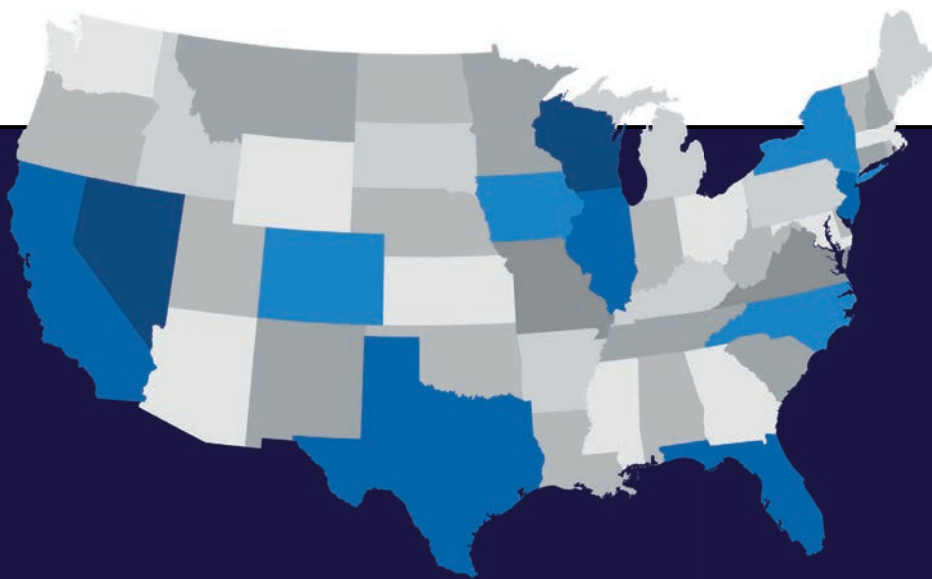






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Cheers to The Fifty!

Ad Club Colorado's annual celebration of the most breakthrough creative work. Each year, we gather to magnify the ideas that inspire us to push boundaries and think outside the box without compromising creativity. This year, we've made a meaningful change, one that reflects our ever-evolving creative community.

For the first time, submissions were open to any work, as long as it was touched by someone living in Colorado. From bold concepts to beautifully crafted campaigns, we're celebrating entries that were conceived, born, or nurtured right here in Colorado. If just one person involved in bringing an idea to life calls this state home, it had the chance to win.

This shift highlights a larger truth: creativity can be limitless through connection and collaboration, and the brilliance that shapes our industry extends far beyond this amazing state that so many of us are fortunate to call home.

This year's Fifty isn't just a showcase of exceptional work; it's a testament to the power of inclusion and collaboration. By broadening our reach, we're fostering a bigger, stronger creative community, one that challenges us all to think differently and push further.

Here's to celebrating the ideas made in Colorado! Not just the place, but the people who live here. Together, we continue to prove that when creativity is cultivated through inclusion and connection, the results are nothing short of amazing.

Here's to the work, the talent, and the possibilities of what's to come!

Sandy Hazzard, President Ad Club Colorado

Fractional Operations, Marketing, and Project Management

sandyhazzard.com

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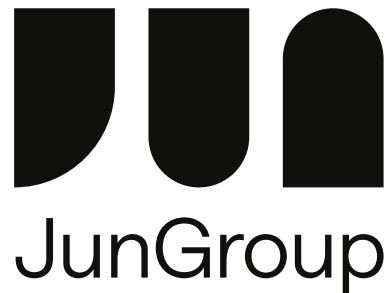
*loopMe*TM

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OCCASIONS

CATERING

CLUB SPONSORS



JUDGES



Allison Apperson

Associate Creative Director | **ARNOLD**
BOSTON



Austin O'Connor

Creative Director | **ERICH & KALLMAN**
SAN FRANCISCO



Ignasi Tudela

Creative Director | **PREACHER**
AUSTIN

JUDGES



Janay Blazejewski
Freelance Creative Director
MINNEAPOLIS



Rushil Nadkarni
Associate Creative Director | **THE MARTIN AGENCY**
RICHMOND

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Cactus

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Aaron Bitters | Art Directon + Design



AD
CLUB

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PARTY LAND



JANSPORT

ALWAYS WITH YOU

Since 1967, JanSport backpacks have been an unassuming sidekick, showing up everywhere life unfolds. Our latest campaign, “Always With You,” ages up the brand for college-aged Gen Z by turning this ubiquity into a comedic anthem series on TikTok. Knowing 78% of Gen Z is more likely to share humorous content, we created catchy, relatable songs capturing those hilariously mundane (and sometimes cringe) moments where a JanSport is always there—whether in a subway, a farmer’s stand, or even the bathroom stall.

By embracing absurdity, we remind audiences that JanSport is, quite literally, made for everything. The unpolished, deadpan anthems showcase the backpack’s role in real life, not some polished ad fantasy. And it’s working: purchase intent is up by 71%, and engagement is 385% above last year. JanSport’s.

CREDITS

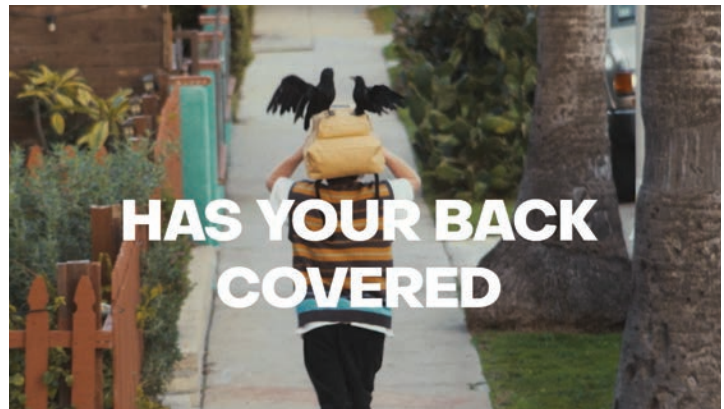
Natalia Fredericks Creative Director, **Eli White** Copywriter, **Jacob Warhop** Art Director, **Matt Heath** CCO, **Andy Silva** Managing Partner, **Taylor Toomey** Account Supervisor, **Amy Krieg** Group Brand Director, **Anisah Parks** Brand Manager, **Mister** Directors, Field Unit Production, **Urgen Sherpa** Brand Coordinator, **Lindsay Dutch Reed** Head of Global Marketing, **Alexandra Reveles** VP, Global Brand Management

"There were so many great entries! My top pick is the "Always with You" work for Jansport. The insight is great. The execution is great. The spots are funny. They've taken a kind of old school product and breathed some cool into it. The original music and lyrics rule. Everything felt right and very unexpected at the same time. That's a great crossroads at which to find yourself. Hadn't seen this work before and I'm so happy you invited me to judge this show because a few of the pieces, especially this one, are going to stick with me and be a reference for years to come."

- Allison Apperson

"My "Judge's Choice" goes to JanSport's "Always with You" campaign. I love that, at their heart, they're unhinged little product demos. The ridiculous scenarios and perfectly (not) on-pitch songs lift them above the crowd."

- Janay Blazewski,



THE ONE TWO



WESTERN COLORADO COMMUNITY FOUNDATION

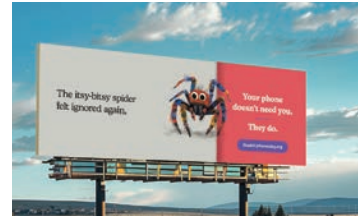
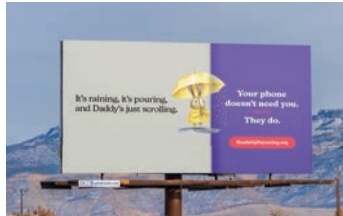
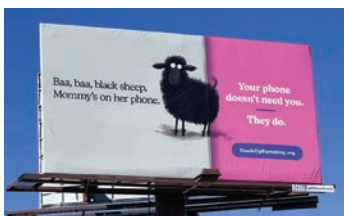
YOUR PHONE DOESN'T NEED YOU. THEY DO.

The average working parent spends more time on their phone than with their baby, even though the first 1,000 days of life are crucial for lifelong mental health and well-being. How can we raise awareness about the impact of phone use on our youngest family members? We provided Colorado parents with a lifeline—a targeted, social-media-first approach designed to help them break free from endless scrolling and focus on what truly matters.

CREDITS

Dan Delli-Colli Creative Director, **Dan Delli-Colli** Copy Writer, **Dan Delli-Colli** Illustrator, **Fabrications and Lies** Animation, **Greg Jesse** Web Developer, **Michelle Roche** Strategy

“I have to give the edge to Heads Up Parenting for a couple of reasons: the message – which is incredibly timely and relevant – is brought to life in a memorable and impactful way. From the nursery rhyme lines that get stuck in your head to the emotionally evocative illustrations, the craft of the campaign is unmatched. It’s the kind of work that really hits you in the feels, especially if you’re the target of the campaign.”
 — Austin O’Connor



FUTURISTIC FILMS



GREAT OUTDOORS COLORADO

LEGENDS

To celebrate over three decades of Great Outdoors Colorado's historic contributions to the outdoors, we took a documentary approach to crafting a brand film that memorializes the organization's foresight and leadership in protecting, preserving, and enhancing our State.

In-depth conversations with legendary Coloradans, including GOCO co-founders Roy Romer and Ken Salazar, tell the origin story of the organization and how the Great Outdoors Colorado mission is possible thanks to passionate partners across the state, the residents of Colorado, and the Colorado Lottery.

A combination of intimate interviews, archival footage, present-day scenes, and 8mm film pays homage to Colorado's outdoor heritage and GOCO's continued commitment to accessibility and education around our State's greatest legacy.

CREDITS

Futuristic Films Production and Post, **Brendan Young** Director, **Christian Silberbauer** Executive Producer, **Will Gardner** Director of Photography, **Sam Sigler** Associate Producer, **Dylan Stephens** Head of Development, **Brittany Horwege** Head of Post, **Emma Harris** Production Coordinator, **Mathison Davis** Editor, **Jonnie Sirotek** Colorist, **Roy Romer, Rebecca Frank, Ruth Wright, Ken Salazar, Sydney Macy** GOCO Legends

The Post Haus Audio Mix, **Jackie Miller** Executive Director - GOCO, **Rosemary Dempsey** Director of Communications - GOCO, **Diane Metzger** Communications Manager - GOCO, **Crystal Medrano** Communications Associate - GOCO

"There have been a few great pieces on this year's entries. But the one that ultimately rose to the top for me is Legends. Identifying the story is only the first step in making a great film, getting everyone on board to make it, and piecing the story together in such a beautiful way. It really moved and inspired me. Ultimately, I think it's a timeless piece of work that will inspire new generations to join the movement, a real piece of entertainment that will transcend time and the specific assignment, taking a life of its own. Bravo."

- Ignasi Tudela



PARTY LAND



MEN'S WEARHOUSE

LOVE THE WAY YOU LOOK

For nearly 40 years, Men's Wearhouse was synonymous with George Zimmer's "You're gonna love the way you look." But as their audience aged and Gen Z gravitated toward online retailers, the brand needed a fresh spark. Enter our bold revamp. Guided by audience insights—like the newfound confidence customers feel seeing themselves dressed up—we introduced a protagonist embodying that feeling, a humorous, larger-than-life guy who's ready for anything in his new look.

We gave Men's Wearhouse a smart, comedic brand voice, evolved its design identity, refreshed in-store displays, and reimagined social with a confident edge. From quick-hit :06s to full-minute videos, every spot reasserted Men's Wearhouse as a style destination.

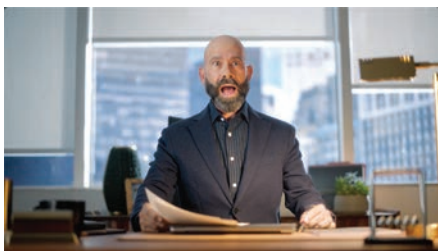
Results speak volumes: unaided awareness tripled, knowledge expanded beyond suits, and purchase intent skyrocketed by 300%. We've shown that the new Men's Wearhouse isn't just for everyone—it's for today.

CREDITS

Matt Heath CCO, **Rob Teague** Creative Director, **Nick Phillips** Producer, **Kim Vorse** Producer, **Andy Silva** Managing Director, **Taylor Toomey** Brand Supervisor, **Hannah Levy** Director, **Walker Music**, **Cosmo Edit**, **Matthew Repicky** Chief Brand Officer, **Erica Green** ECD, Brand, **Larissa Waters** Creative Director, Brand, **Meighan Bryles** VP Marketing Operations, Brand

"My favorite entry from all was "Love The Way You Look" for Men's Wearhouse---. I loved it for its smart writing, a cheeky idea, and great execution."

- Rushil Nadkarni



THE FIFTY 2024

GRIT

GOOSE ISLAND

GOOSE ISLAND BEER HUG METAL BEAR COMMERCIAL

Do you remember that one time that Sharron had a retirement party and she had her friend's metal band play? And then that guy from the band Anthrax showed up and everyone moshed there faces off and had so much fun? Yeah! So do we! And so we made a TV spot to pay homage to that great moment for Goose Island featuring the Beer Hug's bear on lead vocals. Wow. What a great day

This TV spot was the third installment of having fun with Beer Hug who we think will be the next great brand ambassador. Right up there with Chef Boyardee and the Jolly Green Giant.

CREDITS

Sean Topping Creative Director, **Lindsay Topping** Big Cheese, **David Bramson** Writer, Music coordinator, Art Director, **Nathan DeMonnin** Editor



CACTUS

MAN THERAPY

SHOOT THE SH*T

Guns in America are a complex issue. But one thing is a fact. 70% of suicides by men are by gun. Many of these men are staunch Amendment 2 supporters despite the fact. Proud gun owners.

Man Therapy knew they could make a difference here, so, we leaned into gun owner's pride to meet them where they are. The gun range. We realized we could turn the mental health assessments we use on our site into targets. Man Therapy is known for using humor to get men to overcome the stigma and care for their mental health, so what better way to get in front of gun owners than by putting it at the end of their barrel?

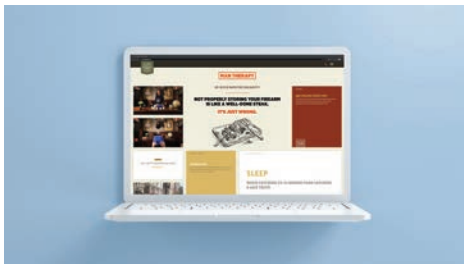
We also made a video and ad campaign to get the word out — enlisting the help of humorous Dr. Rich Mahogany, to tell proud gun-owning men how they could “Shoot the Shit”.

CREDITS

Joe Conrad Founder & CEO, **Norm Shearer** Partner & CCO, **Brian Watson** Executive Creative Director, **Joey Spearman** Senior Copywriter, **Spencer Beuerle** Senior Art Director, **Raven Checkush** Producer, **Ben Micek** Video Designer,

Futuristic Films Production Company, **Jasper Gray** Director, **Christian Silberbauer** Executive Producer, **Will Gardner** DP, **Sam Sigler** Line, **Dylan Stephens** Head of Dev, **Brittany Horwege** Head of Post, **Emma Harris** Post Coordinator, **Mathison Davis** Edit/Color

The Post Haus Sound Design & Mix, **John Brisnehan** GFX, **John Arp** Talent/Dr. Rich Mahogany, **Sam Aiken** 1st AC, **Ben Micek** 2nd AC, **Frank Pickell** Key Grip, **Jesse Jaco** Gaf, **Heather Seeley** Art Dir/Wardrobe, **Jim Milligan** Armorer, **Reed Haymon**, **Holly Moffat** PAs



KARSH HAGAN

TRAVEL SOUTH DAKOTA / STURGIS MOTORCYCLE RALLY RALLY RUSH

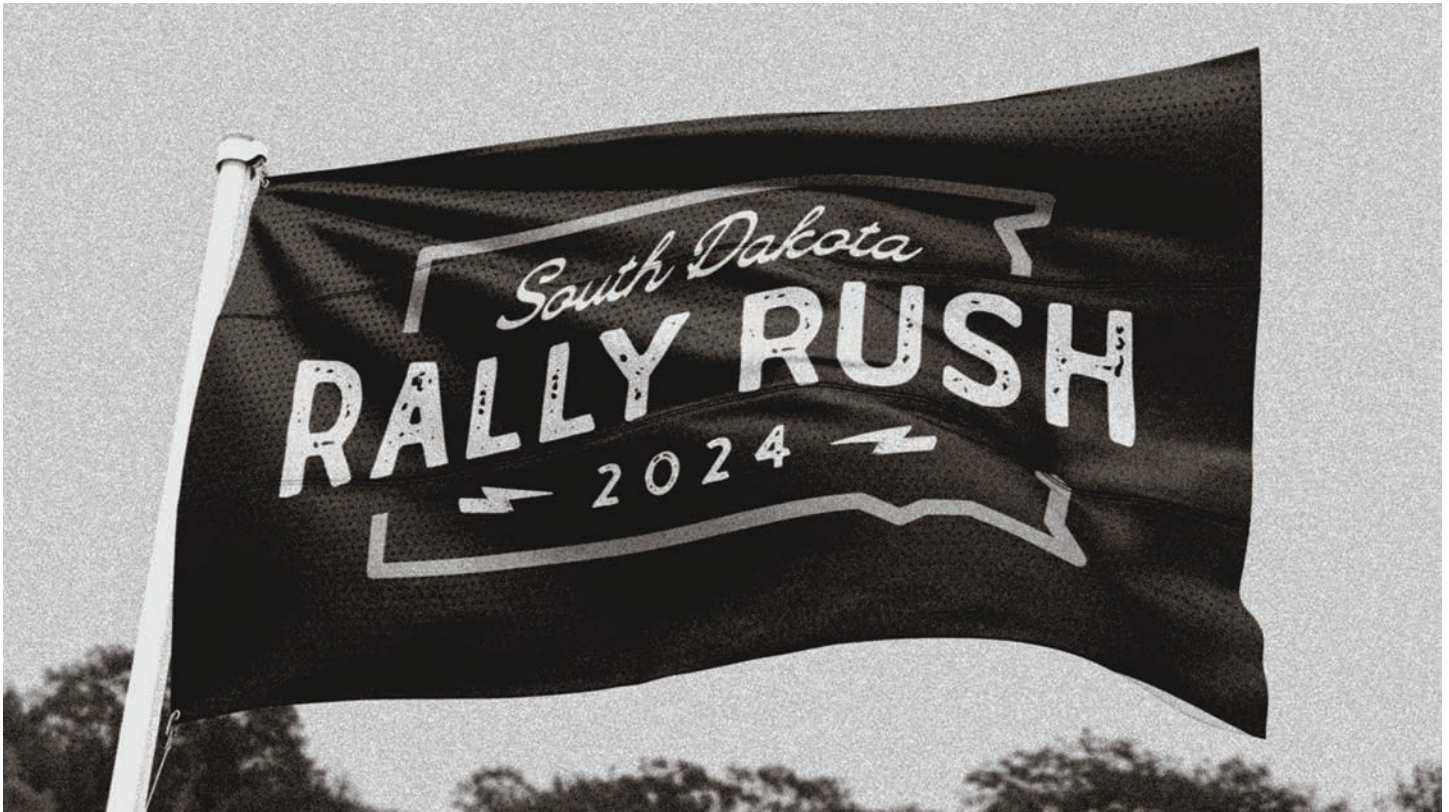
What's the best way to promote the biggest, baddest motorcycle meet-up on the planet? Create a badass rallying cry that gives local businesses a tangible way to promote the Sturgis Motorcycle Rally while getting riders riled up for the big event.

To do so, we created a handful of interchangeable logos, merchandise, and badges that could identify Rally Rush and hang together as a cohesive style. Taking inspiration from classic American motorcycle logos and badges, we sketched designs by hand to help us achieve an authentically grungy look that would resonate with bikers.

And the results speak for themselves, with an increase in attendance from 2023 to 2024.

CREDITS

Jeff Martin Chief Creative Officer, **Dave Cook** Executive Creative Director, **Camille King** Creative Director, **Greg Ryan** Design Director, **Jacob Farwell** Senior Art Director, **Peter Halvorson** Art Director, **Alex Jaumann** Senior Copywriter



SUKLE

WYOMING DEPARTMENT OF HEALTH

UNFORTUNATE ENDINGS

Wyoming was already one of the least vaccinated states in the country. Then the controversy generated by Covid-19 had a devastating effect on the vaccination rates for most vaccines including well-established childhood vaccinations. The Wyoming Department of Health needs to change that.

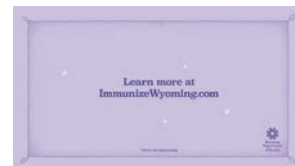
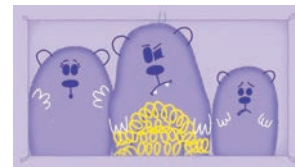
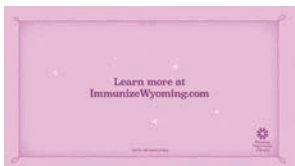
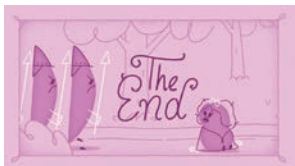
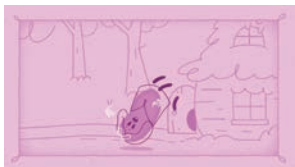
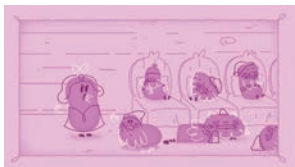
Vaccines are so effective at combating diseases like polio, tetanus, and measles that people take them for granted. However, there was a time when families weren't as fortunate as we are now. They didn't have access to vaccines for their children. As a result, their stories didn't always end well.

That idea was communicated in a surprising, non-threatening way by retelling familiar tales that end with an unexpected twist. The animation style uses a simple color palette and basic shapes to keep the message light-hearted and entertaining. And the back-to-school timing of the campaign put the messages in front of parents at an opportune time.

CREDITS

Mike Sukle Founder and Chief Creative Officer, **Katie Dondale** Associate Creative Director/Art Director, **Heather French** Writer, **Jim Glynn** Writer, **Michon Schmidt** Director of Production, **Natalie Ross** Account Director

Production Company Flesh + Bones, **Aaron Ray** Director, **Rob Traill** Executive Producer, **Tony Benna** Executive Producer, **Deco Daviola** Storyboard Artist, **Amy Charlick** 2D Animator, **Camille Vincent** 2D Animator, **Jennifer Pague** Sound Design and Mix



GRIT

OZARKA

OZARKA CAMPAIGN

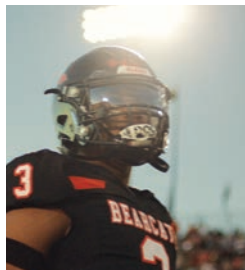
What does it mean to be 'from here'? If you're from Texas, it means an understanding that the content of your character is a direct result of the work you cut your teeth on. Whether on the field, on the road, under the stadium lights—Texans and the Texas work ethic are generations in the making. Since 1905, Ozarka has been on the ground with Texans putting in the work. We know what it means to earn those salt rings on your hats and shirts, and we know that Texas isn't just where you're from, it's what you're made of. You were Made In Texas. So are we.

The Made In Texas campaign let us lean into and celebrate the grit and gumption that makes Texans who they are. With mini video vignettes of local heroes, we reconnected with the people who make Texas great.

CREDITS

Dave Bramson Art Director, **Nathan DeMonnin** Art Director / Editor, **Katie Huhn** Associate Creative Director, **Lindsay Topping** Band Leader, **Brandon Gratton** Art Director / Designer, **Coburn Huff** DP, **Chandler Dolan** Animator, **Sean Topping** Building Maintenance

Coupe Studios Music / Sound Design



STANDARD PRACTICE

CLAYTON HOMES

A SIMPLE ASK

These days, no one can afford to buy a home. This is a massive societal problem that Clayton is solving with their latest innovation, eBuilt. An affordable product that substantially reduces ongoing energy costs for homeowners. Instead of focusing on the features that make this possible (water heater, appliances, insulation, etc.), this campaign faces the housing crisis head on and calls out the absurdity of it all by showing the beautiful, imperfect moments of life, and posing the simple question, “is this too much to ask for?” Through this integrated campaign Clayton answers with a resounding no, and shows how they are helping open the door to a better life.

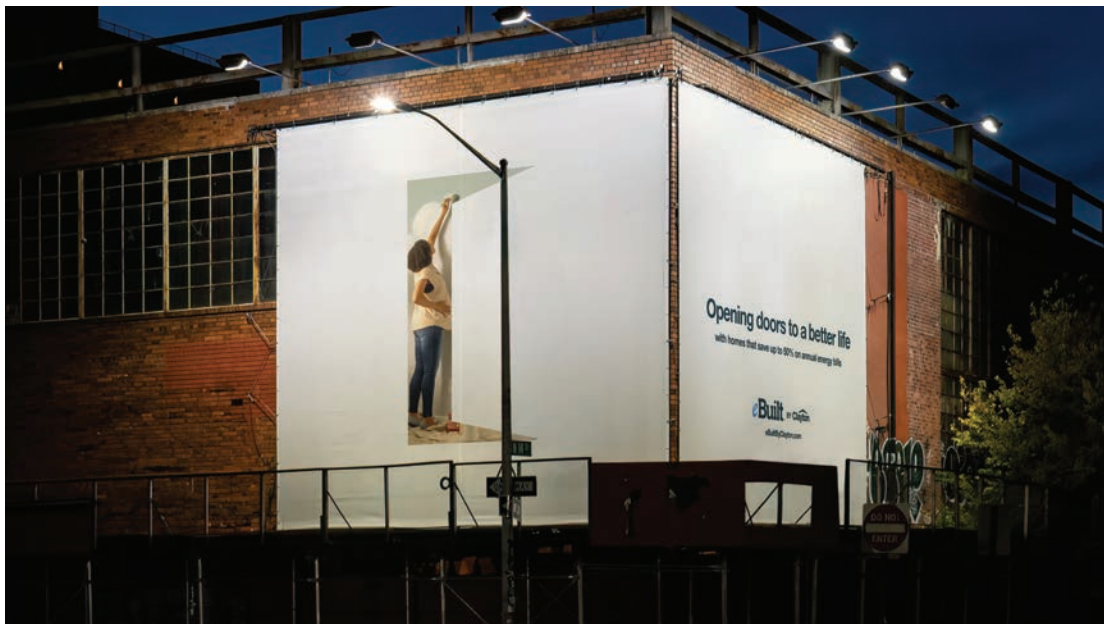
CREDITS

Matt Alexander Creative, **Myles Rigg** Creative, **Dave Schiff** Creative, **Nate Bruning** Creative, **Steve Dolan** Creative, **Spencer Creigh** Director, **Dustin Lane** Director of Photography, **Dustin Lane** Photographer, **Andrew Campbell** Agency Producer, **Donald Williams** Line Producer,

Mondial Creative Edit

Tiny Lion Music Sound

Color Collective Color



CACTUS

NORTH CAROLINA EDUCATION LOTTERY

LOADED SUITE - ASTRONAUTS

Massive amounts of prizes means massive amounts of fun. Because North Carolina Education Lottery's new Loaded Scratchoffs are loaded with both, we introduced them in a way that illustrates how impactful playing them can be.

CREDITS

Joe Conrad Founder & CEO, **Norm Shearer** Partner & CCO, **Stacey Trunnell** Brand Strategy Director, **Brian Watson** Executive Creative Director, **Shea Tullos** Group Creative Director, **Rachel Hickey** Creative Director, **Sammie O'Sullivan** Senior Art Director, **Dan Hawes** Senior Copywriter, **Martha Douglas** Production Director, **Paul Watson** Senior Producer, **John Dobson** Account Director, **Jordan Power** Account Project Management Director, **Eleanor** Production Company, **Anthony Leonardi** Director, **Sophie Gold** Executive Producer, **Nathaniel Greene** Line Producer, **Ben Kitchens** Director of Photography, **Josh Bodnar** Editor, Whitehouse Post, **Dave Hussey** Colorist, Company Three, **Colin Rensha** VFX, ALT VFX

Coupe Studios Audio Post, **Greg McRae** Engineer



Lucky Rewards

\$5 \$500 LOADED
LOADED WITH \$500 PRIZES!

\$10 \$2,000 LOADED
OVER \$40 MILLION IN CASH PRIZES!
LOADED WITH \$2,000 PRIZES!

\$2 \$100 LOADED
LOADED WITH \$100 PRIZES!

\$3 \$50 LOADED
LOADED WITH \$50 PRIZES!

MUST BE 18 TO PLAY. Approximate overall odds of winning, including breakeven prizes, range from 1 in 3.80 to 4.88. Approximate odds to win the top prizes range from 1 in 384 to 3,000. Problem Gambling Helpline: 877-718-5543.

NC Education Lottery

GRIT

SIERRA NEVADA

LITTLE THINGS 800 CAMPAIGN

We're living in an age of abundance. We're inundated with choice, which means we're constantly making decisions. In a world where choice is abundant and each decision carries weight and worry, a moment of respite—from having to think—of just being able to go with a go-to—is a blessing.

That's where Hazy Little Thing comes in. Some decisions are hard. And others are clearly Hazy.

CREDITS

Sean Topping Chief Creative Officer, **Lindsay Topping** Chief Marketing Officer, **Katie Huhn** Assoc. Creative Director, **Brandon Gratton** Art Director + Designer, **Miguel Hernandez** Producer, **Anne-Marie Salcito** Account Director, **Chandler Dolan** Illustrator + Storyboard artist, **Matt Ingwalson** Copywriter, **Marcin Biegunajtys** Manmade Media, SFX, **Pam Chavez** Art Department

Company3 Color, **Cam Topping** Editor

Coupe Studio Sound



VLADIMIR JONES

COLORADO SPRINGS UTILITIES

SMALLFOOT

You've heard of Bigfoot, but have you heard of Smallfoot? It's time we all learn about the tiny energy footprint legend.

The intrepid Smallfoot tracker (Hemingway Flynn) is on a mission to track down Smallfoot, inadvertently sharing his energy-saving wisdom with the world.

The search remains ongoing, but alleged sightings have sparked excitement and encouraged people across the city to reconsider their energy habits.

Smallfoot. He's here. He's real. And he's really energy efficient.

CREDITS

Jim Morrissey Executive Creative Director, **Paul Kwong** Creative Director, **Zack Shockley** Associate Creative Director, **Blair Freeman** Copywriter, **Phoebe Nguyen** Designer, **Hall Pass Productions** Production, **Stella Howard** Account Lead, **Dan Rosing** Senior Proofreader, **Noah Shade** Account Support, **Rhonda von Lührte** Print Production & Traffic Specialist

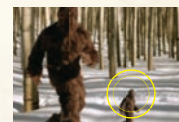


SMALL APPLIANCES LEAD TO SMALLER ENERGY USAGE. JIMINY GRASSHOPPERS. THAT'S BRILLIANT.

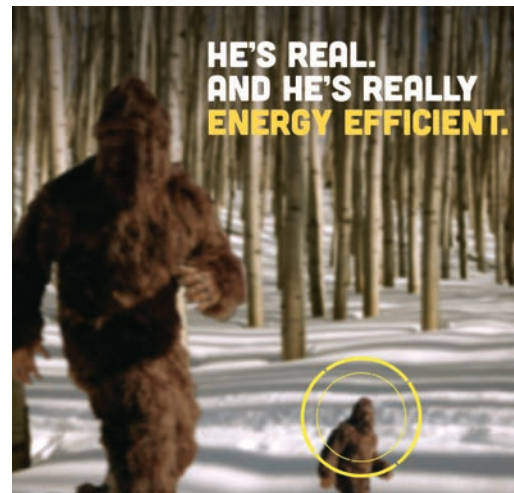


Hemingway Flynn here, your certified Smallfoot tracker for Colorado Springs Utilities. Here's something you can easily plug into your daily routine: **When possible, cook with small appliances, charge electronics and electric vehicles before 5 p.m. and unplug appliances when not in use.**

Smallfoot makes being energy efficient as easy as 1, 2, 3. Catching the little genius? Well, that's a challenge of its own. Join the search at InSearchOfSmallfoot.com.



100 Years of Service
Colorado Springs Utilities



FORTNIGHT COLLECTIVE

FORTNIGHT COLLECTIVE

VOTEX - HEAVIER FLOW TO THE POLLS

Votex is the first super vengeful-sized tampon made for a heavy flow to the polls. Following the overturning of Roe V. Wade in 2022, people surged to register to vote; now, Fortnight Collective is reminding them to exercise that right on Election Day and grab 'em by the polls.

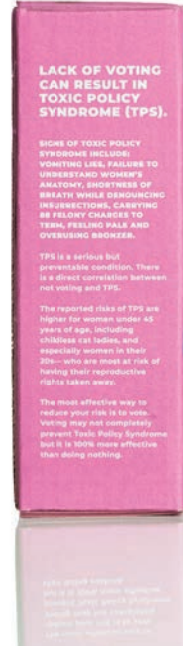
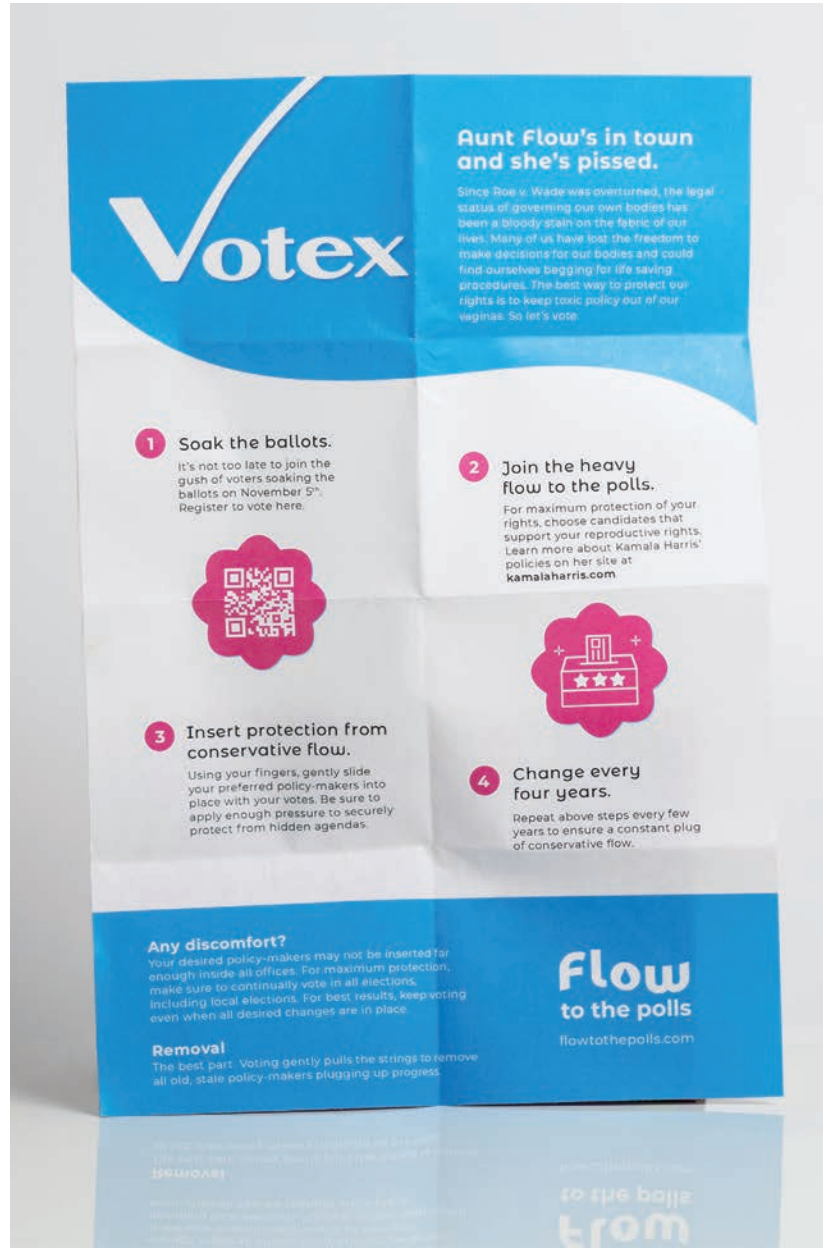
The 2024 Votex campaign includes boxes designed to look like tampon packaging and instructions on how and where to vote. Modeled after typical feminine product commercials, social videos invite people to vote for women's bodily autonomy, and warn that not voting can lead to Toxic Policy Syndrome.

As an agency that is 70% female, Fortnight Collective wanted to use their skills to tackle this topic in a way that's relatable and shareable.

And it may be no coincidence that Harris won Colorado.

CREDITS

Steph Strange Associate Creative Director – Art, **Anna Delaney** Sr. Art Director, **Mona Hasan** Creative Director, **Becca Schepps** Creative Director, **Martha Crompton** Associate Creative Director – Copywriter, **Lauren Kotz** Senior Brand Manager, **Rachel Arther** Producer, **Drake Paul** Photographer, **Ronn Lueang** 3D Render



GRIT

FIRST ASCENT COFFEE ROASTERS

FIRST ASCENT COFFEE ROASTERS PACKAGING & IDENTITY

What's more fun than waking up at the crack of dawn in the frosty Rocky Mountains and brewing up a steamy cup of coffee? Nothing! If you are lucky enough to find yourself atop one of Colorado's many 14ers sipping on some First Ascent Coffee, the only thing that makes it better is this lovely new packaging filled with newly created brand mascots highlighting all of the fun ways to drink coffee outdoors.

CREDITS

Katie Huhn Designer, **Sean Topping** Creative Director, **Lindsay Topping** Account Director, **Dave Bramson** Production Designer, **Brandon Gratton** Production Designer, **Nathan De Monnin** Production Designer



FUTURISTIC FILMS

IBOTTA / TDA BOULDER MONEY SAMPLING

Ibotta's product is money. Their app helps consumers earn cash back every time they shop. Their goal: disprove the old adage by proving there is such a thing as free money. How would you react if a sample counter offered you free cash with no catch?

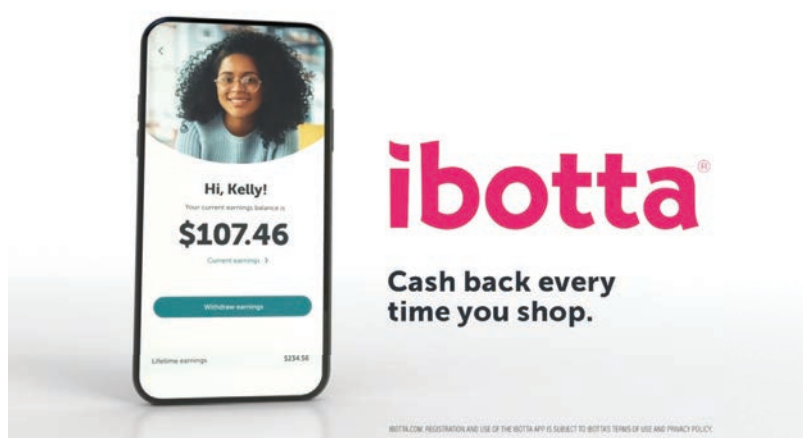
In this campaign with TDA Boulder, we rigged our favorite local grocery store with five hidden cameras, including a camera op hidden behind the sushi counter and a secret control station upstairs, to capture real shoppers' reactions to a one-of-a-kind sampling experience. Curious customers were greeted with a dash of dry humor from our Sampler and an offer they couldn't pass up!s.

CREDITS

Futuristic Films Production and Post, **Frank Pickell** Director of Photography, **Christian Silberbauer** Executive Producer, **Dylan Stephens** Head of Development, **Brittany Horwege** Head of Post, **Emma Harris** Post Coordinator, **James Bedford** Editor, **Marco Rosas** Editor, **Pinto Pictures / Brian De Herrera** Colorist, **John Brisnehan** VFX / Finishing

The Post Haus Audio Mix

Jeremy Seibold Creative Director / Partner - TDA Boulder, **Maru Bernal** Creative Director - TDA Boulder, **Mia Nogueira** Associate Creative Director - TDA Boulder, **Kyle Rathod** Senior Copywriter - TDA Boulder, **Whitney Uribe** Brand Supervisor - TDA Boulder, **Dennis Di Salvo** Executive Producer - TDA Boulder, **Chris Webster** Creative Director - Ibotta, **Kevin Gish** Senior Art Director - Ibotta, **Matt Anderson** Director of Production - Ibotta, **Brooke O'Brien** Head of Brand Paid Media - Ibotta, **Hernan Dominguez** Senior Marketing Associate - Ibotta, **Rich Donahue** CMO - Ibotta, **TDA Boulder Agency**



CACTUS

FJÄLLRÄVEN

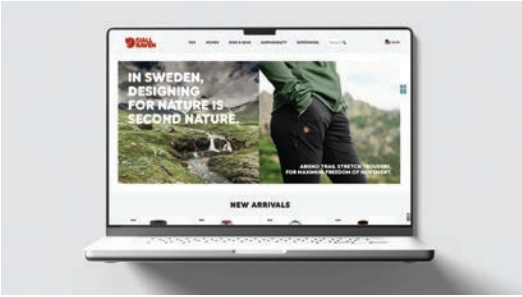
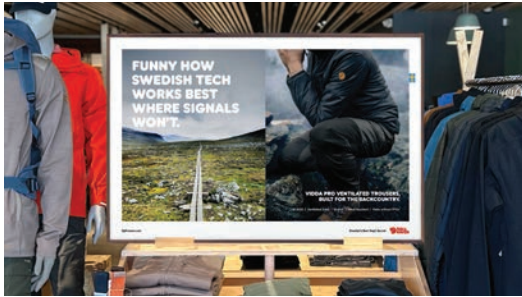
SWEDEN'S BEST KEPT SECRET

In Sweden, Fjällräven has near universal brand awareness and is known for remarkably durable, sustainably made outdoor products - but it's a different story in North America. Only 13% of consumers were familiar with the brand, and even fewer knew Fjällräven beyond the trendy Kånken backpack. Cactus uncovered a simple, yet compelling insight - Fjällräven does outdoor gear in a uniquely Swedish way, humbly crafting products to maximize use and minimize impact. So basically, when you get down to why someone would buy Fjällräven over another outdoor products brand - Sweden is the reason. Our creative campaign "Sweden's Best Kept Secret", featuring core Fjällräven products like trousers, backpacks and parkas, is an open invitation for new consumers to experience quality, durability, timelessness and sustainability as they venture into the wild. So while Fjällräven may be Sweden's Best Kept Secret, they won't be for long.

CREDITS

Amanda Bernal Marketing & Creative for the Americas, Fjallraven, **Amanda Carroo** Director of Digital & Americas Ecom, **Norm Shearer** Partner & CCO, **Brian Watson** Executive Creative Director, **Jeff Strahl** Senior Creative Director, **Patrick Campbell** Creative Director, **Rachel Morgan** Art Director, **Brian Denison** Senior Copywriter, **Sarah Berkheimer** Design Director, **Ainslie Fortune** VP, Account Leadership, **Mikela Parker** Senior Account Manager, **Chris Shewmake** VP, Comms Strategy, **Rob Troller** Associate Director of Brand Strategy, **Helen Rudolph-Shabinsky** Project Management Director, **Bre Robb** Project Manager, **Martha Douglas** Production Director, **Raven Checkush** Print Producer, **Stephen Hausrath** Production Design Manager, **Austin Lliteras** Senior Front End Developer,, **Ben Micek** Senior Motion and Video Designer, **Jeff Wilson** Colorist, **Anette Andersson**, **Cody Duncan**, **Johner Images** Photographers

Coupe Studios Audio Post Production, **Greg McRae** Engineer



KARSH HAGAN

LITEHOUSE

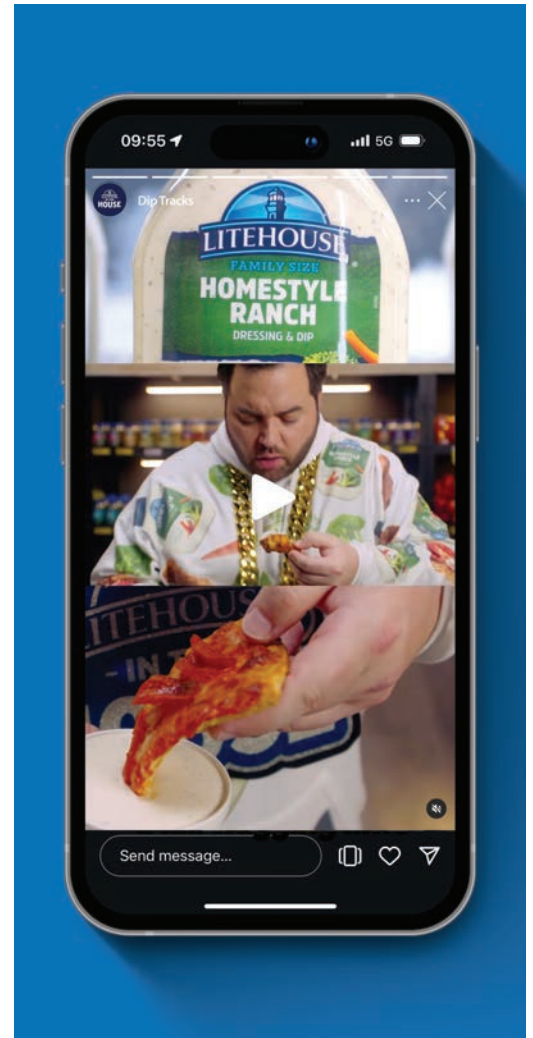
DIP TRACKS

Tupac versus Biggie. Kendrick versus Drake. And now, Litehouse versus every other boring condiment and non-refrigerated salad dressing on the planet.

Inspired by Kendrick and Drake's recent feud, we decided to stake Litehouse's claim as America's #1 Refrigerated Ranch Dressing by writing, recording, and filming music videos for our own diss tracks (nay, Dip Tracks). In each one, Litehouse calls out the ketchups, mustards, and non-refrigerated dressings of the world for good.

CREDITS

Jeff Martin Chief Creative Officer, **Dave Cook** Executive Creative Director, **Greg Ryan** Design Director, **Justin Levin** Senior Art Director, **Justin Levin** Director of Video & Motion, **Colton McKee** Broadcast Editor, **Ben Rindels** Senior Copywriter, **Nate Gendler** Copywriter, **Woody Roseland** Director / Editor, **Chad Neidt** Director / Editor, **Becky Ferguson** Director of Broadcast/Video Production, **Maria Ferrando** Producer, **Carol Quinn** Group Account Director, **Jacqueline Wolles** Account Manager, **Jeff Martin** Photographer, **Matthew Munson** Photographer



GRIT

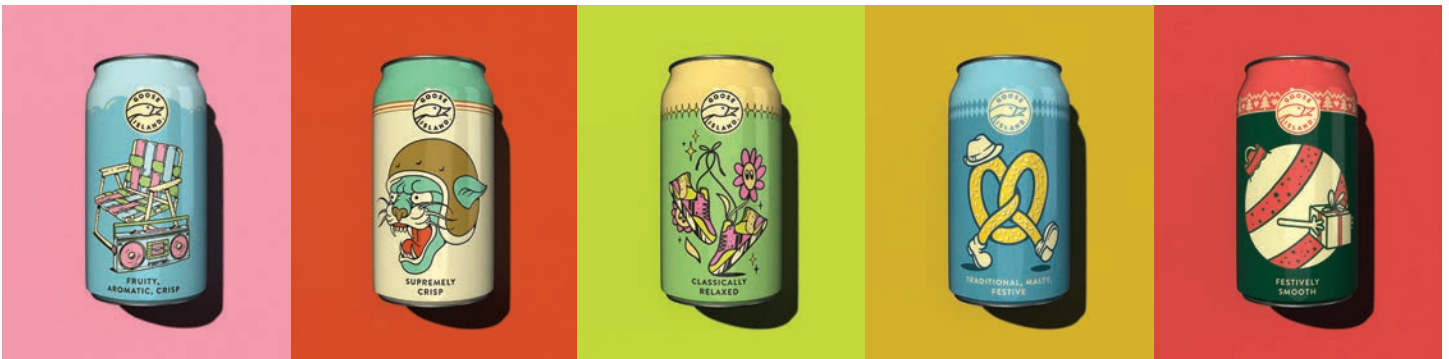
GOOSE ISLAND

GOOSE ISLAND SEASONAL PACKAGING

Drinking beer is fun. Plain and simple. That's the essence behind the redesign for Goose Island Beer Co. We refreshed their seasonal beers to be more fun, engaging, and capture the spirit and personality of Goose Island itself, by use of custom spot illustrations and personalized type treatments for each beer.

CREDITS

Dave Bramson Designer & Illustrator, **Sean Topping** Creative Director, **Lindsay Topping** Our Fearless Leader, **Chandler Dolan** Illustrator



SUKLE

GREAT OUTDOORS COLORADO

SAVE THE BEES - INTEGRATED CAMPAIGN

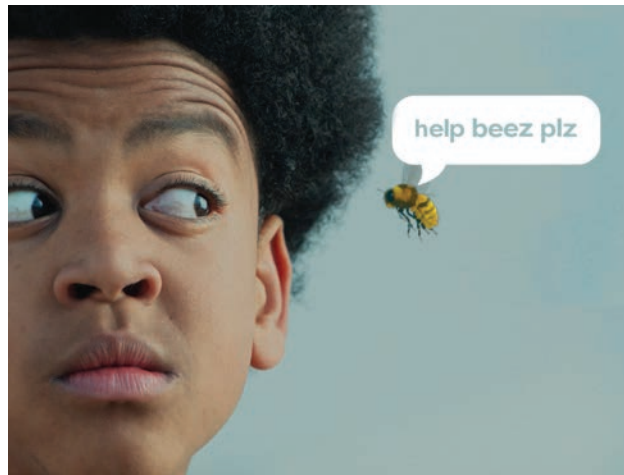
Generation Wild is a movement designed to get kids outside and into nature. The forces that keep kids tethered to a screen are becoming stronger and stronger. How do you compete with mega video game companies, 24/7 streaming entertainment and the constant pull of social media?

Our approach? Don't make it about the kid or disconnecting from tech. Instead, activate kids to get outside and save bumblebees. Introducing Wilderflowers, native wildflower seeds specifically designed to be Colorado pollinator magnets.

The integrated communications campaign used packaging, POS, OOH, digital, social, and videos showing in theaters to get the state buzzing. Families were directed to GenerationWild.com for locations to pick up free seeds. Over 100,000 seed packets of Wilderflowers were distributed across the state at public libraries and Little Free Libraries. Over 53 million Wilderflower seeds have been spread across Colorado as a result of this campaign.

CREDITS

Mike Sukle Founder and Chief Creative Officer, **Katie Dondale** Associate Creative Director/Art Director, **Pedro Saldariagga** Art Director, **Mel Simonich** Writer, **Evan Olea** Designer, **Brizida Magro** Illustrator, **Greg Jesse** Designer, **Matt Carpenter** Digital Artist, **Michon Schmidt** Director of Production, **Leigh Ann Bauer** Account Director, **Amy Taylor** Director of Account Service



CACTUS

WESTERRA CREDIT UNION

INFLATION BLUES

The average working parent spends more time on their phone than with their baby, even though the first 1,000 days of life are crucial for lifelong mental health and well-being. How can we raise awareness about the impact of phone use on our youngest family members? We provided Colorado parents with a lifeline—a targeted, social-media-first approach designed to help them break free from endless scrolling and focus on what truly matters.

CREDITS

Brian Watson Executive Creative Director, **Joey Spearman** Sr. Copywriter, **Spencer Beuerle** Sr. Art Director **Ainslie Fortune** VP, Account Management, **Heather Vazza** Account Supervisor, **Martha Douglas** Production Director, **Annie Carney** Executive Producer, **Torrie Eberhard** Senior Project Manager, **Dave Steinke** Client

Coupe Studios Music Studio/Production Company, **Aaron Lasko** Partner/Executive Producer, **Daniel Sproul** Composer, **Daniel Sproul/Jacob Sproul** Performance, **Taylor Marvin** Engineer, **Robert Johnson** Singer Talent, **Nia Watenza** Announcer Talent



Inflation Blues Radio



Inflation Blues Eggs

RADIO CONCEPT

🎵 A CLASSIC BLUES RHYTHM PLAYS THROUGHOUT 🎵

Singer: In the dairy section...

🎵 dun dun dun dun 🎵

Can't believe your eyes...

🎵 dun dun dun dun 🎵

You'll be paying for these eggs...

🎵 dun dun dun dun 🎵

For the rest of your life!

🎵 dun dun dun dun 🎵

ANCER: Don't sing the inflation blues. With a Smart Money Checking Account from Westerra Credit Union, you could earn up to 6% Annual Percentage Yield on your money.

That's how we're helping our members sing a different tune.

Legal: Membership eligibility required. Insured by NCUA. Restrictions and conditions apply. See website for details.

Inflation Blues Coffee ALT

RADIO CONCEPT

🎵 A CLASSIC BLUES RHYTHM PLAYS THROUGHOUT 🎵

Singer: You order coffee

🎵 dun dun dun dun 🎵

With extra foam

🎵 dun dun dun dun 🎵

But at this price

🎵 dun dun dun dun 🎵

You'll have to rent out your home!

🎵 dun dun dun dun 🎵

ANCER: Don't sing the inflation blues. With a Smart Money Checking Account from Westerra Credit Union, you could earn up to 6% Annual Percentage Yield on your money.

That's how we're helping our members sing a different tune.

Legal: Membership eligibility required. Insured by NCUA. Restrictions and conditions apply. See website for details.

GRIT

SIERRA NEVADA BREWING CO

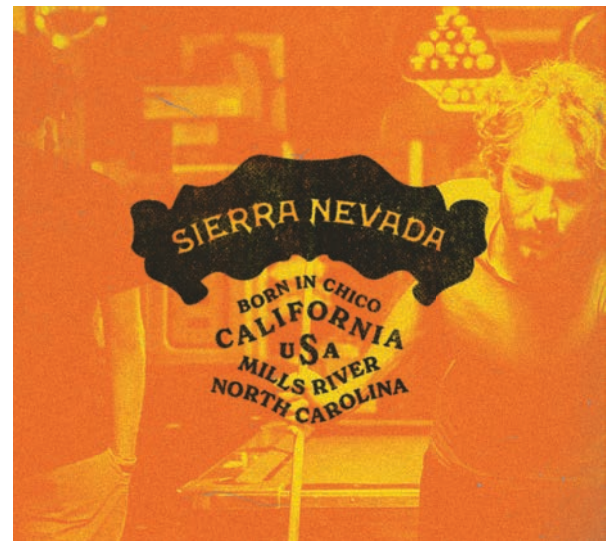
SIERRA NEVADA STILL THE ONE CAMPAIGN

Over 40 years ago, Sierra Nevada Pale Ale was first brewed with one singular purpose - to make a refreshingly hoppy and perfectly balanced beer. It wasn't brewed to be new - it was brewed to be better. The world has changed a lot since that first brew, but when you crack open a Sierra Nevada Pale Ale today, it's still as crisp, balanced and refreshingly hoppy as ever. Because fads come and go, but Sierra Nevada Pale Ale is still the one.

Still The One campaign taps into the heritage and legacy of the Pale Ale brand while showcasing the gritty, hand made nature of its origins; reminding consumers that Sierra Nevada Pale is Still The One.

CREDITS

Dave Bramson Designer, **Sean Topping** Creative Z, **Lindsay Topping** Our Fearless Leader **Katie Huhn** Video Editor, **Adam Espinoza** Animator & Editor



KARSH HAGAN

TRAVEL SOUTH DAKOTA

EVER RIDDEN THOUSANDS OF MILES
OF THE UNEXPECTED?

How do you show motorcycle riders just how unforgettable and unexpectedly awesome South Dakota is? Create a longform spot all about viewing the state from above the handlebars.

We shot the spot to be as aspirational as possible, showcasing plenty of wide shots highlighting the natural beauty of the state. In between the vistas and winding roads, we added footage of various stops along the way to add some humanity. Not to mention, it's an accurate depiction of a motorcycle trip, where there are plenty of memories made off of the road too. We also intermixed stills to capture fun and silly moments of the humans under the helmets.

Accompanied by cowboy poetry written by South Dakota poet Charles Badger Clark, the spot explores the roads, the sights, the stops, and the wonder of a two-wheeled adventure through The Mount Rushmore State.

CREDITS

Jeff Martin Chief Creative Officer, **Dave Cook** Executive Creative Director **Camille King** Creative Director, **Jacob Farwell** Senior Art Director **Nick Marranzino** Editor **Alex Jaumann** Senior Copywriter, **Becky Ferguson** Director of Broadcast/Video Production **A Collective Us** Production Company **Kate Rolston** Director/Photographer, **Ryan Mclemore** Director of Photography, **Byron Banasiak** Drone Operator



FUTURISTIC FILMS

GCI NETWORK

WORKING REMOTE

We ventured from the Lower 48 back to Alaska to film the launch of the iPhone 16 Pro. Drawing on the survivalist TV show genre as comedic inspiration, we reveal our rugged host is only a camera-pan away from civilization, as an overly-friendly GCI tech unknowingly steals the show. Apple's product launch schedules always make for a tight timeline, but our production and post teams rose to the challenge! Hot off the presses, the new iPhone was announced on Sept 9, our crew filmed in Palmer, AK, on Sept 16, and the Post Team delivered the hero cut four days later.

CREDITS

Futuristic Films Production and Post, **Jamie Ting** Director, **Josh Fisher** Director of Photography, **Christian Silberbauer** Executive Producer, **Sam Sigler** Line Producer, **Dylan Stephens** Head of Development **Brittany Horwege** Head of Post, **Emma Harris** Post Coordinator, **Trevor McKenna** Editor, **Mathison Davis** Colorist, **John Brisnehan** VFX

The Post Haus Sound Design and Mix, **Cossette** Agency, **Tiffany Ling** Director, Video & Broadcast - Cossette, **Adam Ramsdale** Senior Art Director - Cossette, **Alexandra Bonder** Senior Copywriter - Cossette **Rebecca Geheran** Account Lead - Cossette **Lucy Trower** Producer - Cossette, **Kate Slyker** CMO - GCI, **Jared Shary** Director, Marketing Campaign - GCI, **Leah Scholz** Director, Mobile Product Marketing - GCI, **Kelsie Bates** Marketing Campaign Manager - GCI



CACTUS

ARAPAHOE BASIN

LUNGES

Arapahoe Basin's strength became its weakness. A-basin has a reputation for its spring skiing and spring vibe. So people with Ikon passes often wait until spring to visit. And even though they have access to 5-7 days at The Basin on their passes, due to spring fever and I-70 burnout they're only using 2 of those days on average. Our business problem was to convince pass holders to use more days and visit earlier in the season.

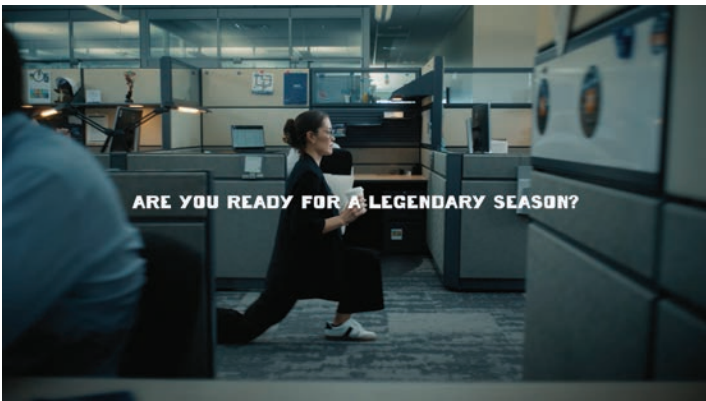
To do this we needed to not only get people thinking about skiing earlier than usual, but remind them to get into shape to ensure that they were A-Basin ready on day one. In addition to our Ski Boot Camp activations and training circuit at McGregor Square, we created this spot that models how you can work ski-prep into your everyday life and prepare for a mountain that's 73% advanced-expert terrain.


C R E D I T S

Alan Henceroth Chief Operating Officer, Arapahoe Basin, **Jesse True** Vice President of Marketing & Skier Services, Arapahoe Basin, **Whitney Henceroth** Senior Brand Manager, Arapahoe Basin, **Shayna Silverman** Communications Specialist, Arapahoe Basin, **Lucas Herbert** Content Specialist / Photographer, Arapahoe Basin

Norm Shearer Partner & CCO, **Brian Watson** Executive Creative Director, **Jeff Strahl** Sr. Creative Director, **Sarah Berkheimer** Design Director, **Dan Hawes** Senior Writer, **Sammie O'Sullivan** Senior Art Director, **Ainslie Fortune** VP, Account Leadership, **Heather Vazza** Sr. Account Manager, **Chris Shewmake** VP, Communications Strategy, **Matt Stontz** Media Director, **Rob Troller** Assoc. Director of Strategy, **Torrie Eberhard** Sr. Project Manager, **Bre Robb** Project Manager, **Martha Douglas** Production Director, **Raven Checkush** Sr. Producer, **Stephen Hausrath** Production Design Manager, **Austin Lliteras** Senior Front End Developer / Designer, **Ben Micek** Senior Motion and Video Designer

Lumenati Production Company **Evan Swinehart** Director, **Brad Conner** Director of Photography, **Ben Zuckerman** 1st AC, **Alex Dean Rodriguez** Head of Production **Cameron Grimes** Executive Producer, **Justin Springer** Producer, **Lumenati** Post-Production, **Jeff Wilson** Editor, **Josi Robinson** Assistant Editor, **Jonnie Sirotek** Colorist, **Alex Hawley** Engineer, **Aaron Garrison** Producer






SKI BOOT CAMP

GROUP WORKOUTS + GEAR TUNE-UPS

A-BASIN SEPT 14
+ FRONT RANGE PARKS SEPT-OCT

REGISTER AT [ARAPAHOEBASIN.COM](https://arapahoebasin.com)



GRIT

ARROWHEAD

100% MOUNTAIN SPRING WATER.
NOTHING ELSE. CAMPAIGN

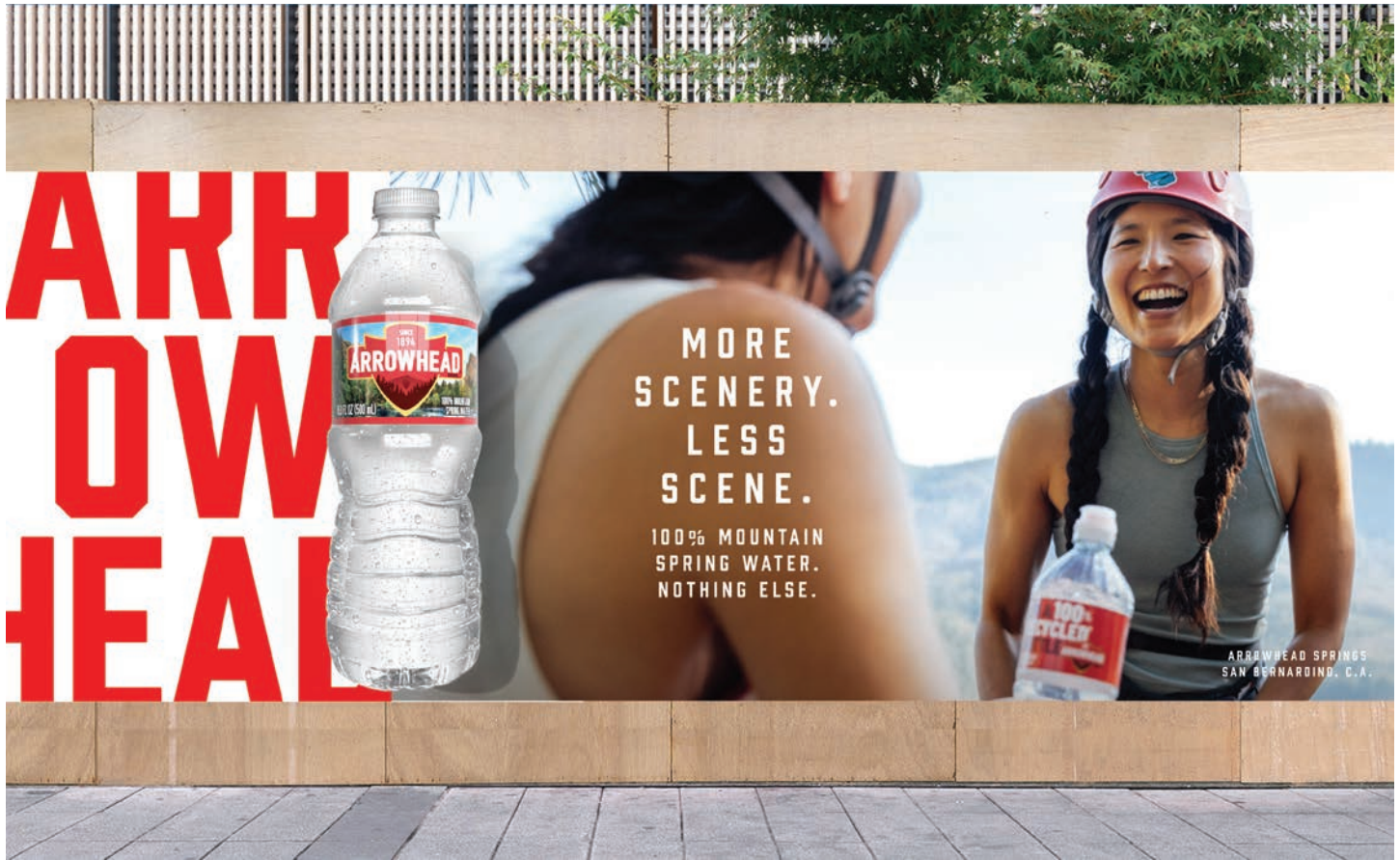
Arrowhead Mountain Spring Water is exactly what it sounds like—pure, delicious water from right here in the west. When developing the crux of the campaign idea, we knew our competition obsesses over shipping water from continents away (at a huge environmental impact) and centers their marketing around triple osmosis, nano-oxygenation (whatever that means) and other unnecessary “science.”

We wanted to put a stake in the ground in the form of a :30 anthem spot about what Arrowhead is, as defined by all the tryhard waters that it's not—100% mountain spring water. Nothing else.

Short-form social videos round out the campaign speaking to consumer outdoor passion points—hiking, climbing, camping, skiing and biking—and further establish Arrowhead as deriving its value from its natural sourcing vs. hype.

CREDITS

Sean Topping Chief Creative Officer, **Lindsay Topping** Chief Officer of Marketing and Strategic Outp, **Katie Huhn** Assoc. Creative Director, **Dave Bramson** Art Director + Designer, **Brandon Gratton** Art Director + Designer, **Jordan Lutes** Director + Photographer, **Agatha Borrelli** Head of Production **Ben Hogan** Producer, **Kala Whyte** Production manager, **Terumi Murao** Stylist, **Niles Grey** Social Director + DP + Editor, **Jeff Curry** Prop Master, **Anne-Marie Salcito** Account Director, **Paul Chaput** 1st Assistant Director, **Gabe L'Hureux** Director of Photography, **Mason Prendergast** Drone Op, **Michael Tursi** 1st AC, **Nick Cahill** 2nd AC, **Ryland Sweigard** Sound Mixer, **Kris Pito** Hogarth Director of Content Production, **Maria Orr** Hogarth Account Director, **Reza Bakhshandeh** Hogarth Senior Project Manager, **Elissa Romero** Hogarth Content Producer, **Evan Sears** Hogarth Senior Content Producer, **Phillip Long** Editor



NARRATOR GROUP

SOUTHWEST WYOMING REGIONAL AIRPORT

VERY WYOMING

The Southwest Wyoming Regional Airport in Rock Springs looks like a cement bunker. What it lacks in beauty, however, it makes up for in simplicity and utility. Passengers can park in front for free, breeze through security and fly to Denver International Airport in less than 50 minutes. From there, of course, they can connect to anywhere to the world. This campaign draws on the character and personality of Wyoming to inspire residents of western Wyoming to change their behavior: away from driving to Salt Lake City to fly and towards flying from home to take advantage of one of the world's great airports in Denver. Passenger loads have set new records, and this campaign has become a talked about regional favorite. All of this work was conceived and made just outside Golden, CO.

CREDITS

Jay Sunny Creative Director, **Mark Toft** Writer/Producer, **Jerwin Villaneuva** Animator,
Jack Roberts Music,



SUKLE

WYOMING DEPARTMENT OF HEALTH

UNFORTUNATE ENDINGS RADIO

Wyoming was already one of the least vaccinated states in the country. Then the controversy generated by Covid-19 had a devastating effect on the vaccination rates for most vaccines including well-established childhood vaccinations. The Wyoming Department of Health needs to change that.

Vaccines are so effective at combating diseases like polio, tetanus, and measles that people take them for granted. However, there was a time when families weren't as fortunate as we are now. They didn't have access to vaccines for their children. As a result, their stories didn't always end well.

That idea was communicated in a surprising, non-threatening way by retelling a familiar tale that ends with an unexpected twist. And the back-to-school timing of the campaign put the message in front of parents at an opportune time.

CREDITS

Mike Sukle Founder and Chief Creative Officer, **Katie Dondale** Associate Creative Director/Art Director **Heather French** Writer, **Jim Glynn** Writer, **Michon Schmidt** Director of Production, **Natalie Ross** Account Director, **Taylor Marvin** Sound Design

Coupe Studios Sound Studio



GRIT

CREDIT UNION OF COLORADO

CREDIT UNION OF COLORADO CAMPAIGN

Did you know that four out of five people effing hate their bank? So, it shouldn't be that hard to get people to switch to a credit union right? We thought so too, but as it turns out people are really lazy and you really have to remind them what giant jerks the people who own big national banks are. Enter the new "Honestly, Good." campaign for Credit Union of Colorado. Because when you have all the ATMs, a killer online banking platform, and employees who actually care about saving you money, that feels, well... Honestly, Good.™

CREDITS

Stephen Reidmiller Creative, **Dave Bramson** Art Director / Writer, **Katie Huhn** Writer / Associate Creative Director, **Brandon Gratton** Art Director / Writer, **Lindsay Topping** Our Fearless Leader, **Alexis Supangan** Account Manager, **Miguel Hernandez** Director, **Coburn Huff** DP, **Nathan DeMonnin** Editor

Coupe Studios Sound



**Honestly,
good.**

Learn more at HonestlyGood.org
Federally Insured by NCUA


CREDIT UNION
OF
COLORADO.

CACTUS

NORTH CAROLINA EDUCATION LOTTERY

STUNT DOUBLE

North Carolina Education Lottery's New Multiply The Cash Scratch-offs feature a new bonus multiplier called The Win All Doubler. The opportunity to win every single prize, doubled, is so exciting, that we imagined a world where in which a player finds a unique way to contain his excitement.

CREDITS

Joe Conrad Founder & CEO, **Norm Shearer** Partner & CCO, **Brian Watson** Executive Creative Director, **Shea Tullos** Group Creative Director, **Rachel Hickey** Associate Creative Director, **Jeff Schuller** Senior Copywriter, **Sammie O'Sullivan** Senior Art Director, **Dan Hawes** Senior Copywriter, **Martha Douglas** Production Director, **Stacey Trunnell** Strategy Director, **John Dobson** Account Director, **Jordan Gregory** Account Supervisor **Rian Rosado** Account Manager, **Helen Rudolph-Shabinsky** Project Management Director

Someplace Nice Production Company, **Chilo Fletcher** Executive Producer, **Shannon Strange** Line Producer, **Jonathan Zames** Director, **Vinit Borrison** DP, **Wild Manor** Post Production Company, **Lennon Barnica** Owner/Executive Producer **Kate Swenson** Head of Production, **Jeff Wilson** Editor/Colorist

Coupe Studios Audio Production, **Aaron Lasko** Partner/Executive Producer, **Taylor Marvin** Engineer



PIGGYBACK

REVL FRUITS JUICE

GROW UP NEVER

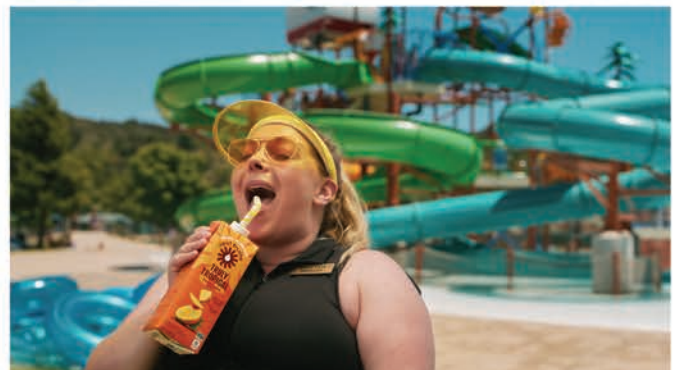
You know what's really getting old? Having to act like an adult when the kid inside is ready to blow it all up. Not to worry, Revl Fruits Juice is taking the traditional roadmap to adulthood and shredding, burning, and spitting on it. From strategy to concept to production, we launched the "Grow Up Never" brand with a social activation that made people want to quit their jobs, go back in time to when all they had was a cushy summer job, and not a care in the world. Partnering with creators and influencers, we challenged everyone to share a "Grow Up Never" moment on social. And what did the person most lacking in all things adult win? 50k for pretty much doing nothing all summer long. And a lifetime supply of Revl Fruits Juice. Oh, and probably a sunburn.

CREDITS

Piggyback Agency x Production Company

Leigh Masters & John Angelopoulos Directors, **John Angelopoulos & Andrei Chahine** Writers, **Leigh Masters** Art Director, **Henrik Walse** Designer, **Jen Pham-Corbett** Account Director, **Natalie Hill** Executive Producer, **Liz Graves** Executive Producer, **Paula Huidobro** Director of Photography, **Quito Cooksey** Production Design, **Tim Lincoln** Music composer, **Leigh Masters** Music post-producer

11 Dollar Bill Boulder Post Production, **Wayde Samue** Editor, **Lisa Effress** Post Producer



GRIT

BOULDER WINE MERCHANT

BOULDER WINE MERCHANT

Boulder Wine Merchant, Boulder's only Master Sommlier-run wine, spirits, and craft beer shop, needed an identity refresh after more than 40 years in the business. Classic typographic layouts juxtaposed with a playful illustrative mark, combined with bright plays of color creates an identity system that honors the quality of their heritage, while also looking forward to the future.

CREDITS

Sean Topping Creative Director, **Lindsay Topping** The Real MFOG, **Dave Bramson** Designer, **Katie Huhn** Designer



HOUSEHOLD FILM CO.

URSA MAJOR

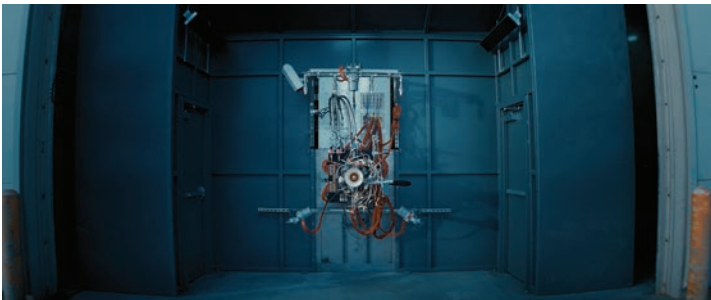
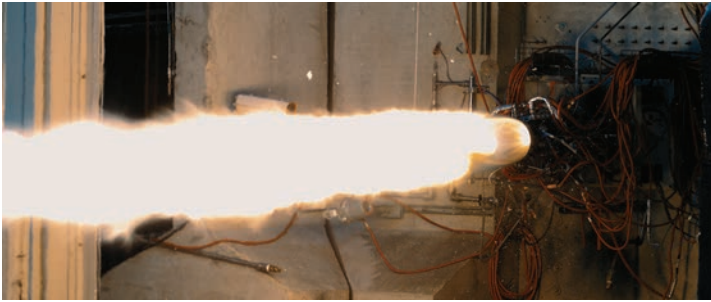
PROPULSION - A FILM ABOUT URSA MAJOR

Ursa Major is a rising star in the independent rocket propulsion space and a critical player in evolving the defense industrial base of the United States. After immersing ourselves in the Ursa Major brand, their story, their marketing objectives, and their target audiences, we realized this was a big story to tell. One that couldn't be contained in traditional :30s or :60s.

We partnered with the leadership at Ursa to develop an 11 minute branded doc. It was not only important to highlight their industry leading technology, but also showcase the people behind the tech, and the third (and arguably most important) leg to their success stool: being based in Colorado. It geographically offers them unique advantages crucial to their rapid rise as a leader in the aerospace and defense industry.

CREDITS

Micah Dudash Director, **Tim Twinem** Executive Producer / Line Producer, **Josh Bernales** Director of Photography, **Skye Prentice** Production Coordinator, **Mason Trujillo** Production Assistant, **Cheshire Lai** 1st AC, **Mary Jeanes** Gaffer, **Troy Ten Eyck** Gaffer, **Ray Dellacroce** Set Sound Mixer, **Christopher Hawthorn** Original Music Score, **Josiah Jones** Lead Editor, **Jonnie Sirotek** Colorist, **Victor Won** Title Design, **Brandon Tormanen** Title Animation, **Taylor Pipes** Story Development



CACTUS

HOOSIER LOTTERY

TEAM USA

Building on the hype of the Olympic Swim Trials in Indianapolis and the Paris Olympics, our first campaign for the Hoosier Lottery aims at connecting Hoosier to the action and spirit of the games from home. The spot stars Rick, a regular Hoosier, who shows up to race in place of Michael, an Olympic hopeful, thanks to his Team USA Scratch-off and Fast Play games from the Hoosier Lottery—proving you don't have to be on the team to get in the games.

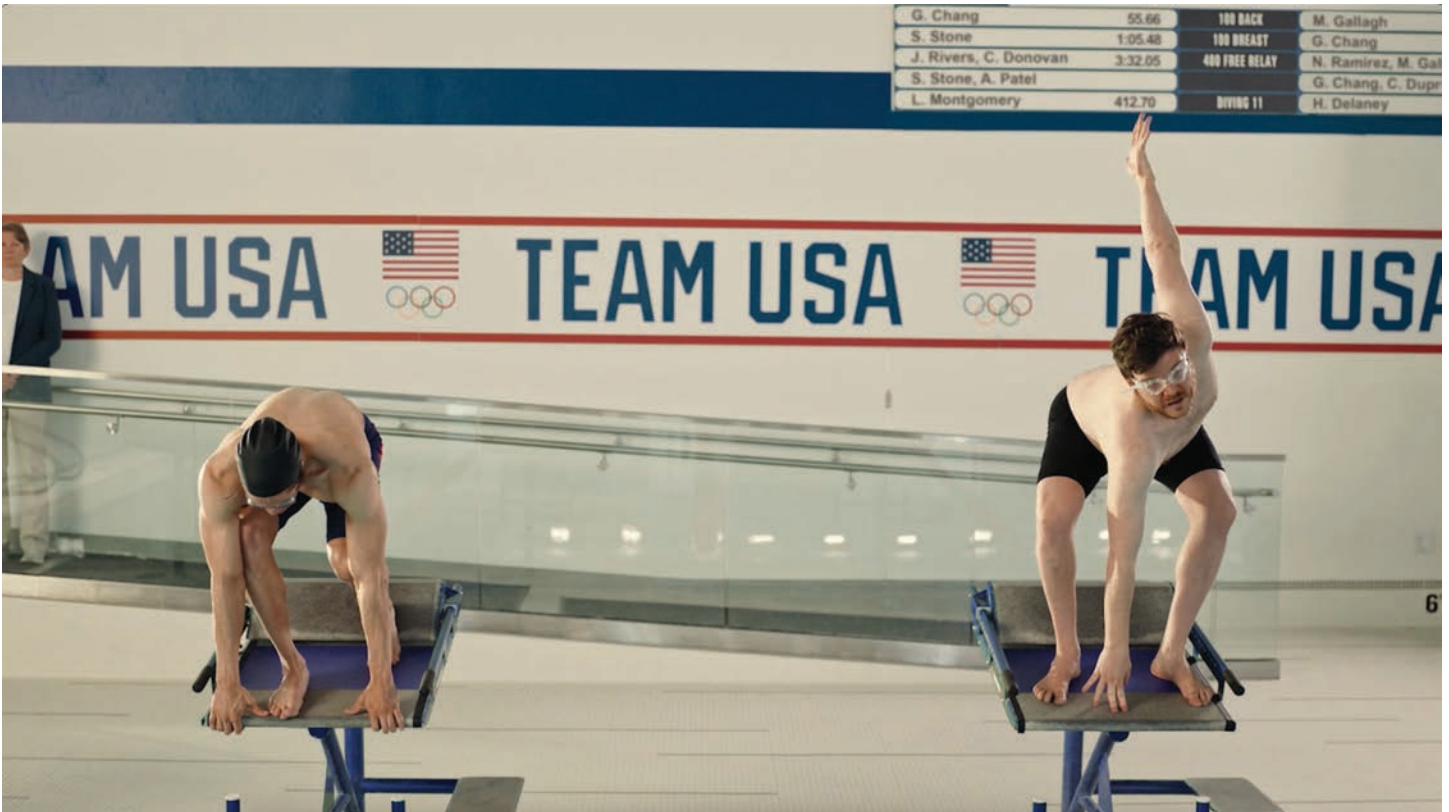
CREDITS

Joe Conrad Founder & CEO, **Shea Tullos** Group Creative Director, **Jen Arnold** Creative Director, **Danielle Deats** Account Director, **Chris Shewmake** VP, Comms & Media, **Ethan Nosky** Content Strategist, **Stacey Trunnell** Group Strategy Director **Rob Troller** Assoc. Brand Strategy Director, **Fiona Koshy** Associate Brand Strategist **Sarah Berkheimer** Design Director, **Torrie Eberhard** Project Manager, **Rian Rosado** Account Supervisor, **Mary Bolton** Senior Account Manager, **Matt Stontz** Media Director, **Alex Hyland** Media Supervisor, **Joey Spearman** Senior Copywriter, **Spencer Beuerle** Senior Art Director, **Ben Klein** Art Director, **Storm Sternad** Copywriter, **Stephen Hausrath** Production Designer Manager, **Fran Desantiago** Content Designer, **Martha Douglas** Executive Producer, **Annie Carney** Executive Producer, **Ben Micek** Video Content Specialist, **Tyler Hearn** Senior Digital Production Supervisor

Gravy Production Company, **Crobin Leo** Director, **Brent Stoller** Executive Producer, **Tanya Stephens** Line Producer, **Ally Gnesin** Staff Producer

Wild Manor Post Production, **Kate Swenson** Head of Production, **James Bedford** Editor, **Jeff Wilson** Editor, **Kate Swenson** Post Producer

Coupe Studios Audio Post, **Greg McRae** Engineer



PARTY LAND

EVERY MAN JACK

STILL SMELL GOOD

Building off last year's wildly successful "Them Beardles" campaign, we took Every Man Jack's humor and our knack for catchy original music up a notch in the "Still Smell Good" deodorant campaign. Our mission was ambitious: shake up one of the most crowded categories in men's personal care and prove that natural products can outperform — all with a fraction of the budget the big brands spend.

Our approach was as straightforward as it was unexpected: Ditch the technical jargon and dive into the heart of the challenge, debunking the myth that natural deodorants can't keep up. The solution? A jingle so memorable, it sticks: "Use Every Man Jack and still smell good," repeated for 30 seconds.

We're seeing impressive results for the campaign's efficacy at 2x the awareness and 4x the consideration per dollar above CPG competitors, proving that sometimes the simplest (and funniest) approach wins.

CREDITS

Matt Heath CCO, **Ellie Off** VP Marketing, **Nick Hasselberg** VP of E-Commerce & Performance Marketing, **Jamee Viola** Creative Director, **Rob Teague** Creative Director, **Eli White** Copywriter, **Jacop Warhop** Art Director

Food Chain Production

Walker Music



GRIT

GOOSE ISLAND

GOOSE ISLAND CORE

Drinking beer is fun. Plain and simple. That's the essence behind the redesign for Goose Island Beer Co. We refreshed their core beers to be more fun, engaging, and capture the spirit and personality of Goose Island itself, by use of custom spot illustrations and personalized type treatments for each beer

CREDITS

Dave Bramson Designer & Illustrator, **Sean Topping** Creative Director, **Chandler Dolan** Illustrator, **Lindsay Topping** Our Fearless Leader



CACTUS

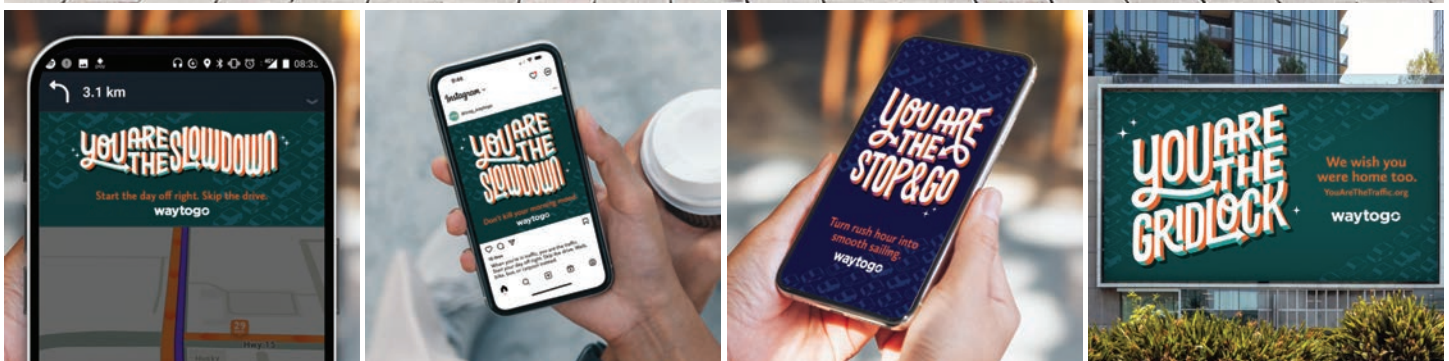
DENVER REGIONAL COUNCIL OF GOVERNMENTS

YOU ARE THE GRIDLOCK

We all hate being stuck in traffic, but the harsh reality is that those of us complaining about it are also the ones causing it. Not enough of us are willing to fall in love with the alternatives to driving in order to reduce the number of cars on the road. We each want to drive our own cars, but we all wish everyone else would stop driving theirs. So to help the Denver Regional Council of Governments get more single-occupancy vehicles off the road, our campaign gave Colorado commuters a stark look in the mirror with the blunt message: You're not stuck in traffic. You are the traffic. Lettering wizard Adam Vicarel helped us deliver our brutal honesty with just the right amount of delightful charm, enabling us to speak harsh truths to Colorado drivers with a spoonful of sugar to help the medicine go down.

CREDITS

Brian Watson Executive Creative Director, **Sammie O'Sullivan Sr.** Art Director, **Abby Cotter** Copywriter, **Adam Vicarel** Illustrator



KARSH HAGAN

BOONFLY


BOONFLY IDENTITY SYSTEM

Boonfly. It's a different kind of social club for fun, passionate, self-propelled fly anglers who love the outdoors, wild trout, wild rivers, making new friends, making new business connections, protecting the places we love, and just plain having a good time while gaining access to some remarkable fishing opportunities both near and far. That's fishing talk for private water trips!

For some, it's a chance to learn fly fishing on a deeper level. For many, it's more about connection, camaraderie, and casting into something new.


CREDITS

Jeff Martin Chief Creative Officer, **Dave Cook** Executive Creative Director,
Greg Ryan Design Director, **Jeff Martin** Art Director/Writer, **Tom VanNess**
Photographer, **J Martin** Photographer

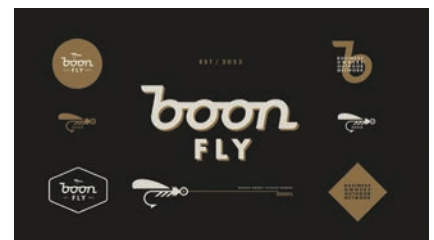


SOME ARE HAUNTED BY THE ONE THAT GOT AWAY. OTHERS QUIETLY PLOT THEIR REVENGE.

Welcome to Boon Fly. A Colorado fly fishing club for those that really, really love fly fishing. Because we're not just casting lines, we're settling scores, one trout at a time. Who says fishing can't be personal? And fun. To find out more go to boonfly.wildapricot.org



WET NETS. DRY MARTINIS. LASTING FRIENDSHIPS.



GRIT

GREAT DIVIDE BREWING CO

GREAT DIVIDE PACKAGING

Great Divide has been an local legendary brewery in Denver since 1994. Jump ahead 20+ years and the brand needed to rework there look and feel on shelf. We worked with Great Divide to come up with a new system that highlighted their Denver roots and let people easily find Great Divide in an ever increasingly cluttered marketplace.

CREDITS

Dave Bramson Designer, **Sean Topping** Creative Director, **Lindsay Topping** Our Fearless Leader



SUKLE

GREAT OUTDOORS COLORADO

SAVE THE BEES - WILDERFLOWER SEEDS

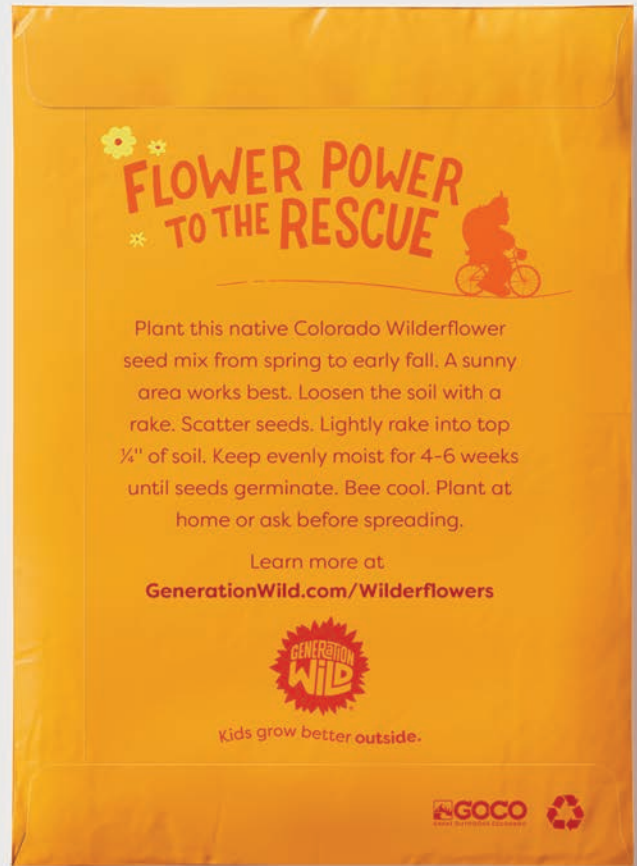
Generation Wild is a movement to get kids outside and into nature. The forces that keep kids tethered to screens are stronger and stronger.

Our approach? Don't make it about the kid or disconnecting from tech. Instead, activate kids to save the bumblebees. A study identified that the Western Bumblebee had declined 72% in Colorado. And 20% of all bumblebees are risking extinction. We leaned into children and parents' natural altruism and designed a product and brand from the ground up.

Kids typically think planting seeds is boring and reserved for parents. So we infused new life into wildflower seeds by positioning them as Wilderflowers and placed the benefits - Save the Bees, Bee the Change, Join the Bee Team - front and center on the packages. Imaginative illustrations brought energy and the nine different colors were inspired by wildflowers.

CREDITS

Mike Sukle Founder and Chief Creative Officer, **Katie Dondale** Associate Creative Director/Art Director, **Evan Olea** Designer, **Matt Carpenter** Digital Artist, **Brizida Magro** Illustrator, **Michon Schmidt** Director of Production, **Leigh Ann Bauer** Account Director, **Amy Taylor** Director of Account Service



CACTUS

NORTH CAROLINA EDUCATION LOTTERY BUCKS

North Carolina Education Lottery's new Bucks Scratch-offs feature a bonus game on the back so we wondered, if players already dream of what they'll do if they win the lottery, what happens when they get a bonus dream?

CREDITS

Joe Conrad Founder & CEO, **Norm Shearer** Partner & CCO, **Stacey Trunnell** Brand Strategy Director, **Brian Watson** Executive Creative Director, **Shea Tullos** Group Creative Director, **Rachel Hickey** Creative Director, **Astrid Michelson** Senior Art Director, **Storm Sternad** Copywriter **Martha Douglas** Production Director, **John Dobson** Account Director, **Jordan Power** Account Supervisor, **Helen Rudolph-Shabinsky** Project Management Director, **Bre Robb** Project Manager, **Content/s** Production Company, **Brendan Beachman** Director, **Leslie Allen** Executive Producer, **Chris Ruiz** Line Producer, **Colin Arndt** Director of Photography, **Jeff Wilson** Editor/Colorist

Hyphenate VFX

Coupe Studios Audio Post, **Greg McRae** Engineer



ELLEN BRUSS DESIGN

MUSEUM OF CONTEMPORARY ART DENVER

MCA DENVER

We were tasked with giving MCA Denver a brand identity refresh to reflect MCA's stature, growth, and current direction. We developed the tagline "Creativity Lives Here" to showcase MCA's very strong youth presence, which informs everything they do. The brand system was developed to represent the series of networks into the community that MCA is developing by having a second presence at the Holiday Theatre. It was also important that the brand be versatile, social media friendly, bold and active.

CREDITS

Ellen Bruss Creative Director, **Ken Garcia** Art Director



GRIT

INFINITE MONKEY THEOREM

INFINITE MONKEY THEOREM PACKAGING

Grit worked with IMT to understand the key elements of the brand story to preserve—the winery’s signature monkey motif and its locally-made urban roots—as well as new attributes to weave into the brand story. We created a new brand aesthetic —reworking the packaging to celebrate femininity with simple, elegant illustrations all with a pared back version of the monkey. The new bottles are art-deco inspired and still maintain the integrity of the brand’s mission.

CREDITS

Chandler Dolan Illustrator, **Sean Topping** Creative Director, **Brandon Gratton** Designer
Lindsay Topping Head Honcho



FORTNIGHT COLLECTIVE

NOODLES & COMPANY

STEAK STROGANOFF

Fast-casual dining chain Noodles & Company created a campaign to promote the of a popular dish, Steak Stroganoff.

We rewarded every person on social media who asked the chain to bring back Steak Stroganoff with a personalized response. These included short notes, custom gifts, and video responses from the CMO in a humorous “mean tweet” style.

“You asked to bring back steak strog,” began one responding to a persistent fan. “And you asked again. And again... And again. Well, we heard you. Steak Stroganoff is back on.” Another read, “Your voice brought it back and your mouth will thank you.”

Fans received gifts the day the promotion began. “Steak Stroganoff is now Steak StroganON,” copy read as the ON lit up like neon.

Noodles & Company sold out of the dish in two weeks and saw a +144% social engagement rate.

CREDITS

Andy Nathan Chief Executive Officer, **Devin Reiter** President, **Matt Kubis** Head of Design, **Mona Hasan** Creative Director/Copywriter, **Drake Paul** Associate Creative Director/Copywriter, **Jeff Roy** Associate Creative Director/Art Director, **Maria DiTullio** Copywriter, **Jen Kubis** Senior Brand Director, **Trevor Blum** Senior Brand Manager, **Rachel Arthur** Producer, **Brian O’Connell** Strategy Director, **Stacey Pool** Chief Marketing Officer, **Stacy Moss** Director of Brand Marketing, **Brian Anderson** Communications & Social Media Manager, **Ali Fredrickson** Integrated Marketing Manager, **Emily Sheridan** Sr. Manager, Marketing Operations & Creative Services, **Tori Hutchens** Senior Graphic Designer



Thanks to the fans,

STEAK STROGANOFF IS NOW STROGANON



order while it's on

CACTUS

BREAKING AND ENTERING

THE 50 WELCOME TO THE FAMILY

In an effort to grow their business and importance in the industry ecosystem, Breaking & Entering, one of the leading advertising podcasts, is shifting its target audience to include not only aspiring professionals, but innovative marketing leaders. However, the CMO role is known for being immensely stressful: today's marketing leaders are being asked to do more with less. Consequently, they're always seeking industry insider resources to stay ahead, and that's exactly what Breaking & Entering offers.

Understanding that B&E is their accomplice in staying connected to the zeitgeist, we built a campaign to welcome marketing executives to the B&E family, sharing in the industry knowledge they've been building. The team creatively connected the previous branding of Breaking & Entering with the classic example of a clandestine, connected family: The Mafia. Through uniquely playful video and social assets, we helped reposition the Breaking & Entering brand into an invaluable resource for marketers.

CREDITS

Norm Shearer Partner & CCO, **Katie Wilson** Marketing Manager, **Jen Arnold** Creative Director, **Ben Micek** Video Specialist, **Storm Sternad** Voice Talent, **Ridge Hutton** Copywriter, **Charlotte Garrett** Art Director

Coupe Studios Sound/Audio, **Taylor Marvin**, Engineer

Breaking & Entering

PRESENTS

MOB LIP READING V0.2
“INSIGHTFUL HOW?”



MARKETERS,
WELCOME TO THE FAMILY

www.breaking-entering.com

PIGGYBACK

OCEAN SPRAY

MIX YOURSELF A GIFT

The holidays aren't always snow angels and mistletoe. And you know what, that's just fine with us. These holiday hiccups shouldn't bring us down. In fact, just the opposite. With the right people and drinks, they can make things that much more memorable and downright laughable. And, nothing gives us a bigger festive flavor boost or gets us more in the holiday spirit than when we "Just Add Cran" to our cocktails and mocktails. Whether it's bringing some well needed cheer to an otherwise forlorn beverage, or brightening us up through an uncomfortable holiday hiccup, Ocean Spray wants to help you "Mix Yourself A Gift" all season long.

CREDITS

Piggyback Agency x Production Company

Leigh Masters & John Angelopoulos Directors, **John Angelopoulos** Writer, **Leigh Masters** Art Director, **Henrik Walse** Designer, **Jen Pham-Corbett** Account Director

Futuristic films Production Company, **Will Gardner** Director of Photography, **Christian Silberbauer** Executive Producer, **Sam Sigler** Associate Producer

11 Dollar Bill Boulder Post Production, **Chris Robins** Editor, **Lisa Effress** Post Producer



KARSH HAGAN

TRAVEL SOUTH DAKOTA

RESPECTFUL TRAVEL TIPS FOR RESPECTFUL TRAVELERS

Most people wouldn't deny the importance of being a good state steward, but does anyone even know how to do it? Well, we had some friendly critters help show us the way.

For year two of Forever 605 (Travel South Dakota's state stewardship campaign), we provided tangible ways for residents and visitors to practice respectful travel throughout the state.

Rather than shame bad behavior or provide a cliché list of do's and don'ts, we tapped into something much more memorable and unexpected. We used playful animation to convey the comically exaggerated, unintended snowball effects of not practicing respectful travel etiquette – all with a ludicrous payoff.

CREDITS

Jeff Martin Chief Creative Officer, **Dave Cook** Executive Creative Director, **Camille King** Creative Director, **Jacob Farwell** Senior Art Director, **Anniston Craddock** Art Director, **Ben Rindels** Senior Copywriter, **Nate Gendler** Copywriter, **Nick Marranzino** Video Editor/Animator, **Josh Holland** Illustrator, **Becky Ferguson** Director of Broadcast/Video Production, **Maria Ferrando** Producer, **Lauren Corna** VP of Account Service, **Emily Blanchard** Senior Account Manager, **Jacqueline Wolles** Account Manager, **Samantha Schrag** Senior Project Manager

TRAIL CLEANLINESS - VIDEO :15

VO: WHEN YOU LITTER ON THE TRAIL...

A MOUNTAIN GOAT MISTAKES YOUR
JERKY WRAPPER FOR A LOVE NOTE.

AND SHE WILL NEVER, EVER
LET YOU GO, BABY.

TRAVEL RESPECTFULLY.



WILDLIFE - VIDEO :15

VO: FEED A SQUIRREL ONE DAY.

THEN HE'LL WANT MORE THE NEXT DAY.

AND ON DAY THREE.
A LOCAL SQUIRREL MAFIA WILL
EXTORT YOU FOR ALL YOUR TRAIL MIX.

DON'T FEED THE WILDLIFE.

TRAVEL RESPECTFULLY

TRAIL ETIQUETTE - VIDEO :15

VO: WHEN YOU ATV OFF TRAIL...

YOU DISTURB THE RACCOONS'
BEAUTY REST.

THEN THEY'LL GET PAYBACK.
AND DISTURB YOURS.

DON'T ATV OFF TRAIL.

TRAVEL RESPECTFULLY.



SUKLE

GREAT OUTDOORS COLORADO

SAVE THE BEES - BILLBOARDS

Generation Wild is a movement designed to get kids outside and into nature. The forces that pull kids to the couch and keep them tethered to a screen are becoming stronger and stronger. How do you compete with mega video game companies, 24/7 streaming entertainment and the constant pull of social media?

Our approach? Don't make it about the kid or disconnecting from tech. Instead, activate kids to get outside and save bumblebees. Introducing Wilderflowers, native wildflower seeds specifically designed to be Colorado pollinator magnets. The colorful packages were inspired by wildflowers and became the art medium for these billboards and the entire campaign.

The integrated campaign used billboards to direct families to GenerationWild.com for locations to get free seeds. Over 100,000 packets of Wilderflowers were distributed across the state. That means over 53 million Wilderflower seeds have been spread across Colorado.

CREDITS

Mike Sukle Founder and Chief Creative Officer, **Katie Dondale** Associate Creative Director/Art Director, **Greg Jesse** Designer, **Matt Carpenter** Digital Artist, **Brizida Magro** Illustrator, **Michon Schmidt** Director of Production, **Leigh Ann Bauer** Account Director, **Amy Taylor** Director of Account Service



CACTUS

ARAPAHOE BASIN

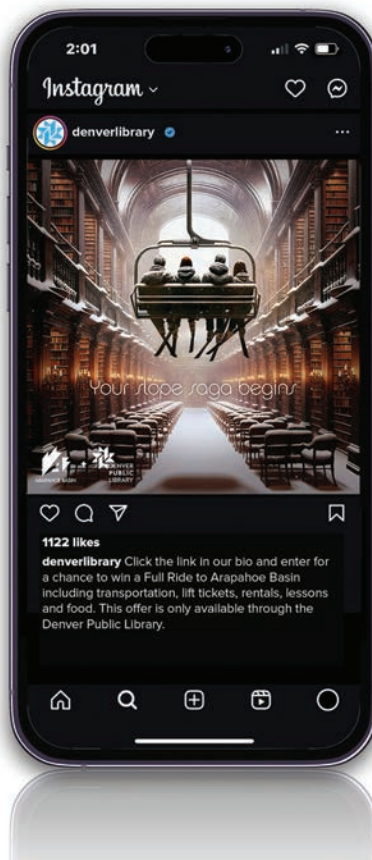
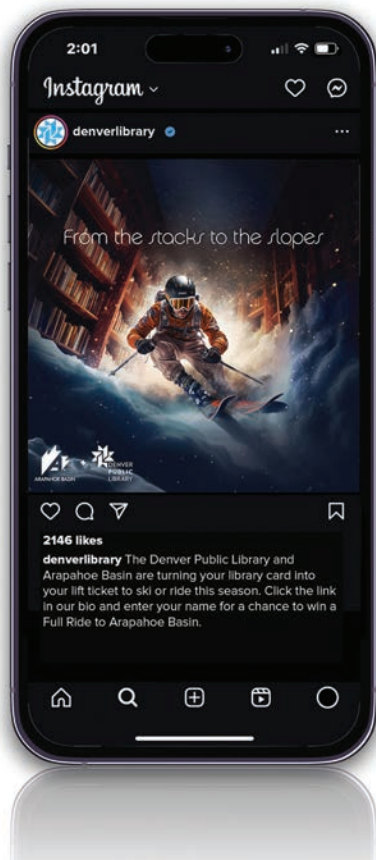
A BASIN X DENVER PUBLIC LIBRARY

Skiing has both financial and logistical barriers to entry, so we brought Arapahoe Basin, who is always looking for opportunities to take mountain accessibility beyond just tackling the transportation hurdle, together with the Denver Public Library (DPL), who is interested in creating unique experiences for its members, for a first-of-its-kind partnership to give people with library cards full-experience access. A-Basin provided transportation, rentals, lessons and a delicious lunch to card holders and three of their guests. Several groups participated throughout the season and had incredible experiences on the slopes. A-Basin and DPL plan to continue the program for the 24/25 season. Budget and timing constraints provided us the opportunity to use AI to create compelling, fantastical visuals for the campaign.

CREDITS

Jesse True VP, Marketing & Skier Services, Arapahoe Basin, **Whitney Henceroth** Senior Brand Manager, Arapahoe Basin, **Elizabeth Warren**, Manager of Strategic Partnerships, Denver Public Library, **Stacey Watson** Collection Services Manager, Denver Public Library

Norm Shearer Partner & CCO, **Jeff Strahl** Senior Creative Director, **Andy Bartosch** Assoc. Creative Director, **Sarah Berkheimer** Design Director, **Abby Cotter** Copywriter, **Ainslie Fortune** VP, Account Leadership, **Heather Vazza** Account Supervisor, **Torrie Eberhard** Senior Project Manager **Stephen Hausrath** Production Design Manager, **Raven Checkush** Print Producer



GRIT

GRIT

GRIT HOLIDAY SELF-PROMOTION

Client gifts for the holidays, a chance to combine our studio's two loves; coffee & design. Paying tribute to our studio's former self as an auto shop, we designed the tins to have an old school oil can feel, with an illustration of the studio as the hero.

CREDITS

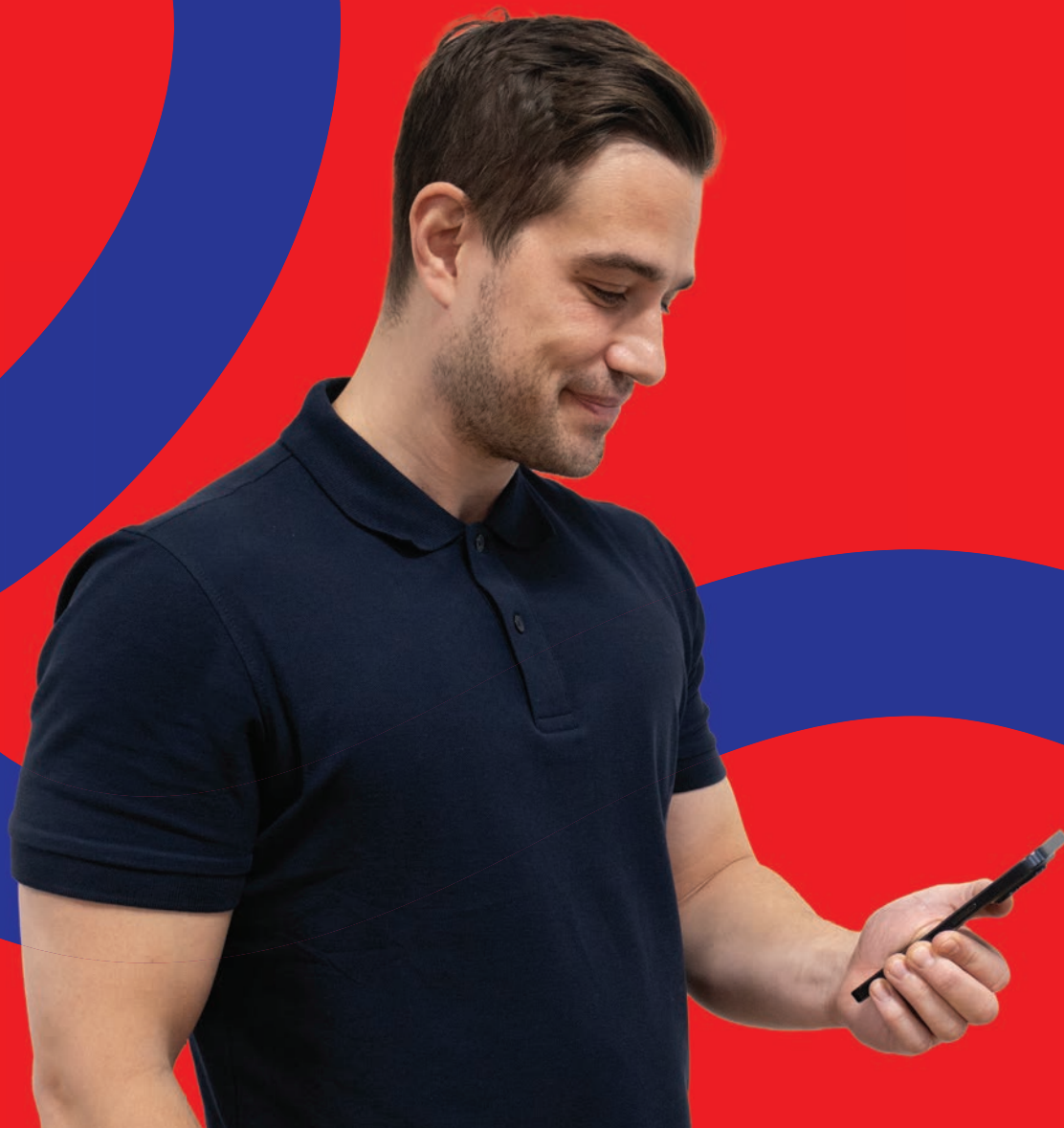
Dave Bramson Designer, **Sean Topping** Creative Director, **Lindsay Topping** Our Fearless Leader





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Nomology

Transparent YouTube Solutions

The Transparent YouTube Solution

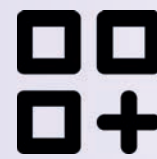
We built Nomology to prioritize performance through transparent, dynamic pricing to empower brands to unlock YouTube's true potential.

Same great YouTube. Better performing delivery.

Dynamic Pricing drives everything we do:



Pricing Transparency



Added Value/Reinvested Media



Performance



Dividend Partnership Program

www.nomology.com



At GroundTruth, we recognize and celebrate the power of **real-world behavior**.

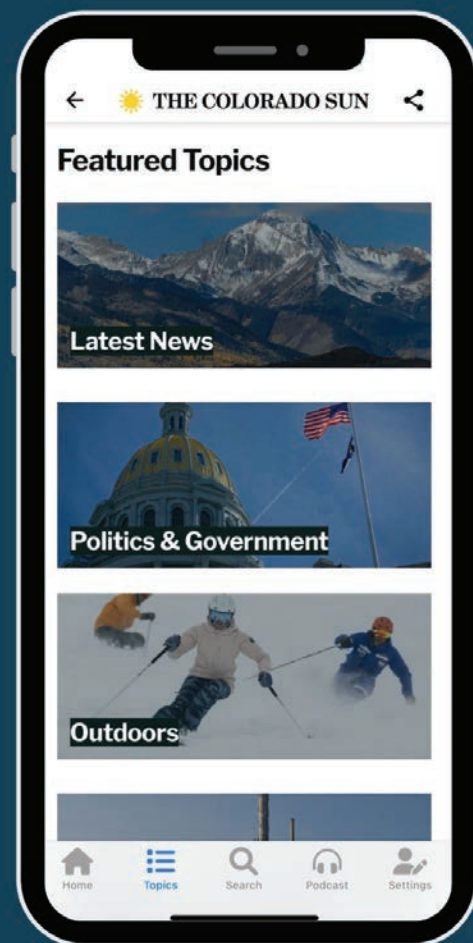
From visionary designs and forward-thinking strategies, The Fifty are making an impact across our industry. Today, we honor Colorado's trailblazers shaping the future of advertising and driving **real business results**.

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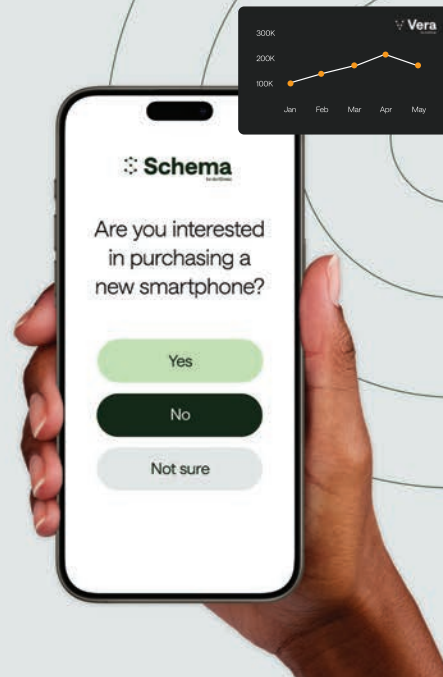


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Robert Ortega, Vladimir Jones

BEST MOTION DESIGNER
Zach Bretz, Vladimir Jones

BEST TALENT AGENCY
Wilhelmina Denver

BEST PR
Big Fish Collective

BEST FREELANCER
Jay Roth, Copywriter

IF IT WAS NUTURED HERE,
IT CAN WIN A FIFTY

