



## DOUBLE SUPER SECRET BRANDING REVELATION

Chances are if you've spoken to us within the past year or so we ever so casually mentioned some huge projects we were working on for Dale Jr. We really couldn't get too specific about them right then, but trust us, they were big. Well guess what, it wasn't all lies! You could read all about it in the manifesto we created to help JR Motorsports communicate Dale Jr.'s brand, but then what's the fun of putting out a newsletter?



## VIVA VOODOO RIDE

Boogity, boogity, boogity! A year ago we didn't know what it meant either. But just look at us now! It all started with a new car care product that worked like magic but was a bit lacking in the branding department. We put our skills together and came up with Voodoo Ride, an edgy new brand that suits #88 to a T. Lead designer Jason Gammon created some killer packaging and collateral that will literally jump off store shelves and hurl themselves at your head; that's the kind of impact they have. Jason flew to Vegas for the big VDR launch at the SEMA show. He came for the thrill of design, he stayed for the 48 oz steak. Live the dream, Jason!

## FASTER THAN A TURTLE, STRONGER THAN A MOUSE...

Long before Ugly Betty, there was El Chapulin: a man in a grasshopper suit. So, when drywall manufacturer National Gypsum wanted to reach Hispanic contractors and construction workers, we suggested using El Chapulin to get their message across. Before we knew it we were designing a national guerilla marketing campaign with in-store displays, lunch trucks, ads, t-shirts and stickers. Ms. Galvez from high school Spanish would be so proud.



## CHOCOLATE RAIN

FACT: the creative team is both more creative and more teamy when there's chocolate involved. So when Palmer Chocolates and JR Motorsports asked us to help brand Dale Jr.'s new candy bar, we had just one question: would there be samples? To our delight, there would, and said challenge was formally accepted. We named and designed the packaging and POP displays for the newly dubbed Big Mo' candy bar and helped name and oversee the "Your Big Mo'ment with Dale Jr." sweepstakes. Be sure to look for Big Mo' in stores because we're not sharing the stash we've got in the office no matter how nicely you ask.

## OUR SUMMER VACATION

For most of the creative team, summer was spent mainly in the office. Ron and Juan on the other hand, hightailed it down to Mexico with Eventys' Latino Marketing Services crew to help promote Comex Paints' sponsorship of Chivas, the US offshoot of the popular Mexican soccer team. The el gang-o helped direct a commercial and radio spots AND created a ridiculously popular fan experience for the game where the Comex/Chivas jerseys were revealed. Que Bueno! ¿Donde está la biblioteca!



tv spot



fan experience