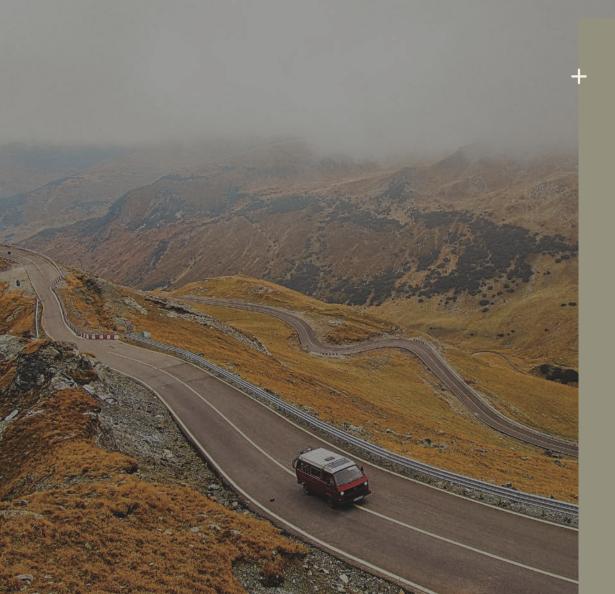
WE ARE

AOADTRIP

A BRAND MARKETING AGENCY

this is where we get to know each other

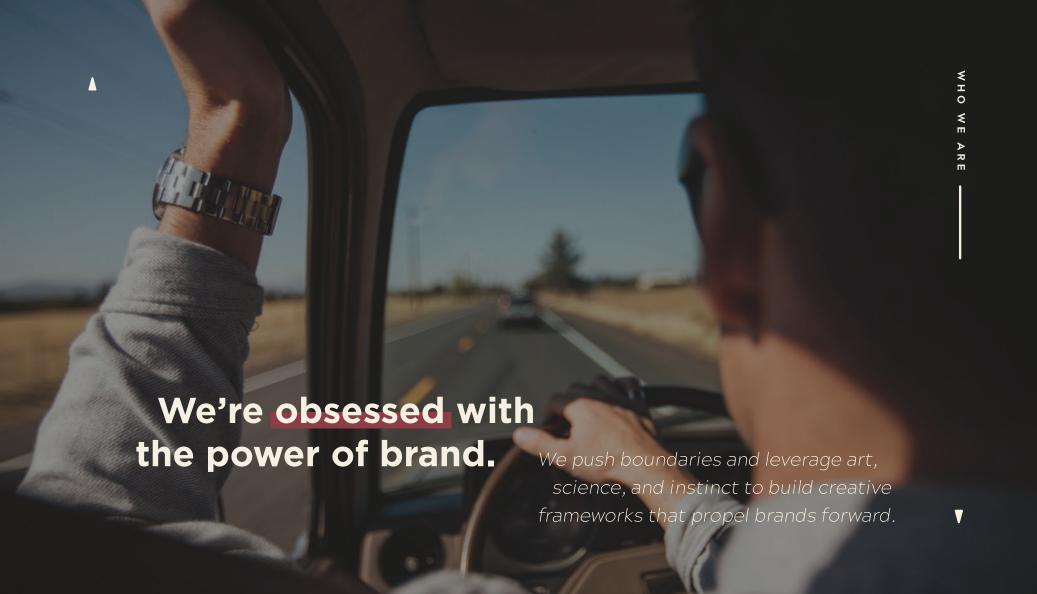
We create bold and adventurous work that helps ambitious brands build loyalty and drive long-term value.



RoadTrip is a creative alliance built from every realm of the marketing industry.

We blend the key disciplines of creative, production, brand, and digital strategy to form a formidable marketing collective. We're a well diversified team of accomplished marketers, navigating our valued clients to the next frontier of their business.







SKY PINNICK

CONTENT PRODUCER

In addition to a successful entrepreneurial track record, Sky brings a wealth of content production knowledge boasting over 25 years experience producing award-winning films, television series and commercial edits.

facebook



GARMIN

RANDY TORCOM

BRAND MARKETING

Torcom brings more than 20 years experience crafting innovative strategies to introduce new product lines while enhancing brand identity and consumer demand for some of the most renowned outdoor brands in the world.

BURTON



DAKINE

NOËL PINNICK

CREATIVE DIRECTOR

Having run her own design business for nearly 10 years, Noël has a breadth of experience in all aspects of creative including her ability to put a compelling emphasis on brand marketing initiatives through design.







JOHN DEMPSEY

DIGITAL STRATEGY

Cutting his teeth overseeing digita strategy at Wieden + Kennedy, Dempsey has a fierce talent for using digital to grow audiences, build innovative transaction experiences, and drive conversion across retail and e-commerce.







Experience that speaks for itself.

We make sharp work for brands striving to build meaningful connections with their customers..























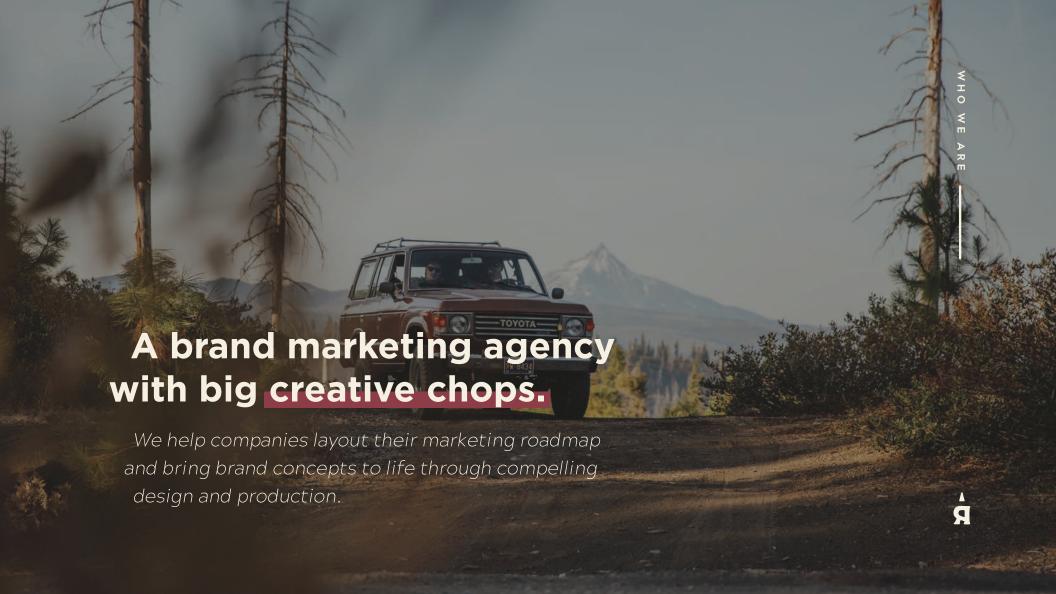














We believe two important things:

provocative ideas can never die, and to do something truly great you gotta blow up the scene.

A

BRAND MARKETING

We've got the horsepower to shift your company's mission into a shareable idea that will bring your brand closer to your audience, galvanize your team towards a common goal, and deliver real impact on your business, consumers and culture. We've spent years on both sides of the agency / client relationship. We speak the language of corporate and categorical imperatives just as fluently as creative excellence, value proposition and brand relevance.

THE DETAILS

Discovery, Competitive Analysis, Positioning, Consumer Journey, Research & Insights, Go-To-Market Planning, 360 Marketing



CREATIVE DIRECTION

Great creative is hard to define. When you find it, it sucker punches you in the gut, demanding you pay attention and choose your position in the world. We leverage our creative marketing expertise to turn your idea into a gripping, invigorated visual world through identity and collateral design, copywriting, and digital execution.

THE DETAILS

Naming, Identity Design, Website + Social Media Development, Print + Digital Collateral, Retail Environment, Product + Packaging Design



CONTENT PRODUCTION

What does it take to captivate an audience? Decades of experience, a ridiculously deep understanding of the art of storytelling and the ability to mix it all together for edge of your seat, binge-worthy, kick-ass content. Whether it's a heli shoot in a remote corner of the world, a Hollywood mega-commercial or a humble, but effective social media campaign, we've literally done it all. RoadTrip will manage every aspect from production to delivery, maximizing your investment to its fullest.

THE DETAILS

Video and Still Photography, Production Planning and Execution, Location Scouting, Storyboarding, Content Direction

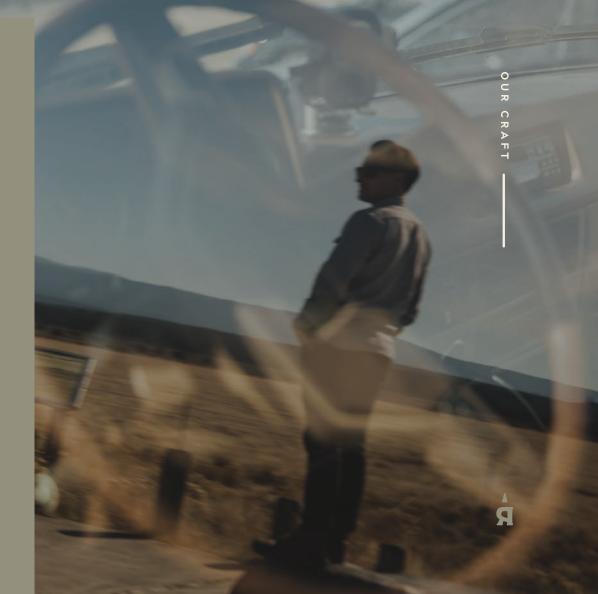


DIGITAL STRATEGY

Your shiny new creative means nothing if it doesn't convert to dollars. A truly integrated campaign considers the context and impact of an idea before the media plan is signed, sealed and delivered. RoadTrip brings over a decade of digital planning expertise to help you make the most out of established and new channels, creating deep meaningful value for your audience and your business that goes beyond just likes, shares and clicks.

THE DETAILS

Campaign Planning and Deployment, Digital Strategy. Content Promotion, Audience Development, ROI & Conversion Analysis



MANY THANKS

WEAREROADTRIP.COM | HELLO@WEAREROADTRIP.COM

until next time friend