





Bark up the right tree.



We're Talking Dog
Advertising.



Chelsea Franklin

President

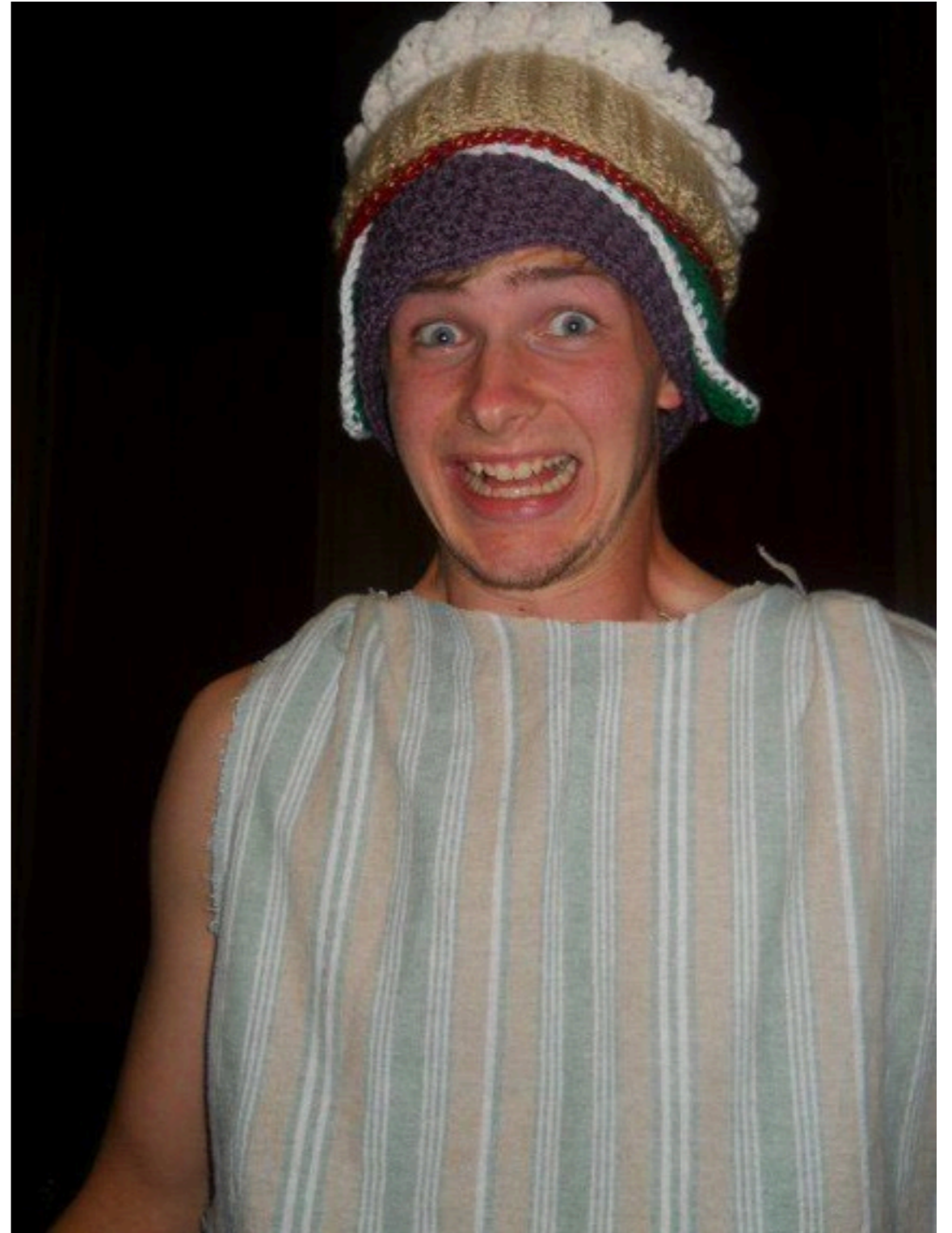
- *Year: Senior*
- *What dog breed would you be? Australian Shepherd.*
- *What is your theme song? #41 - Dave Matthews*
- *Describe a scar.* It's really the only prominent one I have. On my right wrist, it's a big burn scar from when I was about two and a half and apparently tried to cook.
- *If you were an item in a junk drawer, what would you be?* An old bag of craft supplies- lots of glitter, a glue gun, and those fuzzy pipe cleaners.
- *Random Fact:* I played trombone for four years in elementary school. I think it and I were the same height.



Bob Brown

Promotions Director

- *Year:* Senior
- *What dog breed would you be?* A corgi. I'm way too big to be one, but they're super chill and fun and quirky. All the things I aspire to be in life.
- *What is your theme song?* On Top of the World- Imagine Dragons
- *Describe a scar.* It's really close to my butt, so I can't show it, but I was playing hide and seek with my friend and he pushed me off a compost pile and I hung from my leg on a metal pole for a minute. I needed stitches and got to play video games the rest of the day.
- *If you were an item in a junk drawer, what would you be?* The old backstreet boys CD that has a ton of scratches but still plays 70% of the good songs. I don't know if I would really be this or would just have the most fun finding it.
- *Random Fact:* My friends had pet hamsters that we would try to fight in a huge pit in one of my friend's backyards. Lamest fights ever. Interesting side-story: One day, my friend lost his hamster. About 3 weeks later, my friend and I were chilling in his computer room when a hairy nugget of dust crawled out from under the desk. The hamster was the dirtiest animal I had ever seen. Then we put him back in his cage but my friend forgot to close the door. So Lord knows where he is now.



KC Smith

Technology Director

- *Year:* Senior
- *What dog breed would you be?* I would might as well be a mutt dog because I'm a mutt person.
- *What is your theme song?* Freakum Dress by Beyonce
- *Describe a scar.* I have a scar on my thumb from when I was trying to drain tuna out of a can and the strainer snapped. It sliced my thumb pretty good. Pretty traumatizing. I can't eat tuna now.
- *If you were an item in a junk drawer, what would you be?* I would be the used trick birthday candles that you can never blow out.
- *Random Fact:* I asked my roommate what my random fact would be and she said it's pretty weird that I have a lot of gnomes, voo doo dolls, and Buddha statues. In the future I can probably be on an episode of Hoarders..



Lauren Schuster

Director of New Business

- *Year:* I'm a junior, doing big things at a young age.
- *What dog breed would you be?* Chow Chow! "This breed of dog is very dominant and can easily take charge of its owner if the owner isn't firm enough." Watch yo back.
- *What is your theme song?* Beez in the Trap by Nicki Minaj. This beautifully worded song inspires me to not to let anyone get me down.....
- *Describe a scar.* Busted my chin open trying to run away from my cousin offering me her already chewed gum. Awk.
- *If you were an item in a junk drawer, what would you be?* Eraser. Because I help people get rid of their problems.
- *Random Fact:* I speak gibberish and my roommate and I use it when we don't want anyone to know what we are saying. Sidigorridigy Idigi idigam nidigot sidigorridigy.



Nicole Kutz

Creative Director

- *Year: Senior*
- *What dog breed would you be? A dachshund, because I have one named Luigi and Picasso loved them.*
- *What is your theme song? Good Vibrations by the Beach Boys.*
- *Describe a scar. When I was in kindergarten, I split my lip open by running into an oversized flower pot. The scar is on my lip... I'm pretty clumsy. I also injured myself on a razor scooter recently, but it's still a touchy subject.*
- *If you were an item in a junk drawer, what would you be? A bouncy ball.*
- *Random Fact: I can cross both eyes and then uncross one. It's pretty freaky. I'm also almost legally blind.*





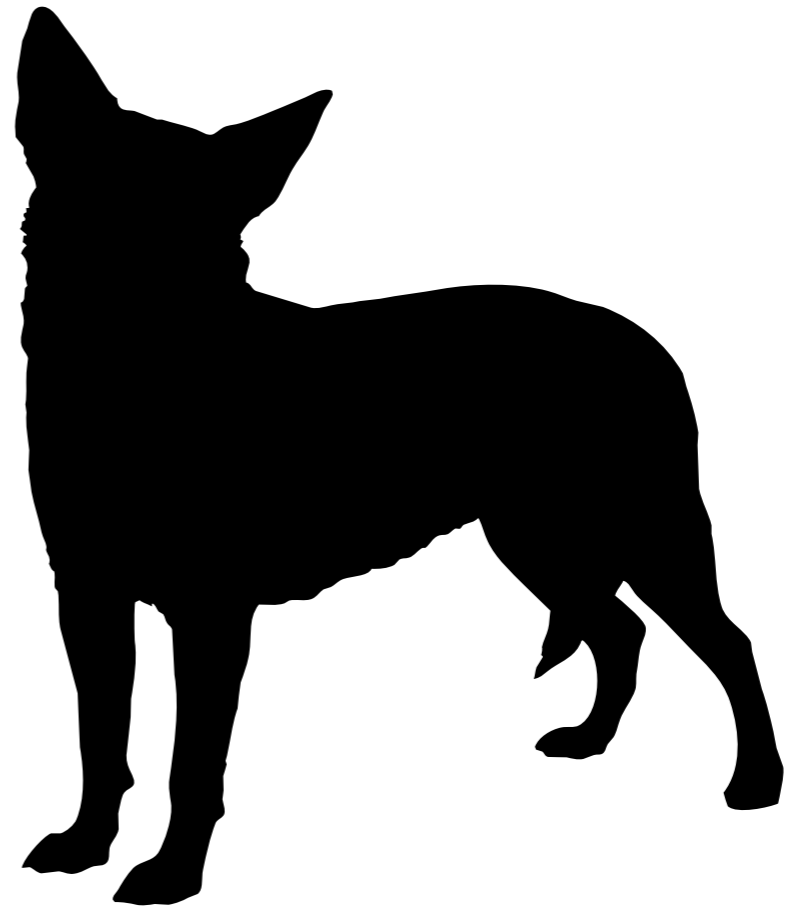
Account Executive

- Act as liaison between the client and your team; All e-mail correspondence should come from the AE, who is the main point of contact for the client
- Delegate tasks to team members and ensure that all deadlines are being met
- Create an agenda for every client meeting
- Send a weekly update of what's happening with your client to your account supervisor by Friday at 5pm. Be sure to include any challenges or problems your team is facing



Assistant Account Executive

- Act as head of the listen phase, ensuring that all research is completed
- Keep minutes at all meetings and distribute to your team after each
- Create presentation materials for general body and client meetings
- Create portfolio that will be given to the client at the end of the year
- Keep track of the results of your work, providing a *before* and *after* snapshot



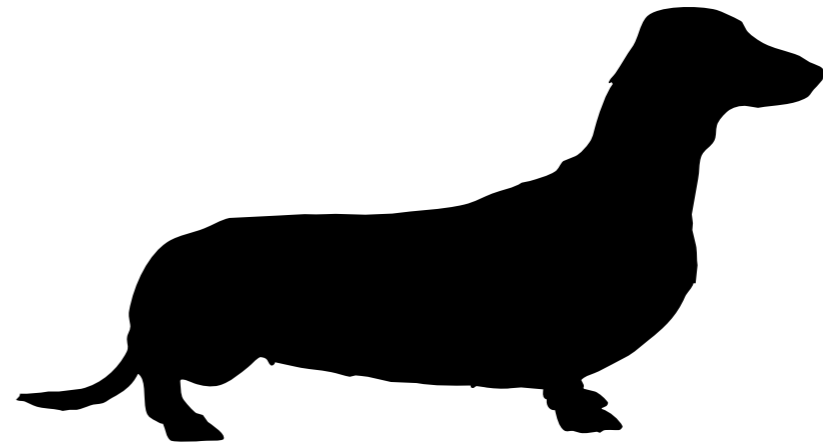
Strategist

- Taking your team's research into account, create a cohesive advertising plan
- Ensure that your all pieces of your campaign point back to the big idea



Art Director

- Conceptualize the aesthetic element of the campaign
- Develop the visual component of the materials for your client
- Send the final product to your AE



Copywriter

- Conceptualize the tone and written pieces of the campaign
- Develop the informational aspect of the materials for your client







Always Baked

Always Baked Goodies is Athens' #1 delivery service made from scratch, baked-to-order, and brought directly to customers. In addition to making the best goodies in town, all proceeds they make go to local Athens charities. Because eating fresh cookies and giving back is a pretty great way to live.

The Team

- Chris Brandus (Account Executive)
- Chandler Rumsey (Assistant Account Executive)
- Kelsey Heard (Art Director)
- Allie Keller (Strategic Planner)
- Matt Magart (Copywriter)



Pawtropolis

Pawtropolis is a one-stop-shop for all things pets. They offer a wide range of services from Doggie Daycare to Grooming and even Taxi services. Their goal is to create an environment where dogs and cats are not only safe and healthy but also mentally stimulated and having fun.

The Team

- Rebecca Hoerner (Account Executive)
- Sydnee Bush (Assistant Account Executive)
- Aimee Cundiff (Art Director)
- Courtney Peacock (Strategic Planner)
- Anne Irvin (Copywriter)



Broad Street Coffee

Broad Street Coffee is a new stop for coffee and much more. The owners plan to serve lunches, have trunk shows, and even pet adoptions at their location. Since they're not your typical coffee shop, they're imagination is endless and want to create a unique coffee experience.

The Team

- Scott Silva (Account Executive)
- Taran Gilreath (Assistant Account Executive)
- Elliot Strauss (Art Director)
- Lyndsey Adamo (Strategic Planner)
- Katie Bazemore (Copywriter)



Heirloom Cafe

Heirloom Cafe's mission is to promote community through great food, service and camaraderie. The food that Heirloom Café & Fresh Market serves is also something special. They source as many of their ingredients as possible from local producers, farmers, and artisan and bring consumers produce that was sewn, tended and harvested with care by people in our community.

The Team

- Tommy McConnell (Account Executive)
- Lisa Tully (Assistant Account Executive)
- Emily Hovis (Art Director)
- Melissa Volpe (Strategic Planner)
- Brandon Murphy (Copywriter)



PHIL

PHIL is an acronym for People Helping Improve Life. PHIL enables you to donate to Athens nonprofits without spending a dime. That's right, you can give to causes in our community that you care about at no cost to yourself. Donations are made on your behalf by Athens-area businesses. They strive to stimulate the local economy by partnering with businesses that demonstrate social responsibility, goodwill towards their community, and concern for the wellbeing of society.

The Team

- Channing Jones (Account Executive)
- Megan McLynn (Assistant Account Executive)
- Alexis Jabbour (Art Director)
- Bryce Webster (Strategic Planner)
- Alexander Sidoti (Copywriter)



Umano Label

Umano is a clothing label gives 51% of its profits to UMANOclub, a nonprofit foundation that works with partner schools in impoverished communities around the world to empower kids with better basic education. Each t-shirt frocket is designed by an underprivileged child with big dreams.

The Team

- Chloe Marten (Account Executive)
- Katie Waggamon (Assistant Account Executive)
- Ilya Polyakov (Art Director)
- Ryan Bataillon (Strategic Planner)
- Tanzene Ali (Copywriter)

Questions?





Bark back.