

Here's to the curious.
The ones who ask too many questions,
The ones who make Pinterest boards for their Pinterest boards,
The ones who find meaning in making, morning coffee, impromptu jams,
And anytime margaritas.

Here's to the process.
The early morning prep meetings.
The last minute tweaks.
The ones who've had to rewrite the script on set.

Here's to the process. And boy, is it a process.

Here's to the ideas.
The few that lived and the thousands that died.
Here's to the thrill of seeing your work in the real world.
To celebrating big wins with whiskey.
And recovering with agency bagels the next morning.

Here's to the ones that went down the rabbit hole and never quite came back.
The ones who combed through searches, GIFS and tweets,
Looking for that one nugget on the last page of Reddit.

Here's to the searching.
Here's to the creativity.
And to all the places they take you.

Here's to the Fifty.

JANUARY 2022

ON BEHALF OF THE AD CLUB COLORADO BOARD, WELCOME TO THE FIFTY!

THANK YOU FOR YOUR SUPPORT OF THIS INCREDIBLE EVENT.

WE ARE PROUD OF THE GREAT WORK THAT COMES TO LIFE EVERY YEAR HERE - AND WE CERTAINLY AREN'T GOING TO LET A GLOBAL PANDEMIC KEEP US APART ANOTHER YEAR. BECAUSE AFTER ALL, IT IS THROUGH CONNECTION WE ARE ABLE TO FIND NEW INSPIRATION, FRESH IDEAS, AND GROWTH.

AT AD CLUB COLORADO, WE DELIVER PROGRAMMING THAT FOSTERS CONNECTION - AMONG TALENT, AMONG AGENCIES AND AMONG PARTNERS. I INVITE YOU TO JOIN US IN THIS MISSION. EVEN ONE SIMPLE ACT OF RECONNECTING WITH SOMEONE IN YOUR NETWORK IN NEED OF ADVICE, TRAINING OR ENCOURAGEMENT WILL HELP US BUILD AND EVOLVE OUR COMMUNITY.

CONGRATULATIONS TO ALL WINNERS!

D'Arcy
D'ARCY TOFFOLO
PRESIDENT, AD CLUB COLORADO

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www.bidtellect.com



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www.wekree8.com



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

www.visiongraphics-inc.com



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

www.occasionsdenver.com



11 Dollar Bill is the innovative and Emmy winning, post-production studio and design firm specializing in creative design, editorial and finishing.

www.11dollarbill.com



COUPE STUDIOS

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

www.coupestudios.com



Fortnight Collective is an award-winning brand marketing accelerator that liberates the strategic and creative development process to produce extraordinary campaigns and results.

www.fortnightcollective.com

CLUB SPONSORS



Adelphic by Viant empowers brands and agencies to reach consumers seamlessly across all programmatic channels and formats through omnichannel campaigns.

www.adelphic.com



Effect combines the best of digital with the power of TV to help local, regional, and national advertisers generate results that matter.

www.effecttv.com



Tremor Video helps advertisers deliver impactful brand stories across all screens through the power of innovative video technology combined with advanced audience data and captivating creative.

www.tremorvideo.com



Simpli.fi is the leader in localized programmatic advertising, working with the largest buyers of localized advertising, including multi-location brands, agencies, local media groups, networks, and trading desks.

www.simpli.fi



The Keep features a comfort-driven, state-of-the-art recording environment blending the best of digital and analog equipment.

www.thekeeprecording.com



5280 is a monthly magazine publication with an audited circulation of 77,027, making it the largest local magazine in Colorado.

www.5280.com



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

www.visiongraphics-inc.com



Casual IQ is a programmatic solutions provider hyper-focused on creating and executing strategies and making your digital marketing dreams a reality.

www.casualiq.com



The Colorado Sun is a journalist-owned, award-winning news outlet based in Denver that strives to tell stories that matter for a dynamic, evolving state.

www.coloradosun.com

JUDGES



Gloria Dusenberry

Creative Director, Energy BBDO
CHICAGO

Brands: Frosted Mini Wheats, McDonald's, Always, Ziploc
Awards: Cannes Lions, Clio, Communication Arts



Hunter Fine

Creative Director, Mischief USA
NEW YORK CITY

Agencies: 72andSunny, W+K, Goodby, Silverstein
Awards: Cannes, D+AD, Clio



Allison Rude

Creative Director, The Martin Agency
RICHMOND, VA

Brands: Monster, E*Trade, JetBlue, Cadillac
Agencies: MullenLowe, Modernista!, Arnold



Sarah Weigl

Creative Director, VMLY&R
KANSAS CITY & AUSTIN

Brands: Wendy's, Yeti Coolers, Tuesday Morning, Jack in the Box
Agencies: McGarrah Jessee, Secret Weapon Marketing



Tripp Westbrook

President/Chief Creative Officer, Firehouse
DALLAS

Brands: Interstate Batteries, Lennox, Baxter, Pennzoil
Agencies: GSD&M, Fallon, Hal Riney, The Martin Agency

JUDGES

AD CLUB BOARD

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Creative Director, CIG

Ryan Seaver | Volunteer Coordinator
Director of Sales, Bidtellect

Christian Robins | Roundtable Dinner
Chief Creative Officer, Co-Founder, 11 Dollar Bill

Terry Pierce | Adcademy
Owner, Bianca e Nero

Kayla Faires | Public Service
Founder & CEO, Revel Interactive

Miguel Chacon | Content
Creative Director, Twelve Three Media

THE 50 COMMITTEE
Drew Peterson, Kristan Butler, Tonja Roth

THE 50 BOOK DESIGN & LAYOUT
Aaron Bitters

THE 50 CONCEPT: CACTUS
Sr Copywriter, **Will Patterson** Sr Production Artist, **Mark Tanner**
Project Manager, **Jordan Leet** Digital Developer and Designer,
Austin Lliteras Art director, **Gustavo Ramirez** Copywriter.
Kayla Hall Editor, **Jeff Wilson** CCO, **Norm Shearer**

ACES 2021

CONGRATS

TO THIS YEAR’S ACES

OUT OF HOME
Mile High Outdoor

MEDIA BUYER/PLANNER
Christopher Lawrence - Director,
Mass Media at ADT

FREELANCER
Jay Roth

TALENT AGENCY
Wilhelmina Denver

PRINTER
Elman Printing, Adam Michaelson

NEXT STUDENT
Caroline Noonan, Copywriter,
Denver Ad School

NEXT RISING STAR
Katya Lien

NEXT RISING STAR
Gray McDermid

MADWELL

JUDGE'S CHOICE

VISIBLE

12 DEGREES OF KEVIN BACON

Visible, the first digital-only wireless service powered by Verizon, recently launched an incredible referral program. Bring a friend and get unlimited data for just \$5/mo...up to 12 months! A deal that warranted a campaign that went bigger than your typical promotional spot.

So we went big showing how people can save with a little help from their friends...with the friend of ALL friends.

Cue Emmy award-winning actor Kevin Bacon debuting “12 Degrees of Kevin Bacon.” In this spot, he announces that he’s changing the famous adage of ‘6 degrees of Kevin Bacon’ to ‘12 degrees of Kevin Bacon’ – as a way for members to bring 12 friends for 12 months of \$5 wireless.

After airing at the Grammys, we saw a big lift in key metrics: Search impressions increased by 117%, social mentions by 48% WoW, and earned PR coverage in AdWeek, The Drum, and more.

CREDITS

MADWELL

Chris Sojka, Chief Creative Officer, **Jeff Gillette**, Executive Creative Director **Courtney Schopfer**, Creative Director/ Art Director **Brian Naujelis**, Associate Creative Director/ Writer **Armando Perez**, Senior Designer, **Charity Lombardo**, Copywriter, **Brigid McEntee**, Production Director, **Jessi Dana**, Executive Producer, **Julia Goldsmith**, Senior Creative Producer **Natalie Ross**, Group Account Director, **Sydney Sadler**, Account Supervisor, **Sacha Coates**, Comms Strategy Director, **Buzzy Cancilla**, Producer, **Caleb Dewart**, Executive Producer, **Mino Jarjoura**, Executive Producer, **Mike Berlucchi**, Director of Photography, **Michael Krantz**, Production Designer, **Frank Effron**, Editor, **Ramon DeSouza**, Assistant Editor, **Michelle Eskin**, Managing Director, **Amburr Farls**, Executive Producer, **Brady Fiero**, Senior Producer


PARLIAMENT, VFX

Aaron Lasko, Producer, **Alex Hawley**, Sound Engineer, **Elijah B Torn**, Global ECD, **Molly Young**, Head of Production, **Keith Haluska**, Partner + Managing Director

HUNGRY MAN, PRODUCTION COMPANY

CUT AND RUN, EDITORIAL

COUPE STUDIOS MUSIC AND SOUND DESIGN, AUDIO POST MASSIVEMUSIC, MUSIC

 **Gloria:** My top pick was the “12 degrees of Kevin Bacon” campaign because it turned a ubiquitous “refer a friend program” that people often ignore... into a fun and memorable program, that taps into pop culture.



PIGGYBACK CREATIVE

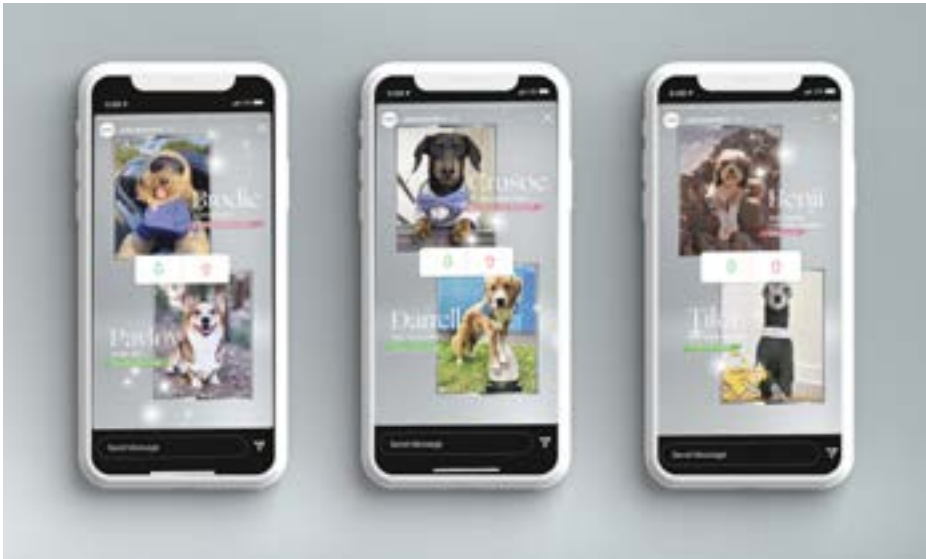
JUDGE'S CHOICE

ZALES X VERA WANG
FUREVER LOVE

If you love the Bachelorette and you love dogs, woah baby did we make an IGTV show for you. To promote their latest line of engagement rings, Vera Wang’s pup, Lola, was willing to give up the single life and find her FURever Love. And this was the kind of project every influencer dog was ready to jump on. There were tales of love. Tales of adventure. Tales of seduction. And just tails in general..so many tails. At the end of every 4 minute episode, fans voted to decide which lucky dogs made it to the next round. In the end the rough and tumble doodle, Brodie prevailed.

CREDITS

Leigh Masters, Creative Director, Art Director, Producer John Angelopoulos, Creative Director, Writer Mike Immerman, Editor



FORTNIGHT COLLECTIVE

JUDGE'S CHOICE

VRBO


JIMMY KIMMEL LIVE! SPOT INTEGRATION

We've all missed a lot of special moments between family and friends during the past year. That's why Vrbo and Jimmy Kimmel Live! partnered together to give Guillermo a chance to celebrate all the moments he and his family missed in 2020 and demonstrate why a Vrbo is the perfect setting for family reunions. The broadcast viewership integration drove overall social performance to an all-time high, impressions and profile visits increased 31% and new visitors to the Vrbo.com website increased by 23% during the broadcast segment.



CREDITS

Adam Chasnow, Chief Creative Officer **Devin Reiter**, President **Jessica Welander**, Senior Brand Director **Jeff Greenspan**, Creative Director **Steve Malloy**, Creative Director

 **Hunter:** I really enjoyed how the agency wrote something that defied advertising and made it into pop culture through a different avenue - namely late night TV. It was fun to watch and the concept was strong. It goes to show a good creative thought can be brought to life in more ways than traditional media.

FUTURISTIC

JUDGE'S CHOICE

NO BARRIERS USA

FROM MY WINDOW

From her bedroom window, Melissa Simpson looks out at the highest peaks in Colorado. Despite being so close, the mountains have always been worlds away for Melissa, who was born with cerebral palsy. With the help of her friend and mentor, blind adventurer Erik Weihenmayer, Melissa sets out to conquer something far greater than a summit. Through humility and grace, Melissa proves that what is within us, is stronger than what's in our way.

CREDITS

Melissa Simpson, Starring **Erik Weihenmayer**, Starring **Frank Pickell**, Director / DP **Christian Silberbauer**, Executive Producer / 1st AD **Sarah Liles**, Executive Producer **Jasper Gray**, Executive Producer **Daniel Bedell**, Producer **Jeff Evans**, Producer / Support Team **Skyler Williams**, Producer / Support Team **Kari Jo Faulhaber**, Field Producer / Post Producer **Brendan Young**, Second Camera / DIT **Hillary Thomas**, 1st AC / PA **Drew Bennett**, Assistant Camera / PA **Davis Yates**, Assistant Camera / PA **Alex Boll**, Sound Trevor McKenna, Editor **Matt Wade**, Editor **Jonnie Sirotek**, Colorist **Arlin Tawzer**, Original Score **Ridgeline Sound**, Audio Post Production **John Brisnehan**, VFX



Tripp: Picking a judges choice was hard. There were a couple of pieces on the fun side and several on the touching side. At the end of the day, I went with what moved and inspired me the most. That was the film called "From my window". Beautifully executed and wonderful storytelling. Loved it.



HILL AEVIUM

JUDGE'S CHOICE

DENVER REGIONAL COUNCIL OF GOVERNMENTS (DRCOG)

DEADLIEST SPEEDS

GOAL

Educate Denver-area drivers about the dangers, risks and consequences of speeding, specifically, off highways and interstates.

SOLUTION

A vehicle traveling at 40 mph is 60% more likely to cause injury or death to a pedestrian than one going just 20 mph. The majority of fatal crashes don't happen on highways. They happen in suburban neighborhoods or city streets at low speeds of 40 mph or so.

TRUTH

The deadliest kind of speeding doesn't look like speeding at all.

CREDITS

Gordy Hirsch, Creative Director Paul Suggett, Copywriter Rocky Mountain Recorders, Radio Production

Allison: My judge's choice is the "Denver Regional Council of Governments" submission. I picked it for a few reasons. 1) I think it does good out in the world in a super informative way. People know speeding kills, but they don't realize how slow you can be going and still be deadly. 2) I thought the writing was nice, 3) the design clean and impactful, 4) and they included a few unexpected elements too like the Speed radar sign that lets you know you're going fast enough to kill someone. Super impactful.



CACTUS

COLORADO LOTTERY

WINNING COUNTRY

Colorado Lotto+ is our state’s original Lottery game. The game is made, played and paid right here in Colorado. So in order to help localize the game in the minds of our players, we leaned into the shared cultural capital of Colorado in the late 1970s. By parodying the can-do feel good, product forward ads of this era, we tapped into the optimism inherent in buying a Lottery ticket. This campaign was a celebration of our state as much as our state Lotto and served as a reminder to players that the money they spend on Lottery games funds our state’s outdoor spaces.

CREDITS

Joe Conrad, Founder & CEO **Norm Shearer**, Partner & CCO **Brian Watson**, Executive Creative Director **Shea Tullos**, Creative Director **Andy Bartosch**, Copywriter **Hailey Simon**, Senior Art Director **Martha Douglas**, Senior Integrated Producer **Summer Duncan**, Account Director **Leah Glazer**, Account Manager **JT Shults**, Project Manager

PICROW, PRODUCTION COMPANY

Sergio Cilli, Director **Dal Wolf**, Executive Producer **Peter Sprouse**, Producer **Wayde Samuel**, Editor **Clark Jackson**, Colorist **Lisa Effres**, Executive Producer **Ali Moeller**, Producer

COUPE STUDIOS, AUDIO POST

Greg McRae, Senior Engineer **Paul Shipper**, Illustrator



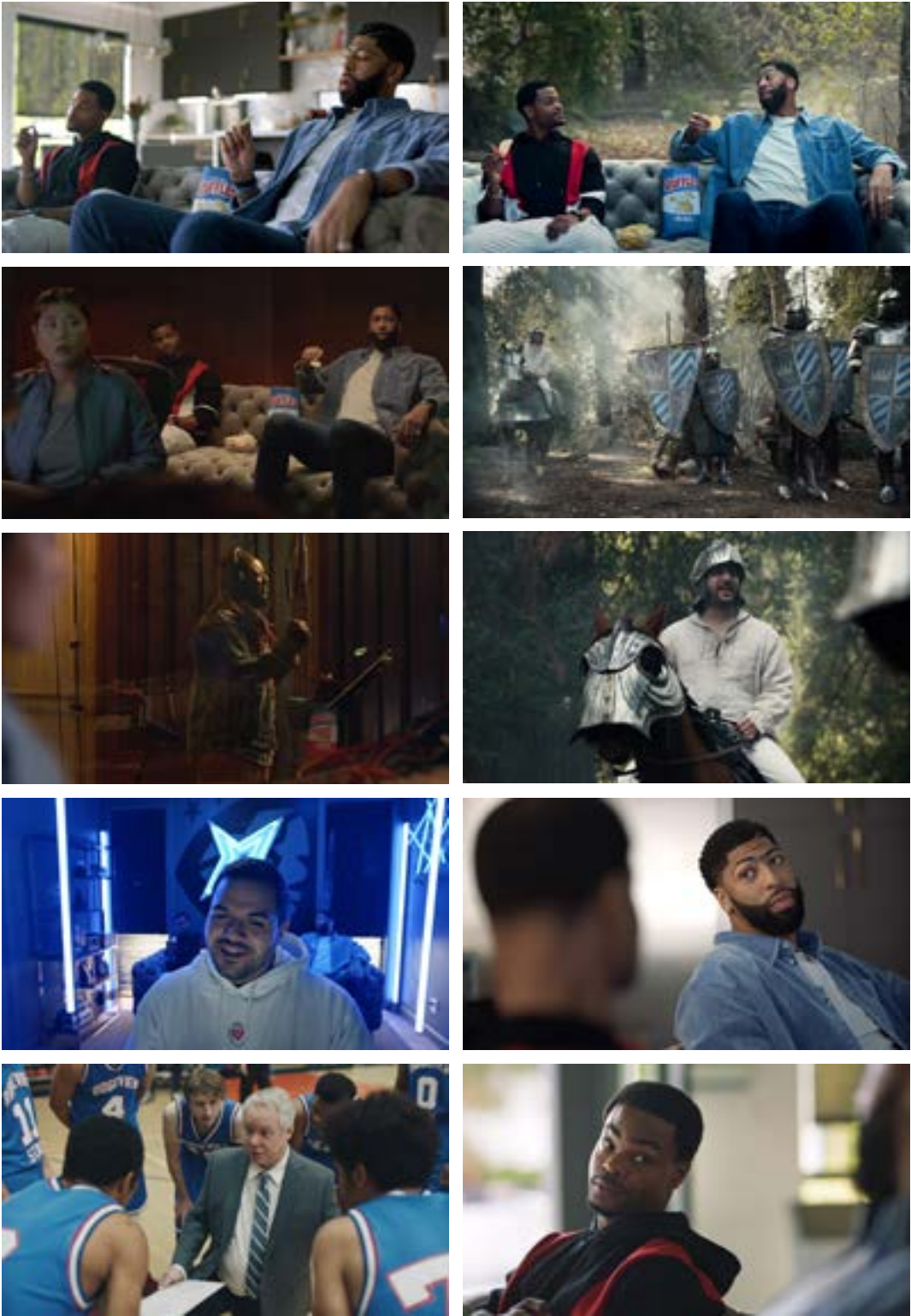
MOTIVE

RUFFLES
RUFFLES WITHOUT RIDGES

To Own Your Ridges means to take a good, hard look at the imperfections that make you different—and choose to embrace them, empower them and let them out in front of the world, rather than hide from them. With its unmistakable Ridges, Ruffles walks the walk. But without those Ridges? Ruffles would be just another chip. And it’s that insight that led us to 2021’s “Ruffles Without Ridges” campaign: a TV spot and social ecosystem that laid bare a handful of iconic people and things that simply wouldn’t be what we know and love them to be without owning what makes them who they are. Because, for real: what would T-Pain be without autotune? A knight without his armor? Gaming maverick CourageJD without his trash talk? Or NBA champion Anthony Davis without his...uh, basketball skills? Yeah. That’s what we thought. Own Your Ridges. And don’t worry about the rest.

CREDITS

Matt Statman, CEO **Krista Nicholson**, President **Chris Reinhard**, SVP GCD **Carissa Levine**, GCD **Jose Eslinger**, GCD **Hillary Miller**, SVP, Group Account Director **Taylor Woodard**, VP, Group Account Director **Jonathan Walan**, Account Director **Andrew Lynch**, VP, Strategy **Dina Biblarz**, Strategy Director **Aragorn Fenton**, Head of Production



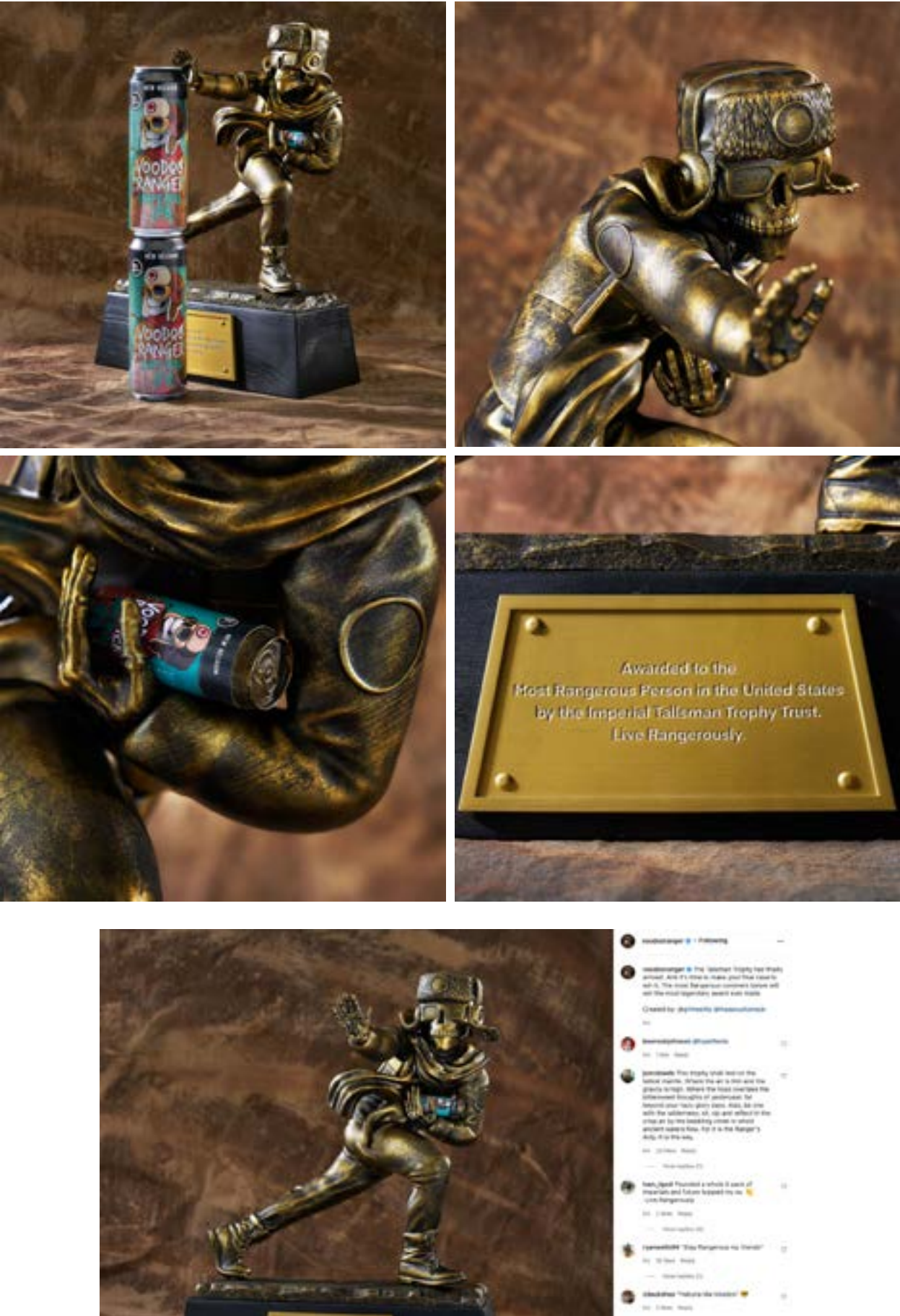
FACT & FICTION

VOODOO RANGER
THE TALLSMAN TROPHY

The 9th month of the year is for 9% beer. That was the premise for Imperial Month, which celebrated Voodoo Ranger’s most popular beer on shelves. To launch the month-long event, Voodoo Ranger celebrated his Imperial tallboy by creating the Tallsman Trophy, the Heisman trophy of IPA lovers. And on the opening weekend of college football, Voodoo Ranger superfans were given a chance to #LiveRangerously on social to prove that they deserved the once in a deathtime trophy. Engagement during September spiked to more than six times the average as fans lived their most Rangerous life. And, at the end of September, the luckiest Voodoo Ranger superfan in the Vooniverse hoisted up the ultimate prize of Imperial Month.

CREDITS

Kyle Taylor, Founder Lisa Lee, Head of Production Andrea Cruz, Head of Accounts Brock Johnson, ECD
Zephan Knauss, Ricky Lambert, ACD Brandon Gorthy, AD Boston Heath, Eva Hunter, Carol Williams, Production



L R X D

WESTERRA CREDIT UNION

THE WHY & THE WAY

Westerra Credit Union asked us to develop a creative way to introduce their 300+ employees to its new mission, vision and values. It's clear from the first page of this interactive, hands-on pop-up book that it isn't your typical employee handbook. The content was written and designed to provide members with real-life ways to bring the new company culture to life. Fold-outs, connect-the-dots and other interactive devices were employed to get the Westerra team eager to absorb the new company ethos.

C R E D I T S

Ashley Rutstein, Creative Director **Andy Dutlinger**, Creative Director **Garrett Deheer**, Senior Designer
Emma Bryant, Senior Copywriter **Stephen Hausrath**, Production Manager **Kristin Clarys**, Production Designer/
Illustrator **Gary Gonya**, Chief Strategy Officer **Tom Ashley**, Account Director **Marissa Yennie**, Senior Account
Manager **Danielle Jones**, Senior Project Manager

D & K PRINTING, PRINTER

Wade Paschal, Chief Marketing Officer - Westerra **Dave Steinke**, Creative Director - Westerra Westerra Credit Union, Client



G R I T

SIERRA NEVADA

BIG LITTLE THING IPA LAUNCH

Sierra Nevada’s new 9% Big Little Thing Imperial IPA is big. So big that it needed to be launched in the biggest way possible. When you think of your average campaign launch, you think of some social posts, billboards, and print ads — this time, we literally launched Big Little Thing. We created a working Big Little Thing beer cannon as well as the IPA Armada which was an army of drones that could somewhat precisely drop beers to people. But for the piece de resistance, we created the Big Little Thing keg catapult which was so big that it earned a Guinness World Record title for the farthest distance thrown by a trebuchet. To continue to gain traction, we created a PR kit full of Big Little Things as well as not-so-big catapults that launched tiny beer cans.



C R E D I T S

Sean Topping, Chief Creative Officer **Gabe Re**, Associate Creative Director **Coburn Huff**, Director of Photography
Brandon Gratton, Designer **Katie Huhn**, Designer/Animator **Chandler Dolan**, Illustrator **Lizzy Bakhaus**, Account



KARSH & HAGAN

DENVER INTERNATIONAL
AIRPORT
CONSPIRACY WALLS 2.0

Aliens. Blue stallions. Lizard people stealing tools. Airport construction was taking a lot longer than expected at DIA, so we created apology posters to provide travelers with a short escape from the racket, along with a few laughs.

The posters not only played up the fun conspiracies surrounding Denver International Airport, but offered a sneak peek of the airport benefits and add-ons soon to come.

CREDITS

Jeff Martin, Chief Creative Officer Dave Cook, Executive Creative Director Greg Ryan, Design Director Dave Cook, Jimmy Mollenhour, Copywriters Lauren Corna, Account Director



FORTNIGHT COLLECTIVE

ALLKIND HARD
KOMBUCHA

BRAND DESIGN & PACKAGING

The better-for-you and wellness craze has officially arrived in beverages. With hard kombucha growing by 120% from 2019 to 2020, and hard seltzer surpassing that, the category is ripe for innovation and new players. Enter Odell Brewing Co. Master fermentors and experts in flavor, Odell is known for their superior brews and commitment to craft. As they looked to enter a new category and appeal to a new drinker, they needed a unique and independent brand to lead the way.

The kombucha itself is a perfect composition of masterfully balanced ingredients and artfully executed processes. The Allkind name is encapsulated in a scoby-shaped badge, giving a subtle nod to the slimy yet integral ingredient of the kombuchamaking process. The bubbles within the badge are different across flavors, no two are the same, just as each can of this living beverage is always different

CREDITS

Matt Kubis, Designer/Illustrator Kate Kayne, Copywriter Andy Nathan, CEO/Founder Jen Kubis, Account Director



ALL INHALE RAMEN

CACTUS + WILD MANOR

COLORADO LOTTERY

BANK RUN

With Set For Life Scratch, you can win up to \$5,000 a week for twenty year. That’s a lot of trips to the bank. To drive demand for the launch of this first-of-its-kind game in Colorado, we created a tv spot that reimagines the world of a classic lottery symbol—the big check. Rather than highlight the overplayed winning feeling, we reinforced the product offering of a serial payout by focusing on the banality of winning big week after week.

C R E D I T S

Joe Conrad, Founder and CEO **Norm Shearer**, Partner and CCO **Brian Watson**, Executive Creative Director **Shea Tullos**, Creative Director **Will Patterson**, Senior Copywriter **Jeff Hunter**, Senior Art Director **Brooke Woodruff**, Production Director **Summer Duncan**, Account Director **Ethan Nosky**, Account Supervisor **JT Shults**, Project Manager

W I L D M A N O R P O S T P R O D U C T I O N

Dan Aronin, Editor **Jonnie Sirotek**, Colorist

C O M M U N I T Y F I L M S , P R O D U C T I O N C O M P A N Y

Clay Williams, Director **Carl Swan**, Executive Producer **Daniell Taff**, Line Producer

C O U P E S T U D I O S , A U D I O P O S T

Greg McRae, Senior Editor



SUKLE

GREAT OUTDOORS COLORADO

STEWARDSHIP POSTERS

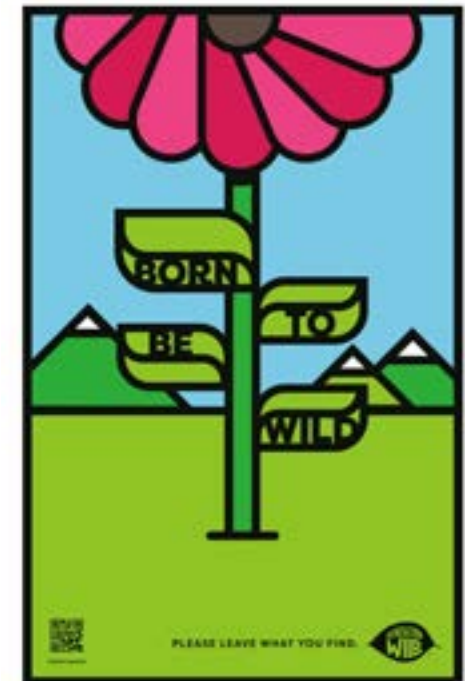
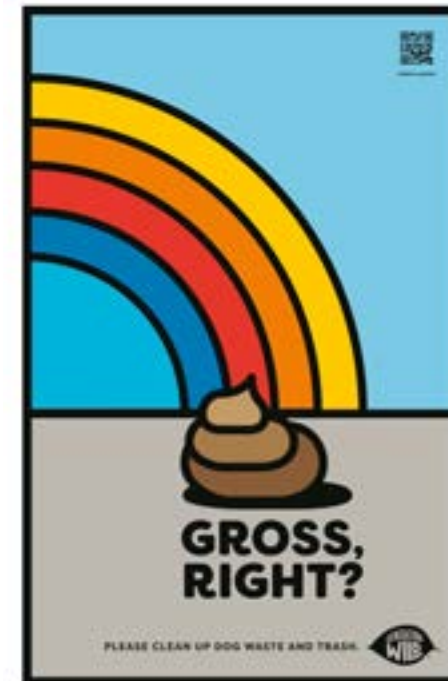
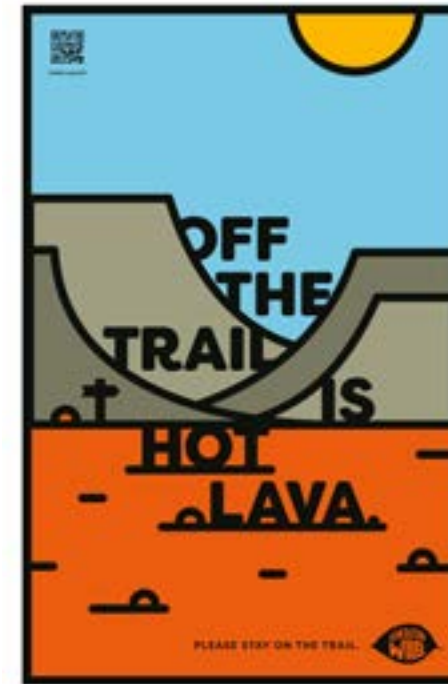
With the pandemic preventing people from gathering indoors, visits to Colorado's outdoor areas boomed. And while we're all for people getting outside, there were problems that needed to be addressed to prevent damage. Posters were designed to address each of the four issues and were posted at the entrances to outdoor areas throughout the state.

The four issues were:

1. Dog waste and litter
2. Erosion due to people wandering off trail
3. Damage to natural habitats
4. Interference with wild animals

CREDITS

Mike Sukle, Founder/Creative Director **Jeff Euteneuer**, Associate Creative Director **Curtis Smith**, Associate Creative Director **Matt Carpenter**, Production Artist **Leigh Ann Bauer**, Account Supervisor **Joey Oriczak**, Senior Project Manager **Michon Schmidt**, Senior Producer **Dan Schultz**, Strategist



MADWELL

SPORTS ILLUSTRATED
SPORTSBOOK

In 2021, Colorado was flooded with promotions for newly-legal sports betting apps. Big budgets, big celebrities and big offers were everywhere. For Sports Illustrated to enter that market, timing was tight, requiring everything from strategy to execution in a matter of weeks. When Sports Illustrated looked at the market, they saw one missing piece: sports. Seems pretty simple, and in truth it was. Of all the sportsbooks, only Sports Illustrated could claim to be “The Sportsbook by Sports People.” From that simple point of difference, Sports Illustrated was able to cut through a sea of casinos, celebrities, offers and bluster with pride in their undisputed, wide-reaching sports credentials. In TV to social, outdoor to digital, Sports Illustrated Sportsbook not only stood out, but became a voice for real sports fans everywhere. Because without sports, there would be no sports betting. And without Sports Illustrated, sports themselves wouldn’t be the same.

CREDITS

Jeff Gillette, Executive Creative Director **Steve Barry**, Managing Director **Hayden Zellers**, Account Director **Peter Knierim**, CD/ Copywriter **Dave Steinke**, CD/Art Director **Laura De La Cruz**, Designer **Kristen del Calzo**, Producer **Sarah Schwinn**, Producer

FRIENDS OF MINE, MOTION DESIGN & POST

IDOLUM, POST & SOCIAL

JSM, MUSIC

COUPE STUDIOS, AUDIO POST

Sivan Finn Shalev, VP, Strategic Marketing & Branding, SI Sportsbook **Noam Klivitsky**, VP, US Marketing, SI Sportsbook **Eitan Rosenberg**, US Marketing Lead, SI Sportsbook **Jenny Liu**, Integrated Media Director **Alex Strycula**, Media Operations Director **Andy Shulman**, Social/Digital Animator



FORTNIGHT COLLECTIVE

ODELL BREWING
COMPANY

KINDLING GOLDEN ALE

We landed on ‘Kindling’ because Odell’s charitable giving focuses on smaller organizations that make a big impact through their efforts. We wanted the artwork to illuminate a dark can and be a metaphor for lighting the way to philanthropic outreach. We decided that the name should be the hero illustration and this “beacon of light” for the rest of the can. We then created our own logotype using branches and twigs and hand-draw the letter forms to figure out how they interact together and exist in space. The torch element, Robin and bees represent humanity and a mission to galvanize community. The Black- Eyed-Susan flowers are symbols of justice and the Periwinkles symbolic of resiliency. The water droplet being cupped by an outstretched leaf and the overall composition, are a nod to the environment and conservation. Finally, small accents like the butterflies and caterpillar represent themes of change and evolution.

C R E D I T S

Alex Kayne, Director of Marketing Adam D’Antonio, Marketing Manager Jessica Hawkins, Marketing Project Manager
Kristen Wood, Community Manager Andy Nathan, Founder/CEO Adam Chasnow, Chief Creative Officer
Noah Clark, Creative Director Jen Kubis, Brand Director Tucker Kavanagh, Senior Brand Manager



INTEGER

PEPSICO

MT. DEW/ PAPA JOHNS GAMING

MTN DEW needed to gain sell-through at Papa John’s and the pizza chain’s latest innovation, the Papadia, offered the perfect chance. Recognizing the two brands share gamers as a key audience, we set out to show how MTN DEW and Papadias are the perfect pairing to fuel gaming sessions without interruption. And knowing how gamers can treat inauthentic brands, we needed to prove we understood them. How? By launching a breakthrough gaming product: the Quick Order Controller featuring a “quick-order button” that allows gamers to instantly order a Papa John’s Gamers’ Bundle—DEW and Papadias—without pausing gameplay. To promote the controller, we put it in the hands of one of gaming’s biggest influencers, DrDisrespect, and NBA star Jamal Murray for an epic live streaming Fortnite battle. The event attracted hundreds of thousands of views and more than half a million impressions, making Papadias and MTN DEW the go-to gamer meal.

CREDITS

Marc Ducnuigeen, President & Chief Operating Officer Ashley Degnan, Business Director Steve Gammel, Vice President, Creative Bradley Hilton, Creative Director Nathan McCollum, Senior Art Director Ryan Vasko, Senior Copywriter Jerod Anderson, Designer Aaron Miller, Senior Account Planner Erica Bletsch, VP, Production Operations Jon Giehl, Senior Content Creator



AMÉLIE COMPANY

FRANKLIN COUNTY
PUBLIC HEALTH
(FCPH)

RECOVER FOR LIFE

As a top county in the nation for opioid related deaths, Franklin County has been paralyzed by this silent epidemic. Our plan of action included several focus groups and surveys to better understand the thoughts and opinions of those closely affected by opioid-use disorder. They talked. We listened. Franklin County needed a sense of hope and positivity. It was this insight that laid the foundation for “Recover for Life”. Recover for Life is a campaign intended to unite a community and end stigma, reaching residents behaviorally and contextually along the recovery continuum. Whether someone suffering from addiction, a loved-one, or a community member, Franklin County residents were exposed to our campaign through several mediums, including a community mural painted by one of Ohio’s own. Our goal was to create a memorable impression, an impactful moment, a reminder that no matter where they are, they are not alone on this journey.

CREDITS

Jacqueline Mellow, Creative Director Jesse Cunningham, Art Director Rachel Edwards, Copywriter Patrick Greene, Social Media Director Maria Lawson, Media Director Mark Ward, Producer Kit Hall, Senior Account Manager Christine Cowan, Managing Director, Accounts



G R I T

YUMBUTTER

WEB IMAGES

Yumbutter is a “better for you” line of nut butters that prides itself in creating products that are a boost beyond delicious. They asked Grit to help them create a look + feel that would stand out from the sea of sameness inundating the nut butter category. These illustrative assets start on their site and will begin to permeate their branding as they expand across the country. The images celebrate the wholesome, organic ingredients that go into each product and the benefits you feel from eating well.

C R E D I T S

Chandler Dolan, Illustrator Coburn Huff, Photographer Sean Topping, Chief Creative Officer
Lindsay Topping, Chief Creative Officer



FACT & FICTION

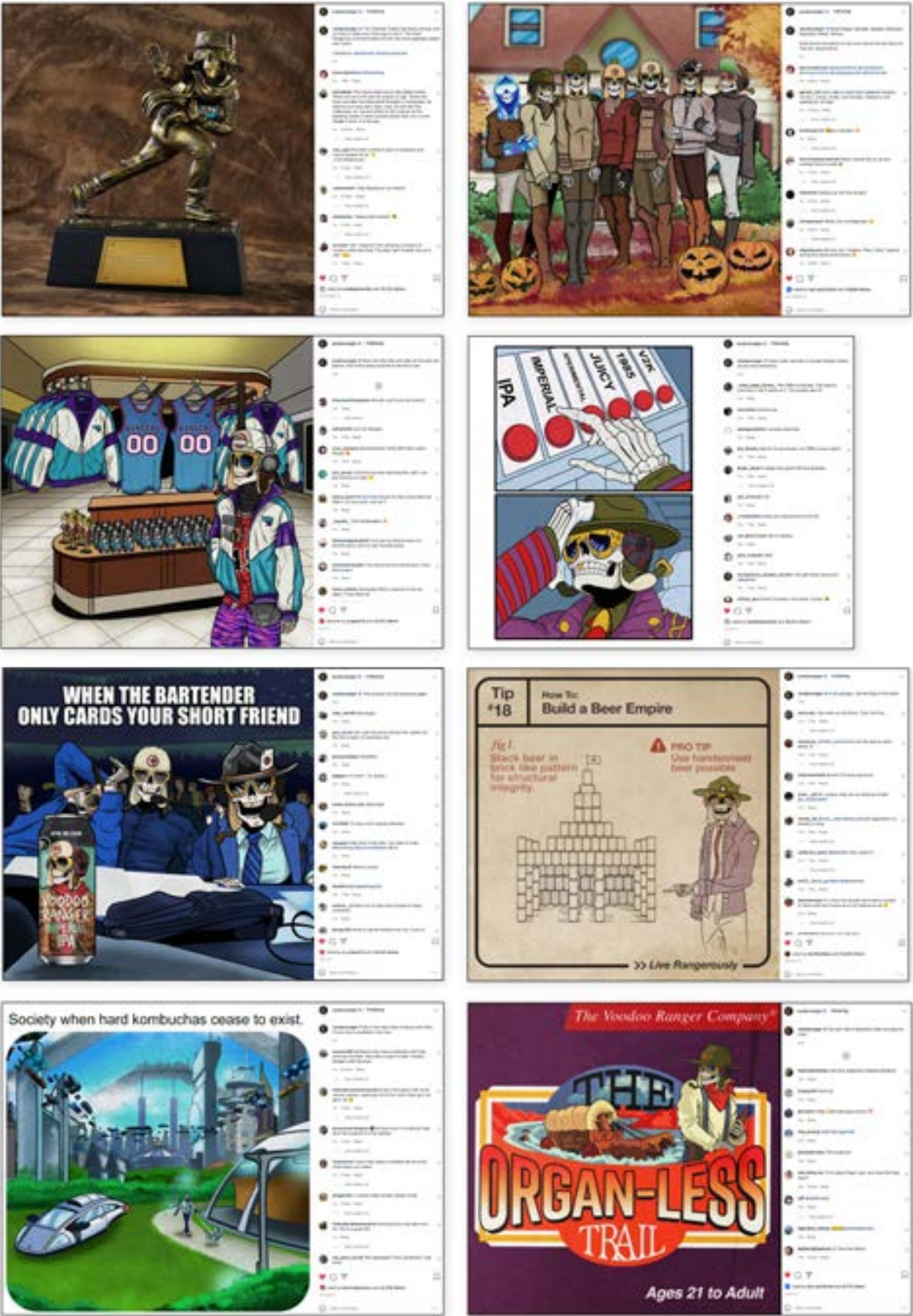
VOODOO RANGER

BEST IG FEED: @VOODOORANGER

Meet the best social brand in the game: Voodoo Ranger IPA. Not only did this cartoon beer icon continue to shatter engagement records with 500x that of the average brand on Instagram, but the Rangerousness bubbled up and spilled over into real life, too. Voodoo Ranger launched a user-generated film festival with their action figure, created a Heisman trophy for the ultimate beer fan, and debuted a national TV campaign. In addition to that, the spirit of Voodoo Ranger possessed The Vootique, and offered fans limited-edition products like an official Halloween costume and a 30-pound set of “Hop Nuts” to swing from the back of your lifted pickup truck. Social, TV, OOH, stunts, and the most Rangerous community of beer lovers on social. It’s safe to say, ’21 was the year of Voodoo Ranger beer.

CREDITS

Kyle Taylor, Founder Brock Johnson, ECD Lisa Lee, Head of Production Andrea Cruz, Head of Accounts Jordan Harris, Accounts Zephan Knauss, Ricky Lambert, ACD Meghan Burns, CW Brandon Gorthy, AD Brendan Wray, Ryan McFarlin, McKenzie Carlin Design Boston Heath, Eva Hunter, Maren Mendoza, Molly Richardson, Production Sean Tourangeau, Josh Holland, Illustrators Lasse Bergfeld, Lacie Kraich, Nikki Pike, Nathan Crutchfield, Animators



C I G

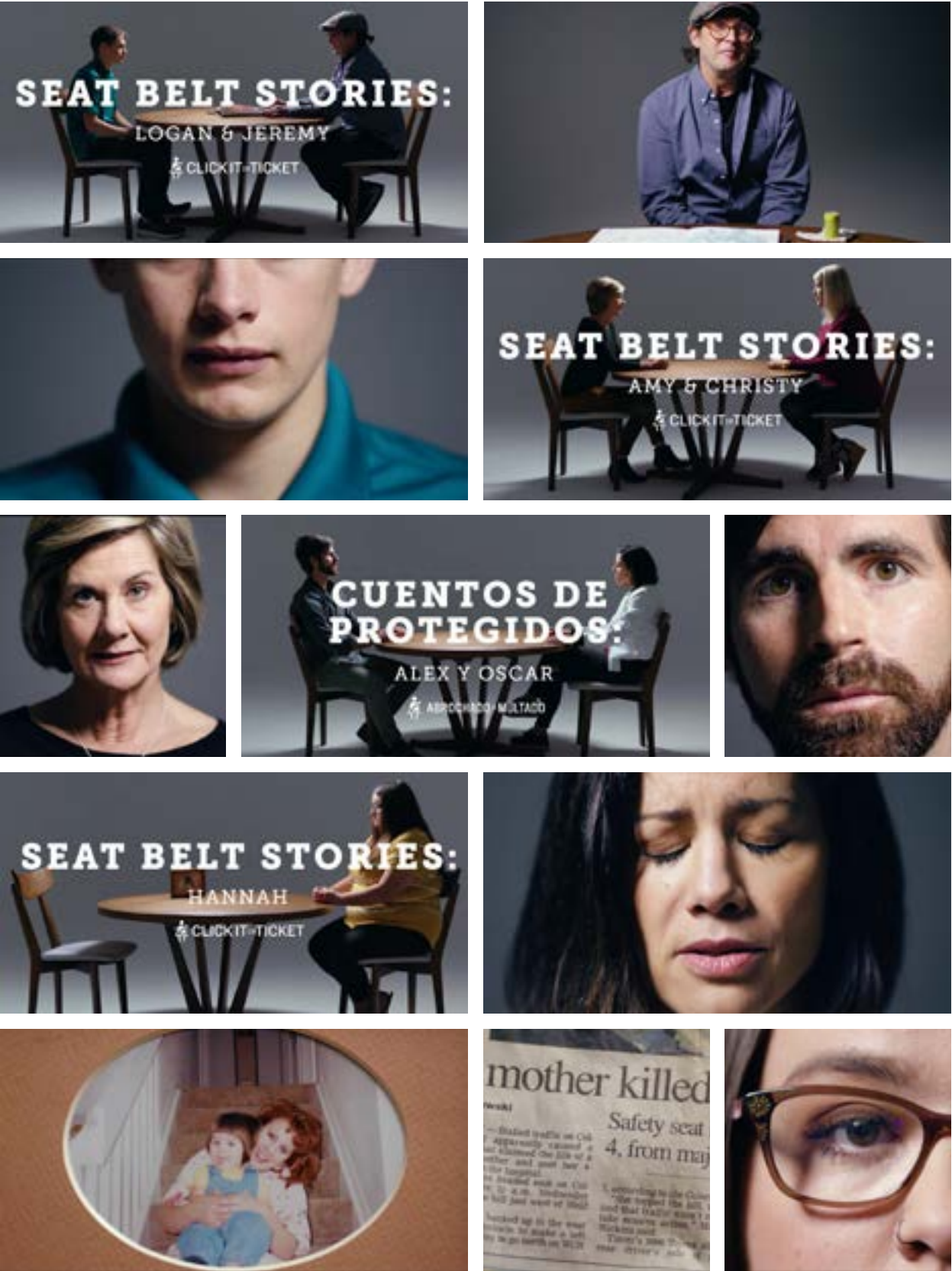
C D O T

SEAT BELT STORIES

Colorado Department of Transportation’s seat belt video series is narrated by real victims and family members describing horrific crashes in which the decision to buckle up made the difference between life and death. Some videos describe the tragic consequences of not buckling up, and others feature stories of people who did buckle up and lived to talk about it. Each story connects strangers involved in similar crashes. The goal is for the public to hear these stories as a reminder of the importance of wearing a seat belt. Colorado ranks below the rest of the country in seat belt use. Hearing personal stories such as these can be a powerful way to get more people to buckle up. Even though Coloradans hold passionate opinions and may not agree on everything, we can all get behind seat belts and the importance of buckling up.

C R E D I T S

Ryan Brooks, Director of Photography, Flying Giant Productions **Miguel Hernandez**, Director - Spanish **Cyndi Ortiz**, Producer **Kristan Butler**, Creative Director, CIG **Sam Stavish**, Senior Associate, CIG **Laura Sonderup**, Managing Director, Hispanidad **Victoria Mendoza**, Language Supervisor, Hispanidad **Seth Marshall**, Camera Operator **Lauren Winton**, DIT/AE **Tyler Kasche**, Gaffer **Lincoln Terhark**, Audio Mixer **Cindy Cruz**, Hair and Makeup



FORTNIGHT COLLECTIVE

UPSLOPE BREWING CO.,
OSKAR BLUES BREWING,
LEFT HAND BREWING,
SANITAS BREWING CO.,
BOOTSTRAP BREWING CO.,
MOUNTAIN SUN
PUB & BREWERY

CO CARE CAN - PACKAGING DESIGN

On 3/22/21, senseless tragedy reached Boulder, Colorado. Following the Boulder Supermarket Tragedy, the community was seeking ways to help those in need. So, we created “a can to care.” Partnering with 5 local breweries - Upslope Brewing Company, Oskar Blues Brewing, Left Hand Brewing, Sanitas Brewing Co., Bootstrap Brewing Co. and Mountain Sun Pub & Brewery - we created the “CO Care Can” to house an assortment of community crafted beers. 100% of the proceeds would be donated to the Colorado Healing Fund, a 501(c)(3) non-profit created to assist victims of mass tragedies in Colorado communities with their financial, emotional and physical needs. The can spotlights the Colorado state flag at half mast along with ten stars in a circular pattern to represent the ten victims. The flag waves in such a way that it distorts the center ‘CO’ icon into a heart, visually showing respect and support for all of those impacted.

CREDITS

Matt Kubis, Designer/Illustrator **Martha Murphy**, Copywriter **Brian O’Connell**, Strategy Director **Jen Kubis**, Brand Director



CACTUS

EDWARD - ELMHURST
HEALTH

HERE FOR IT

Consolidation after consolidation, service cuts and networks pressuring providers to speed up appointments for the sake of profits has left healthcare feeling mechanical and inhuman. This creates the perfect opportunity for Edward-Elmhurst Medical Groups, known for providers giving patients their personal numbers, to remind the community that there’s a provider around the corner who sees patients as neighbors. We leaned into the humanity of healthcare — to celebrate all the reasons you might need to see a primary care doctor, even if it’s a little TMI, embarrassing, or absurd — to create a campaign that’s charming, relatable, and most importantly human. Because EEH is here for it and always here for you with a provider who puts your health and relationship first.

CREDITS

Joe Conrad, Founder and CEO **Brian Watson**, Executive Creative Director **Jeff Strahl**, Creative Director **Will Patterson**, Senior Writer **Kay Borleis**, Senior Art Director **Ainslie Fortune**, VP, Account Leadership **Nicole Parker**, Associate Director of Strategy **Helen Rudolph-Shabinsky**, Senior Project Manager **Jordan Leet**, Project Manager **Brooke Woodruff**, Production Director **Martha Douglas**, Senior Integrated Producer **Julie Mimmack**, Senior Creative Producer **Eric Ryan Anderson**, Photographer **Art Class**, Production Company **Vincent Peone**, Director **Justin Derry**, Director of Photography **Rebecca Niles**, Executive Producer **Kevin Schroeder**, Producer

11 DOLLAR BILL, POST PRODUCTION/COLOR

Wayde Samuel, Editor **Travis Mitchell**, Assistant Editor **Clark Jackson**, Colorist

COUPE STUDIOS, AUDIO POST

Greg McRae, Sound Engineer **Brenda Whaley**, Photo Producer



G R I T

SIERRA NEVADA

DRINK OUT LOUD SUMMER CAMPAIGN

This summer, as the country was in the midst of a reprieve from COVID, Sierra Nevada asked Grit to lean into music and help beer lovers across the country Drink Out Loud with the Little Things family. Grit designed a series of stop-motion videos that focus on the product itself to remind consumers how much fun beer and music are - especially when enjoyed together.

C R E D I T S

Sean Topping, Chief Creative Officer **Lindsay Topping**, Chief Marketing Officer **Brandon Gratton**, Art Director **Coburn Huff**, Photographer **Chandler Dolan**, Designer/Paper Engineer **Gabe Re**, Associate Creative Director **Katie Huhn**, Designer/Animator **Spencer Higbee**, Animator



PIGGYBACK CREATIVE

CHEEBA CHEWS
LET’S GET TOASTY

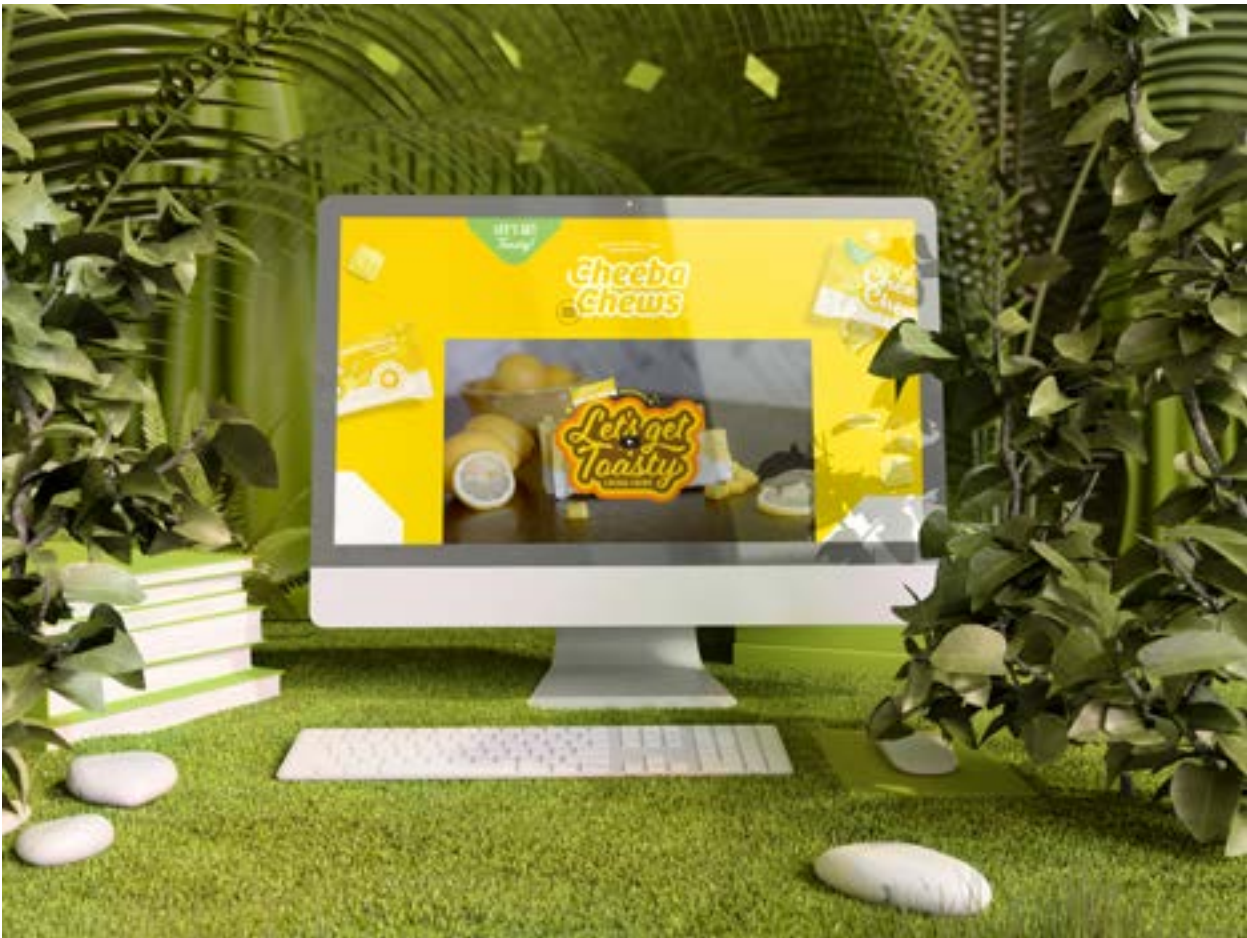
The OG of cannabis edibles, Cheeba Chews, needed a campaign to live up to the punch of their new flavor packed lemon meringues. So, of course we had to find a cooking influencer that only cooks high, and develop the “Let’s Get Toasty” baking series. Sure, we wanted to entertain and bring awareness to the new flavor, but we also wanted to help stoners shine more in their own kitchens. Because, the only thing to do after you pop a lemon meringue Cheeba Chew is make and eat a homemade lemon meringue pie. Or French Toast. Or an ice cream float. It’s going to be a great weekend.

CREDITS

John Angelouplos, Creative Director, Writer **Leigh Masters**, Creative Director, Art Director, Producer
Jacob Glasier, Director of Cinematography

11 DOLLAR BILL, POST PRODUCTION

BREWHOUSE MUSIC, ORIGINAL MUSIC COMPOSITION



REMICKZ MARKETING

THE HYPELINE

CUE THE HYPELINE!

We’re living in a particularly noisy time. We’re devouring endless media & it is coming at us from every angle—so why not make some room for the good stuff? Being aware of what you consume & what truly deserves your energy. We created a resource where you can get hella good magic delivered to you as instantaneously as the rest of the media you’re consuming. CUE THE HYPELINE! A free textline where you choose the prompt, & we deliver just the right pick-me-up. Need a motivational talk? Maybe a cute puppy video? A podcast episode? We are here, we are in your corner, & only a text away. Text 929-605-HYPE (4973) with one of the following prompts and watch your screen fill with positivity:

Heartfelt Story

Cute Animal Photo or Video

Mental Health Tip / Resource

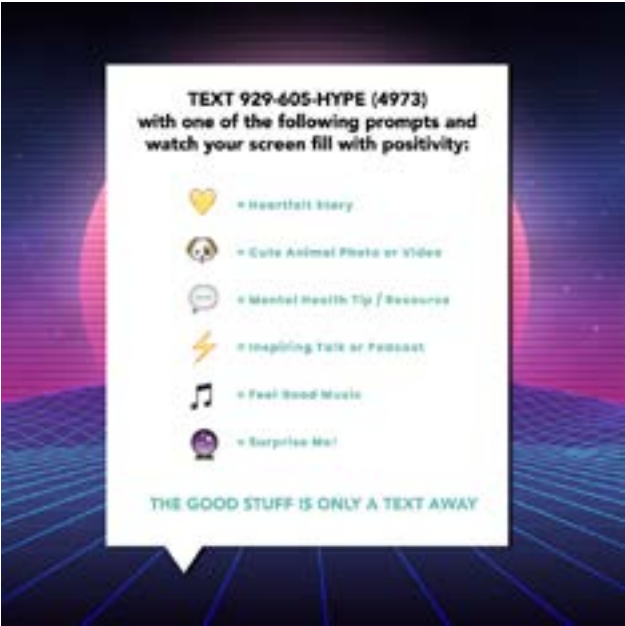
Inspiring Talk or Podcast

Feel Good Music

Surprise Me!

CREDITS

Becky Mickletz, Founder



FORTNIGHT COLLECTIVE

ODELL BREWING
COMPANY
HAZER TAG

With the Haze-Crazy in full swing, Odell Beer company decided to make a splash with a packaging refresh and year-round launch of their previously limited release Hazer Tag IPA. In a cluttered market, we knew we needed our can to stand out and stand apart from the myriad of hazy IPAs on the shelves. So we created a futuristic world on our can to draw customers in. The Hazer Tag named lead us to design a playful game of laser tag in an intergalactic setting. To make the world as immersive as possible, we ensured the opposing players reflected in each other’s blast shields to create a true wrap-around design. For our palette, we looked to the 80’s nostalgia ignited by Stranger Things and utilized a vibrant palette of purple, green, and pink. In all, this can design become an engaging and artistic representation of the products key RTB.

C R E D I T S

Alex Kayne, Director of Marketing Adam D’Antonio, Marketing Manager Jessica Hawkins, Marketing Project Manager
Kristen Wood, Community Manager Matt Kubis, Creative Director Jen Kubis, Brand Director Mona Caron, Illustrator
Andy Nathan, Founder/CEO



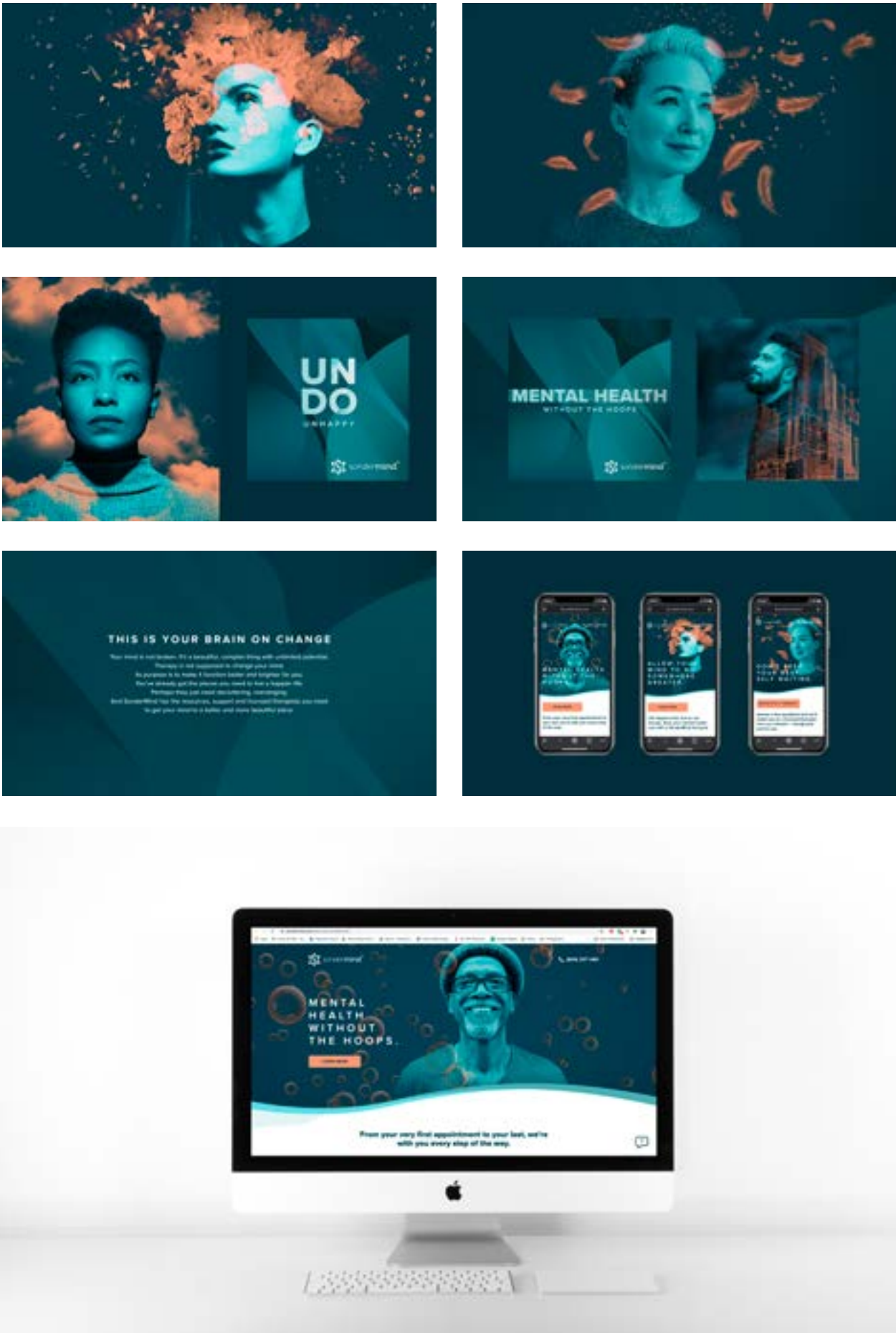
KARSH & HAGAN

SONDERMIND
THIS IS YOUR BRAIN ON CHANGE

How do you make mental health advertising less... depressing? To help SonderMind convey their mission of bringing the mind to a better, more beautiful place, we developed the “This Is Your Brain On Change” campaign. While competitors try to relate to their audiences by showing melancholy imagery, this campaign focuses all on strength. The campaign elicits visceral reactions through inspiring messaging and disruptive images and graphics that add texture, dynamism, and life. By honing a look and feel that’s empathetic, disruptive, and courageous, the campaign has helped SonderMind stand out as a redesigner in the behavioral healthcare space, all while showing what a brain on change can look like.

CREDITS

Jeff Martin, Chief Creative Officer Dave Cook, Executive Creative Director John Bellina, CMO SonderMind Greg Ryan, Design Director Camille King, Associate Creative Director Justin Levin, Senior Digital Designer Nick Marranzino, Senior Designer Jimmy Mollenhour, Senior Copywriter Ben Rindels, Copywriter Shelby Guerrero, Copywriter



FACT & FICTION

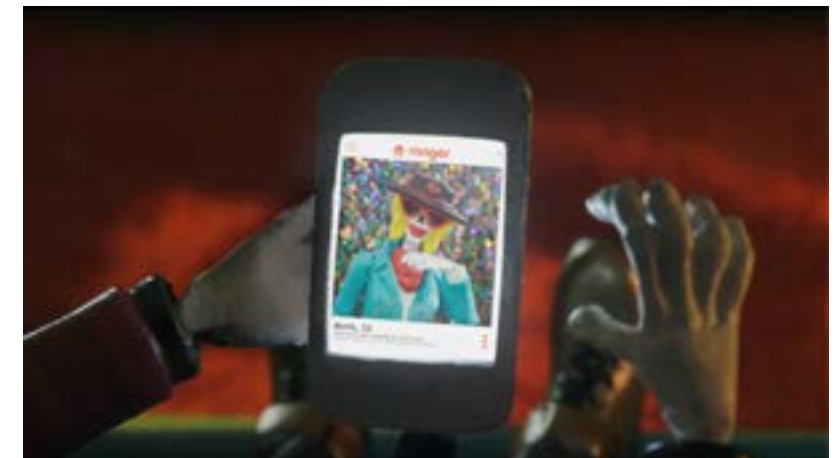
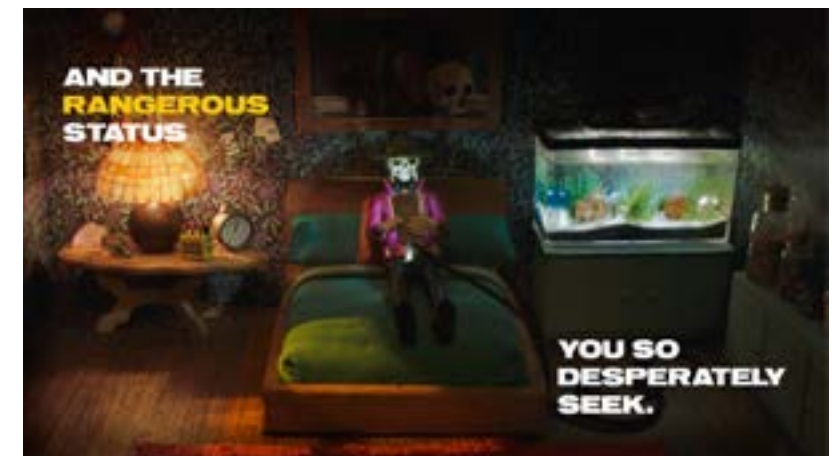
VOODOO RANGER

THE PINT SIZE FILM FESTIVAL

In 2020, Voodoo Ranger was reincarnated into an action figure. And in 2021, the action figure changed forms again and became a full-blown action hero. Introducing the Pint Size Film Festival, where we challenged people to submit their best short films featuring the beer icon action figure. Fans went nuts as Voodoo Ranger was brought to life by some of the best stop motion animators in the world. And after the judges weighed in, a winner was finally crowned the most Rangerous person on the planet. Along with a fat cash prize, their Pint Size Film was featured on Adult Swim bridging any remaining gap between adult cartoons and the best IPA ever.

CREDITS

Kyle Taylor, Founder **Lisa Lee**, Head of Production **Andrea Cruz**, Head of Accounts **Brock Johnson**, ECD
Zephan Knauss, **Ricky Lambert**, ACD **Brandon Gorthy**, AD **Ryan McFarlin**, Design
Ben Pickett, **Boston Heath**, Editors **Eva Hunter**, Print Production



INTEGER

INTEGER

2021 WOMEN’S HISTORY MONTH 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, during a year when random acts of kindness had even more of an impact, for Women’s History Month 2021, our employees illustrated 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

Steve Gammel, VP, Creative **Dani Coplen**, Executive Vice President, Executive Creative Director
Katie Dondale, Senior Art Director **Cait Gamble**, Senior Art Director **Lisa Braden**, Creative Director
Nathan McCollum, Senior Art Director **Allie Bradshaw**, Network Brand Manager



G R I T

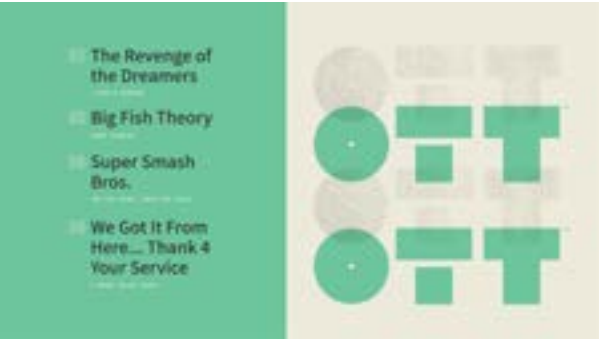
ON THE TRACK

BRANDING

At its core, On the Track is Wikipedia for music credits. Made by music nerds for music nerds, their music library allows you to find difficult-to-find information about a wide variety of songs, down to the exact type of keyboard that was used. The branding celebrates this love of music through record iconography, bright engaging colors, and unique photography.

C R E D I T S

Gabe Re, Associate Creative Director / Designer



FORTNIGHT COLLECTIVE

ODELL BREWING COMPANY

SIPPIN' TROPICAL SOUR

Following the successful roll out of Odell's Sippin' Pretty Sour beer, Odell came to us with a unique opportunity: to design the new Sippin' Tropical beer within the "Sippin'" family and create the first ever line extension in company history. This momentous brief came with a tricky line to walk – the new can needed to look similar to the old can, but not too similar. And as the first ever Odell beer line, there was no playbook to follow. So we leveraged the illustration style, white background and floral design of Sippin' Pretty and then leaned into the "tropical" flavor profile. We drew on flora and fauna of the tropics to signal the flavors inside and illustrated in a vibrant palette of purple, orange, and green to deepen our tropical vibes. Lastly, we adorned the can with a lazy sloth, the perfect mascot for this easy drinking, relaxing, fruity beer.

CREDITS

Alex Kayne, Director of Marketing Adam D'Antonio, Marketing Manager Jessica Hawkins, Marketing Project Manager
Kristen Wood, Community Manager Noah Clark, Creative Director Mona Coran, Illustrator Andy Nathan, Founder/CEO



MADWELL

VISIBLE
WILD BULL RIDE

Denver-based wireless service Visible does things differently. And after taking over their hometown with a different kind of 360 campaign, they ventured this year to the city famous for doing things differently –Austin.

With no stores, contracts, or hidden fees, Visible is wireless without the bull. So we brought a mechanical bull to Austin to show how other wireless services take you for a wild ride. In particular, we enjoyed poking fun at the very pink wireless service sponsoring Austin City Limits with our very pink bull. And with an engaging emcee, “Buck That” t-shirts, Visible cowboy hats, and even a professional lasso-er to get the party started, it quickly became a prime event. After weekends at ACL, Formula 1, and Austin FC, the Visible Wild Bull Ride proved a wild success with over 30,000 engagements, 3,000 leads, & 1,200 bull rides. That’s no bull.

CREDITS

Charlie Smith, Account Director **Sarah Korner**, Account Executive **Bill Blatchley**, Account Director **Natalie Ross**, Group Account Director **Julia Goldsmith**, Associate Production Director **Jess Abood**, Senior Producer **Brigid McEntee**, Group Production Director **Darren Allison**, Associate Comms Strategy Director **Maddie Allen**, Social Strategist **Michelle Douglas**, Community Manager **Chris Church**, Associate Creative Director **Micky Treutlein**, Associate Creative Director **Kelley Bode**, Senior Copywriter **Laura de la Cruz**, Senior Designer **Bri Bradley**, Designer **Libby Dean**, Design **Brielle Munizzi**, Senior Designer **CJ Thomas**, Associate Creative Director **Julia Compton**, Associate Creative Director **Scotty Nolan**, Senior Animator **Jeff Gillette**, Executive Creative Director **Liam Fracht-Monroe**, Production **Ryan Hughes**, Production

VISIBLE, CLIENT/ BRAND

Kirstie Rivard, Head of Sponsorships and Activations **Pearl**, Head of Marketing Communications **Lindsey Cohen**, Head of Media Relations and Comms **Heather Horsey**, Head of Brand Identity and Lead Gen **Megan Skari**, Brand Creative Lead **Hunter Matthews**, Art Director **Nicole Emery**, Producer

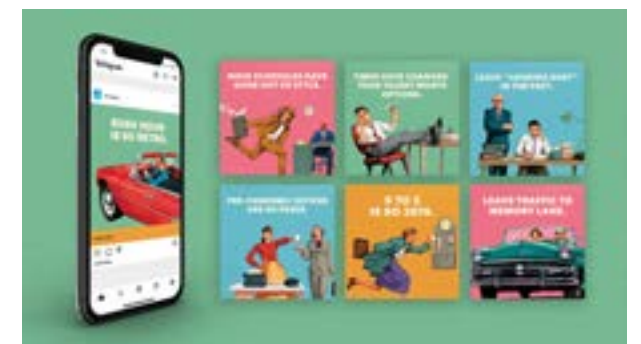


CACTUS

DENVER REGIONAL COUNCIL OF GOVERNMENT

RAPID RECONSIDERATION

Pre-pandemic life feels like ages ago, right? This campaign from WaytoGo taps into that feeling by using a vintage-inspired approach to illustrate just how antiquated pre-COVID aspects of office and commuting life now seem. In so doing, WaytoGo makes a compelling case for embracing new normals instead of reverting back to the old way of doing things. Long, slow, street-clogged commutes are out. Remote work and alternative transportation are in.



CREDITS

Brian Watson, Executive Creative Director **Hailey Simon**, Associate Creative Director **Andy Bartosch**, Senior Copywriter
Page Halter, Art Director **Martha Douglas**, Senior Integrated Producer **Julie Mimmack**, Senior Creative Producer
Sam Hadley, Illustrator **Coupe Studios**, Production Company **Taylor Marvin**, Engineer **Guerin Barry**, Talent

FACT & FICTION

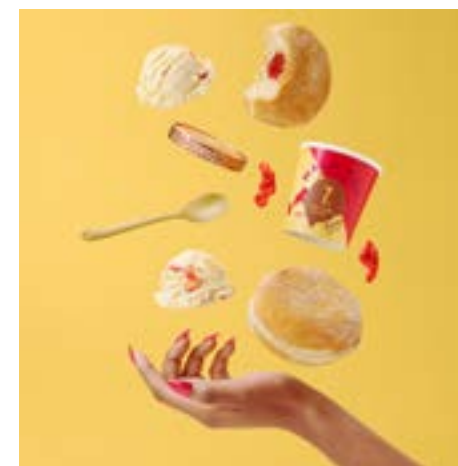
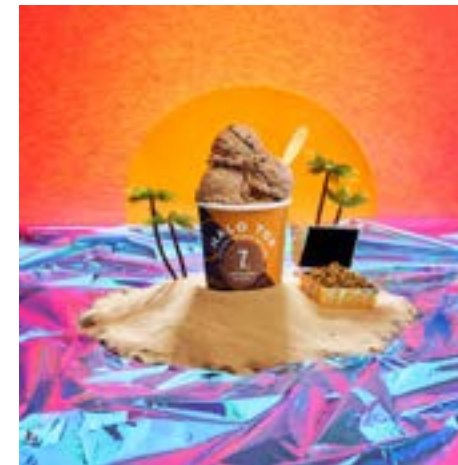
HALO TOP

IG CRAVEABLE CONTENT

Halo Top is the most iconic better-for-you ice cream in the freezer aisle. And in 2021, their social feed was the perfect representation of that. With content that's clean, colorful and insanely drool-worthy, Halo Top featured their most popular flavors of ice cream throughout the year. Stunning photography and videos featured the launch of Keto Pops and Fruit Pops, and a candle stunt took their seasonal flavors to the next level of fan engagement. And because it's a better-for-you ice cream, there's plenty more for the hungry Halo Top community to feast on as we head into 2022.

CREDITS

Kyle Taylor, Founder **Lisa Lee**, Head of Production **Andrea Cruz**, Head of Accounts **Brock Johnson**, ECD
Quinn Lindgren, CD **Zephan Knauss**, **Ricky Lambert**, ACD **Meghan Burns**, CW **Brandon Gorthy**, AD **Brendan Wray**,
Ryan McFarlin, Designer **Jacob Glazier**, **Boston Heath**, Photography **Lois Davis**, **Molly Richardson**, Production



FRANNIE'S
MINI DONUTS

BRAND IDENTITY

Frannie's is a charming mini donut shop located in the heart of Sanford, Maine. This quaint, family-run shop is home to the sweet creations of the Hanselman family. Each family member is involved in the donut shop – right down to their pug, Frannie, who is the inspiration for the shop's name.

To reinforce that Frannie's Mini Donuts is fresh, fun, and family-run, we infused a bright and cheerful color palette with whimsical fonts and topped it all off with a hint of retro style. The heart-shape donut design reinforces that Frannie's is a family affair and that these sweet mini-creations are made with love. The result is a brand design that is as sweet as the donut shop itself.

CREDITS

Nicole Locken, Art Director + Designer



FORTNIGHT COLLECTIVE

VRBO HOLIDAY

After nearly two years of working from home, schooling from home, exercising from home and doing more things at home than we’ve ever done before, our living spaces have become transformed, doing double and triple duty. Living rooms are now also gyms; guest bedrooms are also music rooms and storage closets; and dining rooms are offices too. Through our own ingenuity and out of necessity, our homes have become extremely versatile over this time period. But as a result, they have become extremely unfit for hosting family this holiday season and beyond. While it doesn’t seem like we’ll ever go back to living in our homes as we once did, we can still get together with family and friends at a Vrbo vacation home, which can simply be one thing that’s just that: a vacation home.

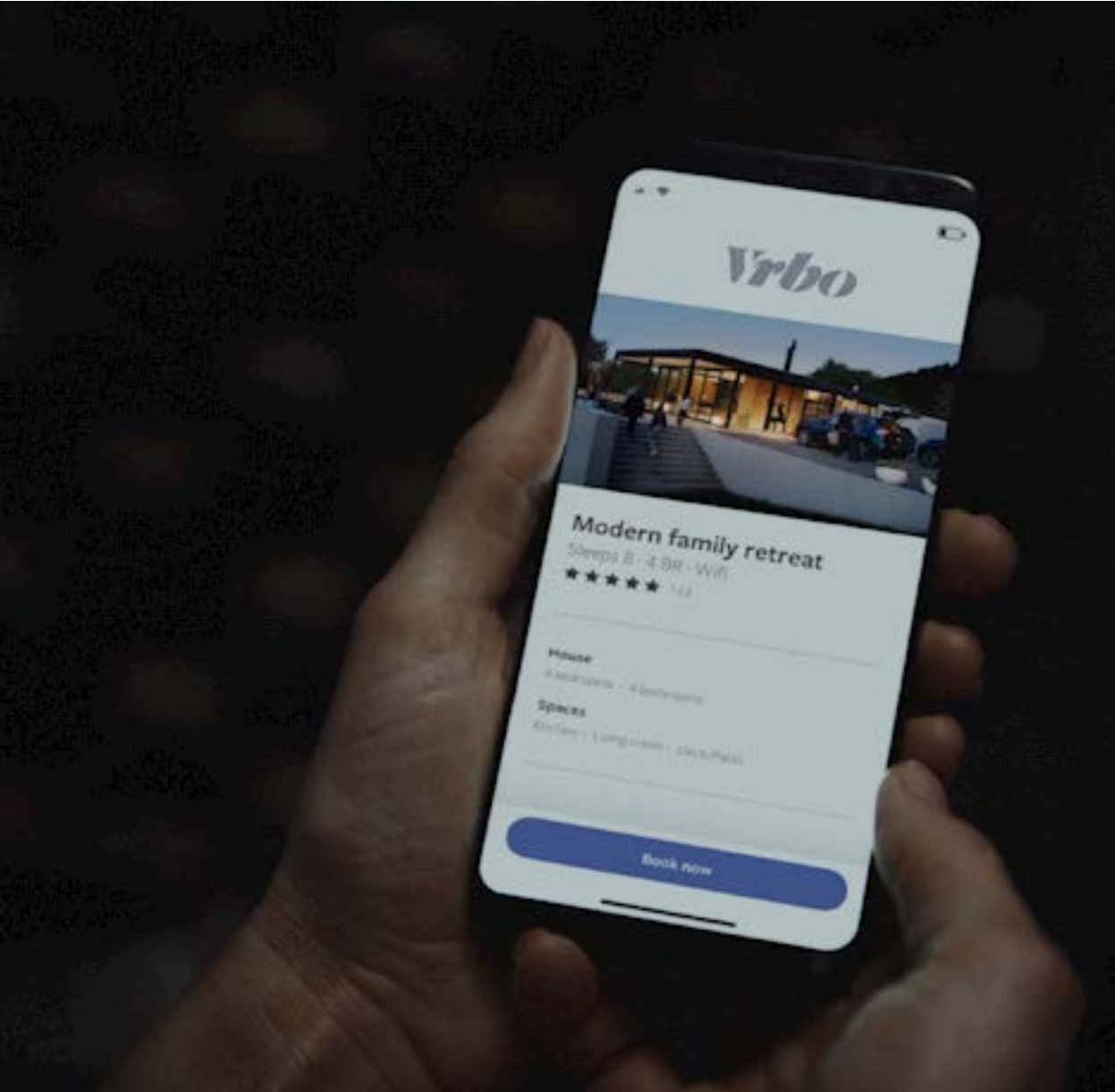
CREDITS

Hector Muelas, SVP, Global Marketing & Creative **Danny Parker**, Global Creative Director **Liz Tavera**, Director, Brand Strategy **Daniel Vidal**, Brand Strategist **Adam Chasnow**, Chief Creative Officer **Dean Maryon**, Creative Director **Richard Bullock**, Director/Writer **Dean Maryon**, Art Director **Maresa Wickham**, Executive Producer **Devin Reiter**, President **Jessica Welander**, Senior Brand Director **Lauren Koslosky**, Senior Brand Manager **Trevor Blum**, Senior Brand Manager **Jordan Maddocks**, Director of Photography **Caroline Kruck**, Producer **Pip Smart**, Executive Producer **Jesse Reisner**, Editor **Carrie Fleming**, Editorial Producer MPC, Post Production **James Tillet**, Colorist

JSM MUSIC, NEW YORK, MUSIC

SOUNDSPACE, BOULDER, AUDIO MIX

Matthew Polis, Mixer



KARSH & HAGAN

3RD BIRD KAMBUCHA

BRANDING AND PACKAGING

3rd Bird Kombucha believes that life isn't so black and white, this or that, or that kombucha is either tasty or gross. There's always a third way if you're willing to fly in a new direction. 3rd Bird offers a third way through kombucha that's not too sweet, not too tart, and is accessible to everyone without ever sacrificing quality. With an attitude this bold and fearless, 3rd Bird needed a look and feel that followed suit. We helped them develop their entire brand identity complete with a bright and uplifting color palette and a logo that subtly incorporates bird feathers as a nod to the name. This brand identity was brought to life on the web, along with packaging and point of sale materials.

CREDITS

Jeff Martin, Chief Creative Officer **Dave Cook**, Executive Creative Director **Greg Ryan**, Design Director/Designer



VERMILION

GOOD CLEAN LOVE

LOVE THE WAY YOU LOVE

Love demands vulnerability and requires resilience — but we choose to put in the work because we are worthy of the reward. Made for every intimate, quirky, and sometimes messy moment, Good Clean Love’s natural and organic sexual wellness and intimacy products work the way you do so you can Love the Way You Love. Love the Way You Love celebrates the realness of all loving relationships and the desire to elevate the intimacy experience — whether it’s with yourself or a partner — with candid, in-the-moment photography and hand-drawn illustrations. Through our digital campaign, we used social media — a space known to fuel self-doubt — to remind people that whatever they define as a loving relationship, Good Clean Love is made for it. As a result, the brand saw over 55% lift in online sales, over 64% revenue growth, and 74% increase in brand awareness in targeted geographies.

CREDITS

Sarah Halle, Creative Director Susan Touchette Aust, Account Director Erin Coldiron, Graphic Designer
Jessica Mulein Hakanson, Senior Account Manager Carly Wilkins, Digital Marketing Director



CACTUS

YOU AT COLLEGE

PERSONALIZING WELL-BEING FOR EVERY STUDENT

The YOU platform was created by behavioral health experts at the intersection of digital technology and student-centered design to provide college students with a personalized, confidential, and comprehensive well-being experience. In order to shed light on YOU’s auspicious and expansive capabilities, we illuminated a series of phrases to inspire interest in the new platform. We brought the equally eclectic and optimistic typography to life through looping animation, a subtle nod to YOU’s round-the-clock access, a 24/7 commitment to connecting students to the right well-being resources at the right time.

CREDITS

Joe Conrad, Founder and CEO Andrew Baker, VP, Product Paige Beaufort, Project Manager
Peter Sather, Illustrator and Designer



G R I T

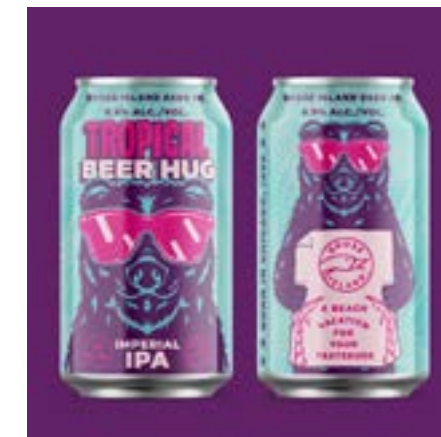
GOOSE ISLAND

BEER HUG

Goose Island's Beer Hug is a new family of craft beers that not only tastes GREAT but also embraces the idea that beer should be fun. Beer Hugs is crafted for everyone to enjoy: it's all of the nuanced perfection of an expertly brewed beer with none of the attitude or intimidation. This idea that 'beer is fun' led to the full brand development of Goose Island's newest brand - Beer Hugs. Creating a cool, unique bear mascot with engaging color palettes and flavor specific copy creates a fun and specific experience with each can.

C R E D I T S

Sean Topping, Chief Creative Officer **Lindsay Topping**, Chief Marketing Officer **Anne-Marie Salcito**, Account Supervisor
Dave Bramson, Designer **Katie Huhn**, Designer **Brandon Gratton**, Designer **Chandler Dolan**, Illustrator



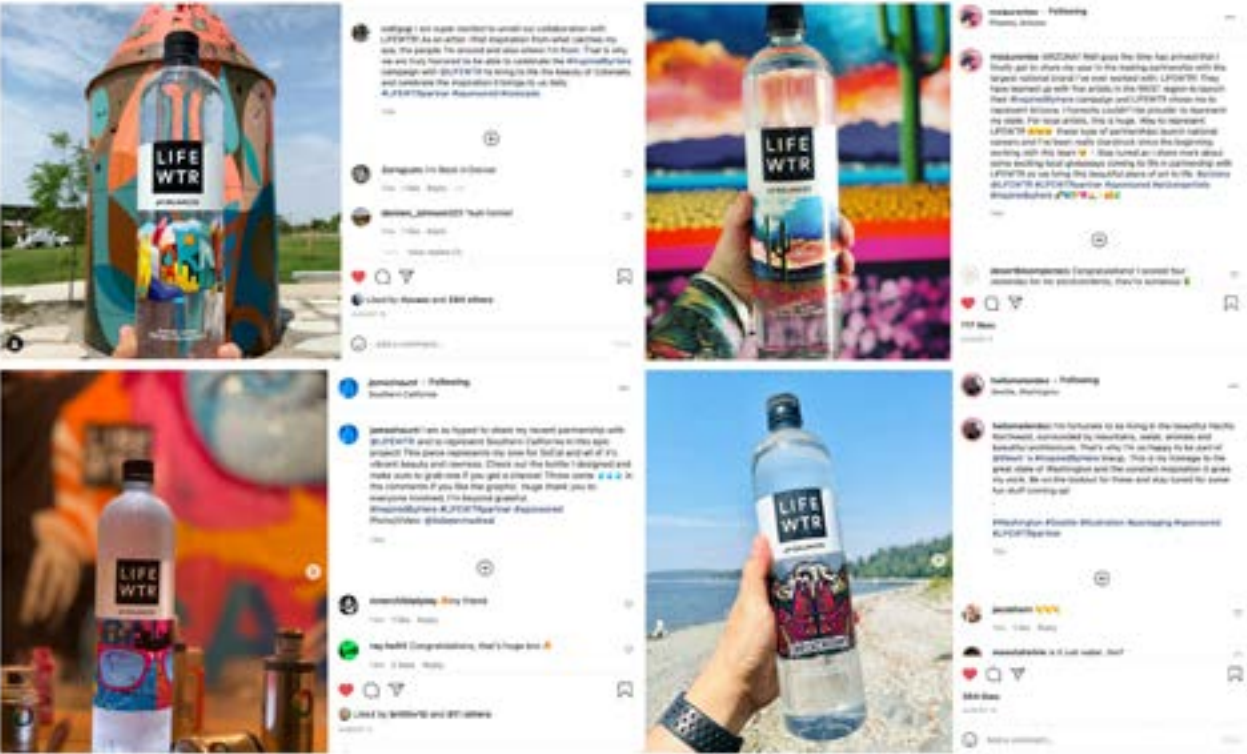
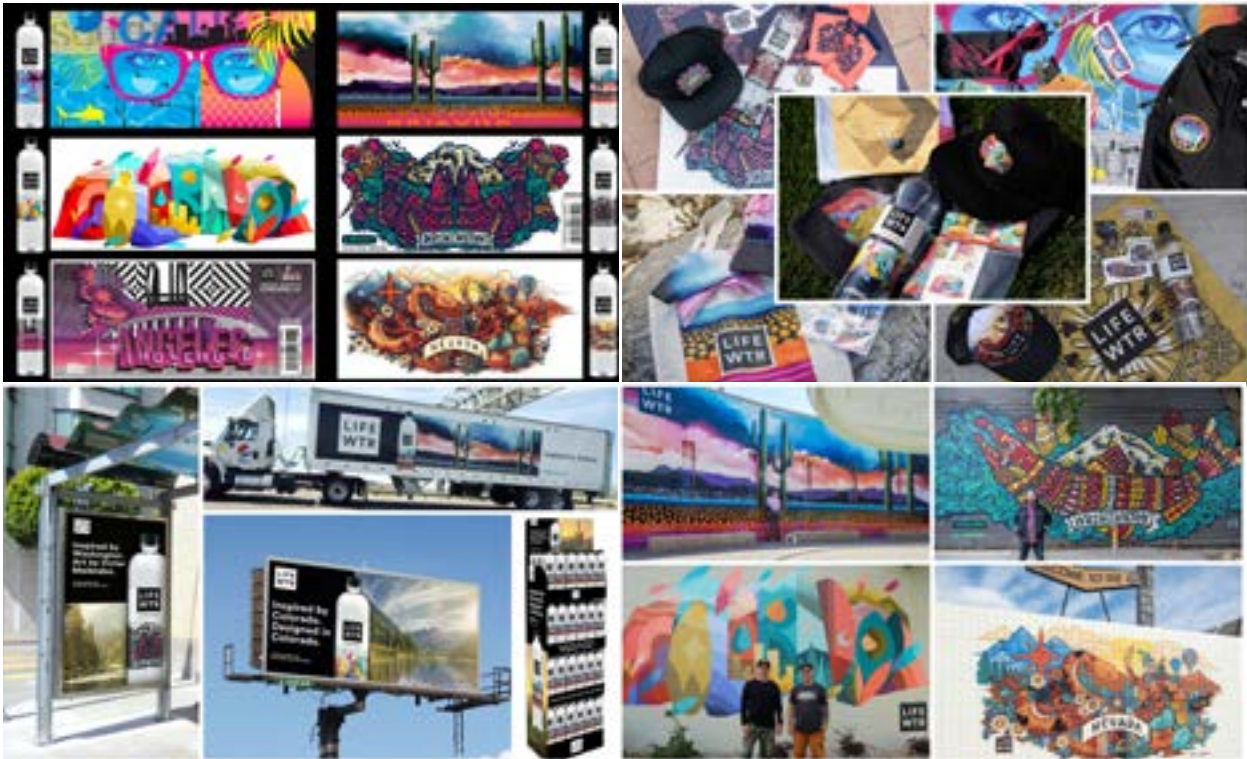
MOTIVE

LIFEWTR
INSPIRED BY HERE

Despite having offices in New York, LA, Toronto and Portland, we were born in Denver—and so when LIFEWTR asked how we could use packaging to celebrate the culture and creativity of the West, we knew exactly where to start: Here. So we reached out to seven of our favorite artists in Colorado, Arizona, New Mexico, Nevada, California and Washington and asked them the same. Then, we gave each a series of canvases to bring their visions to life. Centered around a first-of-its-kind, locals-only LIFEWTR bottle, we inspired each artist’s home market with everything from murals, to POS displays, social media blitzes and even Inspiration “Drops” containing prints, gear, the bottle, and more; emblazoning their artwork all across their home states. Based on our success, we’ll even debut our latest bottle this January: The official water bottle of Super Bowl LVI.

CREDITS

Matt Statman, CEO **Krista Nicholson**, President **Matthew Proctor**, Creative Director **Daniel Patu**, Creative Design Director **Chelsea Strutz**, Account Director **Sam Mitchelson**, Sr Account Executive **Erika Miller**, Account Supervisor **Duane Cardinez**, Production Artist **Kim Grant**, Production Manager



FORTNIGHT COLLECTIVE

ALLKIND HARD KOMBUCHA

LAUNCH CAMPAIGN

Since 1989, Odell Brewing Company has been driven by a passion for all things fermentation. As their love for the craft grew, so did the beverage category. Thirsty for a more unique challenge than the hard seltzer bandwagon could offer, they needed a unique and independent brand that could stand out in a new category and showcase the taste bud-popping flavor and creativity that crafted every sip. Allkind—a word that encapsulates the brand’s desire to be kind to your body, bring people together, and leave the planet a better place than we found it. With a goal of welcoming drinkers seeking more wellness in their wind-down, we ditched the California-driven conventions of the category and leaned into a modern take on a pop art style that was positively alive with flavor and creativity. Allkind is instantly recognizable with its larger-than-life optimism— inching everyone a little closer to reaching delightment.

CREDITS

Kate Kayne, Creative Director **Emilie Druss**, Creative Director **Jessica Welander**, Senior Brand Director
Adam Espinoza, Creative Director **Anders Lindwall**, Director **Davin Lindwall**, Photographer



INTEGER

INTEGER

GO OFF MUTE

Not much is off-limits at an advertising agency. Except, strangely enough, talking politics. But, heading into the most talked-about election we’ve ever seen, The Integer Group wanted to finally open up the political conversation and ensure every staffer’s voice was heard at the polls. So, in a mid-pandemic work-from-home world, we hijacked every corner of our digital office—from social media and email to video chat and calendars—turning industry buzzwords into political conversation starters to break the last agency taboo.

CREDITS

Katie Dondale, Senior Art Director **Lauren Hendricks**, Senior Account Planner **Victor Rasgaitis**, Creative Director **Anne Macomber**, Group Creative Director **Dani Coplen**, Executive Vice President, Executive Creative Director **Scott Cieslewicz**, Digital Developer/Animator **Seth Reid**, VP, Creative Technology **Jennifer Marzett**, Social Brand Director **Brian Denison**, Senior Copywriter **Cait Gamble**, Senior Art Director **Taylor Stands**, Senior Project Manager **James Henningson**, Sr. Innovation Director



G R I T

SIERRA NEVADA

WANDERLAND

Sierra Nevada's Wanderland nectarine ale is wanderlust in a bottle. Bursting with fresh fruit and hops, this beer celebrates van life culture — the adventurer who loves the journey rather than the destination. The core campaign idea marries this one-of-a-kind audience with visual descriptions of the nectarine ale. Because Wanderland is so new, the art direction roots itself in the can art to ensure consumer recognition in store.

C R E D I T S

Sean Topping, Chief Creative Officer **Lindsay Topping**, Chief Marketing Officer **Katie Huhn**, Designer/Animator
Brandon Gratton, Designer **Gabe Re**, Associate Creative Director **Chandler Dolan**, Illustrator **Lizzy Bakhaus**, Strategist



PANA
PANA BEAUTY PACKAGING

Pana CBD brings together the best of nature and science through 100% organic ingredients and rigorous scientific-based processes. With a mission to cultivate everyday wellness, their goal is to make CBD a part of one’s daily routine. So when Pana decided to create their own Pana Beauty line, we knew it needed a strategic, high-end look that showcases why CBD belongs on your bathroom vanity. We designed the packaging to have a sleek, sophisticated look that you’d want to display on your countertop for all to see. The dark packaging and orange foil are dramatic and bold while the recycled, uncoated paper and graphic line elements provide an apothecary-esque feel that complements the brand’s natural remedies. It’s a packaging style that’s just as purposeful and effective as the very product inside it.

CREDITS

Jeff Martin, Chief Creative Officer Dave Cook, Executive Creative Director Camille King, Associate Creative Director/ Designer Nancy Casey, Senior Integrated Producer Lucio Duran, Studio Manager Ben Rindels, Copywriter

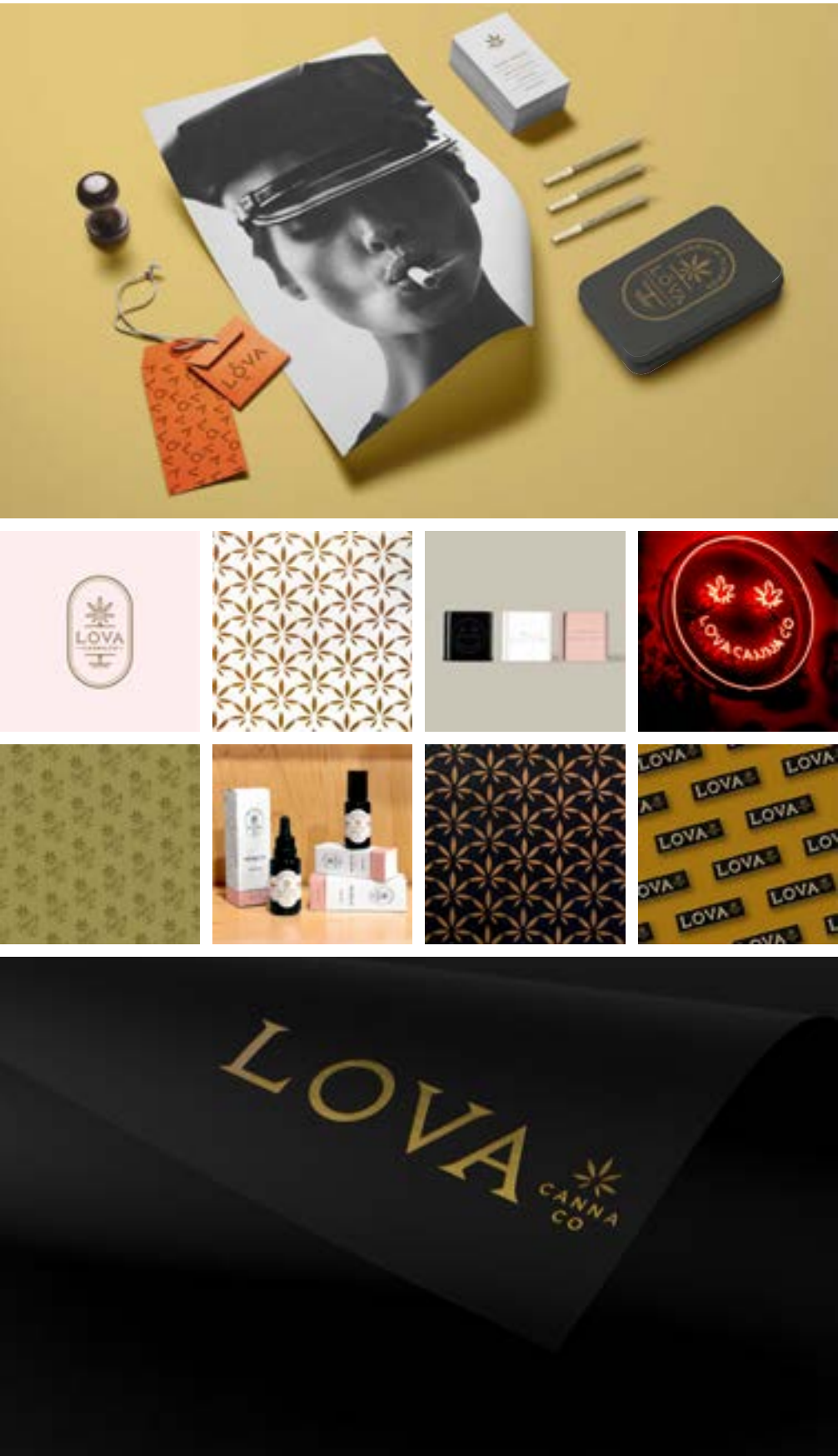


ELLEN BRUSS DESIGN

LOVA
BRAND IDENTITY

It’s a bros world. Or at least it was. Lova is changing all that. This sophisticated new Cannabis and CBD line appeals toe everyone, emerging users and legacy users alike. From the custom logotype to the elegant packaging, a flexible system was created to speak to both men and women at all user levels.

C R E D I T S
Ellen Bruss, Creative Director Ken Garcia, Art Director



FACT & FICTION

CTV RANGER

VOODOO RANGER

From IG to TV, your favorite cartoon skeleton beer mascot keeps getting bigger and more famous. In 2021, Voodoo Ranger introduced you to some of his other family members with a national TV campaign. In a series of videos that parodied the most common advertising tropes on TV, Voodoo Ranger found himself in Big Pharma, extreme sports, and casino commercials.

CREDITS

Kyle Taylor, Founder **Lisa Lee**, Head of Production **Andrea Cruz**, Head of Accounts **Brock Johnson**, ECD
Zephan Knauss, **Ricky Lamber**, ACD **Meghan Burns**, CW **Brandon Gorthy**, AD **Sean Tourangeau**,
Josh Holland, Illustrators **Lasse Bergfeld**, Animator



FORTNIGHT COLLECTIVE

MATY'S

A NATURAL REMEDY FOR HUMAN NATURE

Just because Maty's is simple, clean, organic and all-natural doesn't mean you have to be. In fact, we've found our remedies and support work equally well, no matter who you are or what else you do. Using Maty's doesn't mean you have to cancel your ticket to funville. Because in life, there's room for Mother Nature and human nature. We don't judge. We just give you one thing to feel great about. Maty's is your natural remedy for human nature.

C R E D I T S

Jack Daniel, VO Katie Shanks, Project Manager Pegi Murray, Account Director Tim Lefebvre, Composer Devin Reiter, President Claire Marquess, Brand Director Peter Knierim, Creative Director Matt Kubis, Creative Director Yo Umeda, Creative Director Ben Kay, Copywriter Adam Chasnow, Chief Creative Officer Maresa Wickham, Executive Producer



BUDWEISER

“REGIONAL RED”CAN + BOTTLE REDESIGNS

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

Matt Peters, Art Director **Parker Jones**, Art Director **Francesca D’Agostino**, Copywriter **Glenn Griffin**, Instructor **Joseph Labrecque**, Instructor **Pablo Ampuero**, Instructor



EMPIRE GARDENS

BRAND IDENTITY SYSTEM

Empire Gardens is a locally operated garden organization focused on spreading the message of food independence. Every state is dependent on 90% of its food coming in from external sources. The goal of Empire Gardens is to create a community of people that grow their own food and eat at the local level.

CREDITS

Oscar Ambriz, Student Designer **Allison Heistand-Phelps**, Student Designer **Benjamin Matthias**, Student Designer **Josue Salto**, Student Designer **Falon Thrash**, Student Designer **Shelby Huckabay**, Professor



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Consumer Survey Insights, Perspectives & More from
Comcast Advertising's Agency Leadership Council

Key Takeaways:

The vast majority of streaming content (76%) is consumed via the TV screen, with viewers using multiple services.

All age groups are streaming, but there are some significant differences between generations.

Most households (70%) that have at least one streaming service, still subscribe to cable/pay TV.

58% of time spent with streaming content is ad supported.



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JUICE

THE ART WE MAKE WHEN WE'RE NOT MAKING ADS



Are you an art director by day, oil painter by night? An account guy that sculpts? A copywriter and an abstract artist? If so, we want to see the creative juice that flows when you're making things other than ads.

Beginning February 1, we will be accepting submissions from all Ad Club Members for consideration to be featured in our gallery show in April. Please submit images of your art to stevemorrellart@gmail.com. Venue to be announced.

THE FIFTY 2021

The Fifty

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The Fifty