



MAD STUDIO

STRATEGY + BRANDING + DESIGN

BUILDING STRONG BRANDS THROUGH MEANINGFUL CONNECTIONS

Mad is a woman-owned, design-forward, strategic brand development and marketing agency that believes branding has the power to change industries, perceptions, and behaviors. We partner with those who share our passion for doing work that not only succeeds with measurable results but also transforms how brands engage with their audiences. From start-ups to established brands ready to scale and grow, our mission is to bring clarity to your marketing and elevate your business by helping you build a strong, confident brand. To transform business, create something truly original, and break through the noise, you can't just think differently - **YOU HAVE TO BE MAD.**



WHY MAD STUDIO

Agencies must evolve to thrive in today's diverse and rapidly changing media landscape. At Mad Studio, our partners and team understand this necessity. We provide a lean, efficient, experienced team that's fun to work with, allowing us to quickly and effectively respond to your needs.

We excel at adapting our processes to align with what works best for you. This flexible structure and business model allow us to provide top talent without the burden of traditional agency fees. Together, we will develop powerful strategies, impactful designs, and a meaningful path forward.

**THE TALENT
YOU NEED**

**SIZED TO BE
RESPONSIVE**

**COLLABORATIVE
BRANDING PARTNER**

OUR EXPERTISE

We believe that input directly impacts output. Our core areas of expertise stem from the extensive experience and diverse talent of our highly curated team. These strengths are supported by **5 KEY PILLARS** that we apply to every project, enhancing our relationships with clients and ensuring meaningful results for their customers. This approach not only makes working with us enjoyable but also fuels our passion — making us **MAD FOR BRANDS**.

- ① **STRATEGIC INSIGHTS**
- ② **DESIGN FORWARD**
- ③ **CONNECTION + CHEMISTRY**
- ④ **PASSION + ENERGY**
- ⑤ **INSPIRE ACTION**



BRAND GREATNESS

Define and Sharpen Your Brand's Strengths

- RESEARCH + INSIGHTS
- BRAND STRATEGY + PLANNING
- BRAND ARCHITECTURE + IDENTITY
- BRAND + PRODUCT LAUNCH
- MARKETING STRATEGY + PLANNING
- MEDIA STRATEGY + PLANNING



DIGITAL INNOVATION

Strong Digital Presence with Motion + Energy

- WEB DESIGN + DEVELOPMENT
- SEO + CONTENT STRATEGY
- SOCIAL MEDIA
- CONTENT CREATION
- CINEMATIC PROMOTION
- CRM + DEMAND GENERATION



CREATIVE DEVELOPMENT

Purposeful Assets That Inspire Action

- INTEGRATED ADVERTISING CAMPAIGNS
- LOGO + IDENTITY
- NAMING + COPYWRITING
- PACKAGE DESIGN
- COLLATERAL + SALES MATERIALS
- EVENTS + SIGNAGE
- VIDEO + PHOTOGRAPHY



COMMUNITY ENGAGEMENT

Promote Your Brand to Build Trust + Sustainable Growth

- LIVE EVENTS + TRADE SHOWS
- GUERRILLA MARKETING
- THOUGHT LEADERSHIP
- INFLUENCER MARKETING
- PRESS KIT DEVELOPMENT
- MEDIA RELATIONS

CASE STUDIES

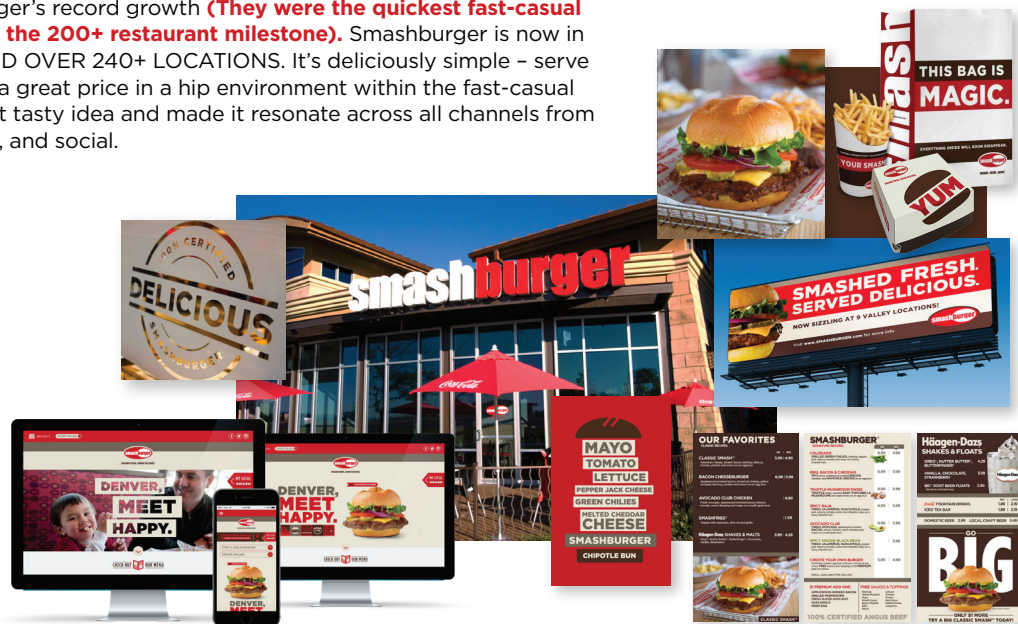
smashburger

SMASHBURGER

The creators of this booming burger concept brought in Mad Studio for consultation and design expertise before their very first store opened. We continued to be a key agency partner throughout Smashburger's record growth **(They were the quickest fast-casual restaurant concept ever to hit the 200+ restaurant milestone)**. Smashburger is now in 7 COUNTRIES, 34 STATES, AND OVER 240+ LOCATIONS. It's deliciously simple – serve fresh, never-frozen burgers at a great price in a hip environment within the fast-casual category. Mad Studio took that tasty idea and made it resonate across all channels from in-store design to print, digital, and social.

TACTICS

- Logo Design + Tagline
- Menu Design
- Advertising Campaigns
- Print + Collateral Design
- Sales + Corporate Materials
- Exterior + Interior Signage
- Out-of-Home Advertising
- Brand Book
- Photography
- Package Design
- Direct Mail
- Website
- Social Media
- Trade Show
- Charitable Events



OFI

Olam Food Ingredients (OFI), a global company known for safe, traceable, and sustainable ingredients, seeks to create a sensory-rich experience for the food and beverage industry. We collaborate with OFI on this multi-channel effort, implementing strategies such as live events, social media campaigns, new product launches, and website design and development. This approach aims to deepen audience connections, increase brand awareness, and showcase the quality and sustainability of OFI's ingredients.

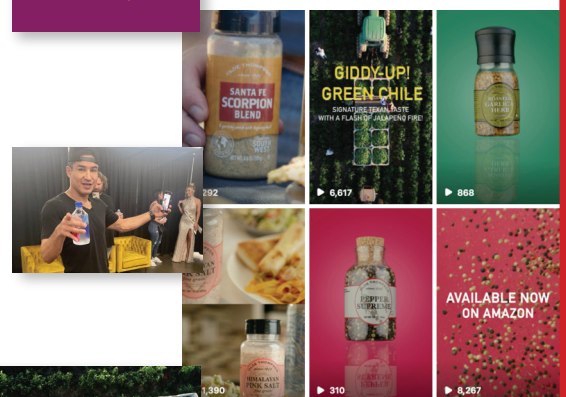
With an emphasis on trade shows as a key business driver, we developed an in-depth approach to generate awareness and establish strong connections with stakeholders. This multi-pronged strategy included traditional elements such as product-specific landing pages, package and label designs, and a strong emphasis on Content Socialization that lets the story unfold daily, drawing interest and awareness. We used events, in-field experiences, and stories to build a variety of digital assets across all platforms.

TACTICS

- Website Design + Development
- Product-Specific Landing Pages
- Packaging + Label Design
- Tradeshow Experience
- Process Infographics
- Sustainability Materials
- Employee Newsletter
- Lead Capture
- Customer Mapping
- Audience Targeting

THE RESULTS

- Facebook Up 257%
- Instagram Up 321%
- YouTube Up 132%
- LinkedIn Up 298%
- 301% Increase in Audience Reach
- Amazon Sales Up 207% YOY



FLAVOR FUSION



CASE STUDIES



KEYSTONE RESORTS

Keystone had long been known as Colorado's go-to family ski resort, but their brand position was stagnant and sales were suffering. Worse, they were ignoring their growing target of adults without kids. They asked us to help redefine their purpose and positioning in a way that appealed to both target audiences and that their employees could easily get behind.

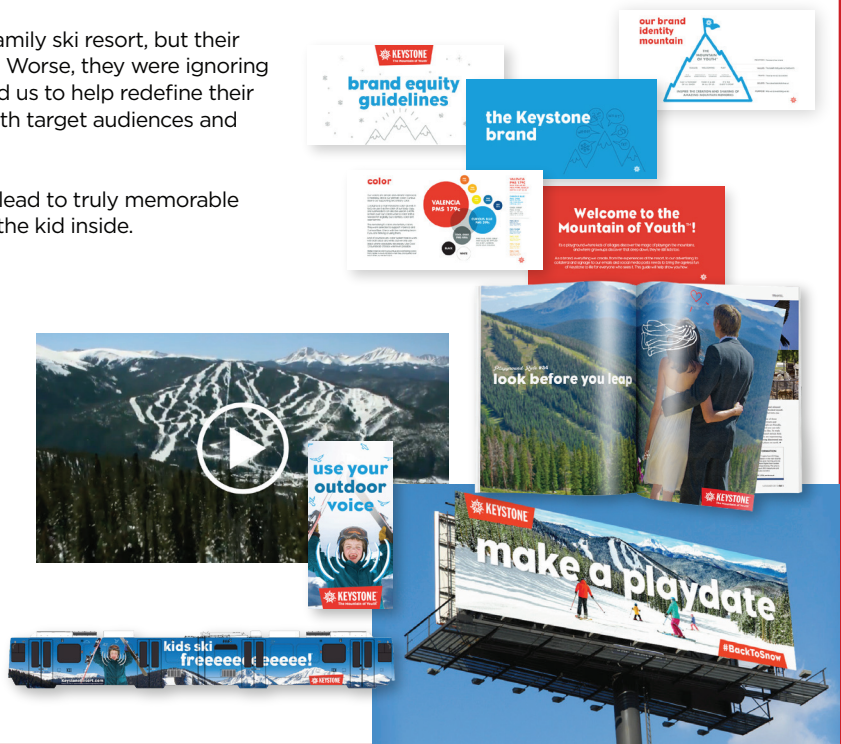
We dug in and uncovered strategic core insights that lead to truly memorable creative, inviting even those without kids to embrace the kid inside.

TACTICS

- Brand Refresh
- TV + Radio + Video
- Social Media
- Campaigns
- Out-of-Home Billboards
- Vehicle Wraps
- Signage
- Photography

THE RESULTS

- Increased visits more than any resort in the entire Vail Resorts portfolio
- Guest satisfaction scores rose dramatically, and so did social media mentions
- Rated the #1 Ski resort for families by USA Today, OnTheSnow.com and Forbes Magazine



BRECKENRIDGE - WYNKOOP

Breckenridge-Wynkoop Properties operates four iconic brands: Wynkoop Brewery, The Cherry Cricket, Ale House, and Phantom Canyon. For almost a decade, Mad Studio has fostered a strong agency-client partnership, driving strategic growth and creativity to enhance the success of these brands.

KEY ACHIEVEMENTS

- **Expansion + Growth:** The Cherry Cricket grew from one location to its fourth, opening in 2025, and has received 7 Denver's Best Burger Awards and best dog patio in Denver.
- **Strong Brand Presence:** Developed a cohesive offline and online branding strategy for all properties.
- **Comprehensive Marketing:** Provided support through creative campaigns, sponsorships, seasonal materials, merchandise, advertising, events, menus, and more.
- **New Restaurant Concept Testing:** Innovated branding, interior design, naming, website, social media, and menu development.
- **Nimble + Adaptable:** Quickly shifted strategies during the pandemic, transforming in-person dining to curbside pickup and creating outdoor dining solutions to maintain customer engagement.

TACTICS

- Branding
- Photography + Video
- Animated Ads
- Social Media
- Menu Design
- Advertising Campaigns
- Print + Collateral Design
- Sales + Corporate Materials
- Exterior + Interior Signage
- Out-of-Home Advertising
- Package Design
- Merchandise Design
- Website Design + Development
- Charitable Events

