

WE FOUND
NEMO.



SONO **SUSHI** EXPRESS

The best way to connect with the next generation?

Hire them.





We've started an ADTHING here at the University of Utah.

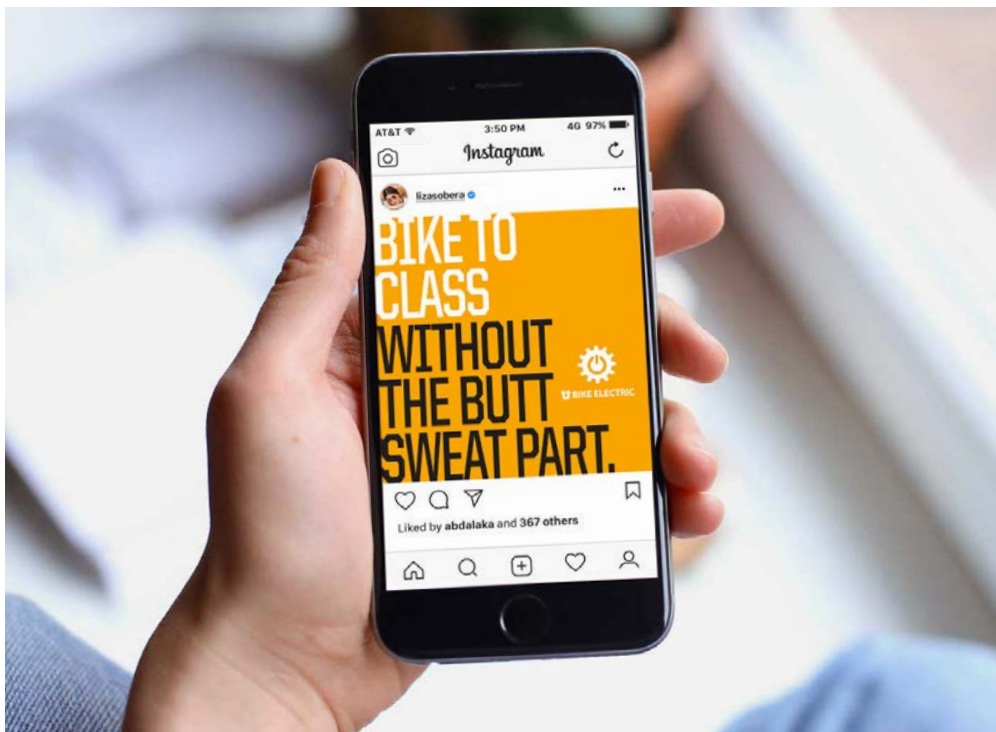
Imagine handpicking the best writers, strategists, and visualists at a PAC-12 college campus and throwing them into the deep end of advertising for 1-2 years.

Not classes.

This is real work. Engaging real clients. Directed by global pros.

So the work is at a pro level.

But with a "where the heck did that come from?" style that defines this generation.



What we think –

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

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

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

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

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

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

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

It really is that simple. And that hard.

In the end, these talented students are years ahead of their peers.
And for the lucky companies recruiting them, like these.

Wieden
Kennedy⁺
London

team one



McCANN



The & Partnership



David & Goliath



Venables Bell + Partners





こんなに、リラックスしちゃっていいのかしら。

Who's behind this?

Bill Oakley, former Chief Creative Officer in the McCann Worldgroup.

Creative lead on the world's largest beer at age 26.

The world's largest airline at 32.

And the world's largest company at 38.

More than 100 global awards including Cannes Lions, One Show, D&AD, National Effie's (also judge), Communication Arts (also judge), and one of Ad Age's "12 Ads That Changed Super Bowl Marketing."

And now he's started this ADTHING.

With help from a global Advisory Board.



OUR WORLD-CLASS ADVISORY BOARD

The cool, experienced, global pros we lean on for inspiration:

Jason Sperling ECD RPA LA

Simon Learman CCO Fold 7 London, McCann London

Wade Alger ECD/CD Leo Burnett, TBWA, Martin Agency

Lori Feld Oakley President, MRM McCann NA, U of Utah

Bill Kolb CEO Commonwealth MRM McCann Global

Andrea Thomas Former Walmart Mktg SVP / U of Utah

John Claxton GCD FCB Chicago

Steve Bullock Strategy Guru at Burnett, McCann, Berstein-Rein

Samuel Estrada MD/Creative VP McCann Colombia

Shep Kellam Former GCD TM/McCann Dallas

Tony Passey CEO Founder Firetoss Digital SLC

Paul Hancock GCD OgilvyOne London, DLKW London

Bill Warren CMO, Chief Comms Officer, U of Utah

Kelly Hindley Director Strategy MRM McCann West

Chris Cima CD Barkley, R/GA, Victor & Spoils

Ted Tsandes CCO MRM McCann, Skull Candy

Ryan Brown ECD MRM McCann

Sung Chang CCO MRM McCann NY, AQUA

Tal Harry CEO Richter7 SLC

Patrick Maravilla ECD MRM McCann

Tom Love CEO Love Communications SLC

John Youngren GAD Love Communications SLC

Scott Troxel Director Interactive+Web U of Utah

James Radbau ECD Summit Group SLC

Neil Levy ECD MRM McCann San Francisco

Richard Warren CD London, DLKW London

Dave Henke Former GCD Partner NW Ayer NY

Liz Sweeny Former ECD McKinney Raleigh

Bob Hoffman Ad Contrarian San Francisco

OUR WORK



Our very first client was a charming 25-year-old from China who owned a little sushi joint.



We gave him a look, a feel, and a boatload of cool. One month later he sees a 30% traffic increase.

Then he decides to move back to China. The new buyers of his restaurant remember his ads as “effing awesome.”

He makes a 50% profit in 3 years.

Because of the ads? In our minds, of course.

WE FOUND
NEMO.




SONO **SUSHI** EXPRESS

YOU'RE ONE BITE AWAY
FROM A GOOD MOOD.

ON 200 S. NEXT TO UNIVERSITY PHARMACY

SUSHI PIZZA?
OH HELL YES.





SONO **SUSHI** EXPRESS

YOU'RE ONE BITE AWAY
FROM A GOOD MOOD.

ON 200 S. NEXT TO UNIVERSITY PHARMACY

SUSHI BURRITO?
RAWESOME.



SONO **SUSHI** EXPRESS

YOU'RE ONE BITE AWAY
FROM A GOOD MOOD.

ON 200 S. NEXT TO UNIVERSITY PHARMACY



A local franchisee for FREEB!RDS World Burrito asked for help.

Our first ads get a click-through rate 50 TIMES the national average.

Their CEO calls, and we're signed as an Agency Of Record for Strategy and Creative – less than 6 weeks after opening our doors.

We're now doing TV, OOH, social, in-restaurant marketing and more.

The work is now running on all these major networks:



Oh... and same store sales are up 40%.





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

But their marketing, in our minds, was in serious need of some attitude.

So, we sent them some.

The founder called the very next day, wanting to talk.



allbirds



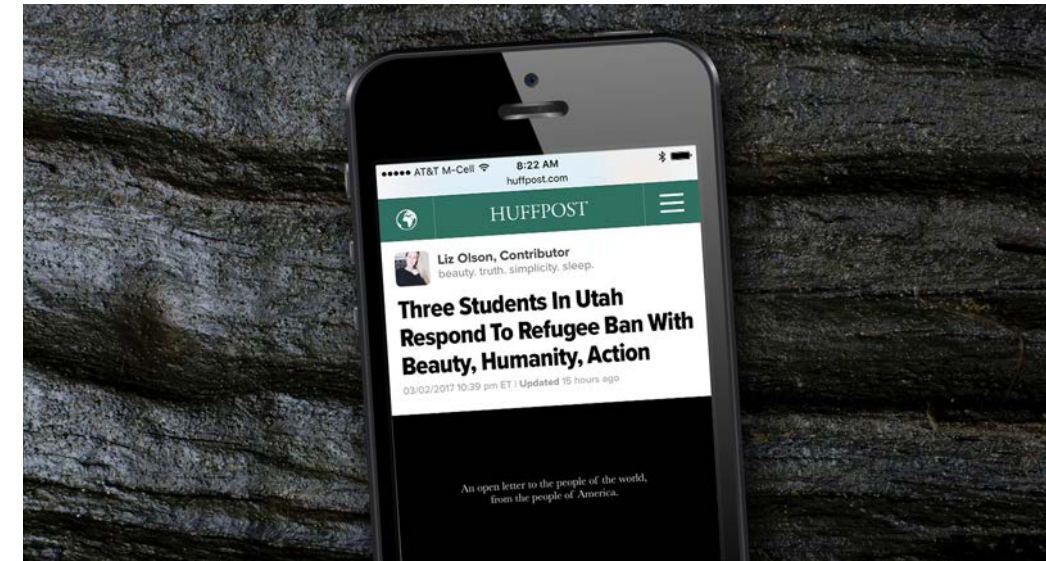
Our students felt powerless in the wake of the changing immigration laws of this country.

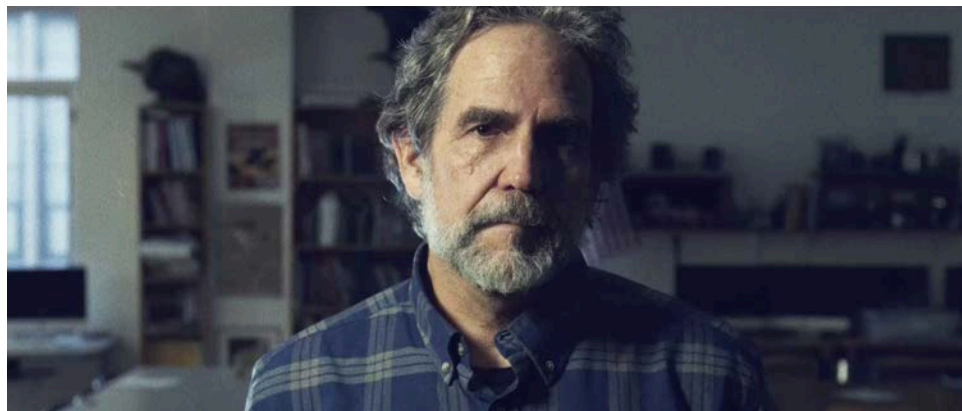
So they decided to write a letter.

To the whole world.

And put it on film.

The Huffington Post picked it up and wrote a wonderful endorsement.







We were asked to pitch electric bikes to thousands of college students.

“Aren’t those for old Germans who can’t pedal uphill?” we ask.

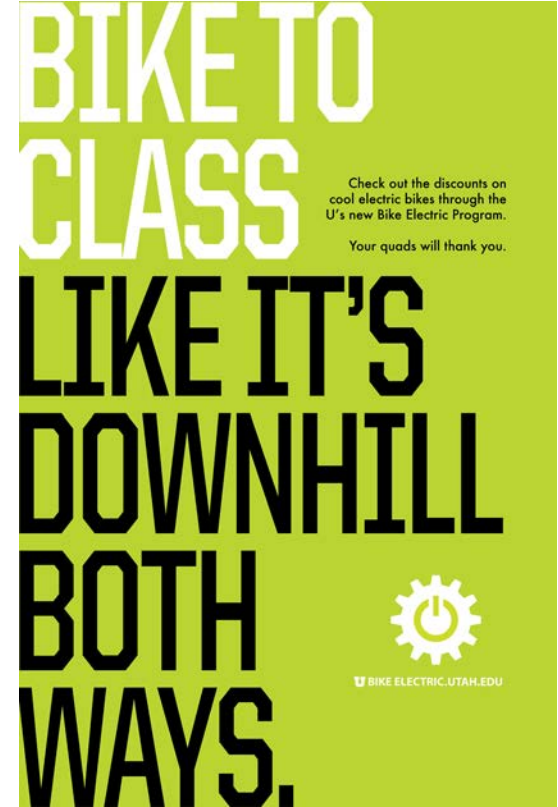
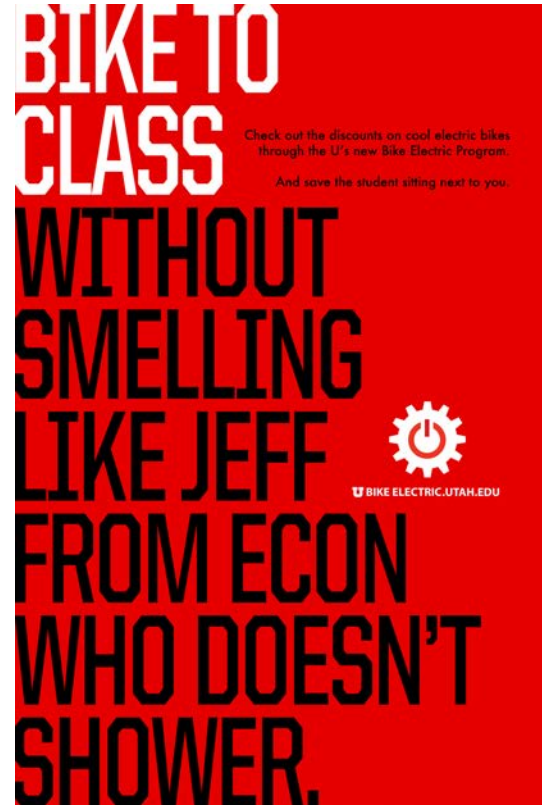
“Yes, what’s your point?” they answer. Okay . . .

We did some work that’s really fun, running all over campus and online.

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

A staggering 12,500% ROI.

Go figure.



This start up from Portland found us to help them launch their new water bottle.

It has a unique, patented lid that has two ways to drink.

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

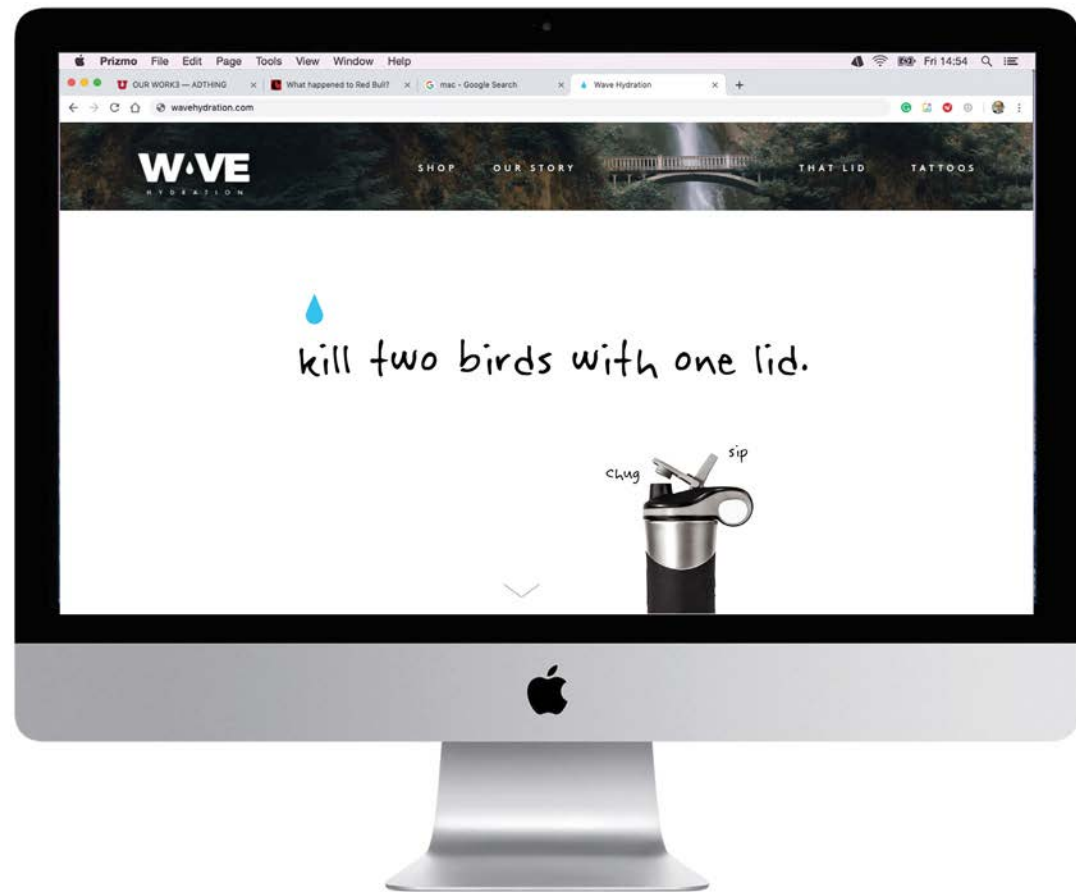
You name it, we're a part of it.





hey look, a water bottle
that goes both ways.







DAVID ECCLES
SCHOOL OF BUSINESS

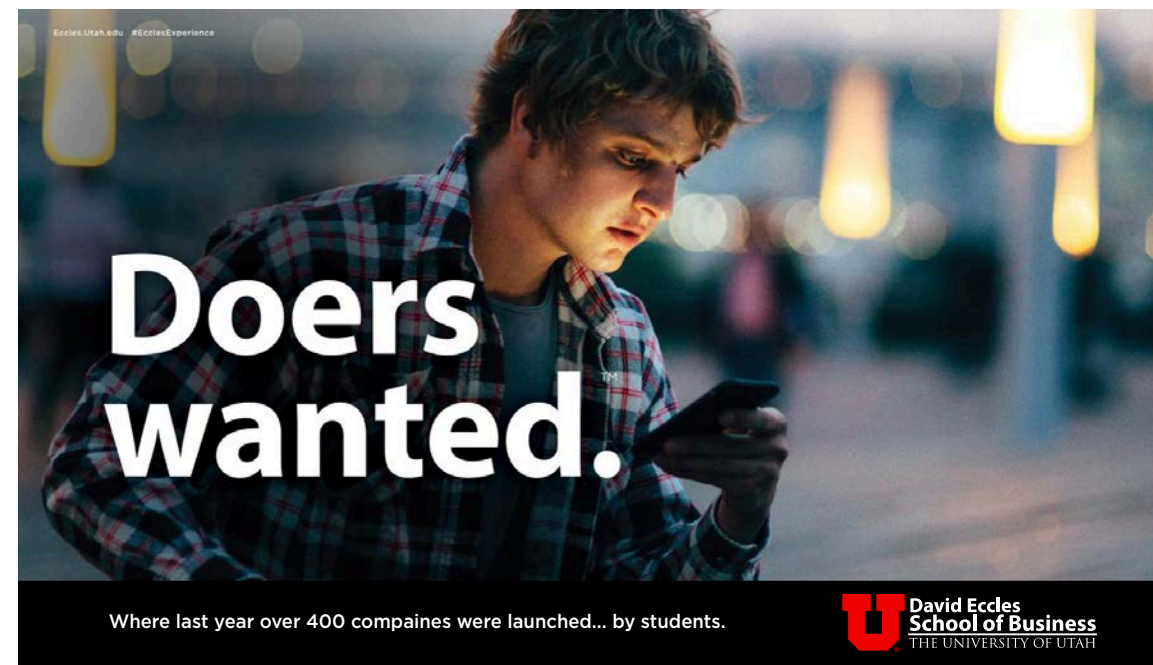
REPORT TO
OUR INVESTORS
2017

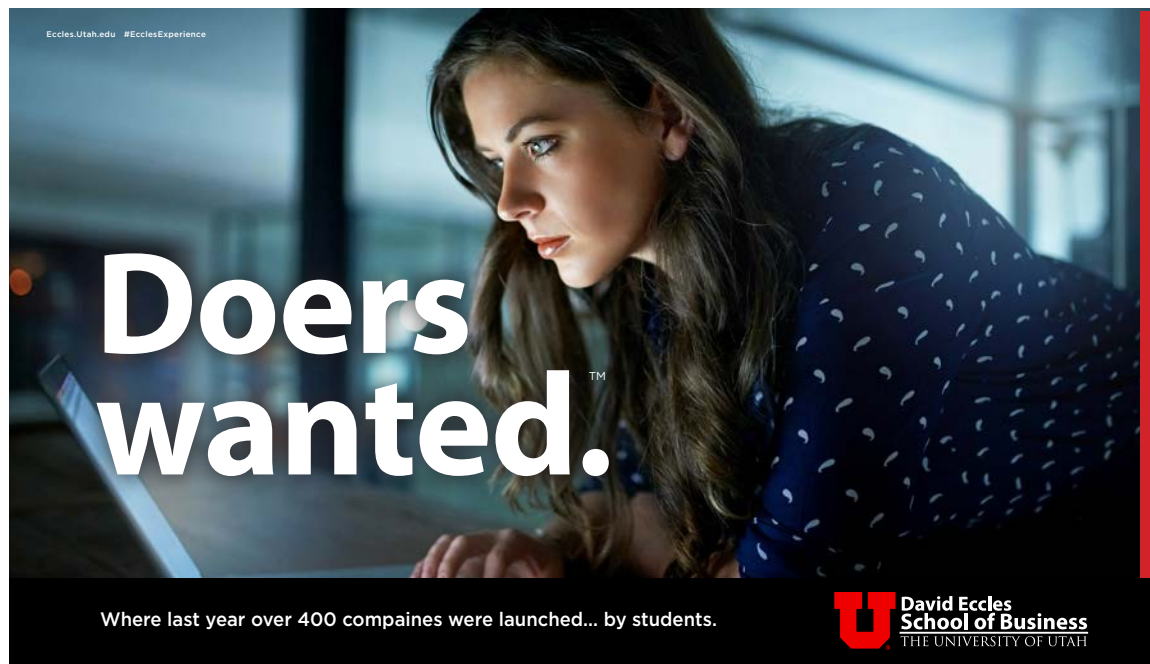
One of the fastest-rising business schools in the nation asked us to help with their brand identity.

We developed a new positioning around the real-world, real-experience, entrepreneurial approach the David Eccles School of Business is bringing to its entire curriculum.

All with a new theme.

And a clear Call-To-Action for the kinds of students and faculty they wish to attract.





Planned Parenthood and their agency, McCann, asked for our thinking.

There was a time, before Planned Parenthood, when family planning
and women's health issues were an underground, unsafe place.

Without proper funding, we could be headed back there.

And there are countless examples of why we should never, ever go back.





A person's hands, wearing metal handcuffs, are shown holding a small white piece of paper with the words "birth control" written on it. The background is dark and indistinct.

THERE WAS A
TIME WHEN
JUST WRITING
ABOUT IT PUT YOU
IN PRISON.

We've been there.
WE WON'T GO BACK.

ppcusa.org

Planned
Parenthood
Federation of the U.S.



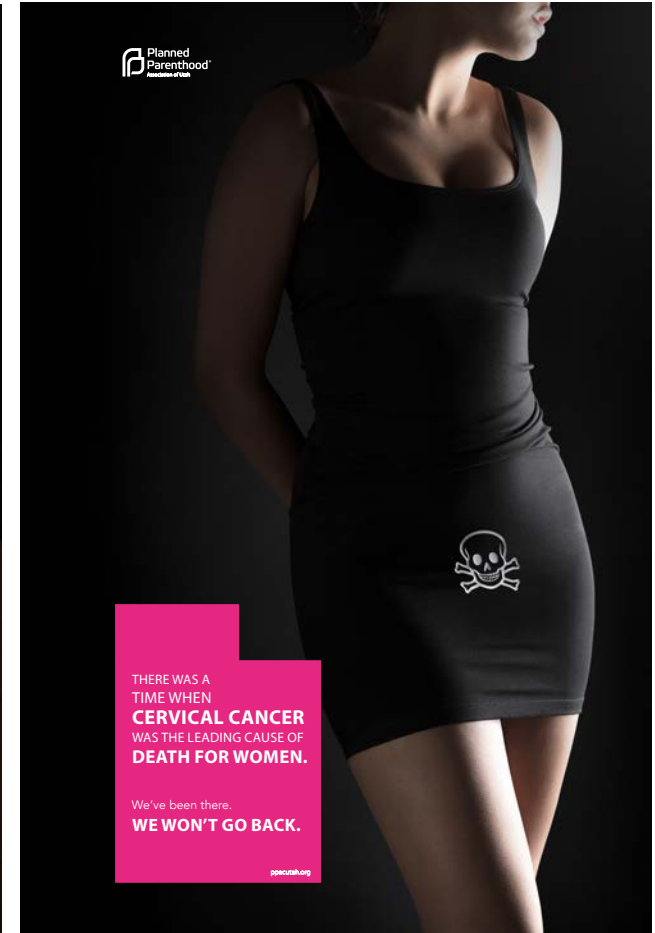
A hand is shown holding a clear glass bottle filled with a dark liquid, presumably cola. The background is dark.

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

We've been there.
WE WON'T GO BACK.

ppcusa.org

Planned
Parenthood
Federation of the U.S.



A woman is shown from the waist up, wearing a black, form-fitting dress. A white skull and crossbones symbol is visible on the side of the dress. The background is dark.

Planned
Parenthood
Federation of the U.S.

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

We've been there.
WE WON'T GO BACK.

ppcusa.org



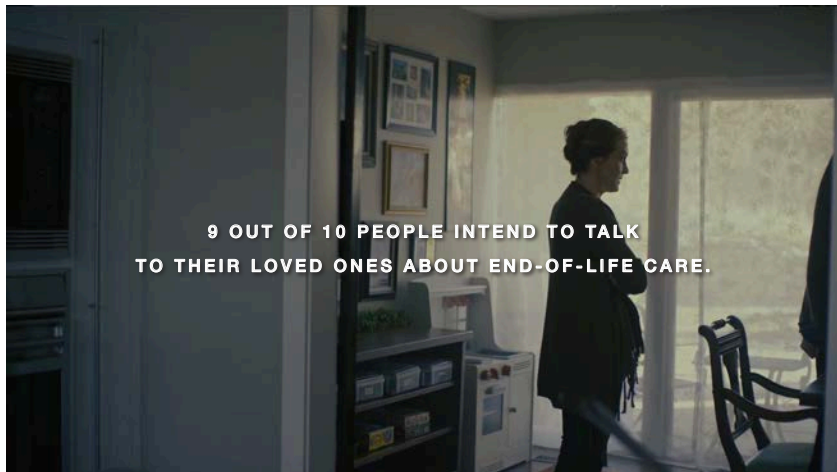
A small non-profit asked us to promote an unusual cause: preparing for end-of-life care.

We created a series of real-life films highlighting the need for families to talk about this uncomfortable topic. And avoid the extraordinary mistakes most of us make for the last years of our lives.

We decided to speak to the children of the elderly with a unique premise:

Your parents had the awkward "Talk" with you about sex.

It's time for you to have "The Talk" again... with them.



9 OUT OF 10 PEOPLE INTEND TO TALK
TO THEIR LOVED ONES ABOUT END-OF-LIFE CARE.



ONLY 3 ACTUALLY DO.



LET'S ALL HAVE "THE TALK" AGAIN.



HaveTheTalkAgain.com



Don't
be a
trash
hole

A vast amount of recycling never gets recycled because it's simply not put in the right bins.

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

We simply said:

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

But we said it a little stronger than that.



University of Utah Health asked us to help with their first rebrand in 25 years.

We were part of their new logo, identity, and positioning.

We even gave them a cool new business idea to differentiate their
Health Plans from every other insurer in the market.





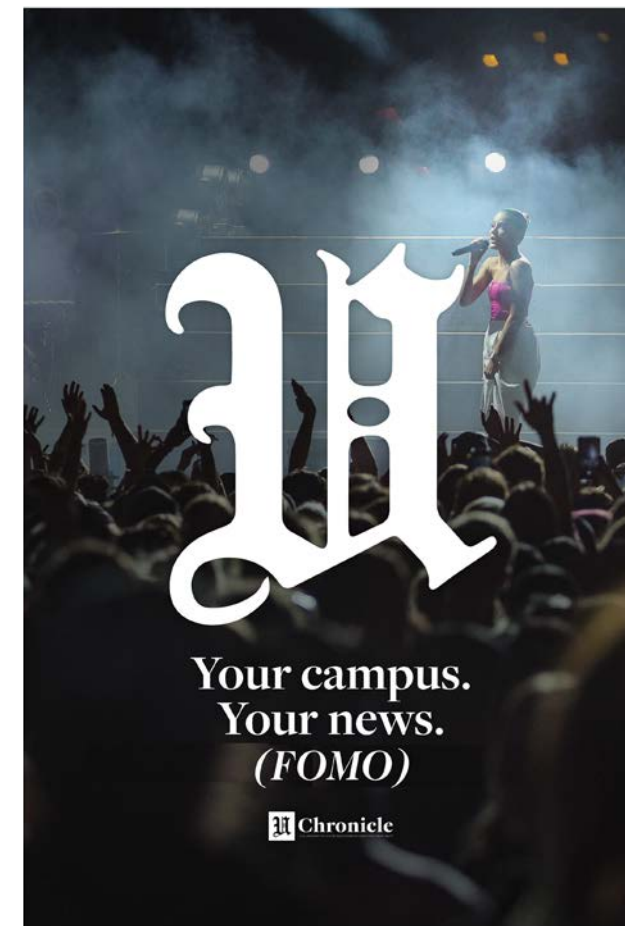
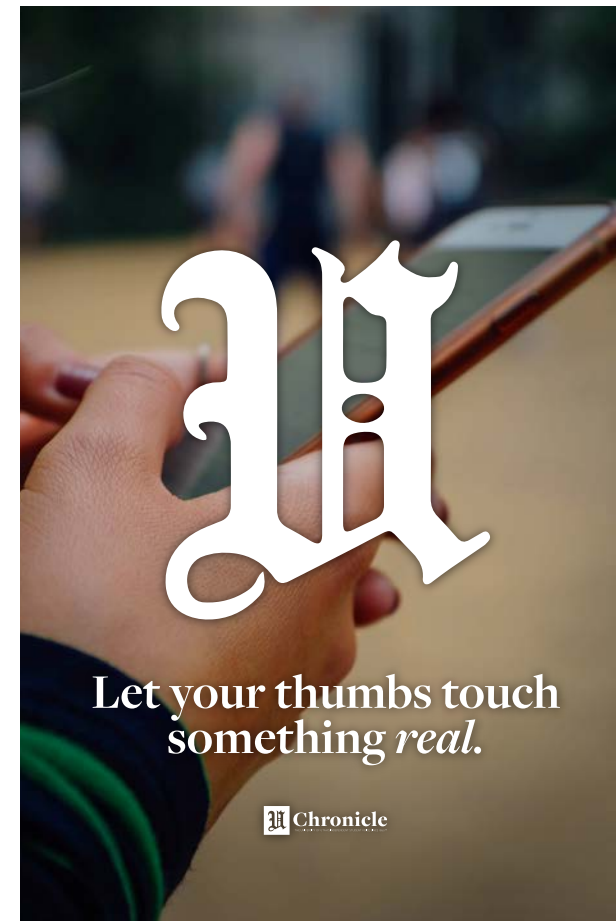


So, this college news organization has been creating award-winning journalism for over 100 years.

But, most students didn't know about it. And the few that did, thought it wasn't for them.

Sounds like a classic awareness problem.

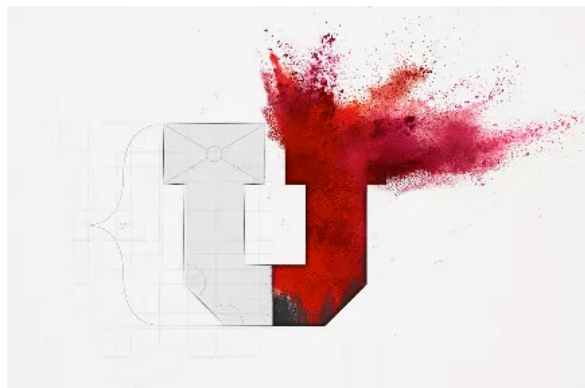
Solved.



Cool design? Logos? Identity systems?

Yes. Yes. And yes.







Talented photographers and film makers? Yeah, we got that, too.





The best way to connect with the next
saavy, social generation?

Hire them.



THE AD AGENCY STAFFED BY STUDENTS.

RUN BY PROS.

ADTHING.UTAH.EDU