THE AD AGENCY STAFFED BY STUDENTS. RUN BY PROS.

WE FOUND NEMO.

SONO SUSHI EXPRESS

U ADTHING
THE UNIVERSITY OF UTAH

DAVID ECCLES SCHOOL OF BUSINESS
THINK MOST ADVERTISING SUCKS?

YOU'RE RIGHT. LET'S FIX IT.
We've started an ADTHING here at the University of Utah.
Imagine handpicking the best writers, strategists, and visualists at a PAC-12 college campus and throwing them into the deep end of advertising for 1-2 years.
Not classes.
This is real work. Engaging real clients. Directed by global pros.
So the work is at a pro level.
But with a “where the heck did that come from?” style that defines this generation.
In the end, these talented students are years ahead of their peers, and for companies recruiting them, like these.

The best way to connect with the next, savvy, social generation?

Hire them.
Who's behind this?

Bill Oakley, former Chief Creative Officer in the McCann Worldgroup.

Creative lead on the world’s largest beer at age 26.
The world’s largest airline at 32.
And the world’s largest company at 38.

More than 100 global awards including Cannes Lions, One Show, D&AD, National Effie’s (also judge),
Communication Arts (also judge), and one of Ad Age’s “12 Ads That Changed Super Bowl Marketing.”

And now he’s started this ADTHING.

With help from a global Advisory Board.
Our World-Class Advisory Board

The cool, experienced, global pros we lean on for inspiration:

Jason Sperling  ECD RPA LA
Simon Learman  CCO Fold 7 London, McCann London
Wade Alger  ECD TBWA NY, Martin Agency
Lori Feld Oakley  President, MRM McCann NA, U of Utah
Bill Kolb  CEO Commonwealth MRM McCann Global
Andrea Thomas  Former Walmart Mktg SVP / U of Utah
John Claxton  GCD FCB Chicago
Steve Bullock  Strategy Guru at Burnett, McCann, Bernstein-Rein
Samuel Estrada  MD/Creative VP McCann Colombia
Shep Kellam  Former GCD TM/McCann Dallas
Tony Passey  CEO Founder Firetoss Digital SLc
Paul Hancock  GCD OgilvyOne London, DLKW London
Bill Warren  CMO Chief Comms Officer, U of Utah
Kelly Hindley  Director Strategy MRM McCann West
Chris Cima  CD Barkley, RVGA, Victor & Spoils
Ted Tsandes  CCO/MD MRM McCann West
Ryan Brown  ECD MRM McCann
Sung Chang  CCO MRM McCann NY, AQUA
Tai Harry  CEO Richter7 SLC
Patrick Maravilla  ECD MRM McCann
Tom Love  CEO Love Communications SLC
John Youngren  GAD Love Communications SLC
Scott Troxel  Director Interactive+Web U of Utah
James Radbau  ECD Summit Group SLC
Neil Levy  ECD MRM McCann San Francisco
Dave Henke  Former GCD Partner NW Ayer NY
Liz Sweeney  Former ECD McKinney Raleigh

Bob Hoffman  Ad Contrarian San Francisco
Our very first client was a charming 25-year-old from China who owned a little sushi joint. We gave him a look, a feel, and a boatload of cool. One month later he sees a 30% traffic increase. Then he decides to move back to China. The new buyers of his restaurant remember his ads as “effing awesome.” He makes a 50% profit in 3 years. Because of the ads! In our minds, of course.
A local franchisee for FREEBIRDS World Burrito asked for help. Our first ads get a click-through rate 50 TIMES the national average. Their CEO calls, and we're signed as an Agency Of Record for Strategy and Creative – less than 6 weeks after opening our doors. We're now doing TV, OOH, social, in-restaurant marketing and more. The work is now running on all these major networks:

![Network Logos]

Oh, and same store sales are up 40%.
IN CASE VAMPIRES DO EXIST

TRY ROASTED GARLIC ON YOUR NEXT BURRITO

IT AIN'T NORMAL FREEBIRDS

MORE SMOTHERING THAN YOUR MOM

FREEBIRDS WOOL BURRITO
So, out of the blue we contact one of the hottest startups around, Allbirds, from San Francisco and New Zealand. Touted as “the world’s most comfortable shoe” by FAST COMPANY, WIRED, and TIME, these sustainable shoes had marketing that, in our minds, was in serious need of some attitude. So we sent them some. The founder called the very next day, wanting to talk.
yes, feet can have organs.

and then God said “let there be shoe.”

allbirds
Our students felt powerless in the wake of the changing immigration laws of this country. So they decided to write a letter.

To the whole world.

And put it on film.

The Huffington Post picked it up and wrote a wonderful endorsement.
We were asked to pitch electric bikes to thousands of college students.

“ Aren’t those for old Germans who can’t pedal uphill?” we ask.

“Yes, what’s your point?” they answer. Okay...

We did some work that’s really fun, running all over campus and online.

$40K worth of bikes sold in just weeks.

Go figure.
BIKE TO CLASS WITHOUT SMELLING LIKE JEFF FROM ECON WHO DOESN'T SHOWER.

BIKE TO CLASS LIKE IT'S DOWNHILL BOTH WAYS.
One of the fastest-rising business schools in the nation asked us to help with their brand identity.

We developed a new positioning around the real-world, real-experience, entrepreneurial approach the David Eccles School of Business is bringing to its entire curriculum.

All with a new theme.

And a clear Call-To-Action for the kinds of students and faculty they wish to attract.
Where last year over 400 companies were launched... by students.
How much was your last raise?
12 Masters with up to 63% salary increases.

Doers wanted.
Planned Parenthood and their agency, McCann, asked for our thinking.

There was a time, before Planned Parenthood, when family planning and women's health issues were an underground, unsafe place.

And without proper funding, we could treaded back there.

There are countless examples of why we should never go back.
THERE WAS A TIME WHEN WOMEN RINSED WITH COLA AS BIRTH CONTROL.

We’ve learned since.
WE WON’T GO BACK.

THERE WAS A TIME WHEN JUST WRITING ABOUT IT PUT YOU IN PRISON.

It’s never been clear.
WE WON’T GO BACK.

THERE WAS A TIME WHEN CERVICAL CANCER WAS THE LEADING CAUSE OF DEATH FOR WOMEN.

We’ve learned since.
WE WON’T GO BACK.
The founder of Alpha Coffee, a decorated veteran, wanted to take his brand to the masses.

We found something special in a program they had been doing since the day they started.

Sending a cup of coffee to front-line troops (not pentagon desk jockeys) for every single purchase. Every one.

To us, this is more than kick-ass coffee. This is kick-ass coffee with a cause.
We are honored to have been asked to brand a remarkable new tech venture called TETRAdapt.

One that creates new ways for completely paralyzed individuals (TETRaplegics) to ADAPT in ways they never could before.

Allowing them to ski, swim, sail, and bike entirely on their own using advanced sip and puff technology.

We’ve developed naming, positioning, identity systems, and more.
A small non-profit asked us to promote an unusual cause: preparing for end-of-life care. We created a series of real-life films highlighting the need for families to talk about this uncomfortable topic. And avoid the extraordinary mistakes most of us make for the last years of our lives.

We decided to speak to the children of the elderly with a unique premise:

Your parents had the awkward “Talk” with you about sex.

It’s time for you to have “The Talk” again… with them.
9 OUT OF 10 PEOPLE INTEND TO TALK TO THEIR LOVED ONES ABOUT END-OF-LIFE CARE.

ONLY 3 ACTUALLY DO.

LET'S ALL HAVE "THE TALK" AGAIN.

HaveTheTalkAgain.com
We were asked to help University of Utah Health Sciences with their first rebrand in 25 years. Positioning, design systems, a brand film and brand identity.

We are now their agency for a continuing stream of work, from brand planning to a unique social media project that elevates their unsung heroes of medicine.
Our favorite unsung hero of medicine, of course.
Cool design! Logos! Identity systems?

Yes. Yes. And yes.
Talented photographers and film makers! Yeah, we got that, too.
All our work, all about us, and how to join us, can be found at adthing.utah.edu