

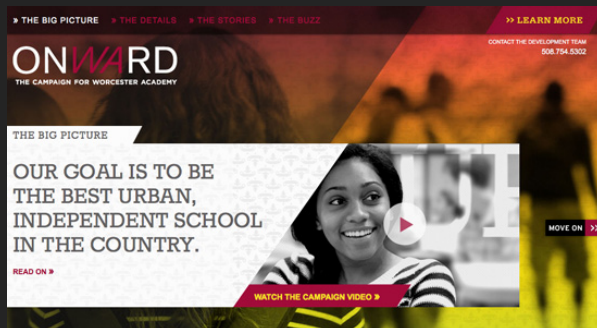
# WHAT IS THOUGHTFUL?

Corey  
McPherson  
Nash

Dear Friend,

Corey has relished the opportunity to work on a multitude of innovative projects in 2011—pushing brands forward and creating conversation. We are pleased to share some of this thoughtful work with you. Wishing you good luck in 2012, we look forward to future collaborations.

If you'd like to hear more about what Corey McPherson Nash has to offer, please visit us online at: [www.Corey.com](http://www.Corey.com) or contact **Andrea Naddaff** at 617-393-7622.



## WORCESTER ACADEMY

### ONWARD

Corey recently collaborated with Worcester Academy to create the OnWard Campaign, a digital branding campaign, designed to raise \$50 million for Worcester Academy. By combining new media with traditional elements to share OnWard's narrative, Worcester Academy is positioned to meet its goal of becoming the best urban independent school in the country.

Check out the **Physical (Print)**, **Digital (Web)**, and the **Campaign Video**.



## BIOGEN IDEC

### CARE DEEPLY CAMPAIGN

Biogen Idec's "Care Deeply Volunteer Day" emphasizes the company's philanthropic focus to increase employees' volunteerism. Corey created a campaign narrative around the four pillars of Inspire, Team Up, Support, and Volunteer, motivating employees to make a difference.

See the **Care Deeply posters**.

## COREY

### PROMOTIONS & AWARDS

Corey is proud to announce the promotions of D. Jeong, Angelina Lazuk and Julie Elanjian, who take the roles of Associate Creative Director, Senior Designer and Account Supervisor, respectively. Corey is committed to recognizing people who are at the top of their game and who enhance our thoughtful and agile approach.

Corey is also proud to announce a number of recent awards for Goodwill Industries (the 2011 Retailer's of Massachusetts Award of Excellence), E Ink for the Triton Imaging Video (AIGA BONE Award) and "The Laws of More" Video Campaign (Finalist in MITX Interactive Awards), and Corey.com for Best Advertising Website (Web Marketing Association).

[See the Goodwill work.](#)

[Check out Corey.com.](#)

[View the Laws of More Videos.](#)



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## THOUGHTFUL BRANDING AND DESIGN

Corey, a national branding and design agency, helps our clients connect better with their audiences through branding, physical and digital communications. Founded more than 26 years ago, Corey is widely recognized for its strategic insight and thoughtful work.