

YOUR
LOGO

Cooper Sterling Agency

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Pitch Proposal

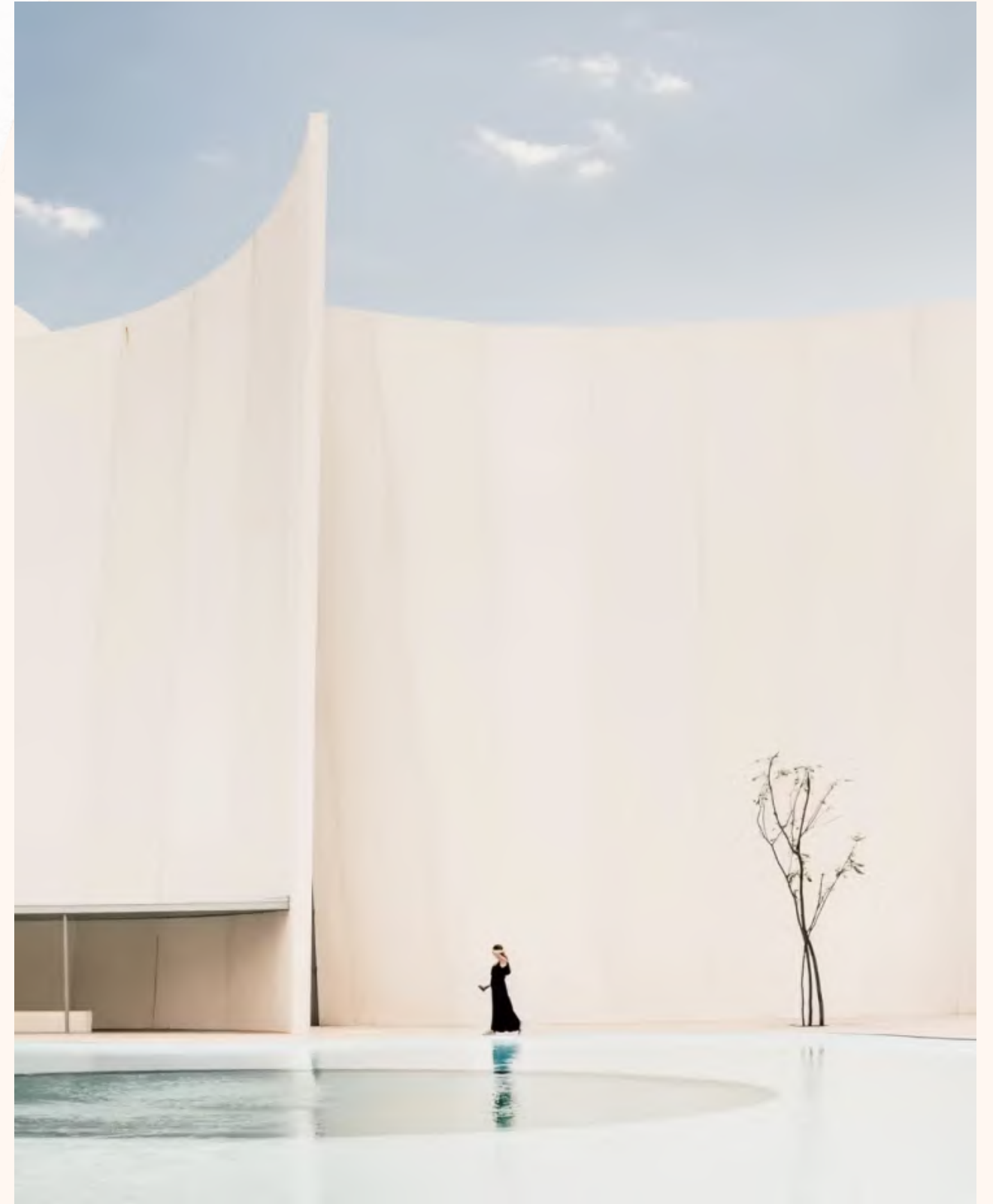
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Try Pitch



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Agenda

01

Who We Do It For

02

What We Can Do For You

03

What We Do

04

Why We're Different

Agenda

- What We Do
- Who We Do It For
- What We Can Do For You
- Why We're Different



About Us

What we do: Our team & capabilities

About Us

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About Us



Our Team



Donna Draper
Creative Director



Joan Holloway
Director of Agency Operations



Peggy Olson
Copy Director



Why Us

We build brands people love

We are an award-winning creative agency with an elite team and years of experience. With attention to detail and rigorous brainstorming, we build brands people love, and campaigns they'll never forget.



Capabilities

- User Research
- Market Research
- Brand Strategy & Positioning
- Brand Architecture
- Product & Service Strategy
- Technology Strategy

**We build
human brands that
people love**

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Our Principles

Think

Spend 50% of your time writing your headline

Create

Make it simple, but significant

Perform

Success comes from standing out, not fitting in

Optimize

If it's good, make it better

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Our Process

Kick-off

Introduction and alignment to make sure you're okay with how much we cost

Concepts

Present the output of our many, many brainstorm sessions and hope you don't have major revision requests

Delivery

Select one concept and refine into final delivery

Technology is a glittering lure

There is the rare occasion when the public can be engaged on a level beyond flash, if they have a sentimental bond with the product.

My first job, I was in-house at a fur company, with this old-pro copywriter named Teddy. Teddy told me the most important idea in advertising is new. Creates an itch. You simply put your product in there as a kind of calamine lotion.

But he also talked about a deeper bond with the product. Nostalgia. It's delicate, but potent. Sweetheart.

Teddy told me that in Greek, "nostalgia" literally means "the pain from an old wound". It's a twinge in your heart far more powerful than memory alone. This device isn't a spaceship, it's a time machine.

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Case Study

Pass the Ketchup



Pass the ketchup

Helping a brand build an identity
away from beans

When we were approached by the company, we were excited to help a timeless company bring themselves up to modern times. We pitched a daring ad campaign for the brand's ketchup. The concept didn't show the product at all, instead focusing on close-ups of foods that go with ketchup.



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Our Work







Our approach

Advertising is based on one thing: happiness. And do you know what happiness is? Happiness is the smell of a new car. It's freedom from fear. It's a billboard on the side of a road that screams with reassurance that whatever you're doing is OK. You are OK.



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Our Clients

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Our Clients

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Thank you

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Contact Us

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