

DMVR & BLDR



UNION STATION
TRAVEL BY TRAIN

The
50

DNVR

VS

BDR



ART BY GEOFF TICE
IN NEUTRAL WESTMINSTER

Welcome to The 50 - Ad Club Colorado's annual celebration of the best thinking/planning/concepting/writing/designing/directing/shooting/developing/coding that's happened in our market over the past year. As our signature event, The 50 is Ad Club's chance to showcase the ideas and people that make Colorado one of the best places to work in the country.

At a time where the lines between branding, advertising, marketing, content, and public relations are blurry at best, it's fitting that Ad Club would host a show focused solely on the work itself - not the type of client or category, the size of the media market, or the breadth of the budget. The 50 is an award show where the sole proprietor can test her strategic chops against the biggest, most revered agencies in our state. Where an idea from the new grad can compete with one from the most experienced art and copy teams around.

As The 50 judges can attest, we're pleased to report that the work happening in Colorado is only getting better. Over the past year, we've landed bigger clients and launched impressive campaigns. We've seen local superstars honored as industry leaders. We've pushed the envelope through innovation and cutting-edge technology. We've focused on brand purpose more than ever before. We've even cheered as one of our members was recognized as an Ad Age "Small Agency of the Year." There's no doubt that as a community, we're taking things to the next level.

As a Club, we're forging ahead too. Our 2017 highlights include:

- **Uniting** the Ad Club and Ad2 groups to make a stronger and more inclusive membership base;
- **Evolving** our brand to serve not only members from the Metro area, but Colorado as a whole;
- **Hosting** our 2nd annual Colorado Ad Day, where we hosted a sell-out crowd of 300 industry pros for a day of great speakers, panels, and breakouts designed to celebrate all things advertising in Colorado.
- And **Working** to support our growing freelance population with programming that specifically meets their needs.

At the end of the day, Ad Club is about the community it serves. Whether you're a seasoned professional or newbie. A writer or an app developer. A brand strategist or an account coordinator. And yes, whether you're from Boulder or Denver (ha...lil' nod to our 50 promo campaign this year,) we aim to be a club that offers members the best events, speakers, workshops, and networking opportunities possible—all in an effort to further the work happening here in Colorado.

Congratulations to the 50 winners! Your long hours, creativity, and hard work paid off!
Cheers to a great year and the possibilities that lie ahead,

Amy Guttmann Creative Director SE2
PRESIDENT, AD CLUB COLORADO

SHOW SPONSORS



Akavit is a Denver, Colorado-based digital marketing and social marketing company specializing in web design, web marketing, and SEO.

akavit.com



Coupe Studios is a premier broadcasting and media production company and music production studio based in Boulder, Colorado.

coupestudios.com



Kree* is a print, creative, and brand activation partner serving various clients and industries in Denver and the surrounding areas.

wekree8.com



The Creative Group is a professional creative staffing matching digital, marketing, and creative talent to freelance, contract-to-hire, project, and full-time positions.

thecreativegroup.com



Occasions Catering is Denver's longest-serving catering company and the premier provider of fresh, innovative cuisine since 1970.

occasionsdenver.com



Based in Denver with locations in New York and Los Angeles, Garage Films is a full-service production company shooting anything you would put in a garage.

garagefilms.tv



Now in its 20th year, 5280 Magazine is the essential guide to local issues, dining, arts, entertainment, and living well in the Mile High City.

5280.com



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ideasource.com



Founded in 2005, the mobile experts of Verve have always recognized the potential of mobile and its unique ability to reach people no matter where they choose to go.

verve.com



Centro develops digital advertising and buying software, along with media management software to help advertisers streamline and scale digital campaigns.

centro.net



Goodway Group is a privately-owned leading managed-services programmatic partner to local, regional, and Fortune 500 companies.

goodwaygroup.com



Based in Fort Collins, Colorado, V3 Media Marketing is an award-winning video production company with years of experience creating video across the country.

V3.media



Vision Graphics is a leading Denver, Colorado printing company handling print, fulfillment, and marketing materials.

visiongraphics-inc.com



Vision Graphics is a leading Denver, Colorado printing company handling print, fulfillment, and marketing materials.

visiongraphics-inc.com

CLUB SPONSORS

JUDGES



Paula Maki

Managing Creative Director *Mono, San Francisco*

CLIENTS: Target, Blu Dot, MSNBC, Holiday Inn, Firefox, National Car Rental



Ian Cohen

Owner *Wexley School for Girls, Seattle*

CLIENTS: Brooks Running, Darigold, Oberto Beef Jerky, Nike, Seattle Sounders, Sparkling ICE

JUDGES



Alicia Johnson

Founder *Johnson + Wolverton, New York*

CLIENTS: BBC America, Jaguar, Comedy Central, Moet, IndyCar, SundanceTV



Erik Fahrenkopf

Senior Creative Director *BBDO, New York*

CLIENTS: Old Spice, Powerade, Jameson Irish Whiskey, Doritos, Starburst, McDonald's

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Drew Peterson
Alex Becknell
Jay Roth

CONCEPT AND CREATIVE

Karsh Hagan karshhagan.com

ILLUSTRATIONS

Geoff Tice geofftice.com

BOOK LAYOUT

Amanda Weaver asweaver.com

THE 50



AMÉLIE



CDOT Drugged: 320 Movement - AMBIENT -

In 2017, Amélie Co. brought CDOT and Lyft together to launch the 320 Movement, a marijuana safety campaign encouraging marijuana users to plan a safe ride ahead of 4/20. The campaign featured 17 wrapped Lyft vehicles as a nod to the 17 percent of DUI arrests last year involving marijuana, per the Colorado State Patrol. “Plan a ride before you’re high” messaging on the cars and across metro Denver drove riders to a website where they could find multiple discounts on Lyft rides. Earning over 239 million impressions nationwide, the 320 Movement campaign also took to the streets with a giant marijuana edible unwrapped to reveal a wrecked car displayed outside of the Red Rocks amphitheater and other locations.

CREDITS

Chief Creative Officer **Pat Feehery**, Art Director **Chelsea Anderson**, Copywriter **Rachel Edwards**, Account Director **Mackie Clonts**, Account Supervisor **Brenna Hersey**, Account Executive **Cari Stubbs**, Agency Producer **Heather Popenhagen**, Production Build *Eyecandy Sculptures* **Bill Kinsey**



CACTUS

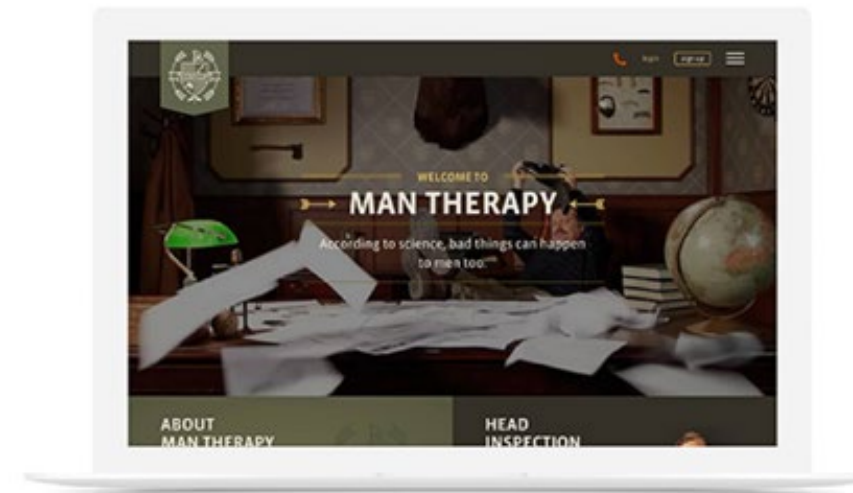
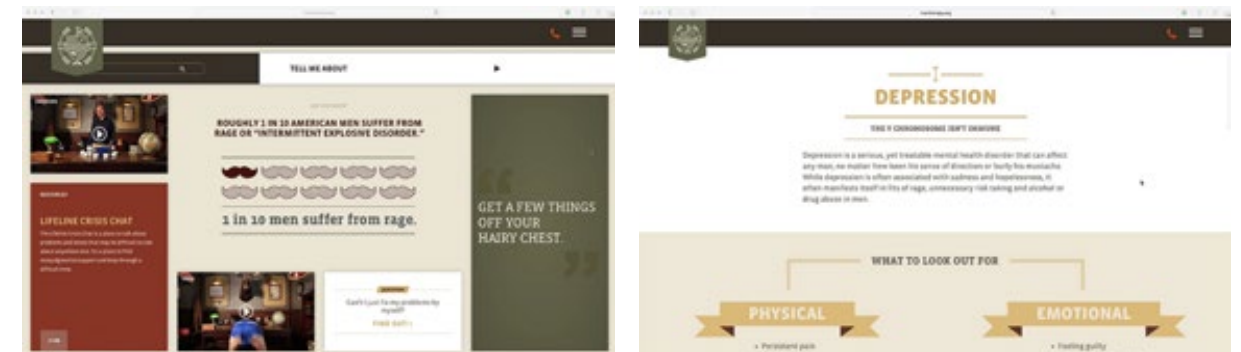
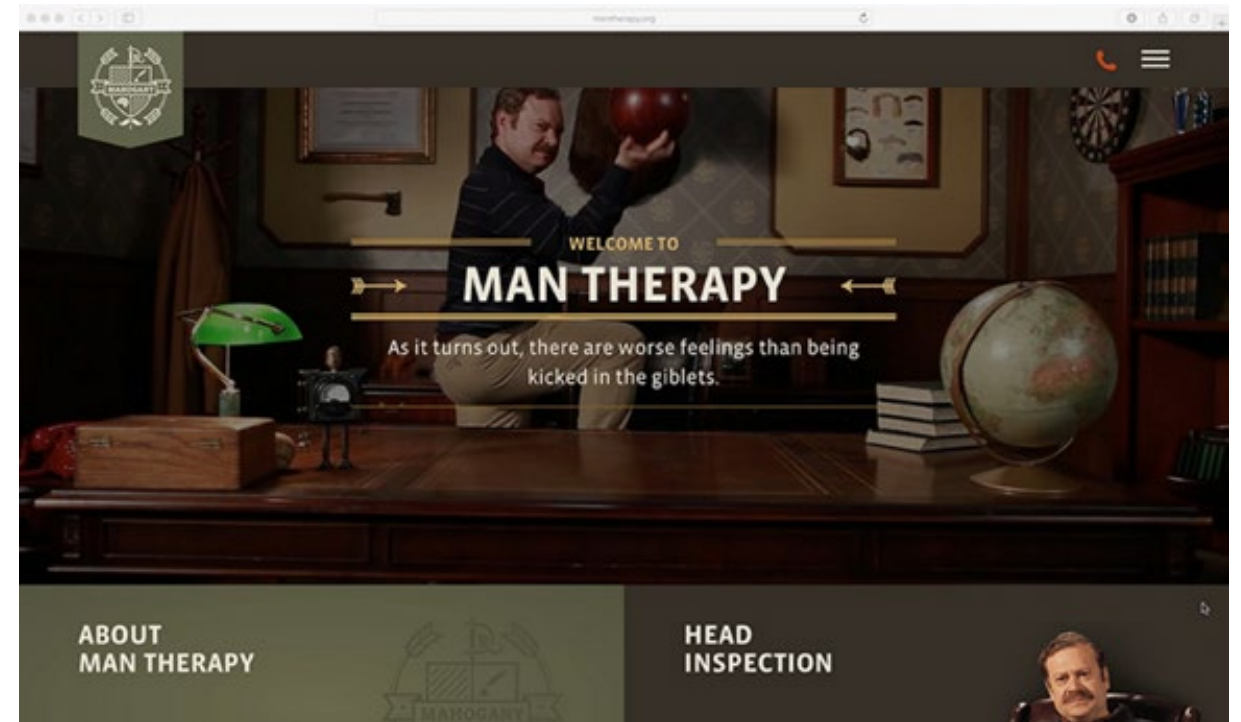


MAN THERAPY™

mantherapy.org

- WEBSITE -

The Man Therapy™ website has always been full of character - and that personality rings even louder and wittier in the newest iteration. Entertainment and functionality combine in this website re-launch, with man's man Dr. Rich Mahogany at the lead.



CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, VP/Creative Director **Brian Watson**, Copywriter **Shea Tullos**, Copywriter **Ricky Lambert**, Creative Technology Director **Andrew Baker**, UI/UX Designer **Kevin Roysden**, Project Manager **Kyle Thornburg**, Creative Technologist **Austin Lliteras**, Senior Digital Producer **Adele Martin**, Digital Producer **Zach Meyers**, Designer **Shruthi Manjula Balakrishna**

SUKLE



GREAT OUTDOORS COLORADO

Generation Wild: 100 Things to Do Before You're 12
- BUS SHELTERS -

With Minecraft, Snapchat, and stupidly fast internet, it should come as no surprise that kids today play outside less than any previous generation. But according to researchers, this is a problem for their health, happiness, and mental wellbeing. Great Outdoors Colorado, an organization that builds and protects Colorado parks, wanted our help to change this generation of indoorsy types.

Our idea was to create Generation Wild, a brand that would inspire kids to trade their phones and tablets for rocks and stinkbugs. For Generation Wild's launch campaign, we gave busy moms a bucket list of fun and easy things for their kids to do outside called 100 Things to Do Before You're 12.

To promote Generation Wild and 100 Things to Do Before You're 12, we created interactive bus shelters that helped kids tick things off the list, and inspired moms to join the movement.

CREDITS

Creative Director **Mike Sukle**, Art Directors **Jeff Euteneuer**, **Pedro Saldarriaga**, Designer **Greg Jesse**, Writers **Jim Glynn**, **Andrew Goldin**, Agency Producer **Michon Schmidt**, Account Supervisor **Devin Cowan**, Project Manager **Heather Henry**, Account Planner **Dan Schultz**, Fabricator **Tim Sukle**



AMÉLIE



CDOT Click or Ticket - AMBIENT -

Simply buckling up could have saved 60 Coloradans in 2016. To show what this number means, CDOT and Amélie created 60 reflective yellow memorial wreaths and placed them one after another at Bandimere Speedway. We gathered footage of the installation and created a video that included an interview with CDOT's traffic safety manager who pointed out that the seat belt usage rate in Colorado is 84%, well below the national average. Holger Forrest also spoke out in the video for seat belt safety as his family lost their daughter last year in a car accident, and had she been wearing her seat belt she could have lived. To push our efforts out even further, we turned seat belts into awareness ribbons. They overlaid the seat belt ribbon onto photos of severely wrecked cars and pushed them out on social media. The drivers and passengers of these cars all survived the crashes because they were wearing their seat belts. This campaign helped prove to people that seat belts make survivors.

CREDITS

Chief Creative Officer **Pat Feehery**, Creative Director **Eric Hines**, Copywriter **Rachel Edwards**, Account Director **Mackie Clonts**, Account Supervisor **Brenna Hersey**, Account Executive **Cari Stubbs**, Agency Producer **Heather Popenhagen**, Videographer/Post Production **Suzanne Heintz**



MOTIVE

MTN DEW Off-Road Capture The Flag - VIDEO -

Every wild idea begins with a spark, and when Mtn Dew needed new ways to inspire DEW Nation with the unexpected and never-been-done, Motive provided the kindling.

To launch a brand-new DEW campaign titled “It Doesn’t Exist Until You Do It,” Motive went big: dreaming up an unprecedented rendition of a summer camp staple, Capture the Flag, mapping out a gigantic course deep in the dunes of Utah’s Little Sahara Desert...and letting NASCAR wunderkind Chase Elliott and his crew absolutely tear it to pieces. The result is an insane—and insanely fun—new take on something we all grew up with, and a downright undeniable example of what happens when you turn your most ridiculous fantasy into an unprecedented reality. Off-Road Capture the Flag now exists... and it’s all thanks to DEW and Motive.

CREDITS

Chief Creative Officer **Matt Statman**, Creative Director **Spencer Trierweiler, Tom Evans**, Senior Art Director **Meggie McArthur**, Account Director **Hillary Millers**, Director **Nate Bali**, Post Production **The Moniker**



VLADIMIR JONES

BESTWAY DISPOSAL

Jim's Junk Jam

- VIDEO -

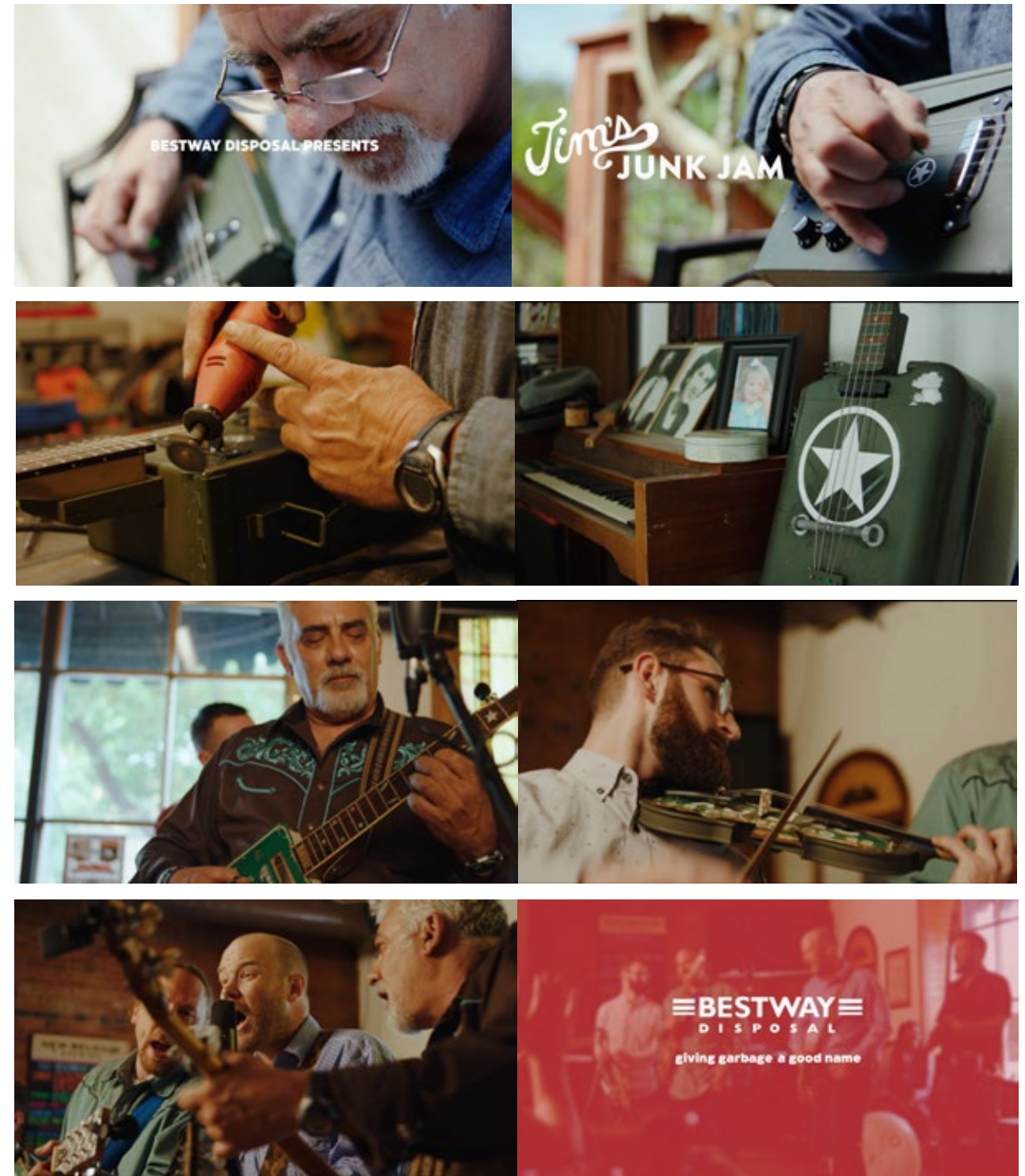
One man's garbage is another man's guitar.

Just ask Jim Marsh, a Colorado Springs artist and musician who creates instruments out of junk like hubcaps, gas cans, license plates and more. His passion for turning old into new made him the perfect subject for a video for Bestway Disposal, the leader of trash and recycling in Colorado Springs. We followed his journey of turning an old military box into a guitar, while he shared his love of creating art out of forgotten things.

Then, Jim invited the other members of his bluegrass band to play a gig, with each musician playing one of Jim's instruments. Since the launch of the video, the recycled band has gone on to perform at various business conferences around the region, including the 50th anniversary gala of Bestway Disposal itself. Talk about Giving Garbage a Good Name.

CREDITS

Production **Carson Nyquist**



LRXD

HUBERT'S LEMONADE

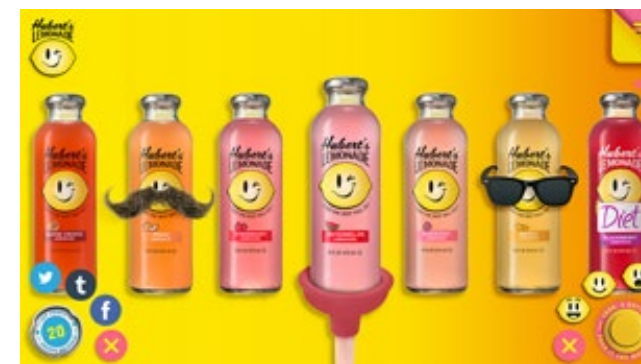
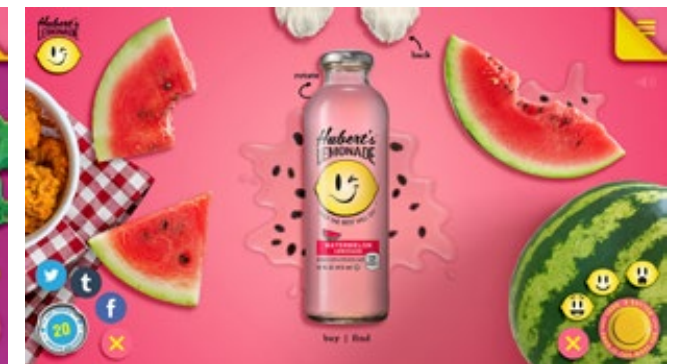
hubertslemonade.com

- WEBSITE -

Drinking Hubert's Lemonade causes unexpected joy, so LRXD made their website do the same. Designed as an interactive funhouse for the Google Chrome browser, the site uses facial recognition to detect joyful expressions through visitors' webcams. Users can smile, raise their eyebrows and open their mouths wide to unlock "hidden joy" and earn points to enter a monthly sweepstakes at Hubert's Stand.

CREDITS

Chief Digital Officer **John Gilbert**, Creative Directors **Jamie Reedy, Andy Dutlinger**, Designer **Drew Bentley**, Copywriter **Greg Lewis**, Developers **Turpana Molina, Dan Alexander, David Lawson**, Production **Valerie Hawks**, Digital Producer **Austin Power**, Account Manager **Olivia Koszuta**



FUTURISTIC FILMS

DPS SKIS

The Shadow Campaign: Volume IV “The Space Within”

- TV SPOT -

For the fourth year, DPS Skis continues with their short ski film series The Shadow Campaign. Beyond capturing beautiful visuals, the campaign’s larger goal is to push traditional concepts and methods of ski films, artfully intertwining exotic experiences and cultures with the sport.

For the first episode of Volume IV of DPS Cinematic’s The Shadow Campaign, the keys to the castle were handed over to longtime DPS friend and filmmaker, Futuristic’s Frank Pickell. Shot on location in Japan and Nicaragua. The Space Within is a 2017 Banff Mountain Film Festival Official Selection.

The visuals tell the story of a young boy finding a mysterious treasure on a deserted beach. The space within whispers of another world, holding magic unlike anything he has seen before.

C R E D I T S

Executive Producer **Dan Benschhoff**, Producer **Stephan Drake**, Director **Frank Pickell**, DP **Frank Pickell**, DP **Ben Sturgulewski**, Edit/Color **Jonnie Sirotek**, Music **Concert of Kings ‘Reality of the Past’**, Publisher **Concert of Kings Music (BMI)- Provided by Marmoset**, Music **Shakey Graves - ‘Family and Genus’**



CACTUS

ODELL BREWING

IPA Day
- POSTERS -

As the only American-style IPA to win gold medals at the Great American Beer Festival and the World Beer Cup, Odell IPA is seemingly approved by everyone. Coupled with over 10 years of history, it's been the go-to IPA for beer drinkers across the mountain west since the early 2000's.

Our assignment was to develop a campaign that highlighted the beer's rich history as well as its approachability. Our solution was simple: highlight all the walks of life who enjoy Odell's IPA on a regular basis. Whether you are a pirate, the Sasquatch or a dive bar connoisseur, you'll be right at home with a cold IPA in hand. This 360 campaign featured a poster series displayed at the brewery on IPA Day. We also transformed a mechanical bull into a rideable giant elephant a-la the Odell IPA packaging. Giddy up.

CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, Creative Director **Jim Morrissey**,
Photographer **Josh Jevons**, Senior Copywriter **Shea Tullos**, Associate Creative Director **Sarah Berkheimer**,
Associate Project Management Director **Jamie Lamora**, Account Supervisor **Jon Barnett**,
Senior Print Producer **Julie Mimmack**, Senior Production Artist **Mark Tanner**



ZENMAN

BIRDCALL INTERACTIVE

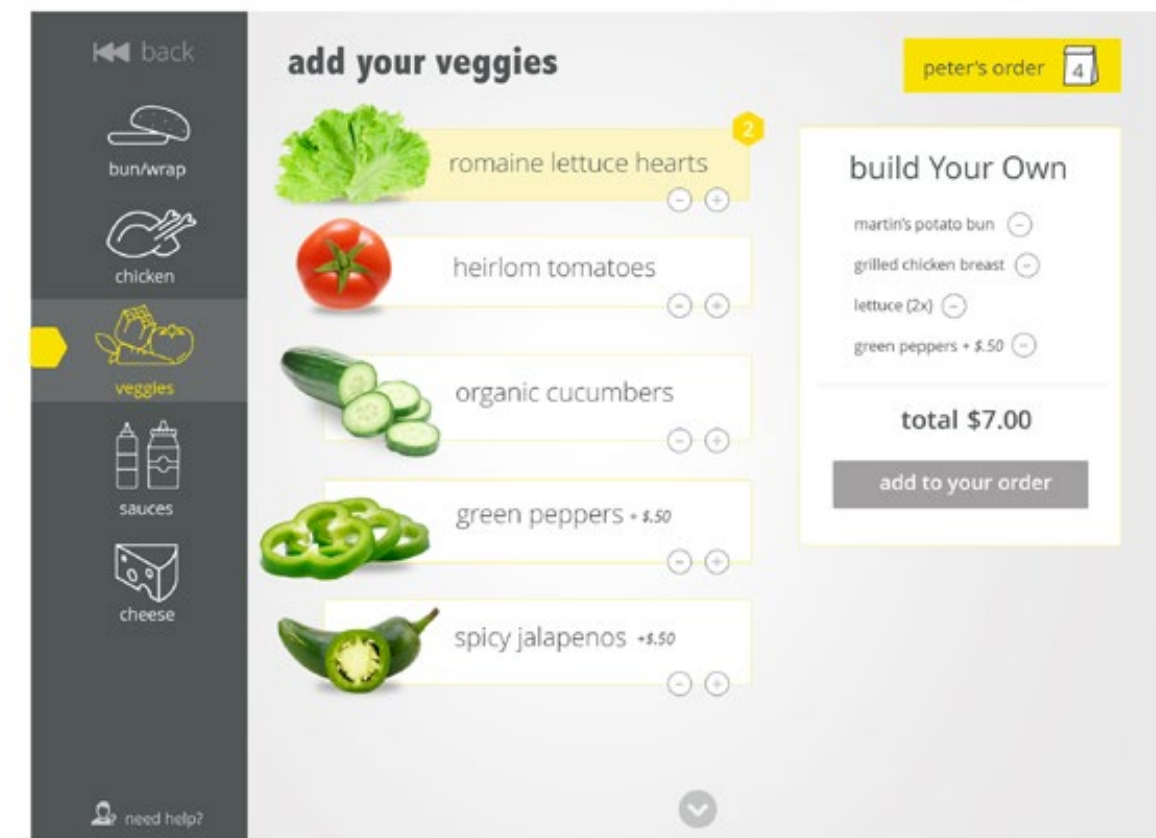
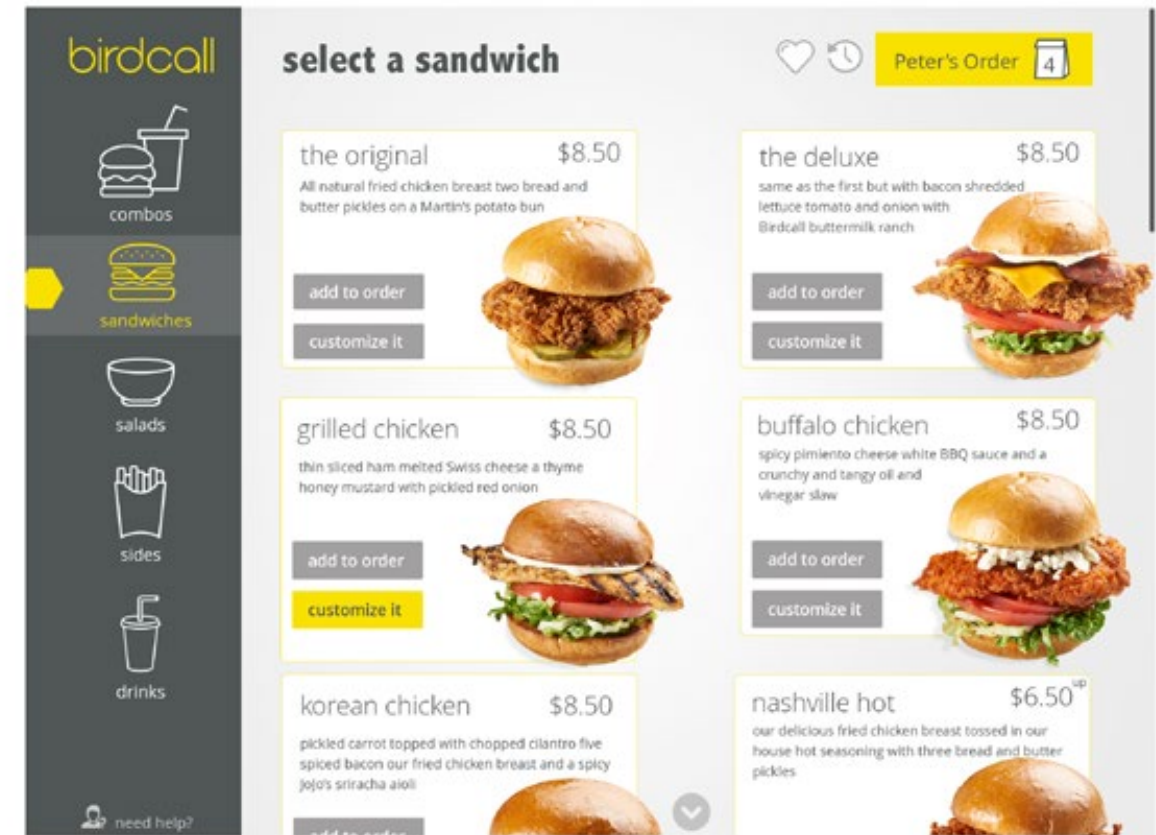
Ordering App Design

- APPLICATION -

The idea for Birdcall was to revolutionize the way restaurants take care of their guests. Zenman designed an interactive and intuitive, customer facing, POS system that allows guests to feel completely immersed and in control of the brand experience from start to finish. The application was designed to run on iPads throughout Birdcall allowing customers to place orders without requiring a cashier, which significantly streamlines the overall experience. The finished application allows patrons to customize orders, accrue loyalty points and quickly reorder from favorites or past selections. By utilizing technology, this modern take on a fast-casual restaurant has revolutionized how we order. After placing an order, the diners' name appears on a display screen with the exact time that their order will be ready for pickup. Since opening in July 2017, Birdcall is averaging more than 300 patrons per day and consistently receives 5-star customer reviews.

CREDITS

Creative Director **Keith Roberts**, Art Director **Taylor Langan**, Copywriter **Lauren Vaughan**, Designer **Keith Roberts**, Interactive Developer **David Burton**



KARSH HAGAN

BIENNIAL OF THE AMERICAS

Conference 2017

- POSTERS -

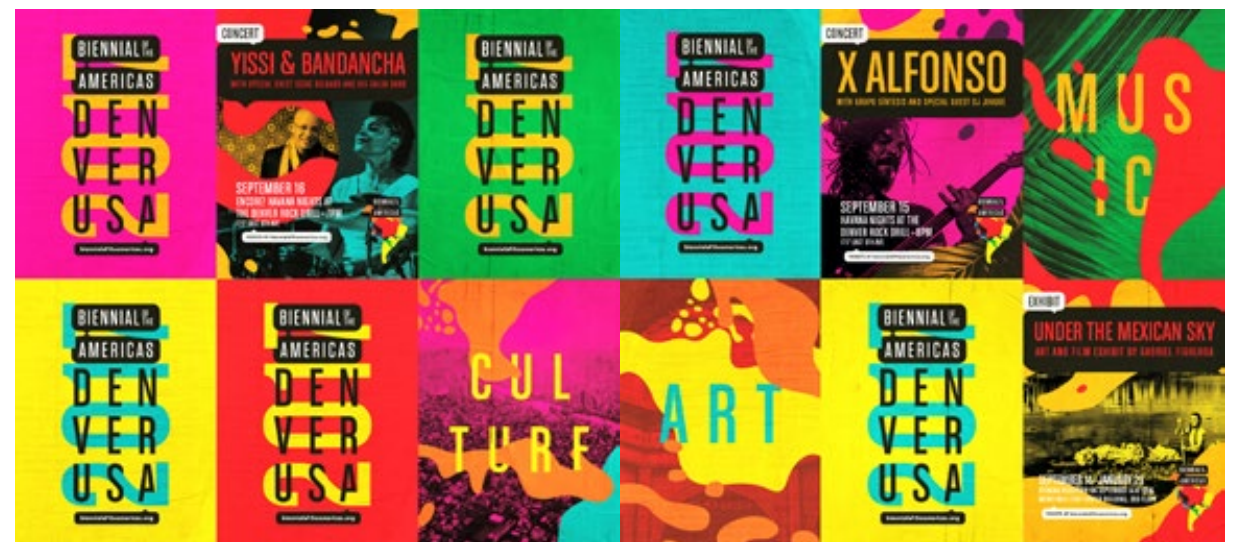
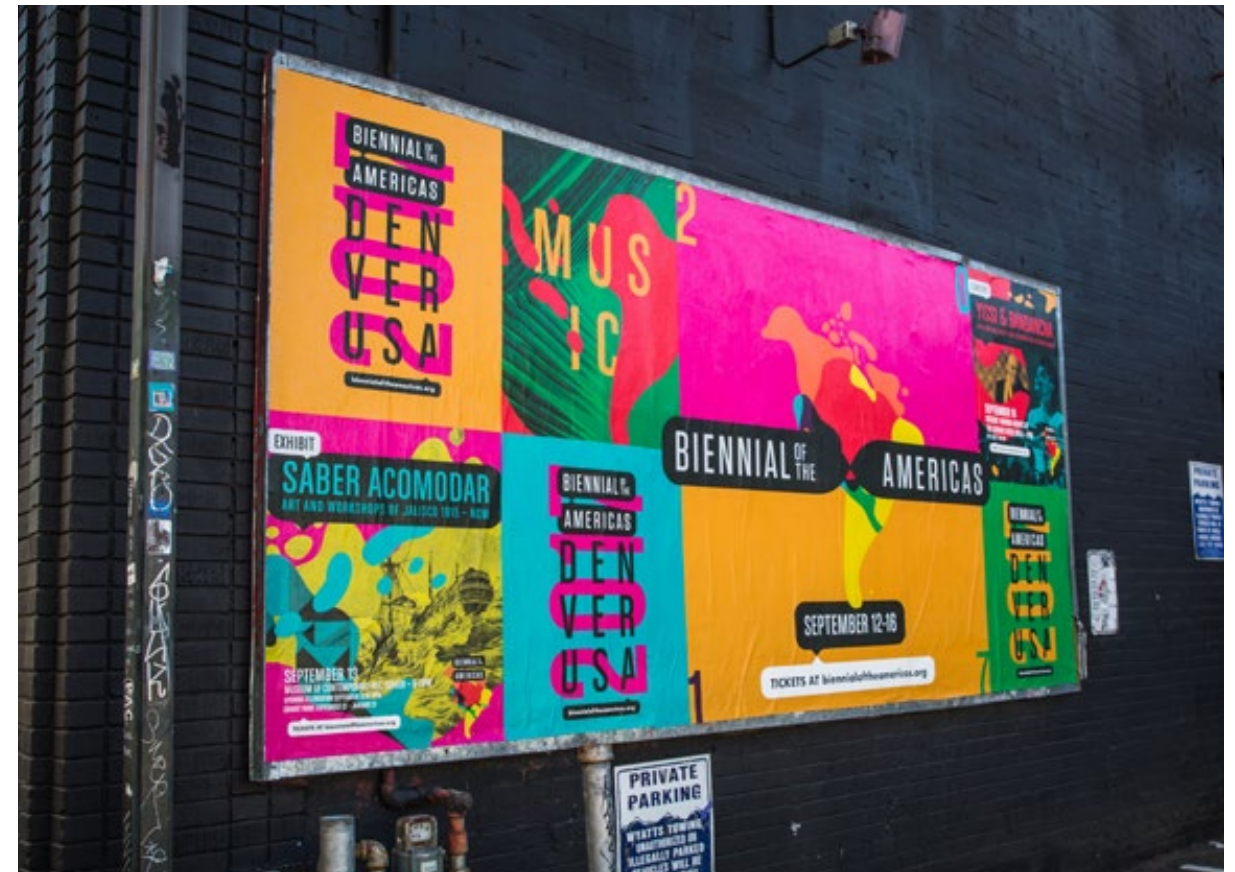
Biennial of the Americas is a Denver-based international festival focused on uniting the Americas through ideas, culture, arts and events. The festival and symposium are held every other year to facilitate and celebrate meaningful connections across the Americas.

Karsh Hagan was asked to build a cohesive visual identity to create awareness for the festival and all its associated events and activities.

Using the vibrant colors and shapes of their existing logo mark as a starting point, we built a visual system that infuses vibrant colors and typography with the photography that was available to us. The bold design treatments represent connectedness in a warm, fun and inviting way.

CREDITS

Chief Creative Officer **Jeff Martin**, Designer **Nick Marrantzino**, Copywriter **Kristi Fisher**, Post Production **Stephen Hausrath**, **Lucio Duran**, **Nancy Casey**, Design Director **Greg Ryan**, Associate Creative Director **Mark Stiltner**, Chief Creative Officer **Jeff Martin**



SUKLE

GREAT OUTDOORS COLORADO

Generation Wild: 100 Things to Do Before You're 12

- WEBSITE -

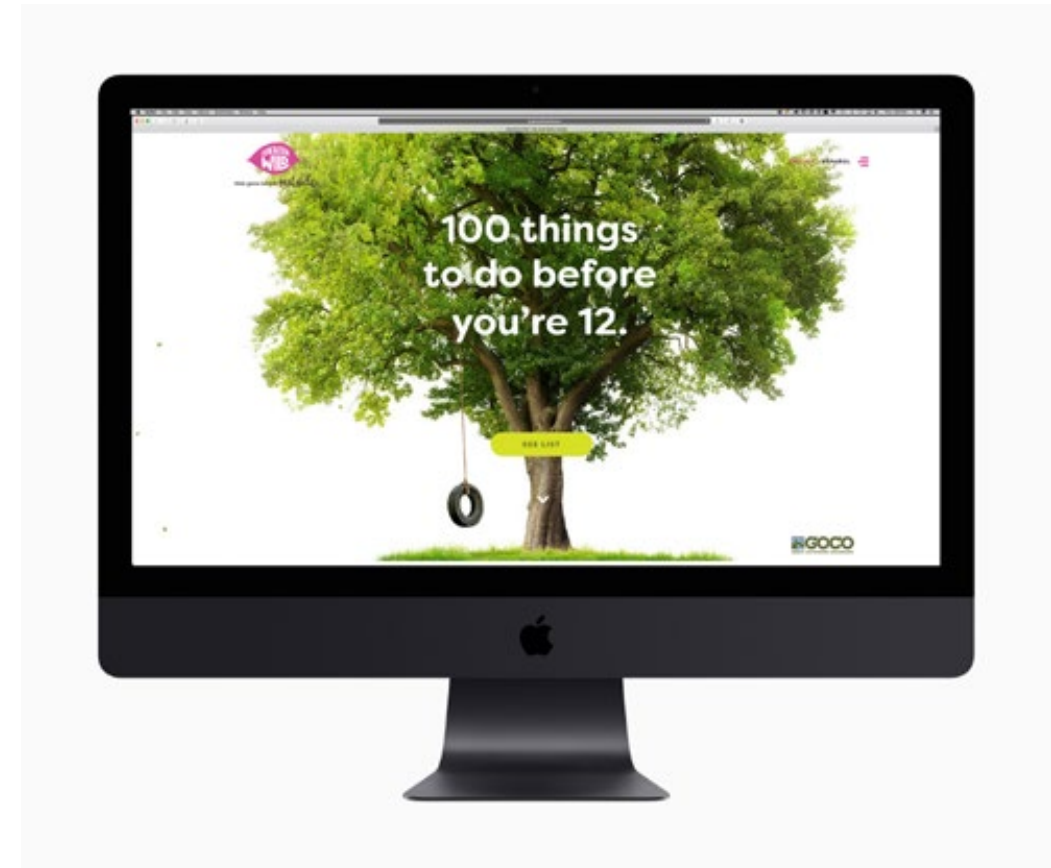
With Minecraft, Snapchat, and stupidly fast internet, it should come as no surprise that kids today play outside less than any previous generation. But according to researchers, this is a problem for their health, happiness, and mental wellbeing. Great Outdoors Colorado, an organization that builds and protects Colorado parks, wanted our help to change this generation of indoorsy types.

Our idea was to create Generation Wild, a brand that would inspire kids to trade their phones and tablets for rocks and stinkbugs. For Generation Wild's launch campaign, we gave busy moms a bucket list of fun and easy things for their kids to do outside called 100 Things to Do Before You're 12.

We created the Generation Wild website to be reminiscent of a tumblr feed, with shareable gifs and content. It also featured information about the campaign and a printable version of the list.

C R E D I T S

Creative Director **Mike Sukle**, Art Director **Jeff Euteneuer**, Writers **Jim Glynn**, **Ricky Lambert**, Agency Producer **Michon Schmidt**, Account Supervisor **Devin Cowan**, Project Manager **Heather Henry**, Account Planner **Dan Schultz**, Production Company **Joe Mease Creative**, Animator **Joe Mease**, WordPress Development **Michael Pratt**



XUMA COMMUNICATIONS

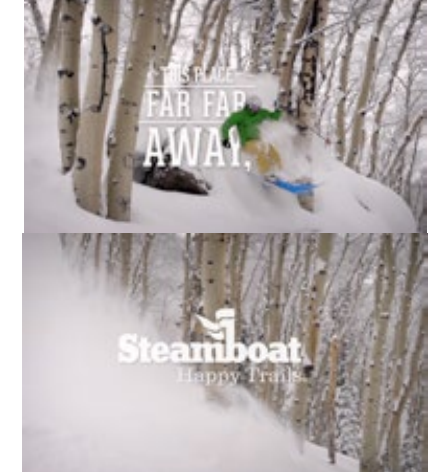
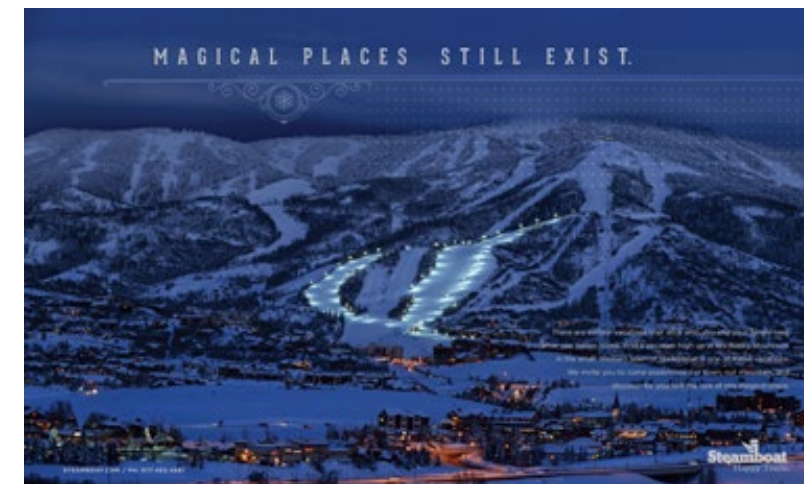
STEAMBOAT

Magical
- CAMPAIGN -

Colorado has its share of ski destinations, hundreds of inspiring winter vistas, thousands of heart-pounding runs. What sets Steamboat apart is bigger and, at the same time, less tangible. It's this place, a near magical sense of the true West where high valley ranches sprawl into the rise of tree-dusted mountains. Where the town is real and welcoming, and the snow that falls is like no other. Our 2016-2017 print campaign invites visitors to discover this magical sense of place that is Steamboat.

CREDITS

Creative Don Poole, Dave Schneider, Clay Beatty, Account Service Kerry Morgan



UC HEALTH

UC HEALTH

This is Normal

- TV SPOT -

“This is Normal” tells the true story of a woman and her teenage daughter who challenge the notion of what is “normal” when ovarian cancer hits their family. The woman’s voiceover speaks to the reality of ovarian cancer in such a way as to lead the viewer to believe she is the one with the diagnosis. At the end of the spot, however, she reveals that it’s actually the daughter who was fighting the disease. The spot features the real daughter and mother, both on camera and in voiceover. The objective of the spot, and the entire campaign, is to use real stories to show the extraordinary lives the patients of UCHealth are able to live even after going through a life-altering medical crisis.

CREDITS

ECD/Copywriter *UCHealth* **Jeff Kosloski**, Art Director/Producer *UCHealth* **Mike Mazzanti**, ACD/Art Director *Grey, San Francisco* **Mark Butorac**, ACD *Grey, San Francisco* **Stephen Nathans**, Director *Community Films* **Pam Thomas**, Producer *Community Films* **Tony Cantale**, Agency Producer *Grey, San Francisco* **Jim Phox**, Editor *Nomad Editing* **Jim Ulbrich**

SCRIPT

“This is Normal” :90 TV

Sometimes we’ll be together and I’ll forget. Just for a second. Everything seems, I don’t know. Normal?

But then I remember. Nothing about this is normal.

Because ovarian cancer isn’t normal. It’s so rare. Only zero point zero one percent of women get it every year. That’s barely above zero. That’s not normal.

But no matter what I’m going through, no matter how sick this makes me feel, this is how we fight. Together.

Look at my daughter. She’s 16 and she is tackling this with poise, humor, and grace. She gives me strength.

How about that? A 16-year-old girl gets a disease that strikes women in their 60s, and she’s the one with strength to spare.

Eight rounds of chemo and a seven-hour surgery, and today she’s cancer-free.

And completely normal.

Peyton successfully battled stage 4 ovarian cancer at age 16.



Peyton successfully battled stage 4 ovarian cancer at age 16.

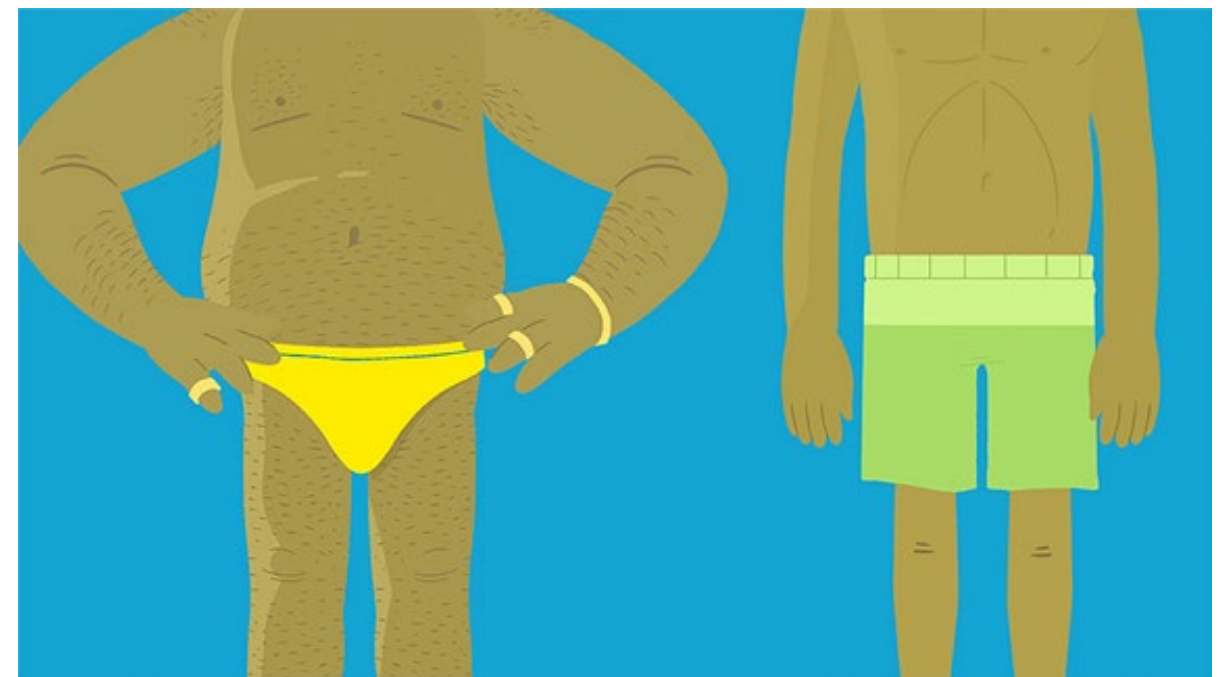
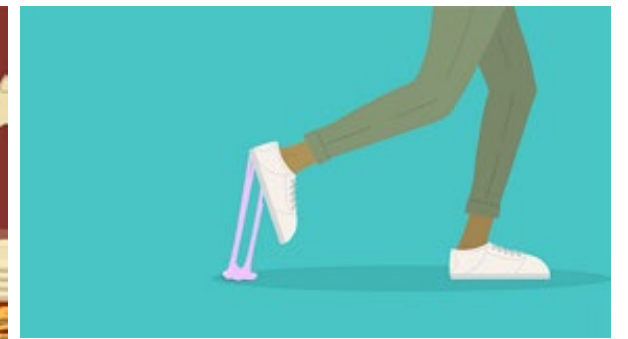
CACTUS

CDPHE Good to Know Summer Videos - VIDEO SPOTS -

As part of our 2017 education and awareness campaign, we developed four short-format videos, perfect for social use. The videos help Coloradans and tourists understand our state's dos and don'ts for recreational marijuana use by presenting the information in the form of comparisons to other important things that are good to know.

CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, VP, Creative Director **Brian Watson**, Senior Art Director **Adam Nelson**, Copywriter **Ricky Lambert**, Senior Integrated Producer **Martha Douglas**, Production **Legwork**, Post Production **Coupe Studios**, Music & Sound **Greg McCrae**



FORTNIGHT COLLECTIVE

UPSLOPE BREWING COMPANY

Outside 40th Anniversary Partnership

- SPECIAL EDITION PACKAGE & PRINT -

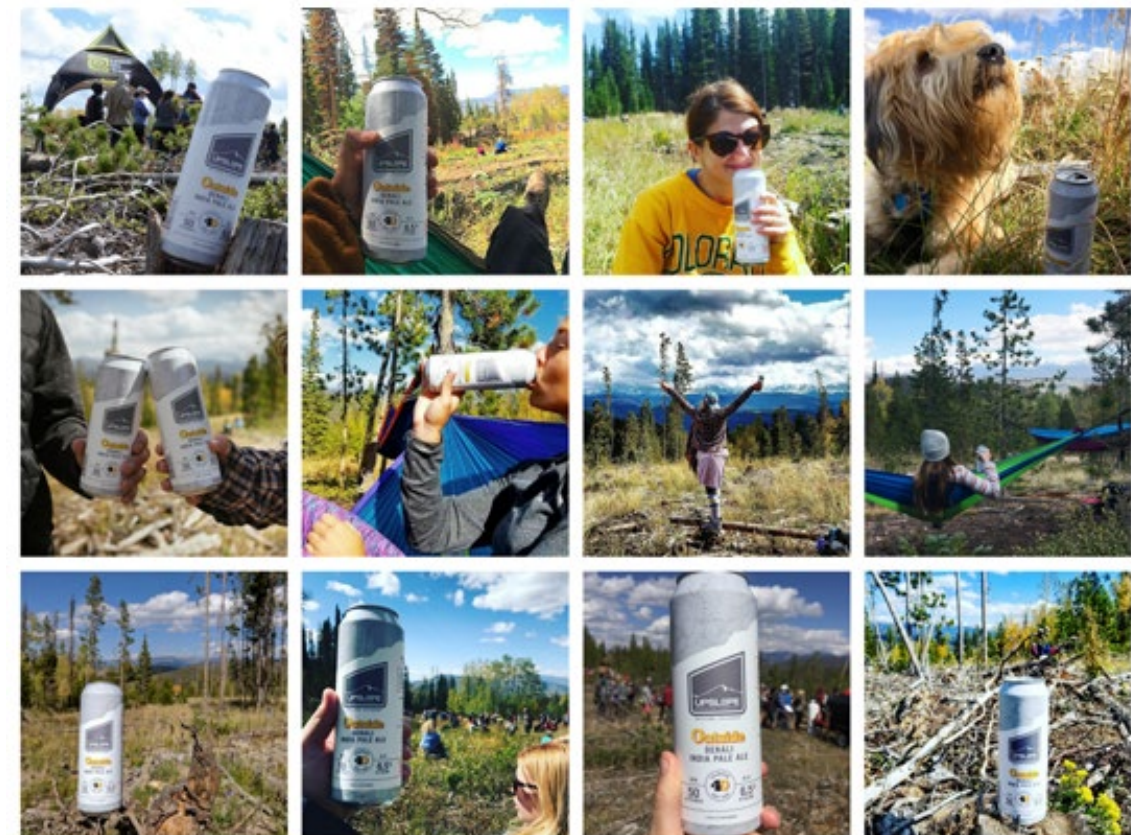
This fall, Upslope Brewing Company celebrated Outside's 40th Anniversary with the release of a special edition Denali IPA. In celebration of their mutual love for the outdoors, we designed a unique can that merged the most iconic elements of each brand: Outside's distinct colors and branding, diecut into Upslope's iconic mountain silhouette.

Because what better occasion to toast to, than an admired brand reaching a monumental milestone, after decades of helping readers do the same? A congratulatory ad, featuring this one-of-a-kind brew, ran in Outside Magazine's 40th Anniversary edition and across all Outside and Upslope media channels.

The beer was debuted at Upslope's 2017 Backcountry Taproom, an exclusive event held in the Colorado backcountry. Over 3,000 beer and outdoor enthusiasts hiked over 2 miles to get the first taste of the beer. The beer is now being sold for a limited time this fall across seven states.

C R E D I T S

Founder/CEO **Andy Nathan**, Brand Supervisor **Jen Miller**, Creative Director **Noah Clark**, Art Director **Emilie Druss**, Copywriter **Becca Schepps**, Designer **Emilie Druss**, Retoucher **Matt Koger**, Upslope Clients **Matthew Cutter**, **Henry Wood**, **Katie Hill**



ELLEN BRUSS DESIGN

BED, BATH AND BEYOND

Taste & Co. Package

- PACKAGE DESIGN -

EBD partnered with Bed, Bath and Beyond to design an identity for a new baking line and its packaging, called Taste & Co. brand. Our goal was to create a brand that would resonate with consumers and communicate the quality of the crafted products that were something they might have seen in their grandmother's pantry. To achieve our goal, we created a customized font, the tagline "Honest Ingredients, Authentically Crafted" and hand-drawn etchings. A warm color scheme was developed to evoke the hand-made quality of the ingredients and to identify the line extension to the consumer.

CREDITS

Creative Directors **Ellen Bruss, Ken Garcia**, Designers **Ken Garcia, Rose Chenoweth**, Production **Emily Fitzgerald**



AGENCY ZERO

COUPE STUDIOS

coupestudios.com

- WEBSITE & LOGO -

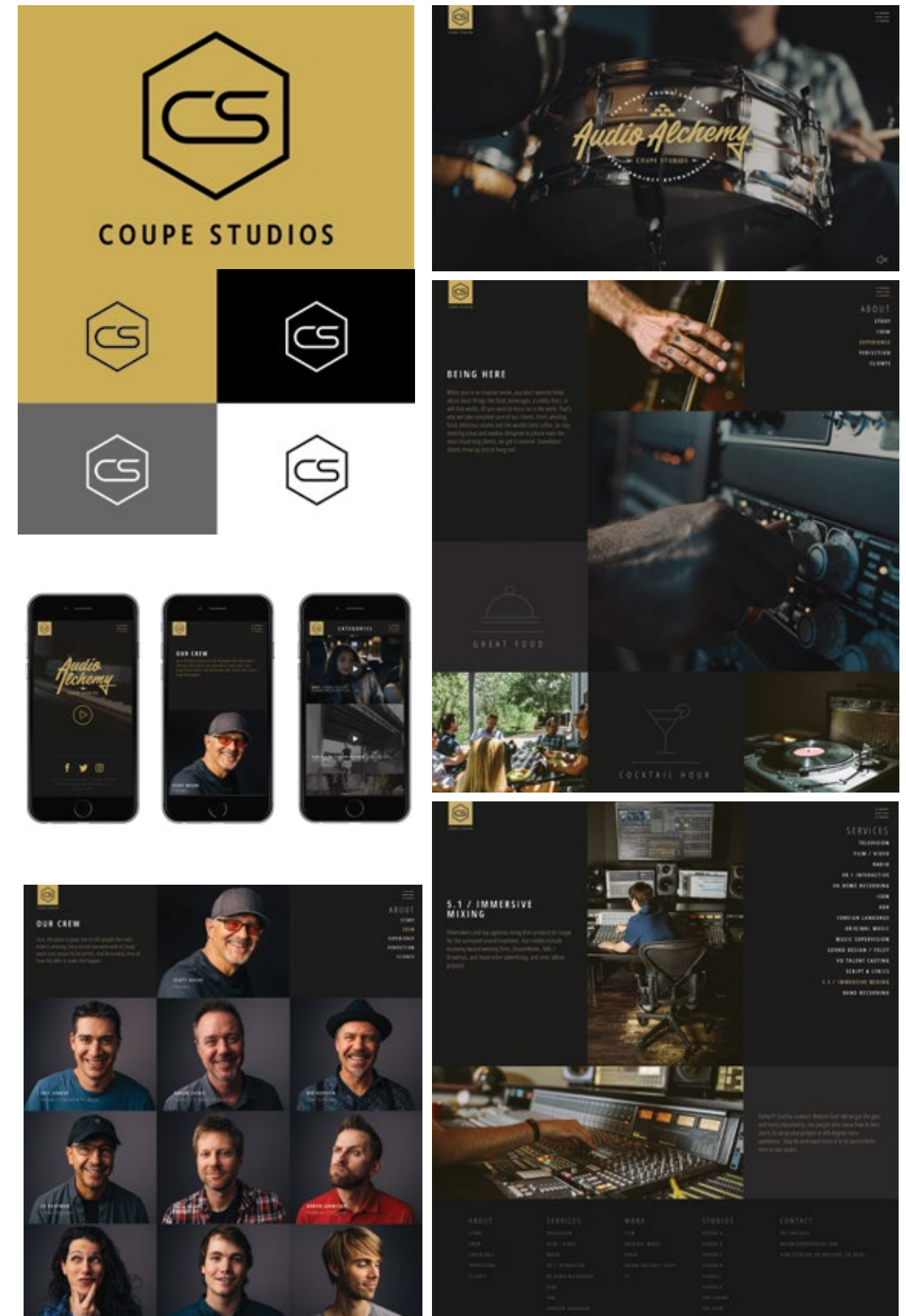
On a quiet, tree-lined street on the east side of Boulder, one of the top audio shops in the country has been turning out award-winning sound for the world's best brands for nearly 40 years. Today, it's known—if a project needs to be truly special—call Coupe Studios.

With plenty of fans, they don't need to toot their own horn. But, a place this legendary deserves a brand to match. As longtime Coupe lovers, we fiercely wanted the experience to be as magical as their work, and the website to feel just like walking through the studio doors.

The gold/black color palette gives the site a rock and roll vibe that's a nod to the musical greats who've recorded there. Simple, warm copy reflects who they are. And details like the volume sliders in the nav echo the attention Coupe gives absolutely every project.

CREDITS

Art Direction/Design **Chris Webster, Jeremy Trahan**, Development **Tony Felice, Will Meier**, Photography/Videography: **Jeremy Trahan**, Creative Direction **Jeremy Irwin**, Copywriting **Eric Singer, Cassie Augustine**, Strategic Brand & Account Management **Ali DeBenedet, Monte Bride**, Insights/Strategy **Cassie Augustine**, Production Art **Nick Jenkins**



DANONEWAVE

LEFT FIELD FARMS

A new brand out of Left Field - Dairy Milk

- PACKAGING -

A walk down the milk aisle led to a realization: there's a place for dairy brands to take a different perspective in this commoditized category.

So we created a new brand: Left Field Farms, where fresh ideas run free. As a collection of like-minded farmers, thinkers and doers out to knock down some fences, Left Field Farms is aimed at the growing desire for more non-GMO choices.

As the first national conventional milk brand to be Non-GMO Project Verified, Left Field Farms asks questions like, "If you won't eat GMOs, why should cows?" And packaging takes a left turn from the usual bucolic farm scenes, featuring an inquisitive, monochromatic cow.

Our new brand is a case where market opportunity and unconventional thinking found common ground out in Left Field.

CREDITS

Creative Director **Kae Penner-Howell**, Copywriters **Patrick O'Boyle**, **Meredith Sale**, Designers **Alyssa Evans**, **Shanna Polesovsky**, Photographer **From our farmers**, Illustrator **Alyssa Evans**, **Shanna Polesovsky**, **Rusty Kitlitz**, Post Production **Chris Johnson**, **Josh Dewitt**, **Rusty Kitlitz**, Brand Directors **Mike Skibinski**, **Lauren Tankersley**, **Christina Finkel**, Brand Managers **Jen Michuda**, Insights **Chryssi Keller**, **Mike Chiasson**



CACTUS

MAN THERAPY™

SIM Primary Care Kit

- DIRECT MAIL -

One of the most effective ways to prevent suicide is to bring the topic of mental health in the primary care setting. However, for those who do not have access to an integrated resource, this can be a challenging conversation to start. We created a kit of materials to blend seamlessly into this environment so that when a man is sitting in a waiting room, pacing in an exam room, or stepping on a scale, he gets both a laugh and a step to better his mental health.

CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, VP, Creative Director **Brian Watson**, Copywriter **Brian Watson**, Account Manager **Paige Beaufort**, Designer **Shruthi Manjula Balakrishna**, Senior Production Artist **Mark Tanner**



LRXD

FRIDAY HEALTH PLANS

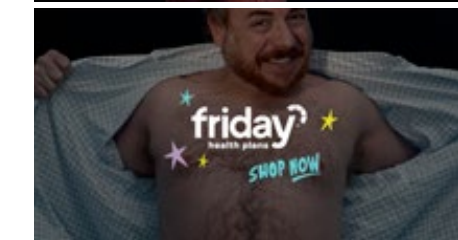
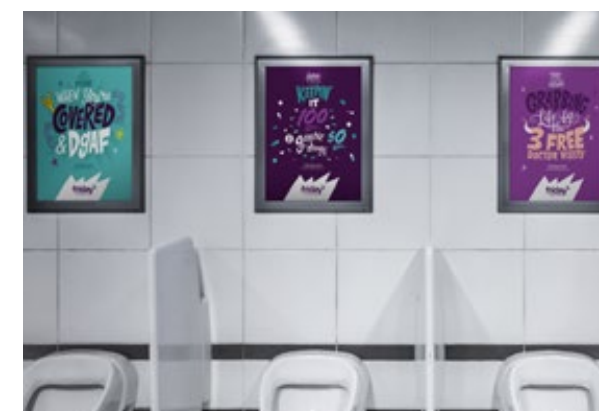
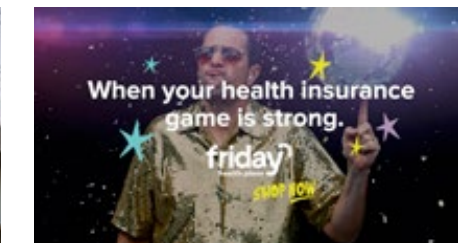
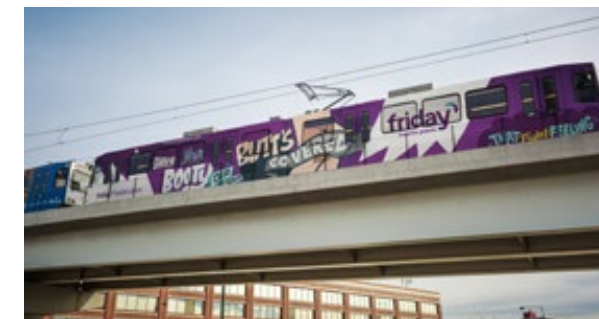
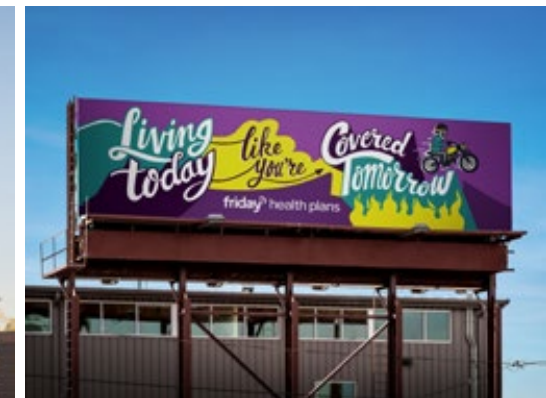
That Friday Feeling

- INTEGRATED -

After a long, draining week, many people see Friday as an oasis from the stress of work and responsibility, and they celebrate the day with the hashtag #FridayFeeling. Aptly named Friday Health Plans applies this concept to health insurance. The low-cost, hassle-free provider covers younger consumers' basic health needs—such as annual check-ups and emergency services—so they can experience that #FridayFeeling all week long. Our integrated advertising campaign accesses out-of-home and pre-roll media to relay this sense of freedom to 27- to 39-year-olds. The 15-second spots use music, special effects (slo-mo, animation) and declarations (“When your insurance rocks as hard as you do”) to illustrate the emotion that defines that Friday state of mind.

CREDITS

Creative Director **Andy Dutlinger**, Art Director **Drew Bentley**, Copywriters **Ashley Rutstein**, **Greg Lewis**, Studio Manager **Valerie Hawks**, Senior Account Director **Megan Gonzalez**, Account Manager **Sandy Hazzard**, Media Planner **Drew Peterson**, Illustrator **Chris Piascik**, Production Company **LRXD Films**, Director **Jonas Mayabb**



MOTIVE

PEPSI Pepsimojis - VIDEO SPOTS -

Today's generation is always-on — and that includes the way they interact with brands. So Pepsi looked to leverage the one ubiquitous way we communicate — emojis — to merge the joy of drinking its products with the simple pleasure of sharing.

First, Motive created dozens of “Pepsimoji” cans and bottles signifying various emotions, characters and concepts. Then, we rolled out a transmedia campaign with 100 commercials — 5-30 seconds in length — pretty much everywhere: from the MLB All-Star Game and the Michigan Cherry Festival, to Dancing with the Stars and The Bachelorette — yes, there was a “final rose” emoji — to hyper-targeted digital pre-roll. We even recreated the classic Cindy Crawford spot — and Jimmy Kimmel created a parody of his own.

By summer's end, Pepsi had taken hold of the emoji conversation and carved out a new role for itself — proving that when you uncap Pepsi, there's no limit to what you can share.

CREDITS

Chief Creative Officer **Matt Statman**, Creative Director **Spencer Trierweiler**, Senior Art Director **Celeste McKeon**, Account Director **Taylor Woodard**, Account Supervisor **Jill Rohde**, Account Coordinator **Taylor Vallee**, Production **Quietman**, Post Production **Quietman**



SUKLE

GREAT OUTDOORS COLORADO

Generation Wild: 100 Things to Do Before You're 12

- TV & DIGITAL VIDEO -

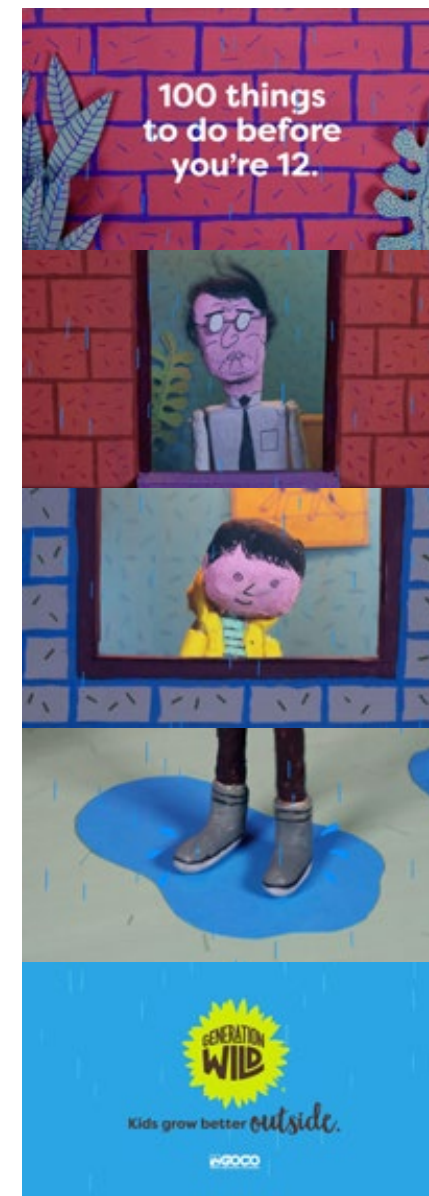
With Minecraft, Snapchat, and stupidly fast internet, it should come as no surprise that kids today play outside less than any previous generation. But according to researchers, this is a problem for their health, happiness, and mental wellbeing. Great Outdoors Colorado, an organization that builds and protects Colorado parks, wanted our help to change this generation of indoorsy types.

Our idea was to create Generation Wild, a brand that would inspire kids to trade their phones and tablets for rocks and stinkbugs. For Generation Wild's launch campaign, we gave busy moms a bucket list of fun and easy things for their kids to do outside called 100 Things to Do Before You're 12.

We created these short spots with the help of artists from around the world, each one highlighting a different item from the list of 100 Things to Do Before You're 12.

CREDITS

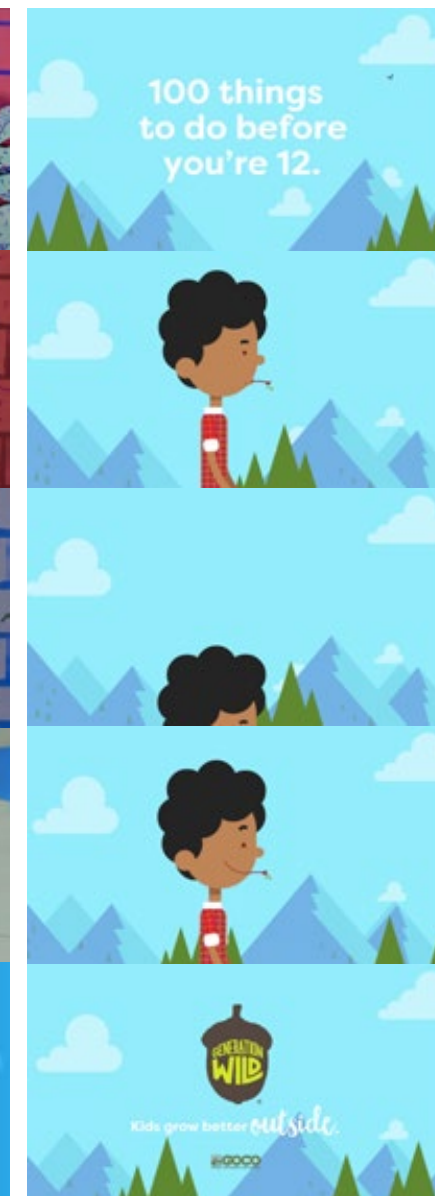
Creative Director **Mike Sukle**, Art Directors **Jeff Euteneuer**, **Pedro Saldarriaga**,
Writers **Jim Glynn**, **Andrew Goldin**, **Ricky Lambert**, Digital Artist **Matt Carpenter**,
Agency Producer **Michon Schmidt**, Account Supervisor **Devin Cowan**,
Project Manager **Heather Henry**, Account Planner **Dan Schultz**



PRODUCTION CREDITS

SPLASH IN PUDDLES

Director/Puppeteer/Editor **Simon Lynen**,
Post Production **Idolum**,
Sound Design *Rocky Mountain*
Recorders **Chris McNaughton**



RIDE A HORSE

Production Company **Animal Tank**,
Animator **Eran Mendel**,
Post Production **Idolum**,
Sound Design *Rocky Mountain*
Recorders **Chris McNaughton**



DIG TO CHINA

Director/Editor **John Johnston**,
Set Builder **John Johnston**, **Scott Wallace**,
Puppet Master **Scott Wallace**,
Post Production **Idolum**,
Sound Design *Rocky Mountain*
Recorders **Chris McNaughton**

KARSH HAGAN

DIVE BAR BREWING COMPANY

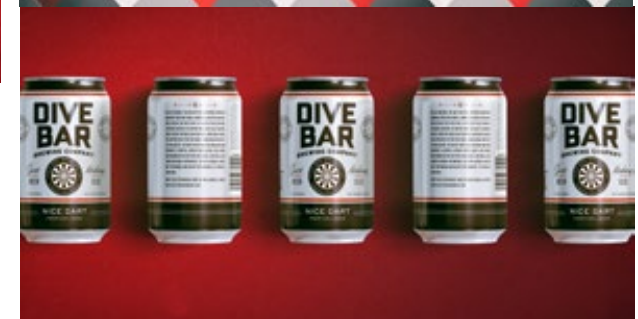
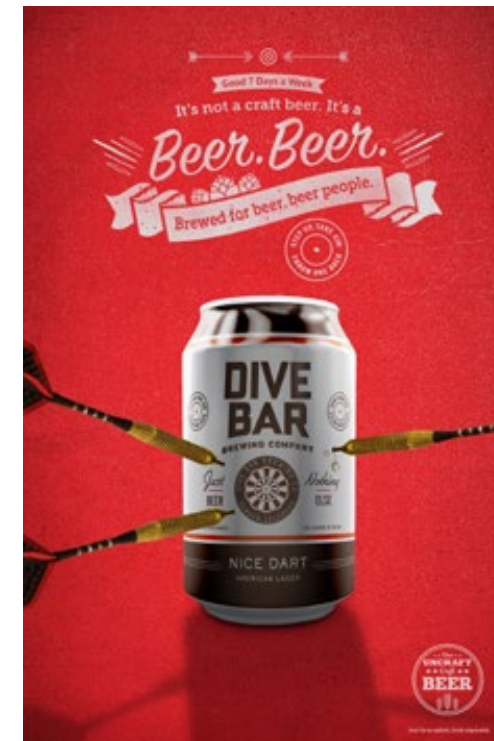
Beer Beer

- BRANDING & INTERGRATED -

The world doesn't need another heavy, high alcohol and hoppy craft beer. It needs a simple, light, everyday drinking craft beer beer that isn't too pretentious and has a fun personality with the simple purpose of bringing neighborhoods and people together to socialize. That was our mission in creating this new brand from the ground up (and drinking some ice cold Dive Bar beer along the way). Inspired by the dusty light fixtures and cracked linoleum floors of America's greatest and original gathering place, the dive bar, we intentionally kept our designs and language simple instead of complex. This is the kind of beer your dad drank after he cut the grass, but better. Everything we did needed to keep that storyline front and center. Because it's not just about the beer, it's about creating a new beer culture around an old school idea, the neighborhood dive bar. Welcome to the beer beer revolution.

CREDITS

Creative Director **Jeff Martin**, Art Director **Jeff Martin**, Package Design **Dave Markes**, Copywriter **Jeff Martin**, Designers **Dave Markes**, **Jeff Martin**



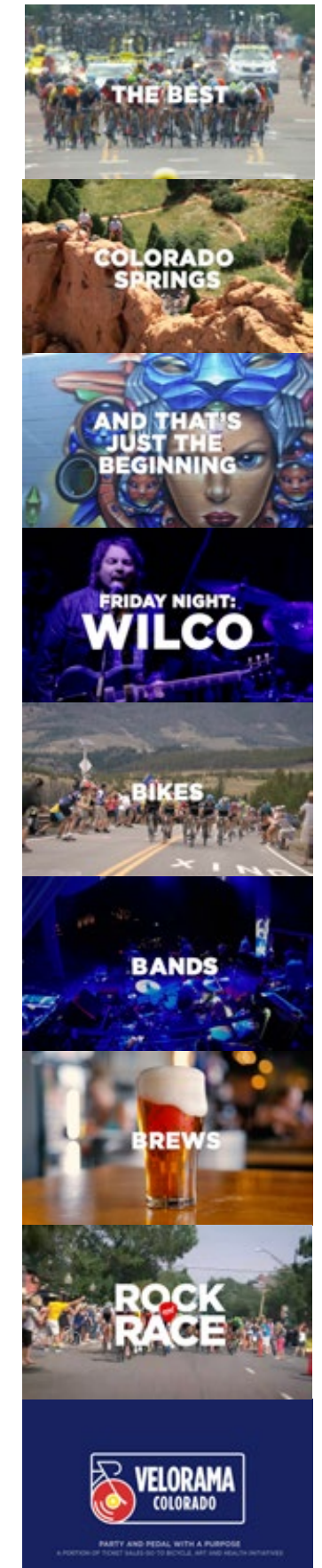
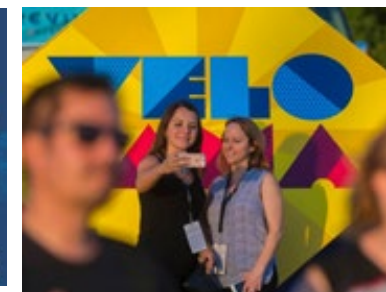
XUMA COMMUNICATIONS

VELORAMA Velorama Promotional Branding - INTEGRATED -

Part bulging calves, part jamming concerts—pro cycling returned to Colorado in 2017 with world-class circuit races in Fort Collins, Breckenridge and Denver, all culminating in a giant music fest in RiNo. Xuma was engaged to create Velorama’s branding and promo efforts. To wrap Colorado’s collective head around all the disparate bits of awesome that were Velorama, Xuma went with illustration and bright, bold colors that were used in print, digital and festival signage.

CREDITS

Creative **Don Poole, Dave Schneider, Clay Beatty**, Account Service **Shelley Airhart, Erica May, Meghan DesRochers**



AMÉLIE

CDOT Beware of the Beltless - AMBIENT -

CDOT's Beware of the Beltless campaign has drawn attention to a mostly overlooked peril: an unbuckled occupant can increase your chance of being hurt or killed in an accident by 40%. No matter if you're wearing a seat belt, or have side airbags, your only real protection is asking others to buckle up.

As we had previously alluded to unbuckled passengers as instruments of destruction, we doubled down on that association by tying our message to a medium that would be virtually impossible to ignore: a nine-foot tall grenade seemingly woven from an unbuckled seat belt. The sheer size of the installation allowed for multiple messaging to remind passengers and drivers alike that simply speaking up can have life-saving consequences.

CREDITS

Chief Creative Officer **Pat Feehery**, Creative Director **Eric Hines**, Copywriter **Cecil Bozard**, Account Director **Mackie Clonts**, Account Supervisor **Brenna Hersey**, Account Coordinator **Katelyn Aberle**, Production Build *Eye candy Sculptures* **Bill Kinsey**



JOSHUA JEVONS

GRAND TETON DISTILLERY

Grand Teton Whiskey

- PACKAGING -

The Grand Teton Distillery whiskey packaging tells stories of legendary pioneers, frontiersmen and adventurers of the wild American west. From Teddy Roosevelt's dagger-clad bout with a puma to a bloodthirsty manhunt by Blackfoot tribesmen, these labels celebrate the western spirit of adventure, tenacity and grit.

The design series features custom illustrations showcasing the respective story, as well as handcrafted type inspired by americana. The aesthetic is intended to communicate the rugged nature of the stories as well as the place in which the whiskeys are made, the teton mountains, while maintaining a modern feel. The labels also feature custom diecuts and metallic ink.

CREDITS

Creative Director **Joshua Jevons**, Designer/Illustrator **Joshua Jevons**, Photographer **Joshua Jevons**



CACTUS

COLORADO LOTTERY

Lottery VR
- VR EXPERIENCE -

Every game from the Colorado Lottery helps fund the places that make Colorado such an incredible place to live and play. Since 1983, the Lottery has invested \$3 billion in parks, trails and open spaces across the state. For this campaign, we wanted to highlight the people and places that benefit directly from those funds. So we created a cross-platform 360-degree VR experience so viewers can rock climbing up the walls of Eldorado Canyon and mountain biking down Horsethief Bench in Fruita, CO.



CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, Creative Director **Jim Morrissey**,
Copywriter **Ricky Lambert**, Senior Art Director **Adam Nelson**, Senior Designer/Art Director **Josh Jevons**,
Production Director **Brooke Woodruff**, Creative Technology Director **Andrew Baker**,
UI/UX Designer **Kevin Roysden**, Account Manager **Monica Hemmert**, Account Director **Summer Hershey**,
Senior Digital Producer **Adele Martin**, Production Company **Futuristic Films**

MOTIVE

VANS Wholesome Meets Awesome - SOCIAL -

In 2017, Van's Foods — purveyors of amazing grocery store waffles and other breakfast goodies — set out to make breakfast more fun for kids and parents alike. And to do it, we set out to demonstrate the simplicity and playfulness with which a Wholesome Meets Awesome waffle can become a tasty work of art. Our series of snackable how-to videos served up a side of creativity for moms everywhere, giving them the ideas and necessary steps to create an awesomely wholesome masterpiece for their kiddos.

CREDITS

Chief Creative Officer **Matt Statman**, Art Director **Siovean Lehner**, Copywriter **Matt Theis**, Digital Supervisor **Matt Theis**, Photographer **Jesse Hassler**, Illustrator **Siovean Lehner**, Post Production **Motive Made Studios**, Food Stylist **Matt Theis**



TRI-STATE GENERATION

TRI-STATE GENERATION

Communicators Conference Theme
- EVENT COLLATERAL -

Tri-State Generation and Transmission Association, Inc., supplies electricity to our 43 members—electric cooperatives and public power districts—in Colorado, Nebraska, New Mexico & Wyoming.

We bring our team of communicators from across four states together once a year for a conference anything but ordinary. To break the negative narrative of a boring corporate conference, we asked our team to put together an event that would draw attention and maintain engagement.

We started with the idea of calling our communicators unicorns. But we believed we could encapsulate a unique theme without overpowering design with unicorns everywhere. Beginning with the logo, we were so inspired it made sense to create an as-rare-as-a-unicorn font.

We used this font throughout our event from initial invites to signage and thank yous. Our font demonstrates what our creatives can do and provides a tool for public use.

CREDITS

Creative Director **Melissa Kendrick**, Copywriter **Morgan Richards**,
Designer **Julia Perry**, Illustrator **Julia Perry**, Marketing Manager **Amy Rosier**,
Education Program Advisor **Michelle Pastor**



SUKLE

IRVINE RANCH WATER DISTRICT

See It from Your Lawn's Perspective

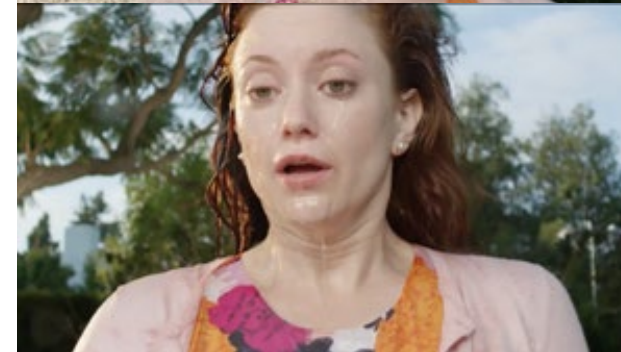
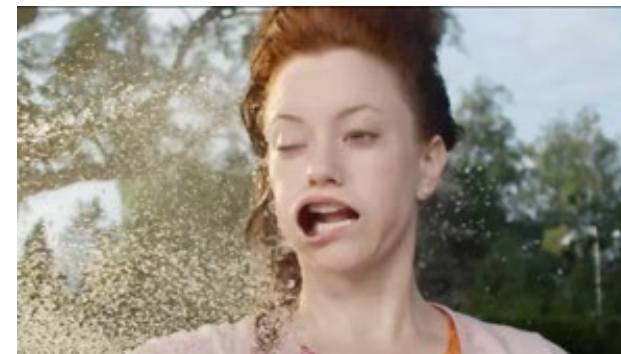
- VIDEO SPOTS -

Irvine Ranch Water District is known for being one of the most innovative water companies in the world. But they came to us with a problem that their engineers couldn't solve. Residents were going over their watering allocations in the fall because they didn't know that as the days become shorter, their lawns need less water.

So our idea was to convince residents to look at water conservation from a new point of view. To see it from their lawn's perspective. The videos for our "See It from Your Lawn's Perspective" campaign combined a leaf blower and watering hose to give viewers a feeling of what it's like to be an overwatered lawn and remind them to dial back their sprinklers.

CREDITS

Creative Director **Mike Sukle**, Art Director **Jeff Euteneuer**, Writer **Ricky Lambert**, Agency Producer **Michon Schmidt**, Account Supervisor **Devin Cowan**, Production Company **JOJX**, Executive Producer **Joe Care**, Head of Production **Pepper Carlson**, Director **Nic Iyer**, Director of Photography **Simon Thirlaway**, Post Production **Therapy Studios**, Editor **Jake Shaver**, Colorist **Omar Inguanzo**, Sound Production Company **Coupe Studios**, Sound Designer **Greg McRae**



ONETEN DISH CREATIVE

DISH IT

National Cyber Security Awareness Month
- POSTERS -

OneTen Creative was tasked with delivering a series of internal posters designed for National Cyber Security Awareness Month. The objective was simple - to attract the attention of employees in our busy communal areas and walkways, and generate awareness of internet security best-practices.

Each poster features a hand-drawn illustration of a circus act and its special power, relating to cybersecurity. We designed the messaging to be actionable and universally applicable, both at work and in the home. By bringing each character to life as the embodiment of a cyber-security best-practice, we successfully translated a tedious, technical, and uninspiring message into a fun and visually engaging campaign. This ignited the imagination of colleagues throughout the DISH campus; the posters received rave reviews, and some employees made it their mission to collect all four for their workspace.

CREDITS

Art Director **Michael Sizemore**, Copywriter **Matt Aitken**, Project Manager **Shawna Basta**, Account Manager **J.L. Perez**, Studio Designer **Corrine Jayne**, Designers **Elle Levy**, **Duane Brown**



FUTURISTIC FILMS

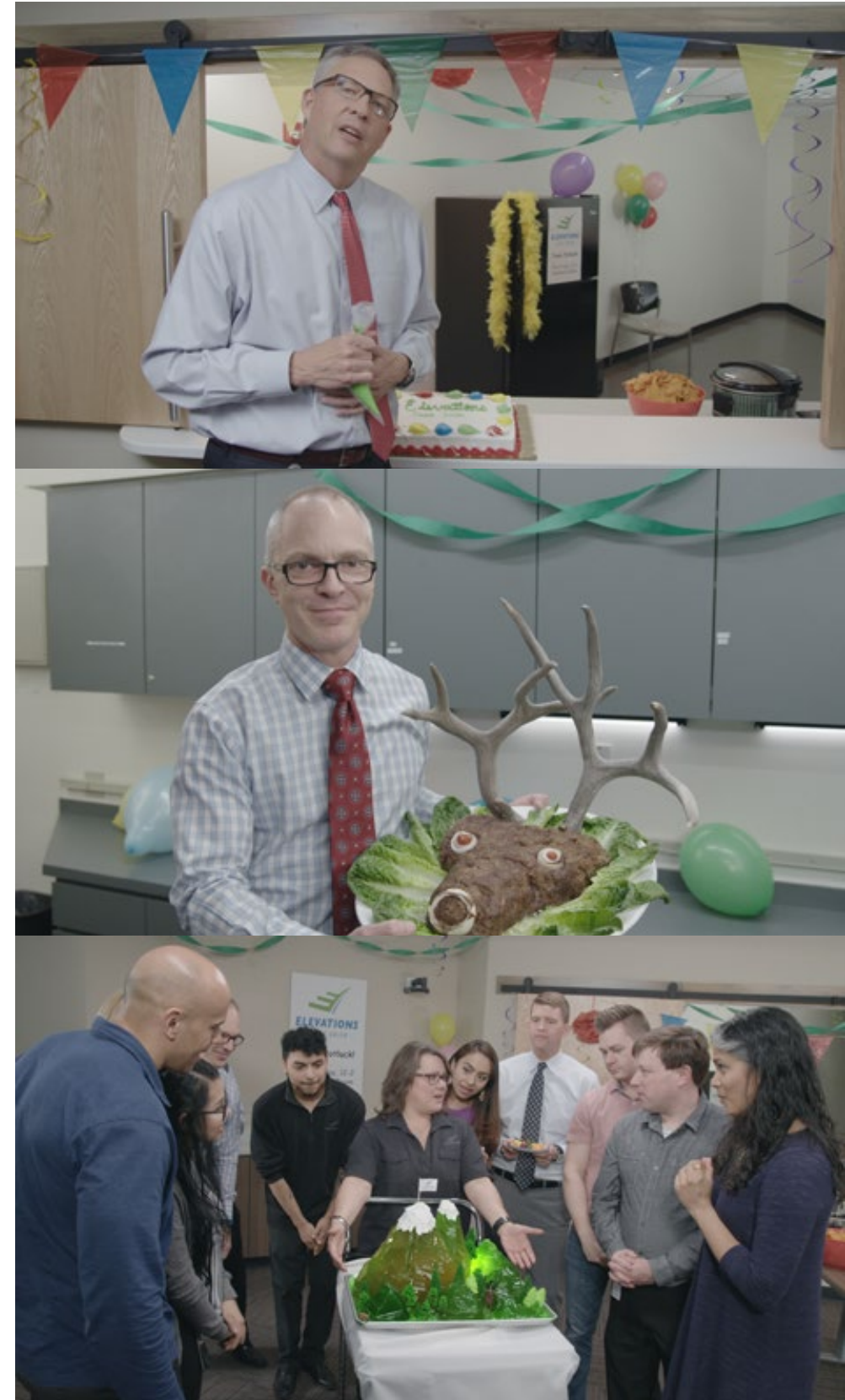
ELEVATION CREDIT UNION

Social Potluck
- TV SPOT -

Elevations Credit Union works hard to build a bridge between the workplace and the home creating community wherever they can. And what better way to show community spirit than a celebratory potluck? Shot docstyle using a quirky, relatable cast of real employees, Futuristic follows the Elevation's team as they all prepare for the illustrious community potluck.

CREDITS

Director **Jasper Gray**, DP **Frank Pickell**, Producer **Krisi Olivero**, 1st AC **Will Gardner**, Agency **BCultivator**, Cultivator **Kate Gossman**, Cultivator Creative Team **Leighanne Jenkins**, **Scott Coe**, **Tim Abare**, Post Production **Futuristic Post**, Edit/Color **Jonnie Sirotek**



LRXD

LRXD

Gift of Water

- CLIENT GIFT -

As the new year began, LRXD wanted to pass on our health and happiness values to clients by passing on some good to the world. While the agency gift simply seemed to be a sleek water bottle, the real gift was in the packaging itself. A message emblazoned on the box alerted recipients that a donation in their name made to non-profit Raincatcher would provide clean drinking water for thousands of people. The bottles, housed in custom, laser-engraved boxes, were sent off to agency partners as a wish to make life in 2017 better than ever, through health, happiness and creativity.

CREDITS

Creative Directors **Kelly Reedy, Jamie Reedy**, Designer **Drew Bentley**, Copywriter **Ashley Rutstein**, Production **Valerie Hawks**, Senior Producer **Jamie Sharp**, Production Company **Method & Madness**



CACTUS

MAN THERAPY™

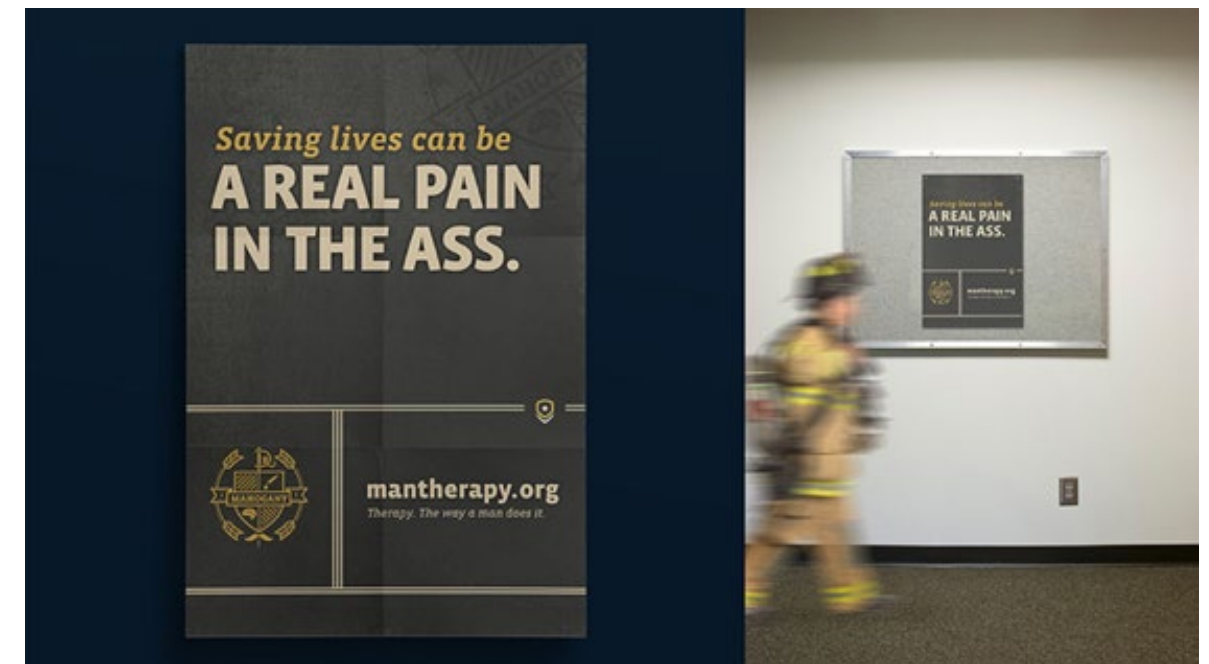
First Responder Kits

- DIRECT MAIL -

One of the most effective ways to prevent suicide is to bring the topic of mental health in the primary care setting. However, for those who do not have access to an integrated resource, this can be a challenging conversation to start. We created a kit of materials to blend seamlessly into this environment so that when a man is sitting in a waiting room, pacing in an exam room, or stepping on a scale, he gets both a laugh and a step to better his mental health.

CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, VP, Creative Director **Brian Watson**, Copywriters **Ricky Lambert**, **Shea Tullos** Account Manager **Paige Beaufort**, Designer **Shruthi Manjula Balakrishna**, Senior Print Producer **Julie Mimmack**, Senior Production Artist **Mark Tanner**



SALVAGE ADVERTISING

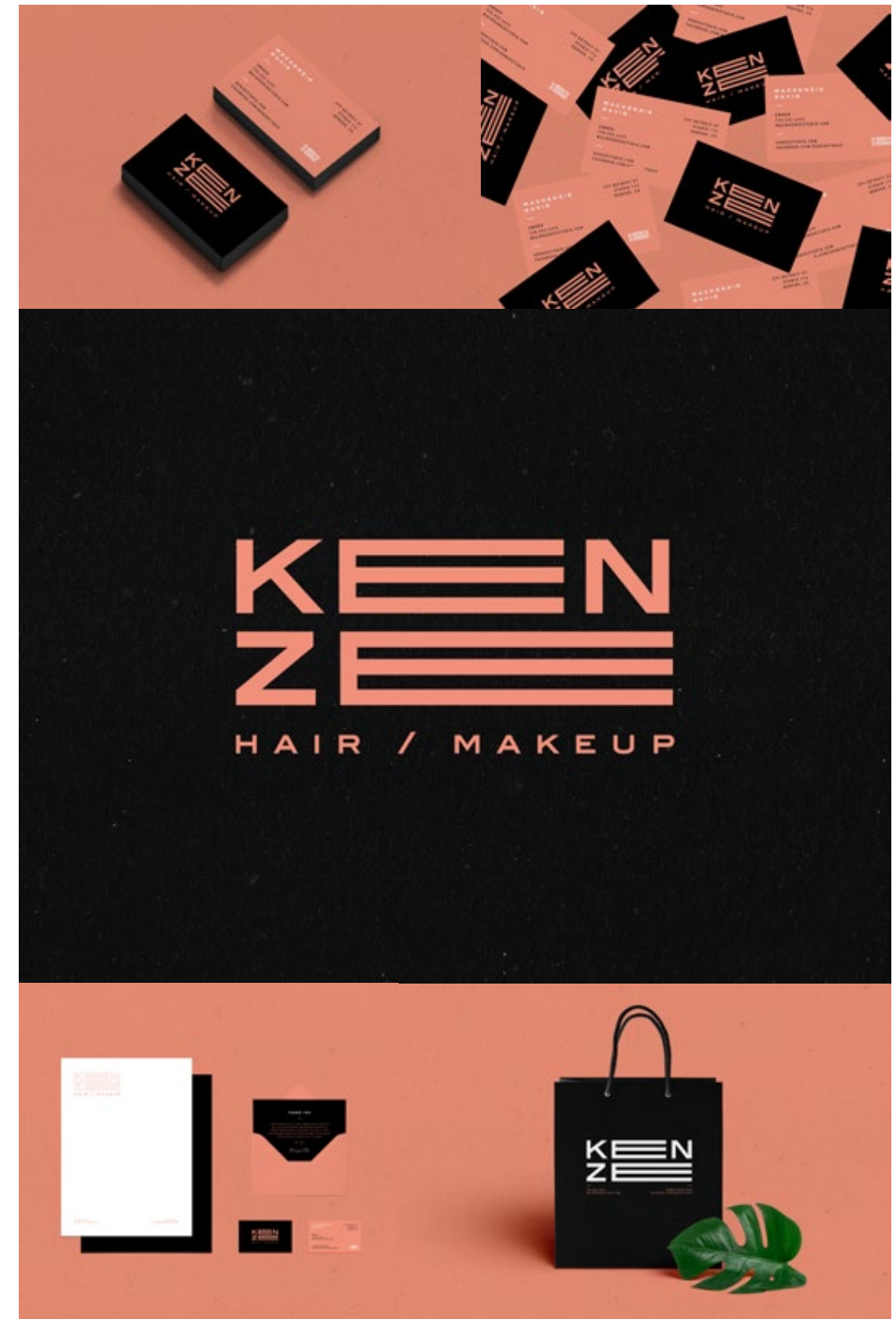
KENZIE + STUDIO

Brand Identity
- BRANDING -

What do you do when you are one of Colorado's leading hairstylists and you have tons of experience making the beautiful people of Denver look more beautiful and you want to start your own business in the heart of the posh Cherry Creek North District where the market is saturated with all kinds of beautiful people making beautiful people even more beautiful? That was the question posed to Salvage by the Studio's up and coming owner. We delivered a brand to her that would stand out from the crowd and followed her philosophy of offering bold, fresh hair and skincare. Her studio is modern and minimalistic, her style is fresh and sophisticated and we wanted her brand to really reflect that.

CREDITS

Creative Director **Terri O'Brien**, Art Director/Designer **Jonah Duvall**



MOTIVE

TOYS R US New York Comic Con Fan Vault - TV SPOTS -

In an era when big box retailers are increasingly challenged to innovate, ideate and evolve in their fight against the explosion of online shopping, the best thinking isn't always broad — sometimes, it's small and targeted.

That's the case with Toys R Us: a globally recognized brand whose latest foray into the cult world of toy collection just may relaunch them into the spotlight. To showcase "The Fan Vault," the brand's in-store and online hub for collectibles, Motive dropped a mysterious, matte black vault into the center of New York Comic Con. Filled with prototypes, one-of-a-kind gear and released-that-day product, the Fan Vault constantly boasted lines out the door, celebrity appearances and plenty of community coverage — thus solidifying a new, exciting, and most of all, authentic role for Toys R Us within a community that's weary of outsiders.

CREDITS

Chief Creative Officer **Matt Statman**, Creative Director **Proctor**,
Design Director **Andy Geppelt**, Senior Art Director **Celeste McKeon**,
Experiential Director **Mike Cole**, Experiential Supervisor **Loveleen Molnar**



URBAN CANVAS

THE DALI MUSEUM

Marcel Duchamp and Salvador Dali Exhibit

- PRINT & OUTDOOR -

What is art? If you ask surrealist legend Salvador Dalí or conceptualist kingpin Marcel Duchamp, you might be surprised by the answer. Bewildered even. Because art was whatever they defined as such. An autographed urinal. A goateed Mona Lisa. A painting so proficiently perturbing that it changed and blew minds in perfect unison. Dalí and Duchamp were artistic revolutionaries who refused to accept that beauty was in the eye of the beholder. Instead, they relentlessly questioned the norm and posed questions to the world to prove that real beauty lies within the mind. They made art by their own definition, and now you get to decide for yourself. This concept puts exhibition visitors in the hot seat, compelling them to look within themselves and interpret Dalí and Duchamp's unorthodox interpretations of art.

CREDITS

Creative Director/Art Director **Dave Blauvelt**, Copywriter **Erin Bosik**, Designer **Jess Broom**, Project Manager **Chad Cabonor**



SUKLE

GREAT OUTDOORS COLORADO

Generation Wild: 100 Things to Do Before You're 12

- AMBIENT -

With Minecraft, Snapchat, and stupidly fast internet, it should come as no surprise that kids today play outside less than any previous generation. But according to researchers, this is a problem for their health, happiness, and mental wellbeing. Great Outdoors Colorado, an organization that builds and protects Colorado parks, wanted our help to change this generation of indoorsy types.

Our idea was to create Generation Wild, a brand that would inspire kids to trade their phones and tablets for rocks and stinkbugs. For Generation Wild's launch campaign, we gave busy moms a bucket list of fun and easy things for their kids to do outside called 100 Things to Do Before You're 12.

As part of our campaign for Generation Wild, we built this huge 18 ft. tall fort for kids to play in and toured it around the state.

CREDITS

Creative Director **Mike Sukle**, Associate Creative Director **Pedro Saldarriaga**, Designer **Greg Jesse**
Writer **Jim Glynn** Agency Producer **Michon Schmidt**, Account Supervisor **Devin Cowan**,
Project Manager **Heather Henry**, Account Planner **Dan Schultz**, Fabricators **Tim Sukle**, **Alicia Sukle**



NICOLE LOCKEN CREATIVE

THE ALLEY

Brand Identity
- BRANDING -

The Alley is a vibrant eatery and cantina located in the heart of historic downtown Littleton. Prior to their grand opening, we were challenged to create a brand that pays homage to Littleton's roots, yet embraces the future. To accomplish this, we infused the old with the new, the historic with the modern. The primary mark was developed with this collaboration in mind. The serif font is a subtle nod to the town's history, while the modern sans serif font speaks to the future. The icon reinforces this infusion, taking a modern twist on a Mayan-inspired symbol. The result is 'Mountain Mexican' at its finest.

In addition to the branding itself, we created logos for historic Littleton businesses that would be featured in the restaurant. These logos bring the town's history front and center and are a reminder of those who helped make Littleton what it is today.

CREDITS

Art Director/Designer **Nicole Locken**, Copywriter **Jay Roth**,
Secondary Company **Bristlecone Construction**, Photographer **Armando Martinez**



CACTUS

ODELL BREWING

Sunny Rain
- PACKAGING -

For their latest beer, Odell Brewing Company drew its inspiration from a quintessential Colorado phenomenon, a summer sunshower. Sunny Rain is bright, complex, but a very approachable take on a tart beer. So we designed the packaging to capture that perfect summer sunshower moment and through the use of color, express the beer's sharp lemon (citrus) tartness flavor notes.

CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, Creative Director **Jim Morrissey**,
Senior Print Producer **Julie Mimmack**, Senior Production Artist **Mark Tanner**,
Designer **Shruthi Manjula Balakrishna**, Account Supervisor **Jon Barnett**, Illustrator **Mona Caron**



XUMA COMMUNICATIONS

NATIVE ROOTS

WHERE Campaign
- INTEGRATED -

Colorado has three times more dispensaries than Starbucks. So how do you stand out, especially with restrictions on where and how you can advertise? In a word, brand. Xuma partnered with Colorado's largest dispensary chain to develop a unique brand voice and message, designed to appeal not just to price-shopping potheads but also to a much broader mainstream audience. We leveraged the iconic Native Roots wallpaper, bringing it into more everyday situations to visualize the idea of the place where cannabis meets all of us.

CREDITS

Creative Kathryn Russell, Gary Wiese, Chris Rock, Account Service Shelley Airhart, Erica May, Meghan DesRochers



MOTIVE

HIGHLAND PARK

The Valhalla Cabin

- AMBIENT -

In 2017, Highland Park set out to share the fiercely independent spirit of our Viking ancestors with an influencer promo that seamlessly connected with the Vikings of today: explorers, storytellers, artists and craftsmen.

With the help of a builder, storyteller, documenter and adventurer, Highland Park built a hidden retreat in Washington known as The Valhalla Cabin. We documented the two-month building process on Instagram, enlisting even more influencers to spread the story. And, we asked followers to show us how they lived life with Viking Soul for a chance to visit the cabin themselves.

The campaign created a niche in the whisky world by building broader brand awareness among a community that values craft, authenticity and meaningful product story—and in just a few short months, we captured more than nine million impressions and over 500 unique contest entries, growing Highland Park's Instagram community by over 300 percent. Skål!

CREDITS

Chief Creative Officer **Matt Statman**, Creative Director **Chris Reinhard**, Associate Creative Director **Drew Wallace**, Art Director **Daniel Patu**, Copywriters **Chris Reinhard**, **Lindsey Bro**, Interactive Developer **Juventas Buzevicius**, Digital Director **Brooke Bartlett**, Digital Supervisor **Jessica Nolan**, Photographer **Christopher Kerksieck**, Videographer/Post Production **Justin Kaufman**, Digital Supervisor **Jessica Nolan**, Photographer **Christopher Kerksieck**



**HIGHLAND
PARK**
SINGLE MALT SCOTCH WHISKY

KARSH HAGAN

KARSH HAGAN

Gifts with Purpose

- CLIENT GIFT -

Most advertising gifts end up collecting dust on the shelf or go straight in the garbage because they're meaningless tchotchkes. At Karsh Hagan, we are pioneers of brave ideas, working hard to elevate what's possible for our clients every day. So we created useful, Colorado-centric gifts, such as a custom-etched compass to encourage our clients to forge their own path without fear of losing their way; branded matches and a candle to inspire our clients to light the fire within; a bandana with unique symbols, such as the C with the sun representing KH as a Colorado-made agency and the triangle of diamonds representing the trust between Karsh and our clients; and a carefully-carved wall plaque, that is actually a totem our clients can add a new commemorative enamel pin to every year.

CREDITS

Creative Director/Art Director **Jeff Martin**, Design Director **Greg Ryan**, Designers **Nick Marranzino**, **Greg Ryan**, **Lindsey Mills**, **Emi Rosa**, Copywriter **Erin Spong**, Illustrators **Nick Marranzino**, **Greg Ryan**, **Lindsey Mills**, **Emi Rosa**, Post Production **Stephen Hausrath**, **Lucio Duran**, **Nancy Casey**, **Allyssa Carey**



AMÉLIE

CDOT Pedestrian - AMBIENT -

As most pedestrian fatalities occur during evening or late hours, CDOT wanted to impress the urgent need for Coloradans to take more precautionary measures when crossing in the dark. We created a stunt that would engage people on the importance of using crosswalks, and staying visible to drivers. We put street teams at a busy intersection outside of a Colorado Rockies baseball game, and distributed LED-lit helium balloons to fans as they exited. The balloons made them more visible to vehicles as they crossed, and afforded our street teams a chance to impart safer crossing practices to pedestrians within an extremely relevant environment.

CREDITS

Chief Creative Officer **Pat Feehery**, Creative Director **Eric Hines**, Art Director **Jennie Jarzabek**, Copywriter **Cecil Bozard**, Account Director **Mackie Clonts**, Sr. Account Executive **Josh Opat**, Account Executive **Cari Stubbs**, Agency Producer **Heather Popenhagen**, Production Company **Pineapple Agency**



SUKLE

GREAT OUTDOORS COLORADO

Generation Wild: 100 Things to Do Before You're 12

- DIGITAL -

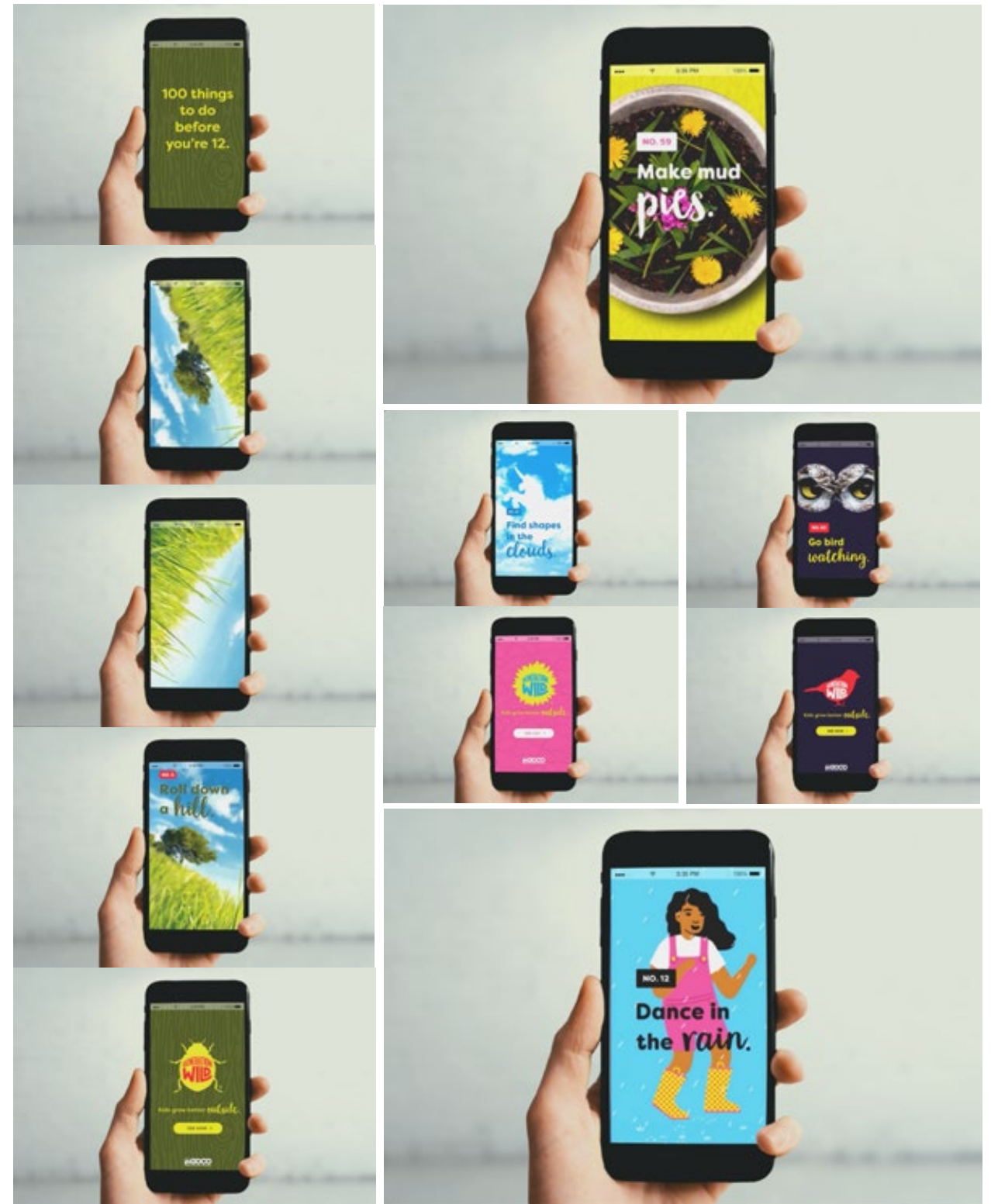
With Minecraft, Snapchat, and stupidly fast internet, it should come as no surprise that kids today play outside less than any previous generation. But according to researchers, this is a problem for their health, happiness, and mental wellbeing. Great Outdoors Colorado, an organization that builds and protects Colorado parks, wanted our help to change this generation of indoorsy types.

Our idea was to create Generation Wild, a brand that would inspire kids to trade their phones and tablets for rocks and stinkbugs. For Generation Wild's launch campaign, we gave busy moms a bucket list of fun and easy things for their kids to do outside called 100 Things to Do Before You're 12.

Our digital campaign targeted moms with kids 3-12 years old and drove them to download the list of 100 Things to Do Before You're 12.

CREDITS

Creative Director **Mike Sukle**, Art Directors **Jeff Euteneuer**, **Pedro Saldarriaga**, Writers **Jim Glynn**, **Andrew Goldin**, Digital Artist **Matt Carpenter** Agency Producer **Michon Schmidt**, Account Supervisor **Devin Cowan**, Project Manager **Heather Henry**, Account Planner **Dan Schultz**, Developer **Andy Schulman**, Illustrator **Abbey Lossing (Dance in the Rain)**, Photographer **Jamie Kripke (Mud Pies)**



CACTUS

MAN THERAPY™

Veteran's Kit

- DIRECT MAIL -

Veterans deserve as much support as we can offer, especially when it comes to helping them take better care of their mental health. But we found that you can't effectively get their attention without first earning their trust. So we developed a customized kit to reach this audience in a way that speaks their language.

CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, VP, Creative Director **Brian Watson**, Copywriters **Ricky Lambert**, **Shea Tullos** Account Manager **Paige Beaufort**, Designer **Shruthi Manjula Balakrishna**, Senior Print Producer **Julie Mimmack**, Senior Production Artist **Mark Tanner**



MOTIVE

PEPSI 1893 Top Shelf Colas - VIDEO SPOTS -

In 2017, Pepsi relaunched 1893 — a line of colas made with real ingredients like kola nut extract, fair trade sugar and fresh sparkling water — and the brand looked to Motive to introduce it via an integrated campaign that crossed media boundaries and created a new niche in a timeless category.

It started with a brand-new visual identity, followed by a TV spot following an audacious hero as he ran, jumped, haggled and hustled his way around the world looking for the perfect ingredients to make the perfect cola. Then, we crafted cocktail videos, custom influencer kits, a mobile tour, and even a mixology takeover at the #1 bar in the world, The Dead Rabbit.

The campaign became a major initiative at the heart of Pepsi's 2017 marketing plan — and it created a powerful story around the product that sent audiences scrambling on their own adventure to find it in stores.

CREDITS

Chief Creative Officer **Matt Statman**, Creative Directors **Spencer Trierweiler**, **Chris Reinhard**, Account Director **Taylor Woodard**, Account Supervisor **Jill Rohde**, Director **Mike G** *The Cavalry*, Post Production **Wild Child**, *Twelve*





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 <p>The average time spent on a website is 2 minutes <i>The average time spent reading a magazine?</i> 20-25 MINUTES <small>(Digital First Content Marketing, the return of Print - CMO by Adobe, 2016)</small></p>	 <p><i>Of all media, USA internet users say they</i> TRUST PRINT MORE THAN OTHER MEDIA <small>(Marketing Sherpa, 2017)</small></p>
 <p><i>Magazines show the</i> HIGHEST RETURN ON ADVERTISING SPEND <small>(Millward Brown Digital, 2007-2015)</small></p>	 <p><i>Print is</i> MEMORABLE Physical material is more "real" to the brain, involves more emotional processing, is better connected to memory, with greater internalization of ads—all-important for brand associations. <small>(FORBES)</small></p>

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