

ABOUT AND

**We're a full-service, independent creative
advertising agency that moves people, business and
culture forward.**

The **DOO** of DNA



We are a full service creative agency by design. We live by a YES, AND philosophy (which happens to be DNA spelled backwards). Our team is forever changing, bringing new, fresh ideas and expanded capabilities to flex with the needs of modern clients.



We are fiercely independent. We pride ourselves on being nimble, adaptable and egoless. We believe this autonomy makes for better relationships and better work.



We were born 24 years ago in Seattle, Washington. The city's entrepreneurial spirit runs deep within us. We are constantly learning, innovating, and challenging ourselves. Today, we have offices in Seattle and Los Angeles.



We are an anti-racist company committed to Diversity, Equity, and Inclusion. As a diversity and minority-owned and led agency, we strive to create an environment where individuals can bring their whole selves to both the agency and their work.

WALKING THE WALK



WALKING THE WALK

DIVERSE OWNED AND LED

We are a diversity and minority-owned and led agency and a Certified LGBTQ+ Enterprise. We are the 6th largest LGBTQ+ owned company in the Puget Sound region.



Certified LGBTQ+ BE

WALKING THE WALK

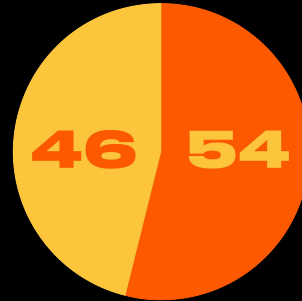
CHAMPIONS OF DE&I

41%

Ethnically Diverse

6%

LGBTQ



Gender Identity:

54% Female

46% Male

0% Non-binary

0% Transgender

76%

of our new hires over the last year have been BIPOC talent

OUR COMMITMENTS



Our CEO Chris Witherspoon is a founding board member of 600 & Rising, a Black advocacy group promoting equity in the agency world. As a supporter of this initiative, DNA has committed to transparency in our diversity and inclusion practices, holding ourselves accountable by making our

DE&I data public.



BLAC is a national internship program committed to bringing more young Black people into the advertising industry prepared to thrive and lead. As founders of and contributors to this group of independent agencies, DNA is part of a collective seeking to recruit and empower a new generation of Black talent.



In an effort to narrow the diversity gap in our industry, DNA offers a diversity scholarship in partnership with UW, WWU, and WSU, for students seeking future careers in the advertising and marketing field. The scholarship includes \$1,500 and a one-time paid internship opportunity with DNA.

WALKING THE WALK

OUR INITIATIVES



As a creative agency, we're in the business of ideas. The kind of ideas that have the power to influence culture. So we wanted to make sure we're using that power thoughtfully by creating an internal team appropriately named I.D.E.A.

Its goal is to continually empower Inclusion, Diversity, Equity, and above all, Accountability.



In America, we vote with our dollars. That's why we've worked with VCU Brandcenter to come up with **Black Black Friday**, an initiative that encourages consumers to show support for local Black-owned businesses on, you guessed it, Black Friday.



46% of LGBTQ+ people are not out at work. During Pride 2022 DNA lead an initiative on Instagram sharing "coming out to work" stories, encouraging others to do the same and bring their authentic, true self to work every day.



DNA created and launched an **automated AI technology platform** in partnership with Stolen Youth that intercepts predatory social media posts as an effort to deter would-be sex offenders from preying on underage youth who are predominantly BIPOC and LGBTQ..



Read more [here](#) about why Ad Age named DNA a 2021 Small Agency of the Year.



***WE CREATE IMPACT THAT
MOVES PEOPLE, BUSINESS,
AND CULTURE FORWARD.***

CAPABILITIES

DESIGN & EXPERIENCE

Identity Design
Brand Environments
Experience Design
Design Systems
Retail Environments
Digital Environments

INSIGHT & STRATEGY

Brand Strategy
Connections Strategy
Data Strategy
Business Analytics
Social Data Intelligence
New Product Innovation

COMMUNICATION & ACTIVATION

Advertising
Content Marketing
Experiential
Media Strategy, Planning & Buying
Media Analytics
Performance Marketing
Paid Social Planning & Buying
Integrated Production

PETTING ZOO PRODUCTIONS

Petting Zoo is an in-house content and production studio.
We think, we write, we design, we shoot,
we edit — but most of all we hustle.

PARTNERS & CO-CONSPIRATORS



**GETTING THERE SHOULD BE HALF THE FUN,
AND OUR VALUES HELP LEAD US THERE.**

**THE
WORK
IS THE
BOSS**

We work with those who want to swing for the fences and aren't afraid to fail. We leave egos at the door, and believe that great ideas can come from anywhere.

**BE
BRAVE-
HEARTY**

We thrive on honesty and transparency with our clients and each other. And the best ideas are found outside our comfort zones.

**HAVE
MY BACK
SCRATCH
MY BACK**

We share in our clients' feats and failures, so loyalty and selflessness rule the day. And we push the work without pushing each others' buttons.

**BRING YOUR
INNER
CHILD**

We are relentlessly curious, and seek out partners who feel the same. We aim to make our time with clients the best meeting of their day.

A close-up photograph of a boot print in sand, with a grid overlay. The boot print is on the left side of the image, showing the tread pattern of the sole. The sand is dark and textured. The grid consists of small white crosses at the intersections of a grid of lines.

LEAVE YOUR MARK

Three simple words that remind us all why we come to work every day: To create positive, lasting impact for our clients, our people, and on our best days, the world at large.

STORIES OF IMPACT



DRIVING GROWTH WITH A BIG BRAND IDEA THAT FLEXES ACROSS CHANNELS

CHALLENGE

Better-for-you CPG brand Swerve Sweetener needed to attract a broader audience to support its national distribution in an increasingly crowded category.

OPPORTUNITY

Unify everyone from keto lifers to healthy bakers with a big, inclusive brand idea to drive awareness and sales.

IMPACT

Site sessions increased YOY 79%
119%+ in user growth
Sales growth across all key markets

[CLICK TO SEE MORE](#)





B|E|C|U

BUILDING A LIGHTHOUSE BRAND THAT MAKES MEMBERSHIP MEANINGFUL.

CHALLENGE

Make a values driven, cooperative credit union the most preferred financial institution in the PNW.

OPPORTUNITY

We showed the value of membership by featuring actual BECU members who are proud to belong to something bigger than themselves. This newfound culture of ownership was primed to attract new members.

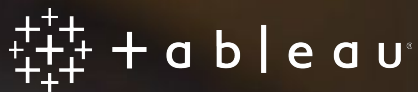
IMPACT

1,000,000+ new members

71% increase in account opening consideration

43 point increase in unaided advertising awareness

[CLICK TO SEE MORE](#)



TRANSFORMING A HIGH-LEVEL THEME INTO A FULLY-FORMED, CLUTTER-BUSTING CAMPAIGN

CHALLENGE

Tableau needed help making their data visualization platform top-of-mind with execs and IT professionals in a competitive sea of jargon-filled marketing.

OPPORTUNITY

We partnered with the Tableau Global Brand Creative team to turn their “All Hands on Data” line into a charming and effective video/social campaign.

IMPACT

+44.1% increase in ad recall
119% above target benchmarks
+18% increase in brand awareness

[CLICK TO SEE MORE](#)

Project:

SugarFree

LEVERAGING TECHNOLOGY FOR THE BETTER GOOD

CHALLENGE

Sugaring is a new practice where exploiters of youth for sex promise easy money for “dates”. But sugaring is one of the fastest onramps to trafficking today.

OPPORTUNITY

Reduce sugaring as it’s happening on Twitter. By reaching multiple audiences (exploiters, victims and potential victims) we provide information and resources to stop sugaring in Washington state.

PRELIMINARY RESULTS

12,000 communications intercepted.
6,000 replies posted
1,500 posts removed
150 exploiters identified
35 exploiters removed



cute profile pic 🥰 you go to the U?

[CLICK TO SEE MORE](#)



Rainier

MAKING AN ICONIC BRAND RELEVANT FOR A NEW GENERATION OF DRINKERS

CHALLENGE

A legendary but dormant regional brand needed to re-engage longtime fans and connect with legions of newcomers to the Pacific Northwest.

OPPORTUNITY

Tapping into our collective need to get outside more, 'Rewild The Rainiers' urged fans to head to the trails, rivers, and peaks where the beer tastes best.

IMPACT

63% increase in unaided awareness
53% increase in brand recognition

[CLICK TO SEE MORE](#)



CATALINA[®]

REVITALIZING A B2B BRAND WITH HUMANITY AND HUMOR.

CHALLENGE

After 30 years, Catalina was in danger of being seen as merely the 'coupon company,' leaving them out of the mix in today's data-driven world of shopper intelligence.

OPPORTUNITY

Modernize the brand by celebrating not just Catalina's proprietary data, but also their 'data nerds' who have the expertise to wield it for maximum business impact.

IMPACT

Improved perception with retailers
Increased share of voice
+526% YOY increase in retail digital product sales

[CLICK TO SEE MORE](#)

THANK YOU

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