



**CRE
ATI
VE** **CONCEPTS
BRANDING
& DESIGN**

∨

INSIDE



- Hart House Creative 3
- Team 4
- Brands We Work With 6
- Testimonials 7
- Services 8
- Selection of Work 9
- Contact 30

PASSION LED US

LET IT BEGIN WITH HEART

Hart House Creative is a design studio led by passion and founded by Jenn Hart. Our studio works seamlessly with in-house brand marketing departments. We are a crucial partner for launching and relaunching brands. We specialize in affecting visual identity for hospitality and art-related industries. Our services include graphic and web design, clever campaign concepts, event marketing support and illustration but our true value is in our approach.

Our clients experience a frictionless design studio solution built to save time, money and relieve stress for overworked marketing departments. With a background anchored in brand development, every project is created through that lens making our work foundational to new and existing companies. Our incredible cast of professionals, both in-house and through our network of collaborators, enables us to offer a range of tailored solutions for companies looking for flexible and outstanding design work.



CONCEPT DRIVEN SOLUTIONS

Make it pretty? Yeh, ok, but also behind every logo, brand package, print or website design is a concept, a reason, a strategy.



PROFESSIONAL NETWORK

Our network is yours. Hart House provides a flexible tailored solution for a diverse clientele.



RISING TIDE MENTALITY

We believe in fellow entrepreneurs and artists. Let's grow together. We're ready to share more ways that we can help.



ALL HEART

We love what we do. That's the difference. It's why clients come back and how we've grown the business, almost entirely, by using word of mouth.



OUR TEAM

JENNIFER HART

Founder + Creator in Chief

Jenn Hart was born and raised in Las Vegas and now calls Philadelphia home. An avid traveller and admirer of art and other creators, she brings an accomplished background in visual identity, web design, and campaign concepts. Her passion, ease of communication, and concept-driven philosophy have delivered award-winning work for 15+ years for companies such as, The Cosmopolitan of Las Vegas, World Series of Poker, Community and Schools of Nevada, Nike, 50 Eggs Hospitality Group, Park MGM, The Drew, The Bartolotta Restaurants, Chef Scott Conant, Capriotti's Sandwich Shop, Maple Hospitality Group, and The Spa at St. Regis – to name a few.

Her team was recently an integral part of the design support for the Fontainebleau Las Vegas grand opening. The Nevada Arts Council 2019-2022 Artist's Roster, the American Advertising Awards, and National Geographic have recognized Jenn's outstanding design and writing. Her creative solutions company is driven by passion, led with empathy and backed by experience.

[Click here to learn more about the right-hearts](#)

MEET THE TEAM



LORI WADDELL
Studio Coordinator



LHEA CEBALLOS
Studio Assistant



OLIVIA HEPNER
Graphic Designer



SHARON BAKAS
Graphic Designer



EDWIN BAPTISTE
Senior Designer



HANNAH HEINE
Copywriter



DAVID STEIN
Web and Email Developer



BIANCA BIAGIONI
Web and Email Developer



CRYSTAL TORRES
Freelance Designer



JUSTIN GREEN
Freelance Designer

You've heard of right-brained. Well, Hart believes you have to be right-hearted. It takes more than creativity. In this house, it's about having heart.

BRANDS WE WORK WITH

We work primarily with hospitality related industries, including, hotels, food and beverage, events, and travel. However we also love to partner with other agencies and groups specializing in education, the arts, and wellness.

Our team also has a soft spot for start-ups as Jenn grew our company from the ground up.

We do great work for good people. If you and your project feel like a good fit, we are excited to be part of it.



Get Fresh

"It is difficult to find a graphic designer that is creative and efficient. Typically, you get one or the other. Jenn of Hart House Creative masters both skill sets. As a marketer, I appreciate her high-level capability to execute well, most especially since every priority in my world has a deadline. I love the fact that she provides input and feedback on what will or will not achieve the desired result. Hart House Creative's approach is gentle, yet confident which is helpful in corporations when emotions are involved (it happens when you are passionate about your business). Most importantly, she appears to always offer each and every single project her full attention."

VENESSA MCEVOY
Director of Marketing



Rossetti Public Relations

"Jenn Hart creativity is matched only by her professionalism. She is a reliable partner, a talented designer, and above all, an idea factory capable of bringing any client's vision to life – seemingly without limitation. The value Hart House Creative provides her clients cannot be understated."

AMY ROSSETTI &
RENATA FOLLMANN
CEO / Principle



The Bartolotta Restaurants

"Jenn has been an invaluable partner in helping us to elevate our brand. She has a client-centered approach, and brings a fresh perspective to every project."

JULIE RAYE
Chief Marketing Officer



The Cosmopolitan of Las Vegas

"Hart House Creative puts in time and effort, not only in the design of the project, but to the 'why' of the project. Agency leadership has the ability to envision the end goal, and this comes through in all of their work. Their research and exploration of concepts is unmatched, and Hart House Creative provides a unique perspective on creative advertising for their clients. The team is able to take original direction and turn it into effective, emotive, thought-provoking advertising that incites action, and that's what every client needs."

EILEEN LEMISH
Senior Marketing Director



Park MGM

"I've had the opportunity to work with Jenn of Hart House Creative across a few different brands and initiatives. She's a powerhouse designer who has a keen understanding of brand, employing it into her work making her designs not only incredibly creative but also strategic. I've always known Jenn to take the time to work with clients to understand their unique perspectives, nuances of the business and the marketplace opportunity in order to make the work more impactful and intentional. She also has a great way of making the complex simple. Lastly, is her ability to communicate and write. Jenn is good at collaborating with her clients, sharing her perspective on how best to capture their intended outcomes, sometimes shifting the direction but for the better."

LAUREN BURNETT
Director of Brand Marketing





SERVICES

DESIGN DONE WELL

BRANDING, IDENTITY & EVENTS

Give your company a personality that people want to get to know, and lay a solid foundation for your marketing to build on.

- Brand Guides
- Brand Asset Library
- Logo Design
- Identity Systems
- Style Sheets
- Event Branding Systems
- Events: Collateral, Posters, Signs, and Branded Assets

CAMPAIGNS & CONCEPTS

Hart House Creative delivers concept-driven campaigns and creative solutions. Clever and cohesive is what we do best.

- Print and Online Campaigns
- Marketing Ideas
- Storyboarding
- Instagram Campaigns
- Consulting/Idea Sessions
- Art Direction
- Tagline Writing

GRAPHIC DESIGN

Thoughtful brand-conscious design and art direction. Graphic design support is one of our specialties. We'll execute the assets for your marketing.

- Direct Mail
- Product Packaging
- Book Covers and Layout
- Flyers
- Posters
- Sales and Investor Proposal Design
- Sales / Marketing Material
- Copywriting
- Menus

DIGITAL CONTENT, WEB DESIGN & DEV

Capture the details concisely and with style. Make copy, graphics, and your story speak for your brand. Let's get to work and get creative.

- Social Media Content
- Email Marketing
- Websites Design and Development

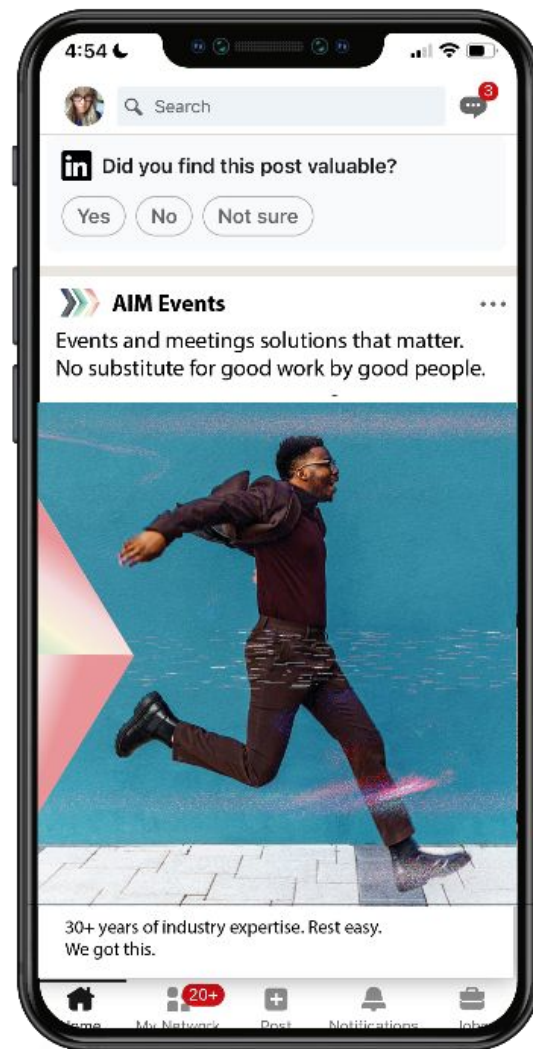
SELECTION OF WORK 



LOGOS



WEBSITE & VISUAL IDENTITY



IT'S SIMPLE

Our passion drives every aspect of our events business.

EVENTS BUILT BETTER

Benefit from a spectrum of solutions—full service and ala carte.

FOR YOUR BRAND

Experts and thinkers in one place to elevate

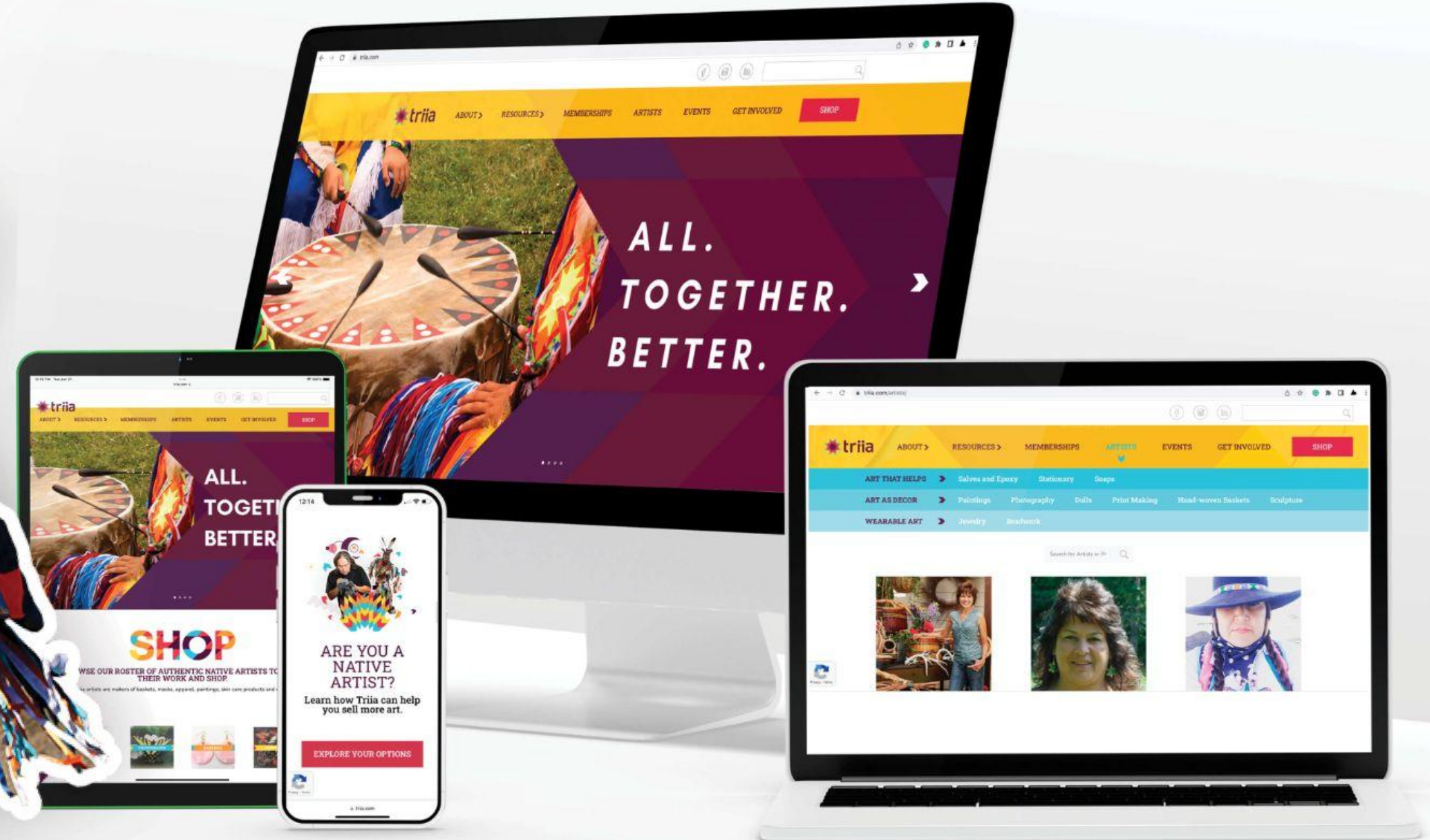
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EVENTS BUILT BETTER

Subscribe to learn more about events built better.

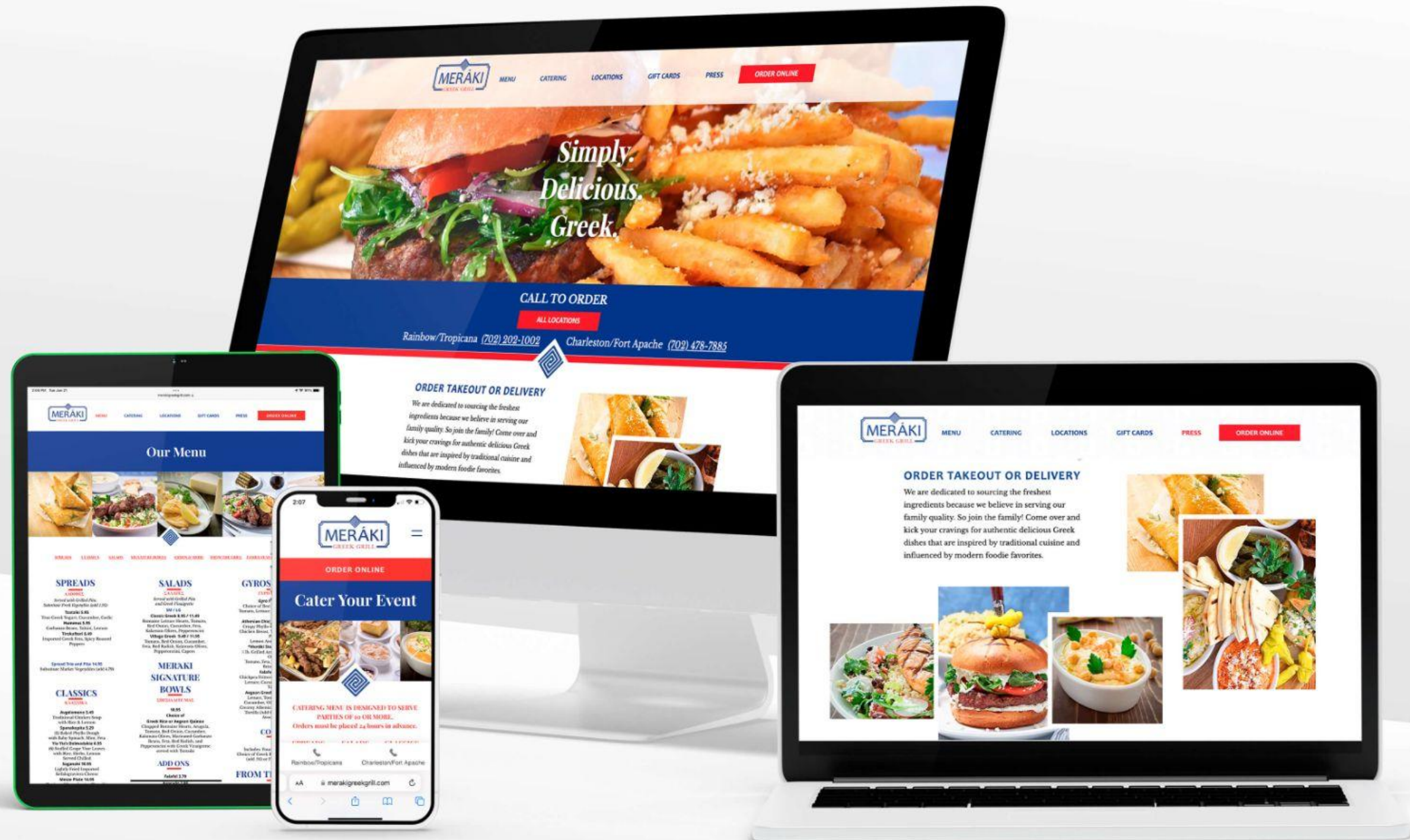


WEBSITE & VISUAL IDENTITY

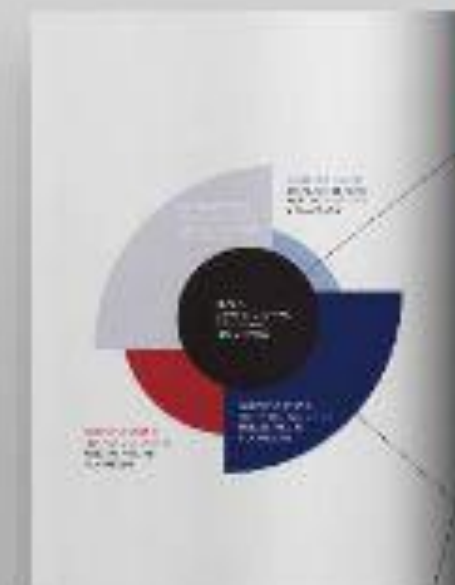
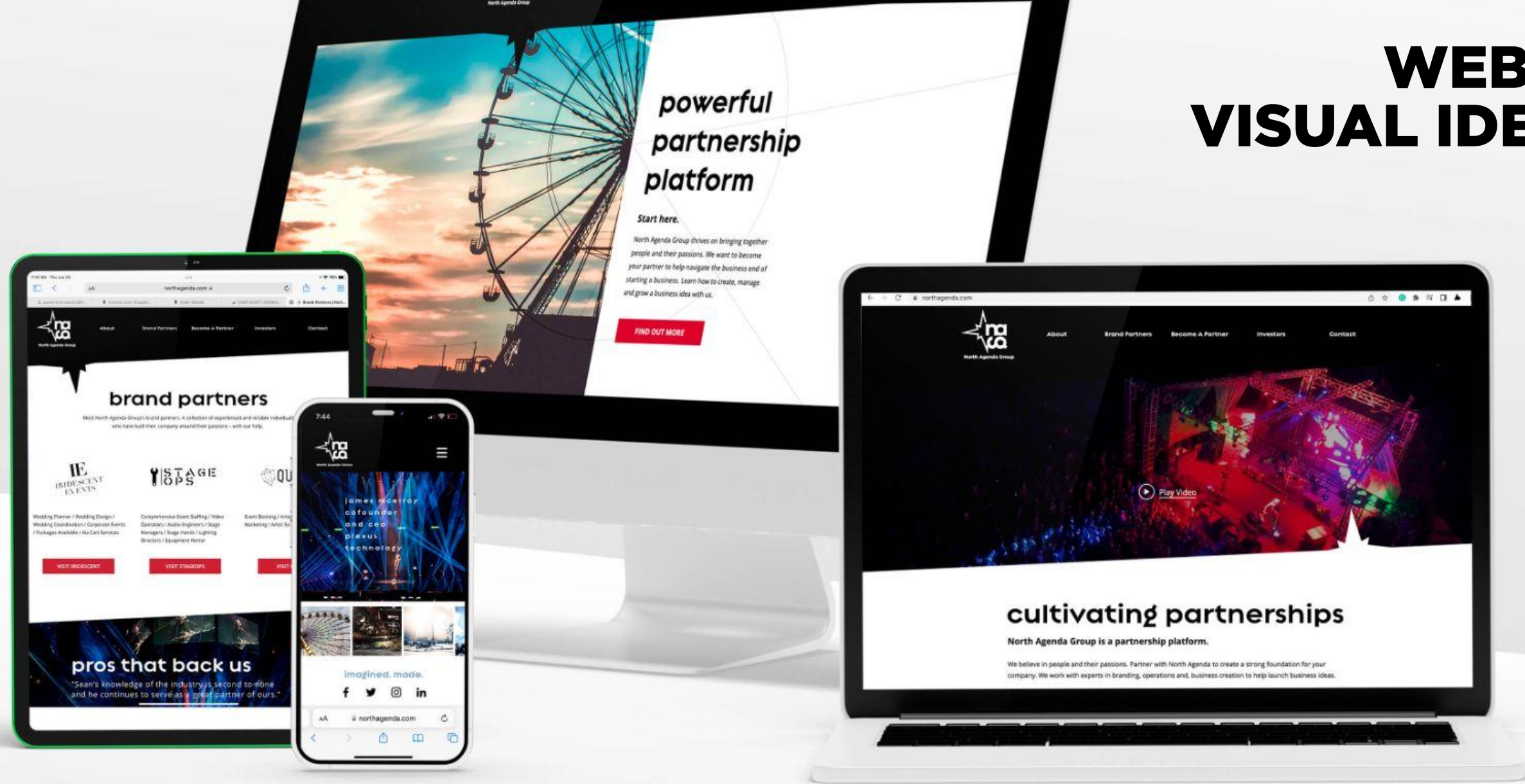


ART BUSINESS

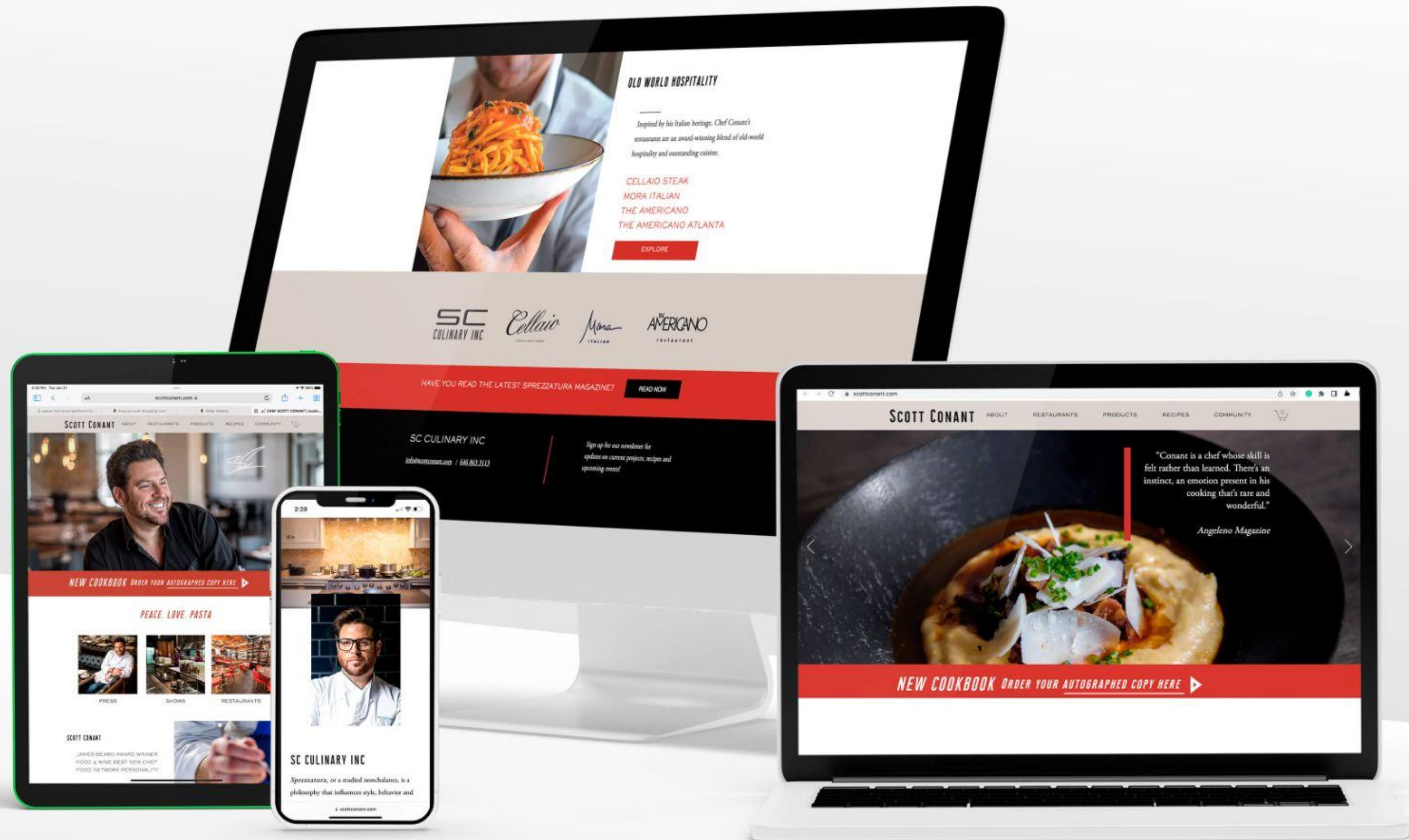
WEBSITE & VISUAL IDENTITY



WEBSITE & VISUAL IDENTITY



WEBSITE & VISUAL IDENTITY



AD CAMPAIGNS



Live!
CASINO • HOTEL
PHILADELPHIA

**LIVE IN
THE MOMENT**

PHILADELPHIA.LIVECASINOHOTEL.COM

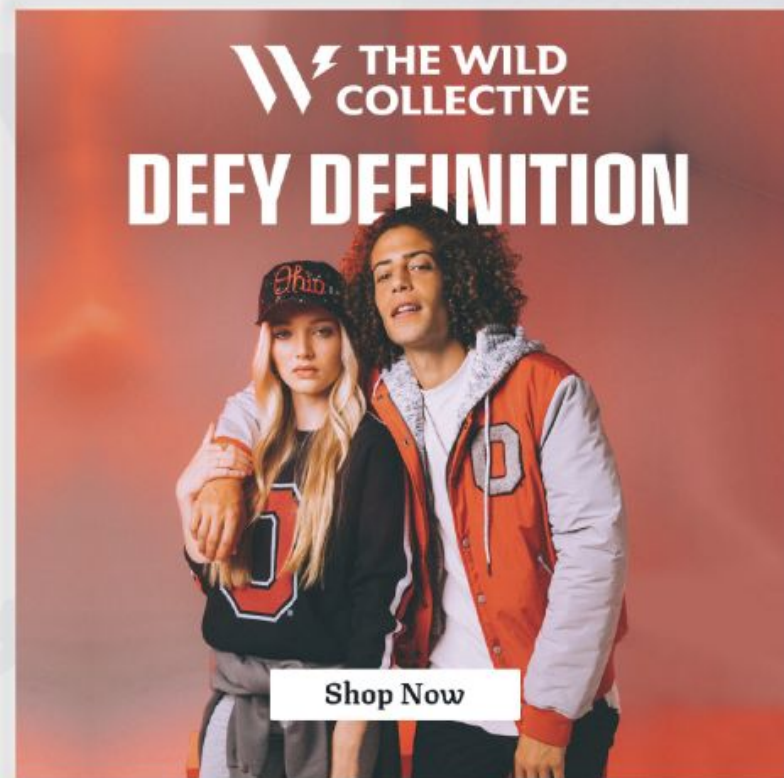
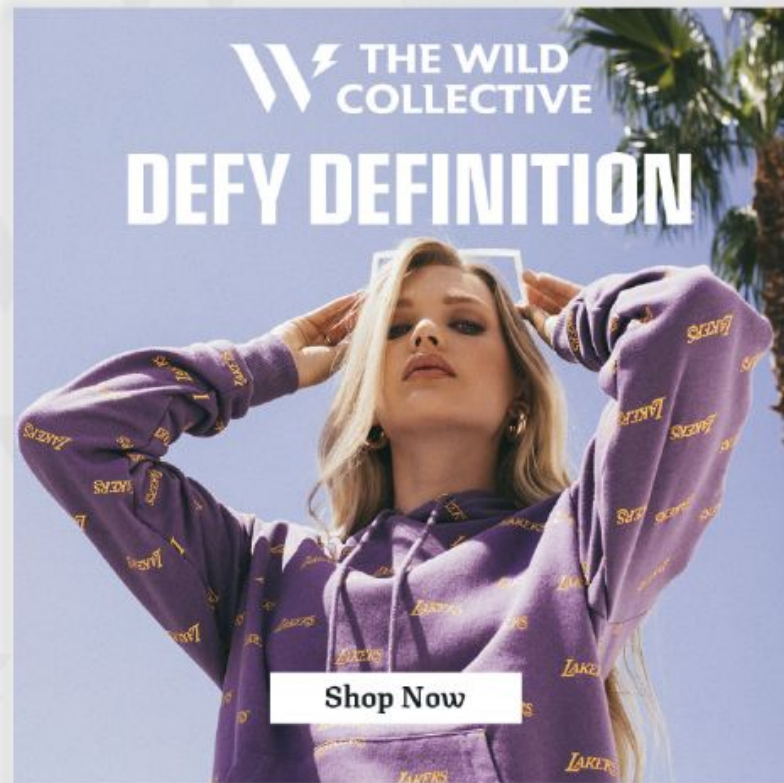
Gambling Problem? Call (1-800-GAMBLER).



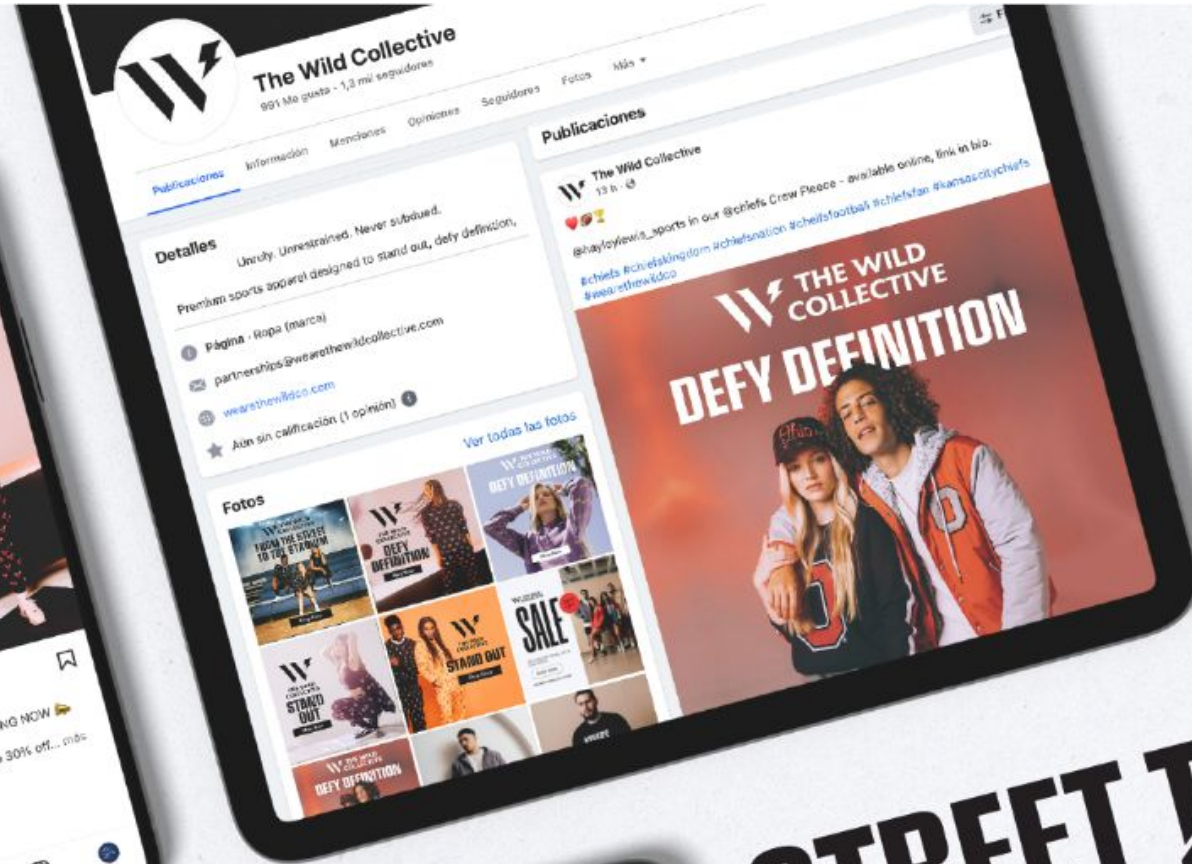
Live!
CASINO • HOTEL
PHILADELPHIA

**YOU HAD
TO BE THERE**

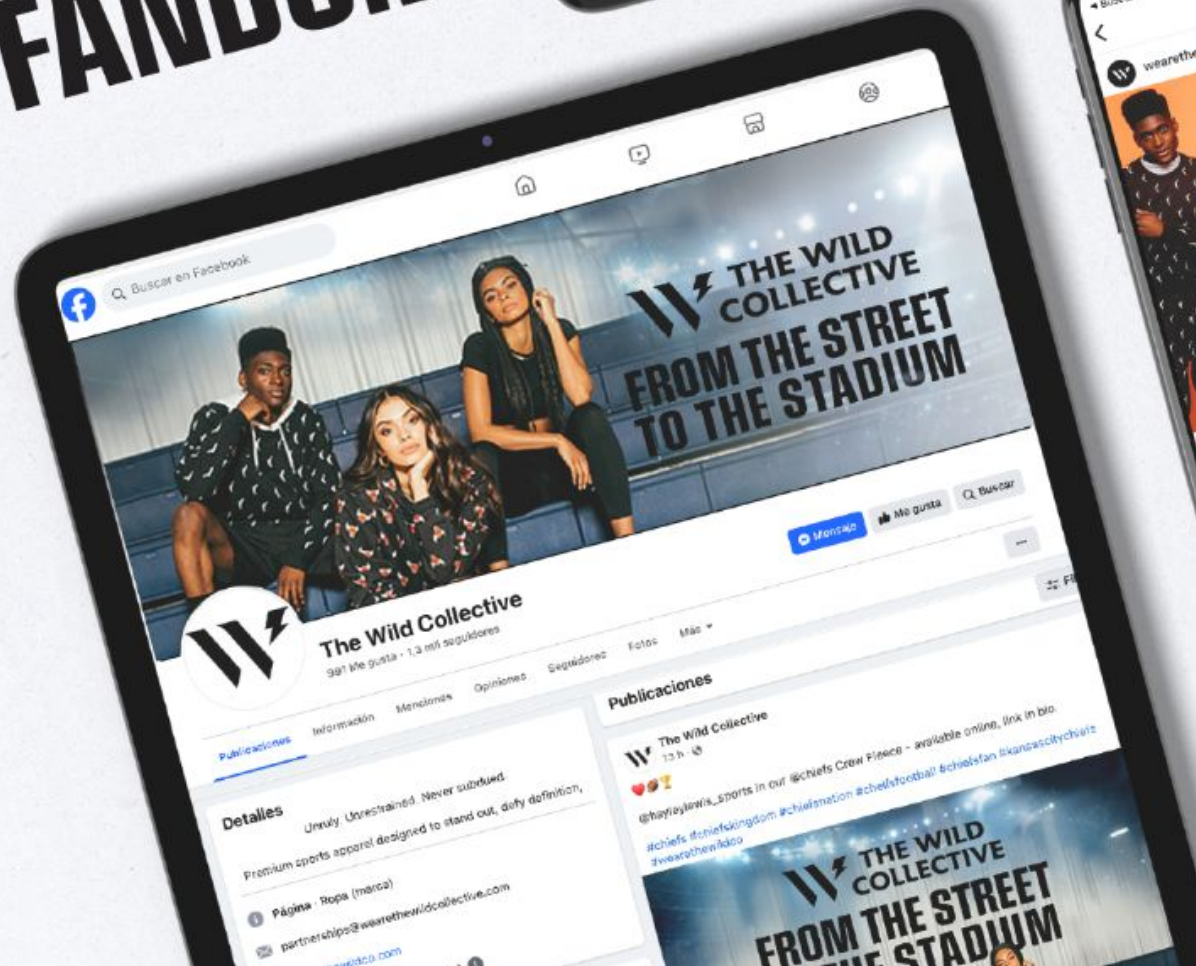
PHILADELPHIA.LIVECASINOHOTEL.COM

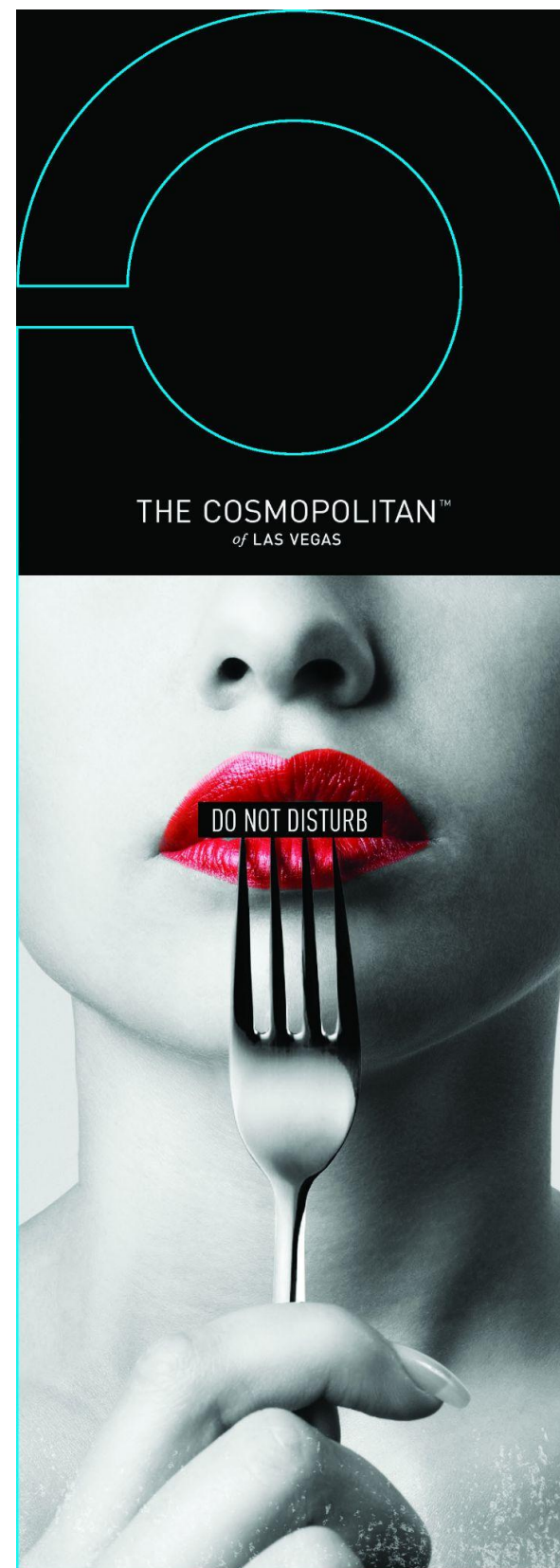
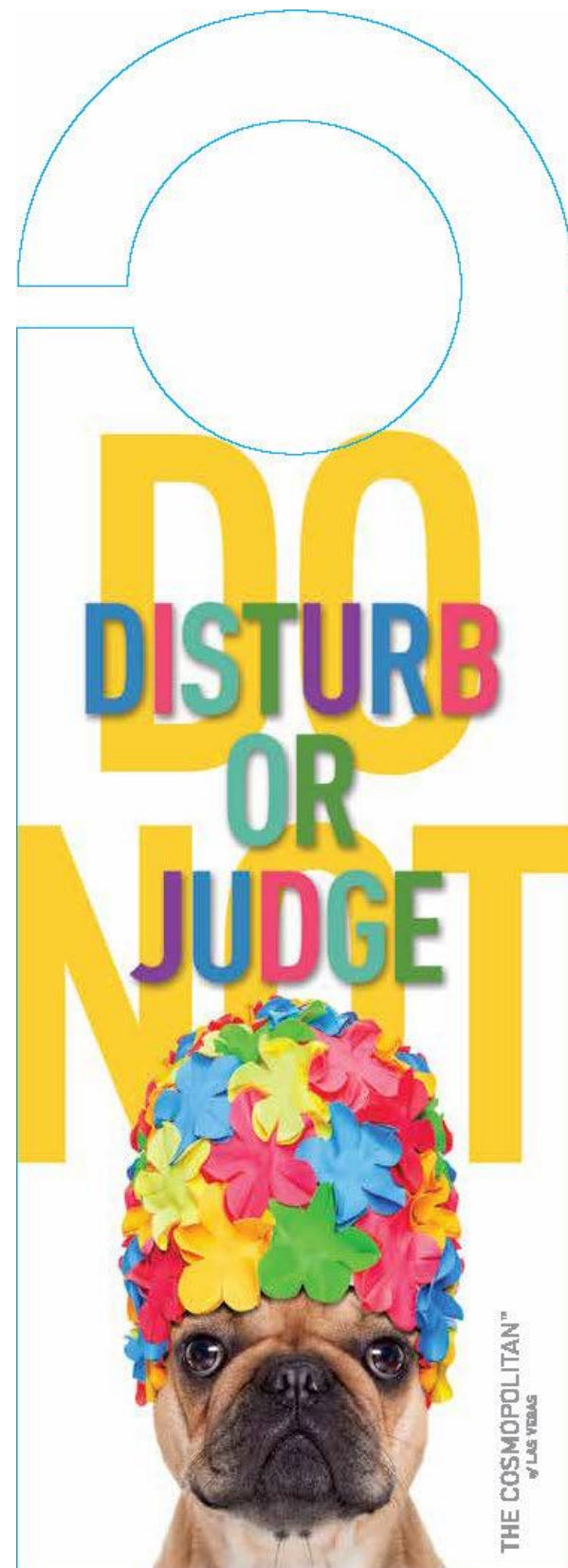
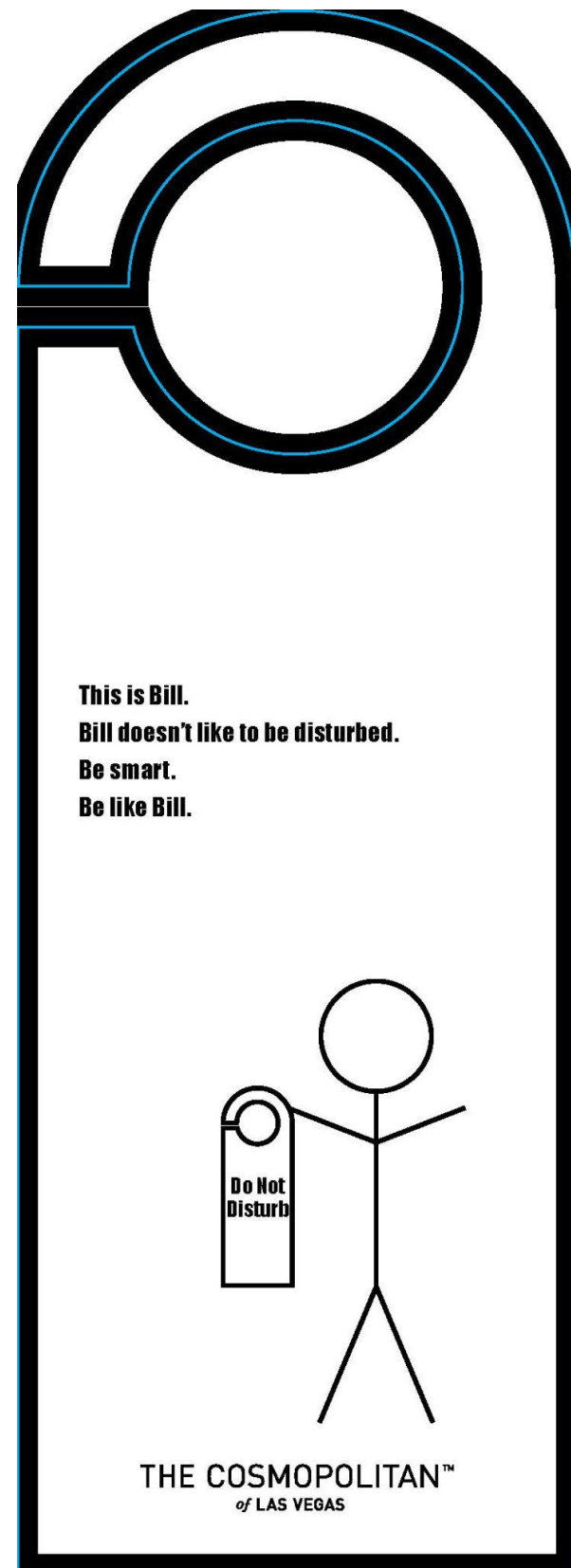


FIT FOR FANDOM



STREET TO STADIUM







LA CÔTE

Salads

TOMATO & MOZZARELLA SALAD 22
watercress, watermelon, aged balsamic, pesto

LA COTE CAESAR SALAD 20
baby gem lettuce, parmesan, garlic croutons

BOSTON BIBB SALAD 18
cucumber, tomatoes, buttermilk thyme dressing

CUCUMBER & KALE SALAD 19
candied walnuts, parmesan, truffle vinaigrette

SALAD ENHANCEMENTS
add on chicken \$\$\$ / salmon \$\$\$ / prosciutto \$\$\$ / avocado \$\$\$

Sandwiches
served with chips, fries, or salad

LA COTE CAFÉ BURGER 28
lettuce, heirloom tomato, pickles, tilamook cheddar, garlic aioli

IMPOSSIBLE™ BURGER 24
lettuce, tomato, pickle

GRILLED CHICKEN SANDWICH 22
rosemary focaccia, pesto aioli, boston bibb, tomato

SUMMER VEGETABLES WRAP 18
spinach, organic bulgur, romesco spread whole wheat tortilla

HAM AND BRIE PANINI 22
fig spread, arugula, herb ciabatta

LOBSTER ROLL 29
butter toasted brioche, celery, lemon aioli

Smoothies

BLUE FIBER SUPER FOOD 9
banana, blueberries, acai

BANANA NUT (VEGAN) 9
banana, dates, cashew

Sides

ONIONS RING 12 **SWEET POTATO FRIES** 13 **SWEET POTATO FRIES** 12

SHOE STRING 12 **SUMMER FRUIT PLATE** 12 **SWEET POTATO FRIES** 12

*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.
Our property tracks the following allergens: Eggs, Wheat, Milk, Peanut, Tree Nut, Soy, Sesame, Fish, Crustacean Shellfish, Vegetarian, Vegetarian. Fortified Breads. We Vegan is not a nut free facility.

LA CÔTE

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Shares

SEAFOOD PLATTER 95
roasted lobster, jumbo shrimp, oysters, King crab cocktail sauce, caper remoulade, emmentaler

CRISPY CALAMARI 26
temp chili garlic sauce

SHRIMP COCKTAIL 27
Ahi-crusted sauce, caper remoulade

CEVICHE (SOUP SHRIMP & HOKKAIDO SCALLOP) 28
marinated in tempurino, anchocho, red onion, cucumber, pomegranate

CHAR GRILLED OCTOPUS 28
red wine vinegar, rosemary, olive oil, pickled radish, lemon red ribbon carrot, olive

VEGGIE "CRUDITES" 22
red onion, curry eggplant, preserved lemon, tahini, tortilla chips, gochujang, sesame seeds

TORTILLA CHIPS AND GUACAMOLE 20
fresh tomato salsa

GRILLED PEACH TOAST 22
grilled cheese, mascarpone almond, fresh honey

CHICKEN TENDERS 22
buffalo, ranch

From The Land & Sea

HARISSA BUTTER JUMBO PRAWNS 35
panna, panzanella sauce

SEARED BRANZINO 42
sauce of summer tomato, black olives, shallot & parsley

GRILLED TUNA STEAK 48
cucumber, tomatoes, buttermilk thyme dressing

GRILLED CHICKEN KEBAB 32
preserved lemon, tahini, baby potato mediterranean slices

GRILLED SKIRT STEAK 39
chimichurri, roasted king oyster mushroom

Desserts

DOLE WHIP & COCONUT 14

HOME MADE GELATO 14
raspberry sauce

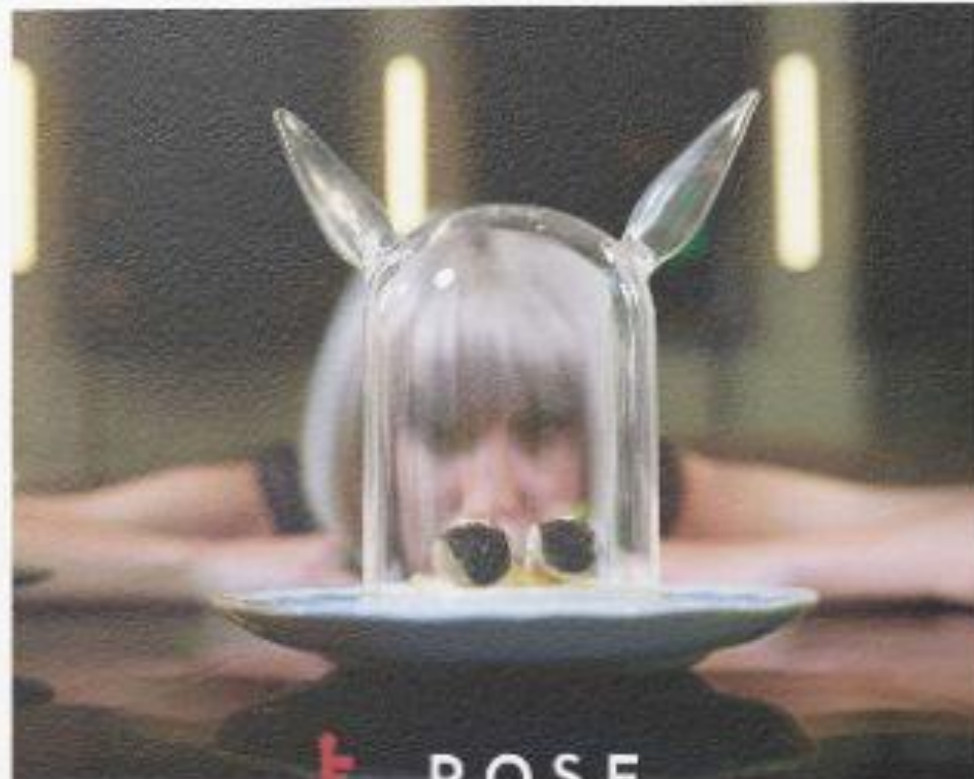
SOUTH BEACH KEY LIME PIE 16
graham cracker, citrus custard, vanilla chantilly

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From The Land & Sea



GRAPHIC DESIGN



ROSE.
RABBIT.
LIE.

Rose Rabbit, L.L.C. is a modern supper club serving reinvented American classics, a cocktail menu and entertaining performances. Inspired by social clubs of the past, Rose Rabbit, L.L.C. is a place where formal dinner takes surprising twists and turns, cocktails are mixed with subtle flair, and spontaneous live entertainment adds to an already extraordinary evening.

HERE, GUESTS WILL NEVER HAVE THE SAME EXPERIENCE TWICE.



At Rose Rabbit, L.L.C., we believe in reinventing classic American dishes and creating a unique dining experience. Our menu is constantly evolving, and we invite you to join us for a night of culinary discovery.

APPETIZERS

AFTER DINNER LIBATIONS

ROSE RABBIT SIGNATURE

ROSE RABBIT CLASSIC

ROSE RABBIT MODERN

ROSE RABBIT TRADITIONAL

ROSE RABBIT INNOVATIVE

ROSE RABBIT FUSION

ROSE RABBIT GOURMET

ROSE RABBIT CULINARY ARTS

ROSE RABBIT CULINARY EXPERIMENTATION

ROSE RABBIT CULINARY INNOVATION

ROSE RABBIT CULINARY CREATIVITY

ROSE RABBIT CULINARY INSPIRATION

ROSE RABBIT CULINARY PASSION

ROSE RABBIT CULINARY DEDICATION

ROSE RABBIT CULINARY COMMITMENT

ROSE RABBIT CULINARY EXCELLENCE

ROSE RABBIT CULINARY PERFECTION

ROSE RABBIT CULINARY MASTERY

ROSE RABBIT CULINARY ARTISTRY

ROSE RABBIT CULINARY CRAFTSMANSHIP

ROSE RABBIT CULINARY SKILL

ROSE RABBIT CULINARY TALENT

ROSE RABBIT CULINARY GENIUS

ROSE RABBIT CULINARY VISION

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APPLE DINNER LIBATIONS

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APPLE DINNER MODERN

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DRINKING LIES

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DRINKING LIES SIGNATURE

DRINKING LIES CLASSIC

DRINKING LIES MODERN

DRINKING LIES TRADITIONAL

DRINKING LIES INNOVATIVE

DRINKING LIES FUSION

DRINKING LIES GOURMET

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DRINKING LIES CULINARY ARTISTRY



SOLO

SOLO

WINE BY THE GLASS

Sparkling

BRUT, LAURENT PERRIER "LA CUVÉE"
Champagne, France

BRUT, VEUVE CLICQUOT "YELLOW LABEL"
Champagne, France

BRUT ROSÉ, MOËT & CHANDON "IMPERIAL"
Champagne, France

Rosé

GRENACHE/CINSULT/SYRAH,
MAISON SAINT MARGUERITE "FANTASTIQUE"
Côte de Provence, France

White

RIESLING, HUGEL
Alsace, France

SAUVIGNON BLANC, TWOMEY
North Coast, California

SAUVIGNON BLANC,
JEAN-MAX ROGER "LES CAILLOTES"
Sancerre, Loire Valley, France

CHARDONNAY, FAR NIENTE
Napa Valley, California

CHARDONNAY, JORDAN
Russian River Valley, Sonoma, California

SOLO

WINE BY THE GLASS

Sparkling

BRUT, LAURENT PERRIER "LA CUVÉE" 20
Champagne, France

BRUT, VEUVE CLICQUOT "YELLOW LABEL" 22
Champagne, France

BRUT ROSÉ, MOËT & CHANDON "IMPERIAL" 20
Champagne, France

Rosé

GRENACHE/CINSULT/SYRAH,
MAISON SAINT MARGUERITE "FANTASTIQUE" 20
Côte de Provence, France

White

RIESLING, HUGEL 10
Alsace, France

SAUVIGNON BLANC, TWOMEY 22
North Coast, California

SAUVIGNON BLANC,
JEAN-MAX ROGER "LES CAILLOTES" 26
Sancerre, Loire Valley, France

CHARDONNAY, FAR NIENTE 20
Napa Valley, California

CHARDONNAY, JORDAN 26
Russian River Valley, Sonoma, California

Red

PINOT NOIR, HARTFORD COURT 24
Russian River Valley, Sonoma, California

MERLOT, DUCKHORN 20
Napa Valley, California

CABERNET SAUVIGNON, FRANK FAMILY 20
Napa Valley, California

CABERNET SAUVIGNON, CROSSROADS BY RUDD 48
Yuba Valley, California



SOLO

COCKTAILS

21

SUNFLOWER

the botanical gin, elderflower, elderflower, lemon,
lemonade

KICKER

nikko days whisky, juicy yuzu, lemon, sugar, egg whites*

PROMISED LAND

grey goose essence strawberry & lemongrass
vodka, lime, honey, strawberries

WINNER TAKES...

diplomatic planes rum, luxardo maraschino,
pamplemousse, lime

ACES HIGHBALL

renay 1738 cognac, apricot, lemon, cherry bark
vanilla bitters, soda water

JORGE

codigo blanco tequila, amaro montenegro,
lime, pineapple, agave

KING KONG COCKTAIL

pink champagne whiskey, rum, cedar salvadorean
high proof rum, banana, sugarcane bitters

BEAU MONDE

bombay sapphire marston lemon gin, martini & rose
litter aperitivo, cochis americano, grapefruit bitters

BOXCARS

chivas regal 12 year whisky, tonal granitino-quino,
lemon, orange bitters

BISCA

don julio blanco tequila, havana px sherry,
lemon, orange, cucumber, soda water

PENICILLIN

glamororange 10 year whisky, ordleg woc boogie
5 year, lemon, ginger, honey

PAPER PLANE

woodville bourbon, aperol, amaro amaro, lemon

ZERO-PROOF

15

PINA REFRESHER

evohate cucumber water, pineapple, lime, agave

RESET BUTTON

lemon, ginger, honey, strawberries, cucumbers, soda water

*Contains raw or unrefined cane, poultry, seafood, shellfish, or egg may contain peanuts or tree nuts



EVENT DESIGN



HARBOR HOUSE
EST. 1988
Summer Event Series

SEASIDE SELECTION CRABS

3 COURSES | A LA CARTE MENU

VISIT HARBORHOUSEMKE.COM FOR TICKETS

The Bartolotta Restaurants
EST. 1988



HARBOR HOUSE
EST. 1988

Catches

CLAW CLAW CLAW CLAW CLAW CLAW

WHITE WHITE

LUMP LUMP

JUMBO LUMP JUMBO LUMP

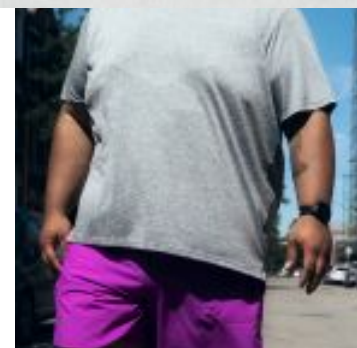
CUT OF THE CRAB

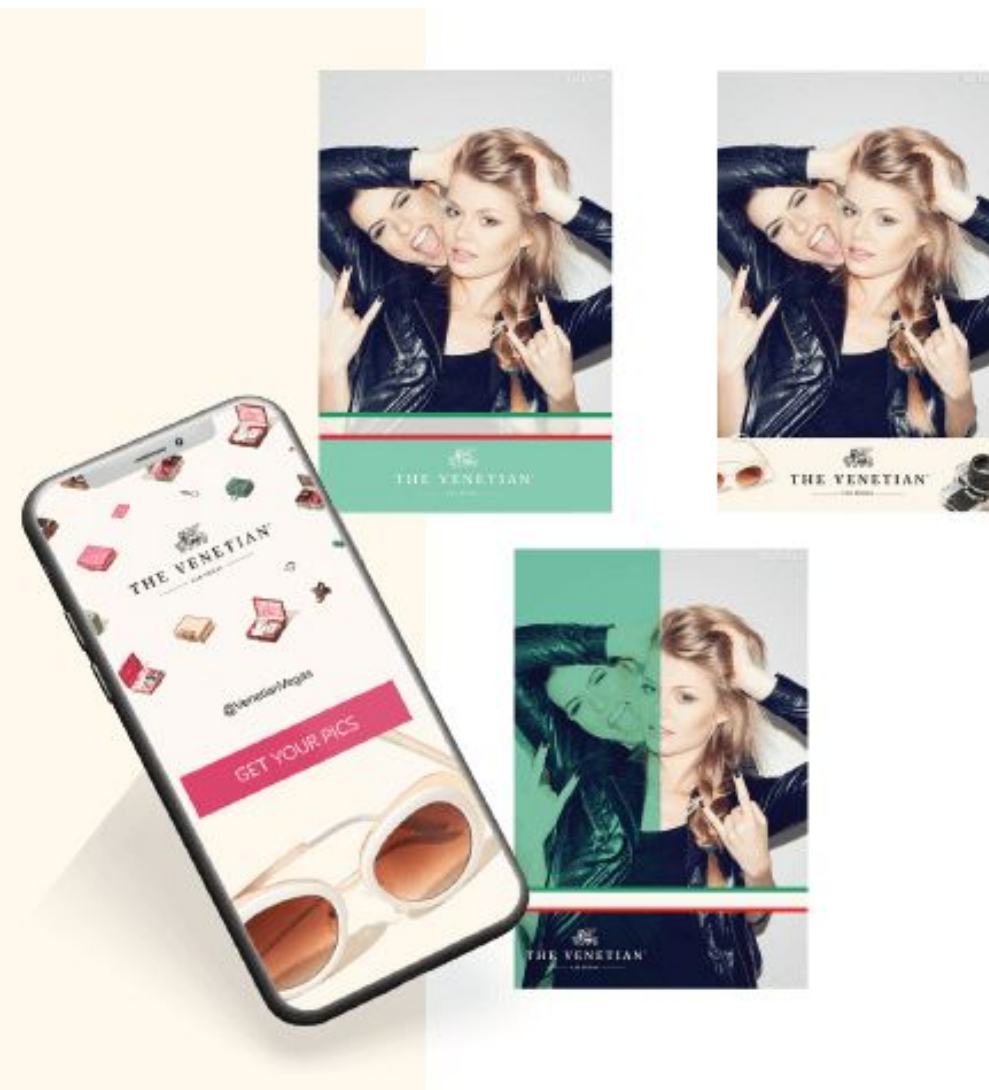
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The Bartolotta Restaurants
EST. 1988

EVENT DESIGN





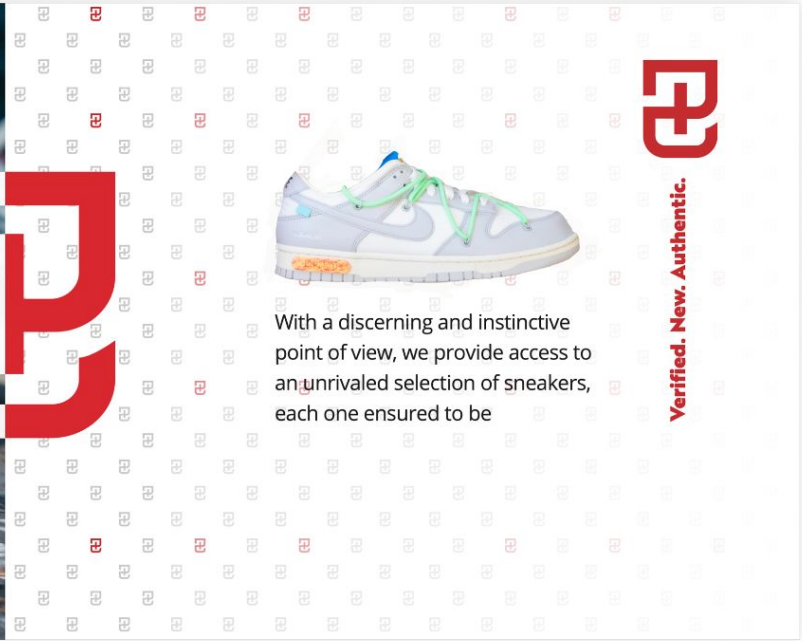


The Bartolotta Restaurants

EST. 1993



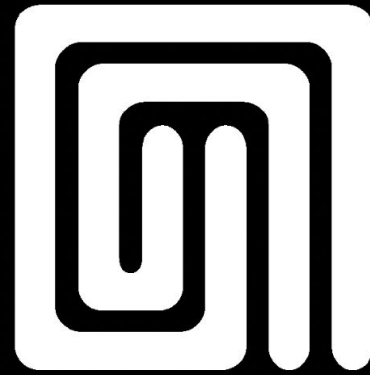
PACKAGING



SALES MATERIAL

WE ARE A FULL SERVICE, BRAND STRATEGY + BRAND ACTIVATION COLLECTIVE

A women-founded, WBENC Certified independently held, international, brand strategy & activation powerhouse.



ALL TERRAIN 4

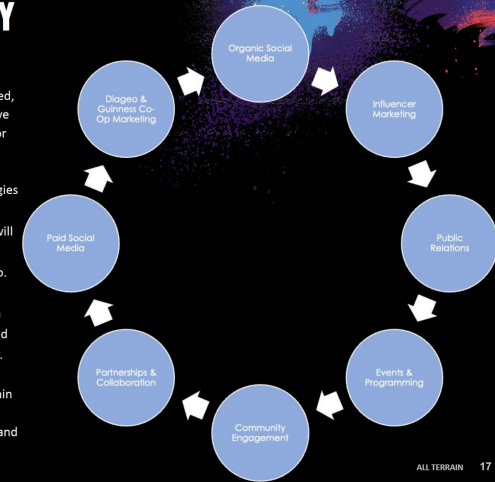
BRAND LAUNCH STRATEGY Omni Channel Marketing Approach

We will employ a strategic, integrated marketing plan across earned, owned and paid marketing and communications disciplines to drive awareness, consideration and conversion in the Chicago market for Guinness OGB.

We will use our hospitality expertise and proven marketing strategies to generate awareness, trial and conversion for the Guinness OGB Chicago brand. Our strategic hospitality grand opening strategy will garner media impressions, drive social currency, engender community engagement and drive sales for Guinness OGB Chicago.

Moving beyond the initial grand opening, we will ensure there is a steady drumbeat of awareness driving tactics, relevant content and local activation that grow market share and increase brand loyalty.

Working collaboratively with Diageo and Guinness teams, All Terrain will utilize our deep knowledge of the hospitality industry and the Chicago market to launch and bring the Guinness OGB Chicago brand to life.



ALL TERRAIN 17



WE CREATE
IDEAS TO BE
PEOPLE - CENTERED
DIGITALLY INTEGRATED
AND SOCIALLY
AMPLIFIED

ALL TERRAIN 8



GUINNESS

GUINNESS OPEN GATE BREWERY 2023 – 2024 RFP

ALL TERRAIN

GUINNESS OGB CHICAGO RFP

LAUNCH GOALS

- Drive Taproom Awareness
- Drive Comprehension
- About Open Gate Brewery
- Drive Guinness Values

STRATEGICALLY FOCUSED

- Global Icon
- Authentically Local

CREATIVE THREADS

- Iconic Design
- Local Community Impact
- Society 2030
- World Class Beer & Food

CREATIVE ASSIGNMENT

LEAD UP PLAN

- Strategic Intent
- Soft Opening
- PR Stunts
- Grand Opening

SOCIAL MEDIA

- 2 Weeks of Social Media

HOLISTIC LOCAL PROGRAMMING

- Strategic Intent
- Beer
- Menu
- Artistic Site Displays

ALL TERRAIN 15

EXHIBITOR ADVANTAGES

All Exhibitor packages include valuable enhancement options

More space for merchandise = more sales opportunities = more \$ in your pocket

- Extended 8' tables = more merchandising opportunities
- Increased **24-hour security** for peace of mind
- Additional Exhibitor passes
- Larger exhibition space
- More spacious booths with Exhibitor separation
- Signage with enhanced visibility allowing you to display more without spending more

Even more benefits for you to choose from

- **Scheduled and assisted load-in and load-out**
- Available **secure overnight storage**
- Extended space options with additional 8' tables at a fraction of the cost



UNIQUE ASPECTS THAT MATTER

In addition to finding the ultimate sneaker, we provide aspects that make us unique.



Exhibitor Advantages



Clear Vision



Signature Elements



Best-In Industry Partners



6



Imagine iconic museums. The Louvre in Paris, the Smithsonian in DC - only this gallery features iconic sneakers. Explore the gallery, where sneakers meet art. There's never been a gallery quite like this.

Just as galleries display rare and priceless works of art, our curated **Gallery Walk** delivers a unique sneaker experience. Be visually immersed in a tastefully curated sneaker exhibit, featuring rare works of sneaker art. From early releases to one-of-a-kind pieces, and some pieces never seen before, an experience not to be missed.

For VIP Priority Access attendees (along with Priority Partners and VIP Exhibitors)

10

Heart is passion. Passion drives creativity and
creativity fuels concept-driven solutions.

**THANK
YOU**



Jenn Hart / jenn@harthousecreative.com