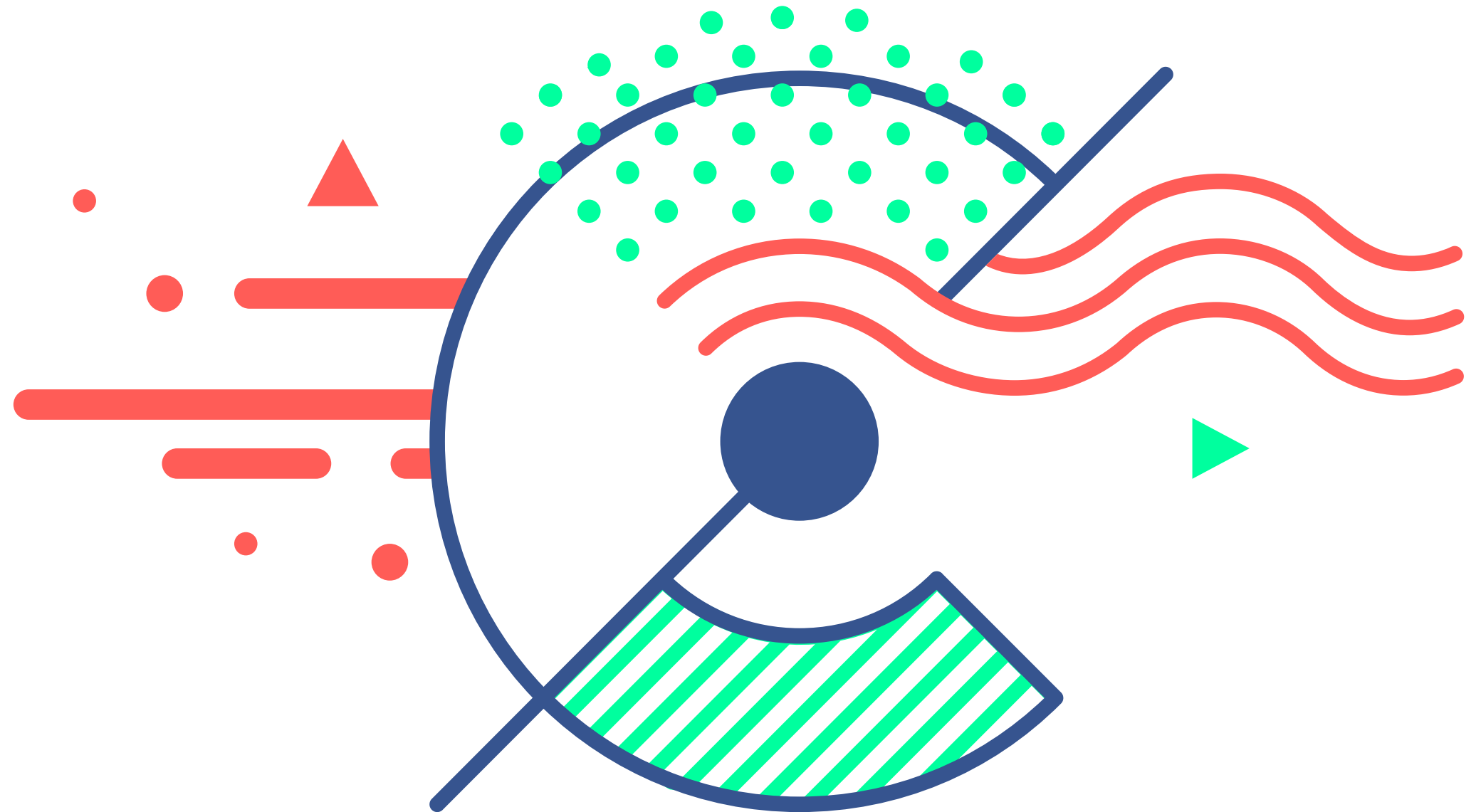


WORK SAMPLES.



DIALOGUE BREWING

LOGO DESIGN / COASTERS

Dialogue Brewing is a local brewery in a highly saturated market. To distinguish themselves, Dialogue created a brewery dedicated to the idea of conversation and human interaction. This logo aimed to combine Dialogue's two benefits, good beer and great conversation.

The "Conversation Starter" coasters are aimed at getting the dialogue started with intriguing topics supplied by many of the children of agency employees.

WHAT I DID:

CONCEPT/DESIGN/LAYOUT

ACCOLADES:

GOLD LOCAL ADDY, GOLD REGIONAL ADDY,
FEATURED IN CA DESIGN ANNUAL





BIG WOOD BEARD CO.

POSTERS

Big Wood Beard Co. is a local manufacturer of beard combs, beard balms, and other beard hygiene products. Designed to be heirloom-quality, their rugged, bespoke combs are designed to outlast their owners.

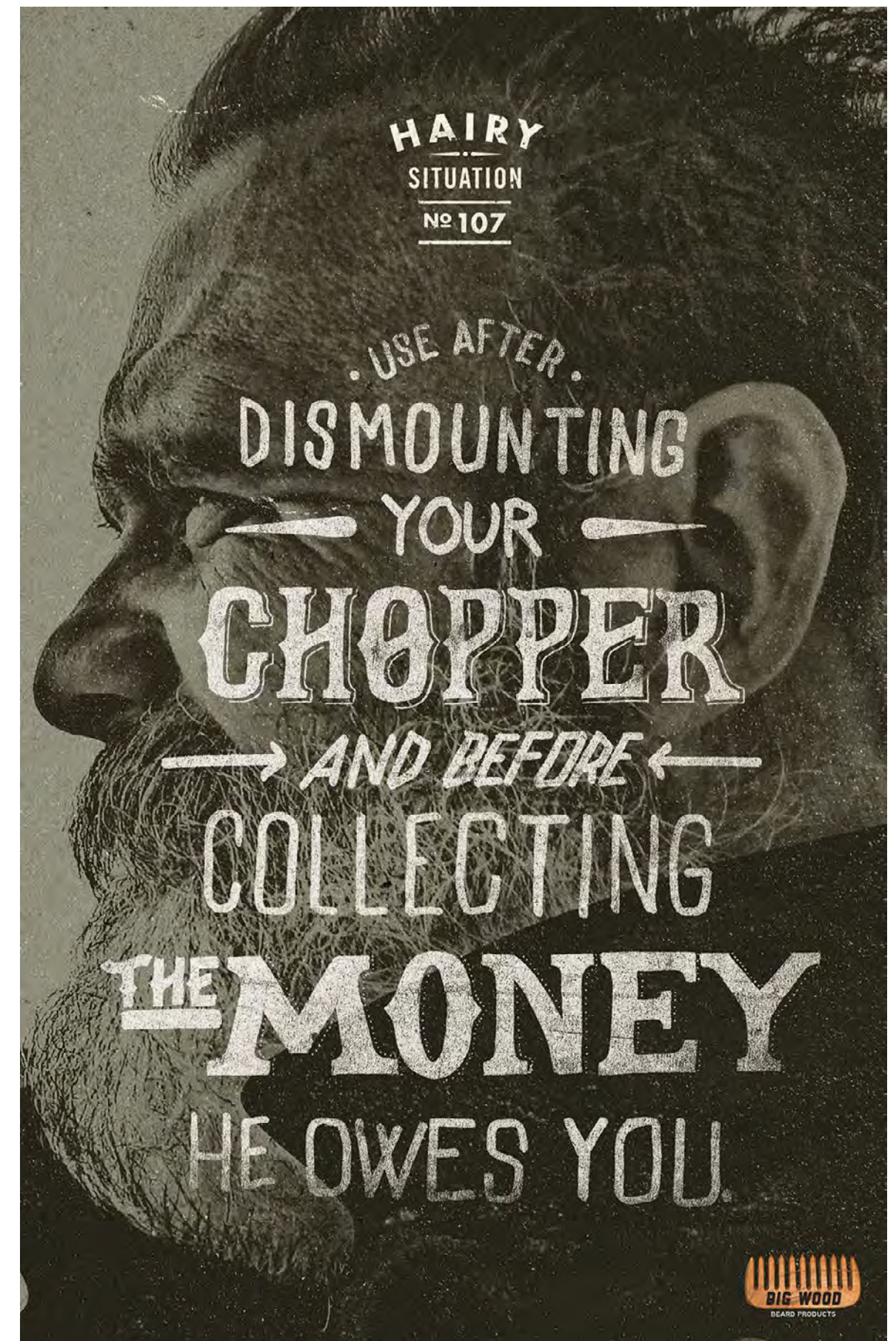
Working off of their already-established “manly” brand tone, We created a poster series designed to illustrate the perfect time in which to use one of these handmade combs. Titled “Hairy Situations” These posters used stock photography, a lot of retouching, and hand-type to communicate the message of rugged durability.

WHAT I DID:

CONCEPT/ART DIRECTION/COPY/DESIGN

ACCOLADES:

ADS OF THE WORLD CAMPAIGN OF THE MONTH,
GOLD LOCAL ADDY, GOLD REGIONAL ADDY



HAIRY
SITUATION
№ 083

USE AFTER

— YOU —

WRESTLE
A BEAR

→ AND BEFORE ←

— YOU —

TAKE ON
THE
REST
OF HIS
FAMILY



HAIRY
SITUATION
№ 241

USE BEFORE

You Dance

WITH

YOUR *Lady*

→ AND AFTER ←

YOU

DEFEND
Her HONOR



HAIRY
SITUATION
№ 036

USE BEFORE

YOU ORDER

A WHISKEY

→ AND AFTER ←

YOU ORDER

A MAN TO STEP

Outside



CITY OF MORIARTY

REBRAND / INTEGRATED CAMPAIGN

Moriarty, New Mexico is a small town located about 35 minutes east of Albuquerque. Moriarty approached us about doing a rebrand and a new campaign in order to try and attract more travelers to stop and stay in Moriarty instead of proceeding to Albuquerque. Founded in 1877, Moriarty was built on values that it still abides by today: hard work, humility and friendliness. We wanted to capture the small-town charm of Moriarty while also shedding light on some of the amazing things it has to offer, such as being the world's #1 location for soaring (flying gliders), and being located entirely on Route 66. We had limited budget and media placements to work with, so given the location and budget, print and outdoor were the primary mediums, with some social executions as well.

WHAT I DID:

CREATIVE DIRECTION/CONCEPT/COPYWRITING

ACCOLADES:

JUST ROLLED OUT, HOPEFULLY MANY TO COME...



HERE,
THE ONLY BOUNDARIES
ARE ENDLESS HORIZONS.

SEE YOU SOON IN THE CITY OF MORE.

CITYOFMORIARTY.ORG



HERE,
OUR SKYSCRAPERS
HAVE WINGS.

SEE YOU SOON IN THE CITY OF MORE.



CITYOFMORIARTY.ORG



HERE,
STRANGERS ARE JUST
FRIENDS WE'VE YET TO MEET.

COME ON OVER TO THE CITY OF MORE.



CITYOFMORIARTY.ORG



CITY OF MORIARTY

EDITORIAL-LENGTH BRAND STORY

WHAT I DID:

CONCEPT/COPYWRITING

The sun peeks over the horizon as a brilliant, radiant wave of warmth blankets the ground beneath. As the light cascades across the desert, bobbing and weaving along the landscape, it catches the leading edge of a wing at the west end of the tarmac, bouncing in all directions off the smooth and polished surface. The aircraft sits motionless and quiet in eager anticipation of entering the skies above. Soon it will circle the heavens, riding on little more than a difference in temperature as it soars ever higher into the clouds, but for now, it waits.

The sunlight continues on its path through the city. It strikes the broad end of a large building and continues down its flank. Inside, light pours through the windows, illuminating the priceless artifacts that rest inside. Like a group of old friends together again to relive the glory days, the wings lay intertwined, carefully woven together to fit the massive wingspans and compact fuselages into a puzzle that spans the entirety of an amazing craft.

Gaining speed, the light begins to fill route 66 like a flood, filtering through the trees and splashing off the sides of homes and hair salons, local eateries and municipal buildings along its historic path through the center of town. Covered in the glowing trail left behind, the city glistens. Grills burst to life, neon flickers and hums as doors left unlocked are opened by familiar faces. The pace is different here. A quiet buzz of “hellos” and “how are yous” begins to grow, the sound of handshakes and friendly hugs building in presence like a crescendo of good vibes. The camaraderie is palpable and inescapable. As the travelers and tourists enter, they are met with the same smiling faces and warm welcomes normally reserved for the most familiar

of friends. Here there are no enemies, only opportunities to help. As the warriors who rested overnight embark upon their continued battle with the road ahead, they are ushered out with full bellies and content smiles. Here there are no strangers, only future acquaintances.

The light, now intense and direct, illuminates the entirety of the aircraft as it spirals upward. A delicate dance of rudder and elevator, aileron and flap. The view is incredible up here, but only slightly better than on the ground. 360 degrees, above and below, as far as the eye can see. The sky engulfs all that can be seen in a mesmerizing quilt of blue and white, delicately sewn together and repeatedly pierced by the silhouettes of those daring enough to fly with no power. Below, adventurers of a different type soak-in a multitude of experiences. Metal machines coated in a thick layer of stories from years of prior use fill the curiosities of patrons at the automotive museum. The distinct jingle of spurs on boots, the rattle of trailer doors opening and the rustling and clippity-clop of horses hooves begin to fill the stalls at the rodeo while the nerves of preparation and hope for victory fill the space around them.

A breeze in the late afternoon begins to dissipate the once-dense sunlight, pushing it back in the direction from which it came, and making way for the magic that will follow. Like an explosion of brightly colored powders suspended motionless in the evening sky, the desert spoils the city with a free display of art unrivaled by any of the great masters. In the distance, the glow of stadium lights, accompanied by the voice over the loudspeaker and the cheers of the crowd. It's game night for the Pintos, and they're a favorite to win. At the brewery, the pace is calm. The open patio and picnic table make the perfect stage for a brilliant duet, performed by refreshing craft beer in partnership with the spectacle of thousands upon thousands of twinkling stars overhead. Soon, the grills will turn off, the neon will go dark and quiet and the doors will close, though they may not lock. After all, this is Moriarty, here there are no trespassers, only friends we've yet to meet.

NEW MEXICO STATE FAIR

PRINT CAMPAIGN

The New Mexico State Fair offers many, many attractions and activities for visitors. In this way, there are almost unlimited ways that you can experience the fair. The only constant would be that everyone enters and exits the same way, what's in between is up to you.

To illustrate this, we created an entirely unique, 52 piece emoji pack of fair activities. We then invited users to Share the Fair in their own way. Each emoji combination telling the story of their experience.

WHAT I DID:
CONCEPT/ART DIRECTION/DESIGN

ACCOLADES:
GOLD LOCAL ADDY





HOW DO YOU #SHARETHEFAIR

Visit ExpoNM.com and use our official emojis to post your Fair story.

midway | rodeo | concerts | food & fun | the red barn | art & culture | everything else. **September 8-18**



PNM

TV SPOT

PNM is the Public Service Company of New Mexico, a public utility that operates as a (heavily regulated) monopoly in New Mexico. In May of 2017, they turned 100 years old.

To commemorate this landmark achievement, they asked us to create a TV spot that celebrated their deep roots in New Mexico for the past century.

Seeing as they are the only utility provider in New Mexico, and they're 100 years old, it was safe to assume that there are many people who have lived their entire lives, birth to death, with PNM as their power provider. Entire multi-generational families have come and gone in the time that PNM has existed.

With that thought in mind, we created this TV spot. We follow a family through several decades as one continuous, unbroken shot, as if we are flying through 3D family photos of the past.

WHAT I DID:

CONCEPT/CREATIVE DIRECTION/
ART DIRECTION

ACCOLADES:

GOLD LOCAL ADDY



SEE MORE PNM CAMPAIGN WORK [HERE](#)

SECURE PAYMENT SOLUTIONS

PRINT / SOCIAL CAMPAIGN

As I'm sure you're aware, the legal marijuana market in Colorado means two things: crazy profits by those in the business, and crazy-difficult management of the money they make, which until recently, was all cash.

An all-cash business poses many issues, the largest of which is the vulnerability to theft. Secure Payment Solutions created a way to minimize that danger by allowing marijuana vendors to use debit and credit card processing.

The concept was this: professionals shouldn't have to worry about where their money is or where it goes. This print and social campaign was the result.

WHAT I DID:

CONCEPT / CREATIVE DIRECTION / SOME COPY

CASH IS FOR DRUG DEALERS.

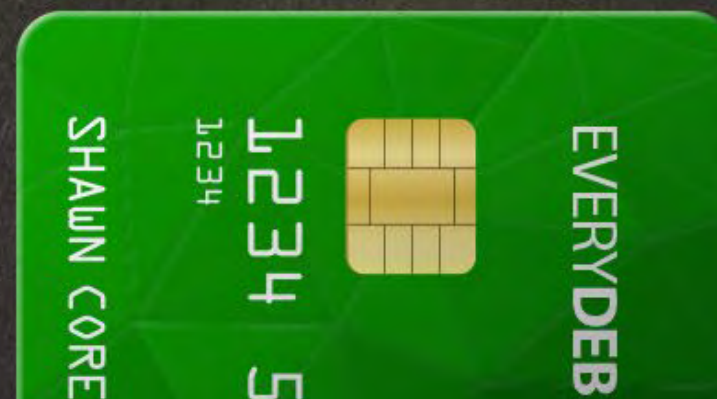


Cannabis professionals use Marijuana Card Payment Processing.
800-587-7993 | MarijuanaCardPaymentProcessing.com



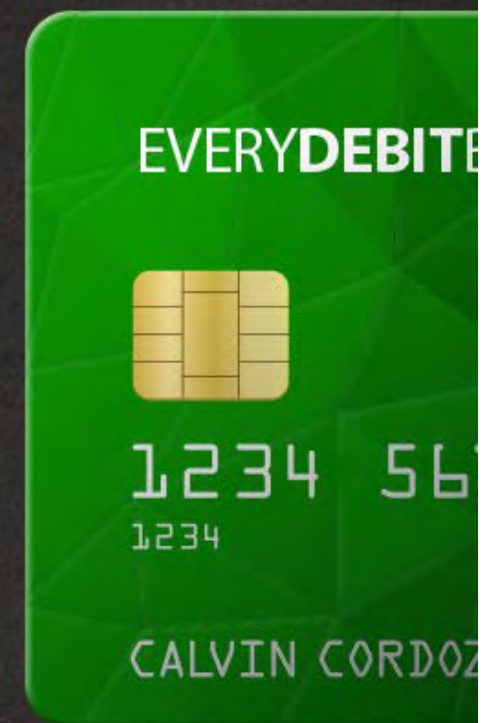


**99 PROBLEMS BUT
MY CASH AIN'T ONE.**



Marijuana Card
Payment Processing

**GOT MY MIND OFF MY
MONEY, MY MONEY
OFF MY MIND.**



Marijuana Card
Payment Processing



**WORRY ABOUT
STICKY BUDS.
NOT STICKY FINGERS.**



Marijuana Card
Payment Processing

TESUQUE STUCCO CO.

PRINT CAMPAIGN

Tesuque (Teh-soo-kay) Stucco Co. takes their work seriously. In fact, they elevate stucco to an artform. With this level of dedication, there's no room for mistakes, and Tesuque knows that their customers expect nothing but the best. To illustrate this, we created a campaign around the idea that it's hard to ignore even the slightest of imperfections.

WHAT I DID:

CONCEPT/ART DIRECTION/COPY/DESIGN

There almost here.

They're*

SOME THINGS ARE HARD TO IGNORE.

The same holds true when it comes to cracks in your stucco.

That's why at Tesuque Stucco, we take the time to stucco each home to perfection. We carry a wide variety of colors and stucco products so you can rest assured that we can craft the perfect color and finish you've been dreaming about.

Call 877.982.5530 for a FREE estimate today.

The art of stucco.
Tesuque
STUCCO CO.

TESUQUE STUCCO CO.

INTEGRATED CAMPAIGN

To reinforce the idea that Tesuque Stucco Co. creates works of stucco art, this campaign uses some hyperbole and exaggeration along with clever media tactics to illustrate the benefits of a company that takes stucco as seriously as Tesuque does.

With a very limited budget, we created multiple TV spots, digital outdoor boards, direct mail, radio and social tactics to spread the word.

Tesuque has seen steady year-on-year growth and a 100% increase in leads from TV after these spots ran.

Other work in this campaign can be seen [HERE](#)

WHAT I DID:

CONCEPT/CREATIVE DIRECTION/
ART DIRECTION



AMBERCARE

PRINT CAMPAIGN

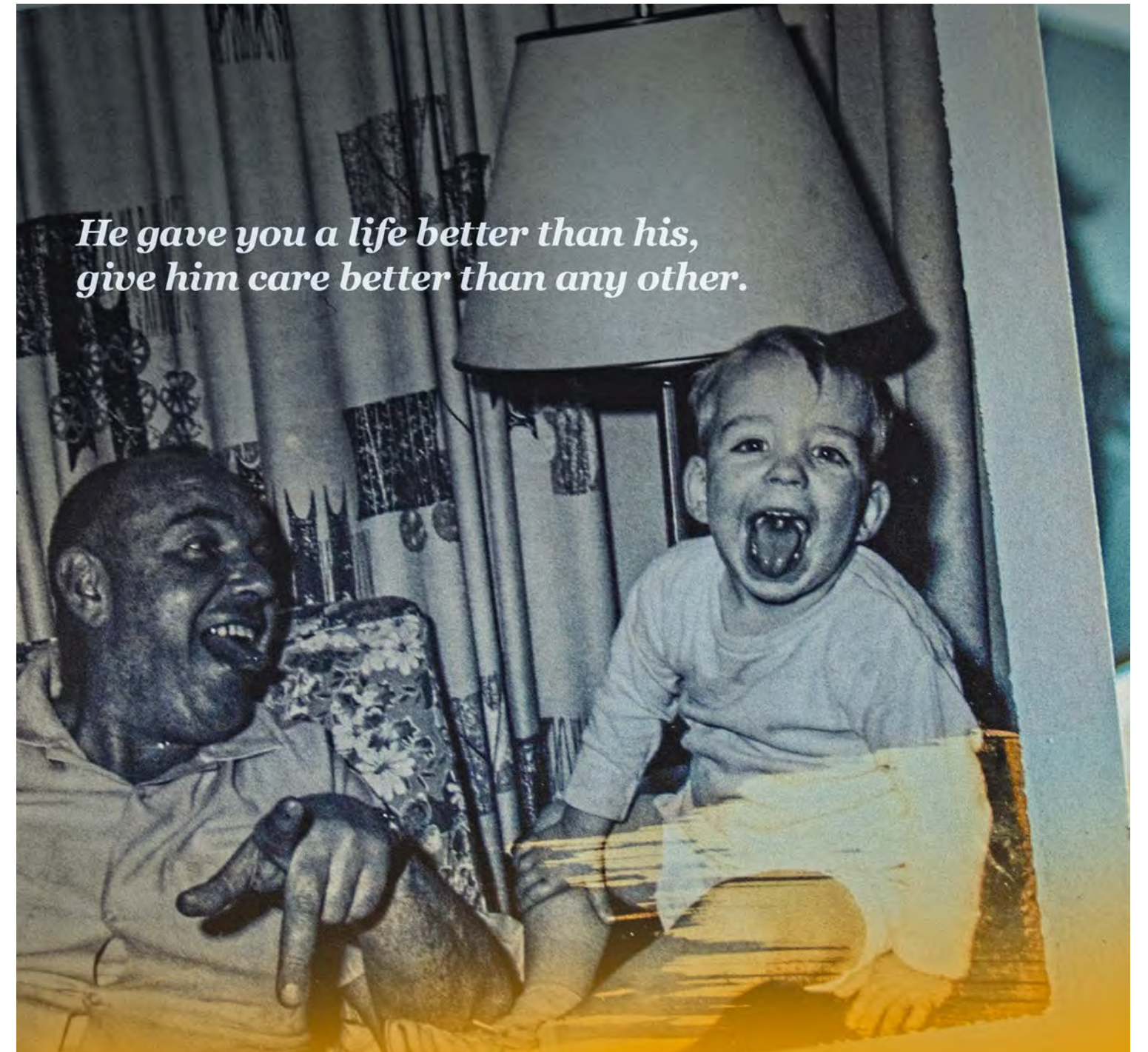
Ambercare is a New Mexico-based health care provider that specializes in Hospice, Home Health Care and Personal Care Services. To distinguish Ambercare in a sea of typical health care advertising, we decided to take a more emotional approach that didn't focus on the patient, but instead on the impact to the adult child of the patient.

To do this we created a striking campaign focused on the idea that - to the adult child - their parent is more than a patient - they're a best friend, a mentor, a role model, even a hero. They are a lifetime of memories.

WHAT I DID:

CREATIVE DIRECTION/CONCEPT/
ART DIRECTION/COPYWRITING

*He gave you a life better than his,
give him care better than any other.*



Making the decision to place a loved one in hospice care is never easy. For over 20 years, Ambercare has provided the best resources and care for New Mexicans in their time of need. We treat your family like our family because we understand that they're much more than a patient, they're a lifetime of memories. At Ambercare, *we care, like you care.*

HOSPICE CARE | Ambercare.com



*She gave you love like only a mother could,
give her care like only Ambercare can.*



Making the decision to place a loved one in hospice care is never easy. For over 20 years, Ambercare has provided the best resources and care for New Mexicans in their time of need. We treat your family like our family because we understand that they're much more than a patient, they're a lifetime of memories. At Ambercare, *we care, like you care.*

HOSPICE CARE | Ambercare.com



*Because dad is your hero,
make sure he's cared for like one.*



Caring for a loved one while they're recovering at home can be difficult. At Ambercare, we've been helping families care for their loved ones for over 20 years by providing the best resources and care available. We understand that they're much more than a patient, they're your hero. At Ambercare, *we care, like you care.*

HOME HEALTH CARE | Ambercare.com



*Because mom is an angel,
make sure she's cared for like one.*

Caring for a loved one while they're recovering at home can be difficult. At Ambercare, we've been helping families care for their loved ones for over 20 years by providing the best resources and care available. We understand that they're much more than a patient, they're an angel. At Ambercare, *we care, like you care.*

HOME HEALTH CARE | Ambercare.com



*Experts in matters
of life and depth.*



Deciding to place a loved one in hospice care is never an easy choice. But with Ambercare, you can be confident that they will be comfortable and pain free as they rest at home, surrounded by those who care about them most. For over 20 years, Ambercare has helped New Mexicans and their families spend the most precious time they have together making new memories instead of worrying about their care. At Ambercare, *we give color to life.*

HOSPICE CARE | Ambercare.com



*There's no time to lose,
only time to gain.*



Deciding to place a loved one in hospice care is never an easy choice. But with Ambercare, you can be confident that they will be comfortable and pain free as they rest at home, surrounded by those who care about them most. For over 20 years, Ambercare has helped New Mexicans and their families spend the most precious time they have together making new memories instead of worrying about their care. At Ambercare, *we give color to life.*

HOSPICE CARE | Ambercare.com



*Experts in matters of
life and depth.*

HOSPICE CARE



*There's no time to lose,
only time to gain.*

HOSPICE CARE



OPPENHEIMER FUNDS

TV CAMPAIGN

Oppenheimer manages a 529 college savings plan in New Mexico. The problem with college savings is that the average person thinks they have to save the entire cost of tuition before their child goes to college. We were able to uncover a piece of research that proved that with even \$500 saved, kids were four times more likely to graduate college.

To drive this point home, we decided to try and relate to parents by saying that, while they may be four times more likely to graduate, they probably aren't four times more likely to do anything else you want them to.

WHAT I DID:

CONCEPT

ACCOLADES:

GOLD LOCAL ADDY



OPPENHEIMER FUNDS

TV CAMPAIGN

In addition to The Education Plan, Oppenheimer Funds sells a plan to financial advisors called Scholar's Edge. Oppenheimer asked us to create a campaign that would appeal to the financial advisors and keep Scholar's Edge top of mind.

In our research, we found that - regardless of age - the vast majority of financial advisors were motivated by the feeling they get from helping a family. With that knowledge and the thought that financial advisors basically make the dreams of parents come true by allowing them to pay for their child's education, we landed on this idea: that financial advisors are, in fact, genies.

The campaign included social and web display ads as well.

WHAT I DID:

CONCEPT/CREATIVE DIRECTION/
ART DIRECTION

ACCOLADES:

GOLD LOCAL ADDY

ADVISORS
— ARE —
Genies



THE ARBOR COMPANY

PRINT / DIRECT MAIL CAMPAIGN

The Arbor Company manages over 40 memory care and assisted living properties across the eastern United States. They approached us in order to break out of the mold of the rest of the memory care and assisted living facilities.

We put together several campaign approaches, as each property specializes in different areas of memory care or assisted living.

Media included lenticular direct mail pieces, that show a memory fading into the background. Print executions included a family photo with the faces erased, showing the hurt that can come from the loss of a memory.

Some of Arbor's memory care facilities have special treatment programs to retain and preserve the memory that the patients still have. The print ad on this page illustrates that even a fading memory can still be full of life and color.

SEE MORE ARBOR COMPANY CAMPAIGN WORK [HERE](#)

WHAT I DID:

CONCEPT/CREATIVE DIRECTION/COPYWRITING/
ART DIRECTION



**We can
take a
memory
that's
fading,
and help
it flourish.**

At Arbor Terrace San Jose, we have a progressive approach that redefines the traditional idea of memory care. Our focus is on the memory that remains, not what has been lost. Let us show you how we can provide your loved one with peace—and everyone in your family peace of mind.

Schedule a tour of our transformative community today.
Call (904) 574-5037 or visit us online at www.at-sanjose.com

Arbor Terrace®
SAN JOSE
Assisted Living & Memory Care for Seniors
An Arbor Company Community
Assisted Living Facility License #12829



*Lost Memory #2154:
"Jacksonville Beach,
Summer 1968"*

There's nothing more difficult than caring for a loved one who is slowly losing every memory and moment they have spent a lifetime creating. At Arbor Terrace, we're dedicated to ensuring that for every memory dementia steals—we replace it with another great one. To see if it might be time to consider Arbor Terrace, visit arborcompany.com/lp-dementia-guide

Arbor  Terrace®
PONTE VEDRA
Assisted Living for Memory Loss

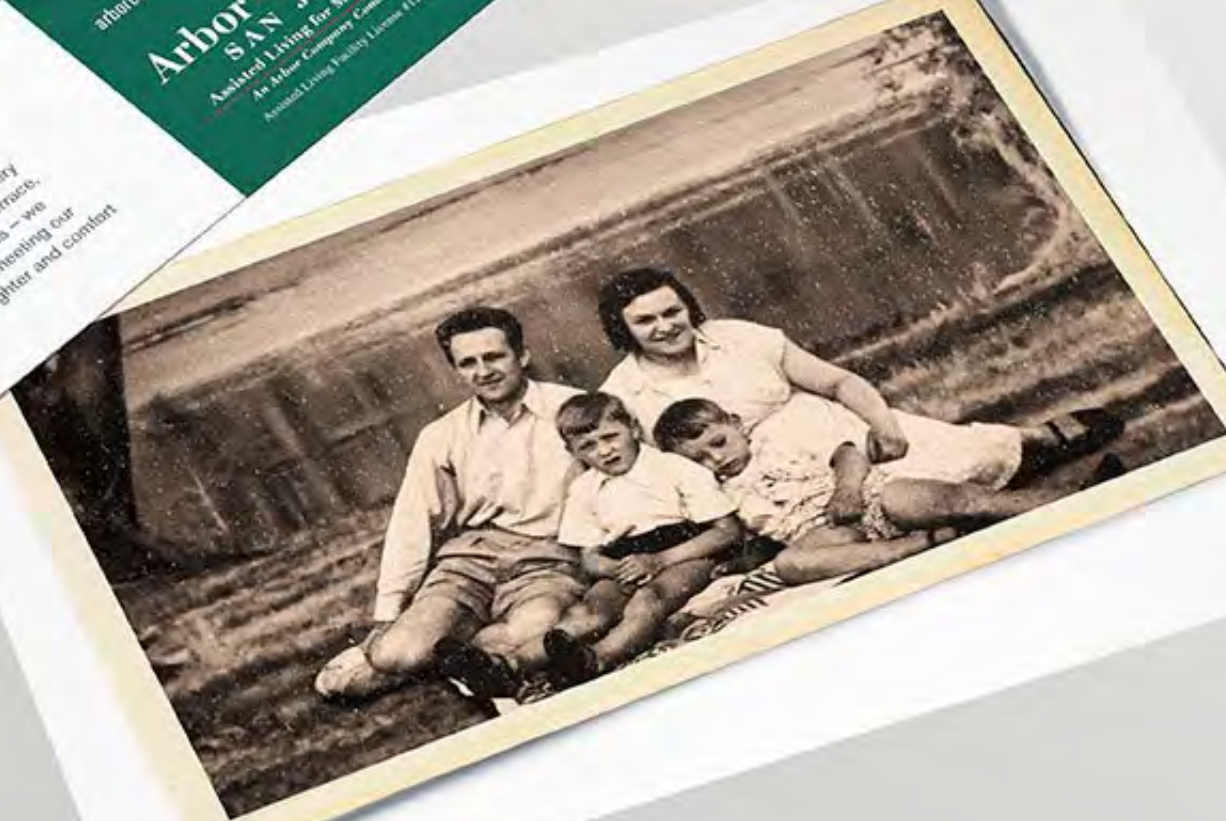
(904) 508-0422
www.at-pontevedra.com
Assisted Living Facility License #12680

*Their dementia won't
fade away,
but every thing else will.*

There's nothing more difficult than watching a loved one slowly lose every memory and moment they have spent a lifetime creating. At Arbor Terrace, we're dedicated to ensuring that for every memory dementia steals – we replace it with another great one. After touring our facility and meeting our staff, we're confident you will see that there is still hope, laughter and comfort that awaits your loved one struggling with dementia.

To see if it might be time
to consider Arbor Terrace, visit
arborcompany.com/dementia-guide

Arbor Terrace
SAN JOSE
Assisted Living for Memory Loss
An Arbor Company Community
Assisted Living Facility License #12029



*Their dementia won't
fade away,
but every thing else will.*

There's nothing more difficult than watching a loved one slowly lose every memory and moment they have spent a lifetime creating. At Arbor Terrace, we're dedicated to ensuring that for every memory dementia steals – we replace it with another great one. After touring our facility and meeting our staff, we're confident you will see that there is still hope, laughter and comfort that awaits your loved one struggling with dementia.

To see if it might be time
to consider Arbor Terrace, visit
arborcompany.com/dementia-guide

Arbor Terrace
SAN JOSE
Assisted Living for Memory Loss
An Arbor Company Community
Assisted Living Facility License #13029



Lost Memory #2154: "Lake Jacksonville, Summer 1968"

*Their dementia won't
fade away,
but every thing else will.*

There's nothing more difficult than watching a loved one slowly lose every memory and moment they have spent a lifetime creating. At Arbor Terrace, we're dedicated to ensuring that for every memory dementia steals – we replace it with another great one. After touring our facility and meeting our staff, we're confident you will see that there is still hope, laughter and comfort that awaits your loved one struggling with dementia.

To see if it might be time
to consider Arbor Terrace, visit
arborcompany.com/dementia-guide

Arbor Terrace
SAN JOSE
Assisted Living for Memory Loss
An Arbor Company Community
Assisted Living Facility License #12029



Lost Memory #2154: "Lake Jacksonville, Summer 1968"

WORK SAMPLES

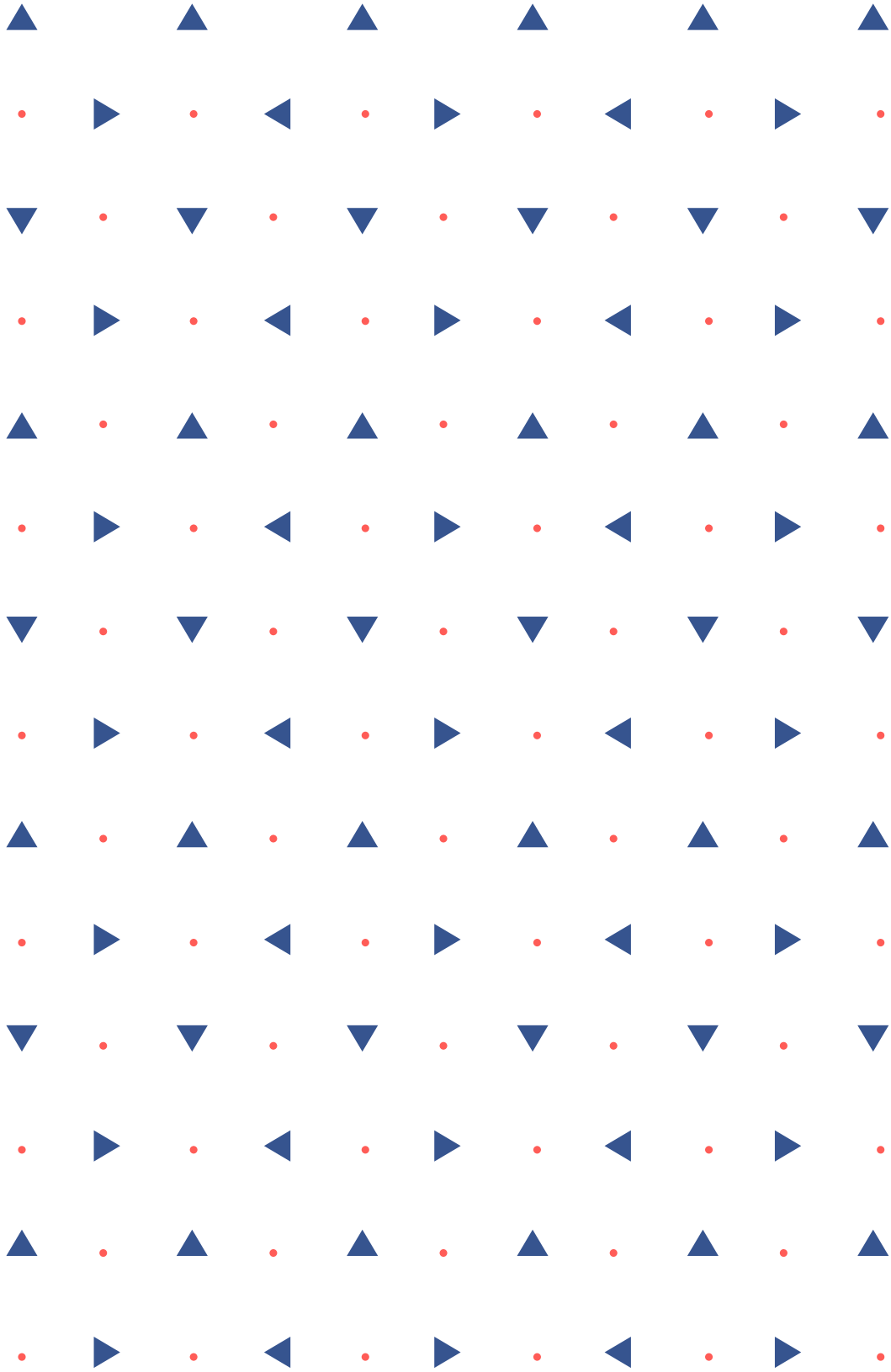
OTHER PROJECTS I WORKED ON
PLEASE CLICK LINKS FOR WORK

NEW MEXICO TOURISM DEPT. - KEEP NEW MEXICO TRUE.
▶ [CLICK HERE](#)

SAN JACINTO COLLEGE - SAN JAC CERTIFIED
▶ [CLICK HERE](#)

OFFICE OF SUBSTANCE ABUSE PREVENTION
▶ [CLICK HERE](#)

BMW i3 - RED CARPET REVEAL
▶ [CLICK HERE](#)





THANK YOU!

craig@craigberry.me
505.203.9137