

Column Five

Advertising
United States

View the full portfolio at <http://www.thecreativefinder.com/columnfivemedia>

Professional Experience and Curriculum Vitae

Column Five produces world-class creative work that informs, engages, and inspires - communicating complex information through great design. We delight our clients by creating a vision for our partnership and setting measurable goals to define our success. We surround ourselves with people we respect and enjoy - building meaningful and lasting relationships with both clients and each other. We are proud to build a company that supports our lives and challenges us to grow.

Previous Clientele

GOOD
Esquire
Mint
Get Satisfaction
Namesake
Flowtown
Hunch
Miller-McCune
Nokia
MySpace
Sonos
KISSmetrics

Awards and Accolades

Please kindly get in touch for more information.

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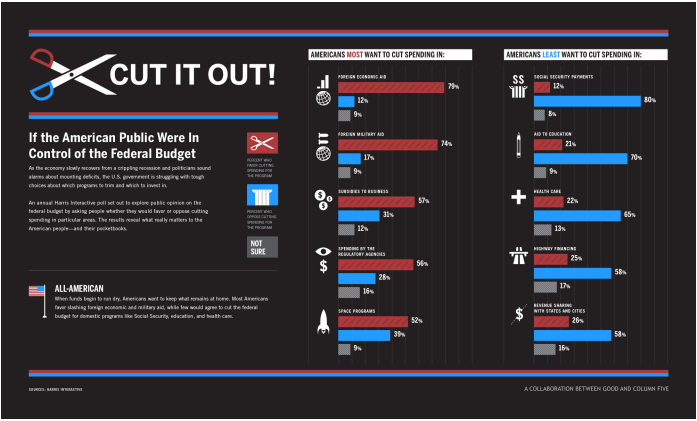
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AUDIT MISCONCEPTIONS

WHAT EXACTLY IS AN AUDIT, AND HOW LIKELY ARE YOU TO RECEIVE ONE?

Many taxpayers are afraid of an IRS agent showing up on their doorstep, but get your mind at ease. History shows that only 1 percent of individual taxpayers receive an audit every year and most of these audits are sent via mail, simply requesting backup documentation.

Chances of being audited

The IRS received 80 million returns and audited only 1.7 million of these in fiscal year 2010. However, only 1 percent of the majority of individual earners are audited.

TOTAL NUMBER OF IRS AUDITS ON INDIVIDUAL TAX RETURNS FY 2009-2011

Year	Total returns filed prior C/Y	Total audits conducted	Percentage audited
2009	136,949,670	1,425,688	1.03%
2010	142,823,105	1,561,394	1.11%
2011	140,837,499	1,564,690	1.11%

AUDIT RATES BY TAX FILING TYPE, FY 2010

Audit Possibility	Individuals	Number of Audits
8.4%	Individuals earning over \$1 million	23,474
2.7%	Individuals earning \$200,000-\$1 million	120,481
1.7%	All individuals	1,561,394
1%	Individuals earning under \$200,000	1,425,688

Audit Possibility	Businesses	Number of Audits
14.7%	Corporations with assets over \$50 million	10,307
0.9%	Corporations with assets under \$50 million	79,227
0.6%	All businesses	95,047
0.4%	S corporations and partnerships	26,733

The IRS likes to go after big corporations, and for good reason

Audits of large companies with assets over \$50 million...

recovered \$4.6 billion in 2009

Audits of all other companies recovered \$4.6 billion.

MONEY RECOVERED WHEN BIGGEST AUDITING

Large* companies: \$9,334 million

Small/midsize companies: \$1,098 million

*assets over \$50 million

Types of Audits: Not All Should Be Feared

Most audits are conducted via mail. Taxpayers may think they are being audited, but are just receiving an adjustment on their taxes. There are also examinations, which are audits by mail, but just request backup documentation.

In 2010, 78 percent of those audited dealt with the IRS via mail correspondence, while 22 percent came in for an in-person exam.

- The Mail Audit**
The IRS will send a letter simply requesting an explanation or additional information and backup documentation. While not an audit, you may receive an "Automatic Adjustment Notice" that simply states that the amount of taxes you owe the IRS was adjusted.
- The Interview Audit (Examinations)**
In very rare cases, a taxpayer may be required to appear at an IRS office with the receipts and backup documentation to support their tax report.
- The Field Audit**
The IRS sometimes field audit at a select few taxpayer homes or businesses. This is the usual form of audit for small businesses or businesses operated from home.
- The Correspondence Audit**
This will usually require you to provide information, supporting evidence about very specific claims made on your tax report, or a check for unpaid taxes.

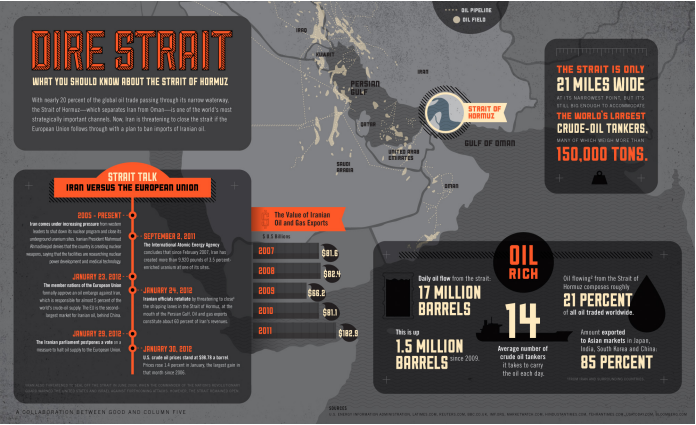
SOURCES: IRS, ENR, TAXSTATA. INFOCOM, ENR

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WHAT not TO WEAR TO STORES

Customers mistake other customers for retail employees all the time. Everyone has had a stranger ask them where something is at one point or another. Here's a quick guide of what to expect if you accidentally wear a store's uniform while shopping.

STORE : TARGET

What They Sell: General merchandise
What You're Wearing: Red shirt and a vest

What They Might Ask You: "Hi, I'm looking for light bulbs, pencil sharpener, and... where are you getting candy?"



STORE : BEST BUY

What They Sell: What You're Wearing: Electronics
What You're Wearing: Blue polo shirt and an unbuttoned shirt

What They Might Ask You: "Do you have that new war game? My son really wants it, but I can't remember the name. Do you know which one he's talking about?"



STORE : WALMART

What They Sell: General merchandise
What You're Wearing: Red and white checkered shirt

What They Might Ask You: "Is there a McDonald's at this location?"



STORE : URBAN OUTFITTERS

What They Sell: Men's merchandise
What You're Wearing: Green shirt

What They Might Ask You: "Where are your right fitting sneakers and slippy jeans?"



STORE : NORDSTROM

What They Sell: Clothing and accessories
What You're Wearing: Checkered shirt and a scarf

What They Might Ask You: "Why is this shirt \$80?"



STORE : MACY'S

What They Sell: Clothing and accessories
What You're Wearing: Apple sweater and a shirt sweater

What They Might Ask You: "Are any of the expensive ones down?"



STORE : HOME DEPOT

What They Sell: Home improvement tools
What You're Wearing: Orange shirt and khaki shorts and slippers

What They Might Ask You: "I'm trying to fix my kitchen. Can you point me in the right direction?"



STORE : COSTCO

What They Sell: Bulk merchandise
What You're Wearing: Red shirt and khaki pants

What They Might Ask You: "Where's your Tip Runner? I need 100 packages."



STORE : APPLE

What They Sell: Computers
What You're Wearing: Red shirt and khaki pants

What They Might Ask You: "Can I buy an iPhone here?"



STORE : HOT TOPIC

What They Sell: Clothing, accessories, etc.
What You're Wearing: Red shirt and khaki pants

What They Might Ask You: "Do you guys have any shirts of that one singer I saw from the music app?"



Be careful what you wear to the stores you love, or you might have to run a price check.

Hallway

Illustration: Dave Coverly

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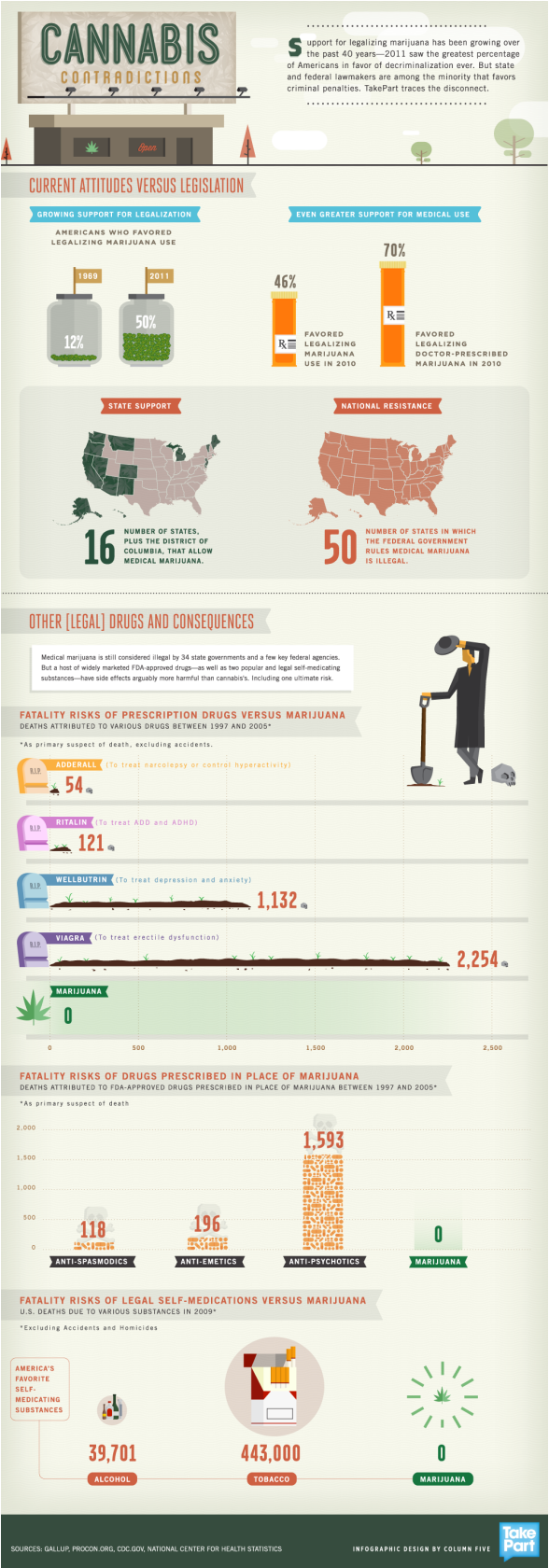


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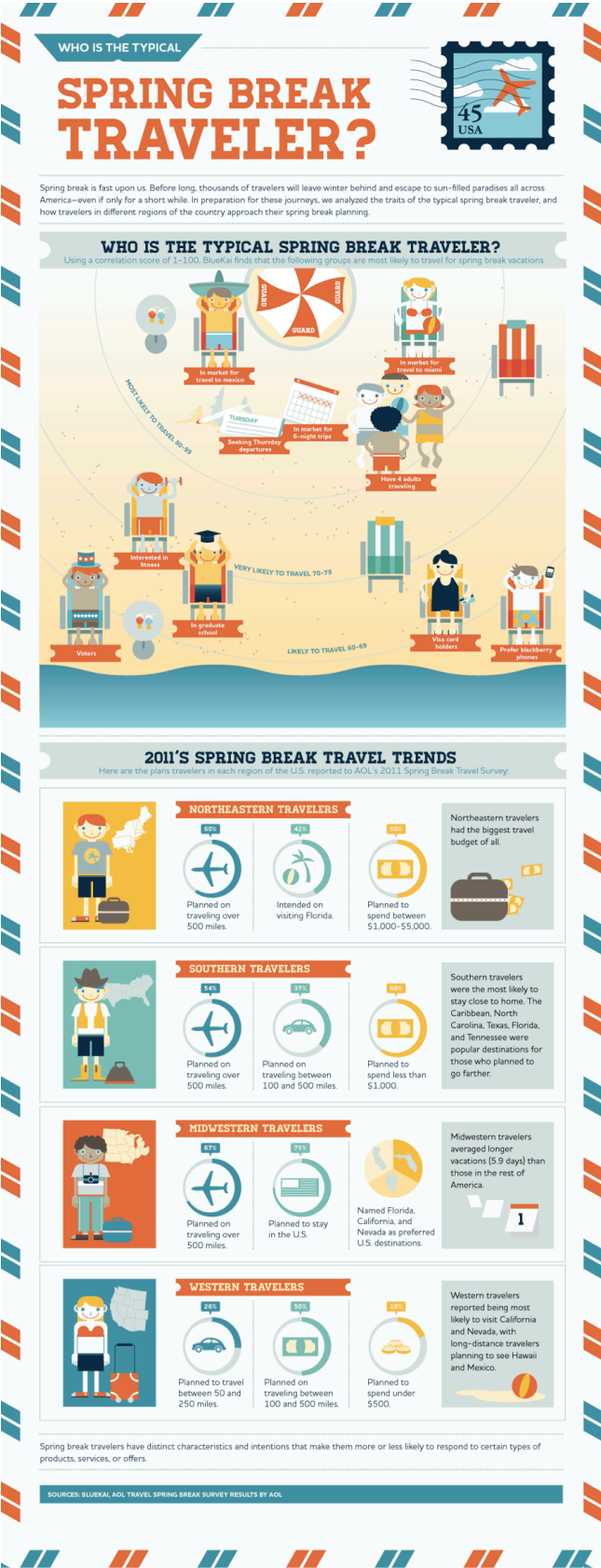


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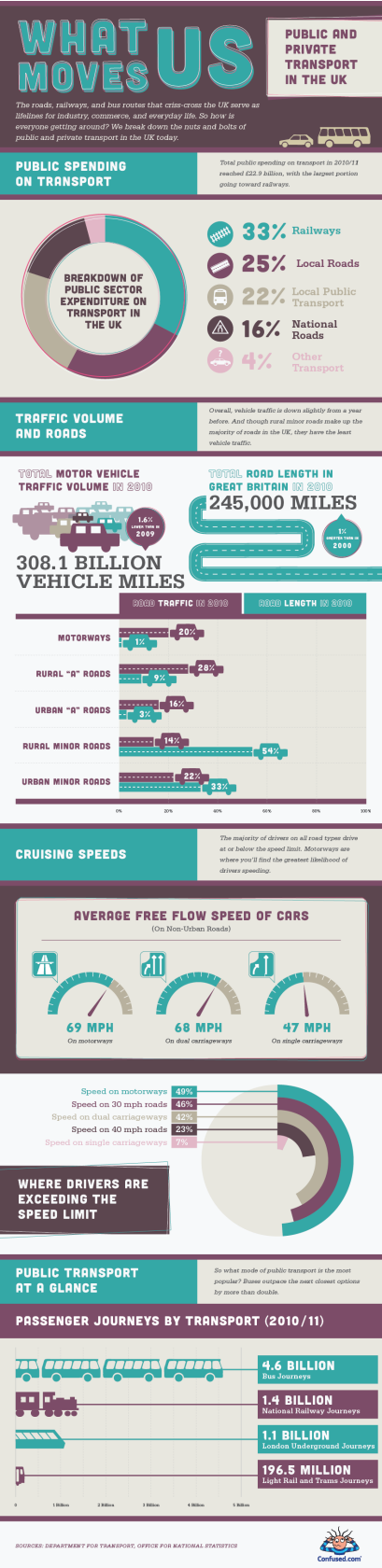
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PEOPLE LIKE CHICKEN NUGGETS & Other Things We Learned from Facebook

January was a good month for Digg, with Facebook referred multiple times as the primary news source, and a 3 percent increase in page views. The highest it has been since October of last year. We installed the first mobile app could still find Twitter stories in their Facebook Timeline using our Digg Social Reader.

At Digg, we arrive at unknown what it means when you Digg, like, share or retweet them, so far we are too different what people are most interested in reading about. Most recently, we have found the most compelling data but it is our Facebook Timeline.

Using our Digg Social Reader, we assessed that people like watching chicken nuggets, and JetLi.com. Like a viral post conversation in the Facebook Timeline includes mostly ads topics, having pictures and images of faces.

Powered by automation on online feeds they publish one to drive traffic to its site, those stories are far more likely to represent people's sentiment if available human content is taking shots, and we're not getting results.

TOP 10 STORIES

- #1 TECHNOLOGY**

PIPA SUPPORT COLLAPSES, WITH 13 NEW SENATORS OPPOSED
Highlights: As opposition to the PIPA act intensifies in the media, 13 senators, five of whom were former opponents of the act, withdrew their support.
- #2 TECHNOLOGY**

HERE ARE THE BEST IPHONE AND IPAD APPS YOU MISSED THIS WEEK
Highlights: These are the best iPhone and iPad apps of the week.
- #3 ENTERTAINMENT**

MYBROTTERS HOSTS JAMIE HYNEMAN AND ADAM SAVAGE AND THEIR MINI DOUBLES
Highlights: Special effects experts, James and Adam and their miniature double models can turn two strangers in five seconds "Witness Incredible Moments."
- #4 TECHNOLOGY**

JACK DORSEY: TWITTER'S NOT REALLY SOCIAL
Highlights: Twitter co-founder and Executive Chairman Jack Dorsey says social is only a piece of the Twitter pie.
- #5 LIFESTYLE**

15 YEARS ON NOTHING BUT CHICKEN NUGGETS
Highlights: 17-year-old Sherry knew how she loved chicken nuggets before she could walk, remember the word. Doctors warn that obesity for poor babies, but a 15-year addiction is not easy to break!
- #6 WORLD NEWS**

ANTI-CIRCUMVENTION BROAD DEFINITIONS JOB KILLER IMMUNITY DOMAIN NAME SYSTEM BLOCKING
Highlights: TOP 5 OBJECTIONS TO SOPA, PIPA
Highlights: Another plan to stop the copyright act comes in website pledge to shut down their sites.
- #7 TECHNOLOGY**

GOOGLE WILL PROTEST SOPA USING POPULAR HOME PAGE
Highlights: Google plans today to follow tech giants fighting the copyright bills by putting its link on their home page.
- #8 TECHNOLOGY**

APPLE LAUNCHES IBOOKS, 2 DIGITAL TEXTBOOKS
Highlights: Apple introduces a service that will allow textbook makers to create links interactive files for Apple's iPad.
- #9 BUSINESS**

GOOGLE SAYS: DON'T CENSOR THE WEB
Highlights: Google warns that if PIPA and SOPA bills are passed, the bills would censor the web, risk the industry's trust record of innovation and job creation, and do nothing to actually stop piracy.
- #10 TECHNOLOGY**

HOW AND WHY ANONYMOUS TOOK DOWN THE FBI'S WEBSITE
Highlights: After shutting down the sharing service Anonymous.com, the FBI got a taste of its own medicine.

TOP 10 STORES PUBLISHED BROKEN DOWN BY CATEGORY

Category	Percentage
TECHNOLOGY	60%
WORLD NEWS	10%
LIFESTYLE	10%
BUSINESS	10%
ENTERTAINMENT	10%

TOP 100 PUBLISHED READS BY CATEGORY

Category	Count
TECHNOLOGY	5,086
ENTERTAINMENT	2,680
WORLD NEWS	951
BUSINESS	785
LIFESTYLE	474
POLITICS	368
SCIENCE	326
GAMING	244
SPORTS	72

(GRAND TOTAL: 10,882)

HIGH-LEVEL TRENDS (% OF READS BY TOPIC)

Topic	Percentage
TECHNOLOGY	46%
ENTERTAINMENT	20%
WORLD NEWS	9%
BUSINESS	8%
LIFESTYLE	3%
POLITICS	3%
GAMING	3%
SPORTS	3%

TOTAL: 100%

FOUNDED BY BRADLEY HENDERSON

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THE CHEESY WORLD OF MUSIC VIDEO CLICHÉS

Do you fancy yourself a music video aficionado? See if you can recognise some of these best (and worst!) music video clichés.

HIP-HOP & RAP

Jarvis & Barnes - The Middle 91,386 views

Who:	What:	Where:	Wear:
☒ Scantly clad women	☒ Bottle of expensive liquor	☒ In a dark club	☒ Sunglasses indoors
☒ Men in designer dupe	☒ Fancy cars	☐ On an exotic beach	☒ Oversized jewelry
☐ Children with extremely good dance moves	☒ Stacks of cash	☐ On a yacht	☒ Fake nails
	☐ Helicopters	☐ On a private jet	
	☒ Cigars	☐ On top of a high-rise building	

COUNTRY

Travis Keith - Brokenback Hills 42,000 views

Who:	What:	Where:	Wear:
☒ Soldiers leaving or coming home from war	☒ American flag	☒ In or around a barn	☒ Cowboy boots and hat
☒ Blue-collar workers	☒ Pickup trucks	☐ In the open plains	☒ Flannel shirt
☒ Loyal dog	☐ Handle of whiskey	☐ On a porch	☒ Jeans
		☐ On a country road	

POP

Busta Rhese - Interspecies Love 1,234,567,890 views

Who:	What:	Where:	Wear:
☒ Talent show interest	☒ Choreographed dancing	☐ By high school lockers	☒ Windblown hair
☐ Celebrity cameos	☒ Daydreams	☐ At a pool party	☒ Rhinestones
☐ Girl next door	☐ Confetti	☐ In a convertible with friends	☐ Crop tops
☒ Androgynous lead singer	☒ Running from the paparazzi		

ROCK

Dragon Heart String - Spiral Fingers 999,999,999,999 views

Who:	What:	Where:	Wear:
☒ Shirtless men	☒ Epic guitar solos	☒ In a desert	☒ Tight pants
☒ Pale women	☒ Cigarettes	☐ On a rooftop	☒ Leather
☐ Carefree young people	☒ Vintage cars	☐ In the suburbs	☒ Long hair
	☒ Apathetic facial expressions	☐ In a majestic forest	☐ Red lipstick
			☐ Piercings

SOURCES: DUXUSER.COM | UKMIX.ORG | COLUMNFIVE.COM | WISTIA.COM

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SOCIAL MEDIA CHEAT SHEET

With one in three small businesses using social media, it's no longer enough to just have a website, small businesses have a social media presence, too. Don't know where to start? This cheat sheet will help you navigate the major social media sites on the web.

SOCIAL MEDIA PLATFORM OVERVIEW

TWITTER	FACEBOOK	YOUTUBE	GOOGLE+	TUMBLR	DIGG
A microblogging service that enables users to send text-based posts of up to 140 characters.	A large social network where people create profiles, exchange messages, and report status updates.	A video-sharing website popular for user-generated content, video clips, and video blogging.	A social network operated by Google with profiles, status updates, circles, hangouts, and sparks.	A microblog and social network that allows users to post text, images, video, and share via reblogging.	A social news website that allows users to submit stories and vote them up or down.

PROS		CONS	
Ability to quickly respond to clients and customers.	Great for brand exposure and customer relations.	One of the best venues to build your brand through video blogs and tutorials.	Easy way to interact with clients and customers. Can be integrated with other Google applications.
Promotion must find a delicate balance between content and spam. Large follower drop off rate.	Not SEO friendly.	Traffic is often limited to site and has to redirect back to a primary website.	Administration is difficult and some small business owners find most clients don't use Google+.
			Great platform to share content and links with a younger demographic of bloggers.
			Images tend to garner traffic, but most of the comes from within Tumblr.
			Not designed for customer interaction.

HOW TO BEGIN

HOW TO BEGIN

- Create a Twitter handle. Use either your business name or a name your clients and customers will recognize.
- Follow other users that are in your field, clients, and customers.
- Make it onto RT (Follow Friday) lists. These lists recommend other Twitter users follow you.
- Recruit followers by letting people know you've joined Twitter. Post to other social media platforms and websites with links back to your Twitter.

LEARN THE LINGO

@	Reply: Use this to address a public message to a user.
RT	Retweet: This indicates a posting is a retweet from another user.
DM	Direct Message: You can only send a direct message to someone who is following you.
#	Hashtag: Used to categorize tweets and keeps tweets grouped together.
LIKE	Like: This allows other users to know if you appreciate a particular post.
POKE	Poke: A way to interact with friends and has listing consequences. Avoid in business matters.
STATUS	Status: A microblogging feature to inform others of your actions and thoughts.
TAG	Tag: Marks a photo or video with text to identify a person.
LIKE	Like: YouTube users have the ability to vote videos up or down with the like or unlike buttons.
VIEW	View: Usually refers to viewer count, which keeps a record of the number of views a video receives.
CIRCLE	Circle: A categorization system for friends and followers.
GREEN	Green: When a post is marked with a green button it is public.
BLUE	Blue: When a post is marked with a blue button, it is only for people in your circles.
HANGOUT	Hangout: A group video chat feature for users in your circle.
DASH	Dash: Short for dashboard, it is the main news feed of Tumblr blogs you follow.
HEART	Heart: Users can like posts by clicking on the heart above the post.
TAG	Tag: Categorization system for posts that allows users to find new blogs.
REBLOG	Reblog: Users can reblog posts they enjoy to their own blog.
DIGG	Digg: Refers to users liking a post.
TOP NEWS	Top News: The main page of Digg that shows the most shared posts on Digg.

SOCIAL MEDIA AUDIENCE SIZE

Just how many people can see your page reach? Below are the most recent figures on the number of registered users for each platform.

TWITTER	FACEBOOK	GOOGLE+	YOUTUBE	TUMBLR	DIGG
100 MILLION	800 MILLION	62 MILLION	490 MILLION	41 MILLION	17 MILLION
			29M USERS		100K USERS

SOURCES: FACEBOOK.COM | TWITTER.COM | YOUTUBE.COM | TUMBLR.COM | DIGG.COM | PLUS.GOOGLE.COM | SOCIAL MEDIA AGENCY.COM | GADGETS.COM | BUSINESSCOUNCILMAG.COM | MARKABLE.COM | DUMMYS.COM | PINTEREST.COM | TECHCRUNCH.COM

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ARE PAPER RECEIPTS HAZARDOUS TO YOUR HEALTH?

In November, the *New York Times* reported a frightening discovery: the presence of a dangerous chemical known as "BPA" in a large number of paper store receipts. So what is BPA exactly, and how much of it are consumers exposed to through their routine shopping? Let's find out.

What is BPA?

BISPHENOL-A

Oc1ccc(cc1)C(C)(C)c2ccc(O)cc2

BPA stands for bisphenol-A, a chemical compound used in plastics.

In animal testing, BPA has been found to affect:

- Fertility
- Brain development
- Neurological functioning
- Weight control
- Behavioral abnormality

*Not everyone agrees on how much harm BPA causes humans, but some states are considering banning it in food containers for these reasons.

How Many Receipts Contain BPA?

The Environmental Working Group performed a study to determine how serious and widespread the problem was:

- 36** receipts were collected from retailers in 7 states and Washington, DC.
- 3** were from government agencies.
- 10** were from national retail and service chains.
- 1** was from a local supermarket in Colorado.

The findings

- In some cases, BPA accounted for 3 percent of a receipt's total weight.
- A recent study in *Analytical & Bioanalytical Chemistry* found BPA from receipts can penetrate skin so deeply that it cannot be washed off!

How to Avoid BPA Receipt Contamination

- Decline receipts at gas pumps, ATM machines, and stores.
- Share receipts separately in an envelope or purse.
- Avoid alcohol-based cleaners (which can increase BPA absorption).
- Use e-receipts from stores that offer them.
- Never give children receipts to play with.

Software like **Lemon®** also lets you safely dispose of receipts after scanning them from your smartphone.

While the exact harm from absorbing BPA through receipts is unknown, it certainly offers another reason to go digital!

SOURCE: THOMAS H. D'ERGEN, A NEW YORK TIMES PAPER AUTHOR IN THE JUNE 2011 SPRINGBREAKER; CHEMICAL STRUCTURE AND EASY SCAN RECEIPT ACQUIRED BY ENVIRONMENTAL WORKING GROUP; EASY SCAN RECEIPT FROM NEW YORK TIMES

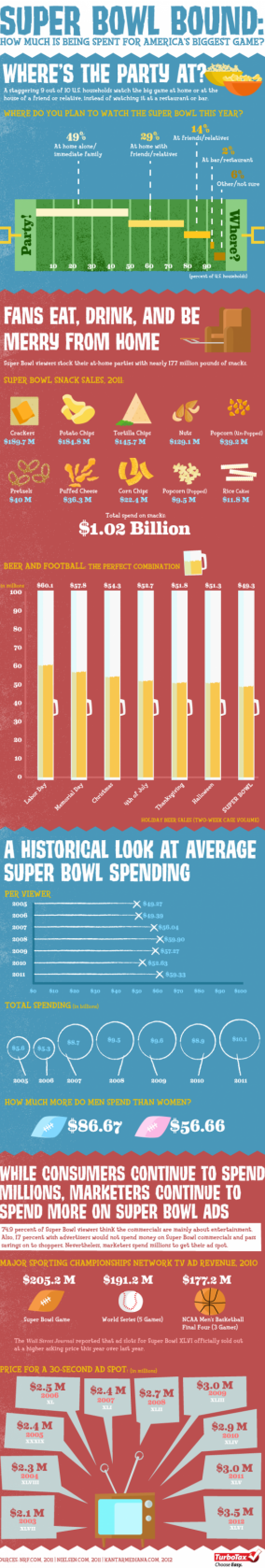
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TOP TECH TRENDS OF 2011

1 GROUP BUYING

GO-TO PLATFORMS
Groupon livingsocial

Fueled by both the new social web and a down economy, group buying earned an even greater foothold in 2011, acquiring new customers and expanding into international markets.

GROWTH OF Groupon SUBSCRIBERS

GOING INTERNATIONAL
Groupon has gone on an international buying spree, snapping up competitors around the world, including those in **Australia, Russia, and Japan**. The daily deal site's overseas operations accounted for **53.6** percent of its revenue in the first quarter of 2011.

47% of online consumers will redeem an online coupon in store or directly through a website in 2011. — eMarketer

2 GEOLOCATION APPS

GO-TO PLATFORMS
Foursquare

Riding on the smartphone wave, location-based apps such as Foursquare have gained steam this year. With Facebook and Google perfecting their own versions, the popularity of this technology stands to reach even greater heights.

Foursquare annual user growth (2009-2011): **1,000 percent** with **60 percent** of its **15 million users** coming from outside the U.S.

3 TABLETS

GO-TO DEVICES
iPad Samsung GALAXY S II amazonkindle

Apple's market-leading iPad first arrived on the scene about two years ago. But according to the research, 11 percent of the U.S. adult population already owns a tablet. With the price of Amazon's new Kindle Fire starting at an affordable \$109 and other tablet prices likely to drop in the coming years, sales are poised for even greater growth.

Total amount of tablets shipped worldwide in the second quarter of 2011: **18.7 million units**.

This is more than **THREE** times the amount of units sold last year during the same quarter.

Estimated Apple iPad market share (2011): **65%**.

Other predicts that the average price of tablets will be about **half** of what it is today.

4 CLOUD-BASED PRODUCTIVITY APPS

GO-TO PLATFORMS
Google Docs Dropbox iCloud

Cloud-based applications such as Google Docs—which aims to replace Microsoft Office—saw a rapid increase this year. In 2011, more firms and businesses embraced these cloud applications, which offer fast, convenient access to a network from any location and improved collaboration among dispersed teams.

Forester estimates that the global cloud market will increase from \$41 billion to \$241 billion in 2020.

5 ONLINE VIDEO IN ENTERPRISE

GO-TO PLATFORMS
vimeo YouTube

Although online video has been popular among the younger set for years, more traditional enterprises are finally recognizing its value and embracing it as part of organizational strategies.

By 2013, more than **28 percent** of content consumed by workers will be dominated by videos and audio. — Gartner.com

63% of surveyed American executives say they watch more online videos today than they did a year ago.

6 ONLINE Q&A

GO-TO PLATFORMS
Quora StackExchange

Q&A sites are built on the concept of community information sharing and they just might give search engines a run for their money. Why? Google the best Italian restaurant in Chicago when you can go online and get firsthand recommendations from natives of the Windy City?

NUMBER OF REGISTERED QUORA USERS

DATE	USERS
JANUARY 2010	1,470
JANUARY 2011	54,777

PERCENTAGE GROWTH: 37,000%

7 CROWDFUNDING

GO-TO PLATFORMS
KICKSTARTER profounder INDIEGODDAMN

The growth of crowdfunding websites is allowing entrepreneurs to tap into networks of small investors, without the risks of traditional financing. The House of Representatives recently passed the Entrepreneur Access to Capital Act, which now allows entrepreneurs to raise more than \$10 million per year without having to register with the SEC.

NUMBER OF CROWDFUNDING SITES

The number of crowdfunding sites around the world rose by about **68** percent from 2010 to 2011.

Kickstarter has raised more than **\$84,000** for more than **13,000** projects.

8 MOBILE PHOTO SHARING APPS

GO-TO PLATFORMS
Instagram Hipstamatic

iPhone app Instagram currently boasts close to 15 million users and represents just the tip of a booming mobile photo sharing trend. With the increased prevalence of high-resolution smartphones, users are embracing photo-sharing apps as a convenient way to share their life visually with their social network. Marketers are also using the app as a new platform to build brand awareness through creative.

8 WEEKS: New thing I took Instagram's developers to create and launch the app.

INSTAGRAM APPLICATION USERS

In just 13 months since its launch, the app has picked up more than **15 million** users.

WHAT'S UP FOR 2012?

1 BIG DATA BOOM

With reports that 80 percent of the data in the world today was created within the last five years, The International Data Corporation (IDC) estimated that global information is doubling every two years. Drawing with the issues of data and knowing how to harness the information could open up big opportunities. In fact, McKinsey suggests that U.S. health care alone will leverage big data to drive efficiency and quality. Big data could create more than \$300 billion in value every year.

2 INTERNET TV

With online video capturing the attention of countless internet users, it's far from surprising that TV and cable have some traction, too. The problem with television and the web today is the poor resolution, lag time and lack of personalization.

A new U.S. broadband policy objective looks to at least 100 million homes to have access to download speeds of at least 10 megabits and upload speeds of 10 Mbps. This could help to create a much more satisfying online TV experience.

3 MOBILE COMMERCE WILL BECOME THE NORM

Why drive to the store when you can pay for your bills directly on your phone? Or how about finding the best deals within a few clicks? Forester expects mobile commerce to become a \$21 billion industry by 2016, comprising nearly 10% of all e-commerce.

SOURCE: IBM, IDC, FORRESTER, QUORA, KICKSTARTER, PROFOUNDER, INDIEGODDAMN, HIPSTAMATIC, INSTAGRAM, GARTNER, MCKINSEY, QUORA, VINTAGE, USA, CANADIAN COUNTRY, FORRESTER RESEARCH, FOR RESEARCH, VINTAGE, THE POLICY TRENDS SERIES, MARKETING, BROCKINGHAM, ACCESSIBLE FOR ALL, 2011

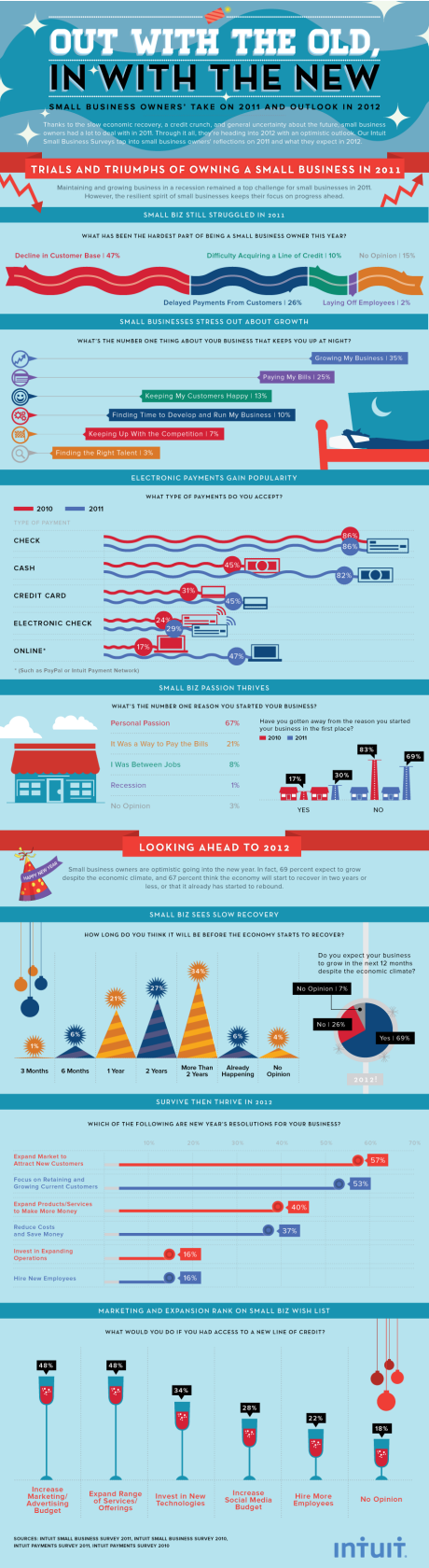
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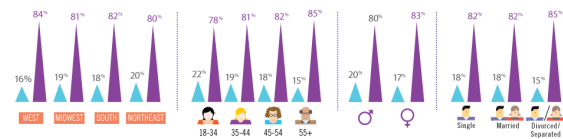
COUPONING ON DATES: CUPID OR STUPID?

SPEND OR SAVE

WE ASKED

Have you ever used a coupon to pay for dinner or another activity (e.g., a movie, other entertainment) on a first date?

■ Yes ■ No



REGIONAL MATTERS

Folks in the Northeast, at least 20 percent of them, seem to be less shy about presenting a coupon during a date than those in other regions of the country.

AGE WISE

The younger generation seems to be more open to coupons. 22 percent of women 18-34 said they have used a coupon on a date.

GENDER CALL

20 percent of men said they have used a coupon on a first date.

CURRENT STATUS

Married and single folks are equally open to using coupons. 18 percent of both said they have used a coupon on a date.

73%

of men and women admitted they would be open to going out again, even if their date used a coupon.

A REDEEMABLE LOVE?

WE ASKED

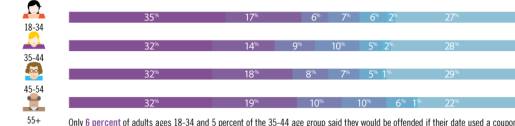
Which of the following best describes how you'd feel if someone you went on a first date with used a coupon to help pay for the date?

REGIONAL MATTERS ■ Indifferent ■ Impressed ■ Intrigued ■ Uncomfortable ■ Offended ■ Nervous ■ Other/None



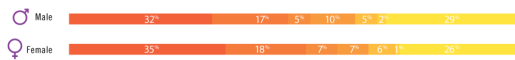
Southerners and Northerners both reported they would be impressed (18 percent) and intrigued (10 percent) if their date used a coupon.

AGE WISE ■ Indifferent ■ Impressed ■ Intrigued ■ Uncomfortable ■ Offended ■ Nervous ■ Other/None



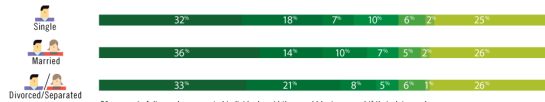
Only 6 percent of adults ages 18-34 and 5 percent of the 35-44 age group said they would be offended if their date used a coupon.

GENDER CALL ■ Indifferent ■ Impressed ■ Intrigued ■ Uncomfortable ■ Offended ■ Nervous ■ Other/None



35 percent of females and 32 percent of males said they would feel indifferent if their date used a coupon.

CURRENT STATUS ■ Indifferent ■ Impressed ■ Intrigued ■ Uncomfortable ■ Offended ■ Nervous ■ Other/None



21 percent of divorced or separated individuals said they would be impressed if their date used a coupon.

70%

of singles say using coupons on a first date is smart. It seems frugality is a welcomed trait among modern daters!

GETTING THE REBATE

LET'S FACE IT



Dating in itself is difficult, but with added financial stress, your social life may be the first to suffer. Luckily, your inbox is flooded with plenty of money-saving offers, and using a coupon to get back in the swing of things can be a wise choice especially during challenging economic times. So go ahead, buy flowers with a coupon, get a restaurant deal or use an online coupon code to sign up for online dating at a discount. Even if your date isn't impressed, at least you saved a few bucks.

All data appears from an online survey of 2,852 adults performed by Harris Interactive on behalf of CouponCabin.
SOURCE: COUPONCABIN.COM



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CRACKING FORT KNOX

A LOOK INSIDE THE MOST SECURE VAULT IN THE WORLD

WHAT IS FORT KNOX?

Fort Knox is the name commonly used to refer to the U.S. Bullion Depository located south of Louisville, Kentucky, next to a 100,000-acre U.S. Army base.

147.3

The vault is said to hold 147.3 million ounces of gold.

\$20 BILLION

Based on a price of \$1,000 an ounce, the approximate value of those gold bars is \$20 billion.

ANALYZING THE DEFENSES

WORLD'S HARDEST SHELL

The walls of the Depository are a four-inch granite, which many believe is one with concrete, steel, and fireproof material. It is said that the Depository could withstand a direct hit from an atomic bomb.

THE FRONT DOOR

The front door weighs nearly 22 tons and is made of blast-proof material. No single person can enter the vault. Several members of the Depository staff must all separate combinations, changed daily. The staff operates on a random time schedule. These combinations change daily and the staff operates on a random time schedule.

MULTIPLE DISCREET

At every corner of the Depository are multi-focus surveillance systems. They allow for every square inch of the Depository to be under surveillance at all times.

THE ULTIMATE SACE

The last known specifications for the vault came from the Moore Dry, Co. The vault was 27 inches thick, made of steel and concrete, and were impervious to atomic bombs.

UNITED WINDOWS

The windows are made from the inside out and are made of fireproof, bullet-proof, and blastproof so that no one can peek into the building and combine.

A SOLID FOUNDATION

The foundation is composed of multiple layers of cement, with 10 feet of solid granite across. The granite supports the weight of the vault structure and prevents underground infiltration.

WALLING SENTINELS

There are two armed sentry stations located on the ground level. At each station are security personnel and Thompson submachine guns. Since the 1930s, additional sentry stations have been placed on the upper levels.

THE ULTIMATE SACE

The last known specifications for the vault came from the Moore Dry, Co. The vault was 27 inches thick, made of steel and concrete, and were impervious to atomic bombs.

DEFENSES WITHIN A DEFENSE

In addition to its internal defenses, Fort Knox has a system of barriers and external defenses that make it virtually impenetrable.

BARRETT ONE

A concrete ramp with three sentries located on the ground level that houses the highway and roads. There are several police stations along this fence.

BARRETT TWO

The second barrier is a 10-foot electric fence with additional concrete supports.

BARRETT THREE

The third barrier is a 10-foot electric fence with additional concrete supports.

ORIGINAL BARRIER

The original barrier, built in 1937, is a black wrought-iron barrier forming an octagonal defense around the building.

MILITARY BACKUP

The facility is guarded by the specially trained United States Marine Corps. In addition, the Depository is within sight of Fort Knox, Army U.S. Infantry Regiment, 101st Engineer Battalion, U.S. Army Armor School, and the 1st Cavalry Division. In total, 10,000 soldiers and 100 tanks, several 100mm artillery, attack helicopters and artillery are available for protection.

THE NATURAL PROTECTOR

The Depository was placed in the eastern part of Kentucky river valley, Harlan, and Middlesboro. It is in a strategic location to avoid a new assault and is protected to the east by the Appalachian mountains.

SPECULATED DEFENSES

The defenses described above are only a small portion of what is known to protect Fort Knox. The Depository's greatest defense is its secrecy. Here are a few of the speculated additional defenses:

WINDMILL TOP WINDS

Windmills were used for air security. They were placed on the roof of the vault. They are designed to detect any unauthorized aircraft. They are designed to detect any unauthorized aircraft. They are designed to detect any unauthorized aircraft.

SECRET PASSAGE

Original plans of the Depository had a secret passage leading to the vault. The passage was located on the back of the vault. The passage was located on the back of the vault. The passage was located on the back of the vault.

FLUORESCENT TUNNELS

Original plans of the Depository had a secret passage leading to the vault. The passage was located on the back of the vault. The passage was located on the back of the vault. The passage was located on the back of the vault.

LAUNCHERS

It is believed that between the second and third barriers there is a secret launch system. The system is designed to launch a nuclear missile. The system is designed to launch a nuclear missile. The system is designed to launch a nuclear missile.

WALL PROTECTIVE

It is believed that a tunnel exists between the second and third barriers. The tunnel is designed to protect the vault. The tunnel is designed to protect the vault. The tunnel is designed to protect the vault.

WHAT ARE THEY PROTECTING?

Are all these defenses protecting the billions worth of gold, or more sinister secrets?

THE GOLD BARS

During World War II, the British government and treasury sent the Crown Jewels and the Magna Carta to the Depository for protection.

THE GOLD BARS

It is believed that in the 1930s, the vault developed more than \$20 billion worth of equipment and again in case of a future war.

THE GOLD BARS

Another theory suggests that Fort Knox is a military for the bodies of assassinated world leaders and criminals, including Jimmy Hoffa's body.

THE GOLD BARS

Many conspiracy theories believe that Fort Knox is actually a nuclear arsenal, storing advanced biological weapons.

THE GOLD BARS

In addition to assassinated leaders, conspiracy theories believe that the Depository acts as the secret location for the alien that crashed in Roswell.

THE CONSPIRACY MEN

ROBERT ROSEN

Russian Prime Minister Vladimir Putin alleged that IMF chief Dominique Strauss-Kahn was charged and paid for sex crimes after he discovered that the gold held in the Depository was missing.

SENATOR ROSEN

On September 23, 1994, Senator Robert Byrd accused the vault with 12 congressmen and 100 members of the press. The purpose of the tour was to display money that the vault was empty because the gold had been moved to Jerusalem.

CONSPIRACY MEN

In September 2001, Congressman Tom Lantos said for an audit of the vault. The Federal Reserve should prove all the gold is there.

SOURCES: ALTERNATIVEDIMENSIONS.NET | ESTIMATES.NET | TREASURY.GOV | MONEYTRACER.COM | HISTORYCHANNEL.COM | HISTORYCHANNEL.COM

CREDIT: ALTERNATIVEDIMENSIONS.NET

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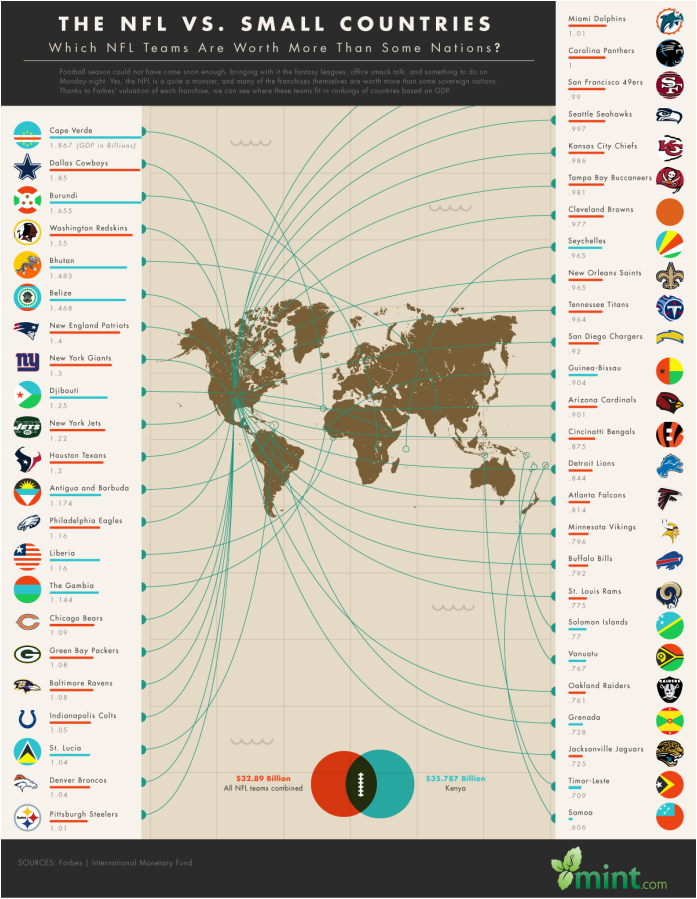
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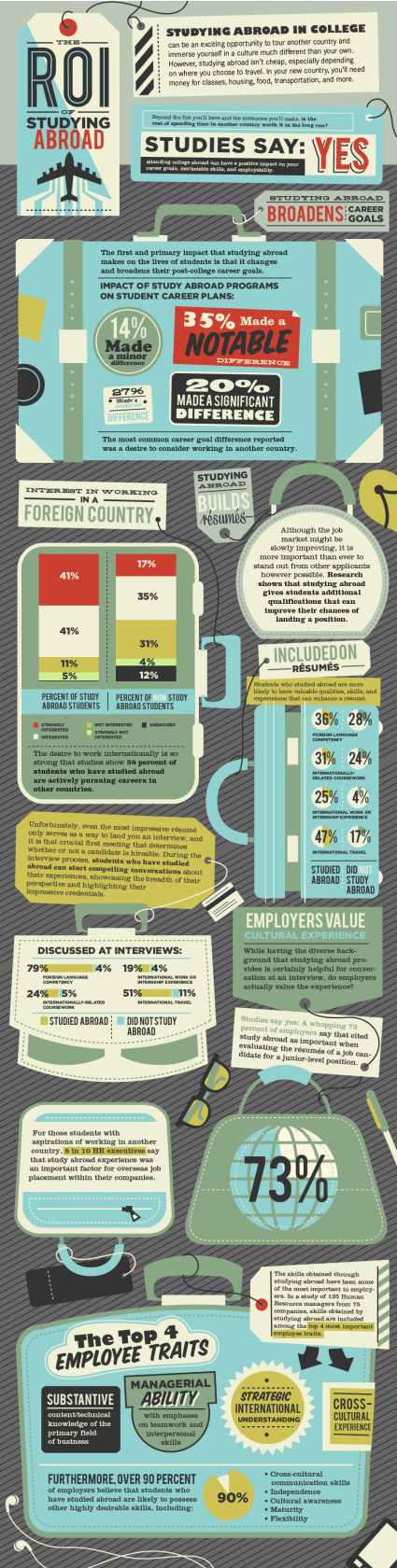
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Introduction to Nursing

THE DIFFERENCES BETWEEN LPNS, RNS, AND BSNS

If you have aspirations of becoming a nurse, you've probably wondered about the difference between nursing degrees and which type of nursing is right for you.

There are three common educational paths in nursing:

- Licensed Practical Nursing Degree
- Registered Nursing available through a Professional Nursing degree

Licensed Practical Nursing (LPN)

Licensed practical nurses provide preventative treatments to healthy patients, and administer care to patients who are ill, injured, or have special care needs. They work under the guidance of registered nurses (RNs) and primary health care providers.

EDUCATION REQUIRED

- Diploma or Associate's degree from a state-approved institution
- Pass the National Council Licensure Examination (NCLEX-PN)

Common Job Duties Include:

- Data collection
- Assist with pharmacological treatments
- Monitor catheters
- Dress wounds
- Assist with bathing and dressing

Average Salary
\$33,360 - \$46,710

JOB GROWTH

- Currently, there are 753,600 jobs for LPNs
- By 2018, employment is expected to grow 21% to 909,200

CAREER PATH: As a LPN, career advancement can be limited, and some choose to become registered nurses (RNs) to qualify for new positions.

LPNs can also earn advanced credentials to advance their careers in areas such as:

- Gerontology
- IV therapy
- Long-term care
- Specialty Educator

Registered Nursing (RN)

Registered nurses can work in a variety of settings, including hospitals, homes, schools, and community centers.

Education Required

- Associate Degree in Nursing (ADN)
- Pass the National Council Licensure Examination (NCLEX-RN)

Common Job Duties Include:

- Recording medical histories
- Performing diagnostic tests
- Assessment of patient/family overall needs
- Administering medication and treatment
- Assisting in patient rehabilitation

JOB GROWTH

- Currently, there are 2,618,700 jobs for RNs
- By 2018, employment is expected to grow 22% to 3,200,200

CAREER PATH: It is typical for registered nurses to start as bedside nurses to start as staff nurses to gain experience and then advance to new departments and responsibilities including:

- Ambulatory care nurses
- Critical care nurses
- Trauma nurses
- Holistic nurses
- Home healthcare nurses
- Medical-surgical nurses
- Perianesthesia nurses
- Psychiatric-mental health nurses
- Radiological nurses

Many RNs go on to earn their Bachelor's degree (BSN) to qualify for management positions. Those who desire to go into advanced practice can earn a master's and/or doctorate degree.

Sources: Bureau of Labor Statistics | Rasmussen

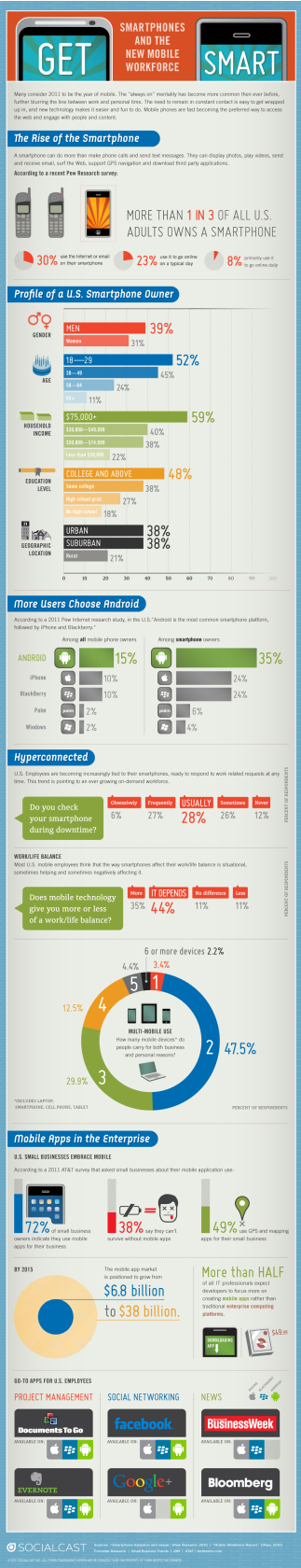


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TO TWEET OR NOT TO TWEET:

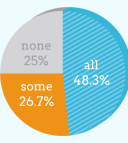
Are Companies Allowing Employees to Use Social Media in the Workplace?

Today, companies are implementing social media policies of all shapes and sizes—and it's no wonder why every month we hear of another PR disaster because of a single tweet gone awry. This has led many companies to ban the use of social media completely while employees are at work. But other companies are taking the opposite approach, believing that a generation raised on technology is more productive when allowed to use it at their own discretion.

WHAT COMPANIES ARE DOING & SAYING ABOUT SOCIAL MEDIA IN THE WORKPLACE

An informal global survey conducted by Proskauer gives us some perspective

Are all, some, or no employees permitted to access social networking sites at work for non-business use?



Are social networking sites actively blocked at work?



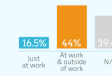
Is social media employee use monitored at work?



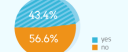
Are there policies in place in relation to social networking?



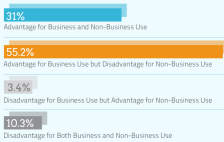
Do the policies cover both use at work and outside of work?



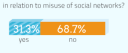
Is misuse of social networks an issue that has required attention?



Is there an advantage or disadvantage to your business to allow employees access to social networking sites while at work for (i) business and (ii) non-business use?



Has your business ever had to take disciplinary action against an employee in relation to misuse of social networks?



TWO MAIN APPROACHES

Most companies come at the "social media in the workplace" issue from one of two approaches. Which one fits your business?

Approach 1 "Protect Brand Image At All Costs"

This approach puts a company on the defensive as it focuses on making sure a company's brand image is not tainted by an employee tweet written in bad taste. Not only can a tweet hurt a brand, but it can put a company in serious legal trouble.

Companies that take this approach may ban social media altogether, or they may allow for limited use. But one thing is for sure, strict guidelines and policies are put in place to keep the problems to a minimum.



Approach 2: "Use Social Media to Increase Brand Awareness"

This approach puts a company on the offensive as they attempt to use their collective voice to build brand awareness. If done right, a robust and well-trained social presence is a force to be reckoned with.

To make this work, not only do companies need to implement policies in order to protect their brand, but they also need to train their employees on how to use their social presence to the company's advantage.

SOCIAL GUIDELINES AND TRAINING

Training tips to help employees on their way to tweeting properly about the business

- BE RESPONSIVE**
Nothing speaks better about a company's dedication to serving its clients and followers than timely responses. If given permission, all employees can quickly handle small issues and provide answers to questions of which they are knowledgeable.
- BE A PROACTIVE NETWORKER**
A robust social network can be a great tool for generating leads, finding new hires and even closing sales.
- RETWEET FOLLOWERS**
This simple action draws followers into your brand and creates loyal ambassadors.
- BE STRATEGIC**
Employees should avoid barraging the web with an endless stream of content, as it dilutes the power of the brand message and alienates followers.
- BOOST COMPANY MORALE**
Encourage employees to tweet about each other to boost morale. All in good fun, of course.

A COMPREHENSIVE SOCIAL MEDIA POLICY SHOULD INCLUDE THE FOLLOWING TOPICS

- THE DEFINITION OF SOCIAL MEDIA
- COMPANY SOCIAL MEDIA PHILOSOPHY
- POTENTIAL DISCIPLINARY ACTION TO BE TAKEN IF THERE IS FOUL PLAY
- IMPACT ON PRODUCTIVITY
- OPENLY DISCUSSING CLIENTS
- CAN PEOPLE IDENTIFY THEMSELVES AS EMPLOYEES OF THE COMPANY?

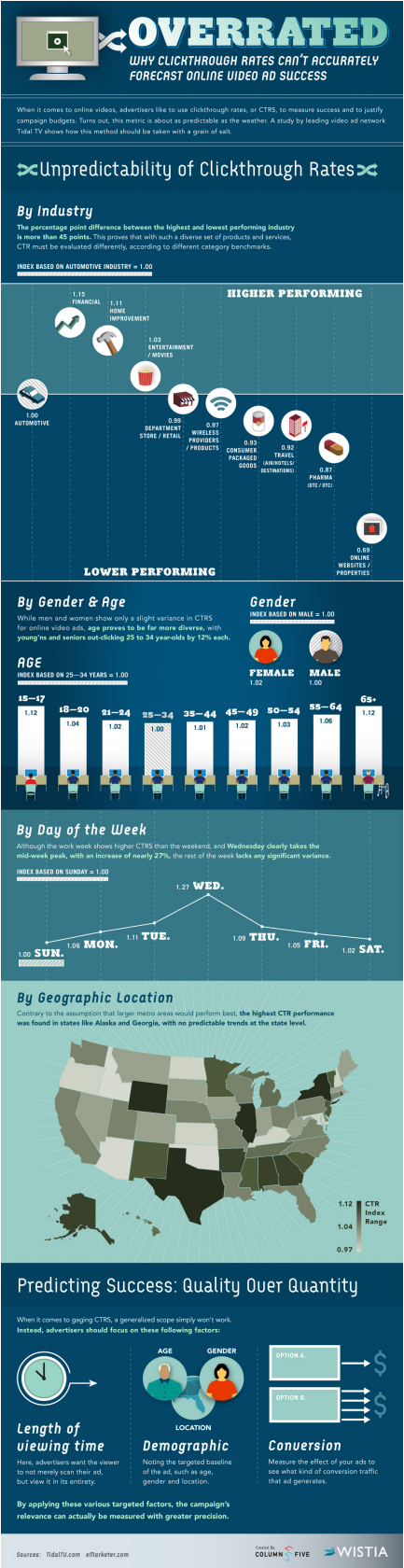
SOURCE: www.proskauer.com / sharicity.com / www.techrepublic.com / socialmediatoday.com

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