



POSTER SITES TO BUILD A MOVEMENT

Action Backed

Action Backed Brand Deck:

04/01/14

The Action Backed brand is

**Social, Focused, Active, Fast,
Progressive, Connected,
Changemaking, Optimistic,
Shareable, Integrated, Leading,
Small, Beautiful...**

designing for a lite, distraction-free Web
moving forward issues and causes important
to the world changers and the daydreamers
who are telling everyone they know about
what's happening and why it matters.

THE IDEA

PROBLEM

SOLUTION

We create small, design-centric websites focused on telling your story in an engaging and concise manner.

Our sites act like posters on the Web. They serve as visual calls-to-action for your campaign — your main message — moving people to build a movement around your cause.

THE IDEA

PROBLEM

SOLUTION

Issues and campaigns with urgency and limited resources is commonplace. Not enough money or time can lead to templated outcomes that lack originality and inspiration.

Forced conformity is not what your cause deserves. And unique experiences shouldn't be reserved for those with big budgets.

THE IDEA

PROBLEM

SOLUTION

Work with committed humans who have the expertise to make your cause move people.

Our websites are single-page and serve as a hub for your campaign — integrating all of your third-party tools (social networks, email services, etc.) that do what they do best.

We make beautiful websites, impeccably built and designed for action.

Progressive changemakers including nonprofits, coalitions, organizations, candidates and activists, as well as socially conscious businesses.

Those who want to move people in a mobile, connected and “new internet”^{*} fashion.

TARGET MARKET

COMPETITION

OUR ADVANTAGE

^{*} For our purposes, “new internet” refers to lite sites that focus participants around simplified content. Yes, this means “old Internet” is out. No sliders, flash, bad typography, above-the-fold or anything else that just feels stodgy, circa 2011.

In some cases, small Web design boutiques. In others, Squarespace or a NationBuilder template might seem more cost-effective.

We also compete with “old Internet” thinking, where distraction was the norm and everything cluttered above-the-fold around a slider of five unrelated messages, which happened in 2011 but shouldn’t today.

TARGET MARKET

COMPETITION

OUR ADVANTAGE

We are design and development experts with hefty experience in the startup, political and changemaking worlds.

We're also obsessed with doing things right in the most efficient way possible.

We're humans. We listen, interpret, empathize, and exist in the gray area of collaborative creativity.

TARGET MARKET

COMPETITION

OUR ADVANTAGE

Action Backed allows you to quickly and efficiently create a laser-focused Web experience for your campaign.

Why should you care? Because:

- desktop + tablet + phone = yay!
- scroll is the new click
- content-first, and our framework helps hone your message
- American attention spans are 8 seconds
- why waste time recreating complex experiences
- you'd rather spend precious dollars on great content that helps tell your story; original design, compelling storytelling, interactive elements, and unique visualizations, as well as social media "flash campaigns", illustration, animation, etc.

**In short, we have
“productized” our
independent design
and development
practices.**

**With story, design
and connection we
will move people
around your cause,
your issue, your
campaign.**



Further Reading:

10 Web design trends you can expect to see in 2014

<http://thenextweb.com/dd/2013/12/29/10-web-design-trends-can-expect-see-2014/>

8 Reasons Why Pageless Design is the Future of the Web

<http://www.dtelepathy.com/blog/design/8-reasons-why-pageless-design-is-the-future-of-the-web>

Why Responsive Web Design Has To Win Out

<http://mobile.smashingmagazine.com/2013/02/14/responsive-web-design-planning-future/>

Why Scrolling is the New Click

<http://uxmovement.com/navigation/why-scrolling-is-the-new-click/>

Say it quick, say it well – the attention span of a modern internet consumer

<http://www.theguardian.com/media-network/media-network-blog/2012/mar/19/attention-span-internet-consumer>

Next Steps:

If you like what you're hearing and want to discuss your project, please send an email to **info@actionbacked.org**. We'll then be in touch with a couple case studies, process notes and what we can do for your cause.

Action Backed is:

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Cody Peterson, Development

Thank you for your time.