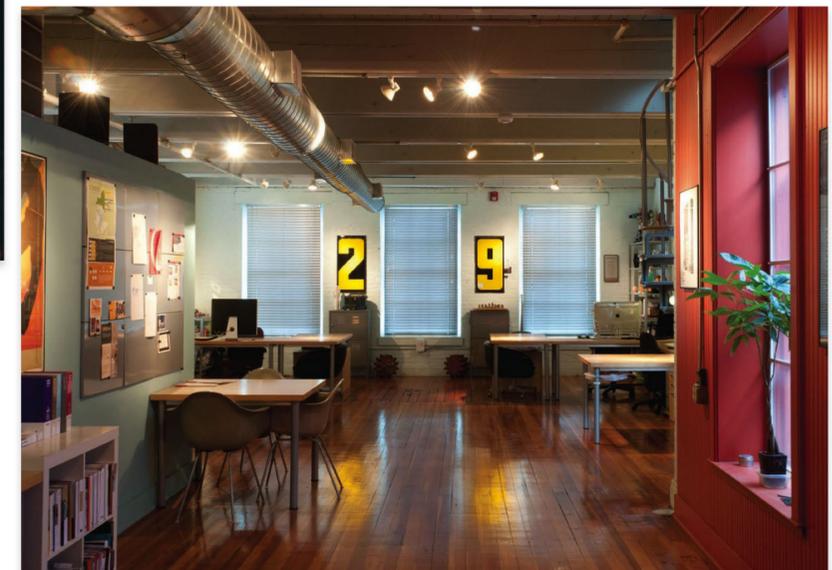


Vol. **1**

## Greetings.

We should be your brand strategy, design and marketing communications partner. Here's a quick look at some of our work. Please give us a shout when the time is right.

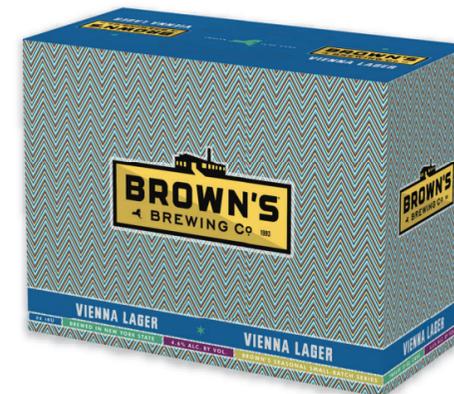
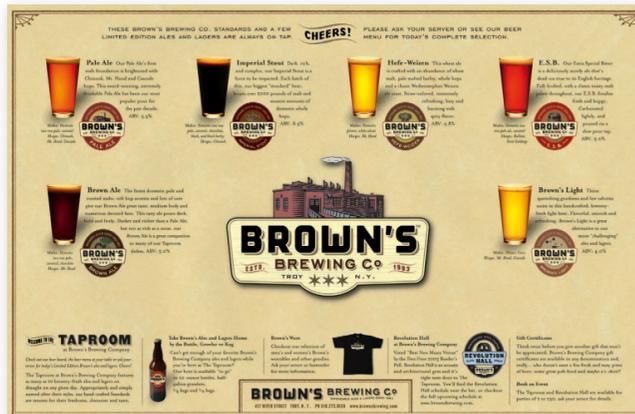
**id29**



## *Hello.*

We are id29, an exceptional brand strategy, design and marketing communications agency. This is our story, a glimpse at some of our work. At the core, it's a story of solving difficult business challenges by transforming brands and marketing communications into strategic assets. It's about wielding insight, powerful design, spot-on creative and intelligent execution to increase marketing ROI. It's about making people want your stuff.

id29



**Brown's Brewing Company :: Troy, NY**

Rewind back to 2004: Garry Brown, owner of a small but seriously capable brewpub in Upstate NY gave us a call. He wanted to go regional and, eventually, national with his fine ales and lagers. Garry knew that his existing brand and articulation of his story weren't up to the task. He knew that his presentation and image not only needed to reflect the quality of his products and ideals, but also needed to stand out amongst the overly-crowded shelves of craft beerdom. Fast forward a decade plus: Craft beer has blown up in a big way. Powered—in part, by our 2004 brand work—Brown's Brewing is doing extremely well.

**Brand Development (2004)** We developed a full and cohesive set of brand assets for Brown's Brewing Co. when they first opened their brewery and restaurant more than a decade ago.

The system we created was emblematic of their origin, their values and the direction of their business. The visual language we developed in 2004 spoke to their heritage as a Northeastern US craft beer pioneer, while looking to their future.

**Rebranding & Packaging Design (2016)** For id29, this marked the first time we've rebranded our own rebrand. This significant overhaul coincides with Brown's installation of a canning line and their major push to expand distribution. The updated Brown's brand is a cleaner, more modern approach to their somewhat traditional brand identity. The visual heritage that was articulated in the original design was no longer as relevant in this space. Elements were not abandoned, rather refined and simplified.

Moving from 12 oz. bottles to 12 and 16 oz. cans presented a design challenge for the new brand; we saw it as a design opportunity. Our modular approach highlights bright colors and geometry over the traditional craft brewing elements that are often found on cans in this space. We took this visual language and applied it to the 6- and 12-pack boxes as well.

Short video series with John O'Hurley

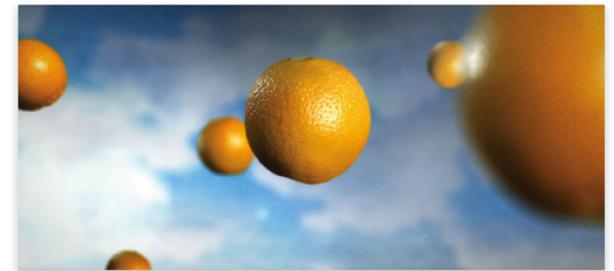
MANKIND'S  
GREATEST  
ACHIEVEMENTS



STARRING  
JOHN O'HURLEY



Product campaign video with Rickie Fowler



4

id29

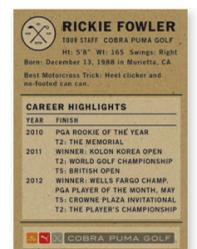
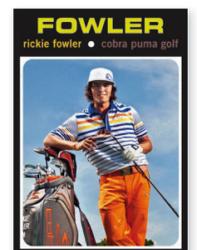
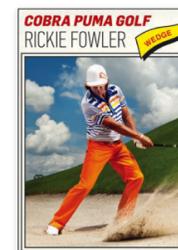
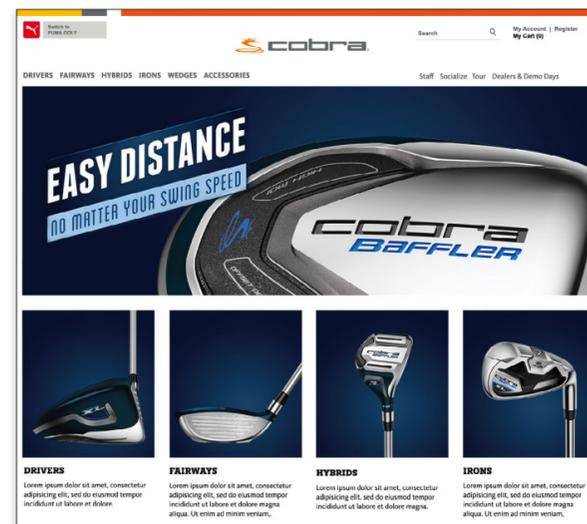
**Cobra Golf :: Carlsbad, CA**

Cobra Golf asked id29 to help them reposition and relaunch their brand. The golf category was stagnant at best and Cobra's market share had been declining considerably. Consumer participation and purchases had slowed. In most countries, the pie wasn't getting any larger, so market share gains had to be taken from competitors.

Cobra knew that they simply couldn't afford to be just another golf club manufacturer. We had to turn their brand and marketing communications into strategic assets. We helped them put stakes in the ground so that they had clear guideposts. We shaped and created the brand's character at every touchpoint so that their target segments could easily identify with them. We executed all of their brand and marketing communications—from the most trivial product sticker, to international, integrated campaigns for all of their products. We're happy to say that our three-year partnership with Cobra coincided with solid growth and a solid reemergence of a legendary brand.



**Cobra Golf asked id29 to help them reposition and relaunch their brand.**





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Scholastic Inc. :: NY, NY

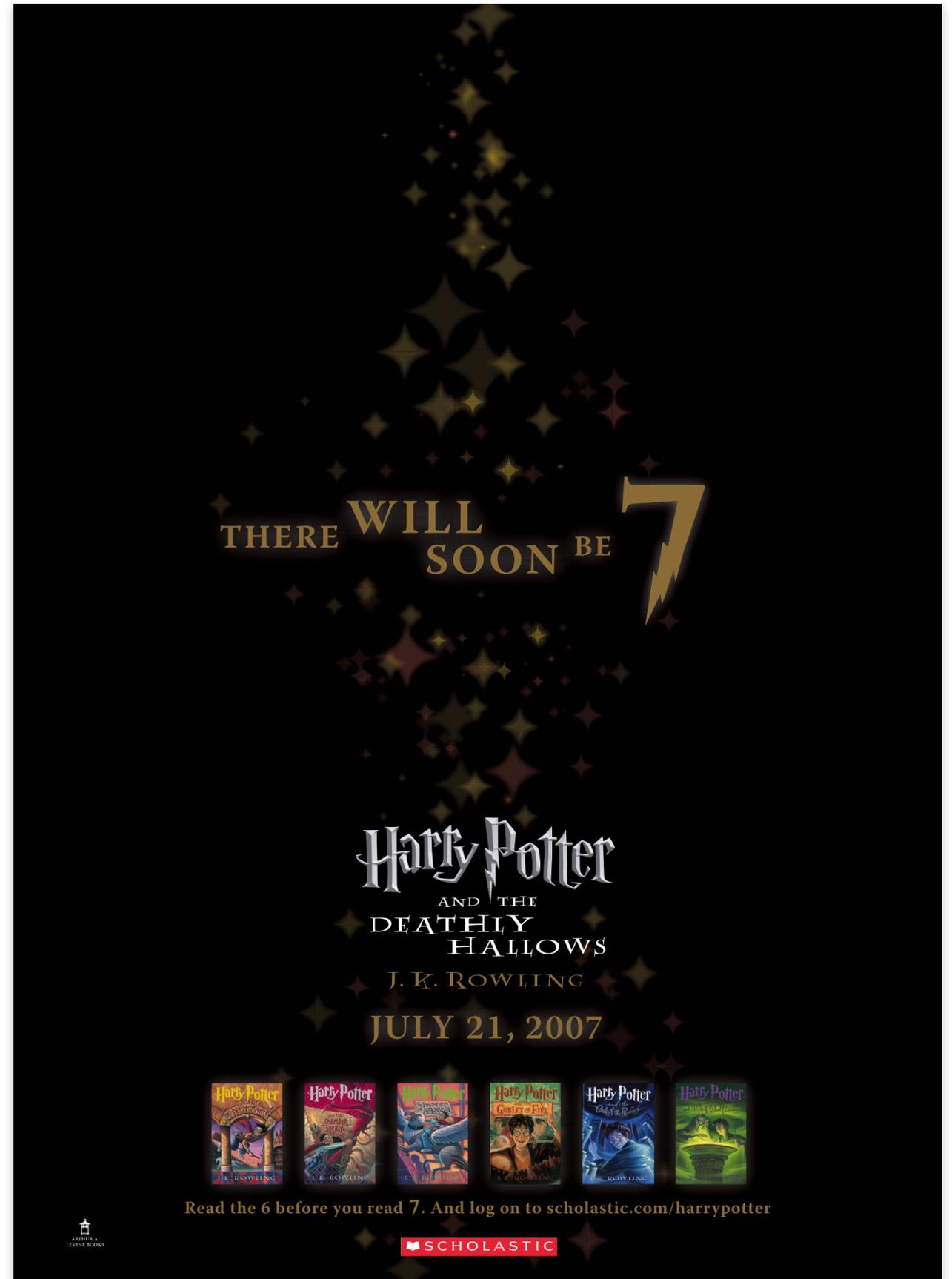
**Harry Potter and the Deathly Hallows:** The final installment of the Harry Potter series—one of the most highly-anticipated books of all time—was fueled by id29. It's a good story, please bear with us for the abridged version:

Scholastic's creative director calls and asks if we can be in NYC the following day. Speaking in an unusually hushed tone, he reveals that he has a big project that we might be interested in. He mentions a 7th book, something about a boy wizard with glasses, the importance of absolute secrecy and rather large expectations.

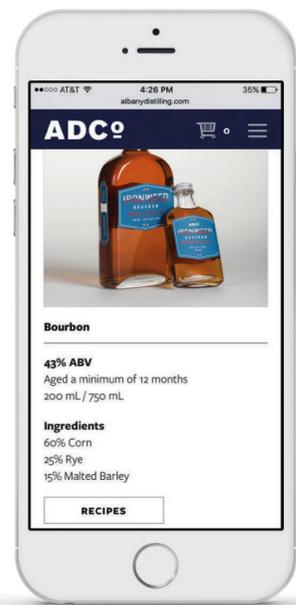
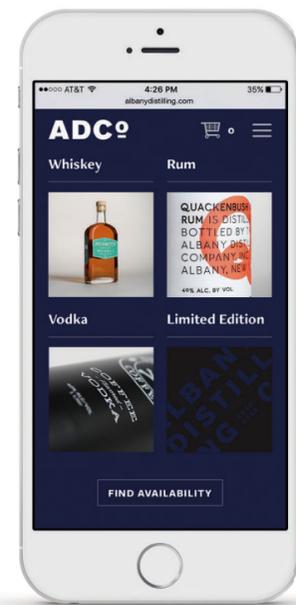
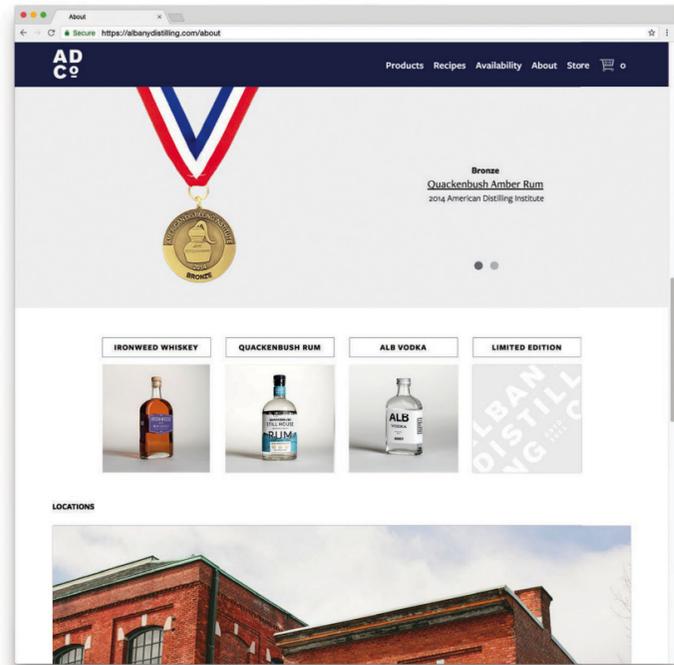
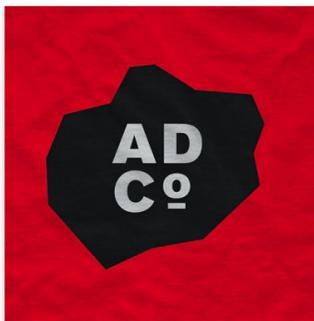
We show up to Scholastic's HQ the next day at 11 am. Top management is there, as is their rather serious legal counsel. They explain that they need some extra special secret sauce to fuel the integrated campaign for the final Harry Potter book,

and ask if we would like to be part of a project to provide creative and non-traditional media strategy. They also reveal that we're up against four of the world's largest, most capable agencies. Oh, and we have a week and a half to impress them.

A week and a half later, we show up at Scholastic once again. We walk them through our work, our strategy and our vision. We leave knowing that our work is up against agencies with virtually unlimited resources and fame compared to ours. Less than 24 hours later, we get the call. We got the job. For the next seven months, we executed our creative and nearly every element of the marketing plan. Big project. Small agency. Great fit.



id29



### Albany Distilling Co. :: Albany, NY

The owners of Albany Distilling Company approached id29 before launching in 2012. As a new entrant to the craft distillery category with a limited marketing budget, they knew they'd be going up against renowned, well-heeled legacy brands. They recognized that a well-articulated brand and excellent product design were key to establishing credibility and fundamental to the success of their new company. We jumped at the chance to provide some assistance to a local startup bent on doing great things. We've been working with them since.

Craft distilleries are growing as a percentage of overall spirits sales, and they're not doing it by undercutting the prices of ubiquitous brands. They're charging a premium, and that requires giving target customers a real reason to believe in them, their story and their products. It requires creating an emotional connection that compels trial, purchase, and loyalty. Of course, a great product is critical; but this is where exceptional brand and experience design really become strategic assets.



**PROUD TO BE BEST ON THE ROAD**  
**A TRUSTED COMPANION**  
**RESPONSIVE**  
**HUMAN FOCUSED 10-4 Buddy.**  
**RESPONSIBLE**  
**The Genuine Article**

**BE YOUR BEST**  
**INTEGRITY**  
**WHERE YOU GO**  
**BESTPASS**  
**ESTD. 2001**

**Do The Right Thing**  
**INNOVATIVE**  
**WHERE YOU GO**  
**Keep Rollin'**  
**Customer First**  
**Passion**

**WE'RE BEST TOGETHER**  
**Trustworthy**  
**FRIENDLY**  
**KEEP ON TRUCKIN'**

**MADE WITH PRIDE IN THE U.S.A.**  
**HAMMERIN' IN OHIO**  
**MOTORING IN MAINE**  
**DRIVE!**  
**TRUCKIN' THRU TEXAS**  
**HONEST**

**WE ARE AN EVER-PRESENT TRAVEL COMPANION; A FRIENDLY, RESPONSIVE, TRUSTED EXPERT THAT SOLVES COMPLEXITIES AND SIMPLIFIES THE LIVES OF OUR CUSTOMERS—SAVING THEM TIME, MONEY, AND EFFORT.**

**Bestpass :: Albany, NY**

Bestpass—the country's leading commercial toll management solution for truck fleets and owner-operators—came to us with aggressive growth plans and a brand in disarray. They had been burned by big promises but less-than-superb work from their previous agency (something that, fortunately or unfortunately, we hear a lot of these days). Let's just say that we hit it off famously. They understood the need to have a solid strategic foundation prior to doing any creative brand work. So, the first few months of our partnership focused solely on iteratively evaluating,

exploring, articulating and document the strategic guideposts for the brand. That work resulted in a focused and intelligent approach to their new brand identity, campaign creative, photography, website, video, content and media planning. In the first full year after the launch of the new, id29-crafted brand, media plan and marketing communications, they're crushing their growth plans. We're proud to be their agency of record and to work with them each and every day.

**Dear Bestpass,**  
**As a fleet manager,**  
**it's my job to be difficult,**  
**skeptical, aggressive and**  
**entirely unreasonable.**  
**Now then, where**  
**do I sign up?**

Even angry fleet managers who resemble former presidents save an exceptional amount of time and money with the nation's only coast-to-coast toll solution.

LEARN MORE AT [BESTPASS.COM](http://BESTPASS.COM)  
 OR CALL US AT 888.410.9996

**Dear Bestpass,**  
**You complete me.**

Owner-operators like this handsome, love-struck fella here, save an exceptional amount of time and money with the nation's only coast-to-coast toll solution.

LEARN MORE AT [BESTPASS.COM](http://BESTPASS.COM)  
 OR CALL US AT 888.410.9996

Print campaign and promotional direct mail

**You don't become the Best Fleet Manager in the World by making poor decisions.**

**Behold, Patricia Alvarez:** the envy of fleet managers from coast to coast. The Sovereign of Savings and multiple former Best Fleet Manager in the World. Her crowning achievement? Tired of the hassles and cost of tolls, Patricia searched for a solution and chose Bestpass. Now she's saving a king's ransom on tolls and time every single day.

Bestpass is the nation's only coast-to-coast, one-call toll management solution. Nothing else even comes close.

Learn more at [bestpass.com](http://bestpass.com) or call 888.410.9996 and start getting treated like the fleet manager royalty.

**You don't become the Best Trucker in the World by making poor decisions.**

**Behold, James LeRoy:** He's the pinnacle of owner-operator success. Many call him the Best Trucker in the World. His crowning achievement? Tired of the hassles and cost of tolls, he did his homework and chose Bestpass. Now he's saving a king's ransom on tolls and time every single day.

Bestpass is the nation's only coast-to-coast, one-call toll management solution. Nothing else even comes close.

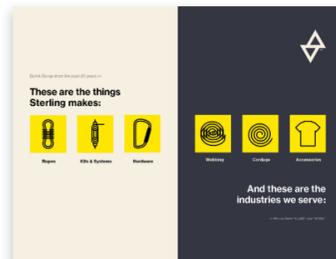
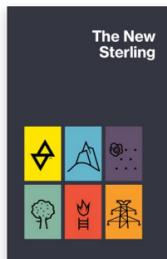
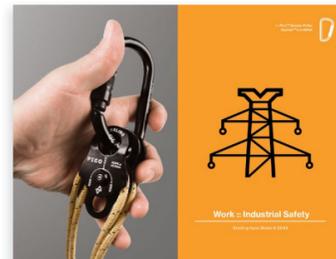
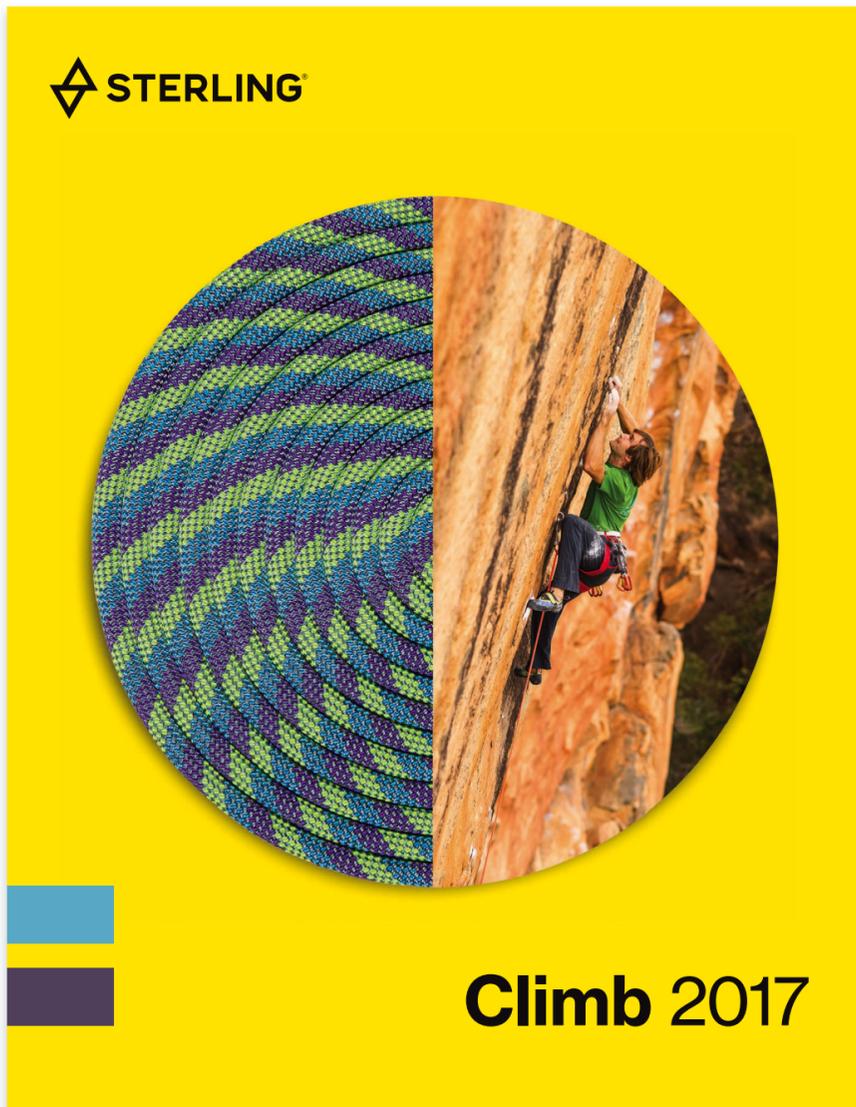
Learn more at [bestpass.com](http://bestpass.com) or call 888.410.9996 and start getting treated like the trucking royalty.

Before

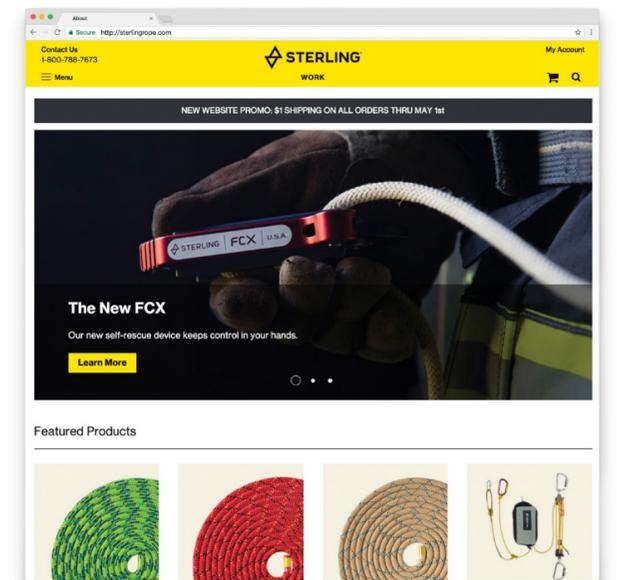
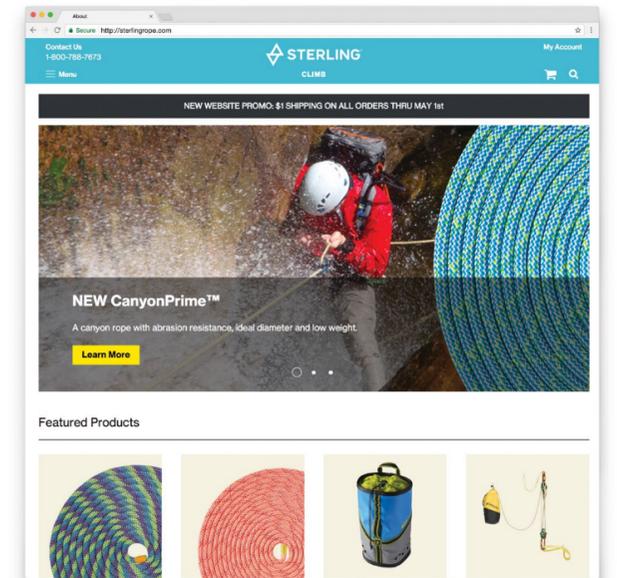
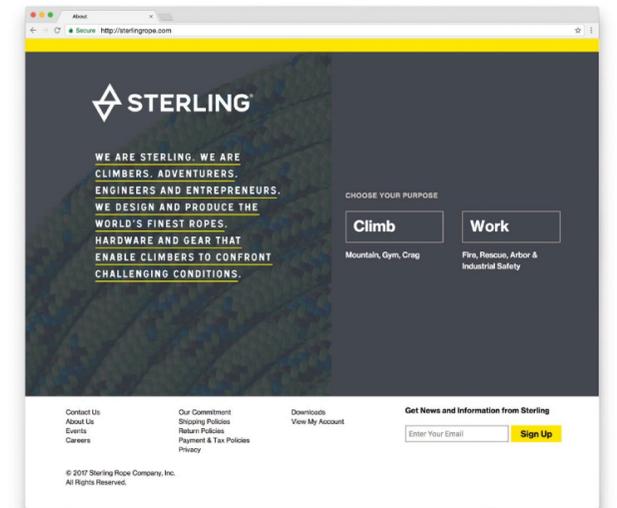
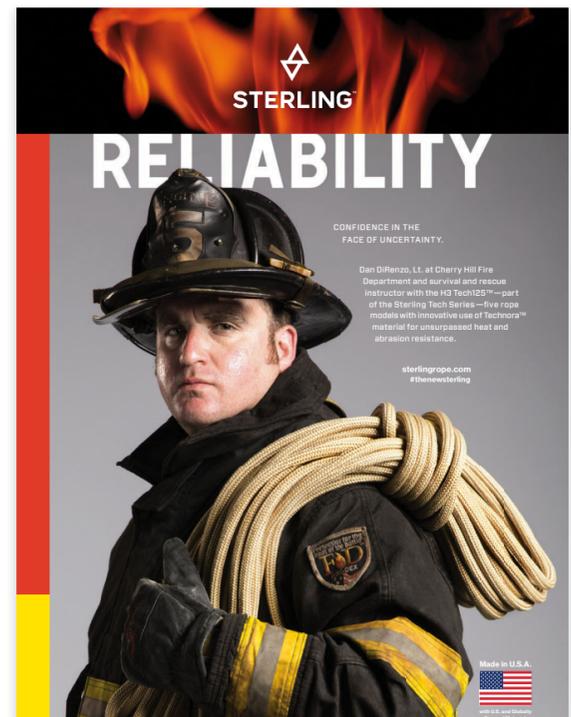


After





Print campaign



**Sterling Ropes :: Biddeford, ME**

If you are a rock climber, a FDNY firefighter, a professional tower worker or an arborist, Sterling may very well be a household name to you. For more than 20 years, Sterling has been making some of the world's finest ropes and life safety gear for climbers and workers who brave heights.

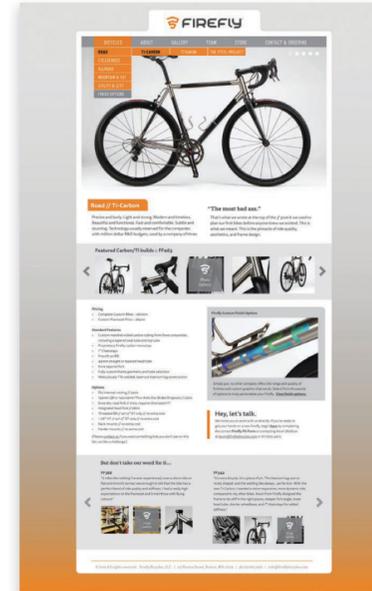
Sterling is as dedicated a group as you'll ever meet when it comes to product quality and a commitment to U.S.-based manufacturing. They came to id29 with a simple but far-reaching problem:

Their 20-year-old brand no longer matched the quality of their products, or their nature as a forward-thinking innovator and highly active member of their community. They needed help. They needed a total revision of their approach to branding and marketing.

We've been working with Sterling for a few years now and have helped them revitalize every one of their marketing touchpoints.



Adventure Team kit design



*There was never any question about the quality of our bikes—we can make the best bike frames in the world. However, we knew that the Firefly story had to be articulated well and we needed to make sure that the quality of our brand design and marketing was commensurate with our bikes. We've known id29 for quite a while. We've always loved their work. They were delighted to be involved right from the moment Firefly was born.*

— Tyler Evans, Firefly Lead

### Firefly Bicycles :: Boston, MA

To say that Firefly's Tyler Evans, Jamie Medeiros and Kevin Wolfson are probably the nicest people in the bike world is not a stretch.

We had first met Tyler soon after the arrival of the new millennium at Interbike in Vegas—hoping to work with him and the company at which he then worked. Alas, the stars didn't align, yet we kept in touch—knowing that our paths would eventually cross and magic would happen.

In late 2010, just after we had sent our new book—*Slay the Scary Monsters*—Tyler gave us a shout and said he wanted to talk. There was an intriguing secrecy and vagueness about his request, so we headed out to Beantown for a meeting.

As the evening unfolded—and the contents of several bottles of tasty Belgian ales evaporated—Tyler, Jamie and Kevin revealed that they were starting their own company and that they'd like id29 to be involved from day one. Firefly Bicycles would be the name and they were well aware of the need for absolutely brilliant brand and communication design from day one. Of course, we were all in.

Firefly officially launched February of 2011. They've created a huge buzz in the increasingly-competitive, handmade bicycle category—a space in which complete bikes often sell for \$10,000 or more. We're looking forward to a long partnership with Tyler, Jamie and Kevin. May the wind always be at their backs, their wheels true and their road rash free from flesh-eating microbes.

Adventure Team web design

