

A hand is shown holding a tall, clear glass filled with a golden-brown liquid, presumably cider. The hand is positioned at the top of the glass, with fingers wrapped around the rim. The background is a solid, vibrant red. The lighting is warm, creating a cozy and inviting atmosphere. The glass is slightly tilted, and the liquid inside is clear and bubbly.

TURNING THE STATE OF CIDER INTO A NATIONAL STATE OF MIND

A proposal to deliver strategic branding, marketing, and creative services to the New York Cider Association.



7 Aug 2026

New York Cider Association
Attn: Scott Ramsey, Executive Director
Submitted via email: info@newyorkcider.org

RE: Proposal for Strategic Marketing, Brand, and Communications Partner—NY State of Cider Campaign

Dear Scott,

On behalf of everyone at FourthIdea, thank you for the opportunity to submit a proposal for this work. New York's cider industry has spent a decade earning a leadership position most categories only dream of, and we'd be honored to help make sure the rest of the country finally notices.

I believe you may already be familiar us. FourthIdea has served as Agency of Record for Dutchess County's destination marketing for the past 6 years, and it's worth mentioning that our paths first crossed there during the county's tourism focus groups. Those conversations have stayed with us.

That experience also shaped how we think about this specific challenge. A campaign like "The State of Cider" has to succeed on two fronts at once, and most agencies are only built for one of them. It has to work as product marketing—building the trial, the brand recognition, and the retail and restaurant demand that grows sales for 140 producers. And it has to work as destination marketing—turning orchards, tasting rooms, and trail routes into a reason people plan a trip to New York. Get only the first right and you have a beverage brand nobody visits. Get only the second right and you have a tourism campaign

that never moves a bottle. We've spent our careers doing both and we believe that balance is the difference between a campaign that wins a short-term bump in awareness and one that sets the foundation for long term success.

The pages that follow lay out how we'd approach the first 90 days, where we see the greatest opportunity, and how we'd structure our team and budget to serve as a true extension of yours. We'd welcome the chance to discuss it further when the time is right.

Thank you again for your consideration.

Sincerely,



FourthIdea | CEO + Executive Creative Director



OUR VISION

ESTABLISHING THE STATE OF CIDER

Achieving a State of Growth

Most craft categories have to invent a heritage. New York has the opposite problem—a heritage so thoroughly embedded in the State's DNA that the rest of the country forgot it existed. The Newtown Pippin and the Esopus Spitzenburg are New York apples. America's first commercial tree nursery was founded on Long Island in 1737. Cider was not a trend that arrived here. It was a birthright that was taken, and has now been grown back one orchard at a time.

That history is not a nostalgia play. It is permission to boldly market New York as "THE State of Cider"

The State of Cider is a Destination, Not Just a Slogan

No other agricultural product in New York gives a traveler this much to do. More than 140 licensed producers, over 500 apple orchards, tasting rooms and cideries and distilleries spread across every region of the state, and a calendar that runs from spring blossom through harvest into Cider Week and beyond. Wine trails ask you to taste. Cider asks you to walk the orchard, meet the maker, eat at the table, and take the road to the next one. That is the definition of an agritourism product—not a beverage category, but a reason to travel, stay overnight, and come back in a different season. NY Cider is already the crown jewel of New York's agritourism offering. The work ahead is not inventing that destination. It is making the country aware that it exists, and giving visitors a single, unmistakable way to find it.

The Challenge

Vermont and the Pacific Northwest currently own the "craft cider" conversation in national press. New York's opening isn't to out-craft them—it's to claim the story they can't tell:

New York didn't join the cider revival. New York invented American cider culture, lost it to Prohibition, and is now bringing it back at a scale and depth no other state can match.

What Excites Us Most: The Story No Other State Can Tell

New York has a story its competitors structurally cannot tell: it isn't catching up to Vermont or the Pacific Northwest in craft cider—it originated American cider culture, lost it to Prohibition, and is rebuilding it at a scale (140+ producers, 500+ orchards, three distinct growing regions) no other state can match. That reframes the entire campaign from "compete on craft" to "reclaim what's already ours," which is a stronger, more ownable position with media, consumers, and producers alike.

Another opportunity is that NYCA already has the raw materials most campaigns spend a year building—an app, a podcast/video series, festivals, a restaurant program—sitting somewhat disconnected. The job isn't inventing new content; it's giving these existing assets a single voice and a single calendar so they reinforce each other rather than compete for attention. [FourthIdea: brand-specific excitement—visual identity, Cider Mark elevation, etc.]

5
**Licensed NY cider
producers in 2010**

140+
**Licensed NY cider
producers today**

\$1.7B
**Economic impact to NY
agriculture (NYCA)**

THE PILLARS OF OUR STORY

Our Priorities

1. Elevating the Brand to a Mark of Excellence

The Mark is a certification that 100% New York-produced cider delivers 100% excellence. In a category where most volume is made from concentrate of undisclosed origin, a verifiable guarantee of place is the single hardest asset for a competitor to replicate — and the only one that earns a price premium.

2. Make Cider the Crown Jewel of NYS Agritourism

Like wine, cider is an agricultural that turns a working farm into a tasting room, a harvest into a season, and a day trip into an itinerary. Our work is to make NY Cider the reason people come, the reason they stay the night, and the reason they return the following fall.

3. Turn Your Producer Network Into a Multi-Channel Media Plan

140 producers, 500+ orchards, restaurant and bottle-shop partners, festival audiences and an installed app—all equipped with one identity, one message architecture and toolkits they can actually use—constitute a distribution network no media buy at this scale could match.

What Success Looks Like After One Year

A year from now, success is not a number on a dashboard. It is a set of things that have become true.

The NY Cider Mark means something. It has moved from a logo producers can use to a seal they want to use—because carrying it signals a standard, and consumers have begun to recognize it on a shelf and a menu. Adoption is up, and more importantly, adoption is sought.

The producers are inside the campaign, not adjacent to it.

Members have a messaging toolkit they actually deploy, a shared vocabulary for describing what makes NY cider different, and a reason to point their own audiences back to the statewide story.

The State of Cider is on the agritourism map by name. Cider appears in New York travel coverage as a category worth planning a trip around—earned placements, Cider Trail engagement, Passport Club participation, and orchard and tasting room visitation all moving in the same direction, because the brand finally gives writers and travelers a single thing to point at.

We will be direct about one thing: meaningful sales growth is a lagging indicator, and any partner who promises it in year one is simply prioritizing the short term sale. Awareness, distribution, and producer participation is what moves the needle. Sales follow. Year One is where we build the machinery that delivers it in Years Two and Three.

ABOUT FOURTHIDEA

AN AGENCY OF EXPLORERS

A CULTURE OF CREATIVITY

At FourthIdea, we're a leading-edge advertising agency that thrives on the **dynamic fusion of creativity and data-driven precision**. Our passion lies in crafting groundbreaking campaigns that not only captivate audiences but also deliver tangible results for our clients.

What sets us apart is our unique approach that marries art and science. We dive deep into consumer behavior, market trends, and emerging technologies to extract valuable insights that inform every aspect of our creative process. From ideation to execution, we combine strategic thinking with innovative storytelling to ensure your message reaches the right people at the right time, maximizing engagement and conversion rates.

Skills+Services

- Research: Primary+Secondary
- Brand Strategy
- Segmentation Strategy
- Media Strategy
- Public Relations
- Account Management
- Brand Identity Development+Design
- Brand Identity Suite
- Brand Guidelines
- Umbrella Campaign Concept
- Print Marketing
- Digital Marketing
- Social Media Marketing
- Video Production
- Video Post-Production
- Website Development+Design

CLIENT SNAPSHOT



OUR APPROACH

BREWING A POTENT BRAND

Just as the best ciders are made through a painstakingly precise process, we use the same approach for the brands we build. The truth of it is, there are no shortcuts to excellence.

Keeping it REAL™

Every brand and creative platform we create is built on the four pillars of relevance, emotion, authenticity, and logic. This helps us ensure that every creative initiative will resonate with its intended audience.

RELEVANT

- Know who you're talking to
- Create meaningful message platforms
- Know their "language"
- Tailor the message for the medium

EMOTIONAL

- Capture their attention
- Make them "feel" something
- Be memorable
- Be unique

AUTHENTIC

- Reveal what is truly unique about your destination
- Use research and insights to identify unexpected visitor experiences that will motivate travelers
- Don't use hyperbole—let your assets do the talking

LOGICAL

- Prove your point
- Provide a reason
- Make sense
- Make the decision easy

PR STRATEGY + EXECUTION

Audience Priority for Media

- Consumer food & drink press (regional + national) | Awareness, desirability, "must-try" framing
- Travel & lifestyle press | Drives visitation via Trail App/ Passport Club, foliage-season tourism
- Trade/industry press | Supports restaurant & retail participation objective
- Local/regional news in producing counties | Grassroots visibility, festival attendance, producer pride and buy-in

Goals

- Measurable placements in at least a handful of top-tier food/travel outlets
- NY Cider Week recognized as a can't-miss seasonal media moment—the kind of earned-media magnet that generates unprompted press inquiries in future years, the way Vermont's Maple Open House Weekend does
- A credible, data-backed case for NYCA to fund paid media/ production in year two

PR Workstream

- Audit existing media relationships and past coverage; identify what's working and what's been left on the table
- Build tiered, regionally segmented media list
- Align core narrative and key messages with FourthIdea's brand platform so both workstreams launch from one voice
- Identify 3–5 "hero" producer stories to seed early pitching

SUCCESS

Success looks like NYCA's existing programs—festivals, the Trail App, the restaurant program, the podcast—operating as one visible campaign rather than a set of separate initiatives.



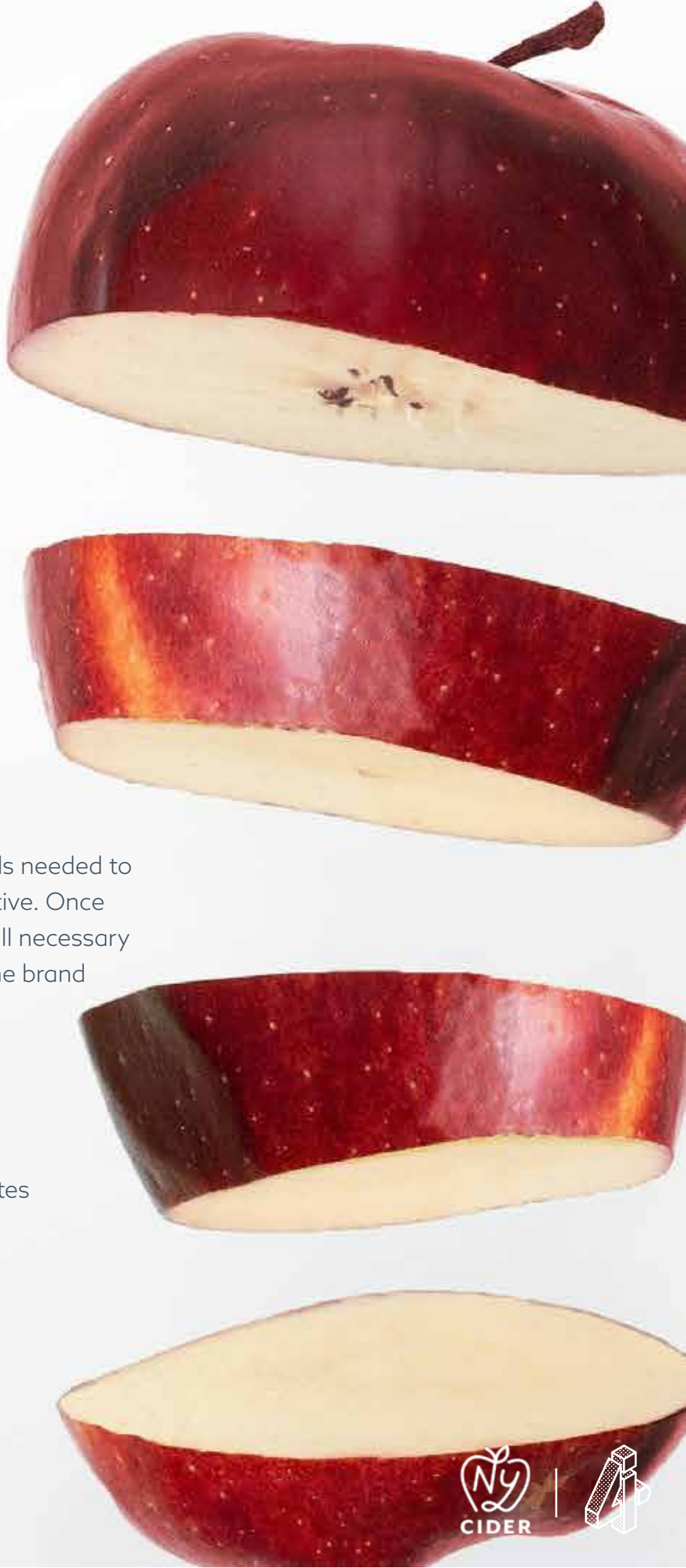
THE CREATIVE DEVELOPMENT PATH

THE FIRST 90 DAYS. AND BEYOND.

The first 90 days are the most critical part of our journey. The work we do in this phase will determine how strong a brand we build. It is vital to the process that we get these 90 days right—and it's one of our favorite parts of the journey. Simply because this is where we get to delve into our greatest asset—your institutional knowledge. The research gives us a 200-foot view of the landscape, but it's by talking to you that we can create a brand rooted in authenticity.

The Creative Development Path

Great creative doesn't just happen. It is the result of a painstaking, dedicated approach to craft. At FourthIdea, we've developed a customizable 4-phase approach to developing strong brands designed to cut through the noise, connect with intended audiences, and compel them to action. It's a process that combines intelligence and ingenuity to create travel brands that are beacons to travelers across the world.



STATEMENT OF WORK

FOURTHIDEA + NY STATE OF CIDER CAMPAIGN

PHASED DELIVERABLE BUDGET

Front-loaded framework fee, then equal quarterly execution fees | 12-month term

PHASE-BY-PHASE AGENCY FEE BUDGET & DELIVERABLES				
PHASE	PERIOD	DELIVERABLES	FEE	% OF BUDGET
Phase 1: Strategic Framework	Months 1-3 (Sep-Nov 2026)	90-Day Strategic Marketing Framework: brand & messaging recommendations, annual roadmap, campaign calendar, communications strategy, social strategy, PR approach, measurement framework (per RFP Initial Deliverables)	\$17,500	25.0%
Phase 2: Q1 Execution	Months 4-6 (Dec 2026-Feb 2027)	Brand work, creative production, campaign launch, PR toolkit activation, monthly reporting	\$17,500	25.0%
Phase 3: Q2 Execution	Months 7-9 (Mar-May 2027)	Ongoing creative & PR support, next campaign wave, mid-year performance review	\$17,500	25.0%
Phase 4: Q3 Execution	Months 10-12 (Jun-Aug 2027)	Final campaign wave, year-end reporting, renewal & Year 2 planning	\$17,500	25.0%
Annual Total			\$70,000	100.0%

Total Annual Agency Fee (NYCA Stated Budget)	\$70,000
Phase 1 Share of Budget (90-Day Framework)	25.0%
Phase 1 Fee	\$17,500
Remaining Budget for Execution (3 quarters)	\$52,500
Fee per Execution Quarter (3 quarters)	\$17,500

Ballpark estimates only; with collaboration we are confident that we can prioritize hard costs and maximize your existing budget.

A proposal to deliver strategic branding, marketing, and creative services to the New York Cider Association.

HARD-COST ESTIMATE

Itemized team allocation within the \$70,000 fee, plus a benchmarked estimate of hard costs NYCA would fund separately

SECTION 2— RECOMMENDED HARD-COST INVESTMENT (OUTSIDE THE \$70,000 AGENCY FEE)				
ITEM	UNIT COST	QTY	EST. ANNUAL COST	BASIS / ASSUMPTION
Primary Reseach	\$2,400	3	\$7,200	3 benchmark AAU studies to provide consumer insights
Photography (lifestyle/orchard/ product)	\$3,000	6	\$18,000	8 shoot days/year (2 per quarter) @ ~\$1,800/day, 2026 commercial photography day-rate benchmark
Video production (campaign & social content)	\$20,000	3	\$60,000	4 production days/year (1 per quarter) @ ~\$2,500/day, 2026 commercial video day-rate benchmark
Paid social / digital starter test budget	\$1,500	12	\$18,000	\$1,500/month starter test-and-learn spend across Meta/Instagram/Google to support organic-first strategy per RFP Q&A
Print & collateral production	\$5,000	1	\$5,000	Flat estimate: festival signage, Trail App/Passport Club print materials, rack cards
Total Recommended Hard-Cost Budget			\$108,200	
Combined Program Investment (Agency Fee + Recommended Hard Costs)			\$178,200	



APPENDIX I

TEAM BIOS

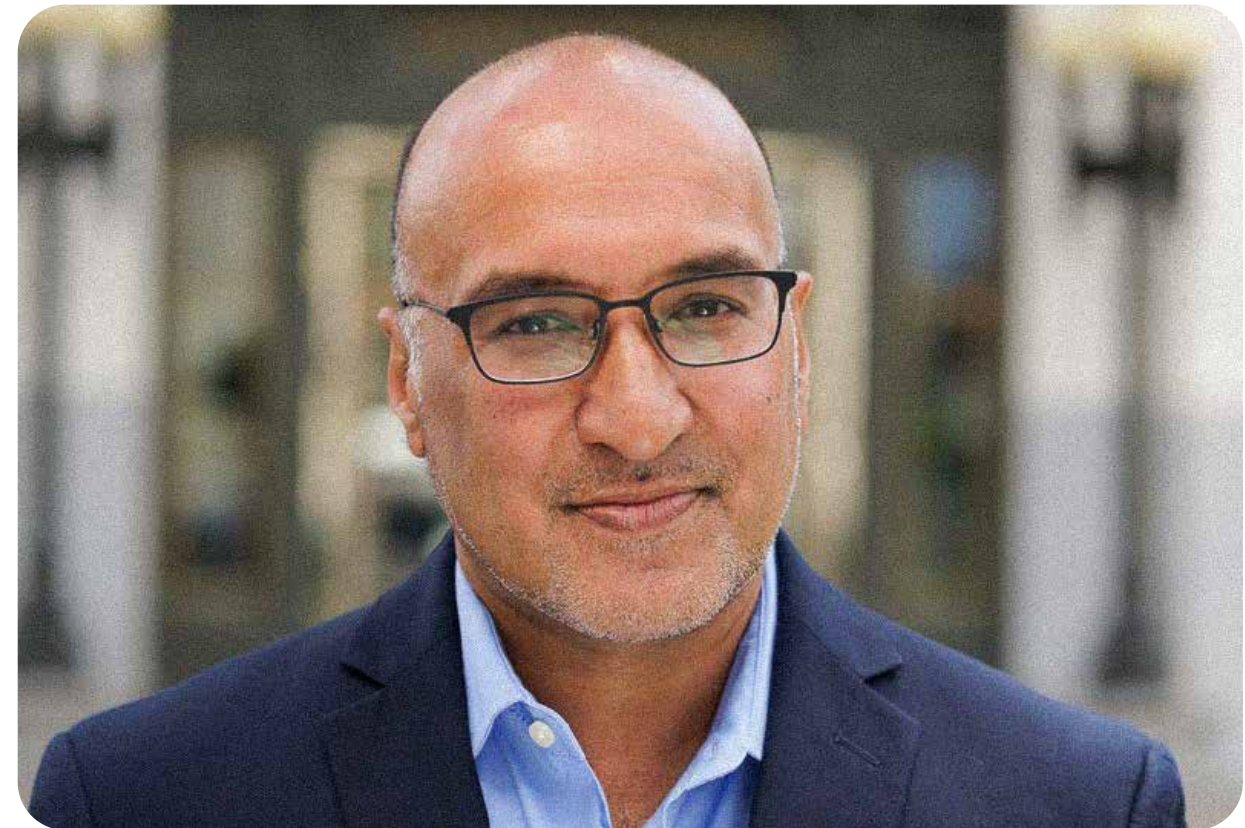
THE RIGHT MIX OF TALENT AND TENACITY



THOMAS MOONEY

Chief Executive Officer +
Executive Creative Director

A proven leader in brand strategy and creative direction, Tom has spearheaded powerful creative campaigns for a range of national, high-profile clients. He has focused his decades-long career on pushing boundaries well past what's expected, on cultivating a sense of curiosity and constant learning, and on delivering creative that gets results. As the founder of FourthIdea, Tom leads a talented and nimble team of brand professionals who produce award-winning work for roster of destination clients that have put FourthIdea on the map.



MONISH BHATTACHARYYA

Creative Director + Agency Partner

Monish has one simple belief that has driven his passion for this business for more than 25 years: Every brand has a story to tell. From innovative technology to emerging media, there has never been a greater opportunity to engage consumers in a truly relevant and meaningful manner. During his lengthy sojourn through the ad world, Monish has made stops at agencies in Atlanta, Philadelphia, Ft. Lauderdale and New York City before finally making his way home to Buffalo. He's had the opportunity to write for world-class companies and to collaborate with like-minded people to build compelling stories for brands across the spectrum.

THE RIGHT MIX OF TALENT AND TENACITY



KIRSTIN HAWAYEK

Chief Financial Officer

With more than 20 years of project management experience, Kirstin has managed multi-million-dollar projects in the engineering industry both internationally and stateside. She has lent this expertise toward managing both the financial operations and some of our most valued client accounts at FourthIdea since April 2011. In addition to her professional experience, Kirstin is an effortless traveler and has served as the president of the board of directors of a non-profit youth organization for over seven years.



JOE CONTI

Associate Creative Director

Joe has honed his skills as an art director, graphic designer, illustrator, motion designer, and video editor in his backyard of Buffalo, NY for more than 10 years. In that time, he has lent this variety of skills to both in-house marketing teams and full-service advertising agencies alike and has worked with brands across a spectrum of industries. Joe welcomes opportunities to learn new skills, techniques and technologies to add to his creative arsenal, and believes that good creative is equal parts design and function: If it looks good, it better also be effective.



GEENAMARIE SHUTTLEWORTH

Senior Account Executive

Geenamarie's 14 years of account service expertise span a wide range of clients and industries. From brand launches to event production and everything in between, Geena brings a high level of intelligence and energy to the table. Her incredible attention to detail and grace under fire keep our projects on strategy, on schedule and on budget.



JENNY KAVINSKI

Graphic Designer

Jenny is a graphic designer who graduated from Buffalo State College with a Bachelor of Fine Arts and a concentration in communication design. She grew up in Buffalo, NY and enjoyed working retail before realizing she needed to pursue graphic design. Jenny enjoys music as well as art, and plays drums in a taiko group when she's not designing.

THE RIGHT MIX OF TALENT AND TENACITY



NEWELL NUSSBAUMER

Public Relations Director

Newell Nussbaumer is the founder of Buffalo Rising, the city's most-read independent online magazine, now in its 25th year, and has spent that time translating complex subjects into narratives that resonate with Buffalo audiences. He's also a proven event producer with a strong track record of building press campaigns from the ground up.



BEN MACFADYEN

Associate Account + Project Manager

Ben is a firm believer in the fast-paced future of digital marketing and in storytelling as a powerful tool to spark desire among travelers to explore a new destination. He lends his positive energy, creative thinking, and traveler's eye to FourthIdea's digital strategy, content creation, and social media approach serving all of our clients and brands.

APPENDIX II

CREATIVE SAMPLES



RE-ENERGIZING NIAGARA COUNTY & AMERICA'S OLDEST STATE PARK

CLIENT SINCE 2015

A proposal to deliver strategic branding, marketing, and creative services to the New York Cider Association.





BRAND POSITIONING

For those who prefer to go and do rather than just see, Niagara Falls USA is the embodiment of America's adventurous spirit, connecting people to nature through immersive experiences that move, challenge and inspire them.

OVERVIEW

In 2017, we developed a new brand for Niagara Falls USA that positioned the American Side of the Falls as the more adventurous and immersive one. First, we developed a new identity and tagline "Where Adventure Comes Naturally" to connect all of our campaigns under an umbrella brand message. Then to capture and bring this position to life, FourthIdea utilized a unique POV for all the imagery, letting the viewer "feel" the attraction. It was a departure from the traditional wide shots and added an adventurous element to every piece of marketing communication we created for Niagara Falls USA.

SKILLS UTILIZED

- Account Management
- Brand Strategy
- Media Planning + Buying
- Art Direction + Design
- Copywriting
- Digital Development
- Video Production
- Video Post-Production
- Content Marketing
- Social Media Marketing

APPENDIX II: CREATIVE SAMPLES



ENVIRONMENTAL ADVERTISING



[WATCH THE VIDEO](#) 

APPENDIX II: CREATIVE SAMPLES



THE OTHER SIDE OF NEW YORK
TIMES SQUARE—WATERFALL BILLBOARD

[WATCH THE VIDEO](#)



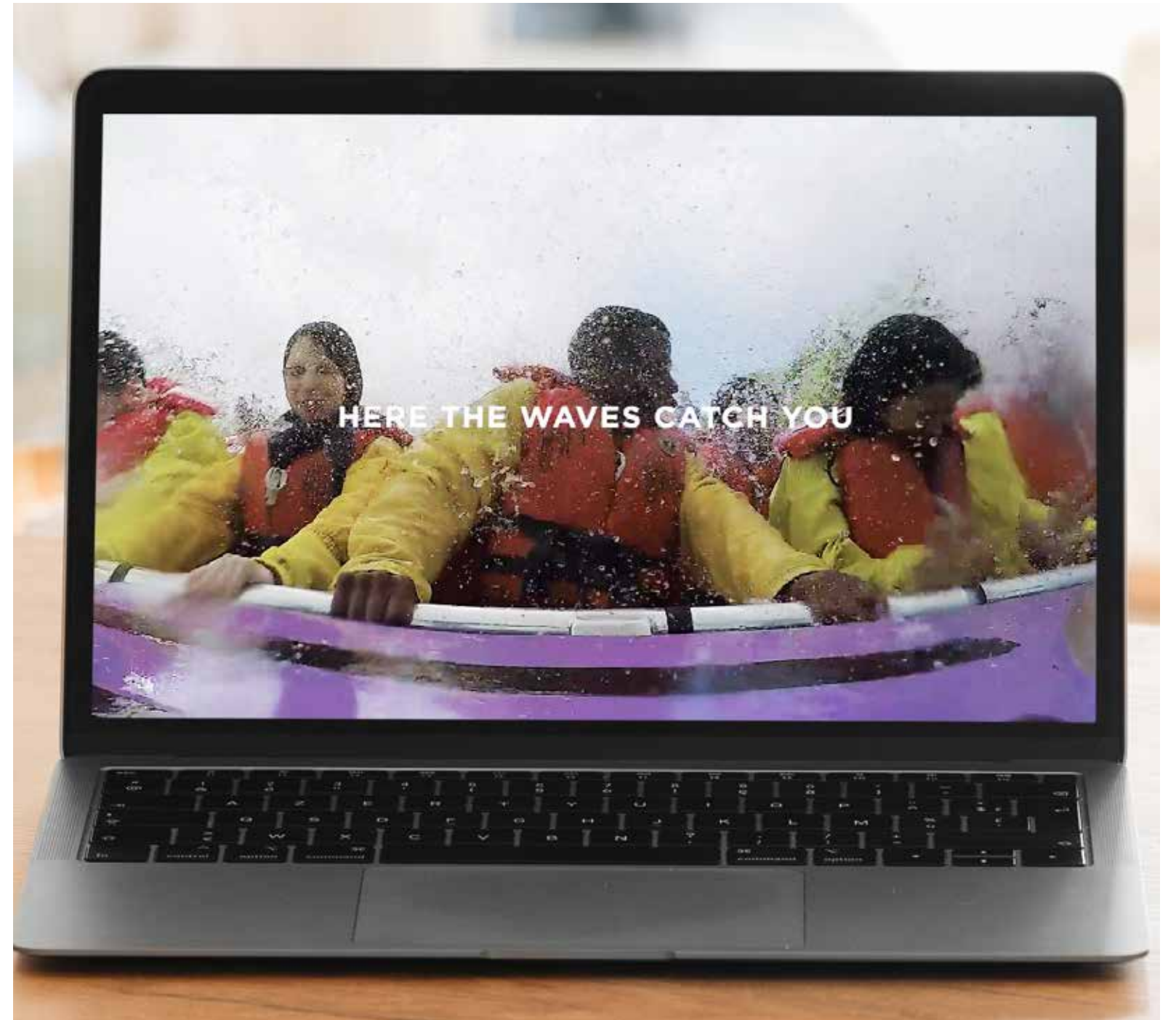
THE OTHER SIDE OF NEW YORK VIDEO
TIMES SQUARE—WRAPAROUND CORNER BILLBOARD

[WATCH THE VIDEO](#)

APPENDIX II: CREATIVE SAMPLES



TRAVEL GUIDE



BRAND ANTHEM VIDEO

[WATCH THE VIDEO](#) 

APPENDIX II: CREATIVE SAMPLES

NIAGARA FALLS USA TRAVEL GUIDE



APPENDIX II: CREATIVE SAMPLES

A DESTINATION IN A LEAGUE OF ITS OWN CAMPAIGN



LONDON WATERLOO STATION

[WATCH THE VIDEO](#) 



:30 CTV SPOT

[WATCH THE VIDEO](#) 



CAPTURE THEIR IMAGINATIONS AND THEIR BODIES SOON FOLLOW



APPENDIX II: CREATIVE SAMPLES

As Agency of Record for Visit Lake George Area, FourthIdea's role goes far beyond creating individual campaigns or deliverables. We help define a single, strategic vision for the destination—and then bring that vision to life everywhere a prospective visitor encounters the brand.

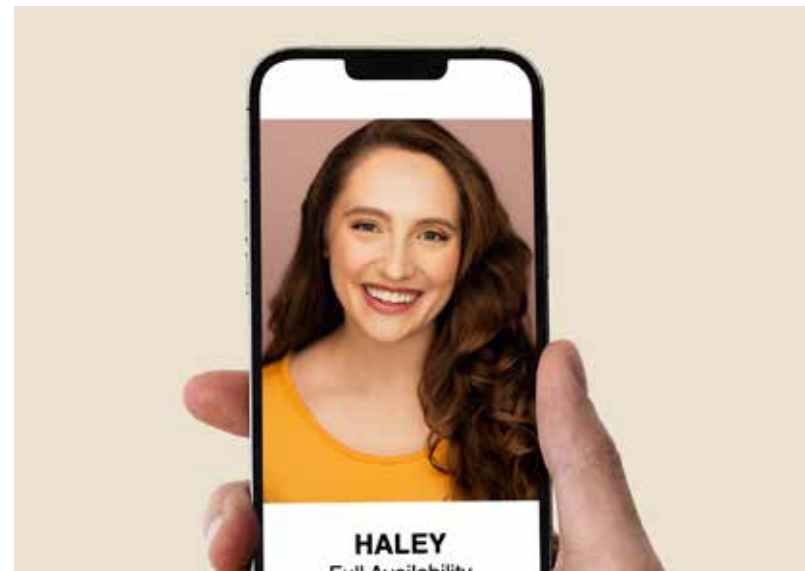
AN THEM VIDEO

[WATCH THE VIDEO](#)

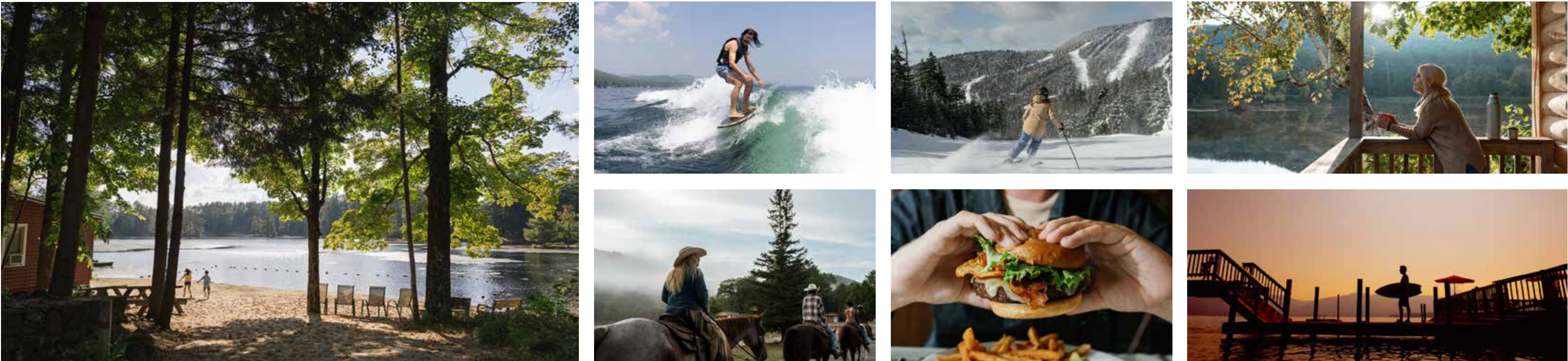


APPENDIX II: CREATIVE SAMPLES

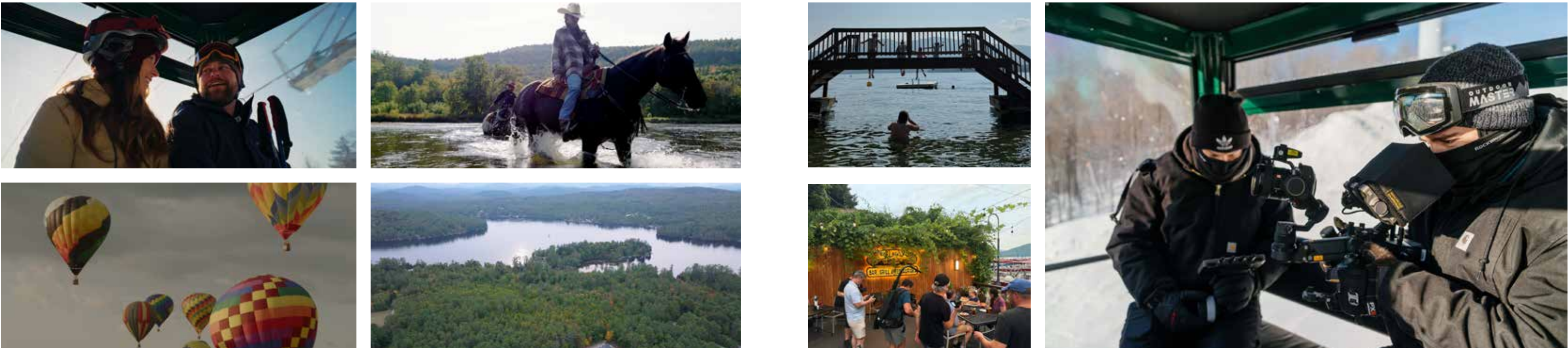
Our work begins with understanding what makes Lake George meaningful, not simply what there is to do there. The destination offers an extraordinary combination of natural beauty, outdoor adventure, family traditions, small-town experiences and the freedom that comes from escaping the routines of everyday life. That insight became the foundation for Let Go—a campaign platform built around a simple human truth: sometimes the best way to enjoy life is to let go of the everyday tedium.



APPENDIX II: CREATIVE SAMPLES



CLIENT GALLERY SAMPLES



VIDEO STILLS

BEHIND THE SCENES

APPENDIX II: CREATIVE SAMPLES

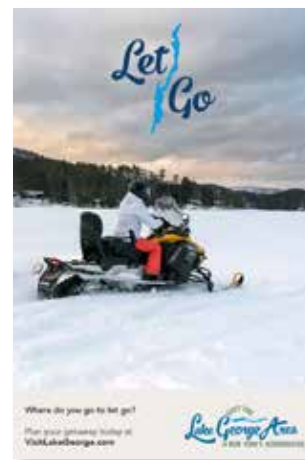
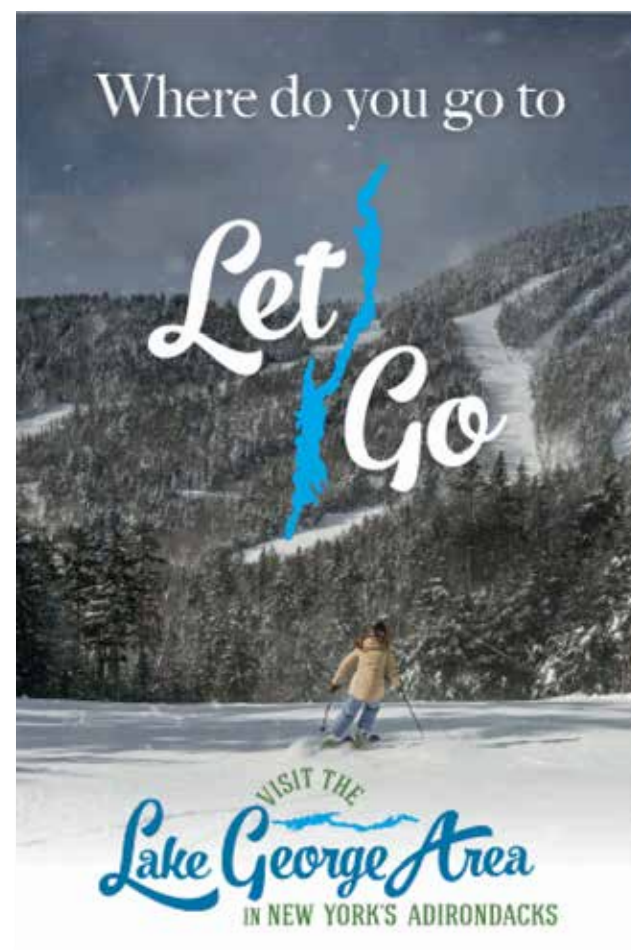


LET GO CAMPAIGN VIDEO

[WATCH THE VIDEO](#) 

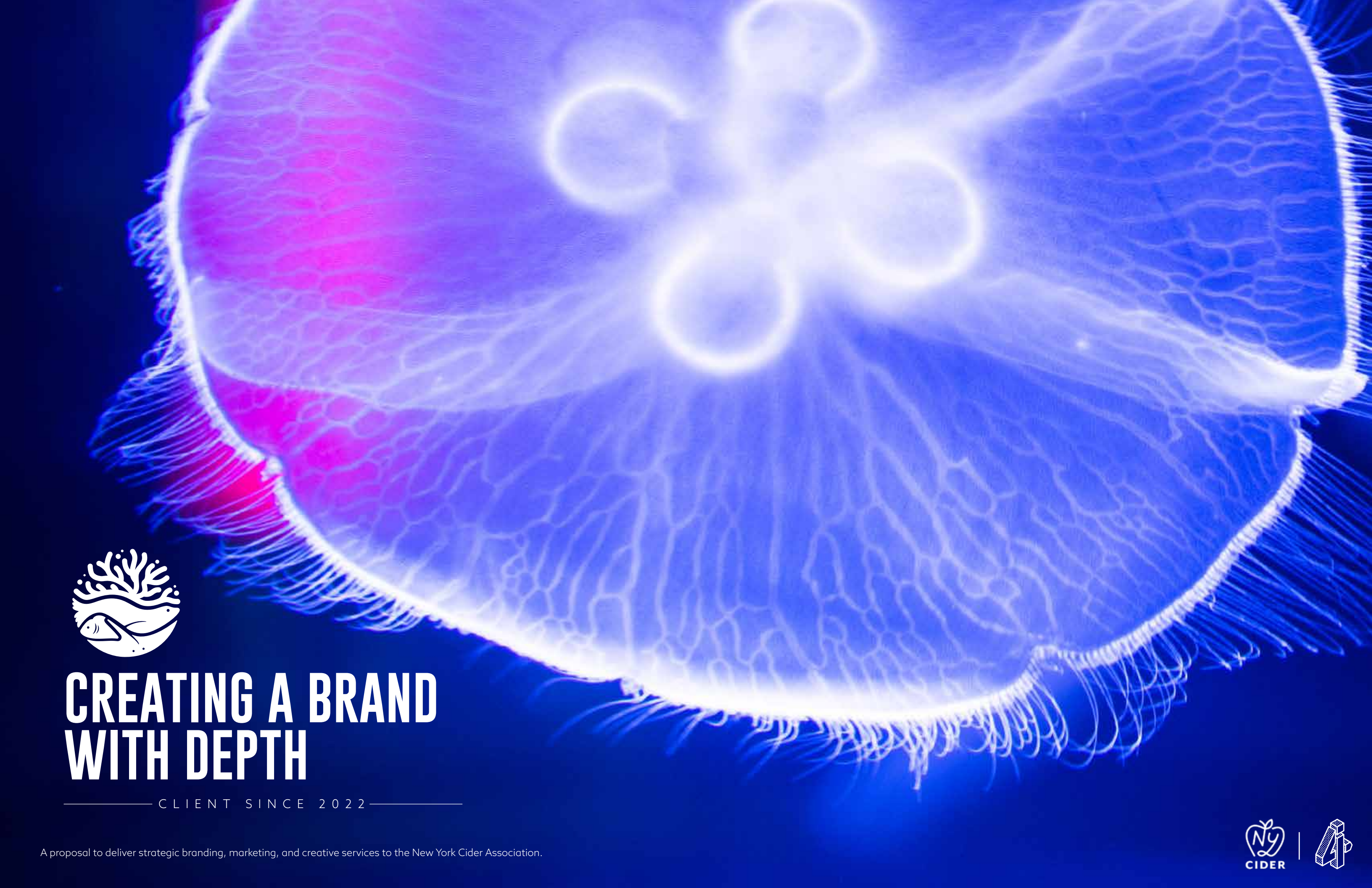
APPENDIX II: CREATIVE SAMPLES

From the annual Travel Guide to broadcast and streaming commercials, digital advertising, social content, print, outdoor and more, every execution is designed to feel like part of the same Lake George story. The medium changes. The message adapts. But the vision remains consistent.



LET GO CAMPAIGN EXECUTIONS

LET GO PRINT AD



CREATING A BRAND WITH DEPTH

CLIENT SINCE 2022

A proposal to deliver strategic branding, marketing, and creative services to the New York Cider Association.





FROM RESEARCH TO A BRAND WITH DEPTH

OVERVIEW

The Aquarium of Niagara has evolved over the years. From a source of entertainment it has grown into an establishment dedicated to the conservation and care of all aquatic life. They needed a brand refresh that accurately reflected who they were today.

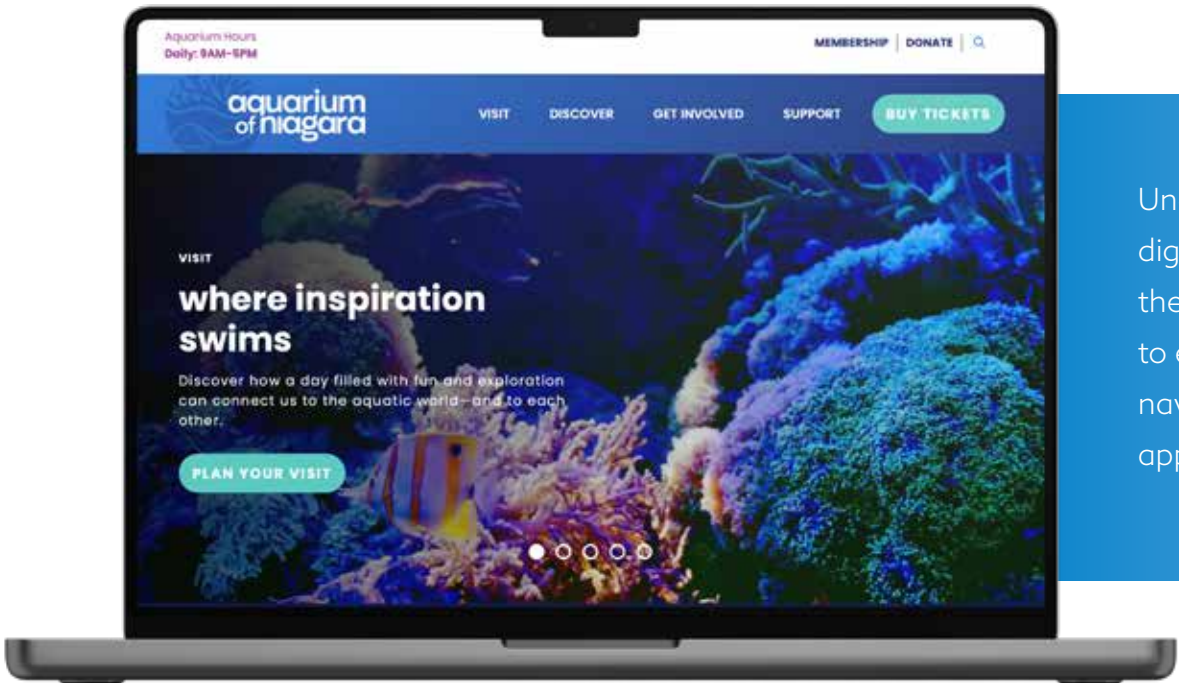
SKILLS UTILIZED

- Account Management
- Market Research
- Brand Strategy
- Creative Direction
- Integrated Marketing Campaign Development
- Art Direction
- Copywriting
- Video Production
- Still Shoot Supervision
- Video Post-Production
- Digital Marketing
- Social Media Marketing

APPENDIX II: CREATIVE SAMPLES



BRAND IDENTITY



VISIT THE WEBSITE 

COMPLETE WEBSITE OVERHAUL

Understanding the importance of a strong digital presence, we completely re-imagined the AON website. The new site was designed to enhance user experience, with intuitive navigation, engaging content, and a visually appealing design that reflected the new brand.



BRAND IDENTITY + GUIDELINES



BRAND ANTHEM VIDEO

WATCH THE VIDEO 

APPENDIX II: CREATIVE SAMPLES

:15 TEASER SPOT



[WATCH THE VIDEO](#) 

:30 BRAND LAUNCH SPOT

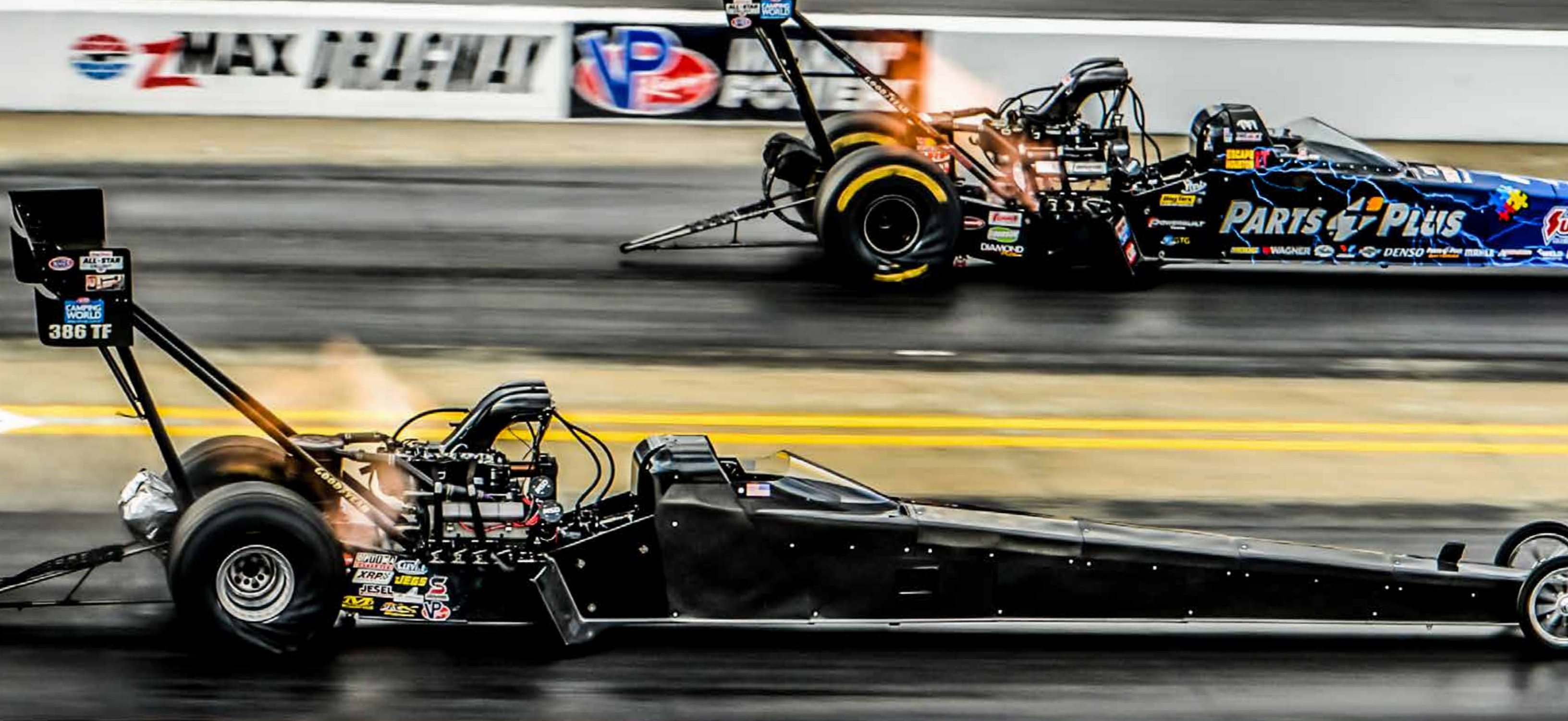


[WATCH THE VIDEO](#) 

APPENDIX II: CREATIVE SAMPLES

BILLBOARD CREATIVE





THE FINISH LINE
IS JUST THE BEGINNING



THERE'S
MORE
TO US.



BRAND POSITIONING

For those seeking a destination that they can explore at their own pace, Cabarrus County—widely known for motorsports—embodies America’s hometown spirit through five distinctive communities in one destination that are effortless to access and appeal to a diverse range of interests. From a rich history and heritage to a leading-edge culture, Cabarrus County provides an immersive getaway that enriches, delights and inspires a desire to return.

OVERVIEW

Cabarrus County, North Carolina had a need to shift the focus of how it was perceived by the travel audience. As the home of Charlotte Motor Speedway, the County was considered a destination primarily for motorsports enthusiasts. The County felt that this was excluding a larger audience who would enjoy the variety of experiences the region had to offer.

SKILLS UTILIZED

- Account Management
- Market Research
- Brand Strategy
- Creative Direction
- Brand Identity Development
 - Logo, Tagline, Brand Guidelines
- Copywriting
- Art Direction
- Video Production
- Still Shoot Supervision
- Digital Marketing
- Social Media Marketing
- Video Post-Production

APPENDIX II: CREATIVE SAMPLES

DEVELOPMENT OF NEW LOGO AND BRAND IDENTITY SUITE



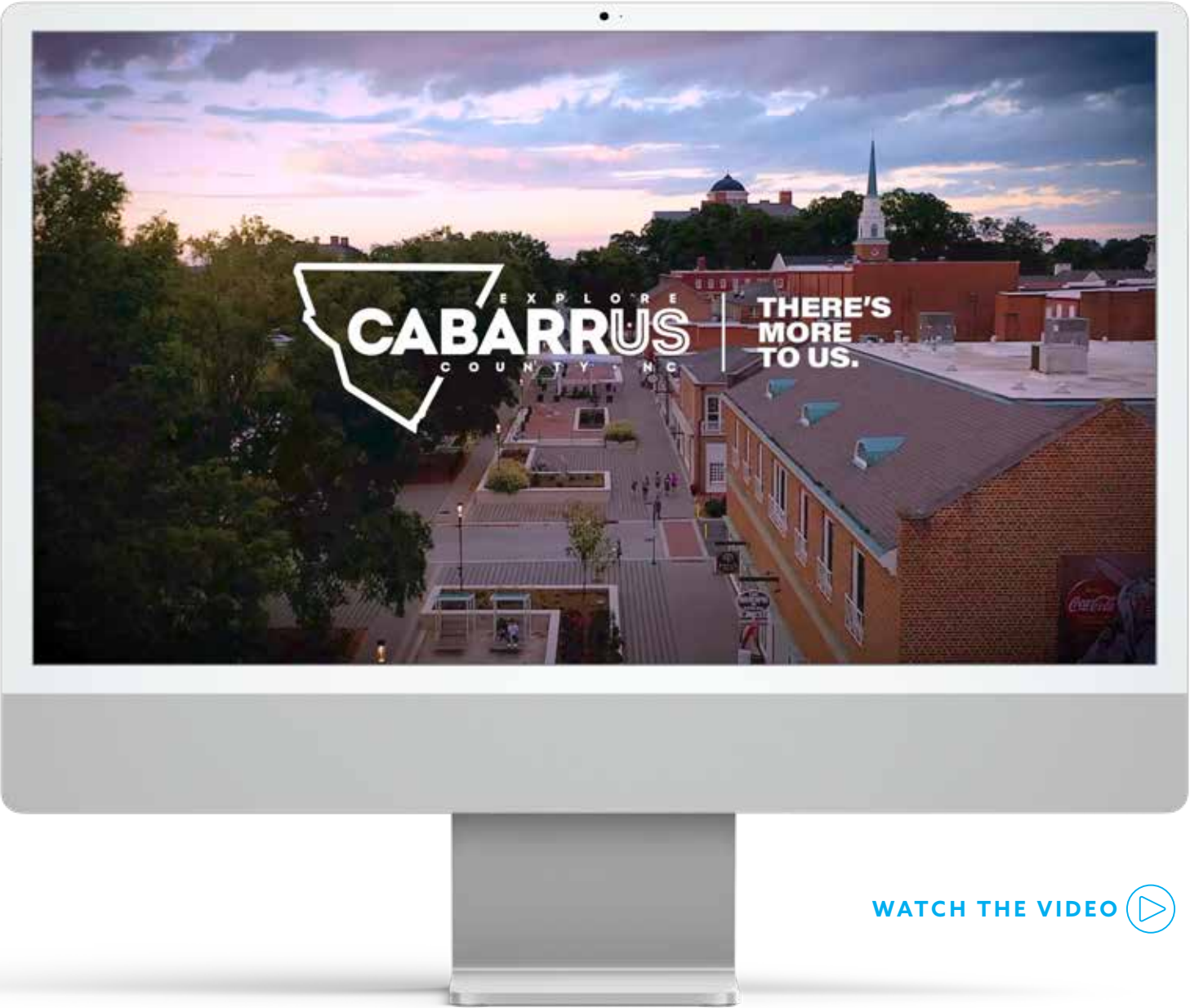
FULL SUITE OF BRANDED ELEMENTS

BRAND GUIDELINES

APPENDIX II: CREATIVE SAMPLES



SEASONAL CAMPAIGN DIGITAL BANNER AD



BRAND ANTHEM VIDEO

APPENDIX II: CREATIVE SAMPLES





FINDING THE HEART OF A BRAND

CLIENT SINCE 2018

A proposal to deliver strategic branding, marketing, and creative services to the New York Cider Association.



APPENDIX II: CREATIVE SAMPLES



OVERVIEW

Nestled in the heart of the Hudson Valley, Dutchess County is a destination of rich contrasts: pastoral landscapes and cultural sophistication, deep history and cutting-edge creativity. But while its assets were undeniable, the destination's brand—then known as Dutchess Tourism—no longer reflected the energy, diversity, or emotional resonance of what the county offered. Our agency was engaged to lead a comprehensive rebranding effort: one that would reflect the evolving mindset of travelers and more accurately capture the county's unique identity.

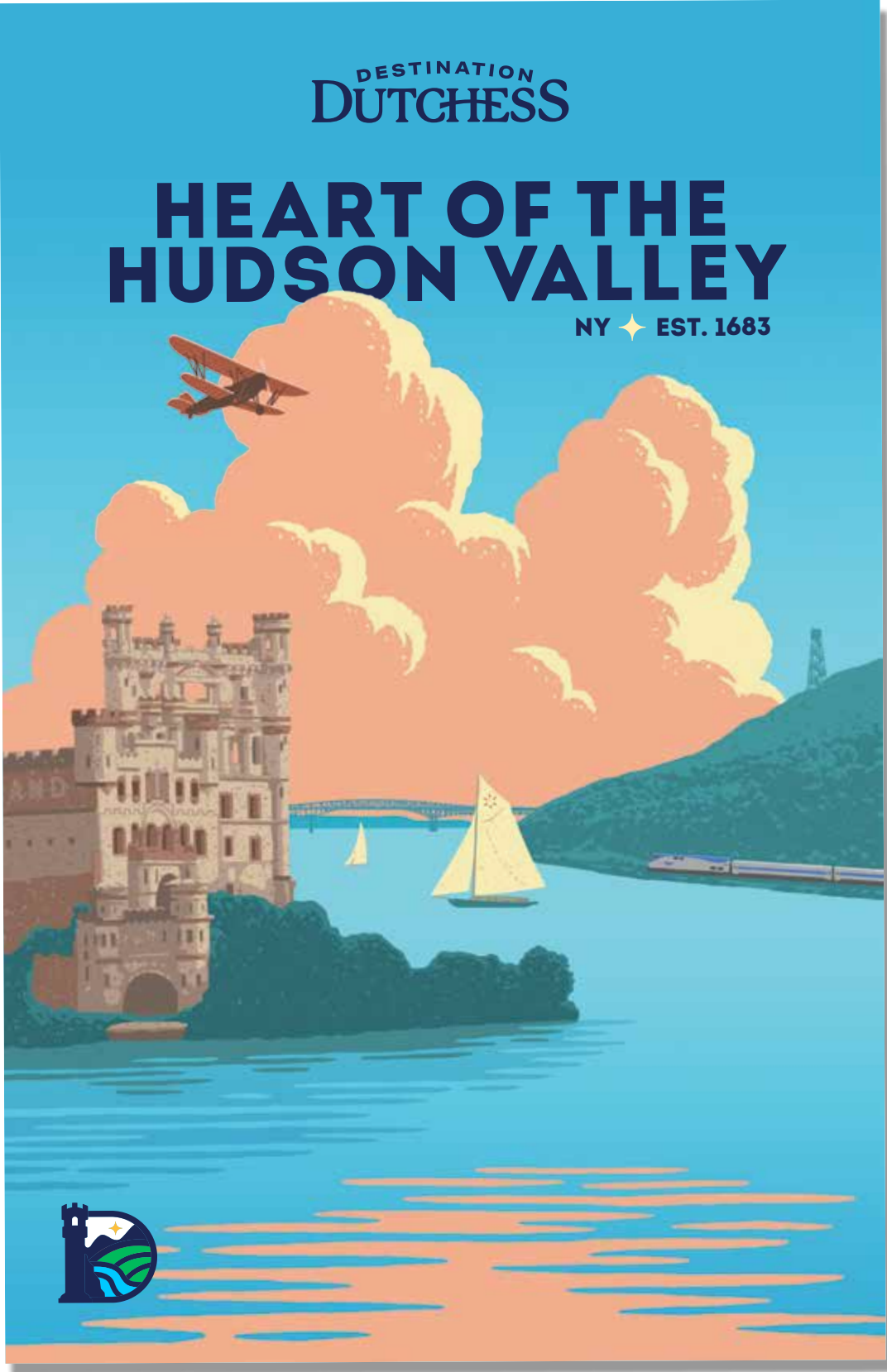
Guided by our proprietary brand development process—Research, Strategize, Create, Execute—we collaborated closely with the DMO and its stakeholders to uncover the essence of the destination and bring it to life.

The result is a brand that celebrates both the literal and figurative “heart” of the Hudson Valley—a destination powered by curiosity, elevated by culture, and anchored by the majesty of the river that defines it.

SKILLS UTILIZED:

- Account Management
- Primary + Secondary Research
- Brand Strategy
- Brand Identity
- Brand Concept
- Brand Guidelines
- Creative Direction
- Multi-Channel Campaign Development
- Copywriting
- Art Direction
- Video Production Management
- Digital Marketing
- Print / OOH
- Interior Signage
- Video Post-Production
- Website Design + Development

APPENDIX II: CREATIVE SAMPLES



BRAND LAUNCH POSTER



Watch our brand launch video here ►



BRAND GUIDELINES

APPENDIX II: CREATIVE SAMPLES



COMMANDER IN
★ CHEERS ★

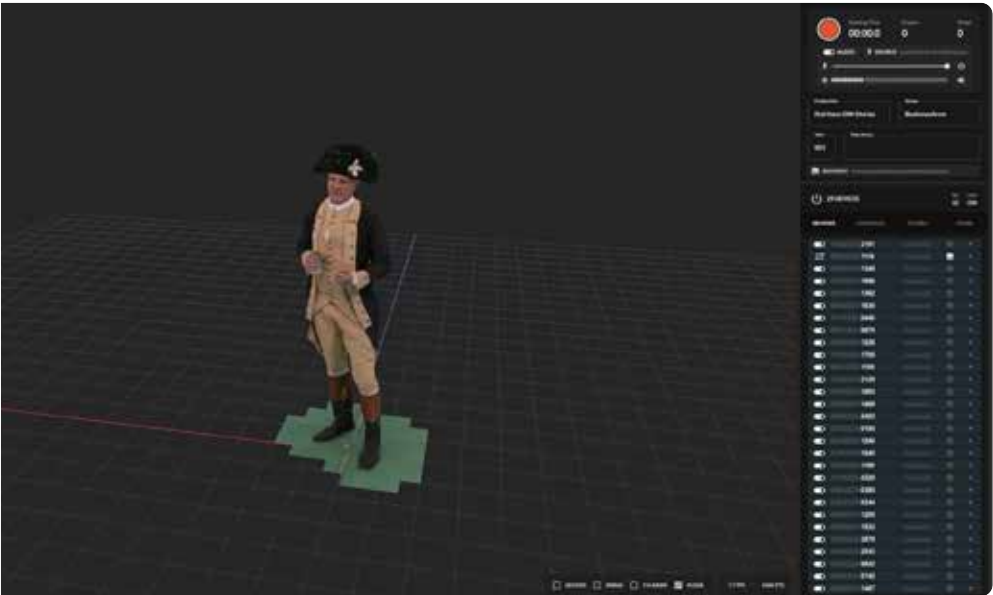
TOAST WITH TINY GEORGE

Dutchess Tourism, Inc., DMO for Dutchess County in Hudson Valley, NY, has deep roots in America's Revolution. A local legend says that George Washington drank in every tavern in the region during the time he spent there as General of the Continental Army. Working closely with our client and the county historian, we brought these stories to life through a revolutionary program that combined the innovation of Augmented Reality with a cutting-edge volumetric production technique. So, when visitors to area bars and restaurants scan special coasters, a tiny hologram of George Washington appears on the bar to share tall (but true) tales of Dutchess County during the Revolution.

SKILLS UTILIZED:

- Account Management
- Brand Identity
- Brand Concept
- Creative Direction
- Script Writing
- Art Direction
- Video Production Management
 - Casting
 - Directing
- Video Editing
- Print Production
- Augmented Reality Programming

APPENDIX II: CREATIVE SAMPLES

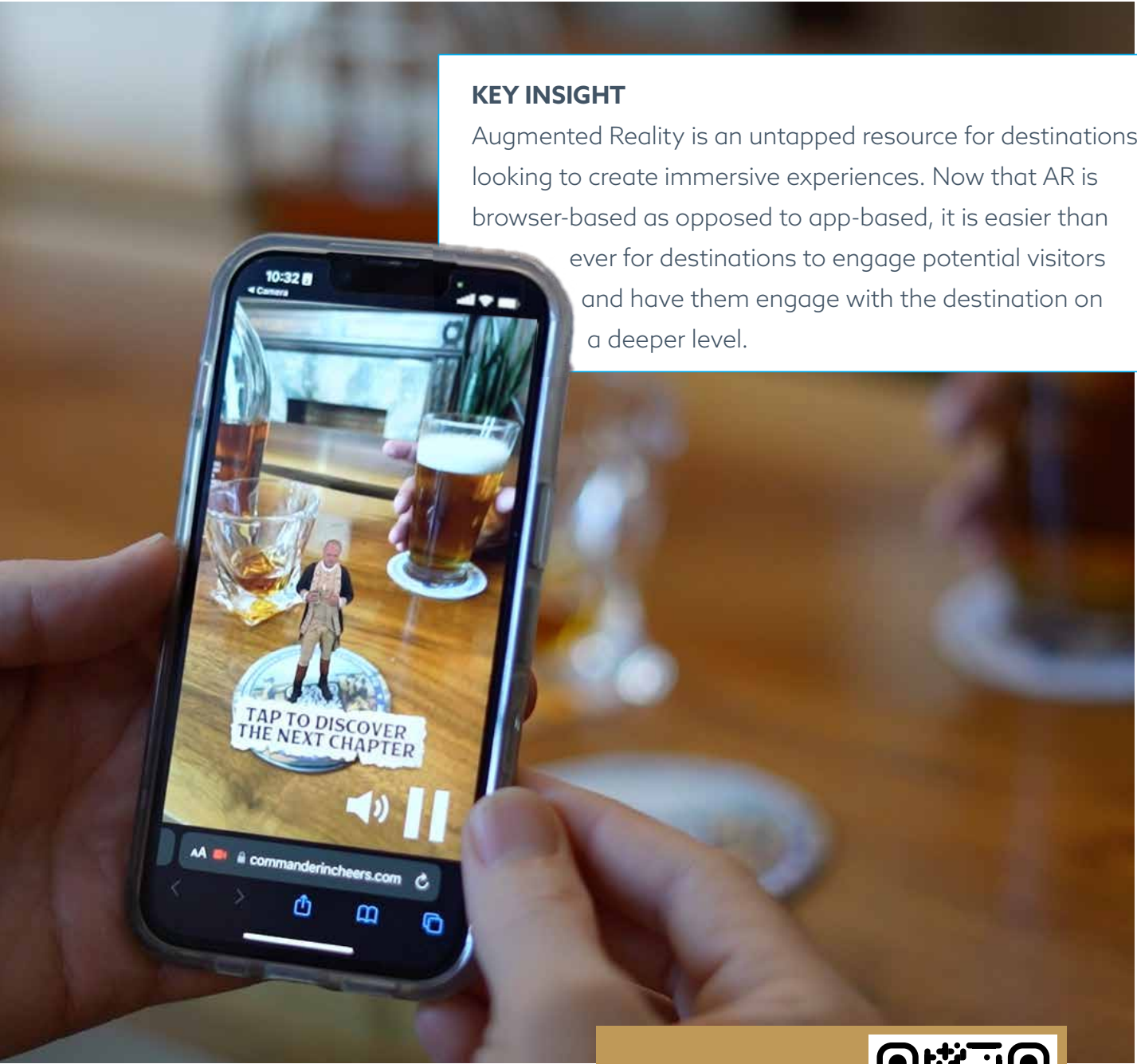


Click here to see how we brought Tiny George to life! ►



COMMANDER IN CHEERS COASTERS

*USE THIS COASTER AS THE MARKER IMAGE

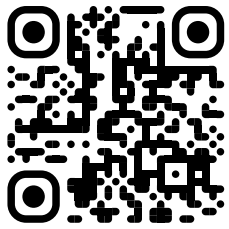


COMMANDER IN CHEERS AR EXPERIENCE

KEY INSIGHT

Augmented Reality is an untapped resource for destinations looking to create immersive experiences. Now that AR is browser-based as opposed to app-based, it is easier than ever for destinations to engage potential visitors and have them engage with the destination on a deeper level.

PRINT OUT THIS PAGE + SCAN THIS CODE TO VIEW THE EXPERIENCE FOR YOURSELF!*





APPENDIX III

REFERENCES

OUR REFERENCES



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A proposal to deliver strategic branding, marketing, and creative services to the New York Cider Association.

