Building Powerfully Competitive Brands. Creating Campaigns with Purpose and Value.

URBAN MindShare

Branding. Advertising. Copy writing. Design. Judy Hodge and Marcia Lusk co-creative team | 407-493-7769 . jhodge@UrbanMindShare.com | www.Urbanmindshare.com

THE POWER OF BRAND

From the human side of capital to the capital side of growth,
we hope to collaborate with you to build creative and targeted messaging
that powerfully connects **and influences** your clients, your investors,
and your communities, to choose you, your brand, your business
as their investment in a more profitable future.

ARIZONA COMMERCE AUTHORITY

ECONOMIC DEVELOPMENT - Arizona

ARIZONA
COMMERCE
AUTHORITY

Attracting Business to Arizona

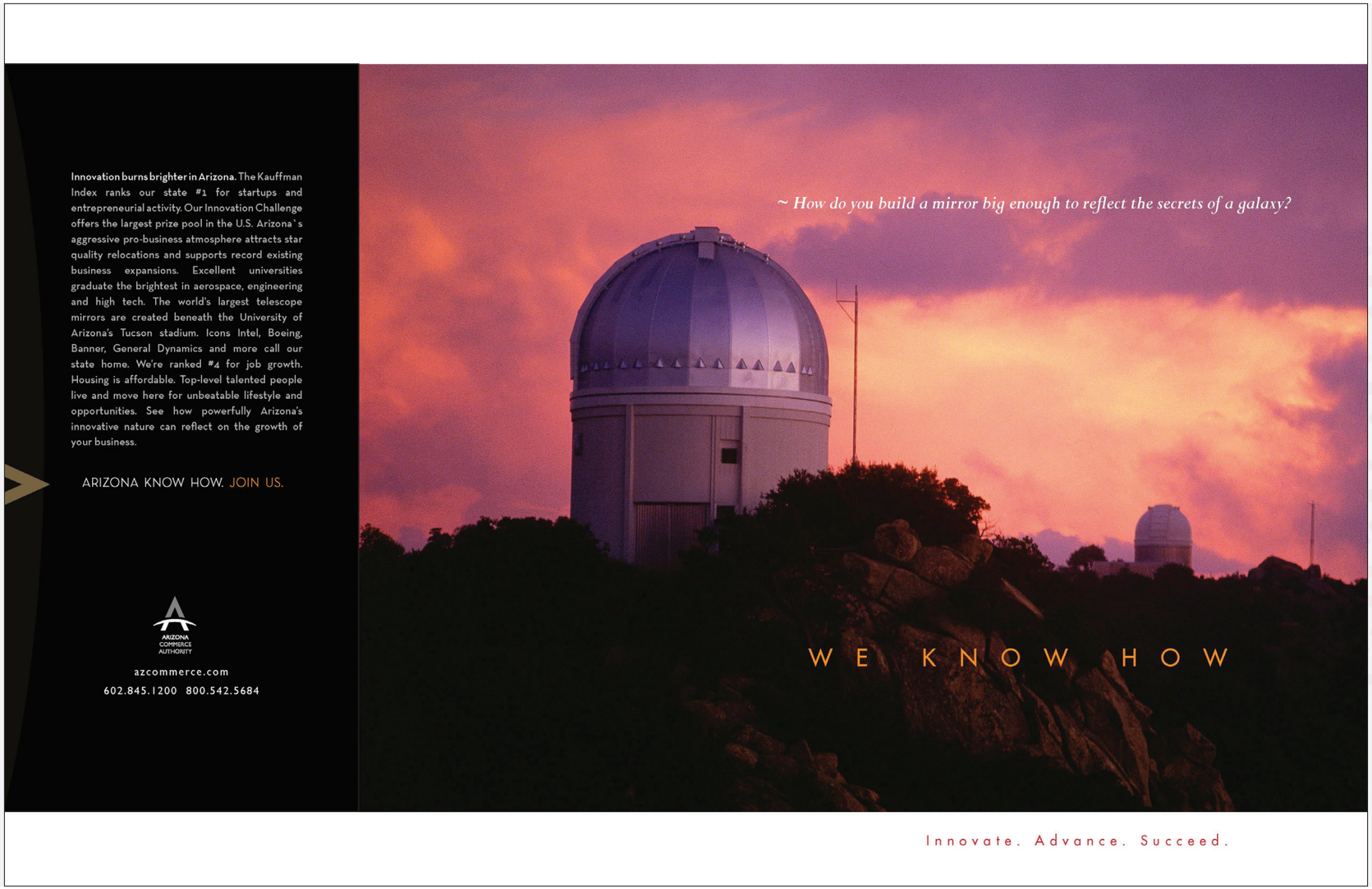
Arizona Commerce Authority (ACA) needed a sustainable brand and position to attract, retain and grow business and research in the state of Arizona.

"We Know How" emerged as the brand-able answer to "Why Arizona?" With a sunny, destination climate, multiple universities, growing think-tanks, and key advances in science and technology, Arizona was as authentically able to claim a position as favorable to business growth as it was to investment opportunities.

We credibly played on Arizona's history of "firsts" and established a broad, multi-channel campaign that reached as comfortably into the boardroom as it did across state lines and into the imaginations of innovators, movers and get-it-done shakers.

Brand Vision Boards

WE KNOW HOW



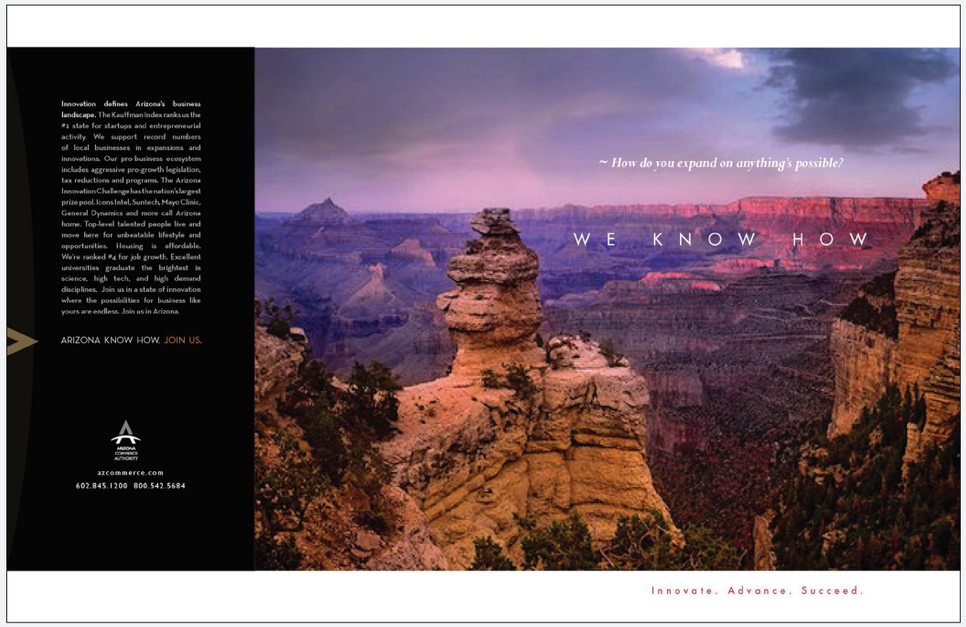
Multi-media print and on-line blitz print, web, airport.

How do you build a mirror big enough to reflect the secrets of a galaxy?

We know how.

Join us. Arizona.

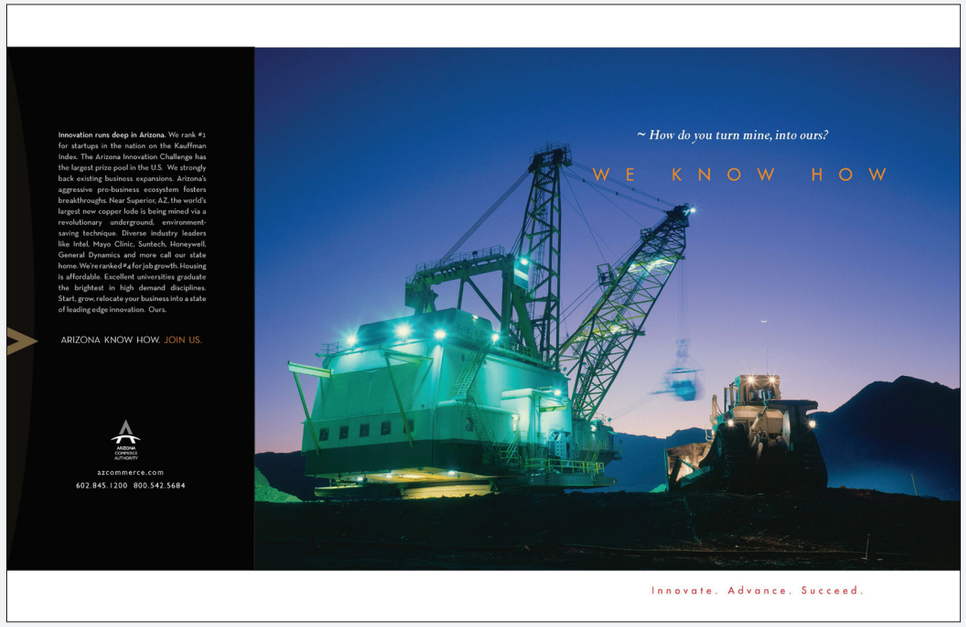
National print campaign, "We Know How"



How do you expand on anything's possible?

We know how.

Join us. Arizona.



How do you turn mine into ours?

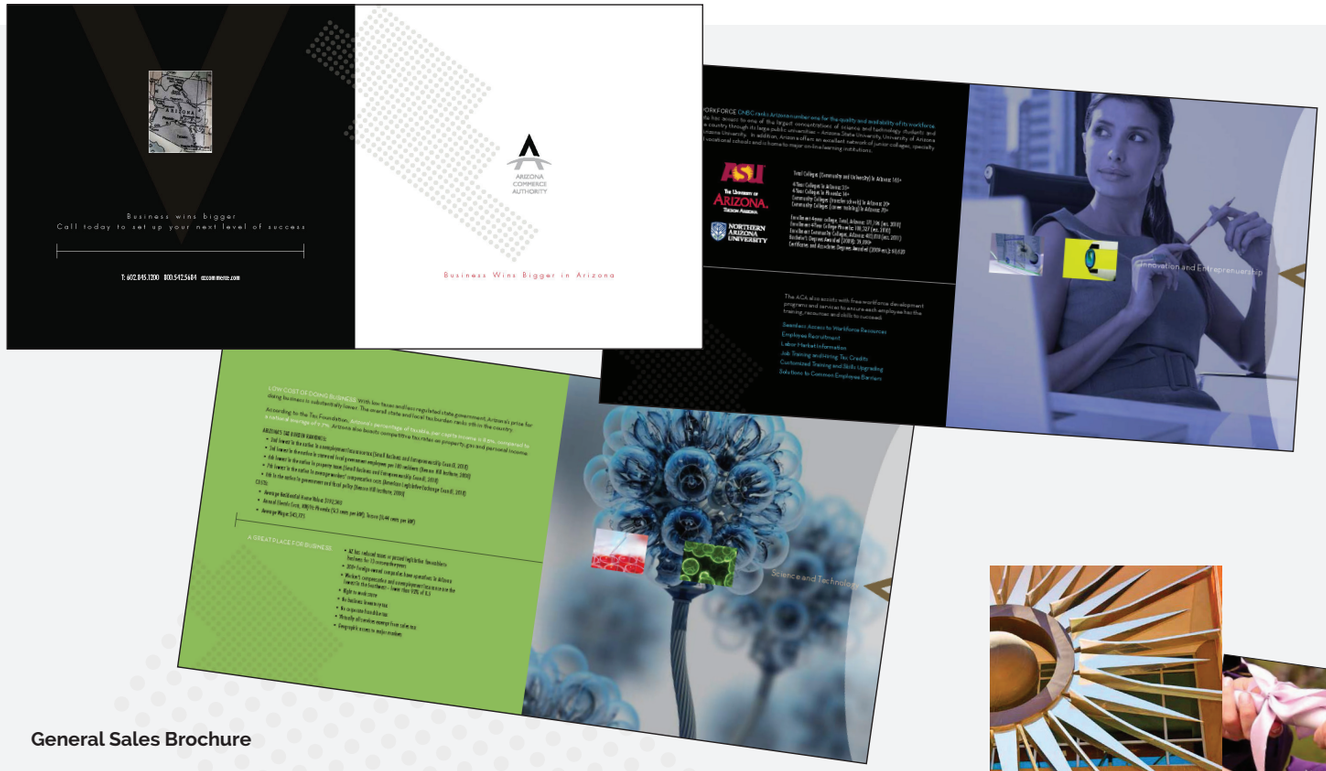
We know how.

Join us. Arizona.

Banner Ad Campaign, "We Know How"

ARIZONA COMMERCE AUTHORITY

Banner Ad Campaign, Sector Specific



General Sales Brochure

Display Advertising

Sector Brochures

ARIZONA COMMERCE AUTHORITY

STAN

The·Annuity·Man

THE FUTURE IS UNPREDICTABLE.

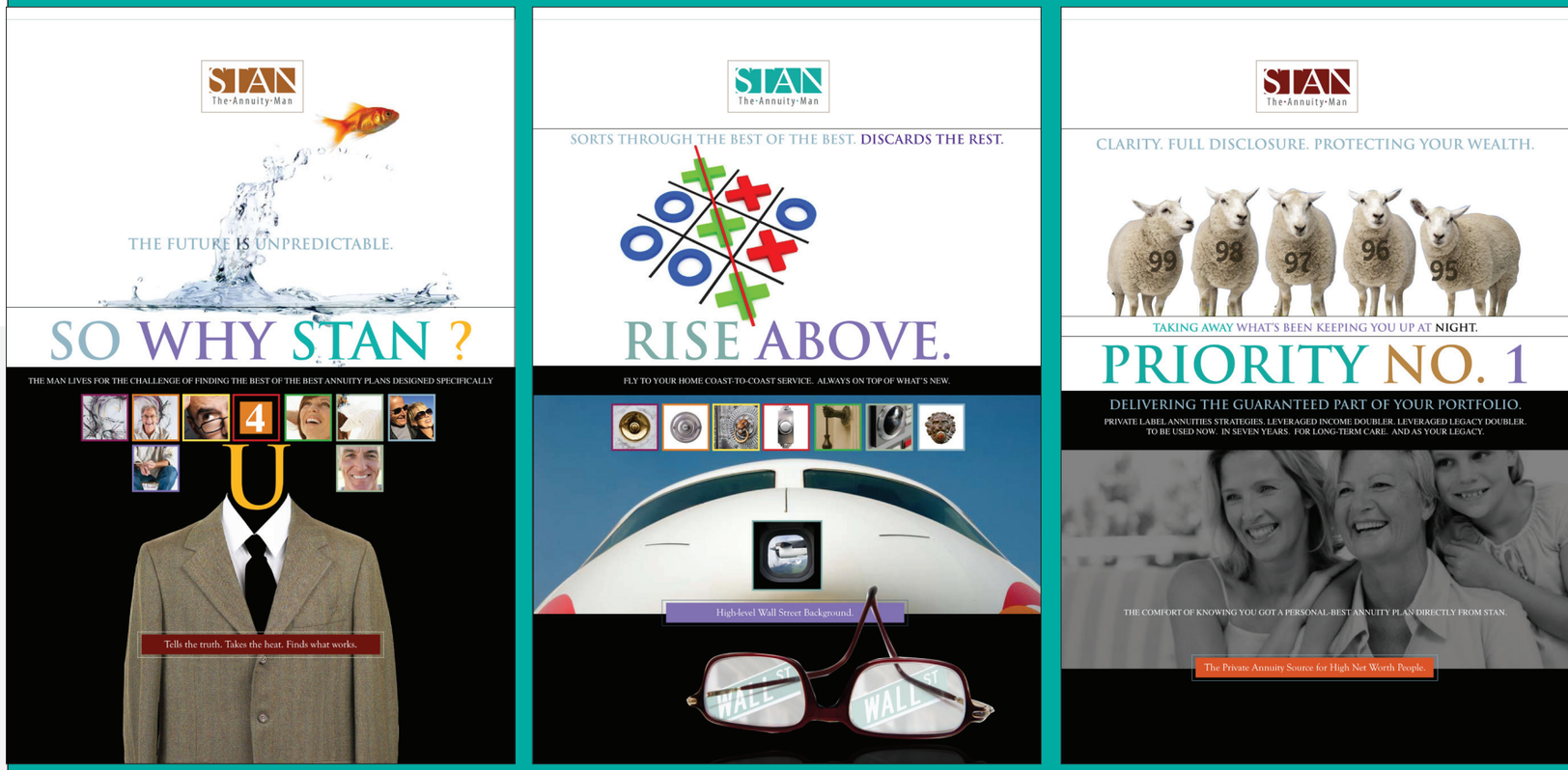
ANNUITIES

Turning a Personality Into A Winning Brand

Stan, known to his clients as, The Annuity Man, wanted to expand on his brand and extend its reach. A hands-on, level of care, with a highly successful, annuities track record created the right balance for his go-get-em, quirky personality. His commitment, "Giving you a personal best annuity plan is my priority #1.."

Wealth management is a very sensitive matter, especially to the wealthy

Stan needed a brand that was memorable, and just as importantly, attractively clear, trustworthy and results driven.



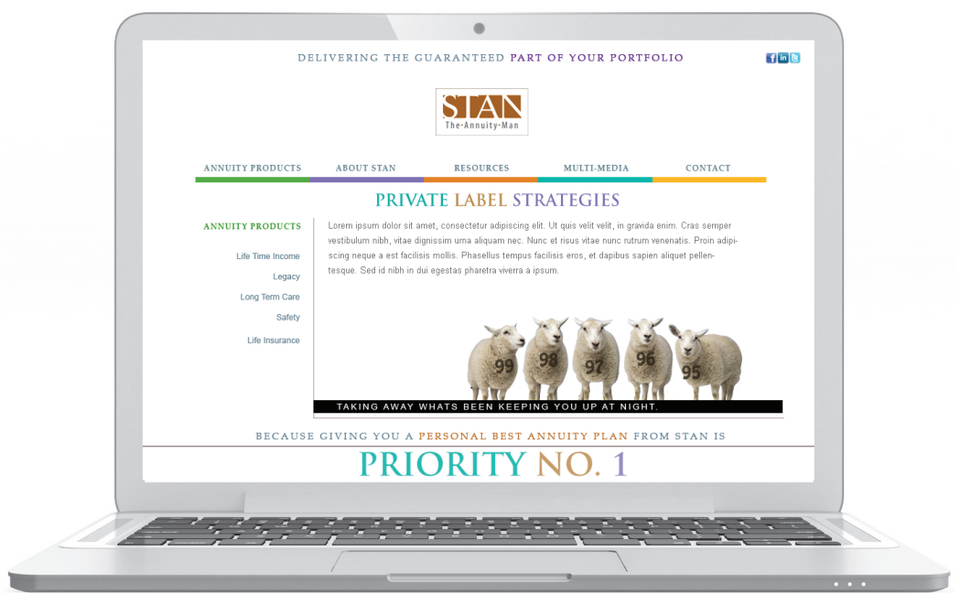
Brand Vision Boards

DELIVERING THE GUARANTEED PART OF YOUR PORTFOLIO.

Website

A series of monthly videos that gave Stan an opportunity to be your at-home advisor on all things pertaining to annuities

- "He knew where he was going and what he was doing."
- "Extremely focused and knowledgeable of the products he offers.
- "He is very friendly and persistent but not pushy. We love Stan!"
- "He laid all the options out and let me pick what was best for me."



When Stewart Horejsi, friend of Warren Buffett and major shareholder in Berkshire Hathaway, sought out a state with the best laws to protect his family's financial future, he landed in Alaska. Then, once he discovered the company with the most knowledge and hands-on experience with Alaska progressive laws – Alaska Trust Company – he knew he'd found the experts he was searching for.

BILLIONAIRES PUT THEIR TRUST IN ALASKA SO CAN YOU

ALASKA TRUST COMPANY

WEALTH MANAGEMENT SPECIALISTS

Where Do Billionaires Go When They Need A Wealth-Management Partner?

When offshore investing became sticky business, Alaska Trust provided a smarter alternative. Backed by billionaire Stewart Horejsi, Alaska Trust was founded by the financial and estate-planning experts that helped create Alaska´s advantageous and liberating trust laws. **Your Trust Is Our Core Business.** Alaska Trust offered more than access to the best laws in the land. They became a trusted partner, a financial services provider that, unlike the big investment firms, never had to push financial products on its clients**. Our job: build a sustainable, trustworthy and clear brand that was as relevant to clients as it was to their advisors.**

B2B Print Campaign

Sales Collateral

Event signage, pull up banner and trade show booth

Outdoor campaign announcing Insight Financial as the cool, new, "financial partner for life" in the Orlando Market

INSIGHT FINANCIAL
CREDIT UNION

Building a Banking Partnership

Orlando's Insight Financial Credit Union had a flagging brand and needed a fresh, competitive message to capture the 18 - 35 year old demographic. As this group started moving into "life's firsts," paying for college, car buying, first time home ownership, etc, we saw the opportunity to position Insight Financial as the right choice for those new to, or intimidated by asking for help with finanical planning and services.

Enter an all new brand rooted in one simple idea. **Insight Financial, your money coach for life.** This core promise created a place where employees were epowered — and bank customers understood that no question was a bad (or stupid) one. Wearing "Smart is Sexy" buttons each bank employee took pride in building a brand that was all about help, clarity, loyalty and the kind of smile that shattered the older intimidating image of banking.

Along with cool billboards, bumper stickers and print ads, we also worked with Insight Financial to offer a series of topic-relevant podcasts designed to "be your money coach" wherever "you" happened to be on your financial journey.

Print Campaign

Outdoor Campaign and bumper stickers

Who We Are, How We Can Help

We're a multi award-winning, creative team, with a long and diverse client list, think Meow mix to Disney to Amtrak and beyond. Over the past 25 years we've built brands and campaigns in the financial, technical, real estate development, hospitality, healthcare, education, not-for-profit and consumer products markets. We've had the pleasure of working across the nation with strategic entrepreneurs in start-ups, small boutique brands and large well-known businesses. We listen, we collaborate and moreover, we understand the critical importance of making your budget work most effectively to catch and retain the hearts and minds of your target audiences. We've led the creative for agencies in NY, Orlando, Scottsdale and Boston and bring big agency experience with a nimble, let's-get-things done approach to giving your brand a stand-out, cut through the clutter voice. We're committed to making a difference.
We love what we do, and respectfully we'd like to get on your radar, say hello, and give you a chance to see if you think we might be a good fit as you work towards your future goals.

Award winning creative director - design, Judy Hodge has created brand identities and campaigns for national and international companies in a wide range of disciplines such as: hospitality, entertainment, technology, education, real estate development, healthcare, banking, restaurants, consumer products and not-for-profit,

Her industry awards for excellence include ADDYs, NAREE Nationals, Mame and Case. She has created major campaigns in multiple mediums for clients as diverse as Hard Rock Cafe, Disney Vacation Club, Nemours Children's Clinic, Florida Concrete and Products Association, Alaska Trust Wealth Management, Best Western® Hotels & Resorts, The Arizona Commerce Authority, Syniverse Technologies, Rollins College, Bellus Beauty School, and many real estate developments in Florida, Arizona, Nevada, Pennsylvania and Utah.

Vice President/Creative Director Martz Agency, Creative Director TenUnited/Engage, FL,
Creative Director Earthbase Advertising

Award winning creative director - copy, Marcia Lusk has created brand identities and campaigns for clients as diverse as Southface Solar Electric, Yurbuds® sport earphones, Sacred Heart University, The Arizona Commerce Authority, Bellwether Credit Union, and real estate developments in Orlando, Denver and Austin.

Her industry awards for excellence include Clios, ANDYs, One Club gold pencil, gold ADDYs, Mobius, EFFIE, and best of show at London Int'l Film & TV Festival. She has created major campaigns for clients as diverse as Meow Mix Catfood, BMW, Amtrak, NY State Lottery, GTE, and Liz Claiborne Fragrances.

Creative Director Martz Agency, Creative Director TenUnited/Engage,
Vice President/Associte Creative Director DDB, Ally & Gargano, Saatchi & Saatchi,
Creative Director Bozell