HUTCHINS FREERANGE CREATIVE

SUBMITTED BY HUTCHINS FREERANGE CREATIVE



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Your audience wants to know what makes a product or service different from others. Your story differentiates you.

How do we tell a story that resonates with your audience? We ask questions. We listen. We collaborate with you in a Design Thinking process that helps us

- understand and communicate what you do
- speak to the hearts of the people you most want to connect with
- learn how your audience sees you (= your brand)
- prioritize your efforts

Our proven framework helps reveal your brand strategy, guiding your unique message.

Our experience with developing brands—and advertising campaigns—has given us a clear-eyed view of both the scope of work and the challenges involved, and where the two overlap.

Blending brand strategy with logic, design and magic, we help businesses connect with their audience through brand identity systems, websites, digital advertising, social media, and very spiffy lanyards.







Let's take a closer look at what your audience thinks and feels about you.



PHASE TWO DISCOVER

In this phase we get clarity on who you serve, how you solve their problems and challenges, your brand, and deliverable priorities through an interactive designthinking session.



PHASE THREE
COMPETITION &
BRANDS YOU LOVE

We identify and examine your competition: who are they, and what do you do differently that exceeds your clients' expectations? And, to get an idea of your design style, we ask what brands you want to emulate.



PHASE FOUR
SUMMARIZE

Next, we'll create a brand road map that includes an internalfacing brand position statement, messaging for voice and tone, and a visual landscape for the brand's look and feel.



PHASE FIVE DEVELOP & DELIVER

See your brand come to life. We'll design the marketing materials we prioritized in the first meeting—and we'll deliver your approved files so you can introduce your new brand look and personality to the world

The strategic branding process is collaborative: we work with you to learn about your business. We involve you every step of the way.

The benefit to you is this: we reduce the risks involved in hiring a creative partner. There are no surprises. What we learn from you shapes your brand voice, graphic look, and informs the advertising messages that speaks to your audience.

KICKOFF PHASE: PRIORITIZING YOUR PROJECT NEEDS AND GOALS

We'll review your vision for your business, and your goals for the brand (what you hope to communicate).

PHASE 1: DEFINING YOUR BRAND: ATTRIBUTES

We'll identify your key attributes, learn what your audience thinks of you, and what we'd like them to think—what they might find compelling about you.



Phase 2: Discover Your Audience USER PROFILES, STORIES, JOURNEYS AND PRIORITIZING NEEDS

Who is your intended audience? How can they connect with you? We'll co-create User Profiles to learn about your key constituents, who your primary and growth audiences are, identifying commonalities and prioritizing them.

PHASE 3: COMPETITIVE AUDIT, LOVE/DON'T LOVE

Now we look at your competitive/market environment.

Whose services overlap, or seem to overlap with yours?

How do your services compare? What do you do differently?

Does it exceed your audience's expectations?

What brands resonate with you, and why?

Can we align your marketing with the tone and voice of the brands you like?

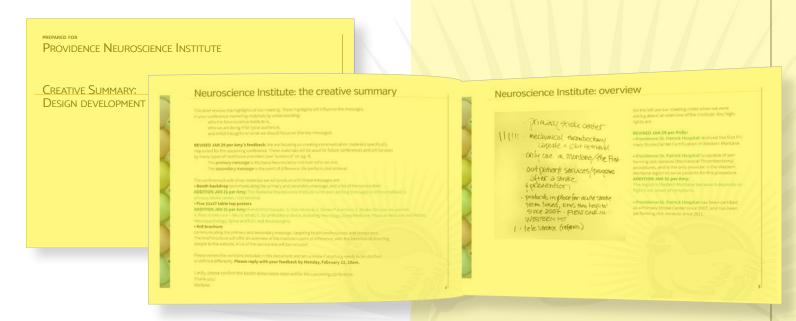
What are your design considerations (shapes, colors, images)?

Are there any taboos or legal requirements to keep in mind?



PHASE 4: CREATIVE SUMMARY

The Design Thinking Guiding Summary looks at your organization from your audience's perspective (your brand), and distills what we've learned from our working meetings, what we've discovered in your competitive/market landscape, and what we instinctively trust based on information we've gathered.



PHASE 5: DESIGN DEVELOPMENT AND DESIGNING YOUR COMMUNICATION MATERIALS

With the Design Thinking Guiding Summary as our road map, we collaborate with you to develop your brand message and determine the brand design for your marketing materials. No matter what we create—logo design, website design, social media posts, collateral, print ads—each piece of communication is designed with your brand and audience firmly in mind.





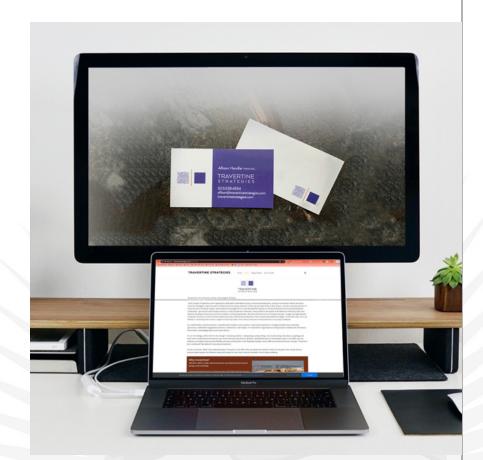
A great brand comes from a place of truth about what a business authentically represents, and about what its products mean to its customers. It's insight.

-HUBSPOT



Travertine Strategies

- Strategy
- Brand Development and Design
- Logo Design
- Brand Identity



Allison Handler worked in the nonprofit and public sectors as staff, executive director, board leader and consultant for two decades. A former land use planner in Missoula, Montana, and affordable housing developer in Missoula and in Portland, Oregon, she has consulted with nonprofits and governments nationwide, with an emphasis on organizations working toward a healthy built and natural environment.

When she launched her consultancy business, Travertine Strategies, in 2019, she asked us to develop her brand and a mark that would express what she does: helping organizations get a clear focus of the impact they want to have, set their strategy to get there, and assemble the organizational building blocks needed for success.

Design Thinking sessions helped us discover how Allison's clients value what she brings to them, how they resonate with her, and how she helps them meet their challenges. Those insights guided the development of her brand logo, and brand identity.



Aerie Backcountry Medicine

- Strategic Messaging
- Brand Development and Design
- Logo Design
- Print Ad Campaign



We started working with Aerie when they launched their small organization with a big vision: grow to be the go-to instructors who prepare you for your wilderness adventure, no matter where you travel on this planet. It didn't take long for Aerie to achieve their goals, simply by cultivating a culture of caring expert instructors who teach the skills and certifications people need to earn the professional jobs they long desire.

After several years, Aerie realized they needed to re-brand their highly-regarded reputation with a professional look. They wanted a bigger presence in wilderness medicine instruction. They also wanted to reach a larger audience: students from college campuses. We helped identify current and prospective students, their challenges and needs, and how Aerie meets those needs. Concepts sprang from the Design Thinking sessions and poster designs took shape. The colorful branded poster campaign demanded attention on cluttered campus bulletin boards and kiosks.

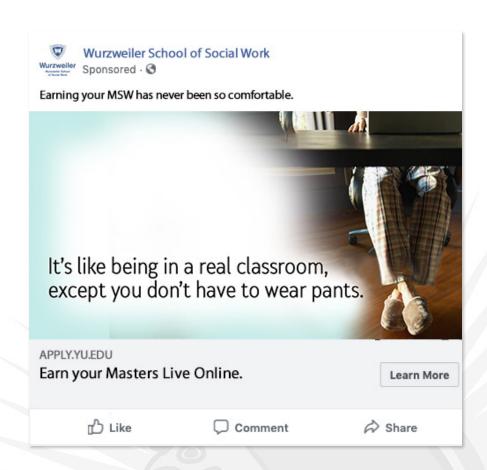






Wurzweiler School of Social Work

- Strategic Messaging
- Brand Design
- Social Media Ad Campaign



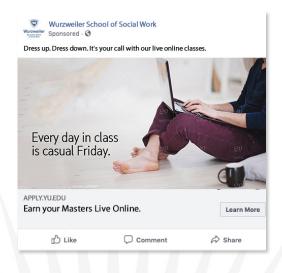
The dean at Wurzweiler College of Social Work wanted to increase enrollment in their highly acclaimed Masters program. To do so, the university's "physical" reach needed to broaden. An easily-accessible program featuring live instruction in online classrooms was developed.

Research proved their live, online program could compete in an impactful way, not only regionally, but also against national colleges, especially those who only offered recorded courses. With the launch of "Live Online," students anywhere in the United States and abroad could receive professional instruction and participate with classmates in real time, online.

Wurzweiler's team determined social media was the best medium for their audience. With that audience in mind, and guided by our Design Thinking document, we developed their ad campaign. Responses to the "pajama" ad ranked highest in the U.S., and "Tikkun Olam. In English." ranked highest beyond U.S. borders.









The Attessa IV Washington Corp.

- Brand Design
- Reproduction files for bookbinding



Our work (cont'd)

The communications director at Washington Corporations needed a fresh look for a book showcasing Mr. Washington's floating office, Attessa IV. The book's intent was to be a gift to on-board guests, and later as a sales piece for prospective buyers. The director hired a professional photographer who sent hundreds of images from which we selected ones that told the best story. I developed two design approaches and refined one, designed and prepared artwork for the hardbound, foil stamped cover, and collaborated with the printer to design the Smyth-sewn book.



The Stock Farm

- Strategic Messaging
- Brand Development and Design
- Logo Design
- Print Ad Campaign



In the rolling farm and ranch lands just far enough away from the town of Hamilton, Montana, sits the homesteaded land of Marcus Daly, one of Montana's infamous copper barons. Years after Marcus' death his land was divided, and one piece was selected as a site for folks to build their home—with covenants—in a storied area. in the Bitterroot valley. The hand-picked recipients of this brochure didn't know Mr. Daly, or his story, or why he built Hamilton and settled there. Once we learned about his fascinating life and discovered his "brand," we gave it to his "Stock Farm," where he raised thoroughbred race horses (and yes, cattle). Appealing to a select audience, we told his story in full-color, incorporating high-end printing techniques on three types of paper, with copper ink graphics, and copper, silver and green foil stamping. The brochures were spiral-bound with copper wire and packaged with accompanying informational brochures in a handcrafted custom box. emblazoned with the embossed. foilstamped logo.



Missoula Symphony

- Strategic Messaging
- Brand Development and Design
- Print Ad Campaign
- Poster Ad Campaign
- Collateral Materials



The Symphony needed an invigorating shot in the arm. Interest was waning, attendance was stagnant. Our task was to create energy and share the excitement of live symphonic music in print. The Symphony's core audience skewed older; we were tasked with engaging a younger audience. Collaborating with the executive director and the Symphony's board of directors, we learned more about the interests. and habits of these younger symphonic music lovers who would become season ticket-holders. Focus groups gave us opportunities to hear from these folks directly, and we learned what spoke to their hearts. For seven symphony seasons, campaign messages emerged from our findings. We admitted that "great music doesn't care what you wear," and empathized with every Missoulian who has difficulty choosing between recreating and enjoying live music.





The examples from our portfolio give you a glimpse into our deep experience developing and creating marketing materials. Our portfolio includes social media ads, magazine and newspaper ads, website design (UX/UI), posters, business-to-business and business-to-consumer brochures, mailers, postcards, invitations, identity systems (logos, stationery, graphics), outdoor boards, promotional materials, and business signage.

Services

• Branding •

Your organization's brand is its smile, its personality, its handshake. It's what distinguishes you—and allows you to gain the trust and loyalty of customers.

We build brands. We start by employing our creative process to discover your brand idea, that is, your company's single, relevant point of difference.

• Brand Strategy •

How can your brand idea make money? Answer: we can help you leverage your brand to increase demand for your goods or services.

• Competitive market audit and review

· Advertising ·

TV. Radio. Online. Print. Mailers. Social media. Advertising is taking new forms. What remains vital is that messages be simple, clear and engaging. The "engaging" part is our specialty: finding ways to establish a trust-based conversation with your customers.

- Idea development
- Art direction
- Copywriting
- Production

• Social Media strategy •

We rely on a research-based strategy to ensure the right message is delivered in the most effective and efficient way. Effective social media strategies rely heavily on a solid content strategy. Without great content, your social media efforts will be in vain.

All our work begins with collaboration; it's the most important step in our work. The relationships my team and I develop with our clients are built on a foundation of mutual trust and respect.

-M. HUTCHINS



Clients

Here's a small sampling from our large list of clients for whom we've produced work.

3 Rivers Communications
Aerie Backcountry Medicine
Allison Handler/Travertine Strategies
All Nippon Airways
America Sings!

ASICS Sports Shoes Bernadette Hunter

Blackfoot Communications

Boyle, Deveny & Meyer, PC

Bridgestone Tires

Broken Valley Roadshow

Chris Pumphrey

 ${\sf CostCare}$

Doggett Advertising

Erck Hotels / Ruby's Inn &

Convention Center

EmpowerMT Families First

Fabricon

First Security Bank

Flathead Orthopedic Center

GCS Research, LLC

Glacial Lake Recording & Publishing

Har Shalom

Headwaters Health Foundation

Hidden Legend Winery HuHot Restaurant Group

Sherry Kolenda, REALTOR

Kenwood Home and Car Audio

Kirby Erickson, composer

Lambros Real Estate

Latticework Sustainabiliy Consulting

LeoBella

Lumberjack Log Homes

Maritz Research

Wilder MT Wilderness

Missoula Downtown Association

Missoula In Motion (website design)

Missoula Parks & Recreation Dept.

Missoula Symphony Association

Mismo Gymnastics

Montana Valley Hams

Mountain Line Transportation

NEC Cellular Phones & Pagers

Northside Neighborhood, Missoula

Providence St. Patrick Hospital

Sapporo Beer

Scot Green DDS

Snap Pick

Snowbowl Mountain Music

Sustainable Systems LLC

Tag-Heuer (special projects)

Tascam (professional audio

equipment)

The People's Center

Toshiba Home Appliances

University of Montana / Office of

Sustainability

University of Montana / College of

Visual and Performing Arts

Valeo Behavioral Health

Vita Nova Marketing Group

Washington Corporations

Wells & McKittrick, Attorneys at Law

Yeshiva University, Wurzweiler School

of Social Work



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