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Creativity IS THE **CURE**

TO 2020.
TO SAYING GOODBYE.
TO EMBRACING UNCERTAINTY.
TO RECONNECTING.
TO REFOCUSING.
TO GETTING OUT OF BED.
TO NOT GETTING OUT OF BED.
TO MURDER HORNETS.
TO SOCIAL DISTANCING.
TO KEEPING YOUR HEAD UP.
TO NOT GIVING UP.
TO NOT THROWING UP.
ZOOM CALL
AFTER ZOOM CALL!
AFTER ZOOM CALL!
AFTER ZOOM CALL.
TO A YEAR THAT TESTED US.
TO A YEAR THAT EMPOWERED US.
TO A YEAR THAT WOKE US.
TO THE POWER OF STANDING TOGETHER.
TO THE POWER OF CREATING TOGETHER.
TO THE POWER OF CELEBRATING TOGETHER.
TO THE POWER OF BUILDING TOGETHER.
TO NOW.

Creativity IS THE **CURE**

JEFF MARTIN
CREATIVE DIRECTOR, DAD, VET, COLORADAN WITH SOUTHERN ROOTS

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JUDGES



David MacKereth

Creative Director, BBDO Minneapolis
MINNEAPOLIS, MN

David serves as CD at BBDO Minneapolis. He has worked on nationally-known brands such as Hormel, Aviva, 3M, Cadillac, Cruzan Rum and Purina. Before BBDO, he worked at other Minneapolis powerhouses such as Fallon and Campbell Mithun.



Dominique Monet

Associate Creative Director, GSD&M
AUSTIN, TX

Dominique is an ACD at GSD&M in Austin, Texas. She has worked on iconic global brands such as McDonald's, Crocs, Toyota, Samsung and Frito-Lay. Dominique previously worked at R/GA, Sanders/Wingo and Burrell Communications.



Donnell Johnson

Global Creative Director, Anomaly
NEW YORK, NY

Donnell is currently Global CD at Anomaly in New York City. Prior to Anomaly, he held leadership positions at Droga5, Saatchi & Saatchi and 180LA. His portfolio is filled with impressive brands such as AT&T and Carnival Cruises.

JUDGES



Jorge Pomareda

Creative Director, Highdive Advertising
CHICAGO, IL

Jorge is a CD at Highdive Advertising in Chicago, Illinois. His award-winning career came courtesy of Jeep, Rocket Mortgage, P&G, Allstate, Citi and Diageo. Before joining Highdive, Jorge worked at Cossette, Leo Burnett and Sapient Razorfish.



Christina Yu

Creative Lead
CANADA

Christina is a creative leader in Canada. She has worked previously at Rethink, Red Urban, Lowe Roche, BBDO and Taxi. Christina has put many braincells against premier brands such as Kraft, Heinz, IKEA, WestJet, Subaru and Volkswagen.

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BOOK PRODUCTION

Amanda Weaver asweaver.com
Jay Roth, Tonja Roth

THE FIFTY 2020

MADWELL

JUDGE'S CHOICES x3

VISIBLE

RED ROCKS UNPAUSED

EVENT

When 2020 was put on pause, Visible phone service used their all-digital expertise to press play on the ultimate interactive livestream concert series: Red Rocks Unpaused.

With a suite of first-of-their-kind integration capabilities, the audience helped shape the show from the comfort of their homes - projecting messages of support onto the Red Rocks, triggering light animations, voting for encore songs, sending audio cheers to the performers, and more.

In the end, Red Rocks Unpaused attracted the largest attendance of any Red Rocks event ever with 8,684,202 attendees; 7,082,764 people engaged with the organic social posts; we brought in a whopping 2,538,491,170 in earned media impressions; and it brought the Visible brand to the forefront of peoples' minds. With Red Rocks Unpaused, we built the new frontier in virtual concerts, bringing the thrill of live music back to artists and fans.

CREDITS

MADWELL

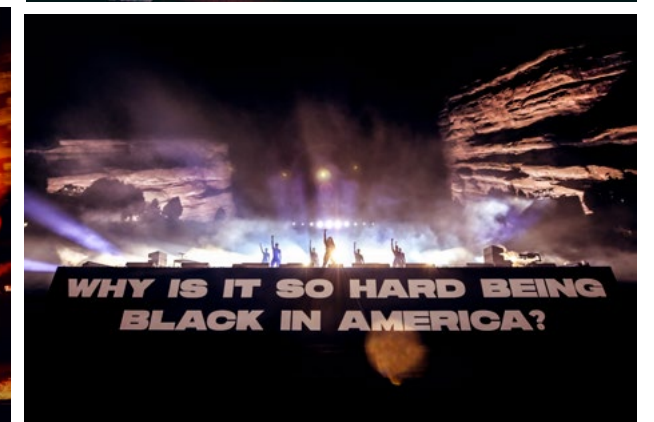
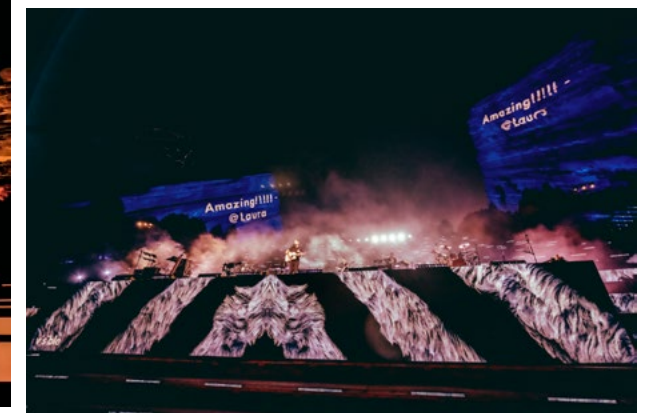
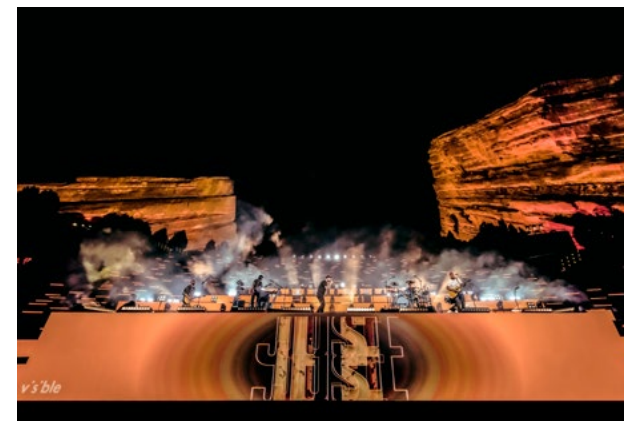
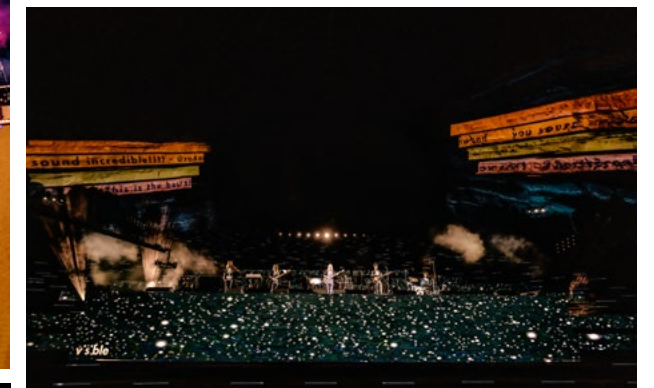
Exec **Jeff Gillette**, Production Director **Brigid McEntee**, Creative Directors **Brett Dixon**, **Court Schopfer**, **Pedro Saldarriaga**, Associate Creative Director **Brian Naujelis**, Sr. Creative Producer **Julia Goldsmith**, Creative Producer **Mike Margiotta**, Producer **Jeff Yeatman**, Group Account Director **Natalie Ross**, Account Director **Kait Erickson**, Account Supervisor **Charlie Smith**, Strategy Director **Kristina Husted**, Comms Strategy Director **Sacha Coates**, Sr. Strategy **Madie Oldfield**, Sr Designer **Jen Beck**, Designers **Andy Diaz**, **Ryan Kurz**, **Wake Coulter**, Sr Copy **Libby Dean**, Copywriter **Kelley Bode**, Social Copy **Kelsey Nguyen**

VISIBLE

Head of Experiential **Kirstie Rivard**, Events & Experience Manager **Alix Hunsaker**, Head of MarComm **Pearl Servat**, Digital Marketing Lead/Social and Custom Content **Sarah Baker**, Head of Media **Curt Hokanson**

VTPRODESIGN

Creative Director **Michael Fullman**, Digital Artist/Multimedia **Adam Amaral**, Technical Producers **Paul Elsberg**, **Hayk Khanjian**, **Matt Mojo**, **Nico Yenazian**



PIGGYBACK CREATIVE

JUDGE'S CHOICE

CHEEBA CHEWS

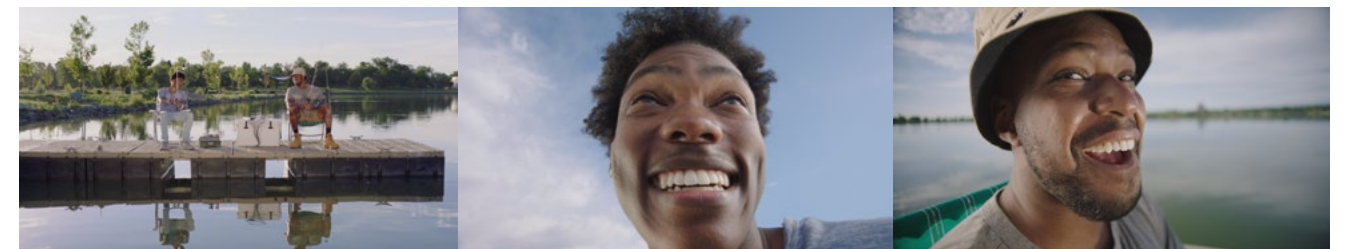
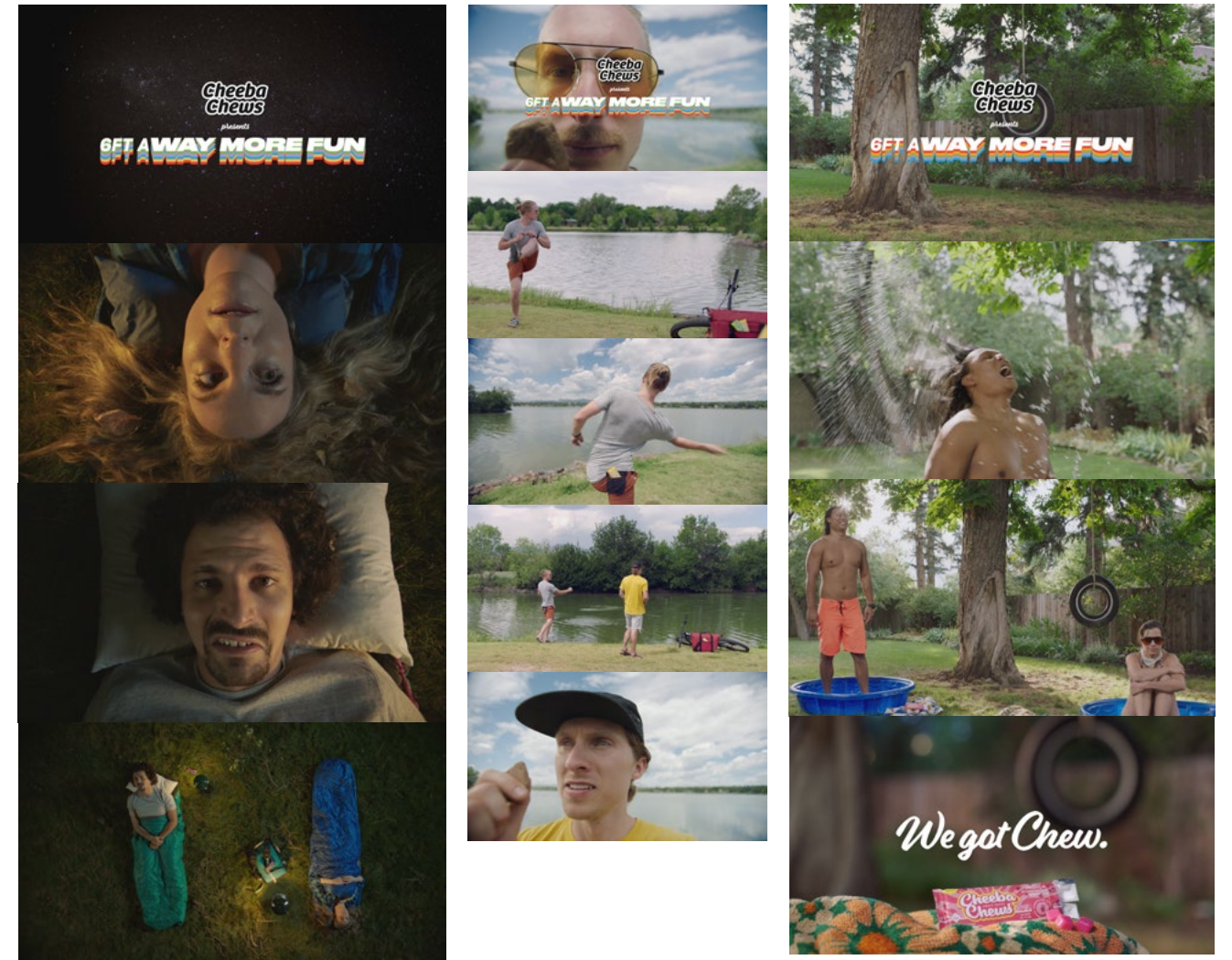
6 FEET AWAY MORE FUN

SOCIAL

The age of social distancing deserved a digital and social campaign to not only help guide people through it, but put a well-needed smile on their faces. Sure, social distance threw a wrench in some of our bigger summer plans. Good thing there was the world's leading edible to make things a little more fun from 6 feet away. Introducing Cheeba Chew's Summer of Social Distance series. You too just might spend the entire day skipping rocks.

CREDITS

Agency & Production Company **Piggyback Creative**, Directors **Leigh Masters, John Angelopulos**, Writer **John Angelopulos**, Producer/Art Director/Designer **Leigh Masters**, Editor **Mike Immerman**, Director of Photography **Adam Bove**, Sound Studio **Coupe Studios**, Music House **Brewhouse Music**



INTEGER

JUDGE'S CHOICE

INTEGER / TBWA

WOMEN'S HISTORY MONTH POSTCARDS POSTCARDS

There are infinite reasons to celebrate the special women in our lives, and whether it's your sister, wife, mother, best friend or coworker, they each deserve to hear just how loved and appreciated they truly are. So, for Women's History Month 2020, our employees illustrated twelve postcards with words of encouragement, inspirational quotes and motivational messages. We shipped the postcards around the globe and watched the positive affirmations uplift the women we admire and love.

CREDITS

VP, Creative **Steve Gammel**, EVP ECD **Dani Coplen**, Art Directors **Cait Gamble**, **Katie Dondale**, **Mia Cupidro**, **Kelsey Kovalcik**, Senior Art Directors **Man Ha**, **Nathan McCollum**, Associate Design Director **Jason Shiskowsky**, Creative Director **Lisa Braden**, Associate Director, POSS **Marcy Mercer**



CACTUS

COLORADO LOTTERY

SCRATCH OFF 2020

INTEGRATED

The launch of Cash Scratch during the election season of 2020 provided a unique opportunity to leverage our ticket art and tell a broader story. What if the founding fathers were running for office in today's political climate? Instead of advertising the game as a whole, we had the idea for Scratch Off 2020, a mock election complete with attack ads, media coverage and online voting. This modern take on Washington, Hamilton, Franklin and Grant was anything but politics as usual for the category. By poking fun at today's political climate we were able to reach across the convenience store aisle and leverage the moment among a diverse group of potential players.

CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, Creative Director **Shea Tullos**, Senior Copywriter **Will Patterson**, Art Director **Page Halter**, Senior Integrated Producer **Martha Douglas**, Account Director **Summer Duncan**, Account Manager **Ethan Nosky**, Project Manager **Helen Rudolph-Shabinsky**, Production Company **Content/s**, Director **Brendan Beachman**, Executive Producer **Leslie Allen**, Post Production **11 Dollar Bill**, Editor **Wayde Samuel**, Audio Post **Coupe Studios**, Senior Engineer **Greg McRae**



SUKLE ADVERTISING + DESIGN

COLORADO BROADCASTERS ASSOCIATION

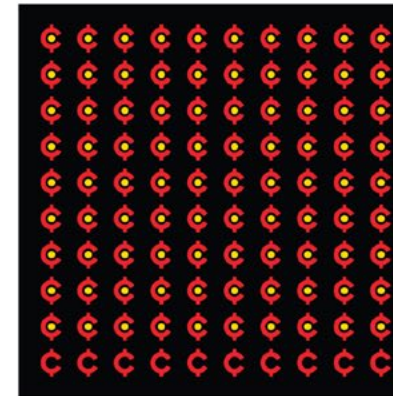
REBOOT COLORADO IT'S HARD

RADIO

Small businesses across Colorado took a huge hit due to Covid-19. So, we created a radio campaign, from home, using nothing but a voice bot, to encourage Coloradans to shop small. Because money spent local stays local, and that's good for everyone.

CREDITS

Creative Director **Mike Sukle**, Copywriter **Lindsay Dyer**, Art Director **Rachel Hickey**, Producer **Michon Schmidt**, Account Manager **Karoline Johnson**, Sound Studio **Coupe Studios**



FACT & FICTION

AAA

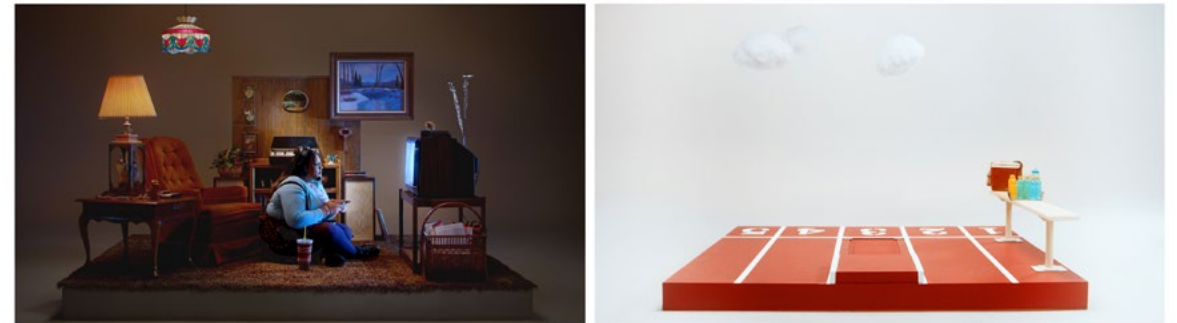
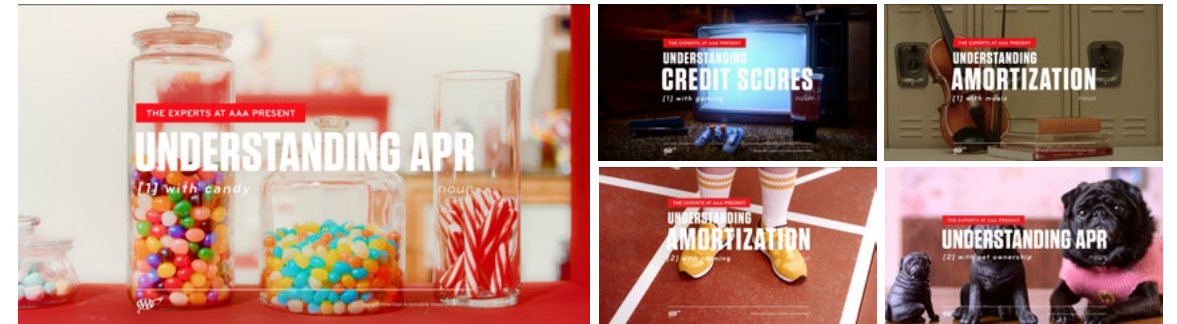
THE RE-JARGONATOR

SOCIAL

Understanding finances, insurance, and loans is confusing. Let alone all the jargon that goes along with those things. And often times, searching for definitions online, just confuses things more. The people at AAA, who are experts when it comes to insurance and finance, wanted to help. So, we created a way for people to understand these terms (on their terms) by allowing the user to choose what type of explanation of a complicated subject is best suited for them. Into sports? Choose the baseball analogy. Not a jock? Maybe the gamer analogy would make more sense to you. We de-jargoned jargon. By re-jargoning it into an entertaining choose-your-own-adventure style explainer series.

CREDITS

Production Company **Fact & Fiction**, Founding Partner/CCO **Kyle Taylor**, Executive Creative Director/Director **Rob Lewis**, Creative Director/Director **Brock Johnson**, Executive Producer **Kristen Del Calzo**, Senior Producer **Rosie Ollero**, Creative Team/ Photography Director **Jacob Glazier**, Creative Team **Boston Heath**, Technical Producer **Ben Pickett**, Producer **Ellyn Church**, Editor **Ian Marks**, Sound Designer **Cody Troyer**, Director of Account Service **Travis Reeb**, Account Supervisor **Sam Carolan**



KARSH HAGAN

PANACEA LIFE SCIENCES

PANACEA REBRAND

BRANDING

The CBD industry has become a crowded place, which makes Pana a breath of fresh air. By bringing together the best of science and nature through 100% organic ingredients and rigorous scientific-based processes, their mission to cultivate everyday wellness never falls short.

For a CBD brand this refreshing, they needed a look and feel that followed suit.

We helped Pana undergo an extensive rebranding that included a goddess logomark inspired by Panacea, the Greek goddess of healing. We also implemented new colors and graphic lines and patterns that provide a sophisticated, apothecary-esque feel to complement the brand's natural remedies. To differentiate their product lines we brought in a hand-drawn illustration style, each illustration depicting the product line they represent.

CREDITS

Chief Creative Officer **Jeff Martin**, Executive Creative Director **Dave Cook**, Design Director **Greg Ryan**, Associate Creative Director/Designer **Camille King**, Copywriter **Ben Rindles**, Illustrators **Camille King**, **Rachel Jablonski**



IMAGE BREW

CREDIT UNION OF COLORADO (COHN)

SISTERS

VIDEO

The Sister's spot is part of a campaign based upon real-life narratives and how the Credit Union of Colorado is more than a financial institution but a community building establishment that strives to be an extension of their customers and an authentic part of their family story.

Sisters tells the story of two siblings growing up over 4 decades. The spot was produced in one day with multiple cast members portraying the same characters throughout the timeline. The Art Department created the 50's, 60's, 70's and 80's with ease using the same house for the primary location. Cast and Crew Denver based.

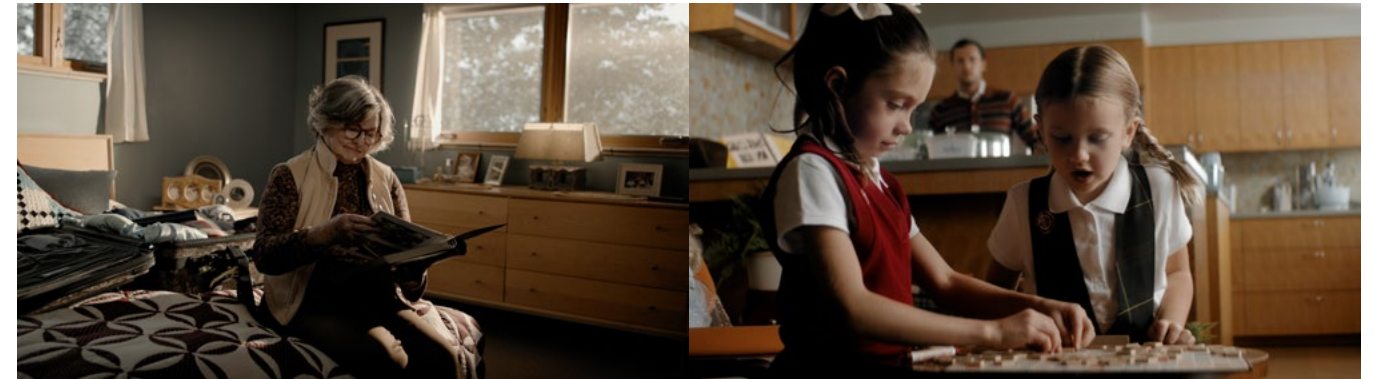
CREDITS

IMAGE BREW

Production Company and Creative Services **Image Brew**, Director/Editor **Marshall Burnet**, Director of Photography **Robert Muratore**, Stylist **Molly McCurdy**, Writer **Marshall Burnette**

COHN MARKETING

Creative Director/Art Director **Chris Thomas**



CACTUS

CACTUS

CITIZEN IMPEACHMENT

EXPERIENTIAL

When it became clear the Senate would choose power over their oath to defend the Constitution, we made a commitment to use our professional talents to create a compelling campaign to rally undecided voters in swing states to show up at the polls.

Our premise was simple: there is more disdain for Trump among many voters than there is passion for Biden. What if we gave Americans another compelling reason to show up and vote? Our answer was Citizen Impeachment 2020, a campaign that reminds Americans that the power still remains with the will of the people.

It was created by a band of patriots who believe American Democracy itself is at stake in this election. The campaign includes billboards, video, social media, community outreach and targeted digital in swing states to help ensure we defeat Donald Trump, for Democracy and for the Republic.

CREDITS

Founder/CEO **Joe Conrad**, Chief Creative Officer **Norm Shearer**, Creative Director **Jeff Strahl**, Senior Copywriter **Will Patterson**, **Shea Tullos**, Sr. Art Director **Hailey Simon**, Art Director Intern **Julia Muell**, Copywriter Intern **Megan Lange**, Content and Brand Experience Manager **Kelsey Arline Peterson**, Sr. Digital Planner **Katie Harker**, Production Studio Manager **Mark Tanner**, Sr. Creative Producer **Julie Mimmack**, Developer & Digital Designer **Austin Lliteras** Project Manager **Helen Rudolph-Shabinsky**



MADWELL

VISIBLE

UNLIMITED EYEBROWSING
DIGITAL

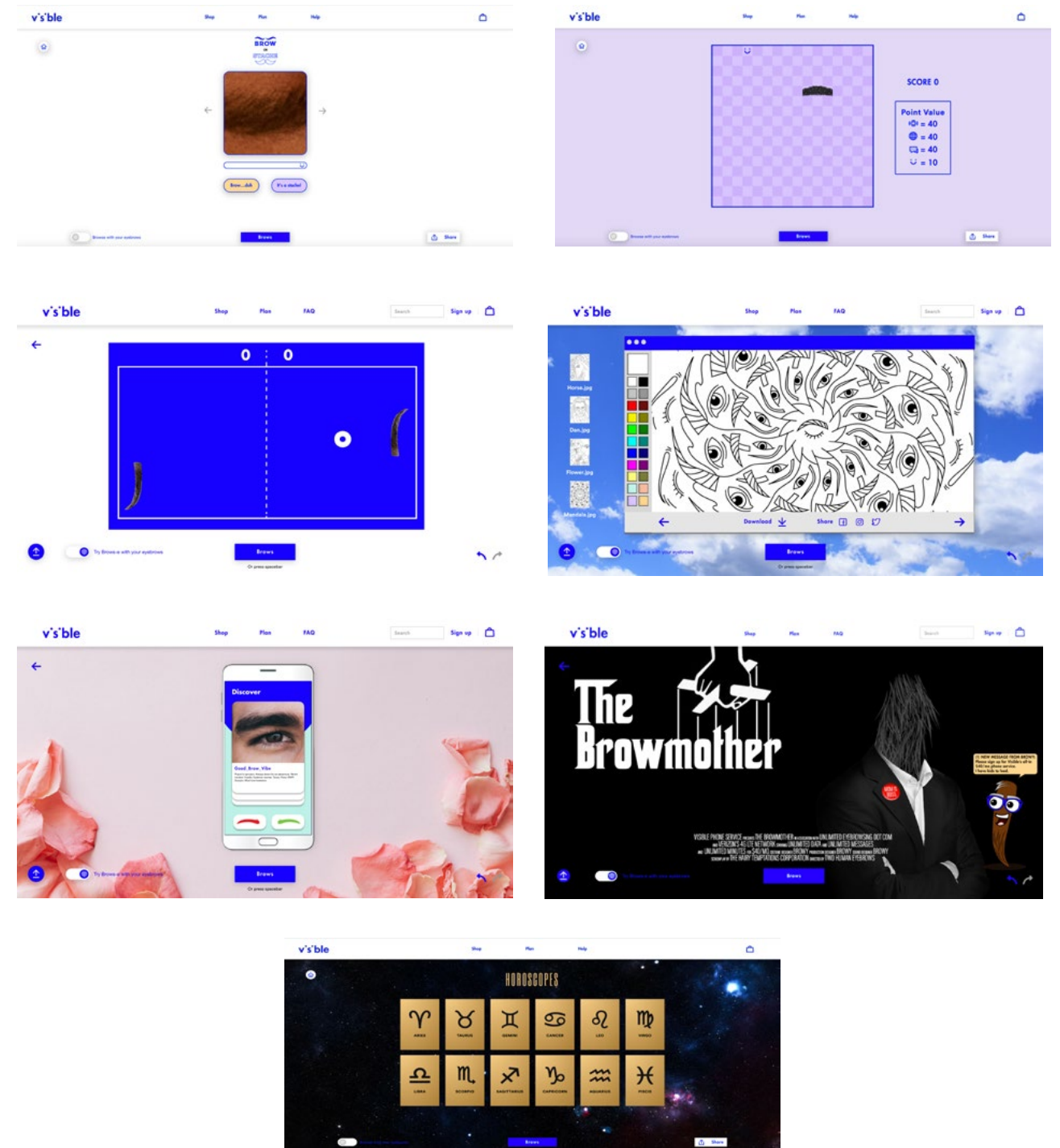
Visible phone service worked with Dan Levy on a series of commercials to promote their \$40/month offering, including unlimited data for unlimited Internet browsing. In one of the commercials, we shamelessly use Dan Levy's (glorious) eyebrows to sell Visible's unlimited browsing. (Brows. Browse. Get it?!)

As the spot ends, we drive people to UnlimitedEyeBrowsing.com, a seemingly endless experience of eyebrow-based content: our way of reminding you that with Visible, the browsing never ends.

To ensure an unlimited feel, we created over 300 unique pieces of content, including but surely not limited to: Ping pong paddles made out of eyebrows, a dating app for eyebrows, eyebrow astrology, eyebrow fan fiction, the adventures of Super Brow, eyebrow coloring pages, downloadable eyebrow wallpapers, and so much more. Oh, and did we mention you can literally browse the site by moving your eyebrows up and down? Yeah. You can do that.

CREDITS

ECD **Jeff Gillette**, CD **Brett Dixon**, ACD **Chris Church**, Sr. Designer **Armando Gian**, Associate Designer **Brianna Bradley**, Designers **Charlotte Ableman**, **Ryan Kurz**, **Eric Holton**, **Wake Coulter**, Copywriters **Kelsey Nguyen**, **Charity Lombardo**, Developers **Joe Cooper**, **Kirby Bukowski**, Director of Technology **Mike Cargian**, Creative Producer **Mike Margiotta**, Production Director **Brigid McEntee**, Animators **Scotty Nolan**, **Zach Morin**, Account **Sydney Sadler**, Strategy Director **Kristina Ford**, Sr. Social Strategist **Darren Allison**, Media Planner/Buyer **Tori Piersanti**



FORTNIGHT COLLECTIVE

ODELL BREWING COMPANY

THE OBC WINE PROJECT

INTEGRATED

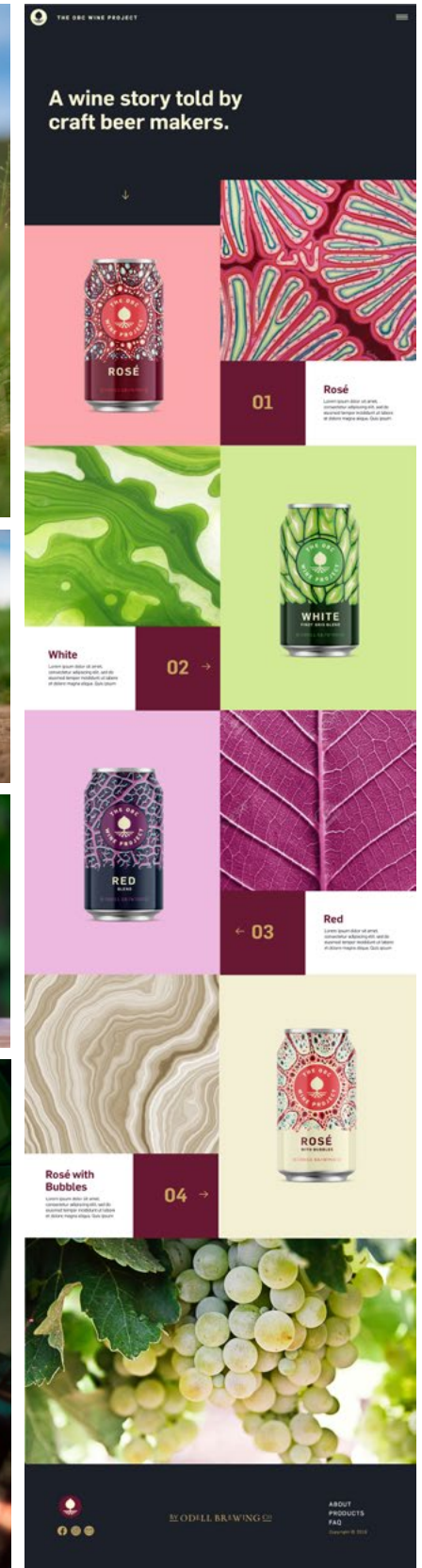
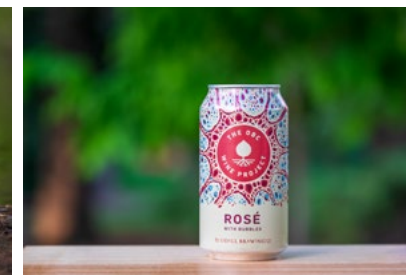
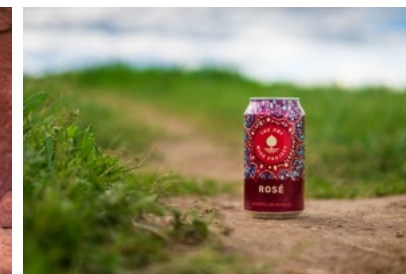
A wine story told by craft beer makers.

After over two years of development, Odell Brewing Co. has officially launched The OBC Wine Project and its first line of canned wines. The urban winery, located adjacent to the Fort Collins brewery, is dedicated to pushing the boundaries of modern American wine and will distribute across the state of Colorado.

From brand strategy to naming to packaging design, Fortnight Collective had the opportunity of working with Odell to build the brand from the ground up. Inspired by patterns found in nature, the cans are bright, vibrant and invite you to enjoy the expertly crafted liquid inside.

CREDITS

Executive Creative Director **Noah Clark**, Designer **Josh Jevons**, Copywriter **Kate Kayne**, Brand Director **Jen Kubis**, Strategic Planner **Lindsay Nelson**, CEO **Andy Nathan**



GRIT

STRAINGE BEAST SOCIAL CAMPAIGN

SIERRA NEVADA BREWING COMPANY

VIDEO

With hard kombuchas entering the market from all directions hoping to leverage the rising equity of the hard seltzer category while leaning into the nation's ever-evolving preference for healthier, more thoughtful beverage options, Sierra Nevada launched the Chico Fermentation Project to create Strainge Beast, a hard kombucha in three unique flavors. Known for its esteemed brewing processes, Sierra Nevada wished to focus more on the flavor and quality of the product, rather than the health benefits. Content was designed to introduce consumers to the "Strainge Lifestyle" and what's possible when you explore what the "Beast" has to offer with a product that's "Hard to Describe, Easy to Drink." We developed creative that would showcase the unexpected flavors and create a bit of intrigue around the results of a newly intoxicating product that's creating a buzz with a new type of buzz.

CREDITS

CD **Sean Topping**, ACD/Designer **Gabe Re**, Copywriters **Gabe Re, Lizzy Bakhaus, Ryan Johnson, Jay Roth**, Art Director **Brandon Gratton**, Photographers **Gabe Re, Sean Topping**, Illustrator **Chandler Dolan**, Animator **Bryce Walhof**



CACTUS

COLORADO DEPARTMENT OF AGRICULTURE & COLORADO CRISIS SERVICES

RUSTY'S STORY

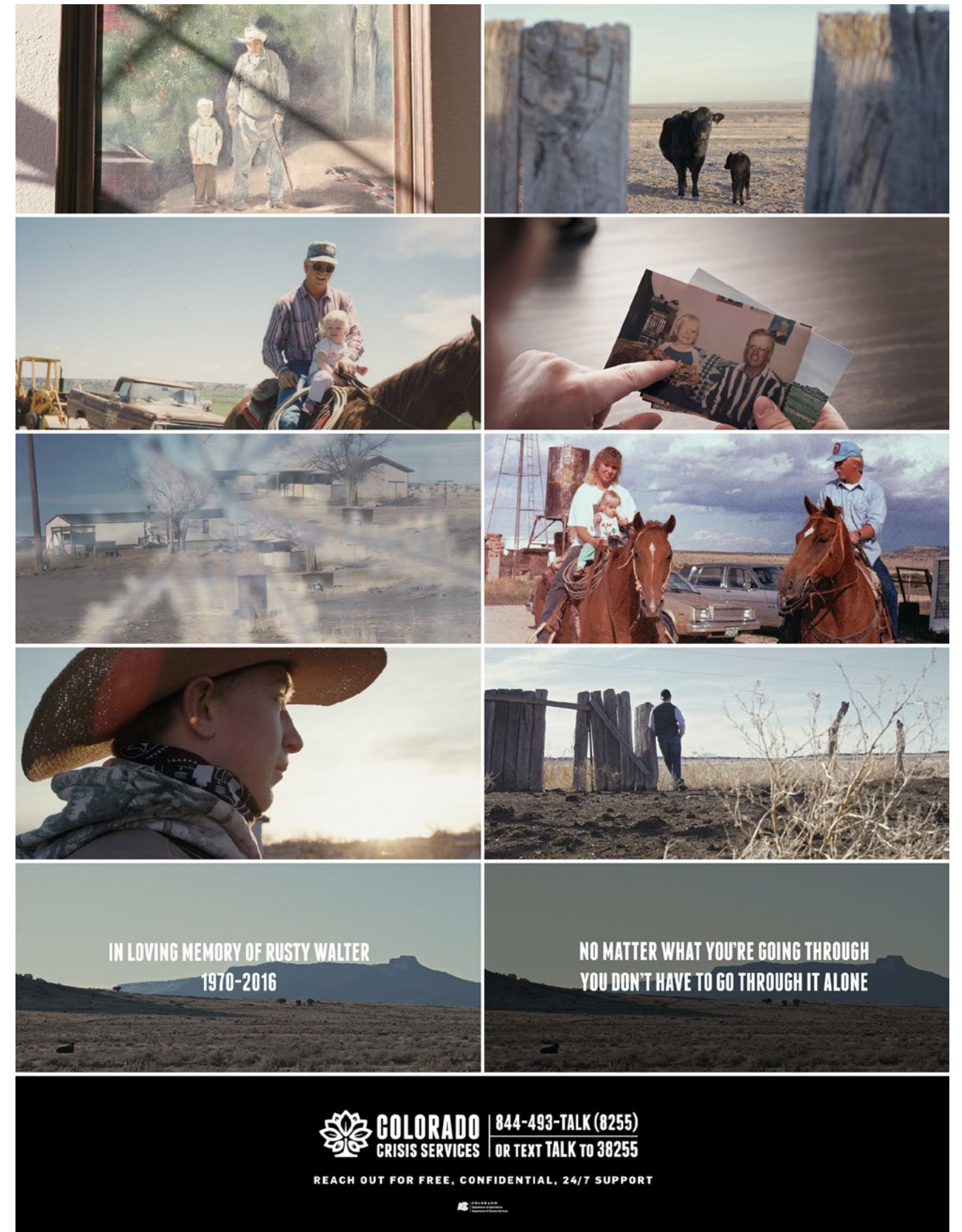
VIDEO

Suicides among rural Coloradans are rising at an alarming rate. Farmers and ranchers face the challenge of maintaining generational farms and ranches through uncontrollable financial fluctuations, the challenge of physical isolation, and a lack of accessible mental health resources. Unfortunately, many begin to see suicide as a way out of their feelings of endless pressure, disappointment, and pain. So the Colorado Department of Agriculture worked with Colorado Crisis Services and Cactus to produce a short film that shares one Colorado family's experience with suicide.

The film captures the story of Rusty, a rancher who died by suicide, through the lens of the family he's left behind. Director Dana Romanoff delicately captures the weight of a family in the aftermath of suicide in a film that is both plain-spoken and elegant, heartbreaking and beautiful, as it communicates with clarity: whatever you're going through, you don't have to go through it alone.

CREDITS

Production Company **Cactus**, Director **Dana Romanoff**, Editor & Colorist **Jeff Wilson**, Executive Producer **Brooke Woodruff**, Producer **Martha Douglass**, Account Manager **Thomas Vossler**, Strategist **Eduardo Neidig**



GREAT OUTDOORS COLORADO

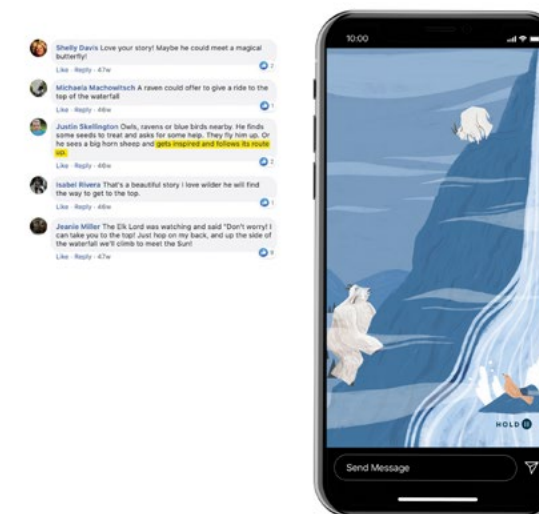
WILDER AND THE VERY SHORT DAY

INTEGRATED

Generation Wild is a movement to connect children to the outdoors. They wanted to keep their followers engaged over the dark winter months. So, we introduced families to, Wilder and The Very, Very, Very Short Day. On November 26th, we began weaving a tale about Wilder, a lovable part goat, part yeti. He was in a high stakes race with the sun to the top of a mountain. That's where the first chapter ended, and it was up to our social followers to tell us what happened next. Over the next three days, we collected ideas, wrote, illustrated and animated the next chapter. This continued until December 21st, the shortest day of the year. The Instagram and Facebook Stories became a book which was published and sold. Hundreds of books were distributed to libraries throughout Colorado. The campaign generated over 350,000 engagements and endless amounts of love.

CREDITS

Creative Director **Mike Sukle**, Copywriters **Lindsay Dyer, Jeff Schuller**, Art Director **Rachel Hickey**, Producer **Michon Schmidt**, Account Supervisor **Christina Wilder**, Account Manager **Karoline Johnson**, Illustrator **Rae Ritchie**, Animator **Matt Carpenter**



ASPENCORE STUDIO

ARROW ELECTRONICS

DRIVEN

VIDEO

A racecar driver's dream of mobility becomes reality after an accident.

"Driven" tells the story of former Indycar driver and team co-owner of Arrow McLaren SP, Sam Schmidt. Rendered a quadriplegic after a racing accident, Sam has always strived to regain his mobility. With the help of Arrow Electronics, he's done just that driving and racing the SAM (Semi-Autonomous Mobility) Corvette. Arrow is now pushing even further helping Sam with semi-autonomous mobility through technology. The inspirational story aired as a commercial on the NBC broadcast of the 2020 Indy 500.

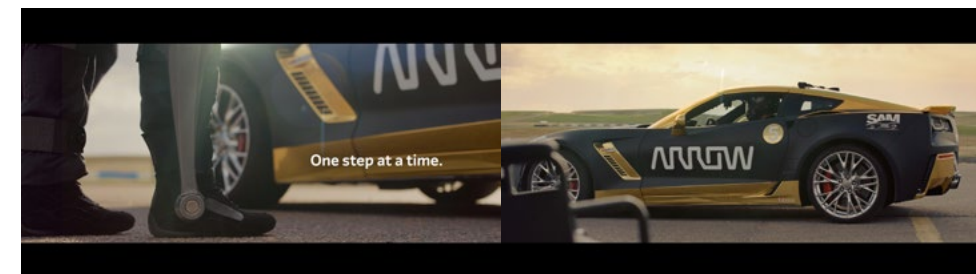
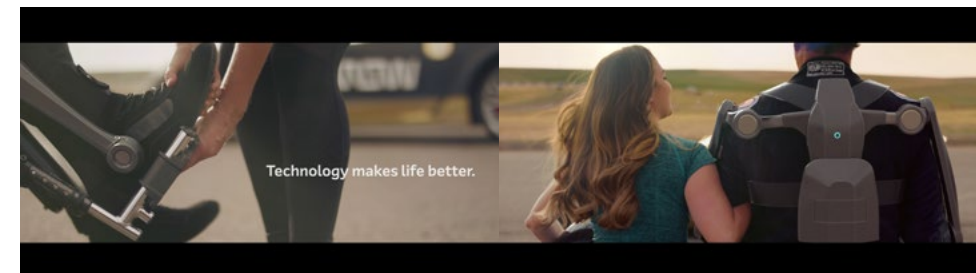
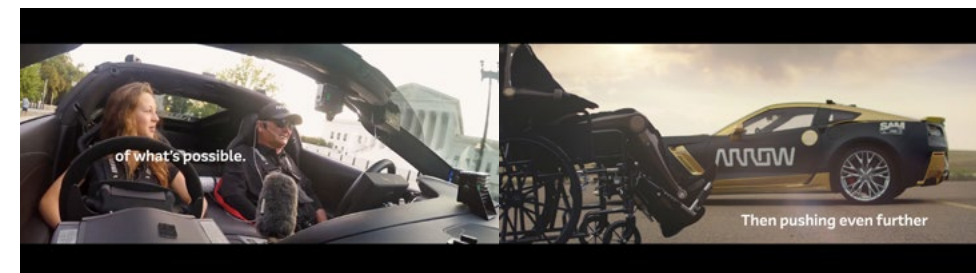
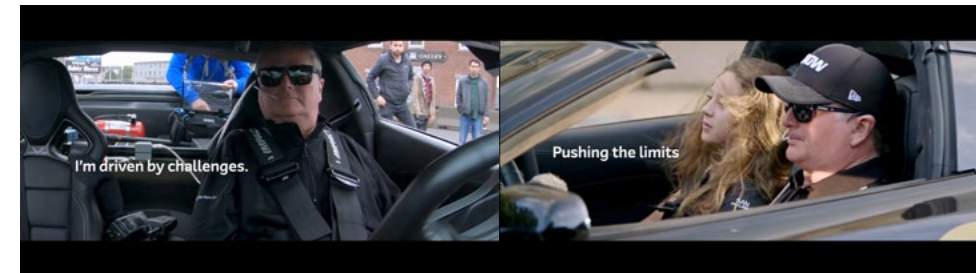
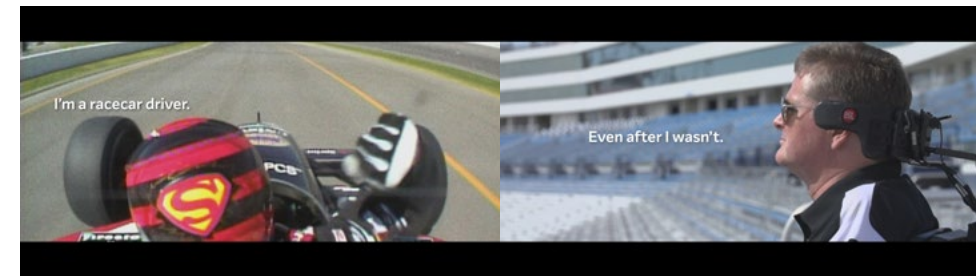
C R E D I T S

ASPENCORE STUDIOS

Creative/Production Company **AspenCore Studio**, Director/Executive Producer **Steve Urbano**, Creative Director **Spencer Millard**, Writers **Thomas Hripko**, **Spencer Millard**, Director of Photography **Kaleb Kohart for Studio C3**, Line Producers **Brenda Ambrize**, **Robert King**, Post Production **Geo Media**, Producer **Murray Breit**, Editor/Color **Marco Rabadan** Animation/VFX **Jeff Stoyer**, Music **Nova Nimbus**, Sound Design/Mix **Alex Hawley for Coupe Studios**

ARROW ELECTRONICS

SVP, Chief Marketing Officer **Victor Gao**, VP, Global Communications **John Hourigan**, Director, Corporate Social Responsibility **Joe Verrengia**



PIGGYBACK CREATIVE

CARHARTT

HEROES BEHIND THE MASK

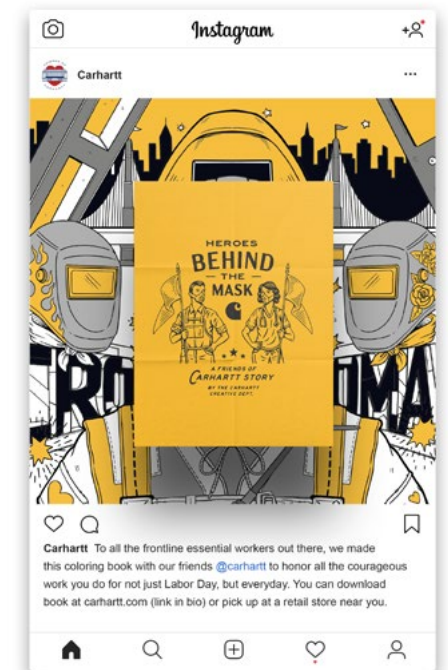
DIGITAL

This Labor Day, the brave men and women fighting a pandemic on the front lines deserved more than just a friendly “thank you.” So, we decided to deliver that thank you in a way everyone can understand, from little kids to big adults. We partnered with 11 amazing illustrators to create Carhartt’s first ever coloring book, “Heroes Behind The Mask.” Because when times get tough and uneasy, like right now, we can all learn so much from these unsung everyday heroes.

We launched this on social for Labor Day, and parents could either download the book online or pick up a good ole printed copy in retail stores nationwide.

CREDITS

Agency & Production Company **Piggyback Creative**, Art Director **Leigh Masters**, Writer **John Angelopoulos**, Illustrators **Sophie Berkin, Travis Pietch, Shin-Yeon Moon, James Yamasaki, Michael Burdick, Dan Evans, Ori Toor, Calvin Sprague, Robert Lee, Louis Gersperrin, Tania Yakunovia**



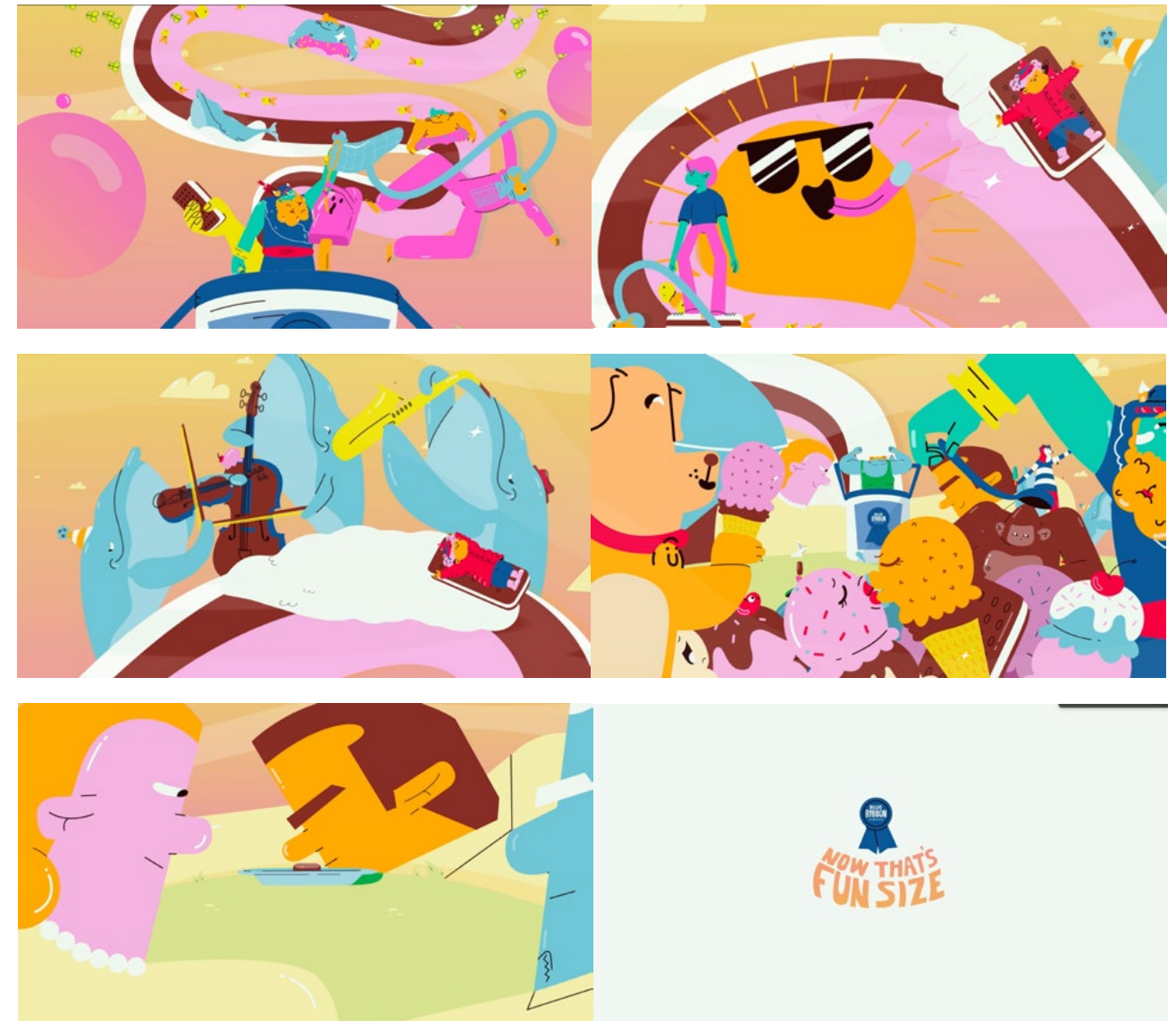
FACT & FICTION

BLUE RIBBON CLASSICS

FUN SIZE

SOCIAL

When you walk through the ice cream aisle, one thing quickly becomes apparent: most ice creams come in pints. A size that's meant to be enjoyed alone, right out of the package, with a spoon, as a personal spirit-lifting indulgence. But there's one frozen dessert that doesn't come in a pint. It comes in big sizes because it's meant to be enjoyed with friends and family. It's meant to be shared at birthday parties and graduations. It's to be eaten when your spirits are already lifted. It comes sized for fun. We took the idea of fun size meaning small and flipped it on its head. Because there's nothing more fun than big parties, big servings, and big smiles. With a whimsical animation we redefined the term Fun Size to work for us. Blue Ribbon Classics. Now that's fun size.



CREDITS

Production Company **Fact & Fiction**, Editing Company **we are batch - Cape Town**, Founding Partner/CCO **Kyle Taylor**, Executive Creative Director **Rob Lewis**, Creative Director **Brock Johnson**, Writer **Ricky Lambert**, Executive Producer **Kristen Del Calzo**, Senior Producer **Rosie Ollero**, Animator **Lasse Bergfeld**, Director of Account Service **Travis Reeb**, Account Supervisor **Sam Carolan**, Sound Designer **Ben Pickett**

CACTUS

EDWARD - ELMHURST HEALTH

SEAMLESS

INTEGRATED

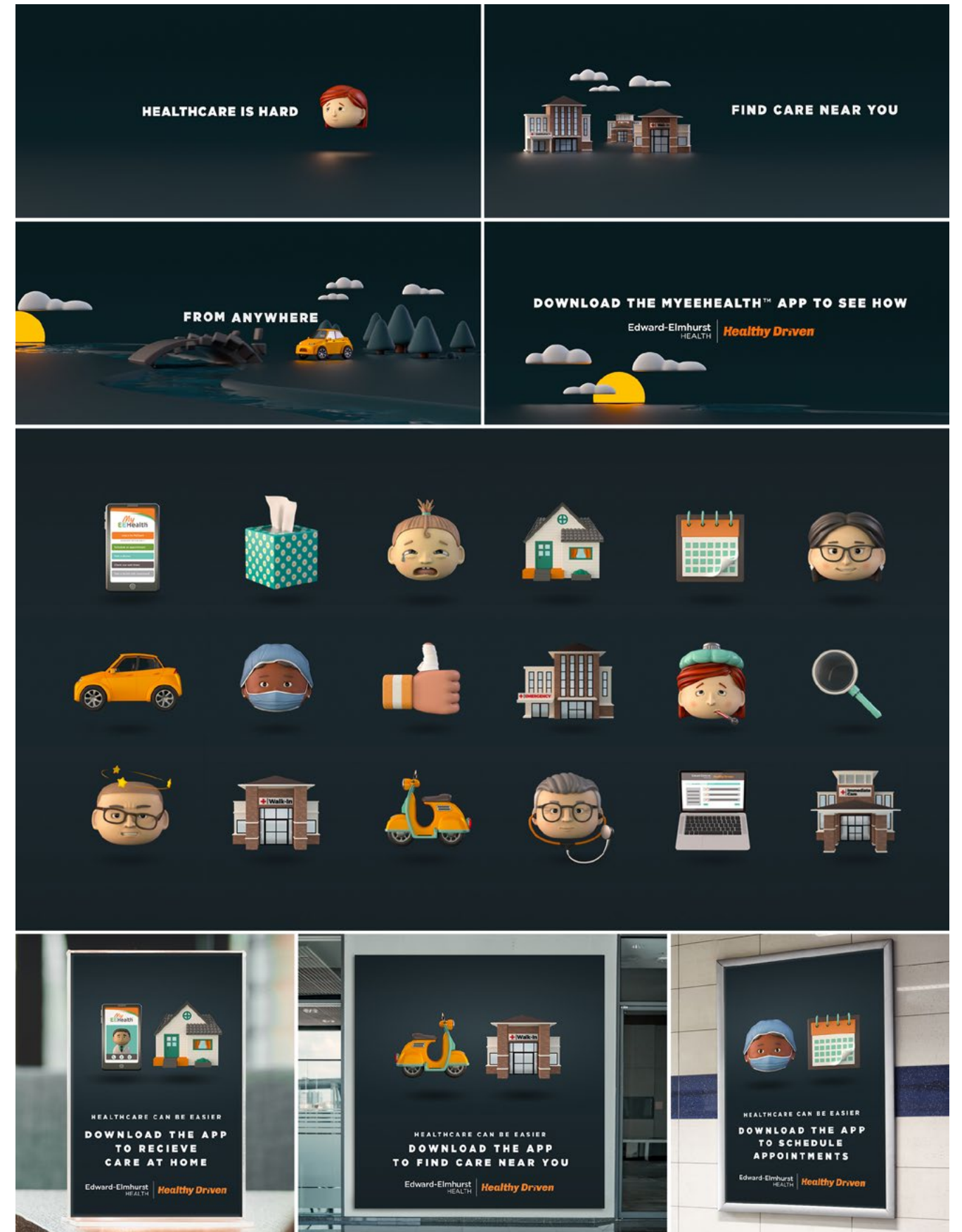
Healthcare is one of the most difficult and uncertain experiences to navigate. For most people, it causes stress and anxiety just thinking about it, which is counterproductive to healing. With the Seamless initiative, Edward-Elmhurst Health takes an honest approach by acknowledging that healthcare is hard, then lightheartedly introducing patients to the tools that they're building to help navigate the entire process to alleviate the stress and uncertainty.

It was important that the campaign embody the simplicity of the experiences, so we distilled the communication down to a suite of emoji-like icons to express the messages in their simplest form. Their modern aesthetic is true to the digital space and they bring personality to the tools and process.

Edward-Elmhurst Health is punching far above its weight when it comes to making healthcare more accessible and ensuring that the healing begins before patients walk through the doors.

CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, Creative Director **Jeff Strahl**, Sr. Art Director **Hailey Simon**, Copywriter **Ricky Lambert**, VP/Account Leadership **Ainslie Fortune**, Senior Integrated Producer **Martha Douglas**, Senior Creative Producer **Julie Mimmack**, Animation Company **JVG/Madrid**, Director **Javier Vallejo Garcia**, Original Music **Robot Repair**, Audio Post **Coupe Studios**



MADWELL

VISIBLE

DAN LEVY CAMPAIGN

CAMPAIGN

Visible is the telco company that acts like anything but. In a space filled with inauthenticity, we go for realness. When our competitors choose trickery, we tell you exactly what we're up to—from the services we provide to the logos we imprint in your memory.

So we built a humorous online video campaign that does exactly that. Each spot highlights its own classic marketing technique in an overly obvious way, with everything from subliminal messaging to interaction with on-screen supers. Then we took our honesty up a notch with a spokesperson as real as they come: Dan Levy, a master creator whose breakout status aligned perfectly with ours.

Not only did this campaign put Visible on a larger map, but proved to a skeptical audience that Visible has nothing to hide.

CREDITS

Executive Creative Director **Jeff Gillette**, Creative Directors **Dan Levy - D.L.Creativeworks USA**, **Brett Dixon**, **Chris Church** Agency Producers **Brigid McEntee**, **Andrea Buccilla**, Writer **Charity Lombardo**, Producers **Sydney Sadler**, **Jacquelyn Maloney**, Director **Lindsay Derosa**, Post Production Company **11 Dollar Bill**, Production Company **Tool of North America**, PR/Marketing **D.L.Creativeworks USA**



FUTURISTIC FILMS

DPS SKIS

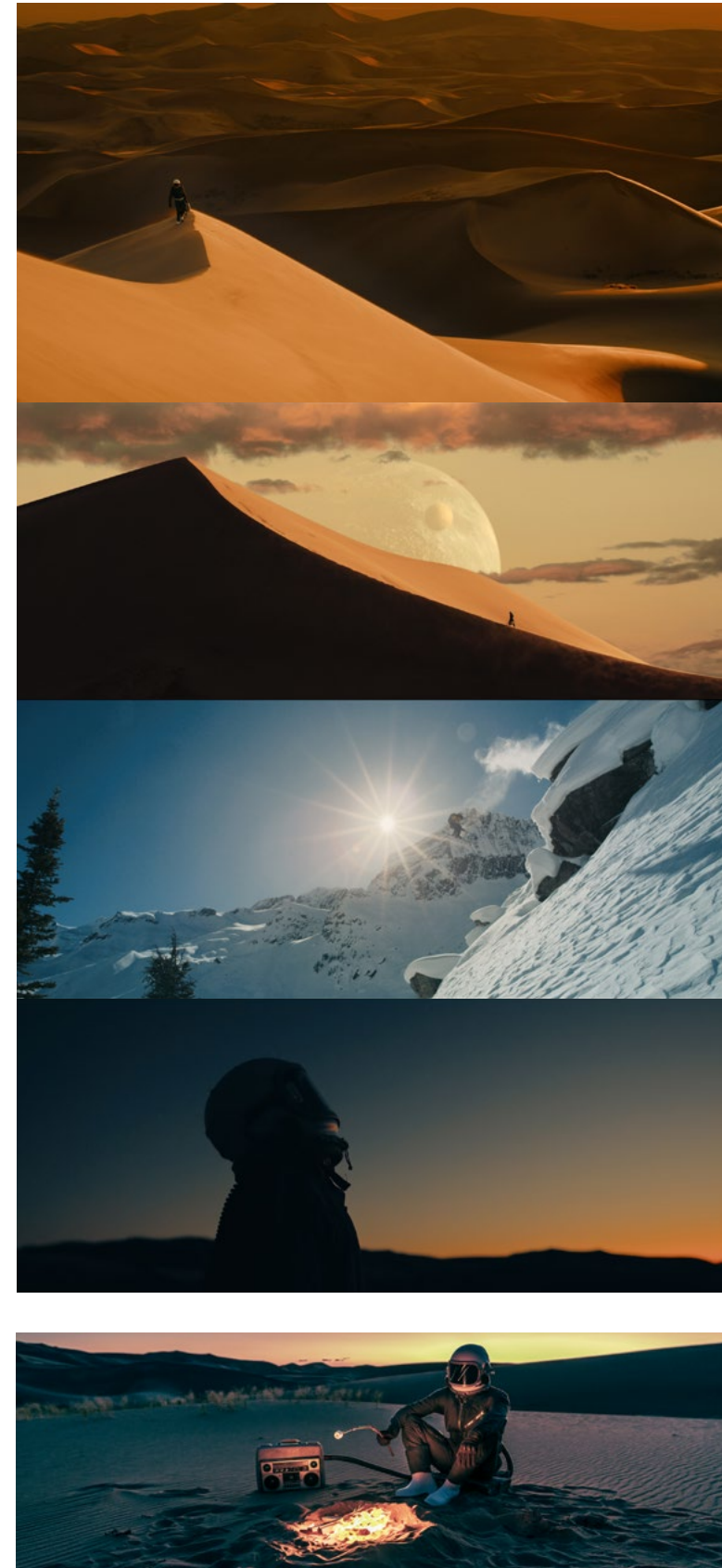
THE LONELY STAR

VIDEO

An ill-fated explorer finds himself marooned on a desolate planet. Alone with his thoughts, he is caught between a sandy reality and snowy hallucinations of winters past. DPS Cinematic, in partnership with Futuristic Films, Outdoor Research, Fat Tire, and Osprey Packs, presents The Shadow Campaign: Volume VI "The Lonely Star." The short film has premiered at festivals including Mountainfilm, 5Point, and Banff.

CREDITS

Director/Director of Photography **Frank Pickell**, Editor/Astronaut **Matt Wade**, Producers **Stephen Drake, Dan Benshoff**, Colorist **Jonnie Sirotek**, VFX **John Brinehan**



L R X D

FRIDAY HEALTH PLANS

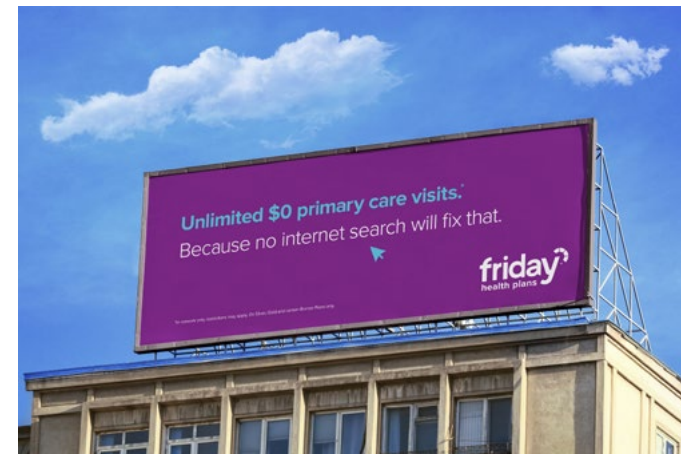
BENEFITS YOU WANT

INTEGRATED

Friday Health Plans likes to do things differently. They avoid the confusing jargon. Have stellar customer service. And do something totally unprecedented for the insurance industry – listen. This year’s open enrollment campaign was all about how Friday offers unique benefits because they actually heard what their customers wanted. The simple, yet bold ads got people thinking about the status quo of insurance to drive them to get a quote during open enrollment. And with a benefit like unlimited \$0 mental health visits, some humorous pieces of the campaign were able to connect to quarantine and living through 2020 without feeling exploitative or gloomy.

C R E D I T S

Creative Director **Andy Dutlinger**, Associate Creative Director **Ashley Rutstein**, Art Director **Garrett Deheer**, Copywriters **Emma Bryant**, **Nathan Nguyen**, Designer **Kristin Clarys**, Senior Studio Artist **Stephen Hausrath**, Senior Account Manager **Sandy Hazzard**, Chief Innovation Officer **John Gilbert**, Media Director **Samantha Johnson**, Media Planner **Bianca White**, Ad Operations Manager **Nate Skold**, Digital Marketing Manager **Kristina Sotolongo**, Senior Project Manager **Danielle Jones**, Chief Marketing Officer **Tracy Faigin**, Director **Jonas Mayabb**, Producer (Agency) **Nicole Schofield**, Producer & Production Company **Jed Mortenson - Waypoint Films, Boulder**, Director Of Photography **Brooke Aitken**, Editor & Visual Effects **Charlie Brittz - 180VFX, Breckenridge**, Sound Design **Coupe Studios**



CACTUS

COLORADO LOTTERY

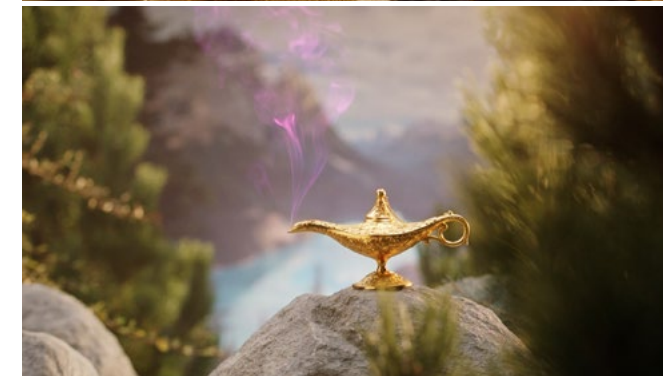
JACKPOT GENIE

CAMPAIGN

With jackpots north of one billion dollars, Powerball means big money. But these larger than life numbers have created jackpot fatigue among core players and the general public, so we needed a campaign that could be activated to generate sales when jackpots are getting large, but below their all-time highs. Out of thin air, the idea for the jackpot genie appeared. We created this lovable loser to begin lamenting his predicament to players when jackpots reach the magical \$325 threshold. After all, who needs to search for a genie when your wildest dreams can come true at the nearest 7-Eleven? Through a series of tiered :15 second tv and :30 second radio ads, our genie's frustration grows with the jackpots to remind players that big money is on the line.

CREDITS

Founder/CEO **Joe Conrad**, Chief Creative Officer **Norm Shearer**, Creative Director **Shea Tullos**, Art Director **Page Halter**, Copywriter **Ricky Lambert**, Production Director **Brooke Woodruff**, Account Director **Summer Duncan**, Senior Account Manager **Ethan Nosky**, Project Manager **Helen Rudolph-Shabinsky**, Production Company **Pet Gorilla**, Director **Luc Schugers**, Executive Producer **Dominic Bernacchi**, Post Production **Idolum**, Editor **Megan Bee**, Audio Post **Coupe Studios**, Senior Engineer **Greg McRae**



FACT & FICTION

NEW BELGIUM VOODOO RANGER

1985

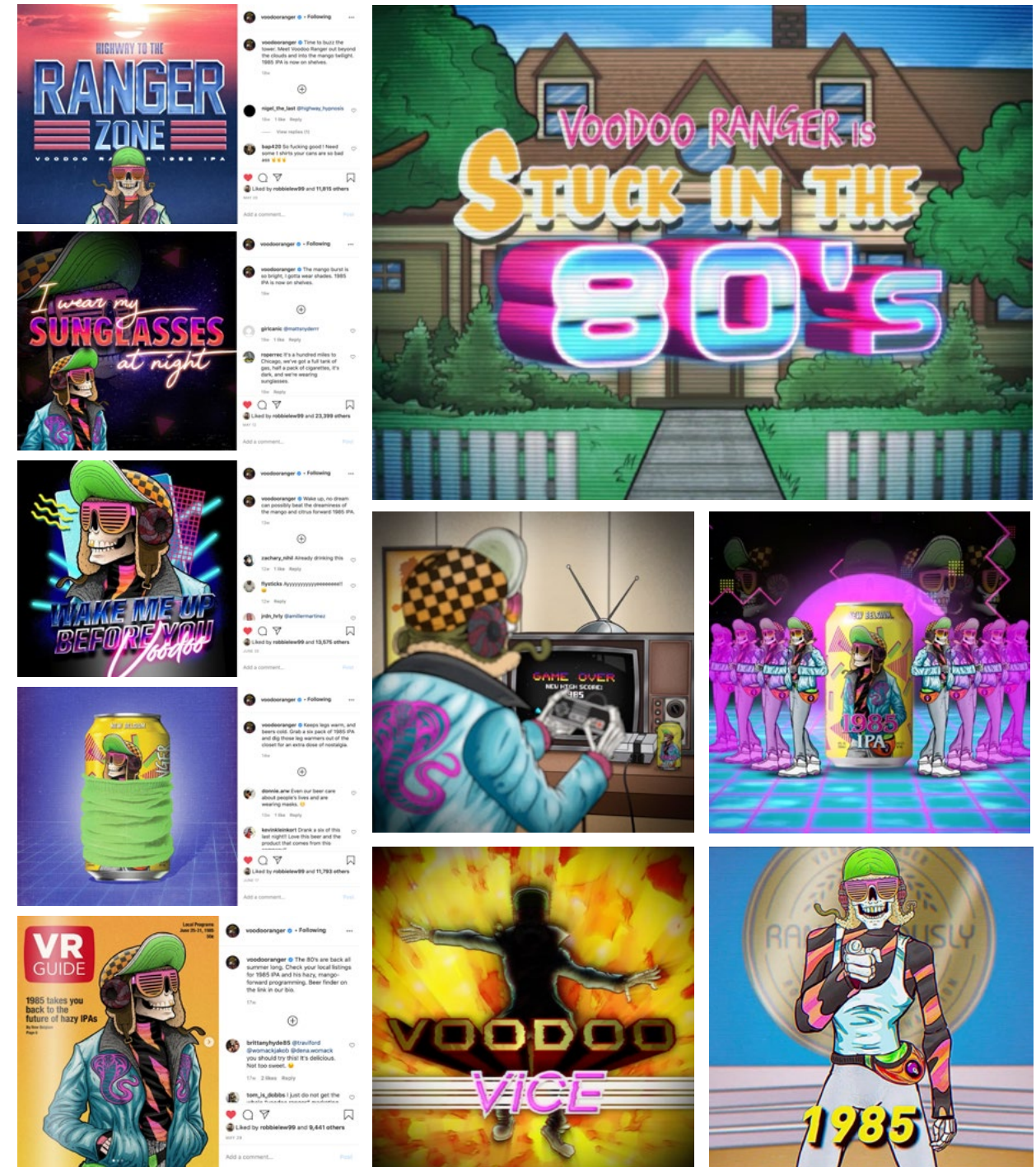
SOCIAL

Voodoo Ranger had had enough of 2020 so he traveled back to the future to bring us the bitchin' taste of the good old days with his new rotator, 1985 IPA. Chock full of mango notes and years away from Zoom calls and stay-at-home orders, 1985 IPA is brewed with 1.21 gigahops (not a real thing) to bring summer in a glass and help you reminisce of better days.

And not only did Voodoo Ranger bring us a tasty beer, he brought back all things 80s. To celebrate 1985's arrival we created a full campaign of assets from a live COVID stunt to a classic sitcom credit scene to purchase-able lunchboxes and VIP jackets.

CREDITS

Production Company **Fact & Fiction**, Founding Partner/CCO **Kyle Taylor**, Executive Creative Director **Rob Lewis**, Creative Director **Brock Johnson**, Executive Producer **Kristen Del Calzo**, Senior Producer **Rosie Ollero**, Animator **Lasse Bergfeld**, Production **Jacob Glazier**, **Boston Heath**, Editor **Ben Pickett**, Illustrator **Sean Tourangeau**, Director of Account Service **Travis Reeb**



GRIT

NEXT 1 LABS

NEXT 1 GLAZE PACKAGING CAMPAIGN

PACKAGING

Next 1, a sun-grown cannabis concentrates brand, delivers quality product at a low to mid-range price point. When the brand decided to create a premium product, as its first Limited Edition offering to be sold at a higher price point, it needed a strategy to move to the top shelves at dispensaries. So, we created a sub-brand and named it according to its nearly white, frosting-like texture, Glaze, the first of N1 Limited Edition. The brand was designed to showcase how clean and distilled this line of products is, while also taking a playful approach to the fact that it looks like a donut glaze. We produced POS materials, apparel and website assets to get budtenders excited about this limited edition product release. With the cancellation of the launch party, which was designed to treat budtenders to a luxury pastry-filled evening, swag boxes will instead be sent to budtenders.

CREDITS

CD Sean Topping, ACD Gabe Re, Copywriters Lizzy Bakhaus, Designer Brandon Gratton, Photographers Gabe Re, Sean Topping



SUKLE ADVERTISING + DESIGN

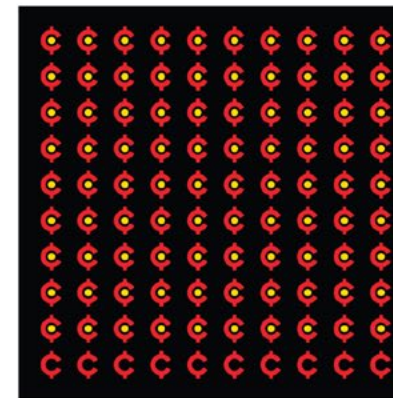
COLORADO BROADCASTERS ASSOCIATION

REBOOT COLORADO LOCAL IMPERSONATORS COMMERCIALS

When Covid hit, the entire economy was in jeopardy and small businesses were taking the brunt of it. So, we hit the radio airwaves. We introduced listeners to a cheap voice bot who impersonated iconic local radio celebrities and encouraged people to shop small. Because money spent local stays local, and that's good for everyone.

CREDITS

Creative Director **Mike Suple**, Copywriter **Lindsay Dyer**, Art Director **Rachel Hickey**, Producer **Michon Schmidt**, Account Manager **Karoline Johnson**, Sound Studio **Coupe Studios**



KARSH HAGAN

THE NEW NORMAL

PACKAGING

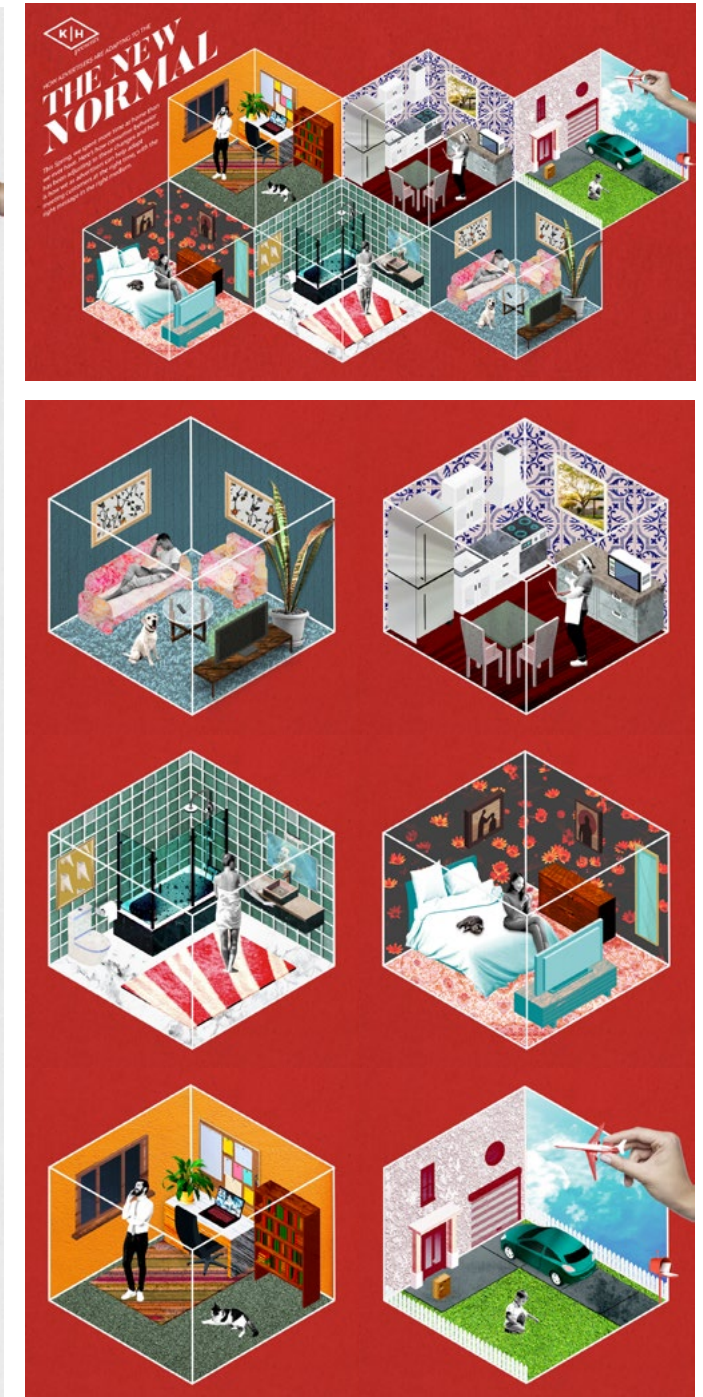
What happens when a global pandemic completely upends the marketing strategies and goals of your clients? Innovation.

In March 2020, right at the start of COVID-19, our New Business team pivoted fast and began harnessing user data and reworking campaigns in real-time to help clients elevate what's possible.

To highlight our efforts, we designed a number of eye-popping, isometric "Isolation Collages" to depict how consumers were spending more time at home than ever before. Then, we paired this art with a series of informative blog posts that detailed how we countered COVID-19 to empower clients and their customers — not by standing still, but by facing "The New Normal" head on.

CREDITS

Chief Creative Officer **Jeff Martin**, Executive Creative Director **Dave Cook**, Design Director **Greg Ryan**, Art Director/Designer **Jack Grupe**, Copywriter **Ian Gassman**, Strategy **Nikki Godwin**, **Brian O'Connell**



CACTUS

SCOTT CREDIT UNION

FAN HARDER

VIDEO

In order to make a big splash as they expand into a new market, Scott Credit Union partnered with the St. Louis Blues to launch Blues Checking — and then they partnered with Cactus to get the word out. We created a product announcement spot that brings all the energy of Blues hockey fandom into everyday life, which is exactly what fans can do when they carry a Blues Checking debit card in their wallet.

CREDITS

Founder/CEO **Joe Conrad**, Chief Creative Officer **Norm Shearer**, Executive Creative Director **Brian Watson**, Account Director **Jon Barnett**, Senior Art Director **Hailey Simon**, Copywriter **Sarafina Persaud**, Senior Integrated Producer **Martha Douglas**, Project Manager **Helen Rudolf-Shabinsky**, Project Manager **Helen Rudolph-Shabinsky**, Production Company **Pet Gorilla**, Director **Luc Schugers**, Executive Producer **Dominic Bernacchi**, Post Production **Idolum**, Editor **Megan Bee**, Audio Post **Coupe Studios**, Senior Engineer **Greg McRae**



PAUL MILLER PHOTOGRAPHY

PAUL MILLER PHOTOGRAPHY

THE WINDOW

FILM

The Window is a fashion short film that was shot for self-promotion of myself and the other freelancers that worked on it. The idea came from wanting to shoot a moving fashion look book in the current state of my new studio space, which was originally built as a Post Office in 1954 and then used as a Union meeting hall from the 60s to the present.

We follow a mysterious envelope as it emerges from a drab corporate world and is passed over to our hero in her orange coat living her best life in a colorful and free world.

C R E D I T S

Director **Paul Miller**, Director of Photography **Cass Letson**, Editor **Cass Letson**, Coloring & Sound Design **Paul Miller**, Actors **Sarah Belliveau**, **Julian Ellison**, **Janelle Tejan - Wilhelmina Denver**, Wardrobe Stylist **Georgia Alexia Benjou**, Hair Stylist **Nyla Nasser**, Makeup Stylist **Liz Wegrzyn**



VOLUNTEERS FOR OUTDOOR COLORADO

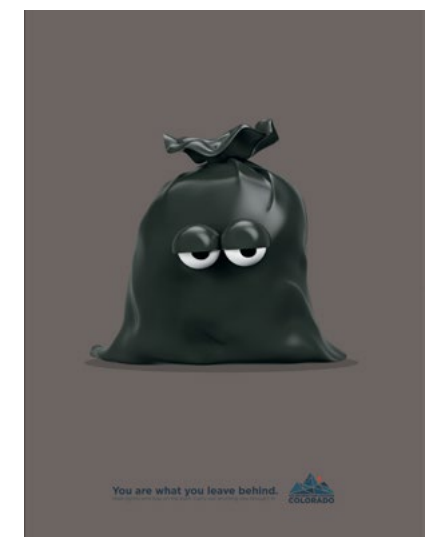
YOU ARE WHAT YOU LEAVE BEHIND.

OUTDOOR

Colorado is an amazing place. So much so, that people are loving it to death. Record numbers of people and dogs visited the state's trails and parks. And many of them left undesirable things behind. Volunteers for Outdoor Colorado, an organization that cares for our natural spaces needed to do something. We planted messages at the beginning of trailheads to make a powerful point.

CREDITS

Creative Director **Mike Suple**, Art Director/Copywriter **Rachel Hickey**, Account Supervisor **Christina Wilder**,
Digital Illustrator **Matt Carpenter**



MADWELL

RED BULL

RED BULL INFLUENCER KITS

EVENT

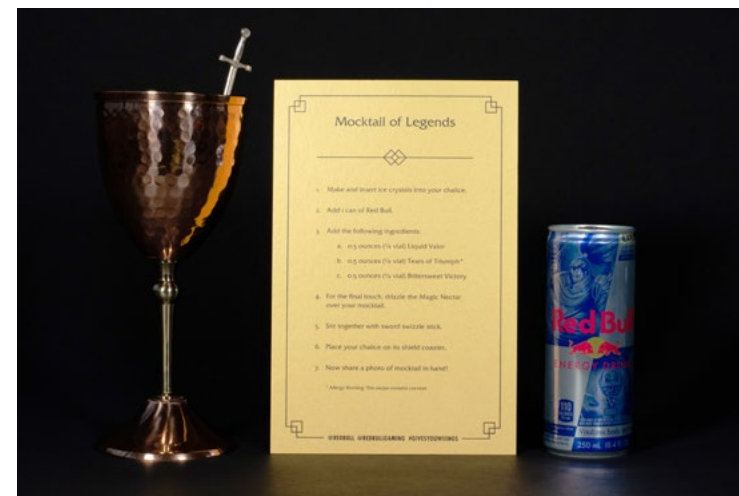
Though Red Bull's original cans are a household staple, their limited edition cans are lesser known. So to drive trial and purchase of Red Bull's League of Legends Limited Edition cans and Winter Edition Arctic Berry cans, we wowed influencers with direct mail pieces targeted to their interests.

Through a partnership with League of Legends, we crafted mocktail kits themed after the game. With the limited edition cans as a prime ingredient, our influencers gained the needed energy for their conquests. Meanwhile, we sent our Arctic Berry kit to winter sports enthusiasts looking to power their winter. Along with energizing Arctic Berry, this kit included everything a powder chaser needs to go longer, go faster, and go further.

While each kit was different, they accomplished a shared goal - demonstrating to influencers that Red Bull's limited edition cans give you wings, just like the classic.

CREDITS

Executive Creative Director **Jeff Gillette**, Managing Director **Steve Barry**, Creative Director **Pedro Saldarragia**, Associate Creative Director **Frank Kortayka**, Copywriter **Kelley Bode**, Producer **Daria Thames**, Account Supervisor **Jessie Blake**



GRIT

SIERRA NEVADA BREWING COMPANY

LITTLE THINGS COMMERCIALS

CAMPAING

With a long-standing history of being a classic, lovable craft brewery, Sierra Nevada has kept its website traditional. But three products, Hazy Little Thing IPA, Wild Little Thing Slightly Sour Ale and Big Little Thing Imperial IPA, have a unique packaging style and personality designed to attract a younger audience. Their websites needed to align with that approach - interactive and engaging, unique and interesting. These three sites were designed for unique experiences on both web and mobile to showcase the colorful personality of the Little Things beers and get the consumer excited about the upcoming release of the third Little Things product, Big. Included in these designs are dynamic scroll experience, a swag rotator, gameable elements upon click such as the Can Dance, Beer Pong and more.

CREDITS

CD **Sean Topping**, ACD/Designer **Gabe Re**, Copywriters **Gabe Re**, **Lizzy Bakhaus**, **Ryan Johnson**, **Jay Roth**, Art Director **Brandon Gratton**, Photographers **Gabe Re**, **Sean Topping**, Illustrator **Chandler Dolan**, Director **Miguel Hernandez**



KARSH HAGAN

CHERRY CREEK NORTH

CHERRY CREEK NORTH HOLIDAY SPOT

VIDEO

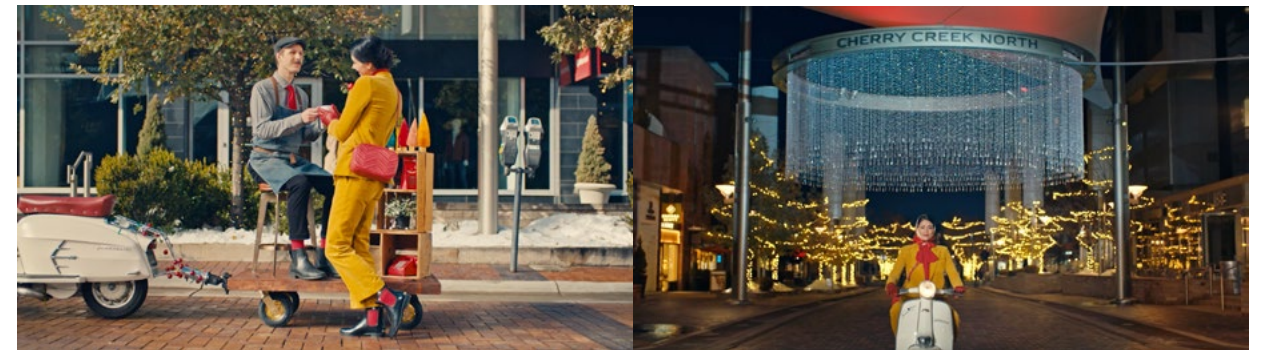
Cherry Creek North is the oldest shopping district in Denver, yet not everyone knows how cruisable, walkable, and wonderful it really is.

So for the holidays, we showcased what it had to offer with a simple idea.

Using a retro scooter, we pulled a decked-out hotel luggage cart through Cherry Creek North to preview a taste of what you can find in these sixteen blocks, from shopping to dining to so much more.

CREDITS

Chief Creative Officer **Jeff Martin**, Executive Creative Director **Dave Cook**, Associate Creative Director **Camille King**, Copywriters **Jimmy Mollenhour**, **DJ Ursetta**, Art Director **Kathryn Dunn**, Director **Jeff Nelson**



CACTUS

COMMUNITYAMERICA CREDIT UNION

POWERING THE RISE

VIDEO

This is a story about all that's possible when people come together in support of one another through life's changes and challenges — which is exactly what CommunityAmerica exists to do for their members and their KC community. Voiced by Kansas City Chiefs quarterback and Super Bowl MVP, Patrick Mahomes, this spot parallels the rise of Mahomes and the Chiefs to the rise of the people and community of Kansas City — a rise that's empowered by CommunityAmerica at every phase of people's lives.

CREDITS

Founder/CEO **Joe Conrad**, Partner/CCO **Norm Shearer**, Executive Creative Director **Brian Watson**, Account Director **Jon Barnett**, Art Director **Page Halter**, Copywriter **Will Patterson**, Senior Integrated Producer **Martha Douglas**, Project Manager **Helen Rudolf-Shabinsky**, Animation **Nexus Studios**, Director **Robertino Zambrano**, Music **Butter**



COUPE STUDIOS

COUPE STUDIOS

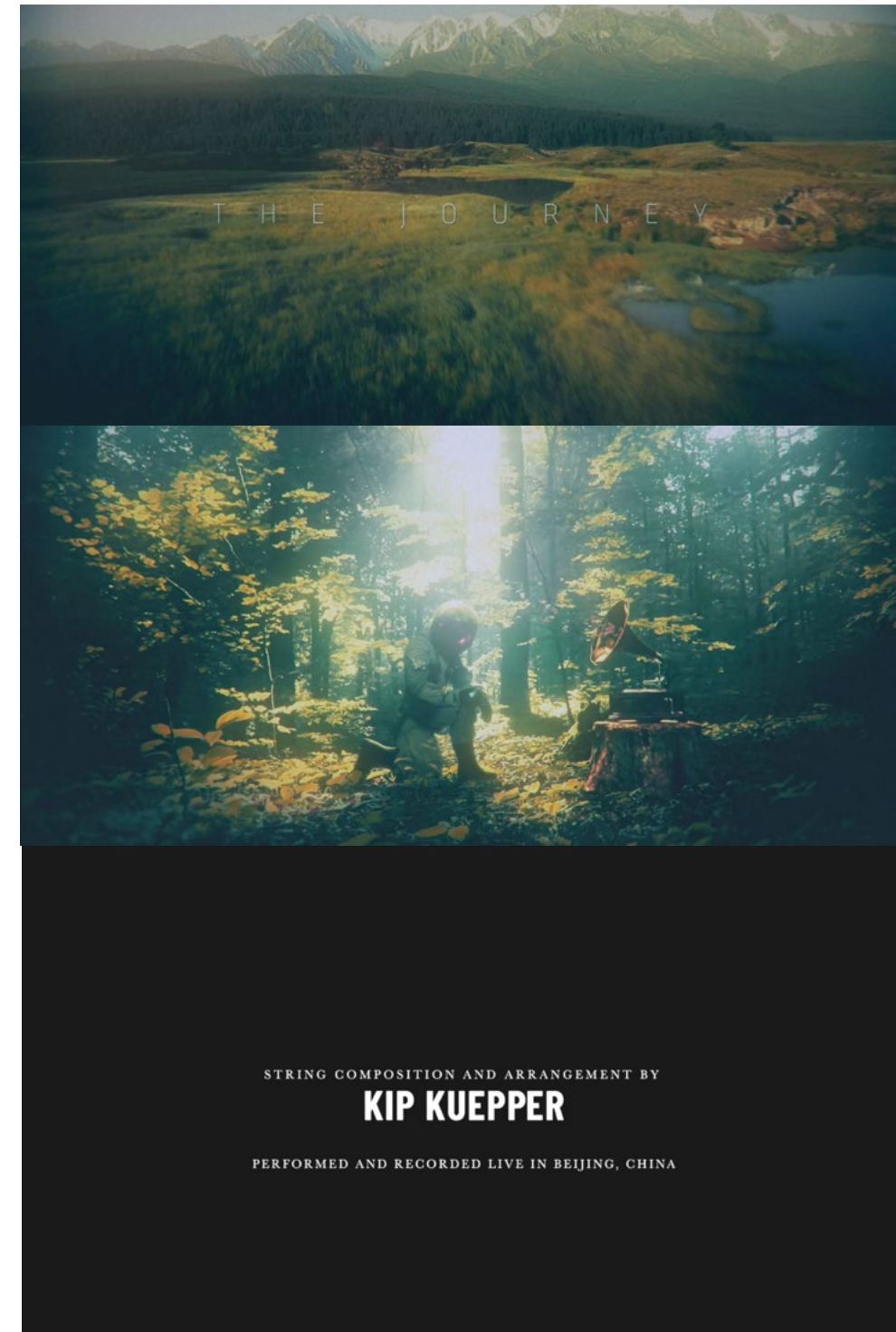
THE JOURNEY

FILM

“The Journey” is a collaboration of visual and sound artistry designed to encourage total immersion in an unexpected and dreamlike environment. The work was created by makers, for makers, with the intention of sharing art and inspiring new possibilities. The film juxtaposes surreal visual and sound design elements with live action footage and a 20-piece string orchestra to create a mysterious, yet alluring alternate reality. The piece implies the question, “what other beauty can we create together?” In 2020, when wonder was hard to find, we sent this out through email and social channels as a balm for the artistic souls we create with and a reminder that we can still make extraordinary things together.

CREDITS

Composer/Arranger **Kip Kuepper**, Sound Designer/Composer **Jake Sproul**, Animator/VFX **Curt Cooper**, Producer **Eric Singer**, Strategist **Cassie Augustine**



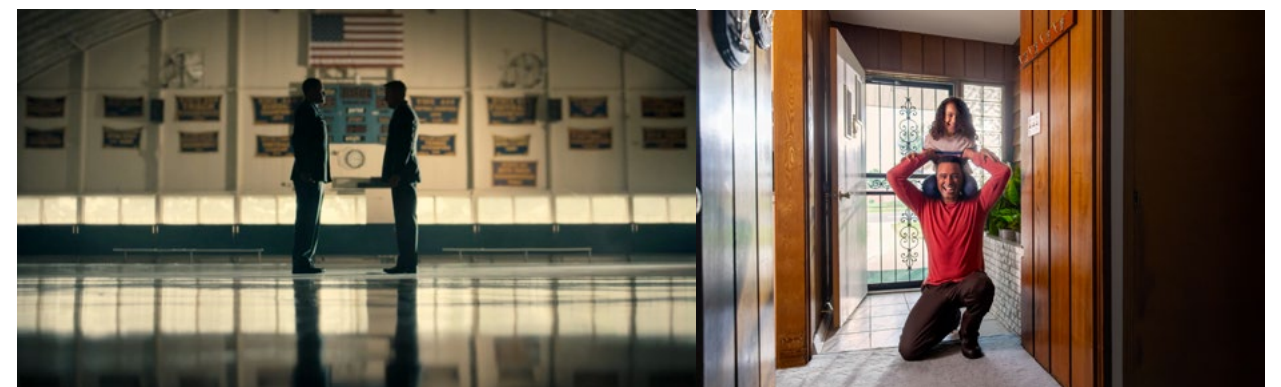
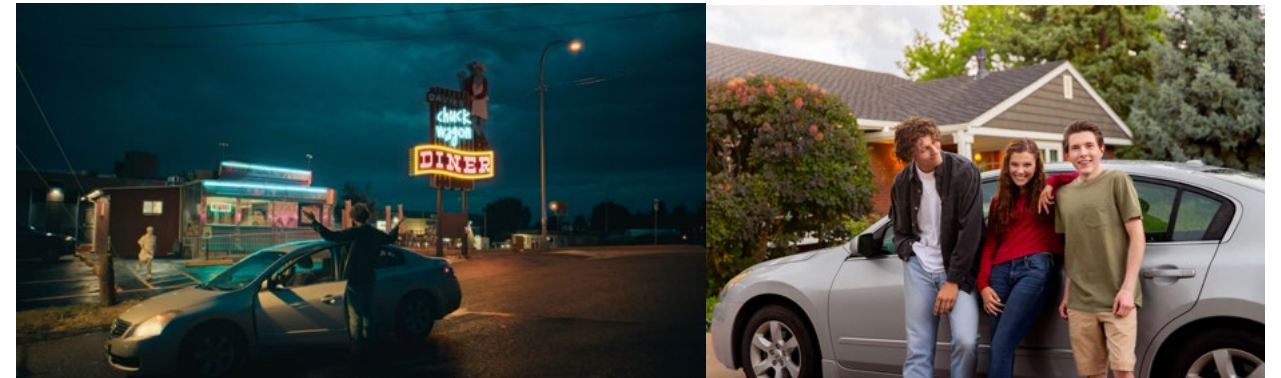
FACT & FICTION

AAA

PEOPLE. NOT POLICIES

SOCIAL

Everybody's insurance needs are different. Very different. That's why at AAA we've never understood why the insurance industry focuses on hands-off solutions, online tools or even finding you policy in 15 minutes...Or less. Our agents respect the process. They take the time to know their clients, what makes them different, and what's important to them. And that translates to the perfect policy, totally customized to their unique needs. So, no more off-the-shelf policies, express insurance, or flippantly sorting offers from an app. It's time to make insurance personal again. The things you love deserve some love back. Welcome to AAA Insurance.



CREDITS

Production Company **Fact & Fiction**, Founding Partner/CCO **Kyle Taylor**, Executive Creative Director **Rob Lewis**, Creative Director **Brock Johnson**, Executive Producer **Kristen Del Calzo**, Senior Producer **Rosie Ollero**, Director **Nick Enriquez**, Production **Jacob Glazier**, DIT **Boston Heath**, Technical Producer **Ben Pickett**, **Rob Debakey**, Editor **Ian Marks**, Director of Account Service **Travis Reeb**, Account Supervisor **Sam Carolan**

FORTNIGHT COLLECTIVE

BLOFISH

BLOFISH BRAND DEVELOPMENT

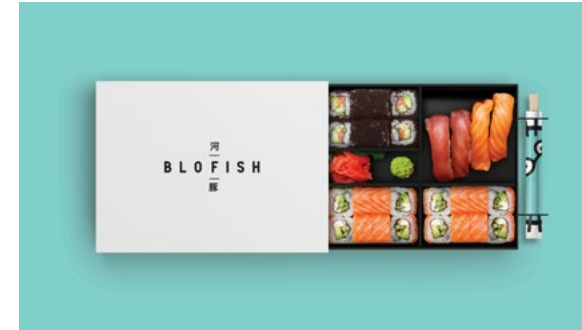
BRANDING

Sprung from a deep infatuation for sushi, but not so much each other, BloFish was born. The brain child of the failed marriage of operations guru Avi Scheinbaum and chef Curtis Gardner, BloFish is a Sushi Bar/To-Go concept that proves a love of sushi can bring anyone together. With an admiration for traditional omakase-style sushi, BloFish serves up the highest quality fish in quick, no fuss, to-go boxes.

We developed the brand from scratch: brand positioning to visual ID and copywriting across all elements (website, packaging, swag, in-restaurant, etc). We wanted it to be fun & inviting, leaning into Japanese culture and craft while at the same time creating an ownable space. 303 Magazine said it best: 'Blofish Sushi makes perfect sense. From Instagram-worthy takeout boxes to Tokyo-style dining – this pocket-sized sushi bar is setting a new standard for downtown Boulder.'

CREDITS

Creative Director **Matt Kubis**, Art Director **Steph Langan**, Brand Director **Jen Kubis**, CEO **Andy Nathan**



CACTUS

COLORADO LOTTERY

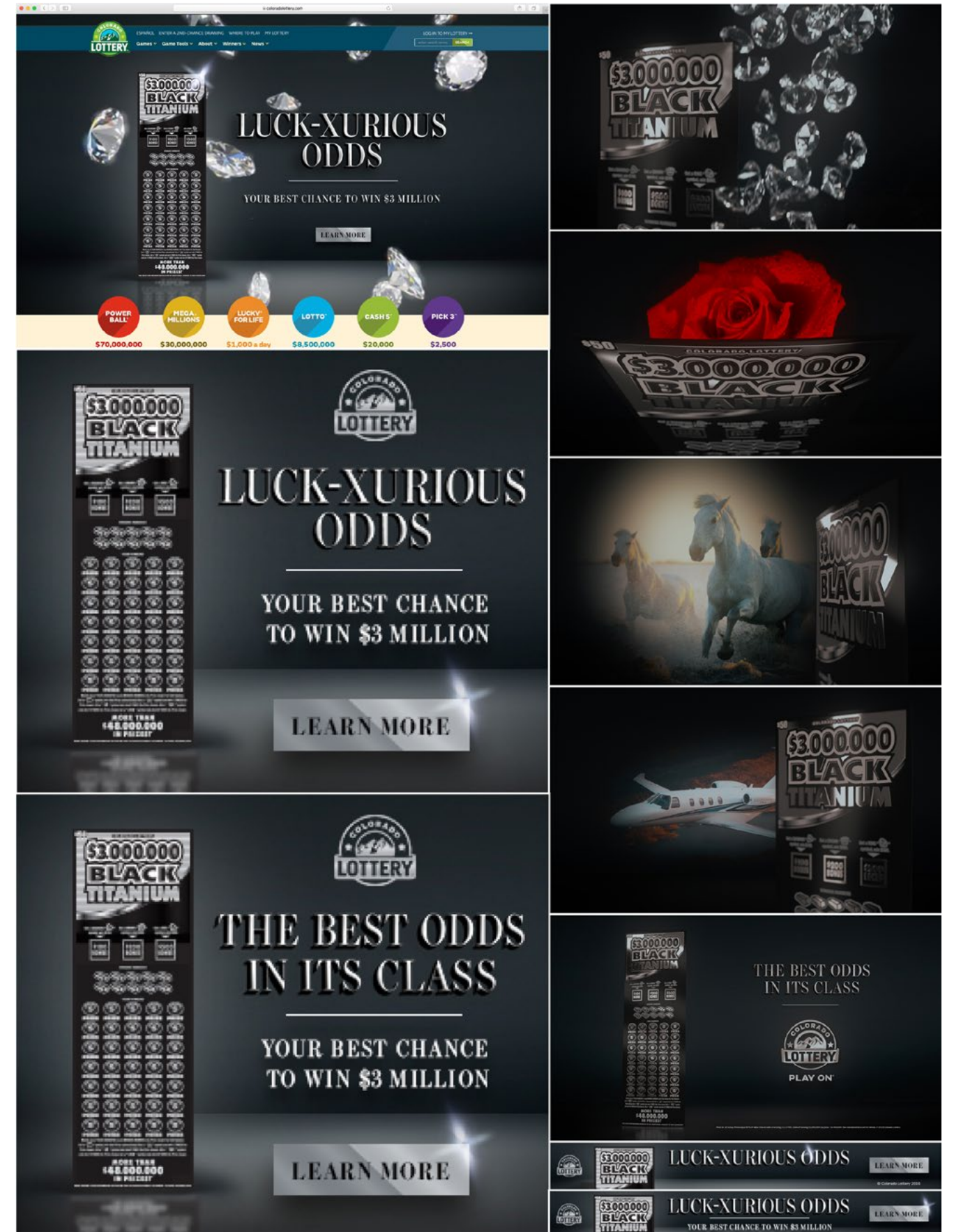
BLACK TITANIUM

INTEGRATED

Black Titanium Scratch has the best odds of any Colorado Lottery game. This premium \$50 ticket offers players a chance to win up to \$3,000,000 instantly. To connect with core Lottery players, we had the idea to poke fun at the lifestyle sold to consumers by high-end luxury brands. Completed entirely with stock video and 3D modeling, this :15 second spot teases the good life without taking itself too seriously. By parodying an entire genre, we were able to communicate the benefits of the ticket while reminding players that it's still just a game.

CREDITS

Founder/CEO **Joe Conrad**, Chief Creative Officer **Norm Shearer**, Creative Director **Shea Tullos**, Design Director **Sarah Berkheimer**, Copywriter **Andy Bartosch**, Production Director **Brooke Woodruff**, Account Director **Summer Duncan**, Senior Account Manager **Ethan Nosky**, Project Manager **Helen Rudolph-Shabinsky**, Animation **Frost Motion**, Audio Post **Rocky Mountain Recorders**, Engineer **Chris McNaughton**



AD 2 COLORADO

MILE HIGH WORKSHOP

THE SECOND CHANCE SERIES

CAMPAIGN

Ever questioned giving someone a second chance? Not these guys. In fact, their entire business model is built around the idea of second chances. You could say it's their thing.

Meet Mile High WorkShop, a nonprofit employment and job-training program that helps people rebuild after addiction, homelessness, or incarceration.

During our partnership, we launched the Second Chance Series—a product line of repurposed vinyl bags handcrafted by Mile High WorkShop employees. They take old vinyl billboards and banner ads, turn them into one-of-a-kind tote bags, and ship them right to your door.

Our team was behind the concepting, branding, photography, filming, media strategy, and launch of secondchanceseries.com.

Billboards to bags isn't the end of our journey, though. Together we can build a more prosperous world where barriers to employment are eliminated, where all people are empowered by meaningful work, and where everyone gets a second chance.

We all have baggage. Let's make something out of it.

C R E D I T S

Chair/Art Directors **Andrea Carpenter, Jack Grupe**, B2B Outreach **Nikki Godwin**, Director/Editor **Diego Rodriguez**, Senior Copywriter **Mary Kate Gough**, Copywriters **Noah Schneiderman, Alex Jaumann, Ann Parfitt, Nash Levitt, Jake Gardner**, UX Designer **Alaina Ylitalo**, Designer and Animator **Wade Johnson**, Graphic Designers **Ciara Mulvaney, Whitney Grimm**, Photographers **Jake Holschuh, Jake Cox, Ladd Forde, Kegan Sovay, Fernanda Valdez**, Art Director **Erin Clark**, Web Developers **Maile Hiu, Bishop Zareh, Kyle Cusack, Melinda Teachey**, Animator **Pat Birks**, SEO Copywriter **Ian Gassman**, Communications **Carter Long**, Video Editing **Christina Vu-Pham**, Marketing **Jessica Lederhos**, Account Manager **Brad Goodall**, Strategy **Sammy Berger, Loren Ross**



GREAT OUTDOORS COLORADO

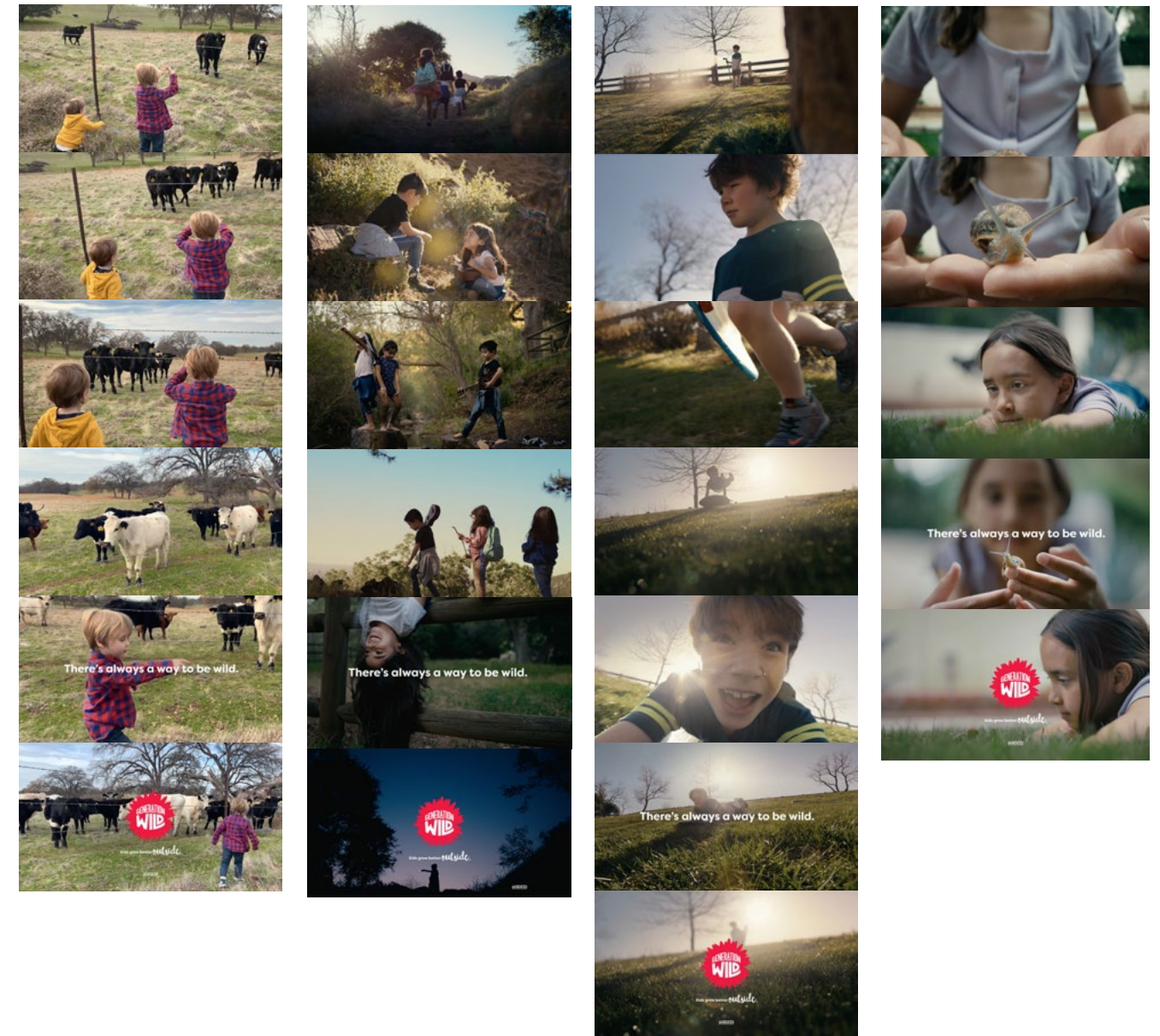
ALWAYS A WAY TO BE WILD.

CAMPAIGN

Generation Wild is a movement to connect kids to the outdoors. With the pandemic raging and lockdowns in place, the effort had to inspire families to get outside even if that meant just outside your own back door. The spots were produced in the midst of the lockdown using the family members of talented directors and photographers.

CREDITS

Creative Director **Mike Suple**, Art Director **Rachel Hickey**, Copywriter **Lindsay Dyer**, Account Supervisor **Christina Wilder**, Producer **Michon Schmidt**, Director/DP **Matt Murphy**, Post Production/Editor **Matt Murphy - Exile**, Colorist **Jonnie Sirotek**, Music **Walker Music**, Sound Studio/Sound Engineer **Greg McRae - Coupe Studios**



AMELIE COMPANY

COLORADO DEPARTMENT OF TRANSPORTATION

BREATHALYZE BEFORE YOU DRIVE

AMBIENT

To help reduce the number of DUIs in Colorado, CDOT set out to change the way people see one glass, pint, or shot of alcohol. We used “realistic” measurements to prove to drinkers how long it can take to be sober after just one drink. Since most people believe that they are good to drive after having one or two drinks, we gave them a solution to double-check their BAC: a personal breathalyzer for 50% off. We used the measurements across platforms, meeting our audience where they are digitally and physically to help educate them on drinking and not driving.

CREDITS

Creatives **Cam Day Senior, Cam Day Junior, Mia Nogueira, Rachel Edwards**, Account **Kristin Barnhill, Sara Weeres**, Photographer **Chad Chisholm**, Retoucher **Eric Naslund**



TRI-STATE G&T

MOFFAT COUNTY HIGH SCHOOL

AG LAB SHIPPING CONTAINER WRAP

EXPERIENTIAL

Tri-State seized a unique opportunity to engage high school students in northwest Colorado through our partner EPRI's "Farm in a Box" program. The "farm" is a recycled shipping container with cutting-edge agriculture technology that generates fresh produce, as well as data to help drive new technological breakthroughs. Our task was to wrap the shipping container in a way that genuinely represented Craig, Colorado while promoting the opportunities the "Farm in a Box" project creates for students. Together with faculty, we brainstormed careers that promote agriculture endeavors that would keep the students in the community post-graduation. We expressed the idea of "rural technology" through merit badges, reminiscent of the Scouts, FFA and 4H programs - recognition that resonated with the students. The community-named "Ag Lab" represents partnership at all levels: industry, member and community.

CREDITS

Creative Director **Melissa Swinehart**, Designer **Julia Perry**



CACTUS

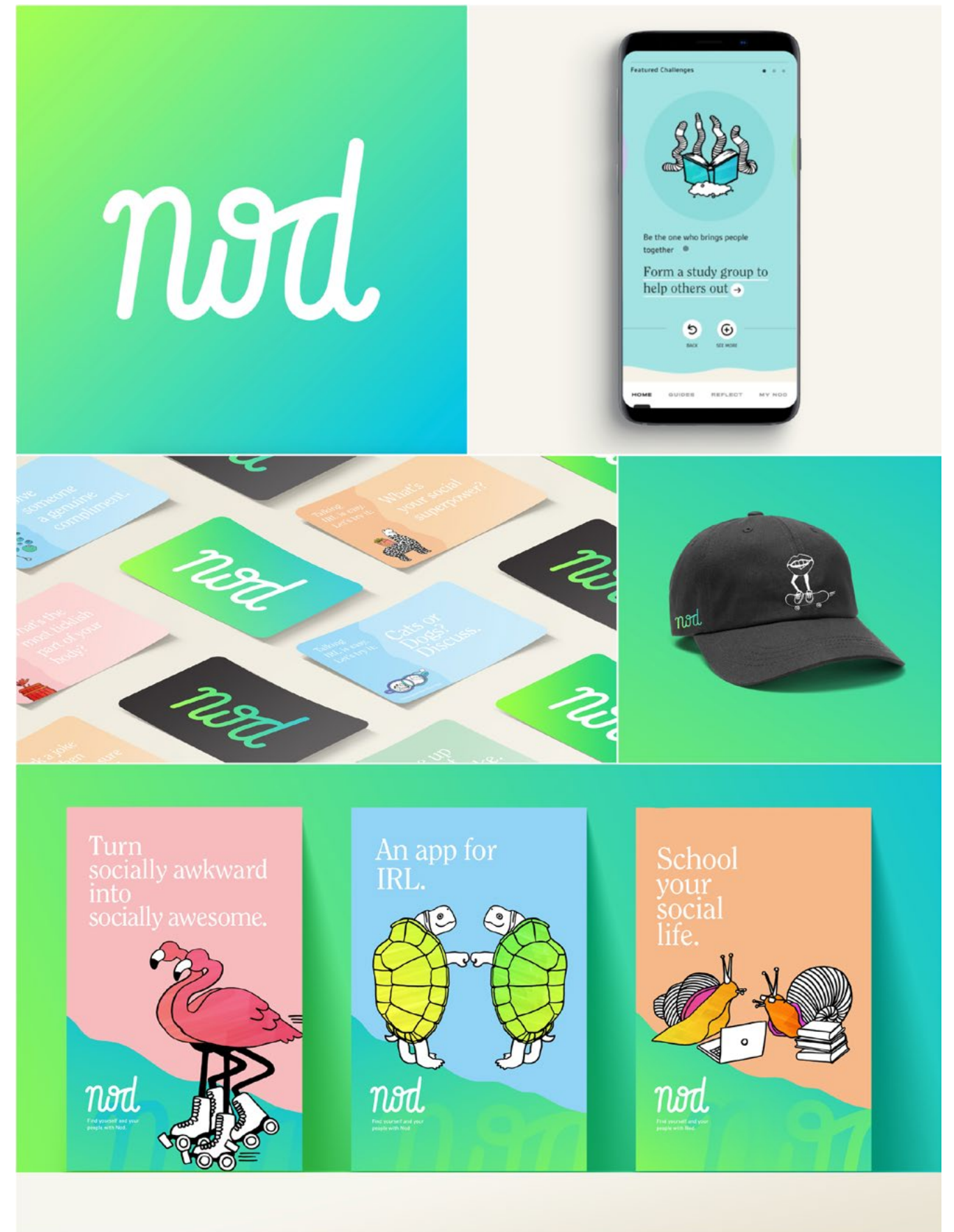
CACTUS

NOD APP

Loneliness is a real problem that many college students face. In fact, some students find the transition from high school to college so alienating, they cite social isolation as a key reason for why they stop going to school. To empower students to take smart steps toward forming more meaningful connections and creating the social life they desire in college, we partnered with a social innovation lab to create Nod. Grounded in behavior science and research of social connections, this friendly app dismantles the myth of magical friendships by offering students evidence-based challenges and reflections that will help strengthen their social skills in real life, reduce self-criticism, and build resilience. By working to support students in creating a healthy social life in college, we can give more young people the confidence they need to take charge of their future, leading to graduation and beyond.

CREDITS

Founder/CEO **Joe Conrad**, VP - Product **Andrew Baker**, Lead Developer **Tom Metz**, Developer **Austin Lliteras**, Project Manager **Colin Tackett**, VP/Director of Clinical Programs **Nathaan Demers**, Designers **Kevin Roysden**, **Karen McClellan**, Art Director **Sarah Berkheimer**, Copywriters **Sarafina Persaud**, **Andy Bartosch**, Illustrator **Dayna Safferstein**, Research & Development Partner **Hopelab**



FACT & FICTION

NEW BELGIUM VOODOO RANGER

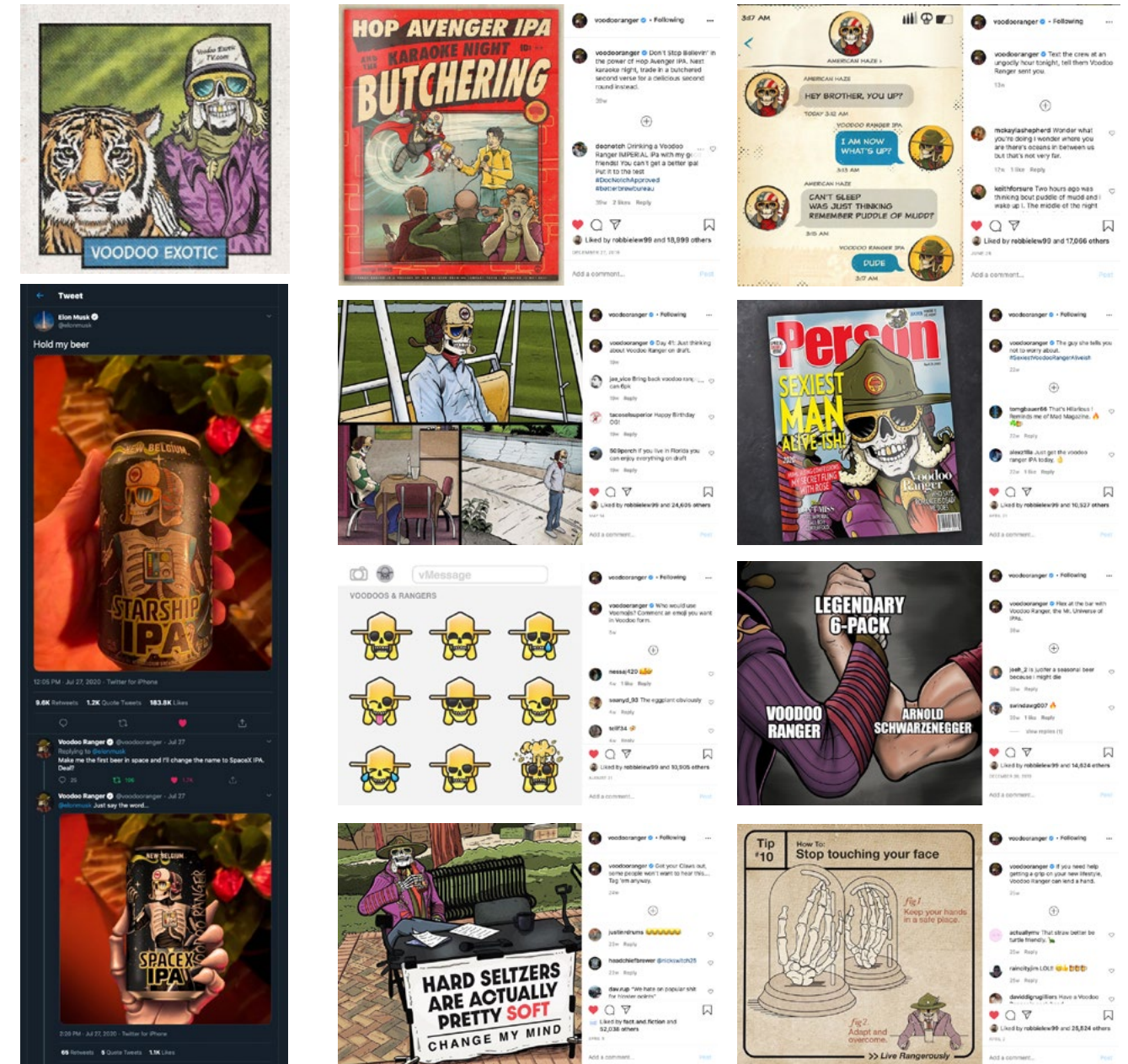
WINNING IN A SEA OF SOCIAL SAMENESS

SOCIAL

With the craft beer category down 8-12%, we set out to differentiate Voodoo Ranger from the incredible “sea for sameness” in the category - bearded brew masters sniffing hops, self-indulgent hipsters talking about the virtues of “craft” and beer posed in picturesque landscapes. We had a potentially iconic (if activated) character on the bottle, so we brought him to life in social and gave him a unique voice, point of view and storyline development on Instagram. Through lighthearted humor, quick wit and understanding social culture, we quickly established Voodoo as the most loved, sarcastic and self-aware spokesperson in the category. In just one year, our strategy and execution has led to 17% average customer engagement (12x better than Budweiser or Coors), 62% sales growth and being recognized as the #1 craft beer launch in the United States.

CREDITS

Production Company **Fact & Fiction**, Founding Partner/CCO **Kyle Taylor**, Executive Creative Director **Rob Lewis**, Creative Director **Brock Johnson**, Associate Creative Director **Ricky Lambert**, Art Directors **Michelle Crippen**, **Brandon Gorthy**, Executive Producer **Kristen Del Calzo**, Senior Producer **Rosie Ollero**, Animator **Lasse Bergfeld**, Production **Jacob Glazier**, **Boston Heath**, Editor **Ben Pickett**, Illustrator **Sean Tourangeau**, Director of Account Service **Travis Reeb**, Account Supervisor **Sam Carolan**, Account Manager **Sarah Potter**, Community Manager **Harper Hempel**, Project Manager **Abby Ogden**



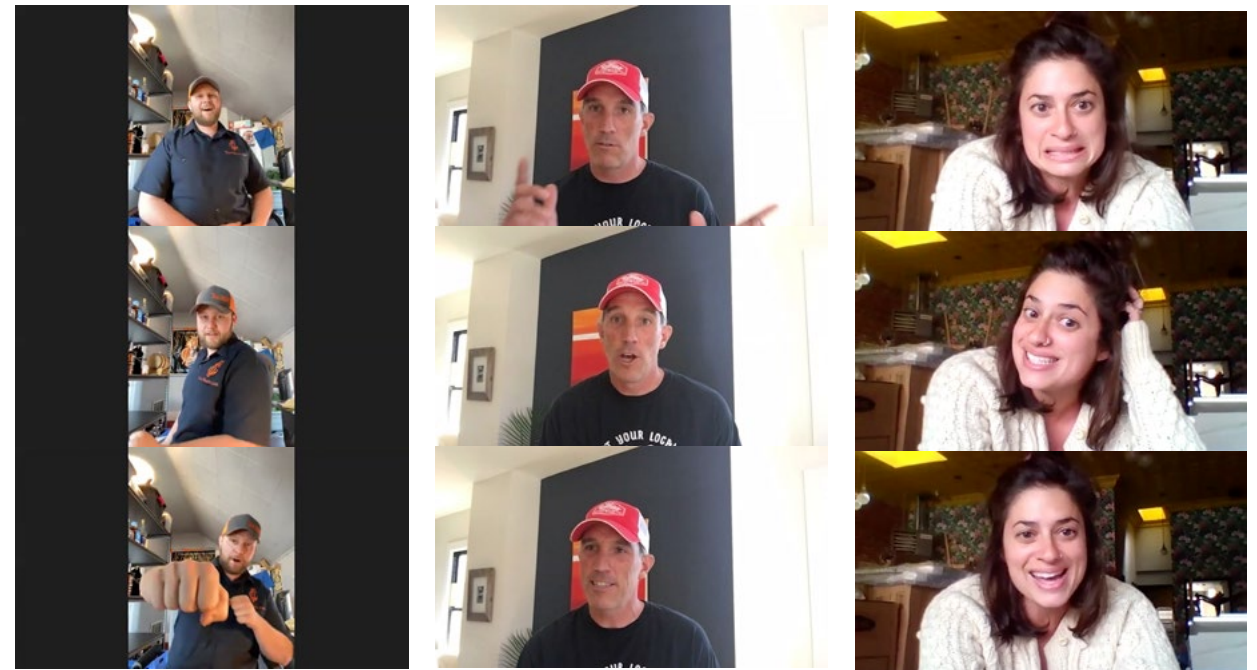
COLORADO
BROADCASTERS
ASSOCIATION

COMMERCIALS ARE HARD
CAMPAIGN

When Covid hit, the entire economy was in jeopardy and small businesses were taking the brunt of it. Yet research has shown, the best way to refuel the economy is to shop and dine at small independents. So, we took to Zoom and featured deserving but all too real business owners across Colorado. Instead of pulling on heartstrings during that scary time, we thought a humorous approach might be just the ticket to remind consumers to support the small guys.

CREDITS

Creative Director **Mike Suple**, Copywriter **Lindsay Dyer**, Art Director **Rachel Hickey**, Producer **Michon Schmidt**, Account Manager **Karoline Johnson**, Production Company **Futuristic Films**, Sound Studio/Sound Engineer **Greg McRae - Coupe Studios**, Editor **Trevor McKenna**



Making a commercial during a pandemic is hard.

Supporting small business is easy.



EAST COAST CANNABIS

EAST COAST CANNABIS BRANDING ID

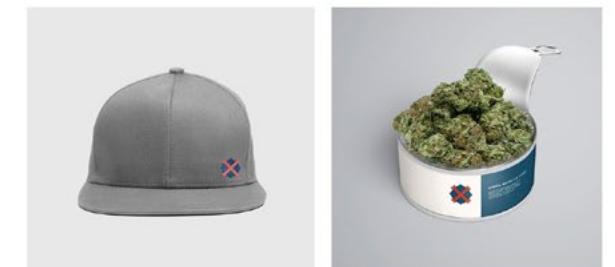
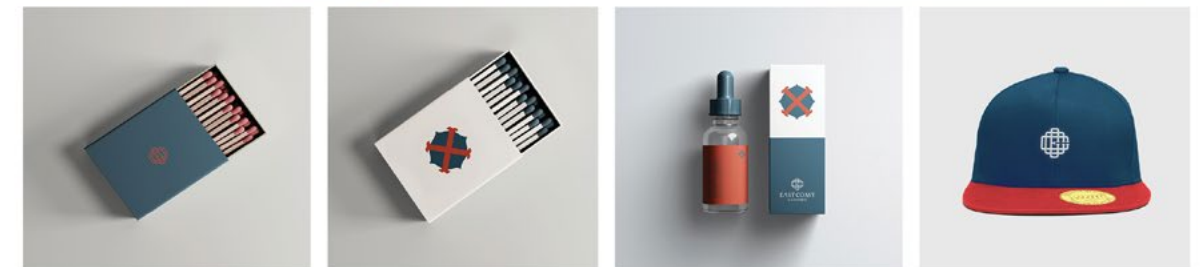
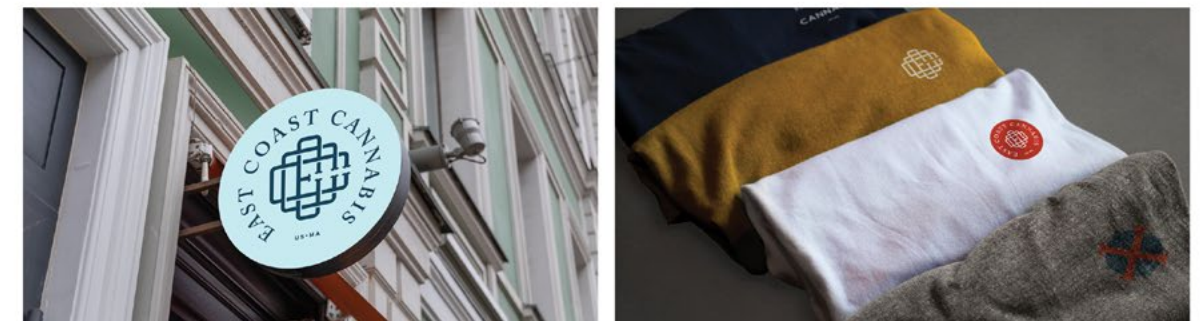
BRANDING

Well, the east is finally catching up to this whole legal marijuana thing. Starting with the naming of East Coast Cannabis, we helped one of the first dispensaries in Massachusetts from the ground up. Taking the classic nature of New England style, we built a design world (logo, brand identity, assess, social, swag) around a classic nug. Word on the street is that some Bostonians will hit up East Coast Cannabis even before Dunkies.

CREDITS

Agency & Production Company **Piggyback Creative**, Designer **Ryan Hoelting**, Creative Director **Leigh Masters**, Writer **John Angelopoulos**

ECC LOGO VARIATIONS



INTEG E R / T B W A

INTEG E R / T B W A

WATCH YOUR HANDS APP

EXPERIENTIAL

When COVID hit, millions of Americans found themselves suddenly working from home. During just one week in March, video conferencing apps saw a record 62 million downloads. That's a whole lot of people sitting in front of video cameras, touching their faces the whole time.

People know that face-touching can spread COVID-19, but it's a hard habit to break. And one that's especially noticeable in the video conferences that have become our daily work-from-home life. But what if we could create a way to train people to break their face-touching habit at a time when they're already watching themselves—during their virtual meetings?

We created custom "Face Touch Reminder" camera filters that are triggered when people bring their hands to their face during video chats—from virtual happy hours to video conferences. Designed for Snap Camera, the filters can be applied across conferencing platforms, from WebEx to Zoom to Slack.



C R E D I T S

CD **Jonathan Tenkely**, AD **Justin Cole**, CW **Noam Paoletti**, Editor **Luke Bishop**, Tech **Seth Reid**, Social **Lindsey Greenblatt**, Project Manager **Noelle Belling**

GRIT

SIERRA NEVADA BREWING COMPANY

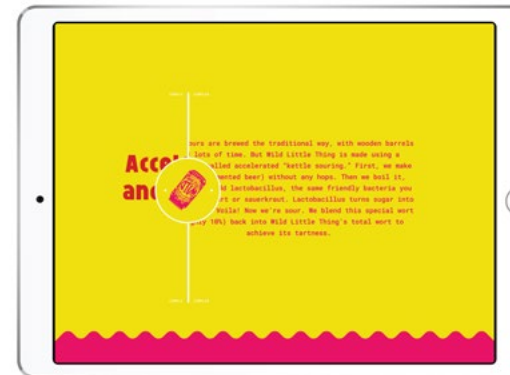
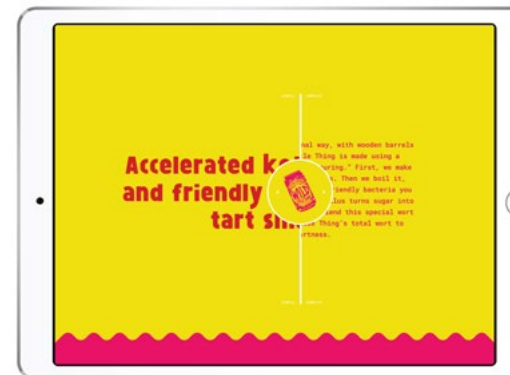
LITTLE THINGS WEBSITE

WEB

With a long-standing history of being a classic, lovable craft brewery, Sierra Nevada has kept its website traditional. But three products, Hazy Little Thing IPA, Wild Little Thing Slightly Sour Ale and Big Little Thing Imperial IPA, have a unique packaging style and personality designed to attract a younger audience. Their websites needed to align with that approach - interactive and engaging, unique and interesting. These three sites were designed for unique experiences on both web and mobile to showcase the colorful personality of the Little Things beers and get the consumer excited about the upcoming release of the third Little Things product, Big. Included in these designs are dynamic scroll experience, a swag rotator, gameable elements upon click such as the Can Dance, Beer Pong and more.

CREDITS

CD **Sean Topping**, ACD/Designer **Gabe Re**, Copywriters **Gabe Re**, **Lizzy Bakhaus**, Art Director/Designer **Brandon Gratton**, Interactive Developer **Jeff Sylvester**, Photographers **Gabe Re**, **Sean Topping**, Illustrator **Chandler Dolan**



KARSH HAGAN

KARSH HAGAN

STAY HOME COLORADO

SOCIAL

As COVID cases spiked in the spring of 2020 Colorado needed to tell people they were safer at home.

We took Colorado's iconic Welcome To Colorful Colorado signs and switched them to read:

We Need To Stay Home Colorado.

The campaign immediately went viral, appearing on TV news channels, across social media and was even adopted by Governor Polis as his Facebook profile picture.

This nimble and graphic message was shared by tens of thousands of Coloradans and may have helped save many lives.

CREDITS

Chief Creative Officer **Jeff Martin**, Executive Creative Director **Dave Cook**, Art Directors **Jack Grupe**, **Andrea Carpenter**, Strategy **Nikki Godwin**, Public Relations **Camille Ziccardi**



CACTUS

COLORADO DEPARTMENT OF EDUCATION

FOOD. WATER. SHELTER. LOVE. READING.

INTEGRATED

The data is stark: Over half of 3rd graders in Colorado are reading below grade level. While parents and caregivers everywhere want their kids to thrive, some of them were unaware of just how crucial their role is to their child's success.

In partnership with the Colorado Department of Education and the READ Act, we went upstream to impact parents of children 0-5, and created a campaign that elevated reading's importance to an essential tenet of parenting — because every parent worth their Kix knows how important it is to give your child plenty of food, water, shelter and love.

We launched the campaign with a short film that modeled and wove reading into everyday moments shared between a child and their grownup. From there, we developed ReadWithMe.Today with a full suite of tips, tricks and tools that are easily shareable and accessible for families across the state.

CREDITS

Founder/CEO **Joe Conrad**, Chief Creative Officer **Norm Shearer**, Creative Director **Jeff Strahl**, Design Director **Sarah Berkheimer**, Copywriter **Sarafina Persaud**, Sr. Copywriter **Will Patterson**, Account Director **Jon Barnett**, Account Manager **Gracie Rouse**, Project Manager **JT Shults**, Strategy Director **Molly Katz**, Multicultural Strategist **Eduardo Neidig**, Production Director **Brooke Woodruff**, Production Company **Lumenati**, Director **Evan Swinehart**, EP **Jessica Trimarco**, DPs **Evan Swinehart**, **Brad Conner**, **Jon Stevenson**, **David Chang**, **Carlos Garcia**, **Gunnar Sikorski**, **Nick Fitzhugh**, **Dutch Simpson**, Audio Post **Coupe Studios**, Engineer **Greg McCrea**, Music **Noise Floor**

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WATER.
SHELTER.
LOVE.
READING.

IT'S NEVER TOO EARLY TO START READING.
READWITHME.TODAY

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READWITHME.TODAY

Of all the widely accepted essentials children need to thrive, reading is often the one we forget to provide. Start reading at [ReadWithMe.Today](#)

COLORADO
Department of Education

I NEED YOU TO READ WITH ME.

I NEED YOU TO DO WHAT'S BEST FOR ME.

I NEED YOU TO MAKE ME FEEL SAFE.

I NEED YOU TO READ WITH ME.

READING LEADS TO SUCCEEDING.
READWITHME.TODAY

FORTNIGHT COLLECTIVE

MORTAL KOMBUCHA

MORTAL KOMBUCHA

PACKAGING

Why does soda get to have all the fun? What about healthy stuff like kombucha? It has bubbles. It has a bit of caffeine. It has fun flavors. That's how Mortal Kombucha began: with a Mortal Kombat pun and the ridiculous plan to make a healthy beverage as entertaining and delicious as an unhealthy one.

So when we got the opportunity to rebrand Mortal Kombucha and bring this vision to life in packaging, we knew it had to be ridiculous and different. It had to be monstrous hands, crushing juicy, delicious fruit. Brilliant colors. Shiny metallics. Crazy statements. An absolute spectacle of fun. Because while some kombuchas are focused on reminding you about probiotics and gut health, and positive mantras, Mortal Kombucha is focused on making sure it's inherently healthy, totally organic beverage is absolutely, ridiculously, deliciously fun to drink and to look at.

CREDITS

Copywriter **Becca Schepps**, Art Director **Matt Kubis**, Illustrator **Dan Evans**, Brand Director **Jen Kubis** CEO **Andy Nathan**



GRAPHIC DESIGN
STUDENT GROUP
ROCKY MOUNTAIN COLLEGE OF ART & DESIGN

STUDENT WINNER

DATA PARTNERS

DENVER ANTI-TRAFFICKING ALLIANCE (DATA) LOGO DESIGN
BRANDING

DATA is a multidisciplinary, multi-sector response to human trafficking in Denver that collaborates with various services and organizations to provides victim support. RMCAD's Student Graphic Design Group worked with DATA to develop a bold logo that implies collaboration and community while avoiding overused visual tropes often associated with human trafficking.

CREDITS

Student Design Leads **Melissa Casaus, Allison Grzeskiewicz, Brianne Rodriguez, Zuzia Kudasik**, Additional Student Team Members **Travis Schuett, Whitney Grimm, Darion Ramkissoon**, Advisors **Jim Reiman - RMCAD Graphic Design Program Chair, Jay Hollick - RMCAD Illustrative Design Program Chair, Shelby Huckabay RMCAD Graphic Design Core Faculty Member**, DATA Partners **Maro Casparian -Director Consumer Protection, Denver DA Office & Elise Rahn – Director, Denver District Attorney's Office/Denver Anti-Trafficking Alliance (DATA)**



DATA

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad mini veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea consequat. Duis autem vel eum iniree dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait.

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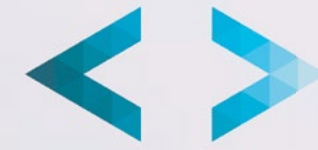
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Sincerely,

DATA DENVER ANTI-TRAFFICKING ALLIANCE



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we make them.**

FUTURISTIC

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ACES ~~2020~~

CONGRATS

TO THIS YEAR'S ACES

BEST OUTDOOR COMPANY
Mile High Outdoor

BEST SOCIAL MEDIA COMPANY
Movement Strategy

BEST FREELANCER
Lisà Schrag

EDUCATOR (DIVERSITY & INCLUSION SPACE)
Andrea Nordgren, AOR/Heroine Films

BEST WEBSITE DEVELOPMENT COMPANY
Consume & Create

BEST MOTION GRAPHICS
Spillt

BEST VIDEO PRODUCTION COMPANY
Futuristic Films

BEST TALENT AGENCY
Wilhelmina

BEST SOUND EDITOR
Coupe Studios

BEST PHOTOGRAPHER
Paul Miller

BEST PRINTER
Ink Lounge Denver

BEST POST PRODUCTION COMPANY
Futuristic Films

BEST MEDIA BUYER/PLANNER
Allison Copens, CP+B

BEST INTERN
Addy Popenjagen, Fact & Fiction

BEST MOBILE APP DEVELOPER
Hovercraft Studios



Creativity
IS THE
CURE



C
U
R
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CREATIVITY IS THE



creativity
is the
CURE

