

Liska + Associates Inc:
building valuable brands

2003 was a great year for companies that invested in their brands and reached out to their audiences. Opportunities existed in nearly every industry to capitalize on clear messages, delivered to the right people.

This year, Liska developed communication programs for both new and long-term clients who realize how continuity in their messages and image gives them an advantage over their competitors. Some of these companies were starting up, while others were established businesses experiencing new evolutions. They represent a variety of industries, including beauty and fashion, real estate, biotech, financial services, retail, hospitality, nonprofits and museums. We appreciate working with so many clients who understand the value of strong brands, whether they need to deliver messages about a product, service, organization or an experience.



Spinal Cord Injury **Epilepsy**

Mental Retardation

Alzheimer's Disease

Autism

Tourette's Syndrome

Stroke

Schizophrenia

Depression

Parkinson's Disease

Cerebral Palsy

Multiple Sclerosis

Pain

Brain Research Foundation
2002-2003 Annual Report



HUBBARD STREET
CONNECT



COUNCIL OF *FASHION* DESIGNERS OF AMERICA

2003

 **Nanosphere** Advancing molecular testing through the power of nanotechnology.

[About Nanosphere](#)

[Verigene™ Platform](#)

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4088 Commercial Avenue Northbrook, IL 60062 tel 847.400.9000 fax 847.400.9199

Nanosphere Announces Protein BioMarker Detection Capabilities [More >>](#)

Nanosphere Receives Additional \$5 Million in Third Round of Financing [More >>](#)

Nanosphere Receives More Than \$10 Million in Third Round of Financing [More >>](#)



Developing a universal molecular testing platform that sets a new standard in the detection of diseases and infectious agents



**PLANET
SPA**

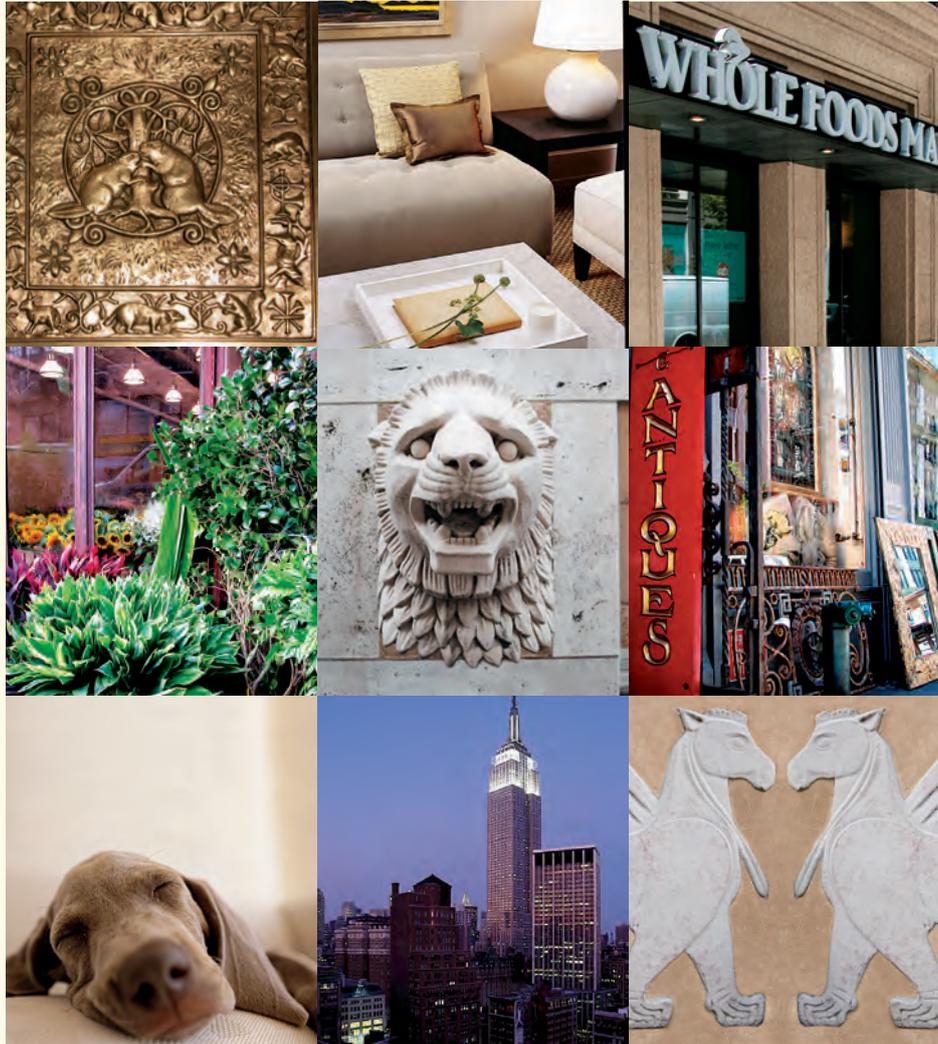
WHITE TEA
*energizing face &
body mist*
*bruine énergisante
pour le visage et le corps*
THÉ BLANC
125 ml 4 fl. oz.
AVON

**PLANET
SPA**

SOUTH PACIFIC
*sea algae
body wash*
*nettoyant
pour le corps
aux algues
marines*
PACIFIQUE SUD
200 ml 6.7 fl. oz.
AVON

**PLANET
SPA**

WHITE TEA
*cleansing face
polisher*
*lustreur nettoyant
pour le visage*
THÉ BLANC
75 ml 2.5 fl. oz.
AVON



SOPHISTICATED, SERENE & CENTRALLY LOCATED



412(i)

Retirement Benefit Program

PRODUCER'S GUIDE



MONY Life Insurance Company of America, or in New York, MONY Life Insurance Company



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In 2003, CBOE redefined
how options are traded.
Here's how we did it.

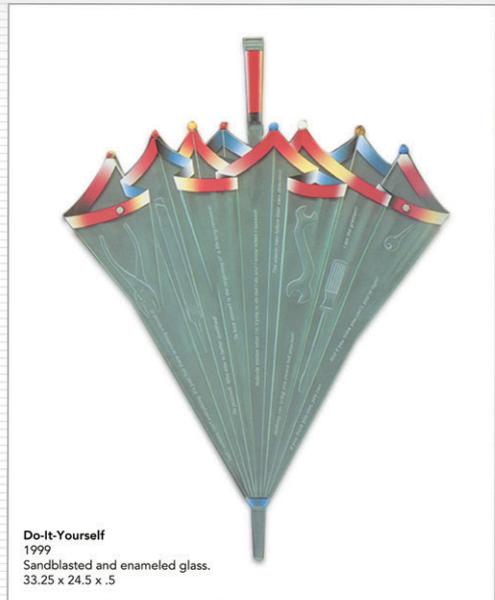
Chicago Board Options Exchange Annual Report 2003

LCD4000



Susie Krasnican
Mixed Media

Gallery 200
Dec 6 > Jan 30



Do-It-Yourself
1999
Sandblasted and enameled glass.
33.25 x 24.5 x .5

Contemporary Glass
Level 2 Galleries 200 > 400

Racine native and patron Karen Johnson Boyd presented an instrumental gift of 200 pieces of ceramics, baskets and jewelry, which set the tone for

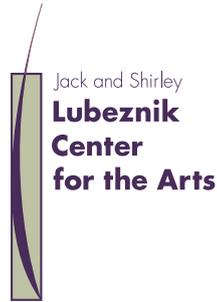
NEC



Bold Plans Bright Future for the Chicago region



Metropolitan Planning Council
Campaign 2003–2004

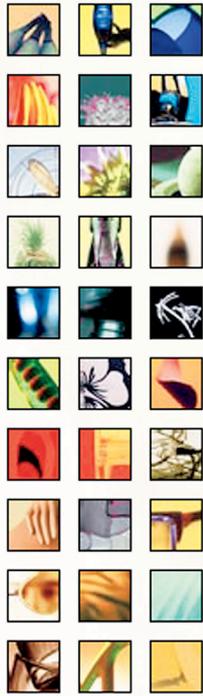


Adatto
Fuse
National Stock Exchange

The Cass Gilbert
Lubeznik Center for the Arts
136 West 17th Street

Luxi
Figge Art Museum
me&b Maternity

PRODUCT





Brain Research Foundation

Through the years, we've developed identity, fundraising and event materials for this foundation that supports research on the human brain. In the process, we've helped ground its mission through real stories of its researchers' accomplishments to attract new donors.



Hubbard Street Dance Chicago

Since we designed its first logo in 1979, we've partnered with Hubbard Street Dance Chicago to build its image. When the dance company recently celebrated its 25th anniversary, we helped it through a complete brand and marketing evolution.



Council of Fashion Designers of America

Founded in 1962, the CFDA represents nearly 300 of America's most influential fashion and accessory designers. After producing its 2003 annual report, we're helping the association create a variety of communication materials.



Nanosphere

Nanosphere is a growing biotech company that hired us to name and brand its platform of products. We also help the company explain its complex technologies to a range of audiences.



Avon

In 2003, Avon decided to bring popular spa treatments home to its customers through a new line of body care products made from exotic ingredients. Liska designed the packaging for all the products in the line, called Planet Spa.



The Cass Gilbert

This development of luxury residences in a historic Manhattan building was a tremendous success for real estate broker Douglas Elliman. The residences sold out within a matter of weeks after we launched our complete marketing program.



The MONY Group

Founded in 1842, the MONY Group provides life insurance and investment products to individual, business and institutional clients. Liska designed this kit introducing retirement plans for small businesses, which was part of an initiative to offer MONY Partner Brokers additional communication support.



Chicago Board Options Exchange

This is the eighth annual report we've designed for the Chicago Board Options Exchange (CBOE), and represents just a small portion of the marketing and internal communication materials we've created for the exchange throughout the years.



Racine Art Museum (RAM)

In cooperation with its architect, we created a complete branding program for this new contemporary craft museum. Rather than using traditional signage, we reinterpreted it through multimedia versions for RAM that are a rich, dynamic source of information about the facility and exhibitions.



Metropolitan Planning Council (MPC)

This nonprofit alliance has sponsored sensible urban planning policies in the Chicago area since 1934. We've worked with MPC on its event and fundraising materials since 1996. This year, MPC asked Liska to help launch a major endowment campaign.



Oman Photography

For more than eight years, we've helped this inventive photographer build his image through his marketing materials. 2003 brought a new evolution of his Web site.

