

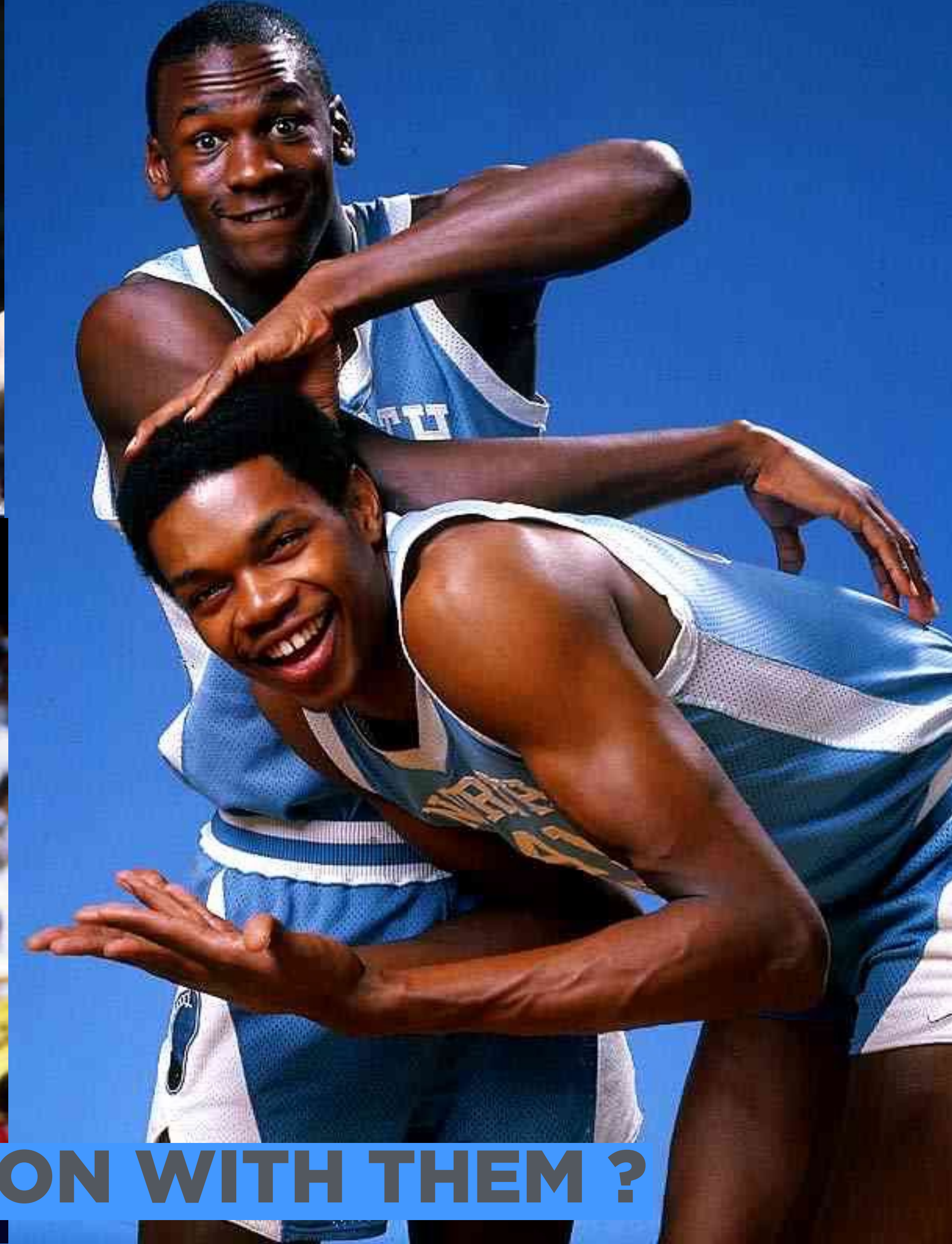
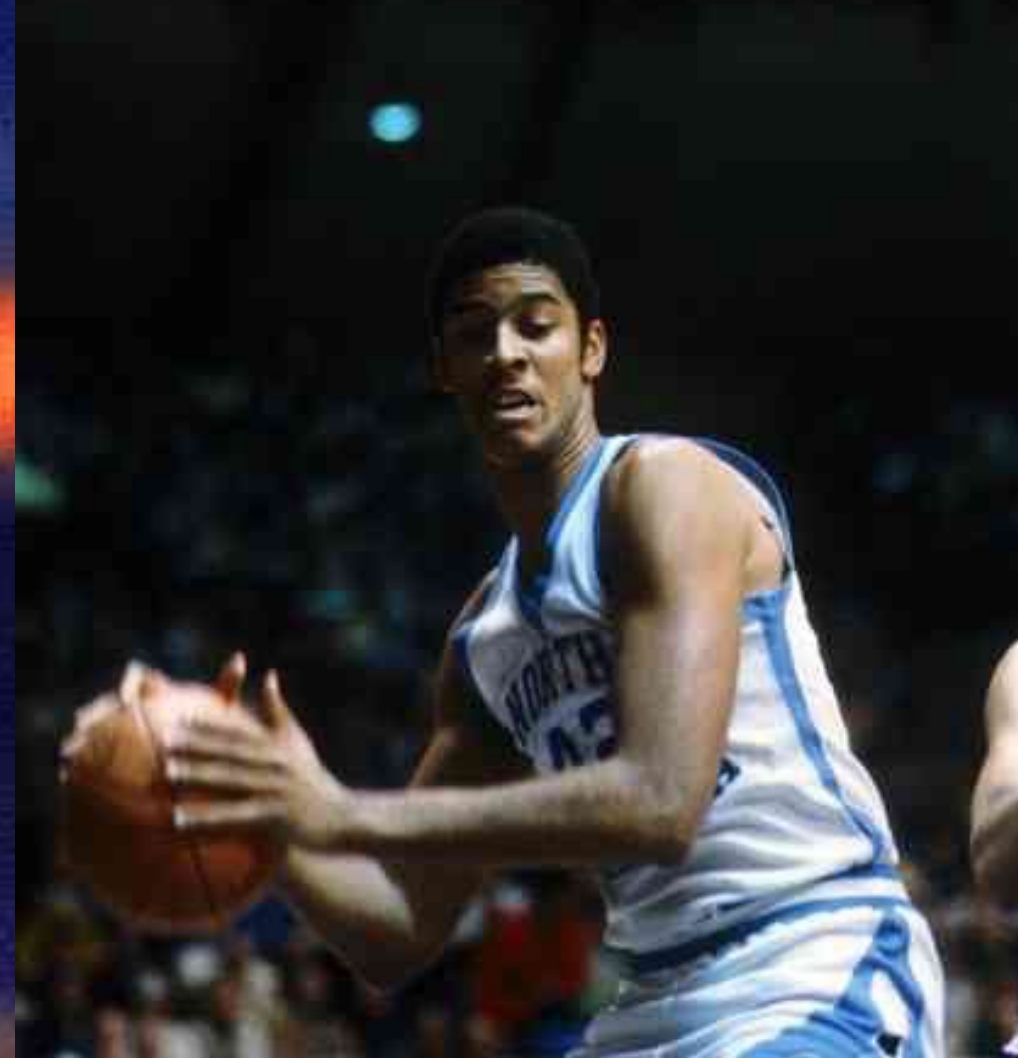


FEBRUARY 3, 2015

**Animo South Los Angeles High School and Youth Business**



**HOWDY**



**WHAT DO I HAVE IN COMMON WITH THEM ?**

- **Have touched basketball**
- **Is a Tarheel**
- **Was in the same class**
- **All of the above**



**Julia Huang**

**Taiwanese American**

**Born and raised in Japan**

**Educated in the USA**

**President of Intertrend**

**Founder of Imprint Culture Lab**



# WHO WE ARE

- An award-winning full service marketing communications agency
- Based in Long Beach, California.
- The largest and oldest Asian agency in the US
- Independent, minority, and female owned.
- Successfully helped a wide range of clients establish and maintain brand leadership through an integrated mix of advertising, public relations, promotions, events, and digital strategies.

All

Alpha Shoppers

Brand Whisperers

Hyper Linked

Foodists

Otakrew

Pet Agreeable











# Using Global Pop Culture To Tell a Brand Story



## Character Vocal Series 01

The Character Vocal Series is a computer music program that synthesizes digital voices from  
developed by Crypton Future Media in collaboration with Vocaloid's creators. It introduces a new way to create music.  
To create a song, the user must input the melody and lyrics.  
Songs will have different effects depending on the melody and the lyrics can be entered in various ways.  
The software also allows the user to create their own characters, and allows them to change the characters and tone of the voice.

# Hatsune Miku

Hatsune Miku is the first installment in the Vocaloid Character Vocal Series released on August 12, 2007.  
The name of the title and the character of the software was chosen by a community vote. Several other names  
for the title were considered but eventually the name of Hatsune Miku was chosen. The name Miku  
is a common Japanese name for girls, and the name Hatsune is a common name for a bird.  
It is possible to create songs from other voices.

Each system included a special edition figure character with specifications as age, height, weight, personality traits.  
The character of the first installment of the series was created by Wada Rei-ji.







# Lady Gaga is Going on Tour with a Hologram

BY KEITH WAGSTAFF

Meet Hatsune Miku, a 16-year-old performer with a string of hits in Japan and her own devoted following. She is opening for Lady Gaga's ARTPOP Ball tour in May and she would probably be excited about it if she was a living, breathing human being.

"My favorite digital pop star Hatsune Miku is opening The ARTPOP Ball from May 6-June 3!" [tweeted Lady Gaga](#) on April 15.

【Hatsune Miku】 World is Mine / ryo ( supercell ) 【初...

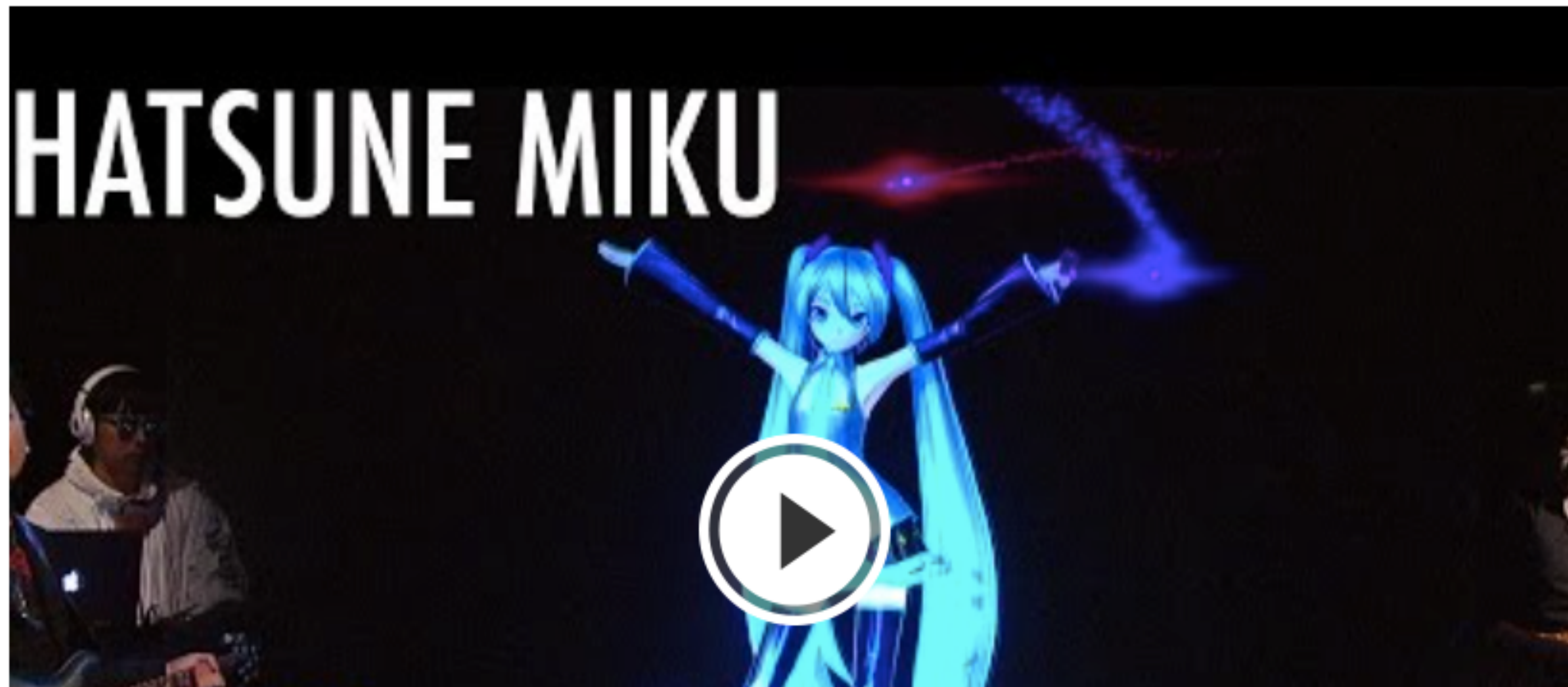






# A Japanese Hologram Named Hatsune Miku Performed on 'Letterman' Last Night

And Dave seemed completely baffled





**INTERTREND**  
SUMMER INTERNSHIP

[http://www.intertrend.com/spotlights/IT\\_INTERNSHIP\\_APPLICATION\\_UPDATE\\_030414.pdf](http://www.intertrend.com/spotlights/IT_INTERNSHIP_APPLICATION_UPDATE_030414.pdf)

SUMMER INTERNSHIP

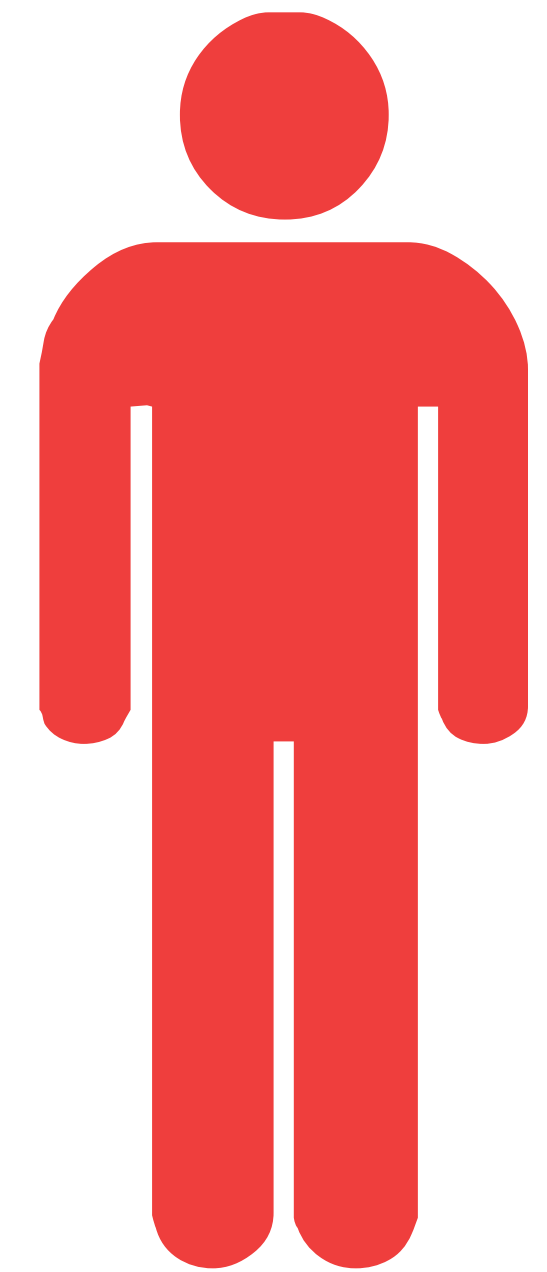
# THE PROGRAM

## FIVE INTERNS

Home-base department

Rotate between all disciplines

- Account Services/Platform & Application
- Strategic Planning
- Connection Planning
- Media
- Creative





SUMMER INTERNSHIP

# THE PROGRAM

## HIGHLIGHTS

**Well-rounded** knowledge of all functions of an ad agency

**Real** and realistic day-to-day assignments

**Access** to real clients

**Valuable**, transferable workplace skills

**Growth** as a creative thinker and professional



# **IMPRINT CULTURE AND VENTURE LAB**



- **Imprint Culture Lab uses these pinpoint moments to inspire movement.**
- **We built a wide nexus of thinkers, doers, makers of thing, poised to initiate cultural vectors through a series of global culture conferences and interactive workshops,**
- **We connect the cultural dots between segment, market and industry. In doing so we initiate an infinite dialogue with the participants.**



# Imprint Presents: John Maeda (with Jackie Xu, Sash Catanzarite, John Underkoffler, & Ivan Bercovich)

POSTED BY JOHNHALL ON JANUARY 25, 2015 POSTED IN FEED

We are very pleased to share a highlight video from our fascinating and inspiring 2014 Imprint Presents talk with design luminary [John Maeda](#). John brought along several additional speakers, to stoke the conversation: [Jackie Xu](#), Partner at [KPCB](#); [Sash Catanzarite](#), Co-Founder and CPO of [Tradesy](#); [John Underkoffler](#), Founder and CEO of [Oblong](#); & [Ivan Bercovich](#), Senior Director of Engineering at [FindTheBest](#). Check out all of our talks on our [Events](#) page.



## IMPRINT UPDATES

YOUR EMAIL ADDRESS

SIGN UP

## 8 QUESTIONS ICL INTERVIEW SERIES

## INSTAGRAM

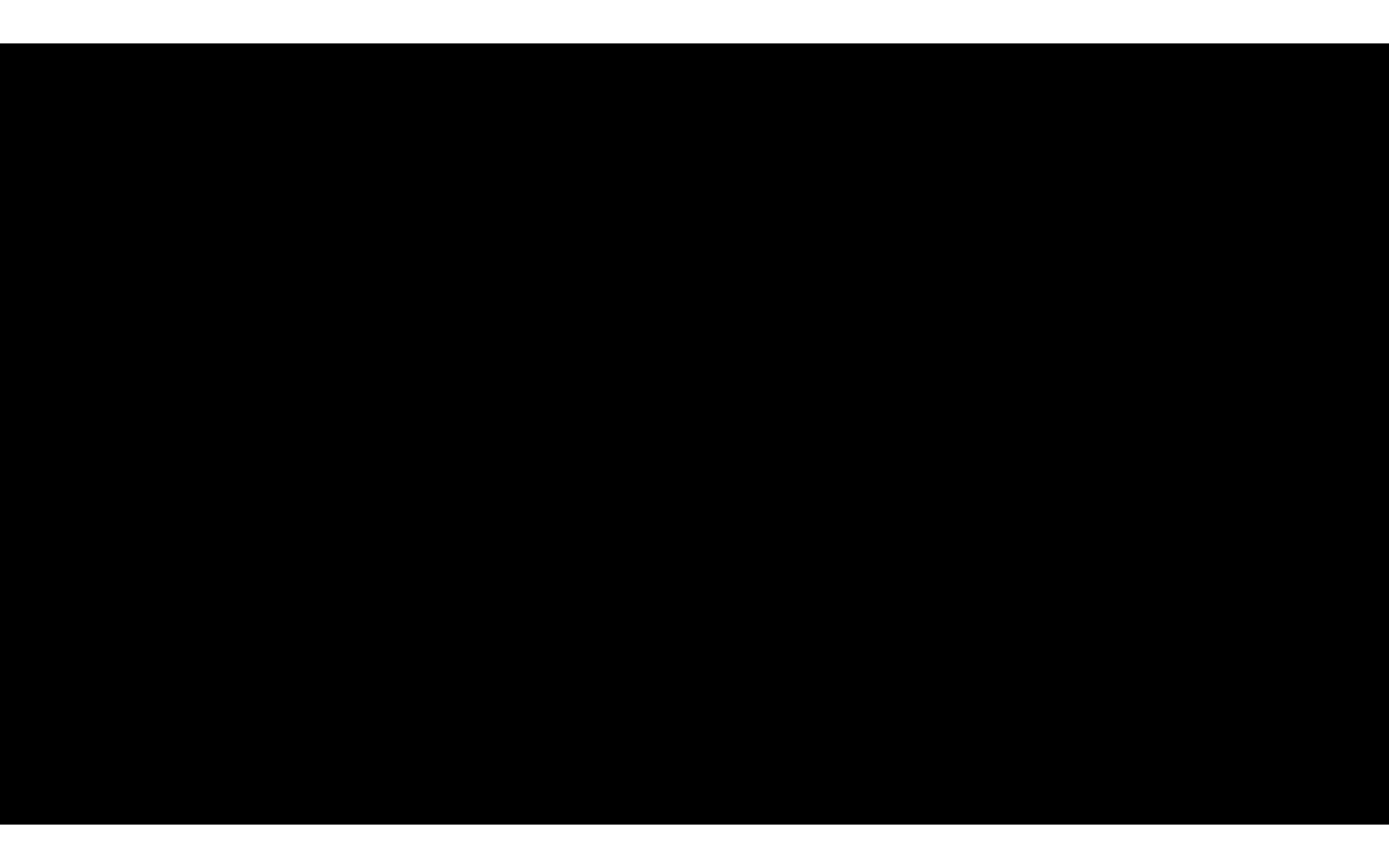
1083 FOLLOWERS 283 FOLLOWING 360 PHOTOS





- Imprint Venture Lab is a seed stage incubator that finds, funds, and stewards creative start-ups with the goal of creating iconic brands.
- Our goal is not IPO or overnight success, but a profound partnership that ultimately builds something exceptional.





**QUESTIONS ?**

**THANK YOU**

