From ambitious start-ups to leading Fortune 500s, we have served clients across a diverse range of industries.



Firestone



here



got milk?

Peapod




ROBERT R. MCCORMICK FOUNDATION

Sharpie

Swagelok



WINTRUST

An open notebook with lined pages is the central focus, resting on a dark wooden surface. To the right, a cup of coffee is partially visible. The text is overlaid on the notebook pages.

**We've built our company
and reputation by turning
“Can we?” into “We can!”**



Sharpie®

Sharpie asked:

Can We develop a creatively-rich website, despite the fact that we have to build it on a platform known to be very restrictive?

We Can by building an inspiring new artist-centric, community-fueled website that seamlessly integrates SharePoint, WordPress and the Votigo Community Platform.

Merge built a site that enabled streamlined idea sharing and the ability to dynamically showcase artwork created by artists using Sharpie products.

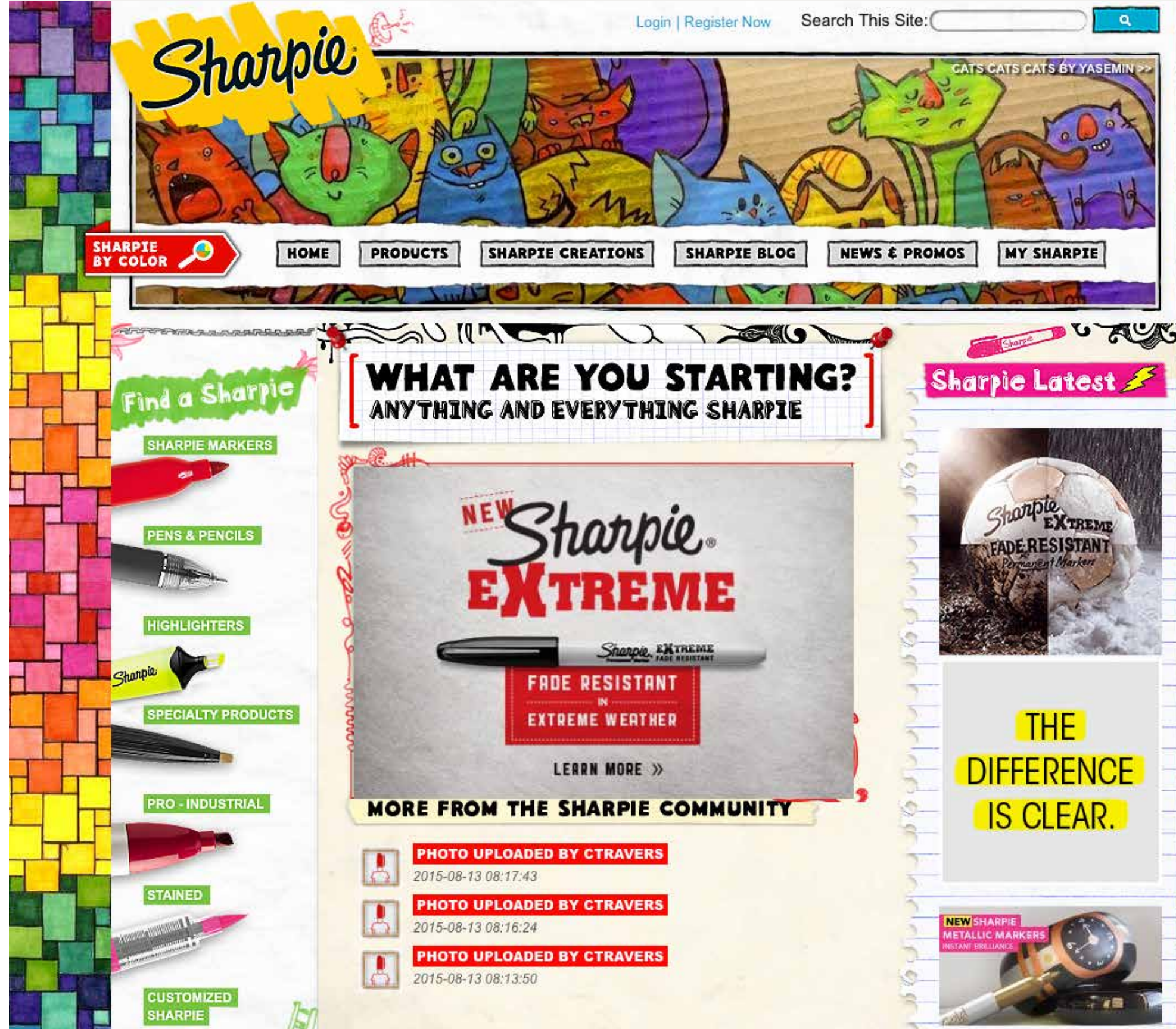
WHAT WE DID

- Strategy
- Production
- SharePoint Development
- WordPress Development
- Votigo Development
- Social Integration

ADDITIONAL FEATURES

- Destination For Inspiration
- Robust Social Integration
- Comprehensive Product Catalog
- Color Picker Search

[Check out the full case study...](#)





JamesHardie

James Hardie asked:

Can We increase demand, as a category leader, by shifting our focus from the trade—typical in our industry—to our consumer audience?

We Can by moving beyond the rational benefits to connect with consumers emotionally, and provide a completely new way for them to experience the journey of siding their home.

Merge performed a comprehensive CMS analysis and developed UI/UX that engaged and inspired the target on a personal level, all through a fully responsive Kentico implementation. By connecting inspirational design, color and lifestyle content with the rational, the James Hardie story was completely re-casted, and leads substantially increased.

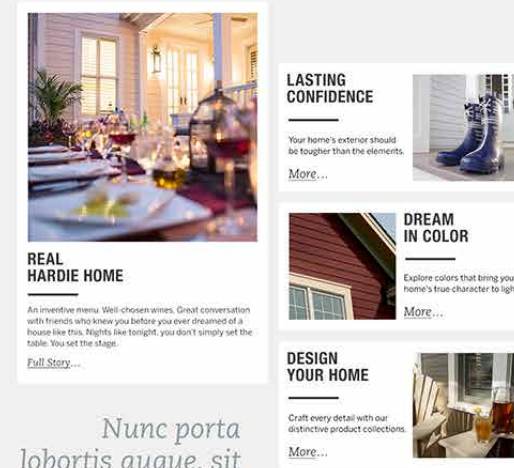
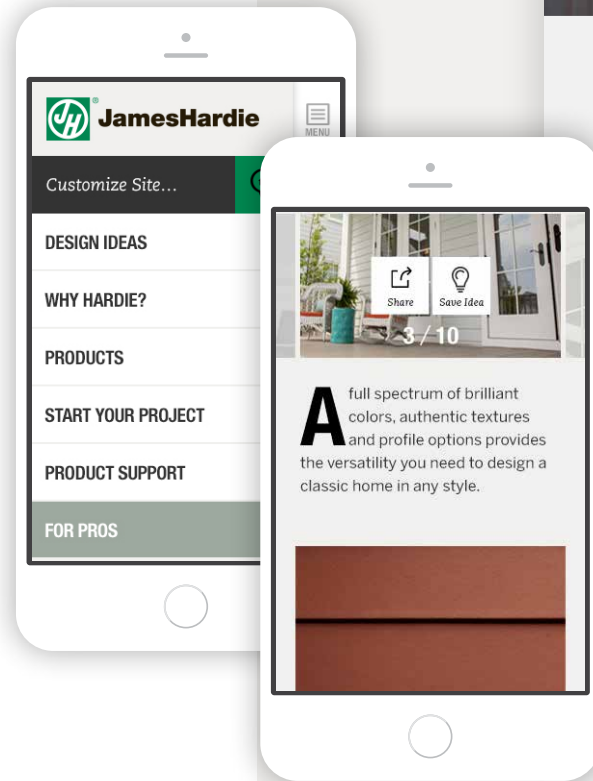
WHAT WE DID

- Strategy
- UI/UX
- Creative/Design
- Content Development
- SEO
- Kentico Development
- Social Integration

ADDITIONAL FEATURES

- CMS, UI & Content Audits
- Color Dashboard
- Geo-Targeted Content & Catalog
- Personalized Bookmarking Tool
- Distributor Lookup
- Marketo CRM Integration
- Social Media Strategy & Integration
- Digital Brand Guidelines

[Check out the full case study...](#)

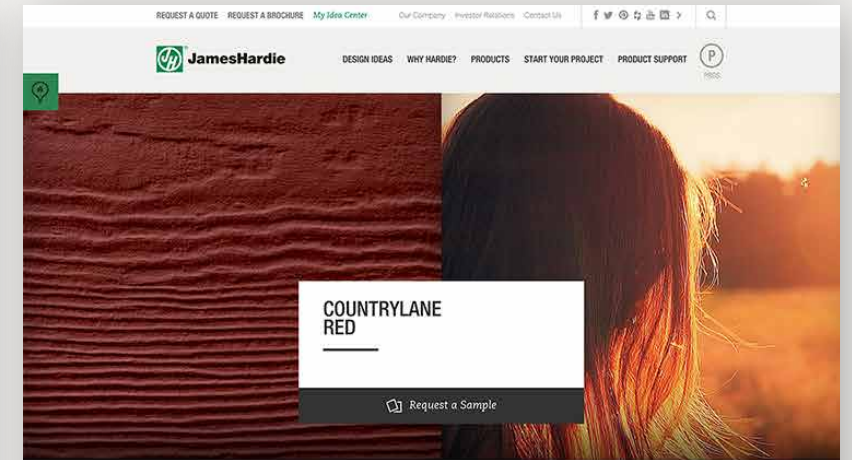
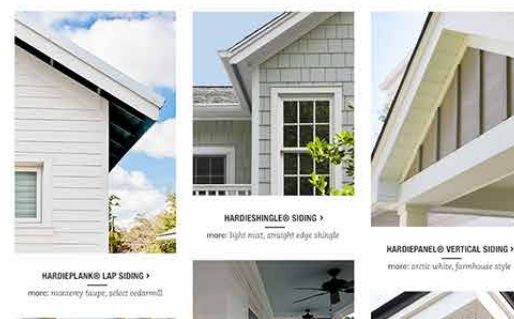


Nunc porta lobortis augue, sit amet mattis purus gravida all.

JARICE HANRATTY is a Seattle-based lifestyle photographer, and more at [Contact Us](#).

[More Testimonials...](#)

EXTERIOR PRODUCTS

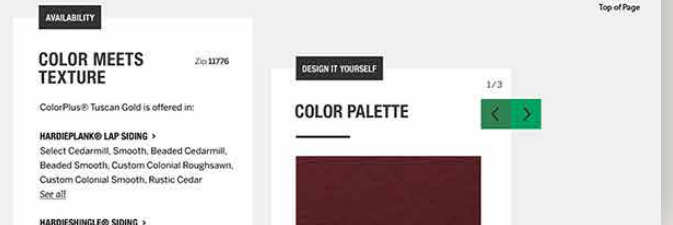


Imagine an afternoon drive through the countryside, weaving through cornfields dotted with red farmhouses. That is the comforting feeling that Countrylane Red evokes. Like a rural American landscape, this shade offers character, without overwhelming the eye.

bold
distinctive
warm
inviting



A full spectrum of brilliant colors, authentic textures and profile options provides the versatility you need to design a classic home in any style.



The background of the slide is a photograph of a busy city street, likely in New York City, featuring several yellow taxis. The NAVTEQ MAPS logo is centered in the middle of the image, enclosed in a white rounded rectangle. The logo consists of the word "NAVTEQ" in a white, sans-serif font above the word "MAPS" in a larger, bold, white, sans-serif font, with a small trademark symbol (TM) to the right of "MAPS".

NAVTEQ
MAPS™

NAVTEQ Maps asked:

Can We get people to recognize the value of updating their embedded GPS and overcome the reluctance to continue to invest in the system?

We Can by creating digital experiences that deliver compelling rationale through visualizations of the data, showing the hundreds of thousands of changes that happen on the map annually.

Merge conceived, designed and developed a variety of solutions for NAVTEQ, while also providing new toolkits for their partners and affiliates.

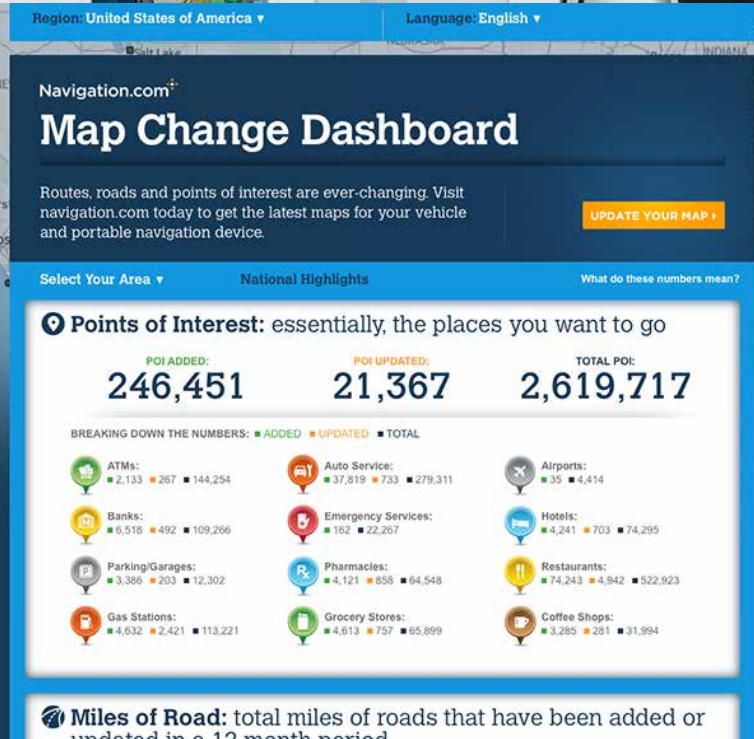
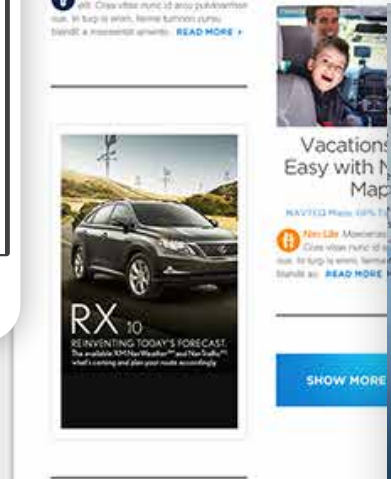
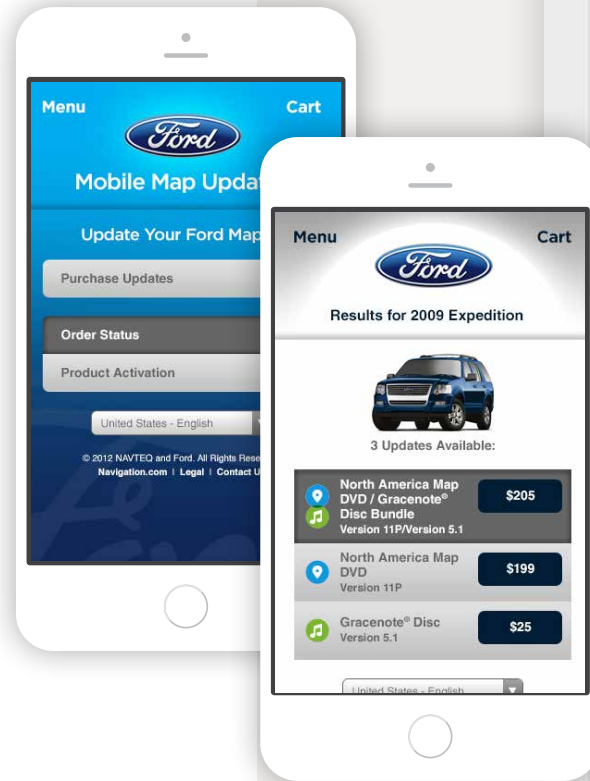
WHAT WE DID

- Strategy
- UI/UX
- Creative/Design
- Web Development
- Video
- Infographics

ADDITIONAL FEATURES

- OEM Support
- Multilingual Implementations
- Mobile Shops
- Map Change Dashboards
- Fuel Savings Calculators
- Digital Demos
- Infographics
- Content Development
- Social Support

[Check out the full case study...](#)





CHICAGO™
METALLIC

Chicago Metallic asked:

Can We develop a culinarily inspiring destination that pushes the brand outside its dated brand aesthetic and strictly eCommerce focus?

We Can by building a site that is more than just a product catalog, and instead positions the company as a leading baking expert that home bakers can rely on for the tools, tips and inspiration that drives their passion for baking.

The new site, built in Magento, captures and amplifies the unique passion of home bakers by providing so much more than a product catalog—like mouthwatering images of the finished baked goods, helpful tips and tricks for bakers at all levels, inspiring how-to videos, social content, commenting and more. It is truly as place to be creatively inspired, while learning and purchasing the products that deliver the best quality in bakeware.

ADDITIONAL FEATURES

Strategy

UI/UX

Creative/Design

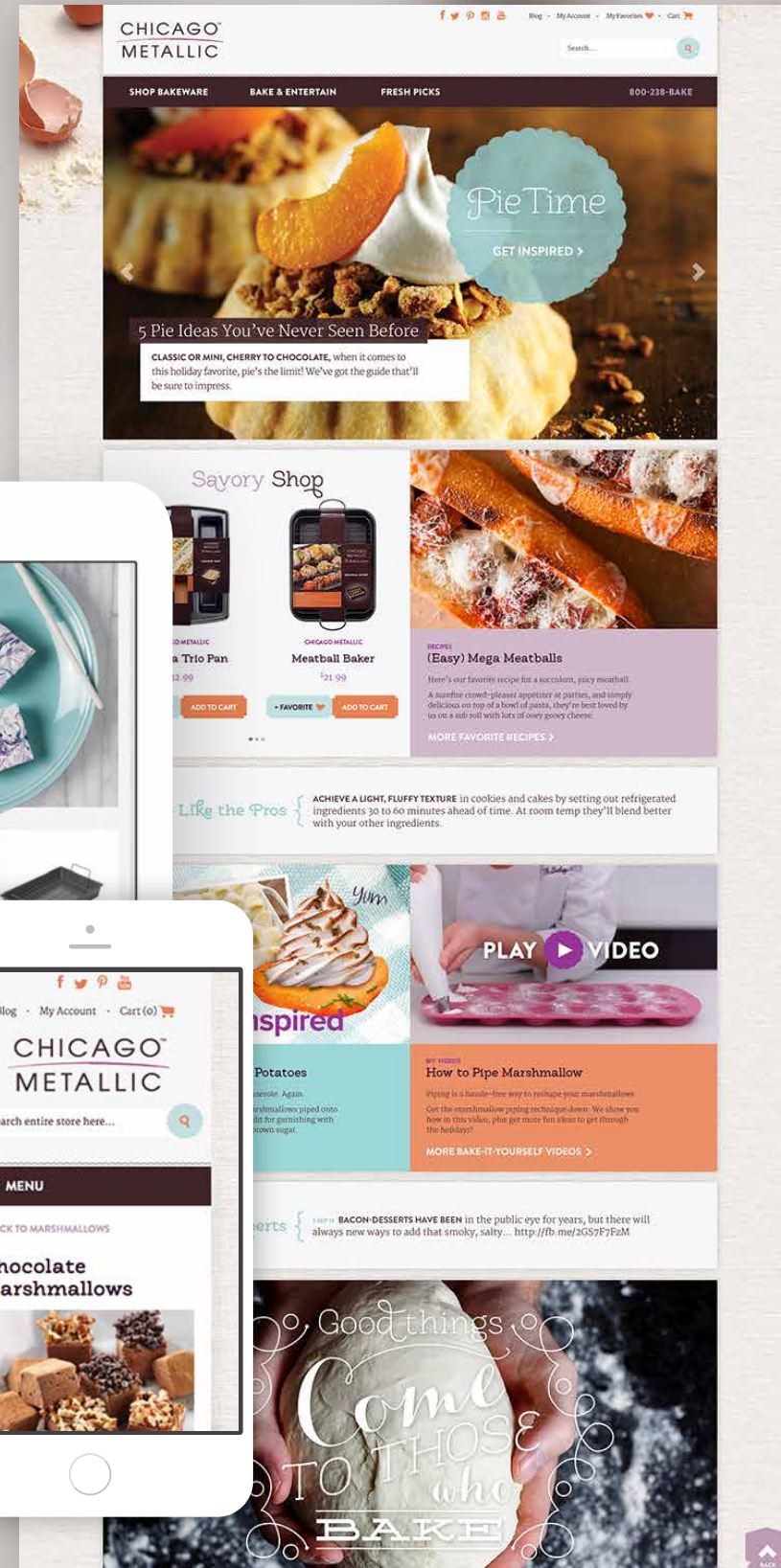
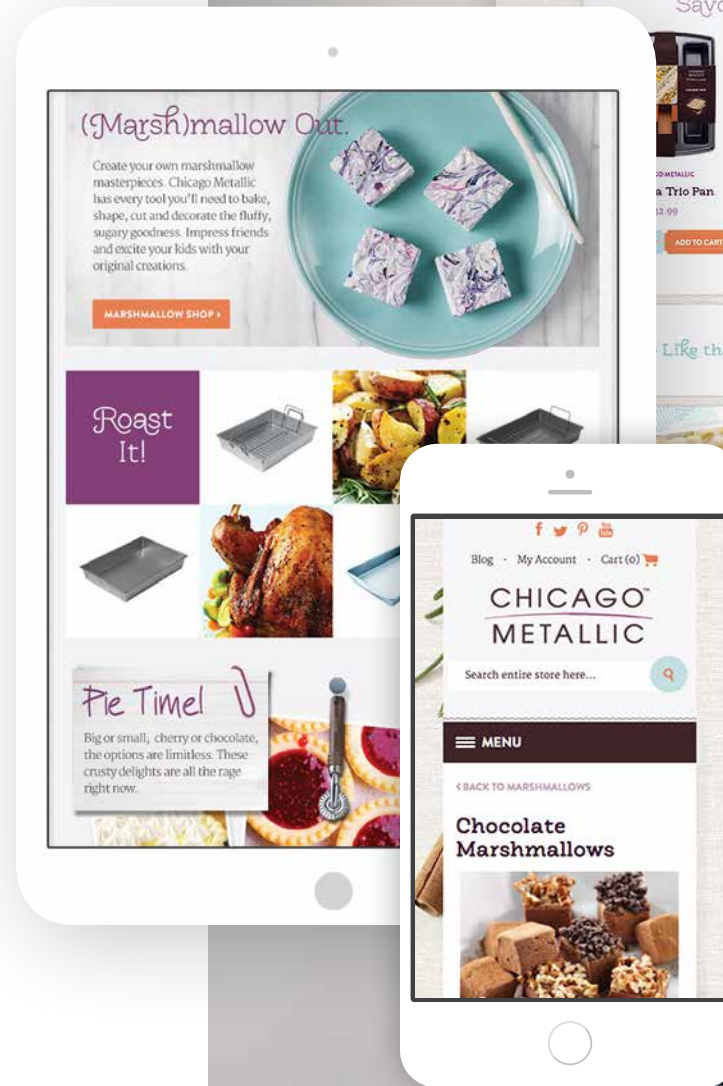
Content Development

SEO

Magento eCommerce Development

WordPress Development

Social Integration





Tender Belly asked:

Can We evolve our brand to truly connect with people in a way that's not solely focused on just our pork product.

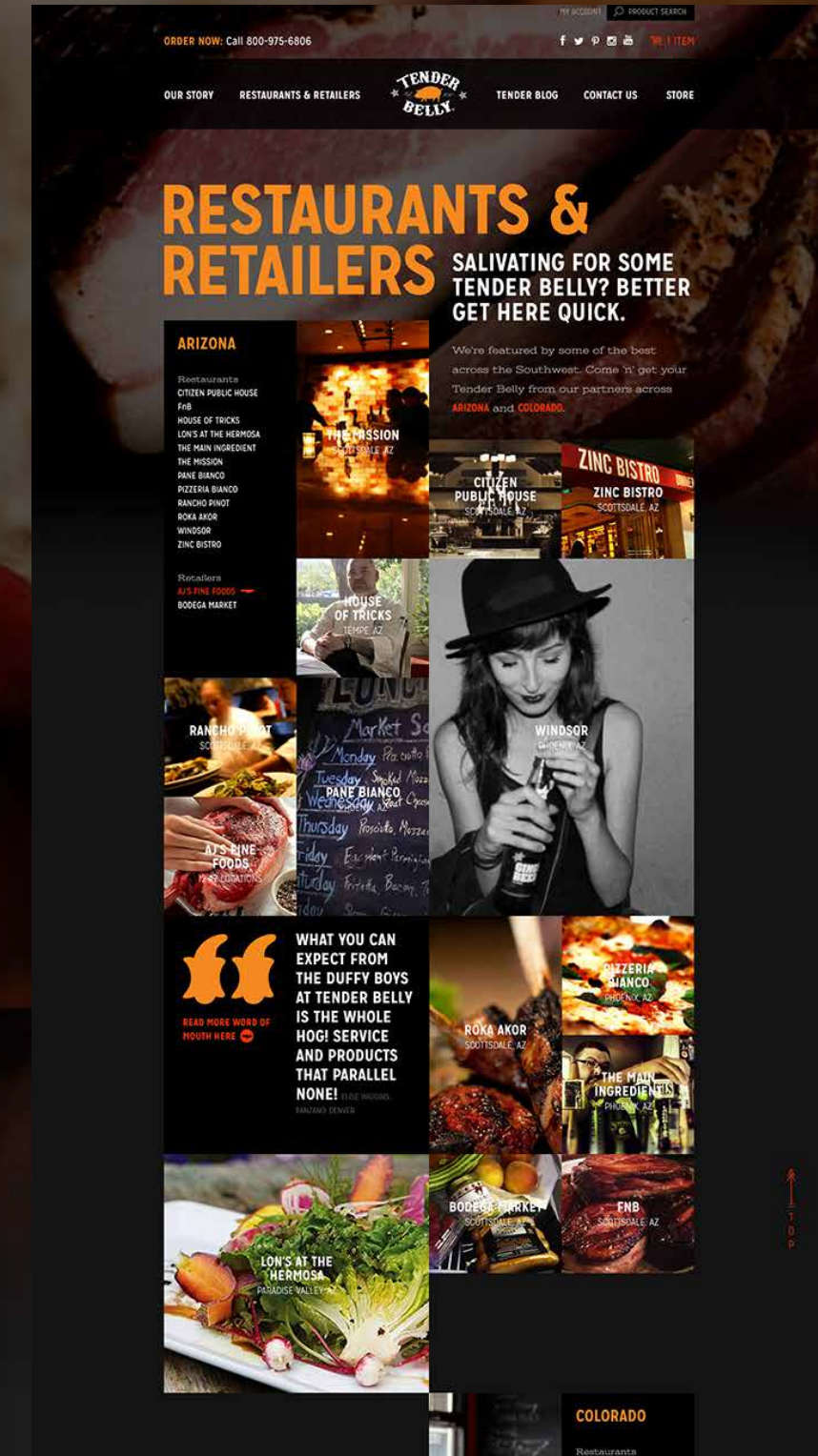
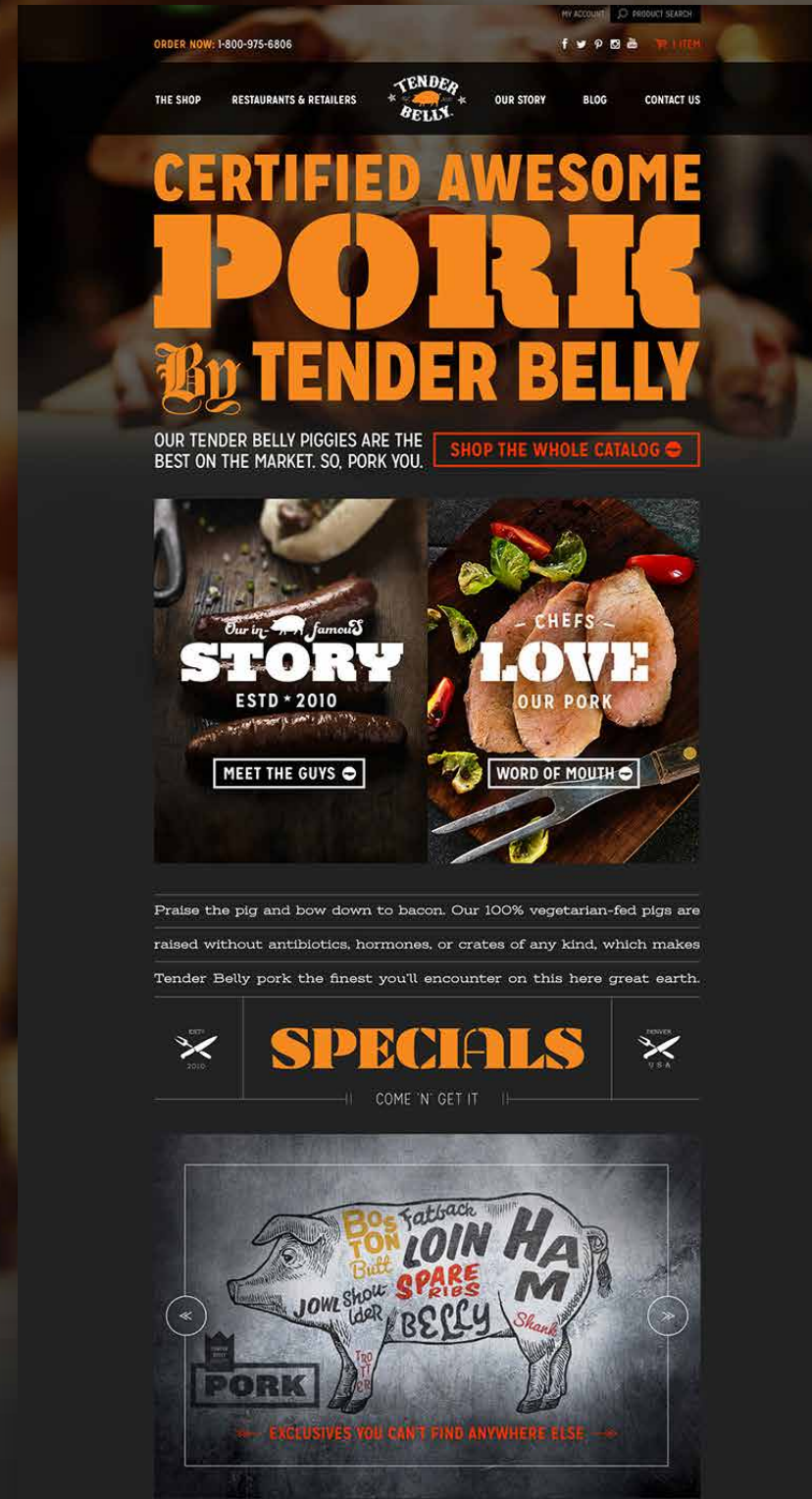
We Can by building a brand that embraces a "Certified Awesome" mentality—pushing boundaries and embracing life to the max—and making a lifestyle connection with our audiences.

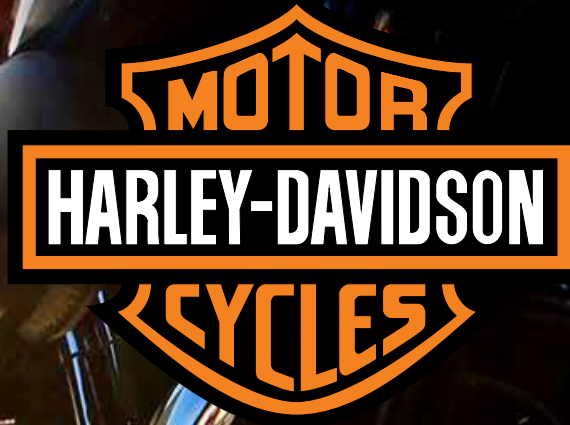
Tender Belly, a premium pork producer out of Denver, CO, makes some of the finest pork products available. Given that their competitors focus on clean and pure farming practices, we transcended the category and connected with people as a lifestyle brand. We tied Tender Belly to the bold statement “Certified Awesome” by celebrating chefs who are redefining modern cuisine and championing athletes who are reaching new heights in sport.

ADDITIONAL FEATURES

- E-Commerce & Lifestyle Website
- Content Development
- Brand Identity Standards

[Check out the full case study...](#)





Harley-Davidson asked:

Can We put one of the most robust digital asset libraries into a system that will keep up with our complex needs, evolving technology and provide an intuitive experience for users around the world?

We Can by building a fully custom Digital Asset Management (DAM) platform that provides unparalleled search capabilities with extremely efficient asset ingestion and highly customizable user, group and permission systems.

The H-D DAM houses over 200,000 digital assets including images, audio, video, documents, and “stubs” for physical museum/archives pieces, accessed and managed by internal and external users across the globe.

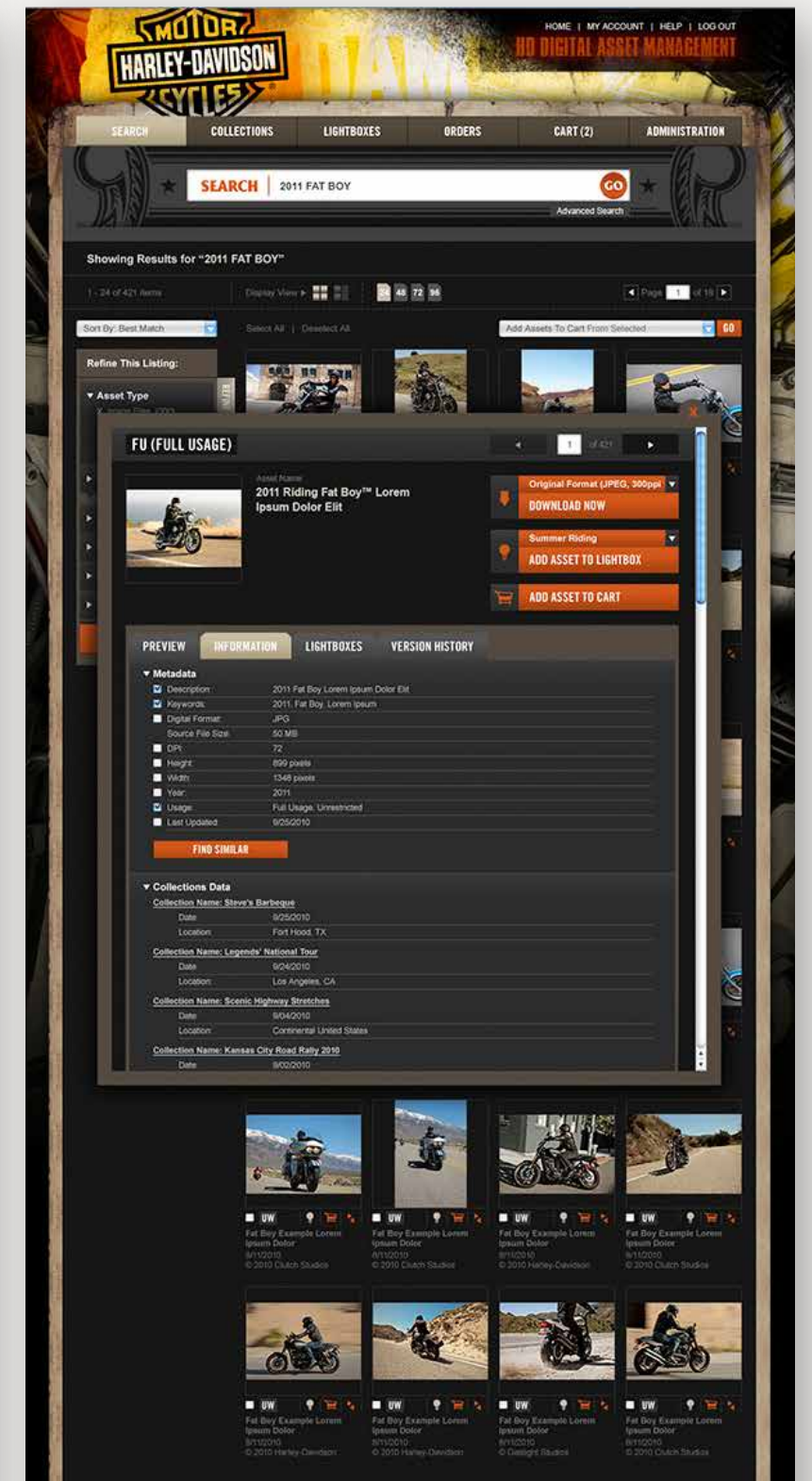
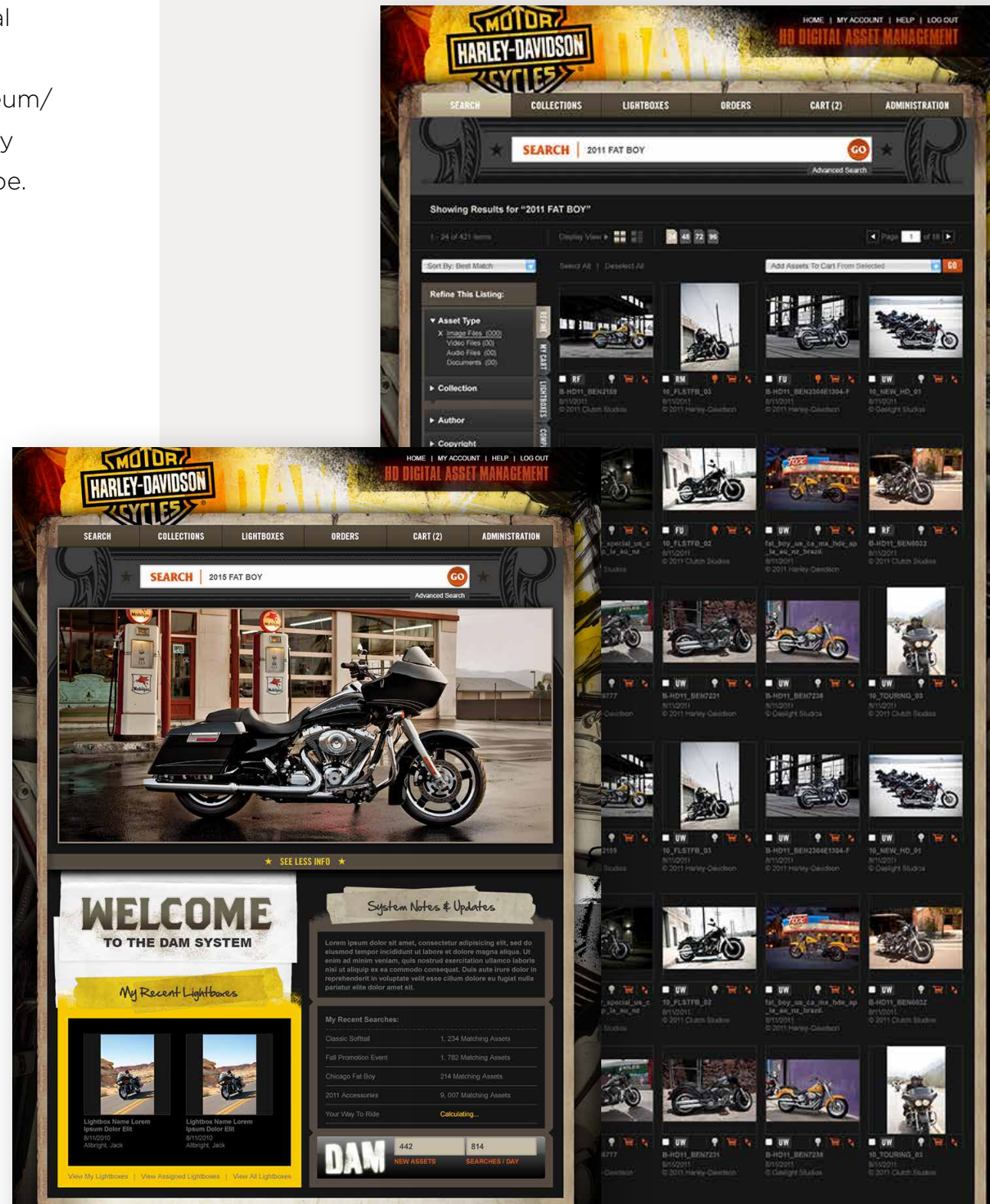
WHAT WE DID

- Custom Built Enterprise DAM
- Strategy
- UI/UX
- Creative/Design
- Web Development

ADDITIONAL FEATURES

- Branded UI Experience
- Flexible & Intuitive Administration
- Enterprise Solr™ Search Implementation
- LeadTools Image SDK Implementation
- Multilingual Implementation
- Multiple On-Demand Delivery Methods
- Custom User/Asset Security
- Configurable Metadata & Categorization Tools

[Check out the full case study...](#)





Harley-Davidson asked:

Can We develop a single system that will help to better and more consistently communicate the H-D brand, given that we have 1,500+ dealers and marketers creating new communications pieces every year?

We Can by creating a customized Dealer Marketing Engine (DME) that provides corporately approved assets, allows for the creation and trafficking of materials and enables best practice sharing—ultimately making H-D marketing efforts more efficient and effective.

The H-D DME is an online one-stop marketing shop for dealers to access and customize corporate-approved marketing materials and control costs for all promotions and campaigns, including ads, imagery, video, TV and radio spots and also to order materials via digital delivery or print-on-demand. Furthermore, the DME's custom content management system allows admins to manage all site content in real-time, significantly cutting down turnaround time.

WHAT WE DID

Custom Built Digital Marketing Engine
Strategy

UI/UX

Creative/Design

Web Development

Solr™ Integration

ADDITIONAL FEATURES

Customizable Ad Builder

Flexible & Intuitive Administration

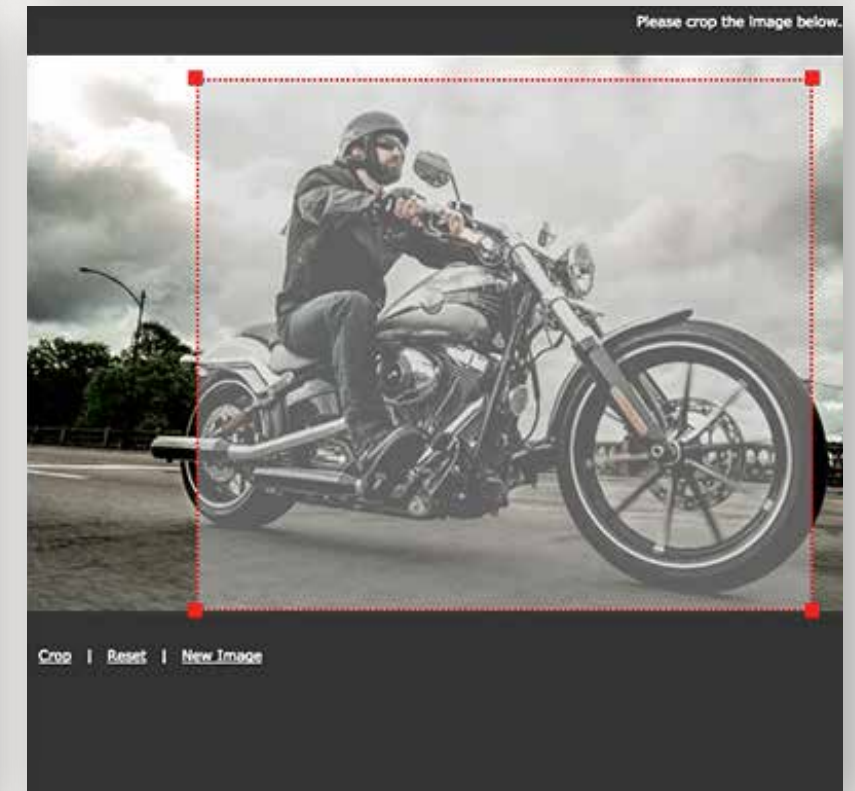
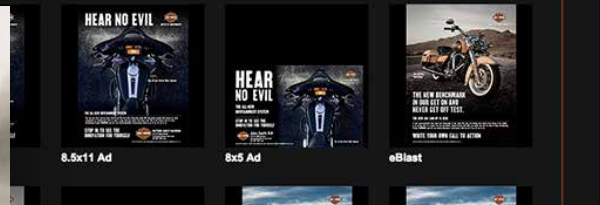
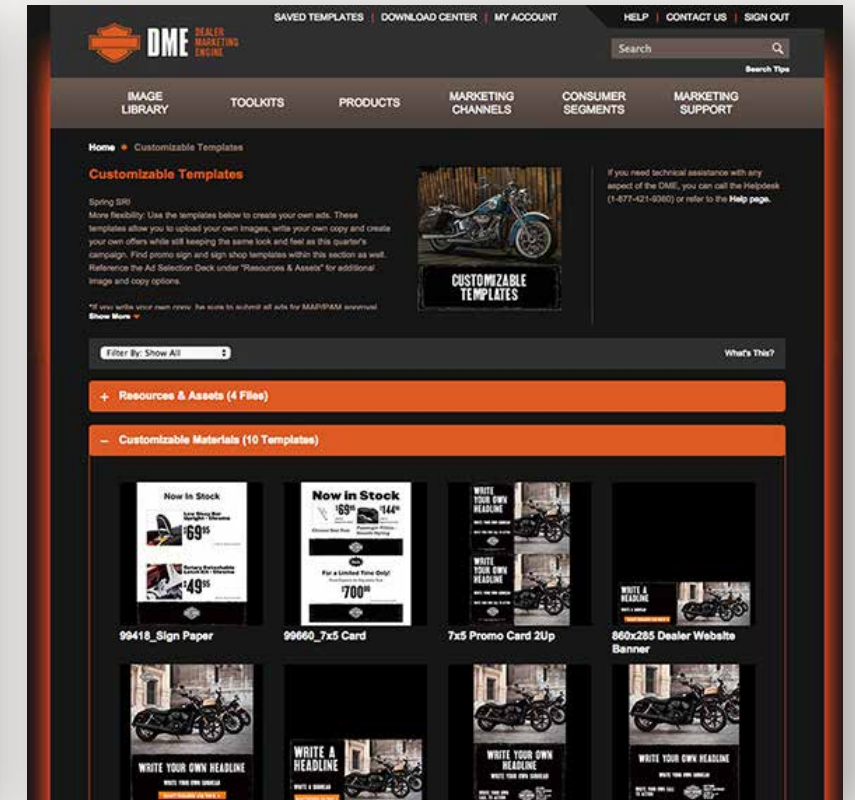
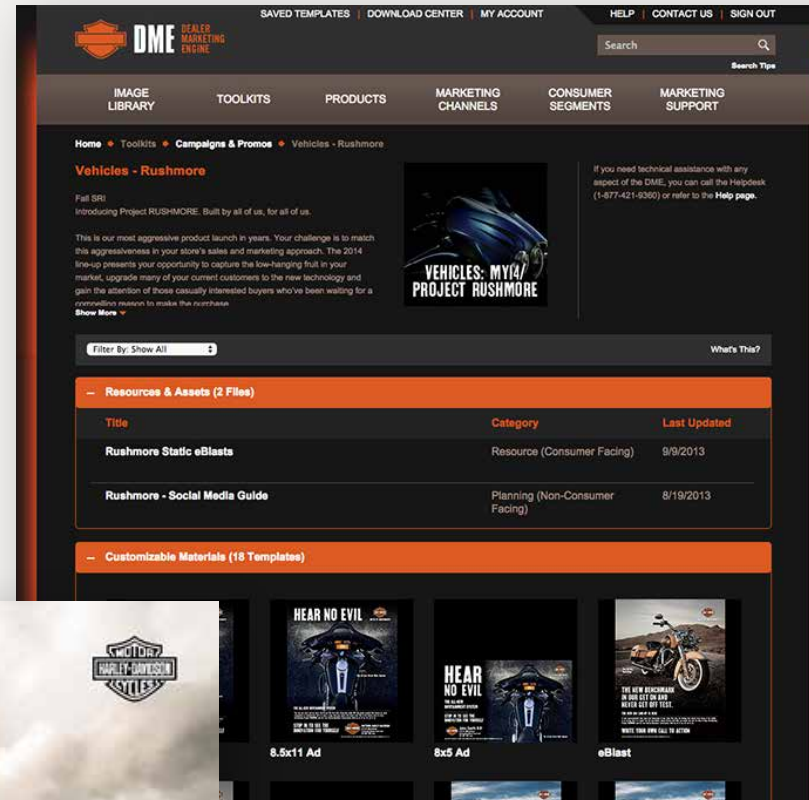
Enterprise Solr™ Search Implementation

Multilingual Implementation

Multiple On-Demand Delivery Methods

Custom User/Asset Security

Robust Reporting & Tracking



Ready to Merge?



We have an unquenchable curiosity to discover new ways to solve tough business challenges.



We're realists + dreamers. Big picture + small detail. And we have fun doing it.



Let's talk.

We'd love to speak with you about your current business challenges and how we can merge forces to tackle them.

RILEY SHEEHAN

Founder & CEO

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Visit our website for more information + inspiration.

www.mergeworld.com

