

WE ARE

# ROADTRIP

A BRAND MARKETING AGENCY

*this is where we get  
to know each other*





A silhouette of a motorcyclist performing a wheelie, riding a motorcycle on a flat surface. The rider is leaning forward, and the motorcycle is tilted upwards. The background is a bright, hazy sky, possibly at sunrise or sunset, with a large plume of dust or smoke trailing behind the motorcycle. The overall scene is dramatic and action-oriented.

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.*

WHO WE ARE







**We're obsessed with  
the power of brand.**

*We push boundaries and leverage art,  
science, and instinct to build creative  
frameworks that propel brands forward.*

WHO WE ARE





## 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.*

## 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.*

## 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 digital 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.*

facebook



GARMIN

BURTON



DAKINE



Wieden + Kennedy



# Experience that speaks for itself.

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

amazon

Mt Bachelor

Wieden Kennedy+

Hydro Flask

Phantom FARMS

Flora Works

+ WUNDERMAN THOMPSON

GSI

kēlsēn

Be GOAT

11

Cannāvida

salesforce

Old Mill DISTRICT

Kentucky Fried Chicken

OUR EXPERIENCE







# A brand marketing agency with big creative chops.

*We help companies layout their marketing roadmap  
and bring brand concepts to life through compelling  
design and production.*



**We believe two  
important things:**

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

HAND US THE MATCHES





## 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

OUR CRAFT



## 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

OUR CRAFT





## 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

OUR CRAFT



## 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

OUR CRAFT





M A N Y T H A N K S

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until next  
time friend

