WE FOUND
NEMO.
The best way to connect with the next savvy, social generation?

Hire them.
We’ve started an ADTWING 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.
What we think –

We believe the world of marketing has been hijacked by “WHERE.”

Where to run your message has become most important. It’s not.

We all have the data to know where consumers are. And how to put ads there.

But it doesn’t matter if your message is where they are searching, sharing, posting, driving, walking, or watching . . . if it sucks.

Let’s get back to the heart of what we do. Not WHERE to advertise. But WHAT to say. And HOW to say it.

Showing our clients in an interesting way so someone actually gives a damn.

Then maybe the world won’t want to block our ads so much.

It really is that simple. And that hard.
In the end, these talented students are years ahead of their peers. And for the lucky companies recruiting them, like these.
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/IC Leo Burnett, TBWA, 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
Shop Kellam  Former GCD TM/McCann Dallas
Tony Passey  CEO Founder Firetoss Digital SLC
Paul Hancock  GCD OgilvyOne London, DLKW London
Bill Warren  CMO, Chief Comm Officer, U of Utah
Kelly Hindley  Director Strategy, MRM McCann West

Chris Cima  CD Barkley, RVGA, Victor & Spoils
Ted Tsandes  CCO MRM McCann, Skull Candy
Ryan Brown  ECD MRM McCann
Sung Chang  CCO MRM McCann NY, AQUA
Tal 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
Richard Warren  CDO London, DLKW London
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:

Oh, and same store sales are up 40%.
YOU ONLY HAVE ONE TONGUE ABUSE IT.

IT AIN'T NORMAL.

FREEBIRDS

NOW THIS IS WHY GOD MADE PIGS.
IT AIN'T NORMAL.

THAT.

NOBODY HAS TO
KNOW
YOU LOOK LIKE
THAT.

FREEBIRDS WORLD ENTRÉE
DELIVERY
So, out of the blue we contact one of the hottest startups around, Allbirds, from San Francisco and New Zealand. These sustainable shoes are touted as “the world’s most comfortable shoe” by FAST COMPANY, WIRED, and TIME. But their marketing, 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

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.

Over $250,000 worth of bikes sold in 7 weeks. Yes… $250,000.

A staggering 12,500% ROI.

Go figure.
BIKE TO CLASS
WITHOUT SMELLING LIKE JEFF FROM ECON WHO DOESN’T SHOWER.
This start up from Portland found us to help them launch their new water bottle. It has a unique, patented lid that has two ways to drink.

Product design, logo development, brand identity, messaging, advertising, website, crowd funding, Chinese manufacturing...

You name it, we’re a part of it.
hey look, a water bottle that goes both ways.

if this water bottle was your new boyfriend you'd be late for work... a lot.
kill two birds with one lid.

hey look, a water bottle that goes 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.

Doers wanted.
Doers wanted.

Where last year over 400 compaines were launched... by students.
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.

Without proper funding, we could be headed back there. And there are countless examples of why we should never, ever go back.
THERE WAS A TIME WHEN JUST WRITING ABOUT IT PUT YOU IN PRISON.

WE'VE BEEN THERE. WE WON'T GO BACK.

THERE WAS A TIME WHEN WOMEN RINSED WITH COLA AS BIRTH CONTROL.

WE'VE BEEN THERE. WE WON'T GO BACK.

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

WE'VE BEEN THERE. WE WON'T GO BACK.
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
A vast amount of recycling never gets recycled because it’s simply not put in the right bins.

So, we attacked the problem right when it happens — putting colorful messages on trash and recycle bins in food courts, and scoreboard videos at arenas — so you see them right after eating.

We simply said:

“Hey, you just had some tasty food, please take a moment and separate your trash and recycling.”

But we said it a little stronger than that.
No matter what you ate
Don’t be a trash hole

No matter what you ate
Don’t be a trash hole

Recycle right
Think before you throw
Don’t be a trash hole

recycle.
University of Utah Health asked us to help with their first rebrand in 25 years.
We were part of their new logo, identity, and positioning.
We even gave them a cool new business idea to differentiate their Health Plans from every other insurer in the market.
You're an adult now. Read something.

So, this college news organization has been creating award-winning journalism for over 100 years. But, most students didn't know about it. And the few that did, thought it wasn't for them. Sounds like a classic awareness problem. Solved.
You're an adult now. Read something.

Let your thumbs touch something real.

Your campus. Your news. (FOMO)
Cool design! Logos! Identity systems?

Yes. Yes. And yes.
Talented photographers and filmmakers? Yeah, we got that, too.
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