

THE PIONEERS

MISSION



WE ARE A DIGITAL
STRATEGIST AND
CREATIVE CATALYST.
OUR MISSION IS TO
FIND ART IN THE
EVERYDAY, AND TO
ELEVATE THE
EVERYDAY INTO ART.

THE PIONEERS specializes in the design and implementation of branded web, email, social content and traditional media for clients at the forefront of visual culture, fashion, art, design, beauty, entertainment, and social good. We work with clients to exchange traditional advertising and marketing methods for cutting-edge content and circulation based on collaboration and culture.

We manage the creative process from the initial concept to ongoing implementation. We offer our clients consistency and flexibility through our unique and sustainable approach--executing campaigns, community building, messaging, maintenance, and more -- on the daily.

WE CHANGED THE
MODEL BY
OVERSEEING OUR
CONCEPTS FROM
STRATEGY &
DESIGN TO DAILY
IMPLEMENTATION.
AND IT WORKS.



WE BELIEVE

- + IN COLLABORATION FROM THE FIRST CALL
- + THAT THE BIG AGENCY AESTHETICS AND SMALL BUSINESS BUDGETS AREN'T MUTUALLY EXCLUSIVE
- + THAT THE BEST INSPIRATION COMES FROM THE PLACES THAT OTHER PEOPLE AREN'T LOOKING
- + IN ART FOR ART'S SAKE, BUT ALSO IN COMMERCIAL SUCCESS THROUGH EXECUTION AND RETURNS
- + THAT OUR TEAM CAN HELP YOU EXTEND YOURS -- NO TASK IS TOO BIG OR TOO SMALL, AND EVERY PROJECT BENEFITS FROM MORE PERSPECTIVE, EXPERIENCE, AND RESOURCES

A large, dark gray, stylized letter 'E' graphic that serves as a background element on the left side of the slide. It has a thick vertical stem and two horizontal bars of equal length.

EXPERIENCE & CAPABILITIES

CREATIVE DIRECTION

+ Comprehensive strategy, management, and production of creative assets for core creative (brand book, logo, media kit, website) and standalone campaigns (design, copywriting, still & moving image, landing pages, social media posts, personalized and en masse email, print, etc.)

BRAND IDENTITY, POSITIONING, AND STRATEGY

+ Research, competitive analysis, and development for brand creation and refresh

DIGITAL DIRECTION

+ Strategy and design for cross-channel and cross-property email, website and social media initiatives connecting digital creative with operational growth

PHOTO, VIDEO, COPY, EDITORIAL PRODUCTION

+ Full-service production to include concepting and development, casting, location scouting, and post-production

+ Breakout services including in-house and external artists with expertise in video direction, still photography, design, illustration, hair, makeup, and styling

DIGITAL DISTRIBUTION: CHANNEL GROWTH

+ Growth and sales strategy, advertising, community management, search engine optimization, cross-platform advertising management, email acquisition and listserv segmentation, and social brand activations / cross-promotions with top-level talent, business leaders, and personalities



WE BELIEVE THAT ART IS A

FUNDAMENTAL CHANGE AGENT

FOR CULTURE AND COMMERCE,

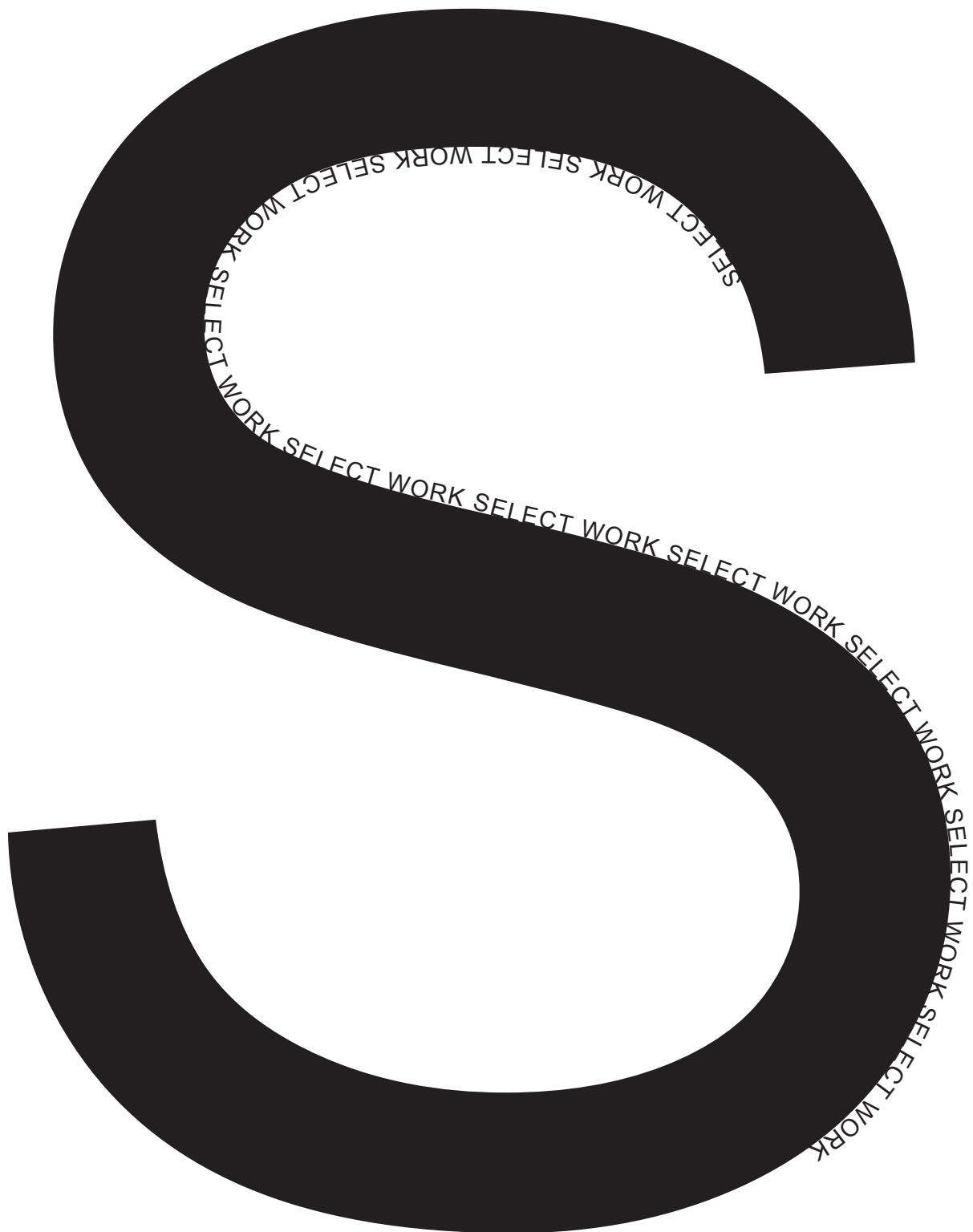
AT NO TIME FUNCTIONING MORE

COMPELLINGLY THAN NOW.



CREATIVE DIRECTOR,

Saul Appelbaum holds a Bachelor of Fine Art from the School of the Art Institute of Chicago, a Master of Architecture from Cornell University, and a Master of Fine Art from the University of Chicago. He has worked with Harper's Bazaar, Serpentine Gallery, ASICS, Marian Goodman Gallery, Elle, Tony Cragg, The Broad Museum, FGP Atelier, Museum of the African Diaspora, Heidi Klum, The Scottsdale Museum of Contemporary Art, InStyle, Critical Inquiry, the Kunstmuseum Bern, Grazia, Snoop Dogg, Adam McKay's Yellow Dot Studios, MAK Center for Art and Architecture, The Jewish Federation, Zión Moreno, Petzel Gallery, Kohn Pedersen Fox Associates, Nato Thompson's The Alternative Art School and Dreaming in Public, Perry Ellis, The Visionaries Agency, Atlanta Art Fair, Mick Jenkins, TRANSFER Gallery, Ann Hamilton, The Columbus Museum of Art, de Sarthe Gallery, TCAmgmt, Diego Boneta, Rocco Castoro's SCNR, L'Officiel, Hirmer Verlag, Kids of Immigrants, Natalia Reyes, Vogue, The Singapore Art Museum, Numéro, and Pope.L.



PERRY ELLIS AMERICA

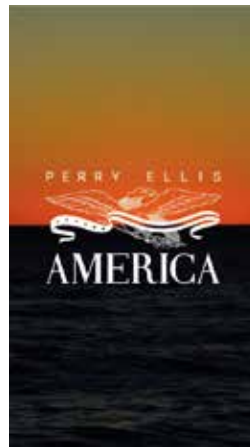
BRAND REFRESH & MEDIA STRATEGY + PHOTO & VIDEO PRODUCTION + ART
DIRECTION + MODEL CASTING + LOCATION + HAIR / MAKEUP / STYLING +
POST-PRODUCTION



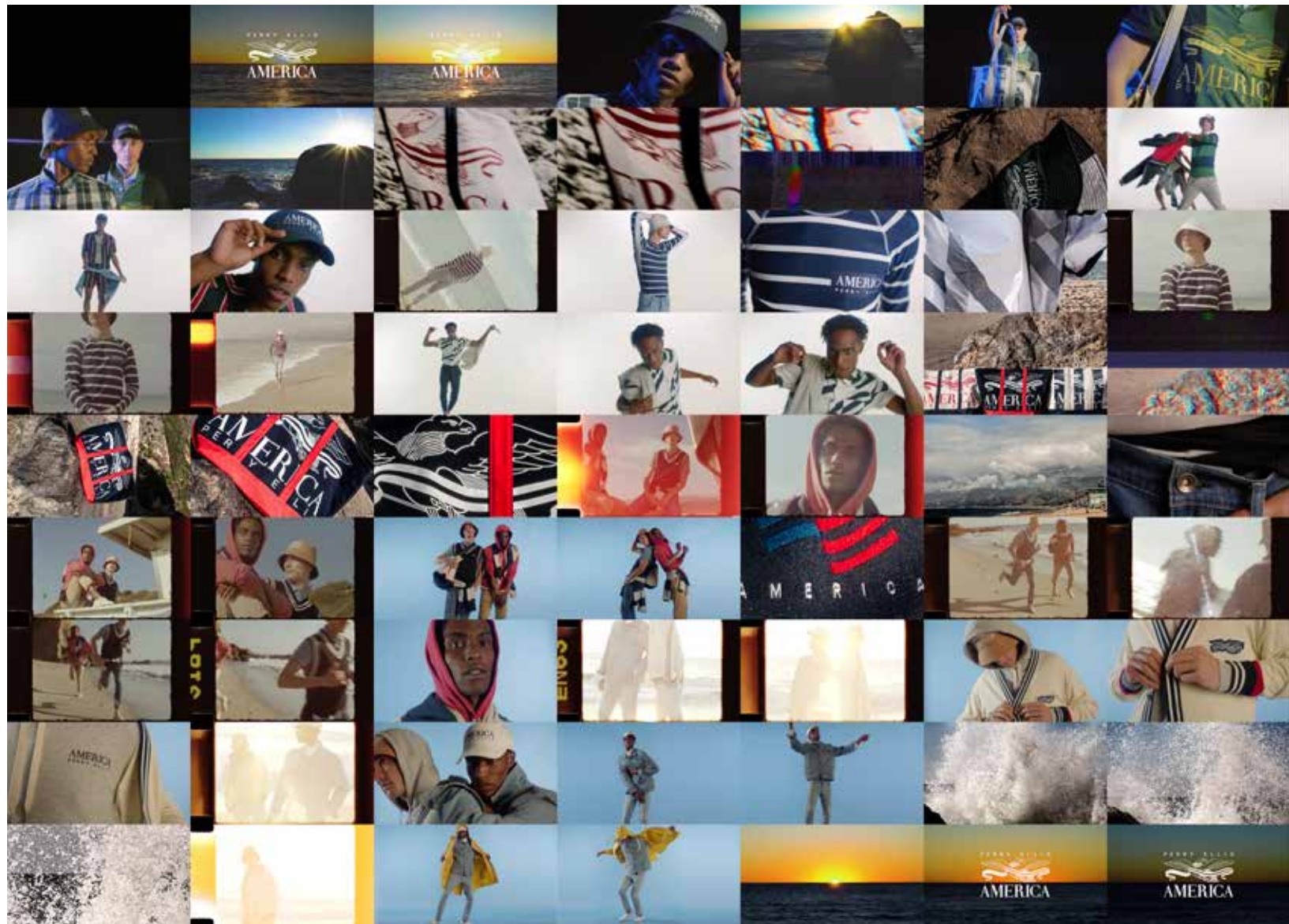
ADVERTISING PHOTOGRAPHY



ARTFUL PHOTOGRAPHY



SOCIALS TEASER VIDEO STILLS



CAMPAIGN VIDEO STILLS

MIRA BEAUTY

BRAND REFRESH & MEDIA STRATEGY + UI DESIGN DIRECTION + PHOTO & VIDEO
PRODUCTION + ART DIRECTION + MODEL CASTING + LOCATION + HAIR / MAKEUP /
STYLING + POST-PRODUCTION

**MM
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MIRA BEAUTY





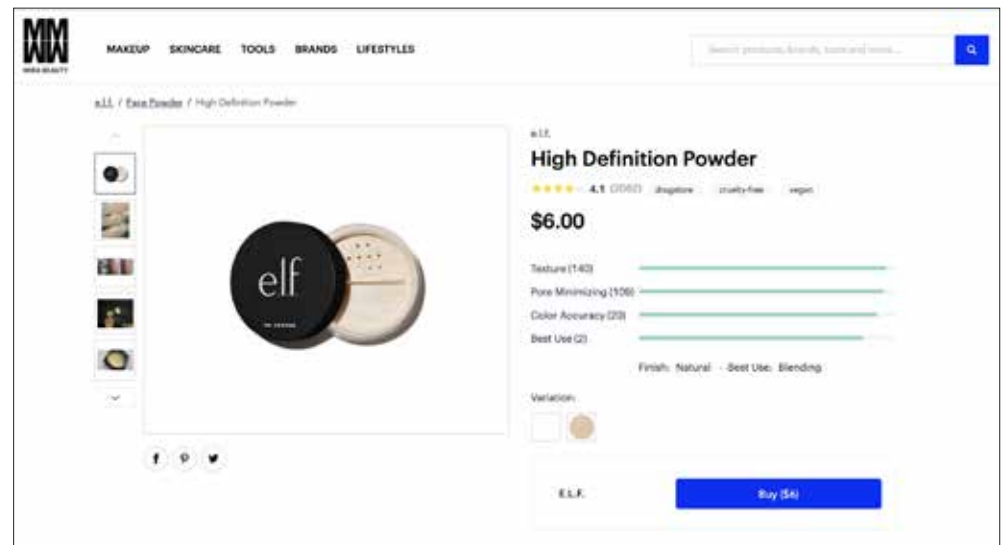
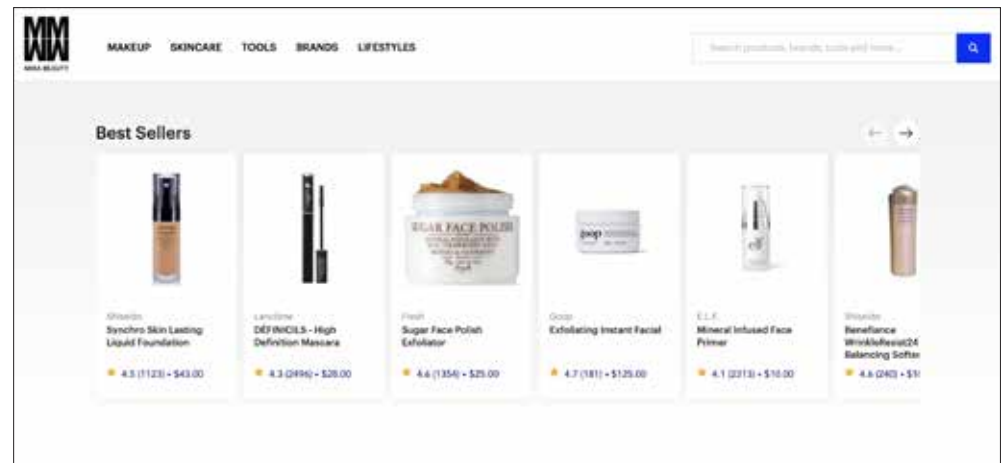
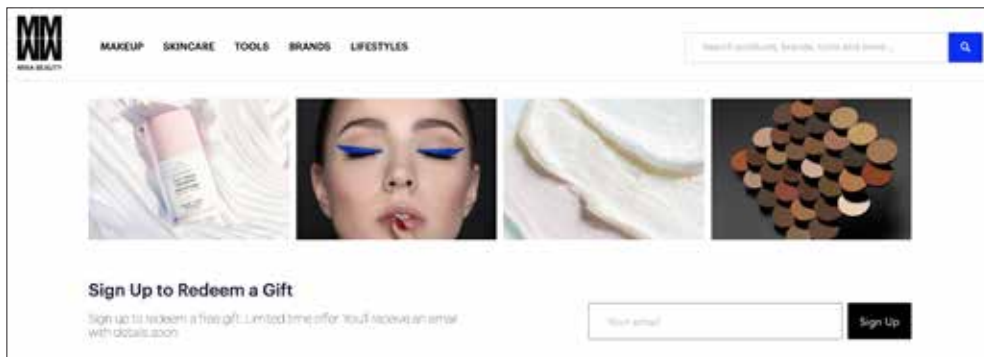
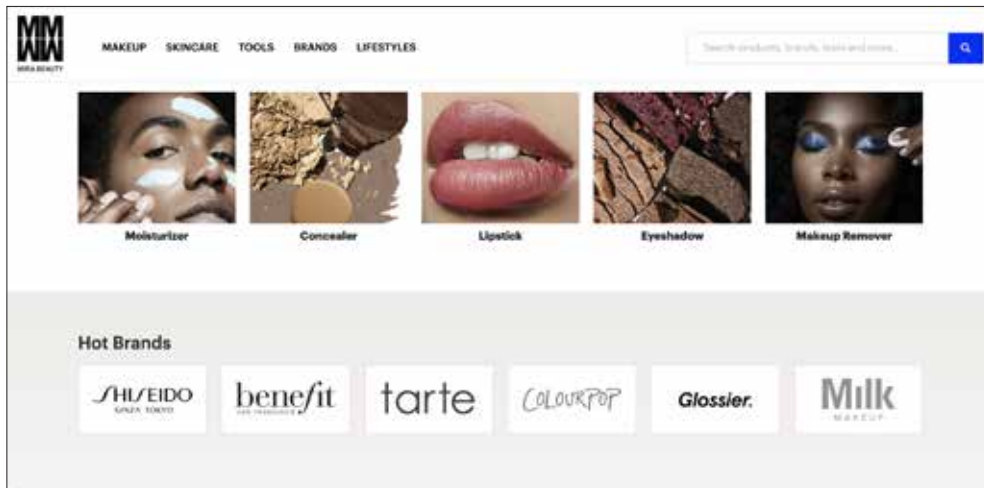
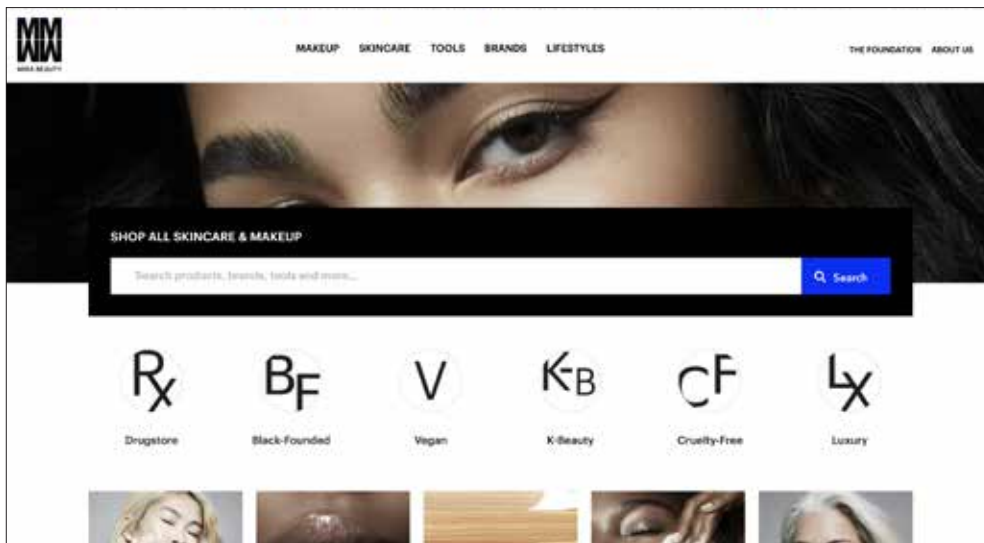
MIRA BEAUTY



WEBSITE BANNERS & SOCIAL COVERS









VIDEO STILLS



ASICS TIGER

LOOKBOOK + DIGITAL CONTENT & ENVIRONMENTAL DESIGN FOR GLOBAL CAMPAIGN







BLAZE PIZZA

MEDIA STRATEGY + PHOTO & VIDEO PRODUCTION + ART DIRECTION + CASTING +
DESIGN + POST-PRODUCTION + SOCIAL ACTIVATION

BLAZIN' HOT CHICKEN PIZZA



Red Sauce, Mozzarella, Ghost Pepper Chicken Meatballs, Scorpion Pepper Power Greens Slaw, Frank's RedHot® Drizzle



For a LIMITED TIME come try our new

BLAZIN' HOT CHICKEN PIZZA



Our very own Chef Brad recreated the Nashville Hot Chicken Sandwich craze in pizza form--balancing bold spice and tangy crunch for a flavor combination unlike anything you've ever tasted. It's your favorite Nashville Hot Chicken Sandwich, reinvented.

BLAZIN' HOT CHICKEN PIZZA



Red Sauce, Mozzarella, Ghost Pepper Chicken Meatballs, Scorpion Pepper Power Greens Slaw, Frank's RedHot® Drizzle





WE'RE SPICING THINGS UP WITH OUR ALL-NEW BLAZIN' HOT CHICKEN PIZZA.



Our very own Chef Brad recreated the Nashville Hot Chicken Sandwich craze in pizza form--balancing bold spice and tangy crunch for a flavor combination unlike anything you've ever tasted. It's your favorite Nashville Hot Chicken Sandwich, reinvented.

Can't wait until Monday? Get a special sneak peek if you order through our app or website.

[CLICK HERE](#)

Plus, Blaze Rewards members will get a bonus reward just for trying it. Not a member yet? Click here and make sure you don't miss out on any more perks.

[FOLLOW US ON INSTAGRAM](#)  [DOWNLOAD OUR APP](#) 



Chef Brad's been spicing things up and we can't wait to spill the (iced) tea. Check your inbox for all the Blazin' Hot details next week.

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Hey! Thanks for trying our all-new Blazin' Hot Chicken Pizza! We'd love to hear what you think.

[Click here](#) to answer a few questions and we'll hook you up with a [TBD REWARD] on your next visit.

[FOLLOW US ON INSTAGRAM](#)  [DOWNLOAD OUR APP](#) 



IT'S NATIONAL FRIED CHICKEN SANDWICH DAY AND WE'VE GOT THINGS TO CELEBRATE.



Our very own Chef Brad recreated the Nashville Hot Chicken Sandwich craze in pizza form--balancing bold spice and tangy crunch for a flavor combination unlike anything you've ever tasted. It's your favorite Nashville Hot Chicken Sandwich, reinvented.

Hey Blaze Rewards Members--today only, earn TRIPLE FLAMES with your order! Your taste buds will thank you.

[FOLLOW US ON INSTAGRAM](#)  [DOWNLOAD OUR APP](#) 



STOP FRAME ANIMATION VIDEO STILLs

SOCIAL ACTIVATION



PETZEL GALLERY

CONTENT & RELEASE STRATEGY + PRODUCTION + VIDEO DIRECTION



PORTRAITS



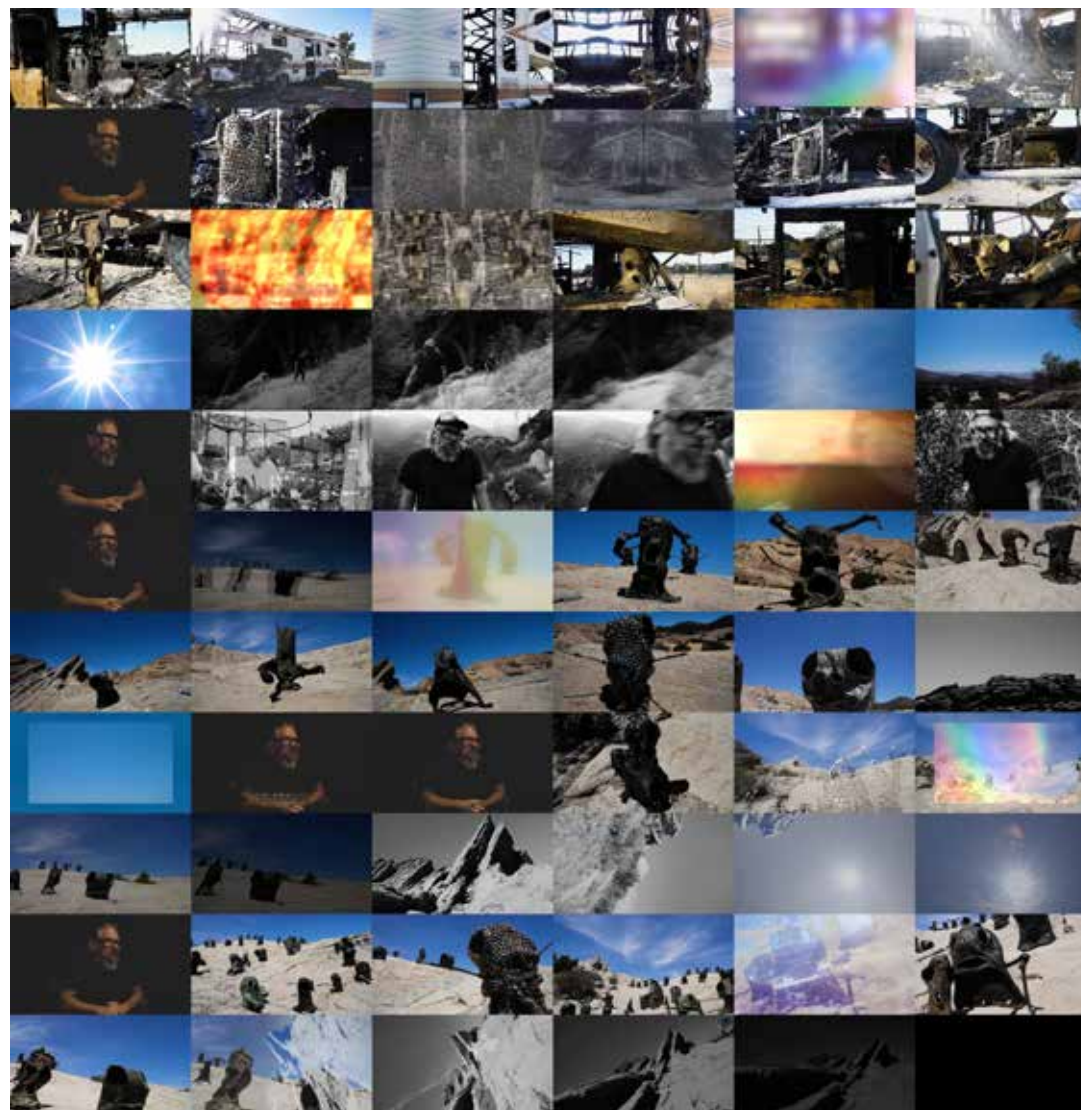
DESERT NARRATIVE



WHITE CUBE



VIDEO TEASER STILLS



DOCUMENTARY

SHORT

STILLS

EDITORIALS & ADVERTORIALS

VIDEO PRODUCTION FEATURING HEIDI KLUM FOR L'OFFICIEL, UKRAINE





VIDEO STILLS

THE VISIONARIES

WEBSITE DESIGN & DEVELOPMENT + SOCIAL MEDIA STRATEGY & MANAGEMENT

THE VISIONARIES

THE ARTISTS

HAIR STYLISTS MAKEUP ARTISTS STYLISTS

THE PIONEERS

THE AGENCY

13



ALEX BABSKY (Haper) Bazaar, Karl Lagerfeld



VERNON FRANCOIS (Willow) Vogue Italia, John Smith



VERNON FRANCOIS (Lupita Nyong'o, Serena Williams) Vogue, Steven Meisel



STEPHEN BEAVER (JY Arafat, Daniel Thomas) Vogue, Sarah



VERNON FRANCOIS (Jennifer Lopez) Glamour, Jemima Meese



SHALEV LAVAN (Barack Obama) Shiseido Campaign



PATRICIA MORALES (Sofia Richie) Vogue Magazine, Anthony

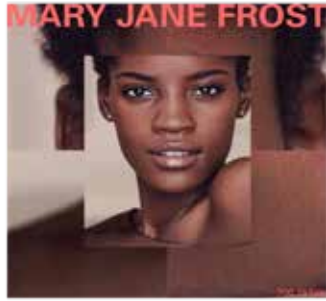


SARAH USLAN (Zoe Saldana) Teen Vogue, Steven Meisel



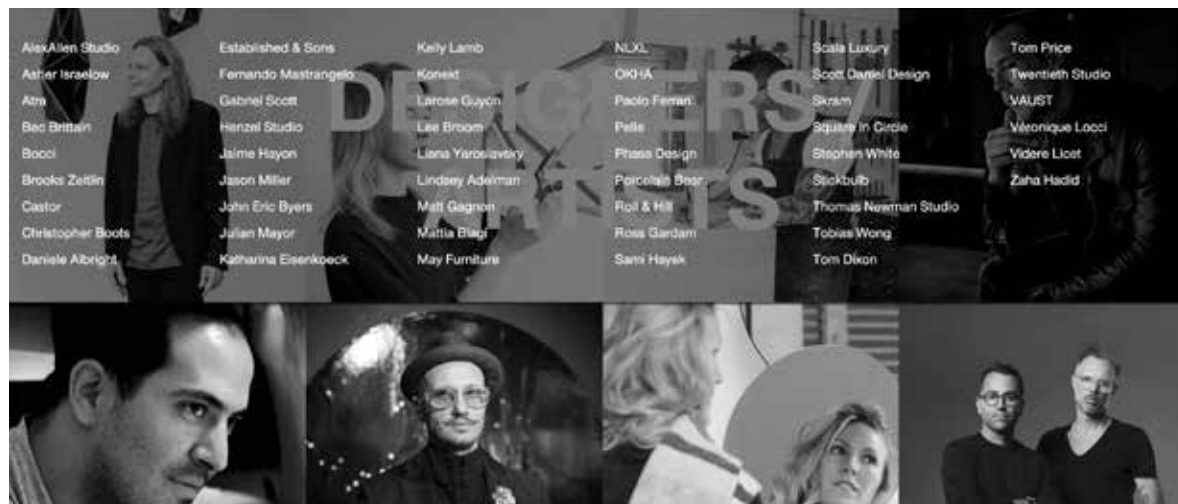
PATRICIA MORALES (Dylan Lee) Demos, John, Sarah







WEBSITE HOME PAGE & NAVIGATION



Home / Designers / Artists / Zaha Hadid / Nekton Stools



Nekton Stools

Designer : Zaha Hadid

DESCRIPTION

SPECIFICATIONS

PRICING

Curvaceous and tactile, the combined Nekton form splits into four distinctive sculptural seats. Scattered through a space or grouped in clusters, this design provides a flexible, unified seating landscape. The recognisably fluid aesthetic of world-renowned architect and designer Zaha Hadid is expressed in the connected shapes and surfaces. Most at home in the contemplative environment of museums and art galleries it is also an ideal installation piece for large entrance halls and viewing platforms.

DOWNLOAD TEAR SHEET

ADD TO MY PROJECTS



P
R
O
C
E
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S

ART *MOVES*
CULTURE. WE
WORK WITH
BRANDS WHO
CELEBRATE +
ACCELERATE
THAT PROGRESS.

1.

DISCOVER

It all starts with an idea - your idea. In this phase we fully immerse ourselves in the concept through conversation and sharing inspiration.

We discuss the vision, needs, timeline, and operations -- asking both the interesting questions and the tough ones in order to align on how the project will unfold.

We research competition and present qualitative and quantitative reports and mood boards to ensure clear differentiation and direction.

2.

DESIGN

This is where we bring ideas to life. We build the concept and strategy from phase one, and begin to formulate strategies for creative distribution.

We establish a baseline, present a series of iterations, assess what is good and bad, refine select options, and determine what to push into final production.

3.

DEVELOP

We dive deeper into options from phase two, move into final edits, and complete the release strategy and tactics.

We organize all deliverables into comprehensive packages and align with release documentation.

4.

DELIVER

We deliver and / or distribute -- anything and everything.

5.

DIGEST

Take a deep breath.
Mission accomplished!
Now is the time for reflection and future planning.

In this phase we review and document strengths, weaknesses, opportunities, and challenges from phases one through four.

6.

DO IT AGAIN

We understand that no matter the level of success there is always room for growth and opportunity. Fine tune, fine tune, and innovate.

In this phase we make actionable lists from phase five to push into new initiatives and optimize what already exists.

After going through all phases with clients we establish a strong rapport that generates creativity and efficiency through time.

THE PIONEERS

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