

Hello

Integrate 2023!

Client's Gonna Client

A philosophy on client services in the creative industry.

A bit about me

“I feel like the job is like being a coach, building good work habits, and building trust. You want to get to a point where you can say anything and talk about anything.”

- Rick Rubin

Ancient History

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- WVU 2001 – 2004
- Started my career as a headhunter
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- Became an entrepreneur
- Found my calling

SOMEODDFIRST

a creative studio

Haymarket Riot
Fireside Bowl, Chicago
Hasselblad medium format

Alt from the beginning.
Born as a record label, we understand how
to create wonder & meaning for brands.

SOMEODDPHOT

diy since 99



We cut our teeth in the indie world: branding and creative for Pitchfork, Lollapalooza, bands, music venues, record labels and influential voices in underground culture, where audiences can smell bullsh*t a mile away.

Since then we've brought our intuition and sensibilities to help Patagonia, Smith, Saucony, Polk, Fjallraven, Lollapalooza mean more to people.

We are independent. Co-ed led & queer-owned

We're a team of 25: Small enough to care, big enough to serve.

A self-governing art gang, we created our business from scratch. Hands-on strategy, writing, design, photo, video, music, digital teams.

*Rain, Wind & Ledges
Hard Rock Hotel 30th floor
Canon 5d Mark 4*

SOME GOOD PHOTO

WHAT WE DO

branding

- Logo & Naming
- Brand Design
- Brand Refresh
- Photo & Music Worldbuilding
- Brand Mythology & Story
- Personality & Voice
- Communication & Messaging
- Brand Guide

strategy

- Brand Workshop
- Company Audit
- Competitive Advantage Analysis
- Cultural Zeitgeist Locator
- Consumer Deep Dive: Quant + Qual
- Brand Architecture
- Brand Positioning Framework
- Look & Feel Roadmap
- Brand Action Plan

creative

- Brand & Product Campaigns
- Paid & Organic Social Content
- Digital Experiences & Assets
- Anthem & Product Videos
- UX/UI Design & Development
- Music Supervision
- Photo & Video Production
- Post, Editing, & Motion

CLIENTS

patagonia

Pitchfork

SMITH

saucony

dyson

FOOTJOY

FJALL
RAVEN

FX

MERRELL

avines

MADCAP
COFFEE COMPANY

Herman Miller

CHANG3

savers

klaviyo

Chaco

polk

STARFACE

lolipalpa

QUIET
LIFE

We work well with clients who are consumer obsessed, product forward, and aspiring to greatness. Both new and legacy brands looking to capitalize on their equity.

Client Services

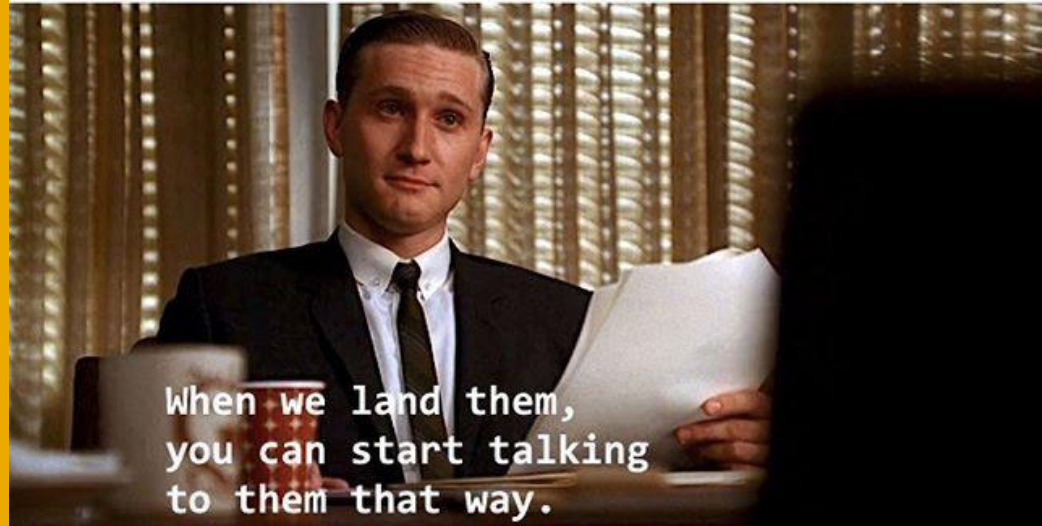
Historically

Historically

- Customer service

Historically

- Advertising



Historically

- Advertising

CLIENTS

**Account / Client
Services**



**Creative /
Copywriting**

"My father used to say this is the greatest job
in the world except for one thing: the clients."



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- What else would they do?

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- Stay above the noise
- Stay focused on problem solving
- Game out and predict future scenarios

Create an experience

Experience is everything

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- From the first email

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- Define and confirm the process

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- Don't forget who the expert is
 - Spoiler alert....it's you

A Roadmap

Key Ingredients

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- Trust

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- Mutual Respect

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- Fairness

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- Trust
- Mutual Respect
- Fairness
- Profitability

Tips for successes

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- Be accountable

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- Be judicious

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- Be judicious
- Mean it

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- Avoid the carrot

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With Teams

- Have An opinion
- Be a coach
- Trust them
- Defend them

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Q&A