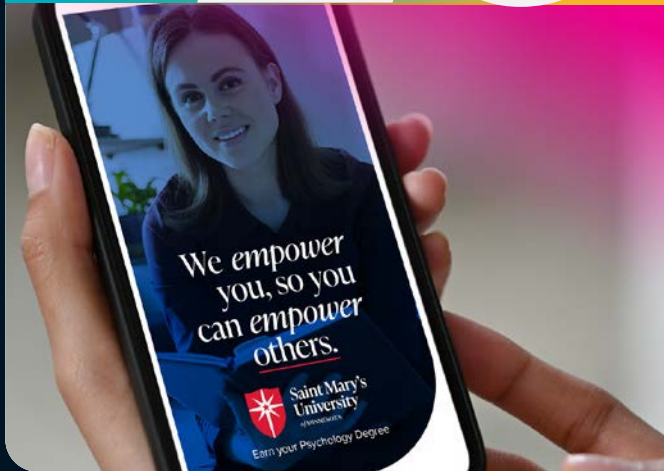
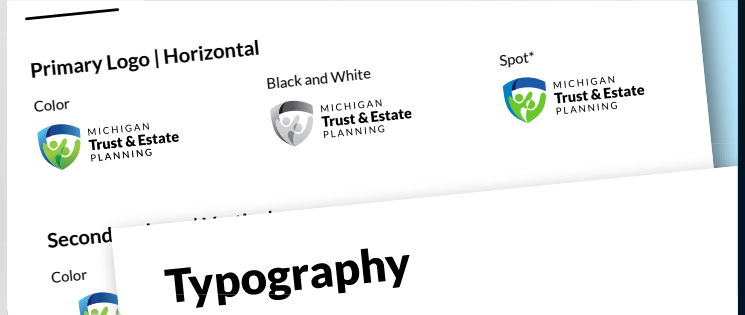


# 2023



# LOOK BOOK



# CREATIVE CREATIVE CREATIVE



# 2023 CREATIVE LOOKBOOK



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01 /

## Saint Mary's University of Minnesota

### Strategy / Display / Social

The University planned an omnichannel campaign to recruit adult learners advancing their study, and degree completer's. Fashioned with the new University identity system, the campaign furthers the agenda of the division and elevates awareness of the program to audiences most likely to use them.

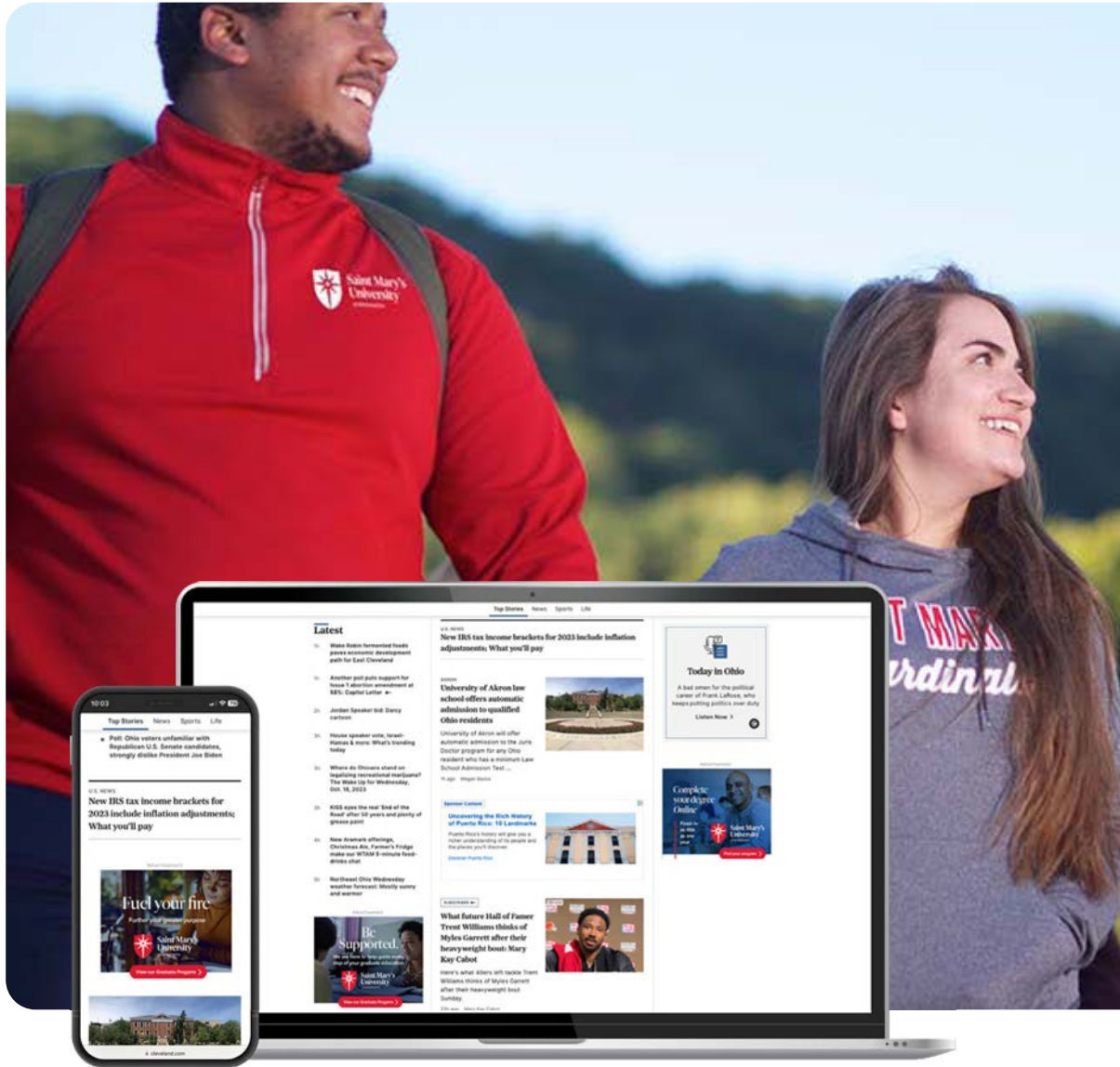


01 /

## Saint Mary's University of Minnesota

### Study of Saint Mary's Brand

To address awareness of the university, our work began with a study that measured audience responses around the St. Mary's Brand. This survey and the subsequent analysis identified awareness of the University and its programming. It also explored, where possible, key factors that may drive influence, such as the Lasallian Catholic heritage of the school, the ethics, values system or servant leadership focus.



**Fuel your fire**  
Further your greater purpose



**Saint Mary's University**  
MINNESOTA

[View our Graduate Programs >](#)

**Be Supported.**  
We are here to help guide every step of your graduate education.



**Saint Mary's University**  
MINNESOTA

[View our Graduate Programs >](#)

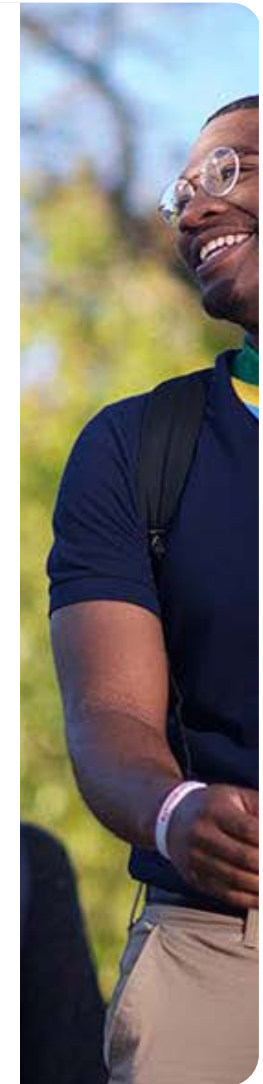
**Complete your degree Online**

Finish in as little as one year



**Saint Mary's University**  
MINNESOTA

[Find your program >](#)



01 /

## Saint Mary's University of Minnesota

### Display Ads

Creative developed as a collection of clear, direct, and purposeful creative assets intended to influence, drive performance, and support conversions. Our team watched the real-time performance of various ads making optimizations which maximized assets that performed best.



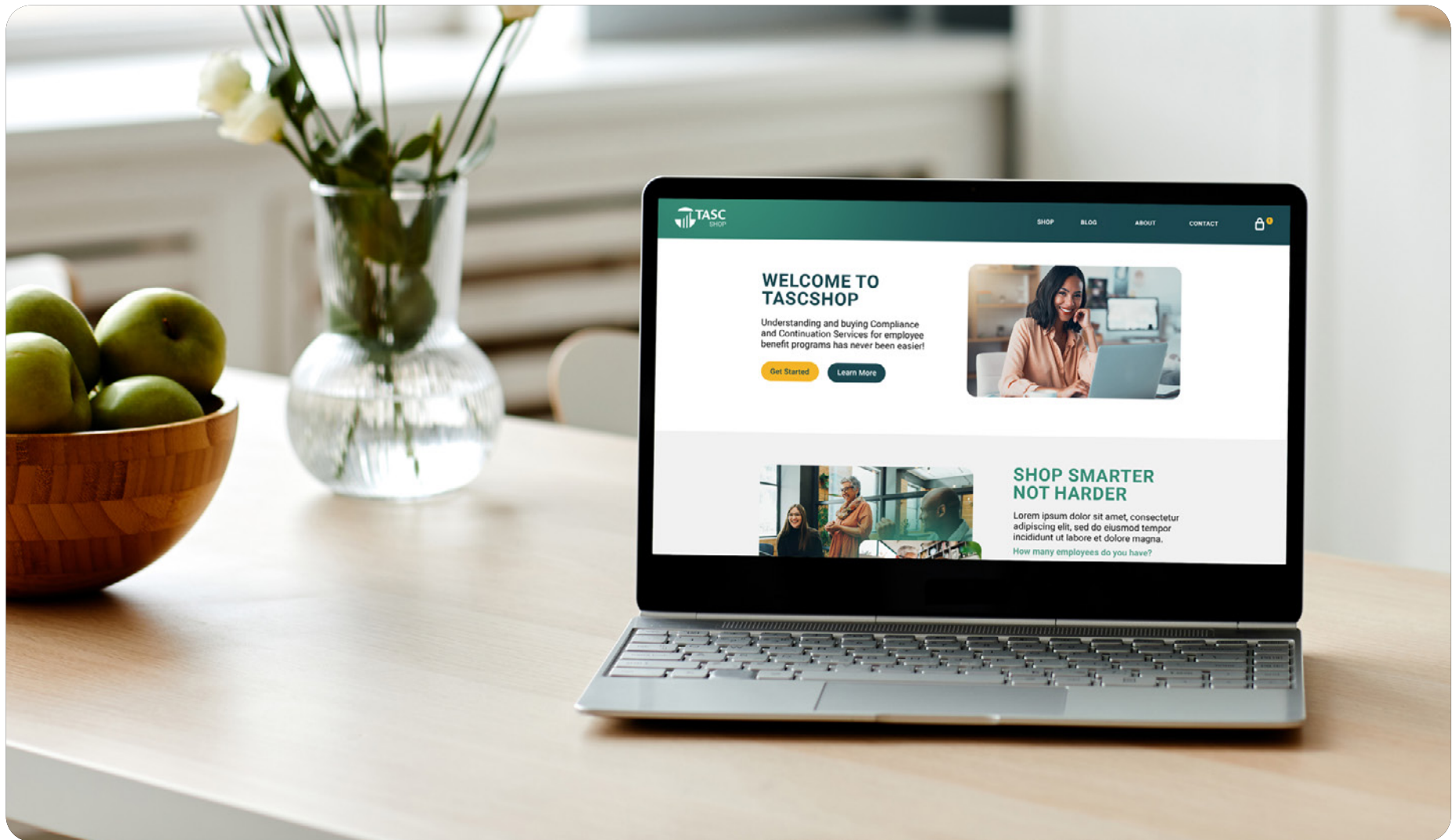
# 01 / Saint Mary's University of Minnesota

## Social Ads

These visuals combined and introduced a “spectrum” of messages with a depth of purpose, including the examination of how the Catholic values appear, and to what degree. Three areas of concentration were St. Mary’s University of Minnesota Brand at large, Returning Student Messaging and Graduate Student Messaging.







## 02 / TASC

Branding / Strategy / Logo / Web / Email / Display / Print / Infographic / Social

TASC provides its clients with easy to access health benefits, they are passionate team, and were eager to invest in their future. This is why they invited members of the marketing team, and sales to join them on location for several days of discovery sessions. The result of those meetings led to TASC utilizing almost every service we provide.



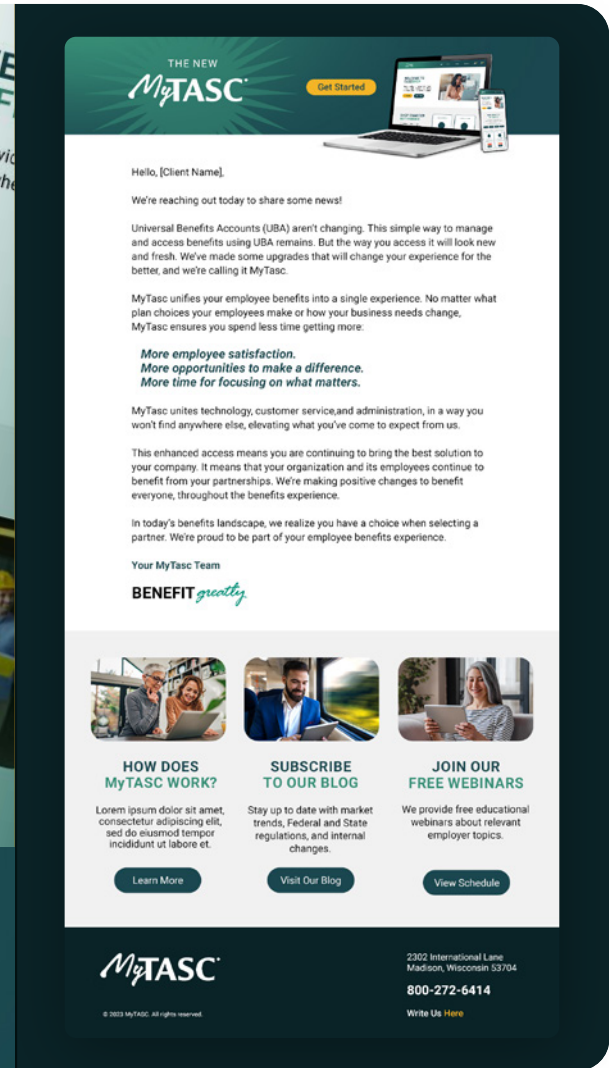
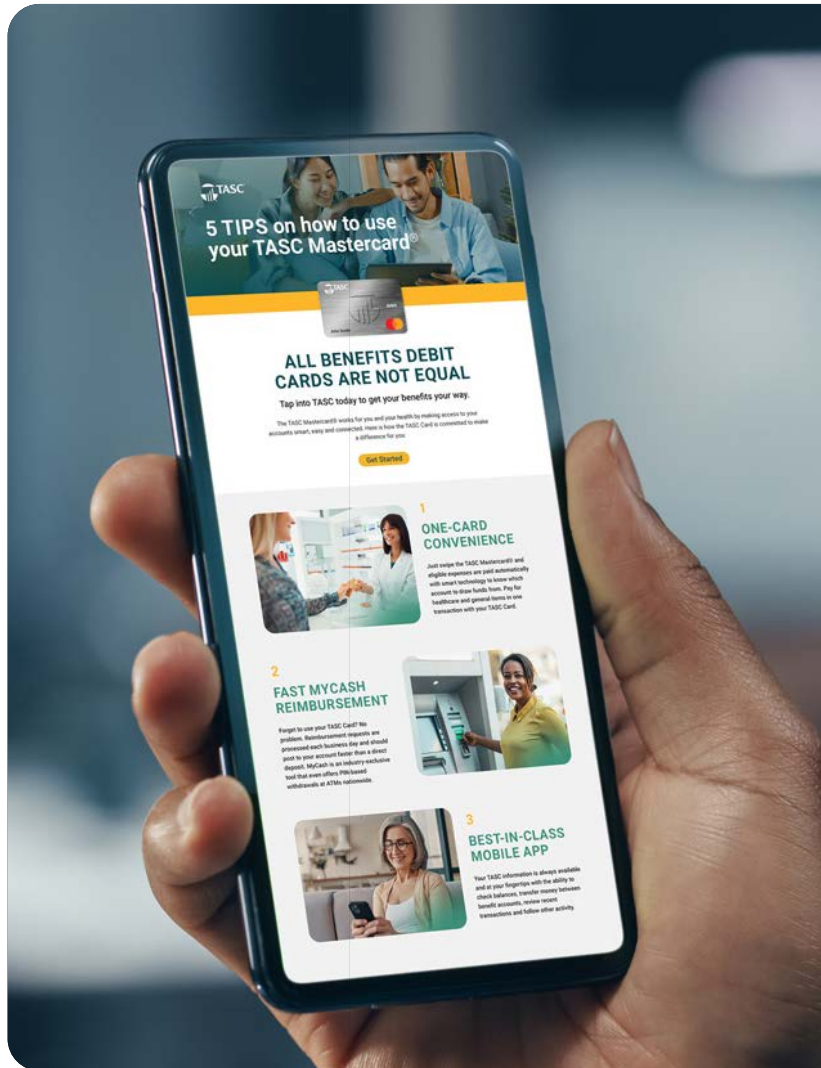
## 02 / TASC

### Logo Design

TASC tasked us with introducing their streamlined services to their sales teams, established members, and potential members as well. The new services needed to convey personal ownership of the client, as well as being supported by the very established brand.

### Taglines

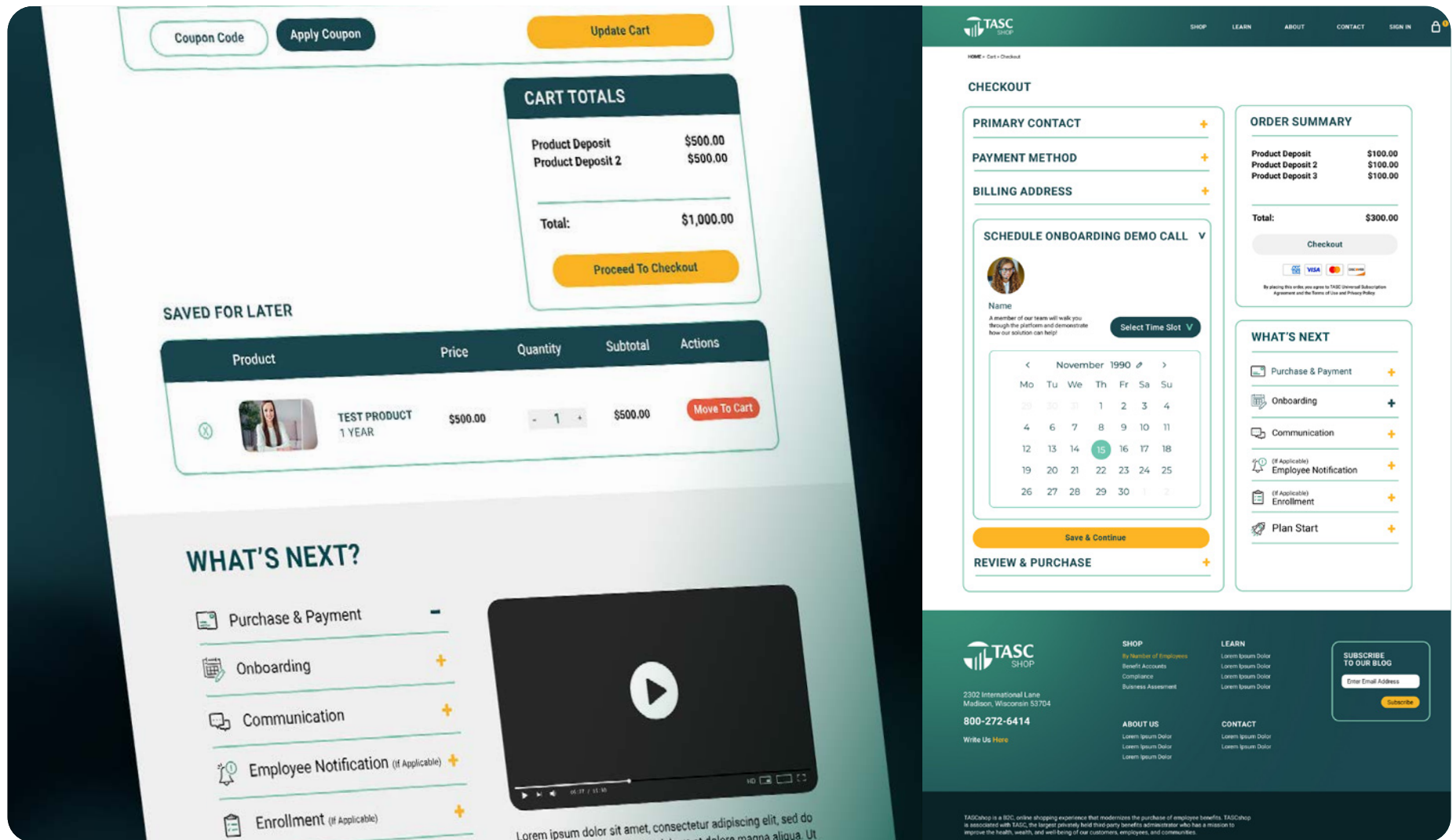
Taglines can be an important sales strategy. Taglines can be more agile and updated more frequently than the primary branding.



# 02 / TASC

## Email Campaigns

MyTASC utilized a robust email strategy that covered a wide variety of topics and initiatives. Email receivers would be provided with content that informed about important dates and deadlines, taught about cost saving practices, as well as positioned TASC as a benefits guiding light.



# 02 / TASC

## Web Design / E-Commerce

The creative team also partnered with our development team to provide TASC with an updated site centered around e-commerce. The teams had to ensure a large amount of information was presented in bite size portions that ultimately lead the user to proceed to the checkout button.

**23%**  
OF EMPLOYEES  
left their organization  
due to poor benefits.  
*- builtin*

Leaders **must** take a  
**human-centered** approach  
to building their employee  
experience.

**T TASC**

Reduce expenses by about  
**8%** through payroll tax savings!

TASC will **match** or **beat** employers' costs  
if they already offer any of the benefit accounts.

Icons: heart, comment, share, bookmark

**Lorem ipsum** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt...

# 02 / TASC

## Infographic / Display / Social / Email

Infographics, a popular 2023 creative strategy, was incorporated as well. Infographics can be a great way for audiences to retain complex information, however we push them beyond that. Once a infographic is approved it then can be segmented into display, social, and video assets.

## Infographic = Email?!

Did you know we can even utilize the creative made from the initial infographic into a email send?

It takes a

# PLANNER

Lakefront Redevelopment with Planners,  
Policymakers, & Cleveland Communities

THE PLAIN DEALER  
©cleveland.com

APA

NO  
UNAUTHORIZED  
VEHICLES  
BEYOND  
THIS  
POINT



# 03 / APA CUSTOM EVENT

Logo / Signage / Print / Digital / Stair Wraps / Window Clings

APA hired our Events & Marketing team to plan and host their city planners event in the Ohio market. What drew APA to Advance Ohio was not only our capabilities, but our strong brand and involvement in the community.



03 /

APA  
CUSTOM  
EVENT

Window Clings

Guest arriving to the venue would be greeted with what separates city planners from everyone else. These were used to inform decision makers of the need for planners, but to also uplift the city planners in attendance.

Fun Fact 1

Our team goes the extra mile even installing 10 window cling signs





03 /

## APA CUSTOM EVENT

### Stair Wraps

The Events & Marketing team wanted to transform the venue, a restaurant, so that APA was represented throughout and also serve a functional purpose of leading guests upstairs to the reception.

### Fun Fact 2

Our creative team even takes on designing unique installations like stair wraps!



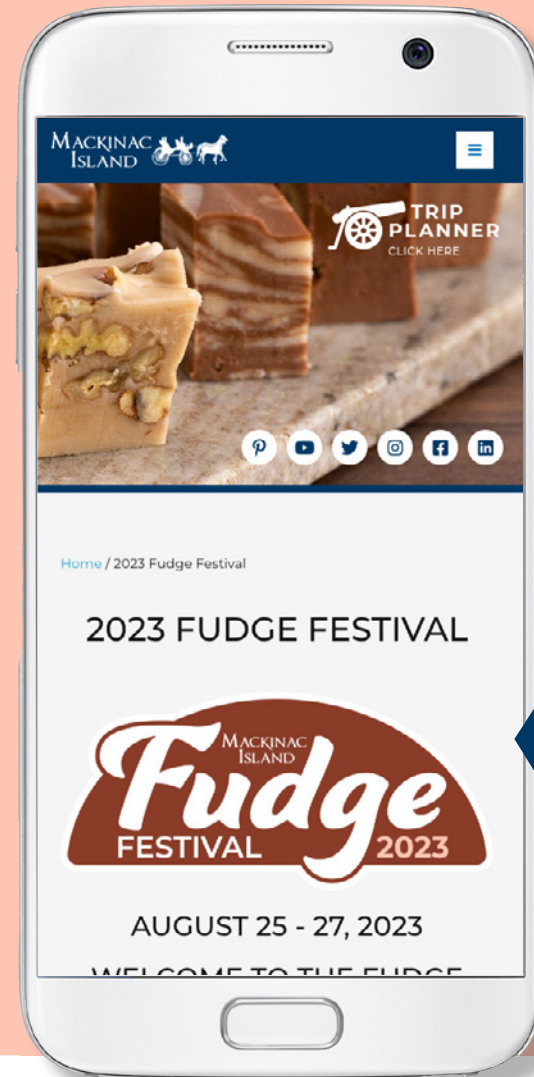
# 03 / APA CUSTOM EVENT

## Signage / Ceiling Banners / Directional Signage

As for every event that the Events & Marketing host it is extremely important that guests are happy and relaxed. One way we achieve this is making everything easy to find, and messages are clear through signage through the venue.



MACKINAC  
ISLAND



# 04 / MACKINAC ISLAND

## Branding / Logo Development

A premier travel destination wanted to promote their annual festival with a new look. Our design team developed several concepts to communicate a fun, memorable and tasty experience for fudge lovers to be used as stickers, pins and numerous branding opportunities.





05 /

**MLive  
Lovable  
Michigan**

**Branding / Logo/ Email / Social**

The objective of this project was to breathe new life into MLive's Lovable Michigan newsletter. It involved a three-step process, beginning with a logo redesign, which would subsequently be integrated into the revamped email newsletter and social media imagery.

ORIGINAL DESIGN

*Lo♥able  
Michigan*



REFRESHED DESIGN

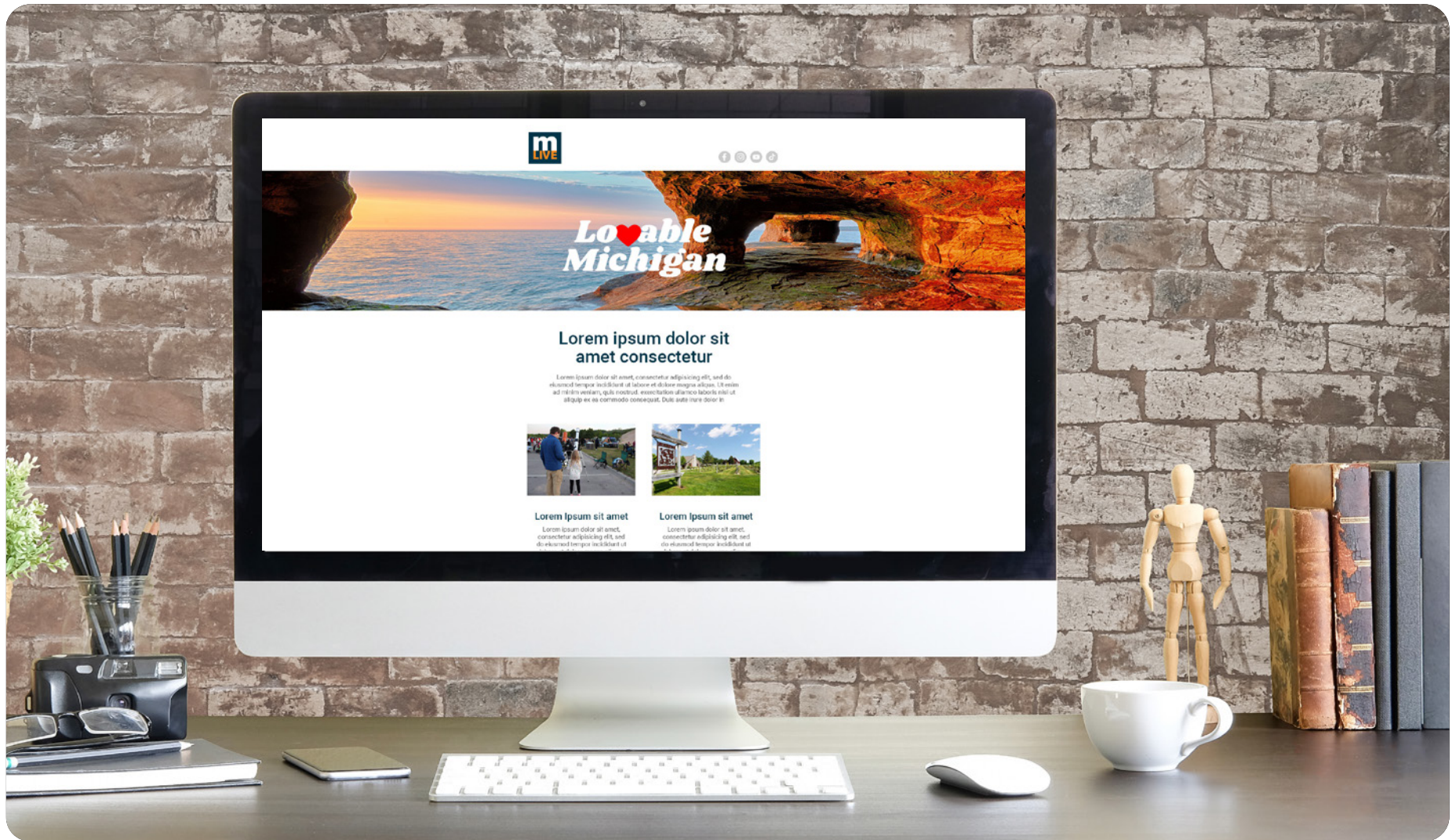
***Lo♥able  
Michigan***

05 /

**MLive  
Lovable  
Michigan**

### Logo Refresh

The existing Lovable Michigan logo was due for a rejuvenation. This part of the project entailed the challenge of giving the logo a contemporary appearance, all while preserving the recognizable script font style and the positioning of the heart element.



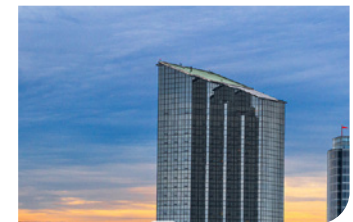
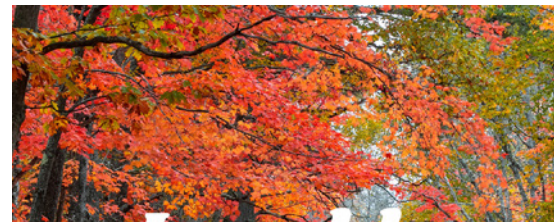
05 /

**MLive  
Lovable  
Michigan**

### Email Design

With the revised logo approved, it was time to integrate it into a revitalized email layout. This new design retains all the elements of its predecessor while harnessing the power of whitespace and captivating photography to engage the reader's attention.





05 /

MLive  
Lovable  
Michigan

### Social

To spotlight the revamped newsletter and attract fresh subscribers, the social media imagery underwent a comprehensive reevaluation. This involved the incorporation of the new logo, coupled with Michigan-centric visuals, along with compelling headlines that mirror the newsletter's contents.



MICHIGAN  
**Trust & Estate**  
PLANNING



06 /

Michigan Trust & Estate Planning

**Branding**

A client came to us for help. They needed a look to represent their new brand that stood out from the crowd. We incorporated colors, fonts and shapes to create an inviting, friendly, trustworthy, innovative and transparent message.



**THRIVE**  
*in Southwest Michigan*



## 07 / Thrive Southwest Michigan

### Branding / Logo Design / Video / Display / Print / Social / Strategy

Partners invested in the advancement of Southwest Michigan approached us to develop a promotional campaign that brought all the great offerings the region has to offer to the forefront of the surrounding area's attention. After highlighting Southwest Michigan's opportunities to thrive professionally, socially, and personally, how could anyone looking for their next adventure not be drawn there?



# 07 / Thrive Southwest Michigan

## Branding / Brand Guideline

We put together an extensive brand guideline that covered everything from the standard typography and color palette usage to animation and appropriate imagery.



## 07 / Thrive Southwest Michigan

### Print / Billboard

Billboard advertising is a great way to reach a vast variety of people from all walks of life. For this particular form of advertising it was important that drivers can safely read the primary message while traveling at high speeds. However, we wanted to tell many stories getting the most of our viewers' 4 seconds as they pass. Many different images were utilized to capture the imaginations of as many people as possible, and in case you viewed the billboard multiple times there would be something "new" each time you viewed.

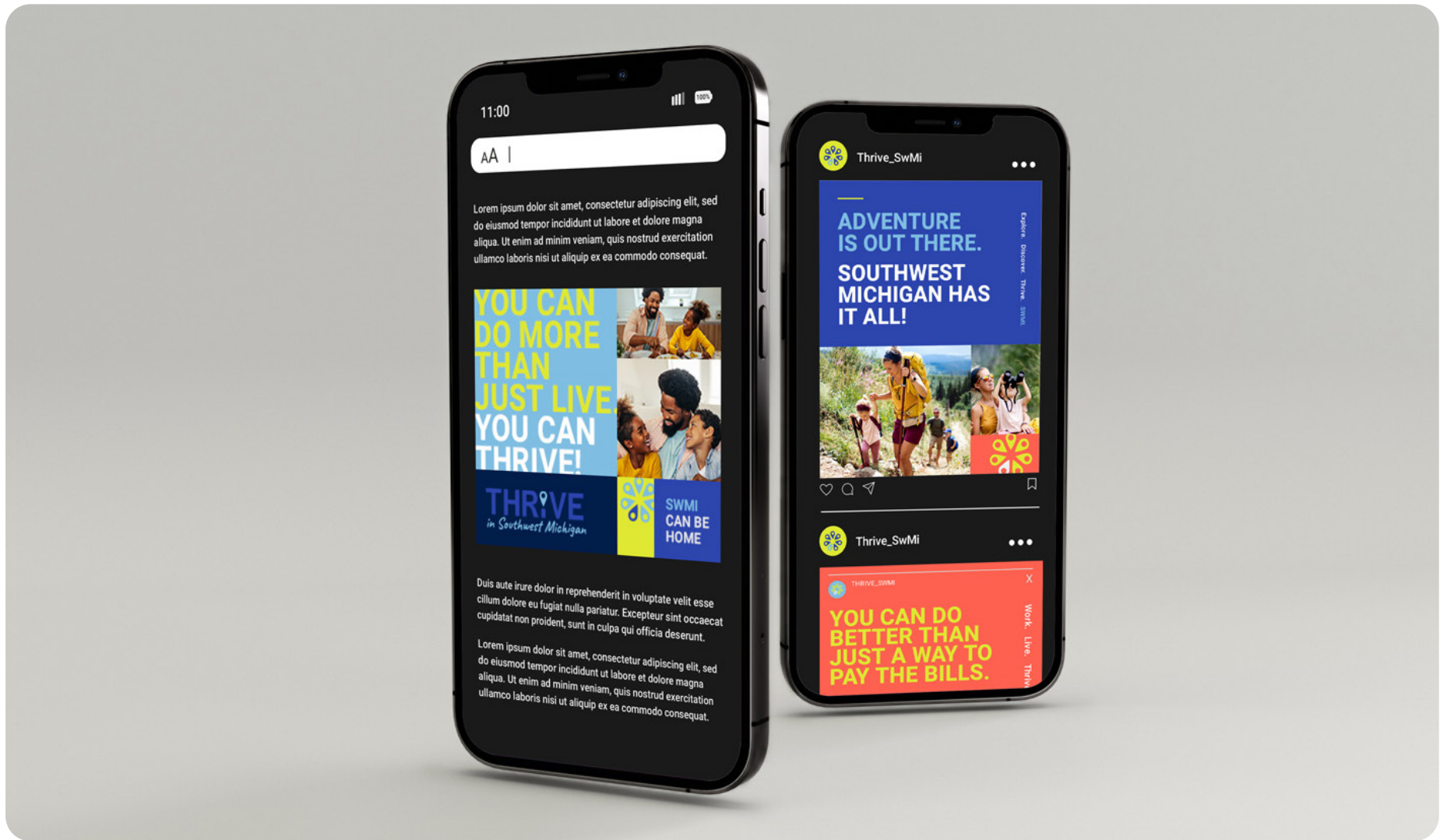


# 07 / Thrive Southwest Michigan

## Print

For a campaign that needed to fit in the lives of current and future residents we implemented a “give more than take” strategy. Signage was designed to provide useful information that promoted local events or businesses while increasing brand awareness, trust, and even support.





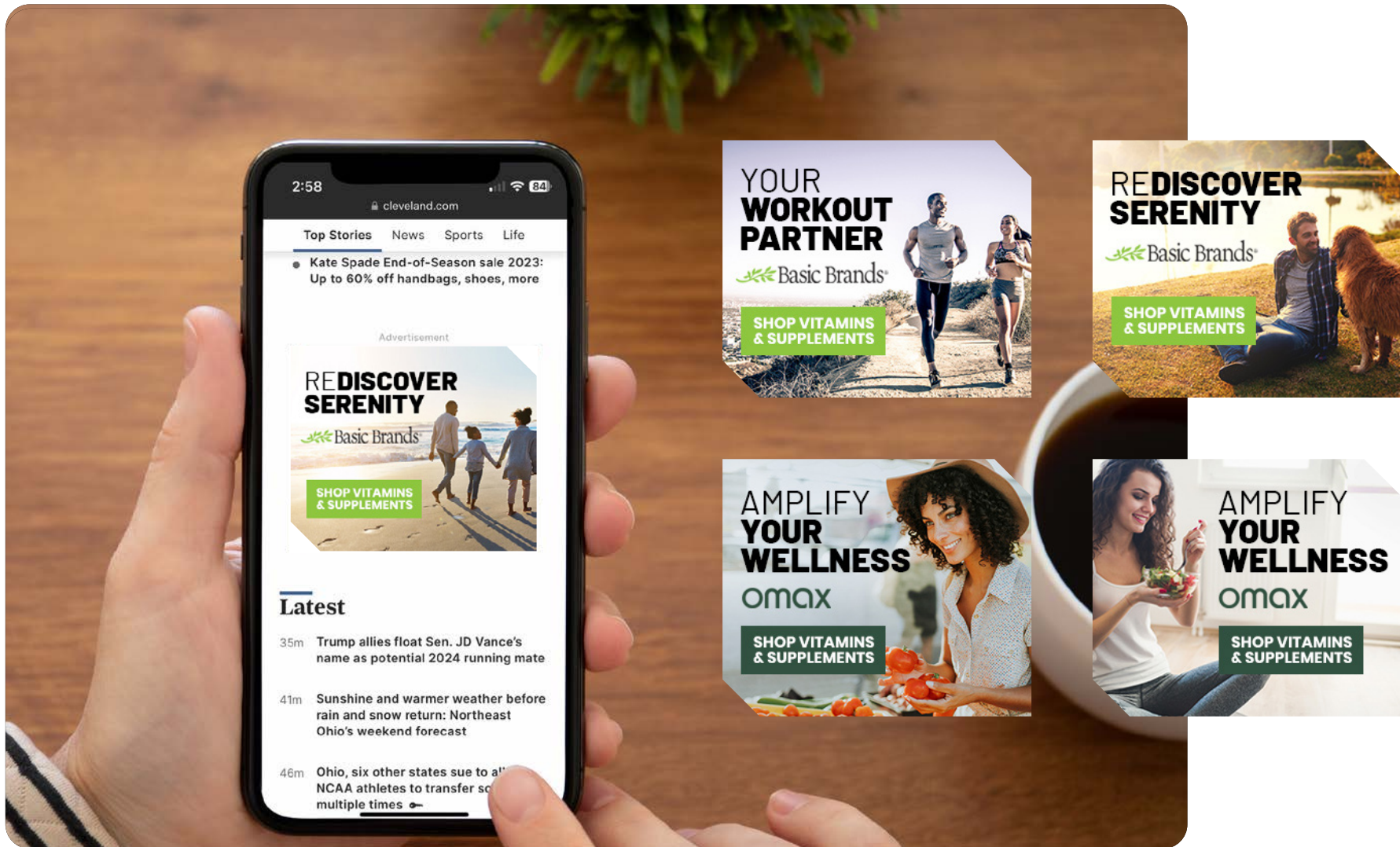
# 07 / Thrive Southwest Michigan

## Display / Social

The Thrive Southwest Michigan campaign messaging had a primary rule. The message had to leave the viewer better after viewing. Whether they learned something new, discovered a event for the family, applied to a job in the area, or had seen enough and decided to move to the region. Communication was the first step in a potential fresh start, and our strategy revolved around that.

A green-tinted photograph of an elderly couple walking on a beach, holding hands. The woman is on the left, wearing a light-colored long-sleeved top and pants. The man is on the right, wearing a light-colored short-sleeved shirt and shorts. They are walking away from the camera towards the ocean. The background shows the ocean and a clear sky. The entire image has a uniform green tint.

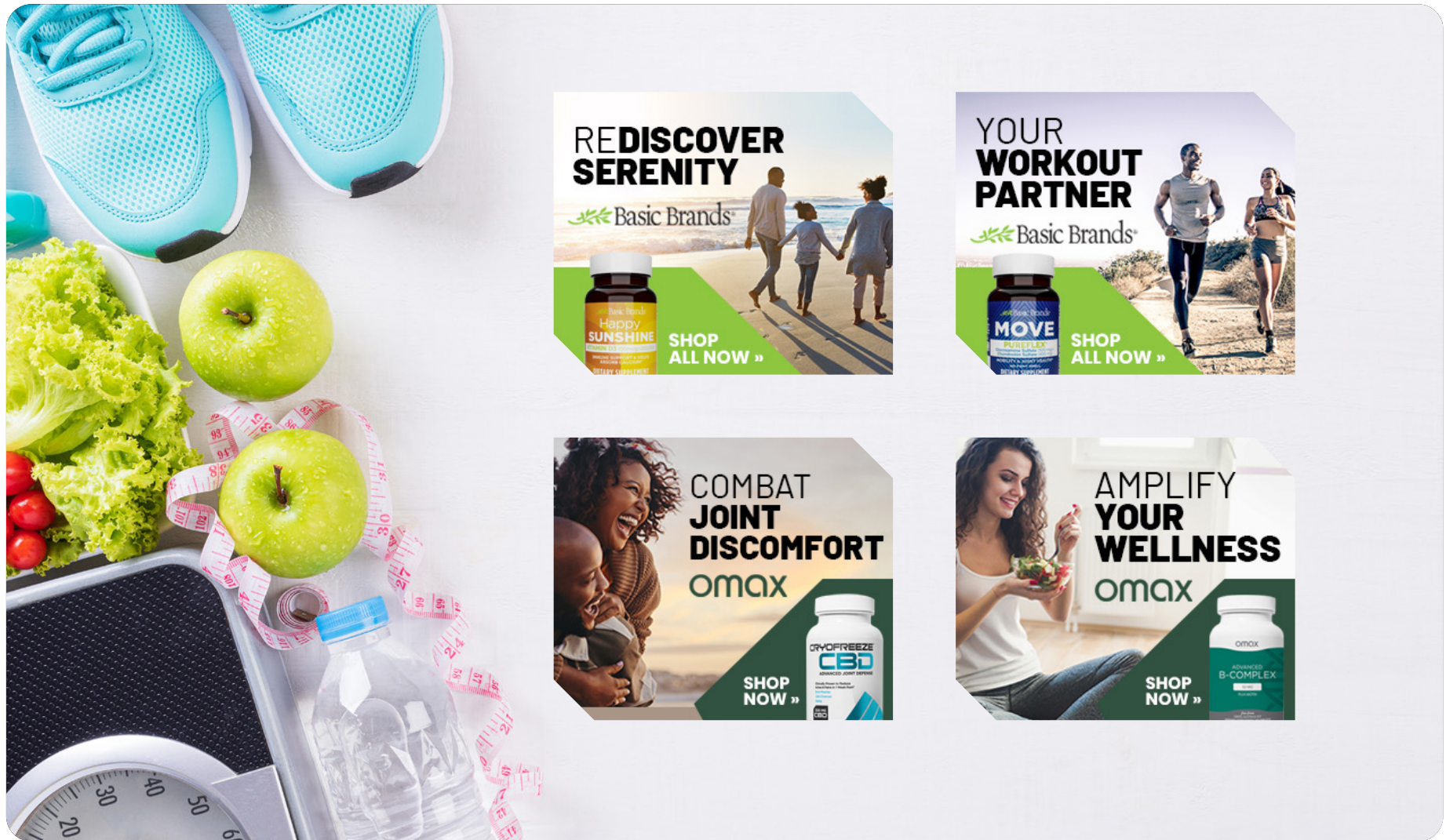
 Basic Brands<sup>®</sup> omax<sup>®</sup>



# 08 / Basic Brands + OMAX

## Digital Display Campaign / Lifestyle Theme

Prior to the start of this campaign, Basic Brands acquired the OMAX family of vitamins and supplements. This led to them seeking to not only revitalize digital advertisements for its established brand, but also for the newly integrated OMAX brand. This first set of ad examples showcases a lifestyle theme for the campaign.



08 /

Basic Brands + OMAX

### Digital Display Campaign / Lifestyle = Product Theme

To complement the lifestyle-themed display ads, we added to our strategy by retrofitting the lifestyle ads to include featured products. These product spotlights, which included a concise call to action, ensured a comprehensive and compelling marketing approach.

Basic Brands®

**REDISCOVER SERENITY**

Each bottle includes 240 easy-to-swallow softgels that are made in the USA.

**\$5.65**

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.



**BUY NOW**

Basic Brands®

**YOUR WORKOUT PARTNER**

Powerful antioxidants; made with naturally derived electrolytes and 7 B vitamins.

**\$27.65**

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.



**BUY NOW**

omax

**COMBAT JOINT DISCOMFORT**

One-a-day formula with hemp CBD and natural eggshell membrane (NEM). 0% THC.

**\$59.95**

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.



**BUY NOW**

omax

**AMPLIFY YOUR WELLNESS**

Support energy, metabolism, strong hair, skin & nails with this B complex plus Biotin.

**\$19.95**

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.



**BUY NOW**

**08 / Basic Brands + OMAX**

**Digital Display Campaign / Dynamic Product Theme**

The final piece to this three-tiered marketing approach involved the development of a 'dynamic' ad template. Set apart by its automated content and promotion adjustments tailored to the viewer, this ad format seamlessly integrates a product image with descriptive copy and pricing information for a very straightforward presentation.

# 2023 CREATIVE LOOKBOOK

ADVANCE OHIO  
THE PLAIN DEALER  
© cleveland.com



## Saint Mary's University of Minnesota

Kerry Pelesky / Michelle Baker

## myTASC

Michelle Baker / Josh Schimke

## American Planners Association

Josh Schimke

## Mackinac Island

Kerry Pelesky / Corina VanDuinen

## MLive Lovable Michigan

Rob Bartko

## Michigan Trust & Estate Planning

Corina VanDuinen

## Thrive Southwest Michigan

Josh Schimke / Rob Bartko

## Basic Brands + OMAX

Rob Bartko

See something you like?  
Have a question or idea?

**TALK TO US  
ABOUT IT!**

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