



## OUR MISSION

To help our clients tell their  
**BEST STORIES AS  
ENGAGINGLY AS  
POSSIBLE.**



Engagement Examples & Approaches

Brand storytelling



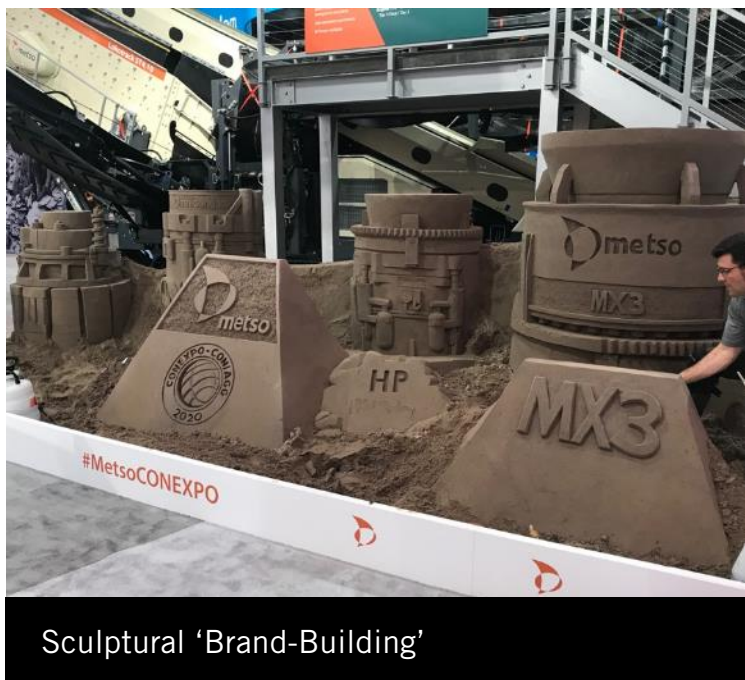
Mixing physical and digital interaction



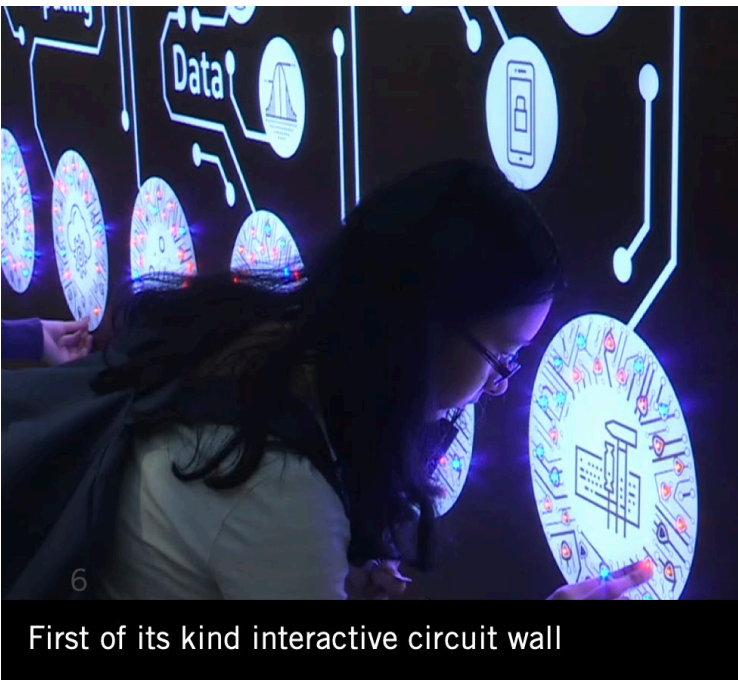
Tactile / analog experiences



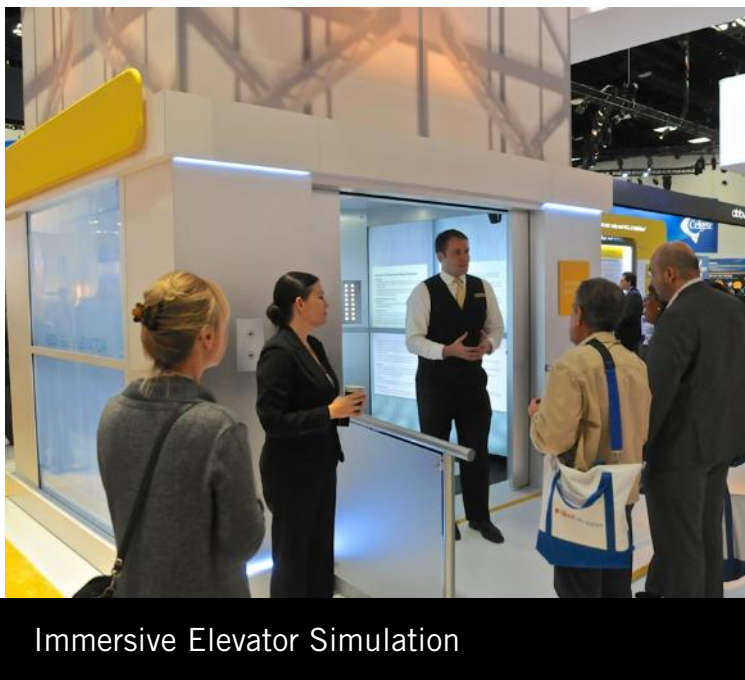
Arresting attracts



Brand storytelling



Immersive environments



LED as architecture



Gesture-based interaction





GRACE HOPPER











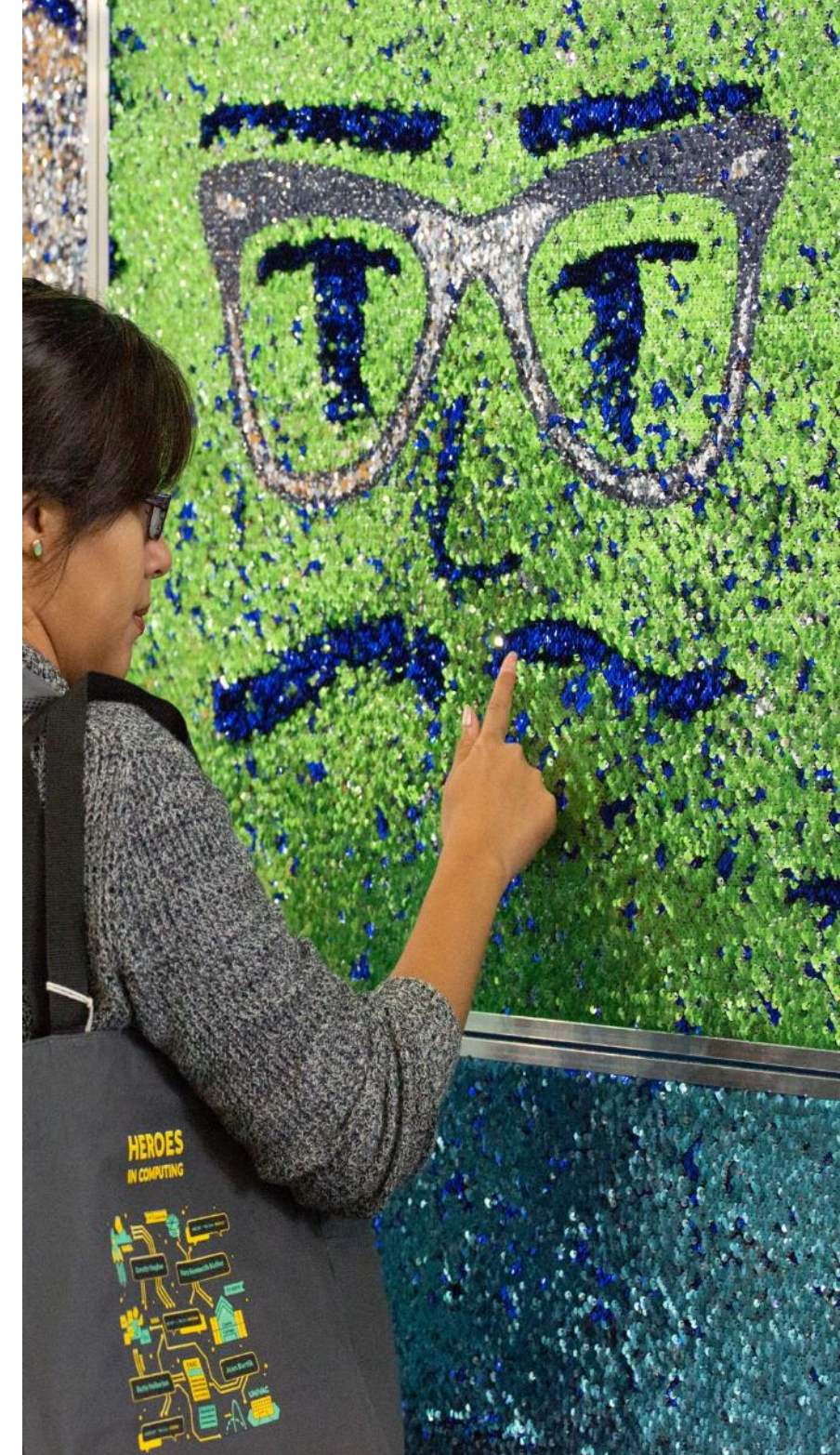
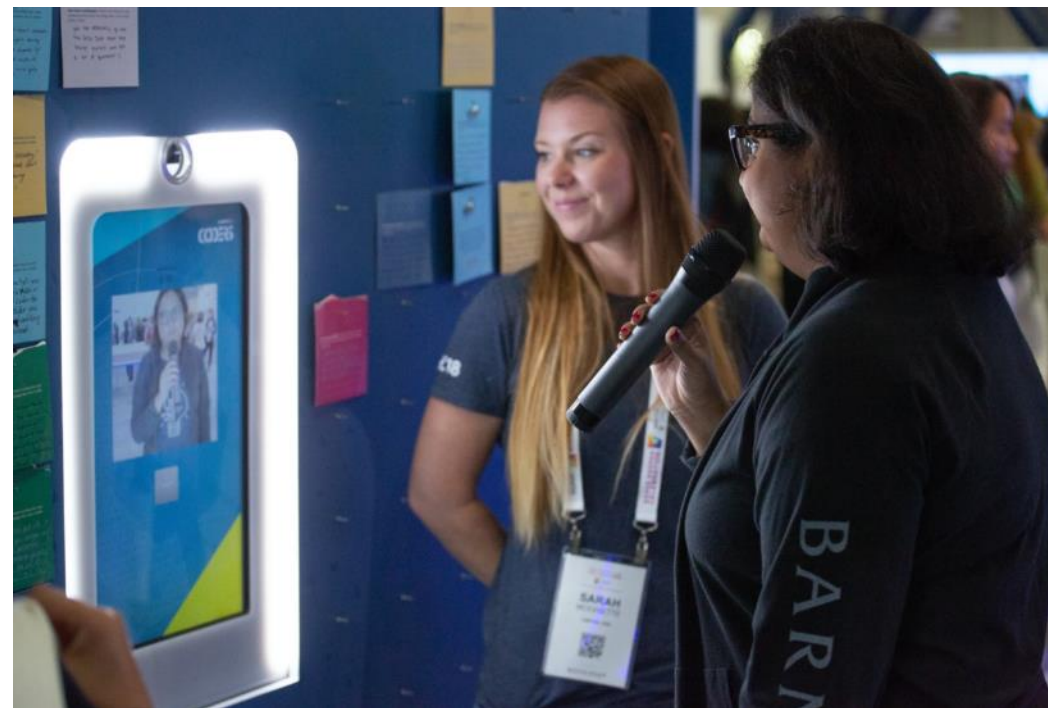
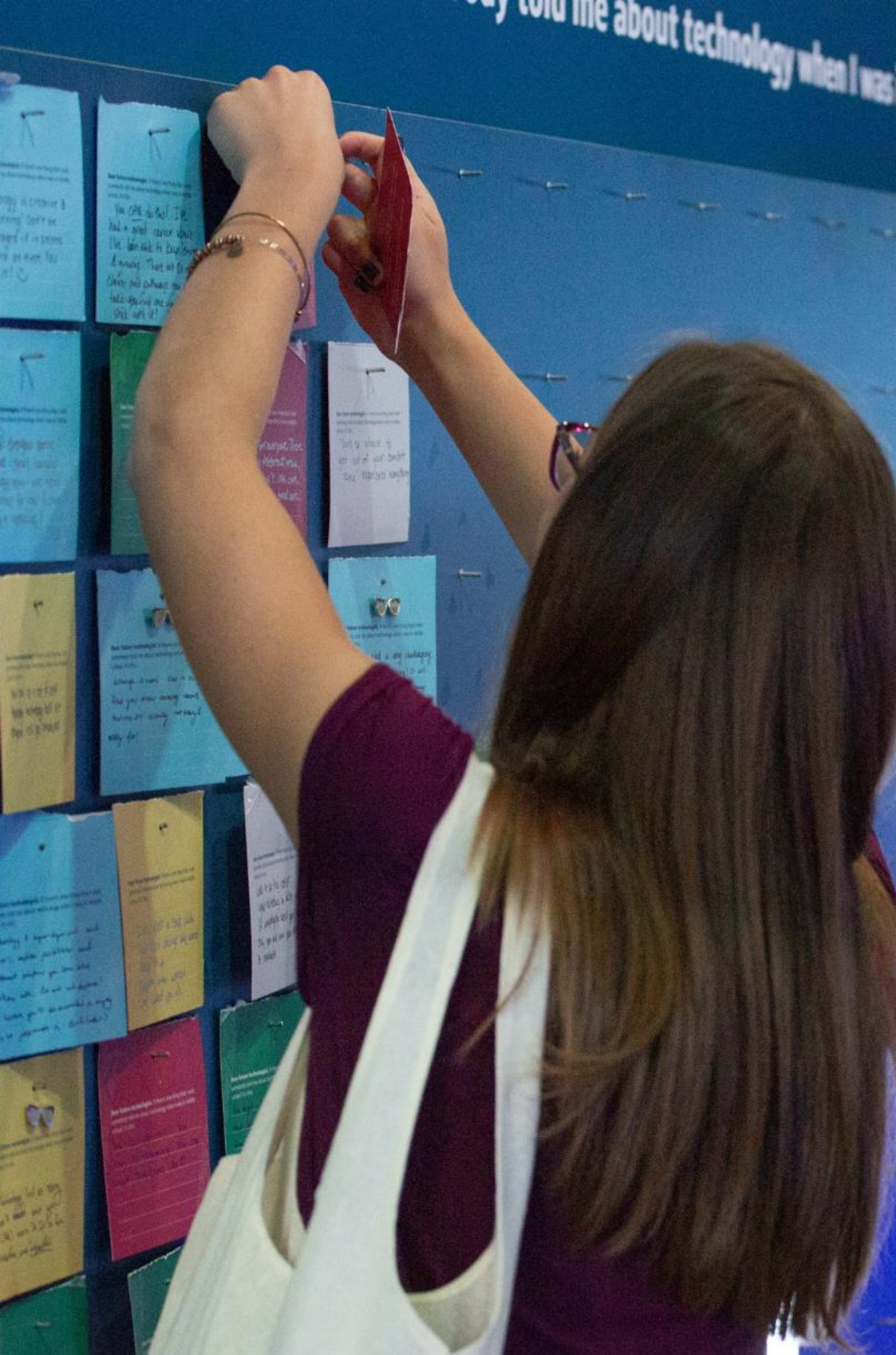




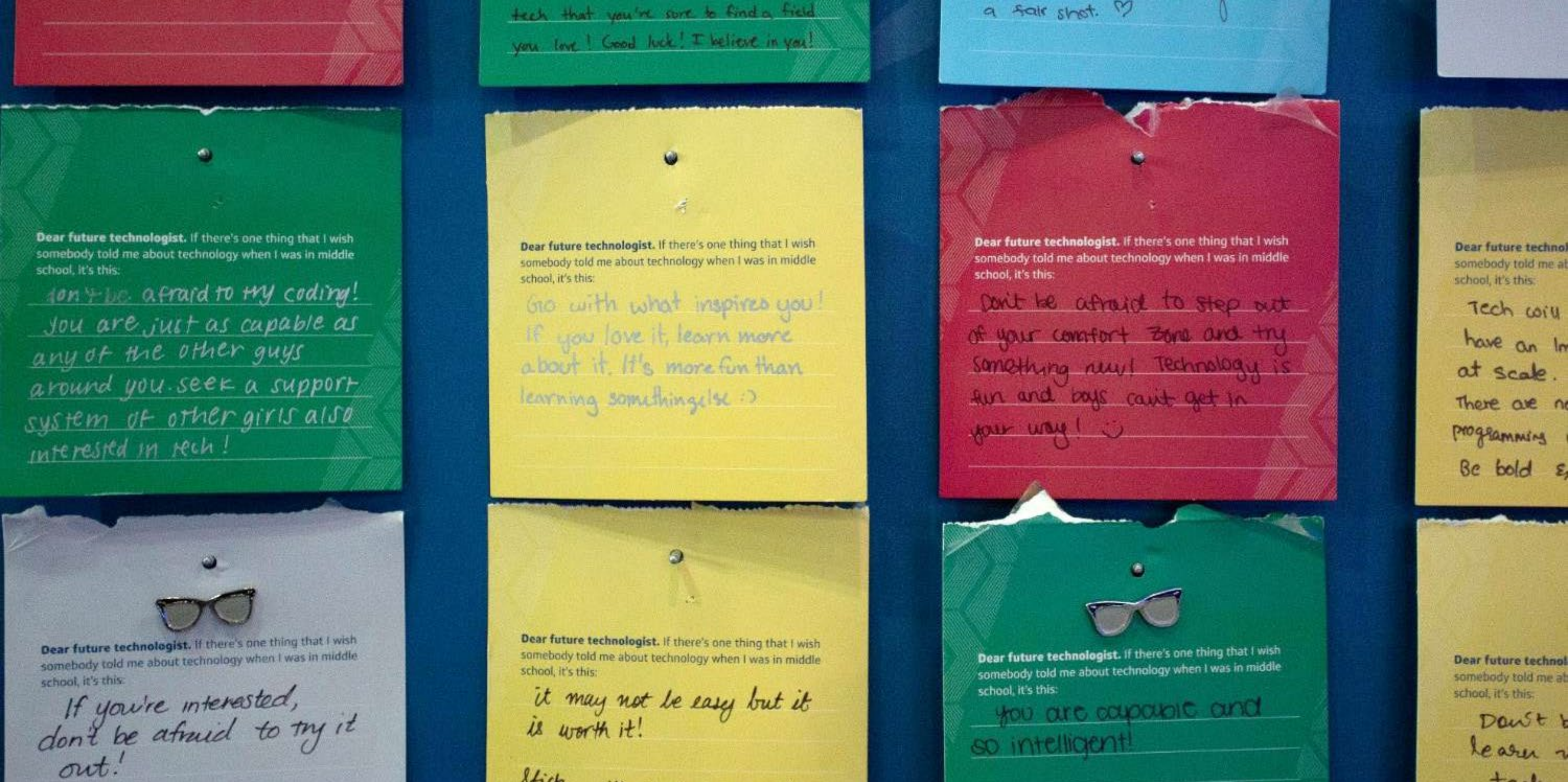
































Tap to mark the differences

23

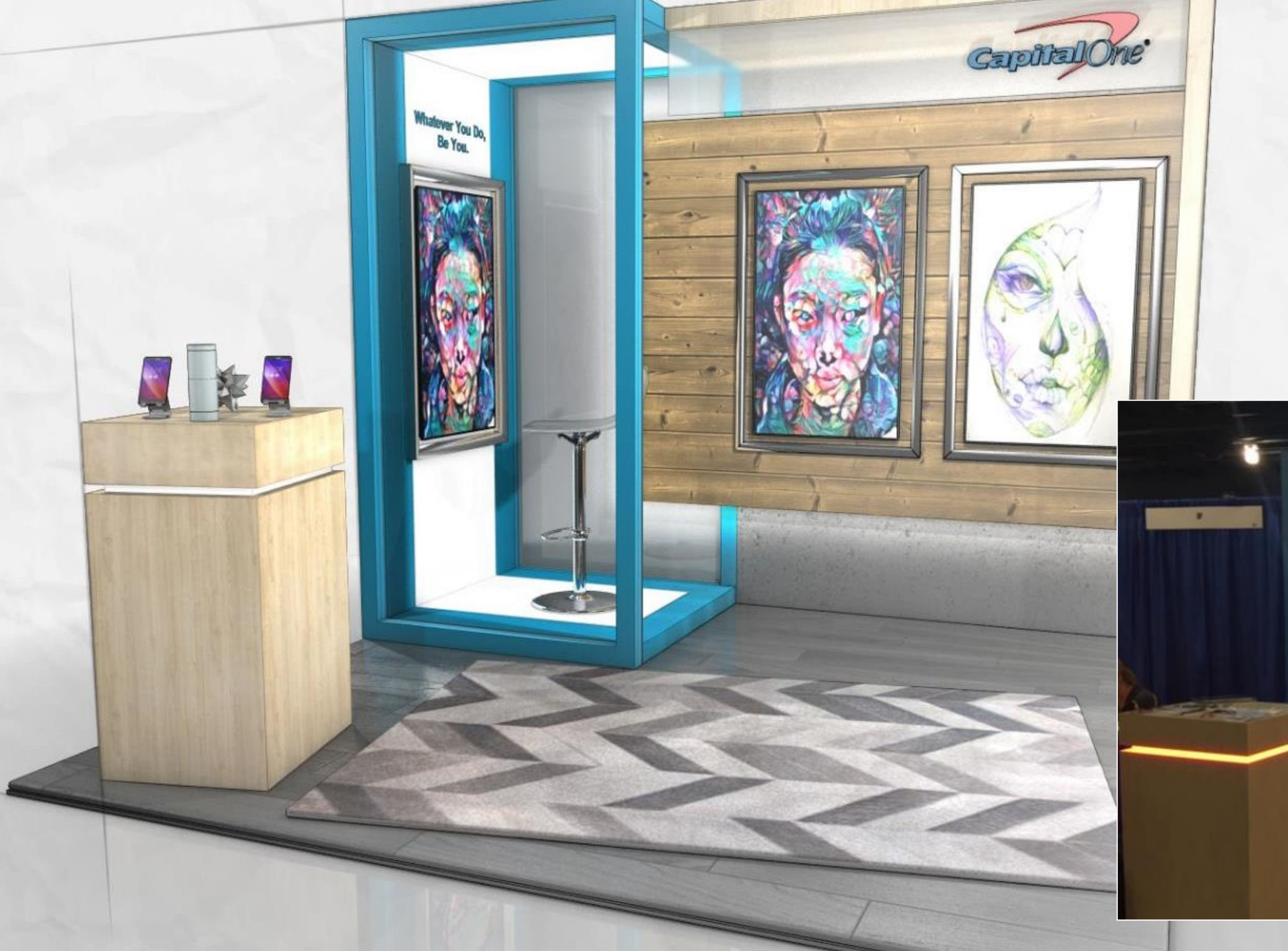


Done











Whatever You Do,  
Be You.

**Whatever You Do,  
Be You.**









Capital One Orange Bowl – Mobile Café Rollout at Beach Bash





Capital One Orange Bowl – Mobile Café Rollout at Beach Bash



## THREADING THE NEEDLE WITH CAPITAL ONE

Derse has helped Capital One move the needle in being recognized as a tech company versus a banking company, something none of their previous partners were able to achieve in face-to-face marketing.

Derse is continuing to support and expand work with the Tech Pod and HR teams through attendance at additional shows

Derse's work is being recognized throughout Capital One – introductions are underway with the Card Team (what's in your wallet), proposals are in place to aid with housing & registration, and we have consulted on a marketing environment within their corporate lobby.