

Our creative standards are higher. (Lame "legal weed" jokes notwithstanding.)

What's our mission?

Wake up the Colorado ad community. Enhance our a sense of pride and value, and elevate our stature.

What product, brand and market truths do we have at our disposal?

The Front Range is one of the most dynamic, fastest growing and best places to live/work in the country. Our economy is strong, our infrastructure is robust and our quality of life is unsurpassed.

We know that.

The advertising community here is no different. We have some of the most creative shops, big and small, with global, national and local clients; clients from all over the world have built their brands by partnering with agencies in and around Denver/Boulder.

We've won awards up the ass - from Lions to Effies to Agency of the Friggin' Decade. And even though we compete like hell for every pitch, we don't stoop to the back-stabbing and in-fighting amongst agencies that happen in other cities. I'm looking at you, New York, Chicago and San Francisco. How do we know? Because that's where we're from.

All this comes together to make our work better, and our clients more successful.

Who do we need to engage, and what makes them tick?

We need to reach out to agency leaders, their employees and Freelancers.

To agency leaders, we need to get them to recognize that the rising tide lifts all boats. We should relish in our fellow agency wins and share in our thinking. Each win is an example that Denver is where it's at. We should praise each other and the positive energy we emit will be returned.

To Agency employees and freelancers, we need to get them to recognize that they are in one of the epicenters of innovation. That this is one of the most actively creative and strategic centers to learn and practice the art and commerce of advertising. And that the Ad Club is where all this comes together - from collaborating to learning to socializing. We're like the anti Egotist.

We're proud of what we've built and proud of where we work. We're proud of the work we've done. We just want to get a little fucking credit for it. Everyone goes on and on about New York, Chicago, San Fran, LA. And Austin, Richmond, Minneapolis, Portland (both Portlands now!)

Rather than getting quizzical looks when we're at a national event and mention we work at an agency in Colorado, we want people to recognize the skills. We want the swagger we've earned.

Who/what is our enemy? What's the fight we want to pick?

The perception that tier 1 (NY, CHI, LA, SF, BOS) and tier 2 (Richmond, Portland, Austin, Minneapolis) cities are the only places where great advertising agencies (and their clients) thrive. That, if you're talented, you'd be better off going to a "big" city or one with more renown. And if you're breaking into the business, you'll learn more in those places/agencies than staying/moving here.

Fuck those guys. New York? We'll take you on pound-for-pound in any pitch, anywhere. Portland? You're too busy worrying about where you chicken came from. Austin? Go back to Texas. We're Colorado. The best goddamn place to work and live in the country. We have the best talent, the most dedicated people, and the most innovative culture in the fucking world.

Irrational? Yes. Crazy? Maybe. But we gotta take a stand.

What's the Brand Stand we want to take?

Because Colorado.

How will we know it's real - internally and externally?

- When we capture the attention and imagination of the Colorado ad community by doing something so outrageous, so irrational, that they think of the community as more of a team, than an industry.
- When the Ad Club is the focal point for this "team"
- When our membership numbers rise and attendance at our events are de rigor
- When agencies from all over the region enter the Denver 50
- When we attract client and agency speakers from all over the country to speak at our lunch&learn seminars

Deliverables

- Print
- Posters
- Digital display/banners
- Social - Facebook, Twitter, Instagram, etc
- Egotist message board responses to asshole trollers