

# FACTSHEET

## Overview

CSA is the creative force behind some of the world's most celebrated brands.

## Mission

Our objective is to unleash the full range of meaning inherent in a brand across all communication channels.

Whether through traditional or interactive media, building a great brand requires knowing how to focus communication on those things that matter most to the consumer. It means weaving the brand into the fabric of their daily lives, ensuring its relevance to the consumer's emotional, rational and practical needs. Taking our cues from lifestyle retailers, we connect the brand, its products, services and content to its emotive benefits, highlighting their total impact and meaning for the consumer. It's CSA's trademark approach, marrying intellectual and emotional strategy to flawless creative direction.

Our work is executed across six creative domains: brand strategy & identity, sales & marketing collateral, advertising, environmental graphics & exhibitions, books & publications and interactive media.

## Clients

CSA's extraordinary client list includes leading luxury brands such as Tiffany & Co., Sotheby's and Christie's; cultural institutions including the Musée du Louvre (Paris), Museum of Modern Art (NY), High Museum (Atlanta), Jewish Museum (NY) and New York Botanical Garden; hotel and real estate clients including the W Hotel Group (NY and Boston), Rafael Group (Munich), Nizuc (Mexico), Peninsula Papagayo (Costa Rica) and St. Regis Hotel (NY); financial and professional services clients including Morgan Stanley, Merrill Lynch, Putnam Investments, Sullivan & Cromwell, Chadbourne & Park and Vincent & Elkins; and non-profit organizations including Bideawee, Sesame Workshop, and AIGA (American Institute of Graphic Arts).

## PRESS CONTACT

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**Greenlighting** Among the most exciting developments at CSA is “Greenlighting,” CSA’s proprietary, interactive exercise designed to build consensus among internal constituents about the direction of a company or organization. Developed with a firm basis in psychology, Greenlighting is a game-like experience that challenges participants to answer two questions essential in building a strong brand: “Who are you today?” and “Who do you need to be in the future in order to grow your business?”

**History** Following his position as Design Quality Control Manager for the 1976 Montreal Summer Olympic Games at Canadian design firm Gottshalk + Ash, Ken was asked to open their New York office in 1977. Leslie Smolan joined Ken Carbone eight months later. In 1980, they bought the New York office of G+A, ultimately changing the name to Carbone Smolan Agency. Their 30-year partnership is a testament to complimentary skill sets and mutual trust.

**Location** CSA maintains a 10,000 square foot studio in the Flatiron District of New York City with a staff of 30 professionals.