



TOOLBOX STUDIOS

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Services

News

Portfolio



Where Ideas Work.SM
 More than a design firm, we are a company of ideas with marketing expertise in sports events, museums, youth media, food and beverage, financial services and corporate branding.

28 March 2007 // Sports Event Marketing: AT&T Cotton Bowl gets a makeover
 Toolbox produced a Flash-driven website, game day graphics and identity kit for one of college football's most revered bowl games. Check out why the Dallas-based Cotton Bowl Association has named Toolbox its agency of record. [+]

HEADLINES


Monday, February 12th, 2007
Beverage specialist joins Toolbox ranks

Thursday, February 1st, 2007
Toolbox is one of "The 10 Most Dependable Web Design Firms of Texas"

Friday, December 15th, 2006
Toolbox President Rob Simons selected for "40 Under 40"

HOME PORTFOLIO ABOUT SERVICES NEWS

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**TOOLBOX
STUDIOS**

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DOING THINGS THE TOOLBOX WAY

Mission

To deliver creative solutions for highly complex marketing challenges by applying strategy, design and execution combined with technical sophistication.

Vision

Toolbox Studios is committed to being uniquely staffed and equipped to execute any concept in any medium, thus becoming the communication design firm of choice for professionals who work in financial services, food and beverage, corporate branding, event marketing, youth media and healthcare.

Philosophy

We are not philosophers. We do not wear togas. But we do have our own ideas about what constitutes effective creative advertising and design.

Where Ideas Work.SM

HISTORY THE TOOLBOX WAY BIOS AWARDS

[HOME](#) [PORTFOLIO](#) [ABOUT](#) [SERVICES](#) [NEWS](#)

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TOOLBOX STUDIOS CLIENT LOGIN CONTACT US CAREERS BLOG

STRATEGY, DESIGN AND EXECUTION. ALL UNDER ONE ROOF.

No one has the market cornered on creativity — there are many agencies capable of producing great design. But design is only part of a communications solution. We have the in-house resources and production expertise to take your idea from concept to market. Not only will we come up with your next great marketing idea, but we'll execute it seamlessly across all channels.

- INDUSTRY EXPERTISE
- STRATEGIC CAPABILITIES
- CREATIVE SERVICES
- IN-HOUSE RESOURCES

OUR PROCESS

DISCOVERY DESIGN PRODUCTION IMPLEMENTATION EVALUATION

Our process guarantees that your project will be completed on time, on target and within your budget.

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**INDUSTRY
EXPERTISE**

**STRATEGIC
CAPABILITIES**

- Brand Assessment
- Brand Management
- Positioning
- Advertising Strategy
- Communications Strategy
- Internet Strategy
- Marketing Plan Development

**CREATIVE
SERVICES**

**IN-HOUSE
RESOURCES**

OUR PROCESS

DISCOVERY

DESIGN

PRODUCTION

IMPLEMENTATION

EVALUATION

This is where your ideas come to life. We go live with your site, launch your new identity, publish your podcast. Your new marketing solution makes its grand entrance in the marketplace.

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INDUSTRY EXPERTISE

STRATEGIC CAPABILITIES

CREATIVE SERVICES

- Naming, Branding and Identity Design
- Advertising
- Copywriting
- Environmental Design
- Publication, Packaging and POS Design
- Website Design and Hosting
- Podcasting
- Flash and Interactive Development
- CMS and Custom Application Development
- Search Engine Optimization (SEO)
- Banner Advertising and E-Mail Marketing
- Web Video Production
- E-Commerce Solutions

IN-HOUSE RESOURCES

OUR PROCESS



We build marketing solutions that work in any channel and medium. We leverage our in-house resources to efficiently execute complex projects like product catalogs, websites, Flash applications, integrated print and web advertising campaigns, direct mail and e-commerce solutions.

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**INDUSTRY
EXPERTISE**

**STRATEGIC
CAPABILITIES**

**CREATIVE
SERVICES**

**IN-HOUSE
RESOURCES**

- Video and photography suite
- Podcasting / audio production suite
- Print production suite
- Branding suite
- Web development team
- Custom application developers
- Website hosting

OUR PROCESS



We build marketing solutions that work in any channel and medium. We leverage our in-house resources to efficiently execute complex projects like product catalogs, websites, Flash applications, integrated print and web advertising campaigns, direct mail and e-commerce solutions.

Where Ideas Work.SM



**TOOLBOX
STUDIOS**

Why Toolbox Studios?

Toolbox Studios, Inc. | 454 Soledad Street, Suite 100 | San Antonio, TX 78205 | 210.225.8269 | toolboxstudios.com



**TOOLBOX
STUDIOS**

ABOUT US

Toolbox Studios is a communication design firm that specializes in creative solutions for highly complex marketing challenges. We offer strategy, design and execution services under one roof. While we employ some of the most creative, award-winning minds in the industry, we are also uniquely staffed and equipped to execute any concept in virtually any medium — from podcast to broadcast, from outdoor boards to banner ads, from web design to web press. We are experts in branding, corporate identity, website design and development, advertising and publications. Our clients represent industries as diverse as financial services, automotive, food and beverage, museums, sports events, food and beverage, health care and technology.



Toolbox Studios, Inc. | 454 Soledad Street, Suite 100 | San Antonio, TX 78205 | 210.225.8269 | toolboxstudios.com



CREATIVE PROCESS

Toolbox uses a proven process for managing all creative work. Our internal process is organized into five phases: Discovery, Design, Production, Implementation and Evaluation. Our goal is to completely understand the marketing objective prior to generating creative concepts. This process governs how we manage projects to ensure the end result meets and exceeds our clients' expectations.

Discovery

We ask lots of questions. We learn about your industry, your company, your customers and your brand. You tell us how you will measure the success of your project. Together we set realistic expectations. We assimilate everything and craft an actionable and strategic plan.

Design

We put on our creative hats. You see breakthrough, strategic concepts and design solutions. We zero in on the best ideas and give them a voice and energy that resonates with your mission, values and your customers.

Production

We build marketing solutions that work in any channel and medium. We leverage our in-house resources to efficiently execute complex projects like product catalogs, websites, Flash applications, integrated print and web advertising campaigns, direct mail and e-commerce solutions.

Implementation

This is where your ideas come to life. We go live with your site, launch your new identity, publish your podcast, air your commercial. Your new marketing solution makes its grand entrance into the marketplace.

Evaluation

We make sure we accomplished what we set out to do. You answer follow-up questions and we provide ongoing consultative support. You provide periodic metrics such as mail response rates, traffic increases and end-user feedback. Together we determine what to tweak or improve.



SERVICES

No one has the market cornered on creativity — there are many agencies capable of producing great design. But design is only part of a communications solution. We have the in-house resources and expertise to take your idea from concept to market. No third parties to manage. No sister companies or “value added partners” to bring up to speed. Just one dedicated team focused on providing you the best comprehensive solution driven by smart strategy.

Strategy, design and execution all under one roof:

Strategic Capabilities

- Brand Assessment
- Brand Management
- Positioning
- Advertising Strategy
- Communications Strategy
- Internet Strategy
- Marketing Plan Development

Creative Services

- Naming, Branding and Identity Design
- Advertising
- Copy Writing
- Environmental Design
- Publication and Print Design
- Packaging and Point of Sale Design
- Website and Interactive Design
- Flash Development
- Custom Application Development
- Content Management
- Search Engine Optimization (SEO)
- Podcasting
- Banner Advertising
- Web Video Production
- E-Commerce Solutions
- E-Mail Marketing

In-house Production Resources

- Video and photography suite
- Podcasting / audio production suite
- Print production suite
- Branding suite
- Web development team
- Custom application developers
- Website hosting

Industry Expertise

- Sports Event Marketing
- Museum and Exhibit Marketing
- Youth Media
- Financial Services
- Food and Beverage
- Health Care Services
- Corporate Marketing



WEBSITE CLIENTS

A partial list of clients for whom we've designed and executed successful Interactive and Web-based communications:

AIRS — airsdirectory.com

AT&T Cotton Bowl — branding and website (attcottonbowl.com)

Alamo Bowl — alamobowl.com

Cambridge Realty — cambridgerealty.net

Gunn Automotive

gunnauto.com

gunninfiniti.com

gunnhonda.com

gunnnissan.com

gunnchevrolet.com

gunndodge.com

Lindow Treat — lindow-treat.com

Retrato's Exhibit — branding and website (retratos.org)

Sponsored by the Ford Motor Company Fund

Rockport Center for the Arts — rockportartcenter.com

Rush Enterprises

rushtruckcenters.com

rushenterprises.com

San Antonio Museum of Art — samuseum.org

Sevocity (Conceptual Mindworks) — branding and website (sevocity.com)

Southwest School of Art & Craft — swschool.org

San Antonio Museum of Art — samuseum.org

University of Texas Health Science Center at San Antonio,

Physiology Dept— physiology.uthscsa.edu



TOOLBOX SPECIALIZES IN COMPLEX WEB DEVELOPMENT

When Toolbox Studios was founded in 1996, its principals brought together years of experience marketing, designing and executing communications solutions for highly technical problems. We are experts at identifying the complex requirements of corporate and institutional clients. Our team offers a suite of fully customizable tools to help our clients manage their technical and logistical requirements, while allowing their brand message to shine.

- We are proud to have been selected by Goldline Research, an independent third-party research firm, as one of "The 10 Most Dependable™ Web Design Firms of Texas", as listed in the February 2007 issue of *Texas Monthly*.
- Toolbox is the agency of record for the AT&T Cotton Bowl. Services provided include game day graphics, general marketing materials and website development.
- Toolbox has won more than 65 local, regional and national ADDY awards for its creative solutions.
- In May 2006, Toolbox received Clarke American's Supplier Excellence Award.



A BROAD ARRAY OF WEB SERVICES

Custom Web Interface Design

- Our design solutions for both the front and back end are completely customized for our clients. We do not rely on templated designs; instead, we fully integrate our clients' brand elements into the GUI, media tools and admin interface to maximize messaging and brand exposure.

Robust Technical Support

- Expert web development utilizing HTML, CSS, JavaScript, ActionScript and Flash
- Custom programming in PHP, ASP and ASP.NET, JavaScript, ActionScript, XML and XSLT
- Server and database platform expertise with Linux, Apache, MySQL, Windows Server 2003, IIS, SQL Server and Flash Remoting

Content Management Services

- User-friendly, permissions-based administrative interfaces
- Tiered and/or layered user experience with contextual menus
- News feeds and administrative interfaces for quick and easy updates
- Online blogs and forums for building communities
- Custom tools to automate online event promotion
- Image management tools and video galleries, as well as broadcast video management including in-line video, capture, editing, posting and Flash video upload

Comprehensive Managed Hosting Solutions

- Dedicated managed hosting or self-managed hosting options
- Caching server solutions for high-bandwidth requirements
- Management of hardware, software, security and firewall



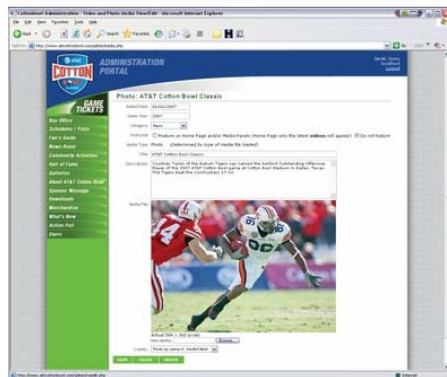
SELECTED WORK: AT&T COTTON BOWL



attcottonbowl.com

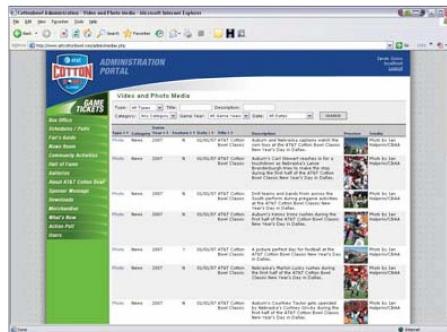
Objective

The AT&T Cotton Bowl website is designed to convey the excitement, pageantry and hospitality for which the Cotton Bowl has become famous in the past 71 years. The design also delivers an immersive, highly dynamic experience that reflects the brand of the title sponsor AT&T. Toolbox was asked to balance a feature-rich, online front end with an easy-to-use back end for the small website staff to make content updates.



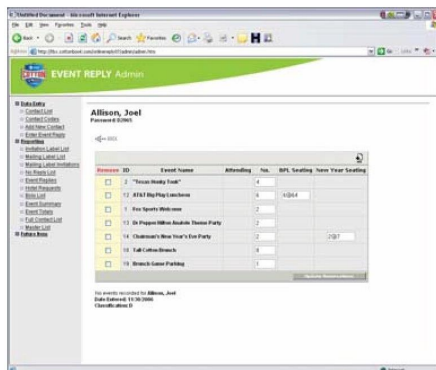
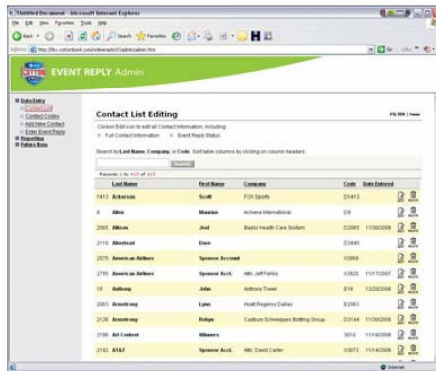
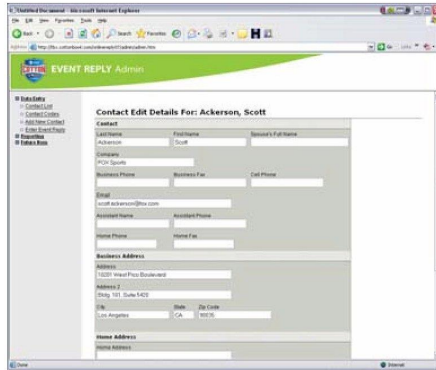
Custom GUI design

By combining our experience working with non-profit organizations and our familiarity with previous versions of the AT&T Cotton Bowl site and similar event-driven sites, Toolbox developed a rich user interface featuring Flash, video, online polls, animation, media galleries and in-depth content about the event, teams and community. Sponsor branding was fully integrated into the design.





SELECTED WORK: AT&T COTTON BOWL



User-friendly CMS tools
For the back end, we created an easy-to-use Content Management System that covered all major content areas of the site. The system includes an online video player, an interactive news tool, dynamic timelines, action polls, sponsor banners, newsletter, fan message board, media galleries, schedules and an in-depth media portal. Broadcast quality video, audio interviews and media support are provided in the media portal.

Online event management
Toolbox developed an online RSVP system for handling the multitude of game week events. The RSVP system allows users to reply online to invitations and reserve spots at various functions, including hotel reservations. The back end of the RSVP system efficiently organizes the information for the staff to prepare room information and seating charts.



SELECTED WORK: AT&T COTTON BOWL



Game week/game day support

In addition to the site design, production and programming, Toolbox also provides on-site support during game week to assist the Cotton Bowl staff with keeping the content of the site current.

Year-round event branding

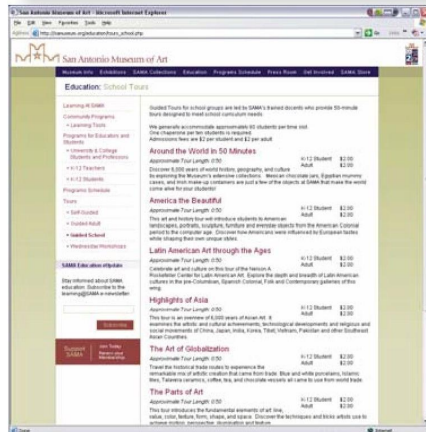
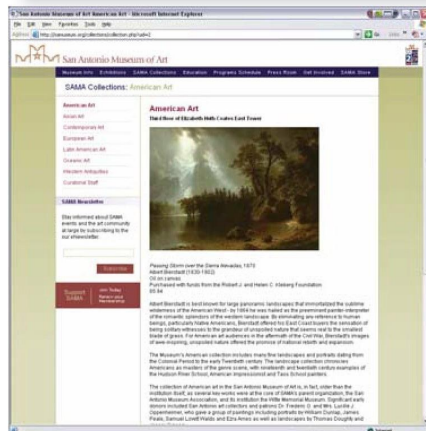
Part of the solution for the website was to pre-design three versions of the home page that meet different user needs based on the time of year: a game day configuration, a game week design and the off season design.

Results

On game day, Toolbox Studios servers handled over 150 gigabytes of traffic. In the three months leading up to the game, the site delivered over 2.6 million page views to over 140,000 unique users.



SELECTED WORK: SAN ANTONIO MUSEUM OF ART



www.samuseum.org

Background

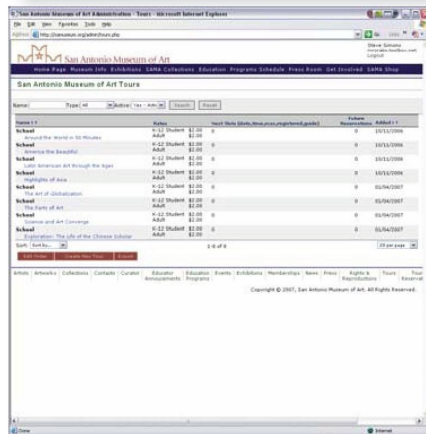
The San Antonio Museum of Art (SAMA) has collected, presented and preserved art since its establishment in 1981. Among its treasures is an acclaimed Latin American art collection, as well as one of the largest collections of Egyptian, Greek and Roman antiquities in the southern U.S. It also houses the largest center for Asian art in the southern U.S. In addition to being open to the public, the museum also conducts 500 guided tours and 200 seminars each year. The museum is supported by public-private partnerships, as well as corporate and individual memberships from the community.

Challenge

The strength of the museum's permanent collections secured its position as a leading arts institution, and its website needed to reinforce that reputation. The museum also needed to build or strengthen relationships with a broad audience — students to patrons — and convey not only the depth and breadth of its offerings, but provide timely, useful information about events and exhibits that could be easily updated and managed by museum staff.



SELECTED WORK: SAN ANTONIO MUSEUM OF ART



Solution

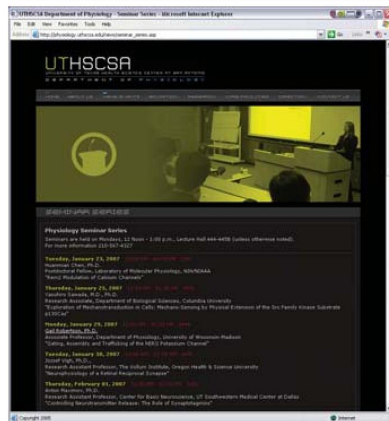
Toolbox created a website that brought SAMA's strengths to the surface. A dynamic, image-rich main page promotes current and upcoming exhibitions, as well as news and information about museum activities and permanent collections.

Results

Succinct navigation makes it easy to find deeper information about the museum's varied offerings. A custom back end database and Content Management System enables non-technical staff to create centralized reports, as well as manage and update the site's content. A subscription-based email newsletter campaign that integrates with the site design allows SAMA to deliver information and event updates on a regular basis to specific target groups.



SELECTED WORK: UTHSCSA PHYSIOLOGY DEPARTMENT



physiology.uthscsa.edu

Background

The Department of Physiology at the University of Texas Health Science Center at San Antonio is staffed by biomedical scientists and researchers who seek to discover how biological organisms work — from the molecule to the cell, to the organ to the physiology of the being. Department staff also strive to educate the next generation of clinicians and researchers in the various disciplines of the Physiological Sciences.

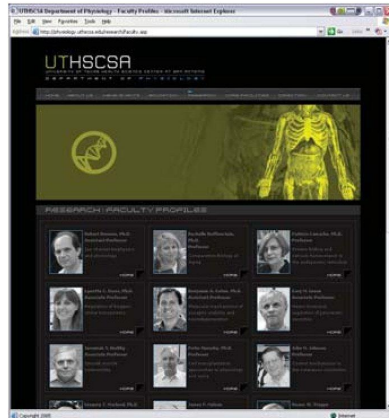
Challenge

Recruitment of qualified faculty had historically been difficult and disseminating the department's message and areas of expertise was critical in capturing the interest of highly-qualified members. The existing website was buried within UTHSCSA's primary portal and was difficult and awkward to find. Further, the information on the existing site was outdated and site updates required a long wait for internal staff to manually update the information and post it to the site.

David S. Weiss, Ph.D., Professor and Chair, wanted a website that reflected the new goals and international scope of the department's research, and expressed the biotech field as a contemporary force.



SELECTED WORK: UTHSCSA PHYSIOLOGY DEPARTMENT



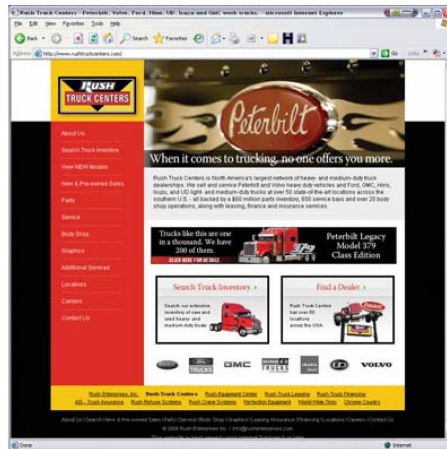
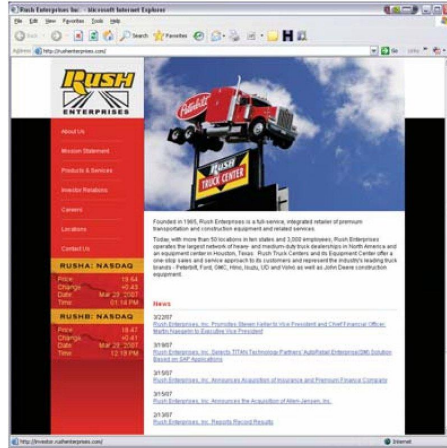
Solution

Toolbox collaborated with the department leadership team to develop a strategy and visual concept that would be perceived as cutting-edge and contemporary and that broke from the norm for most .edu portal-style websites. To meet the administrative need for content updates, Toolbox developed a self-maintaining Content Management System that provided flexibility and simplicity for keeping the site's various areas of information current.

Working closely with the University's Information Systems department, Toolbox consulted and assisted in the setup and configuration of a new, dedicated web server to host the website internally to provide even more control and security and, more importantly, to adhere to University guidelines and policies.



SELECTED WORK: RUSH ENTERPRISES



- rushenterprises.com
- rushtruckcenters.com
- rushrefusesystems.com
- rushcranesystems.com
- rusherquipmentcenters.com
- rushtruckinsurance.com
- rushtruckleasing.com
- rushtruckfinancing.com

Background

Rush Enterprises is a full-service, integrated retailer of premium transportation and construction equipment and related services, and manages the largest network of heavy- and medium-duty truck dealerships in North America, with 50 locations in 10 states.

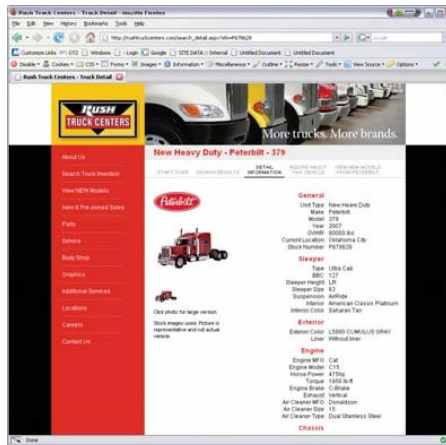
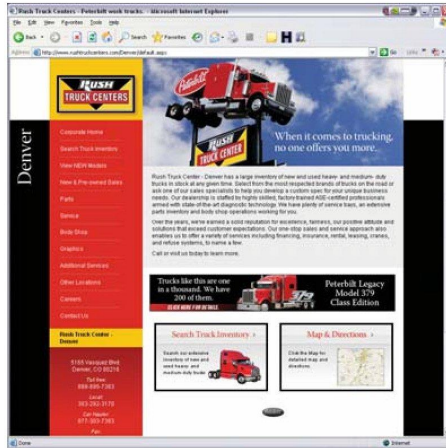
Challenge

After 40 years of growth and broad service offerings, Rush Enterprises needed to turn its attention to brand presence to keep its competitive position. With multiple locations, most independently managed, Rush dealerships were decentralized operations with a lot of autonomy. To position the brand appropriately, Rush needed a unified corporate focus that was consumer/investor oriented.

Rush also needed to strengthen its Web presence. In addition to showcasing the new corporate brand and creating a consistent structure across dealerships, Rush wanted a site to generate business leads and manage dealership inventory.



SELECTED WORK: RUSH ENTERPRISES



Solution

Toolbox led Rush management through an extensive discovery process that revealed how Rush could leverage Web technology and print advertising to perpetuate its brand, centralize its enterprise operations and simplify lines of communication to make it easier for customers to do business with the company. The disparate dealership sites were consolidated under a single corporate site. Modular page design maintains brand integrity while giving dealers the freedom to customize their sub-sites. A series of print ad campaigns for trade publications were designed, drawing on brand messages that are reinforced online.

Results

A new corporate Web presence established brand consistency for Rush. A centralized database enabled users to access all dealer inventories from a single location on the corporate site. The site also makes it easy for customers and prospects to contact the company or find a dealership. Traffic to the new website is up 75% from 2006. A "request contact" feature populates a database that facilitates follow up contacts with business leads. Rush receives an average of 100 inquiries per month via their site.



TEAM BIOGRAPHIES



Robert Simons
Founder and President
210.225.8269 x101
rs@toolboxstudios.com

With a marketing and design career spanning nearly two decades, Rob has led Toolbox Studios to more than 65 local, regional and national ADDY awards since founding Toolbox in 1996. While awards are great, Rob's mission is to deliver effective digital, print and electronic communications solutions to every Toolbox client.

Rob has succeeded in fostering the ultimate creative environment for his staff to produce outstanding design. Using his talent for developing software, he has created proprietary systems for managing project communication and streamlining production. He is skilled at removing obstacles for design staff and clients alike. Rob's technology savvy and problem solving abilities afford his designers more time to focus on what they do best: creative communication solutions.

Rob is a hands-on president who personally manages several accounts for the firm, including Gunn Automotive, AT&T Cotton Bowl, The San Antonio Museum of Art and Rush Enterprises.



TEAM BIOGRAPHIES



Paul Soupiset
Creative Director
210.225.8269 x102
ps@toolboxstudios.com

Serving as the principal creative force behind Toolbox Studios since its inception, Paul continues to lead the Toolbox team as Creative Director and Lead Designer.

Paul's work has been featured in the pages of *Communication Arts*, *PRINT Magazine*, *HOW Magazine*, *STEP Magazine*, *Graphis*, and the *Creativity Design Annuals*. His design awards include an IABC International Gold Quill Award, nods from the Golden Jalapeños, and a design nomination in Nashville's coveted annual Dove Awards. Paul has received recognition from juried competitions across the state of Texas and across the nation, including The Dallas Show, Austin's South by Southwest [sxsw] interactive competition, and the National ADDYs.



TEAM BIOGRAPHIES



Lewis Smith
Interactive Creative Director
210.225.8269 x115
ls@toolboxstudios.com

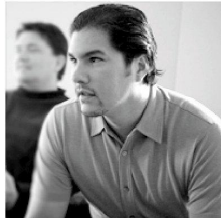
Blending his classical training as an artist with his technical skills as a programmer, Lewis manages Toolbox's Interactive and Web Department. With 25 years experience in digital design and production, Lewis is an expert at crafting sophisticated solutions for the most complex website challenges. His level of knowledge about Internet strategy, planning and development is unmatched in the San Antonio market. Lewis has designed websites and custom web-based applications for the AT&T Cotton Bowl, Alamo Bowl, San Antonio Museum of Art, Southwest School of Art & Craft, Bank of America and Rush Enterprises.

Lewis' artistic sensibilities are key to bringing a more human approach to interface design and usability. A process-driven information architect, Lewis applies proven methods and design principles to create solutions that are feature rich, intuitive and elegant.

Prior to his position at Toolbox, Lewis was a digital production workflow consultant for Scitex Corporation and the founder of San Antonio-based graphic and web design firm Studio Gallo.



TEAM BIOGRAPHIES



John Navarrete
Marketing Communications Director
210.225.8269 x111
jn@toolboxstudios.com

Originally from Washington, DC, John specializes in managing communications programs and marketing plans for Toolbox and its clients. His career spans 15 years, serving in the roles of designer, art director, marketing specialist, brand manager, marketing communications director and consultant to government, non-profits, small businesses, academic institutions and Fortune 500 marketing staff. He is the founder of a successful design firm and a marketing communications consultancy.

At Toolbox, he leverages his branding and program management experience to build meaningful internal and external lines of communications for the firm and its clients. A natural motivator and problem-solver, John applies his skills in business development, public relations and marketing to bring focus, energy and direction to client-agency teams.