

ABOUT DINA



WE BELIEVE

DIFFERENT WINS

Diverse people and perspectives
lead to better work

**BASED IN
SEATTLE**



50 EMPLOYEES



**INDEPENDENTLY
OWNED FOR 25
YEARS**



FOUNDED IN 1998



**CHAMPION
OF DE&I**



**ONE OF THE ONLY (IF NOT THE ONLY)
LGBTQ+ & BLACK OWNED AND LED
AGENCIES IN THE COUNTRY**

CAPABILITIES

Featuring Bruce Lee, Seattle Icon



PARTNERS

Pabst

Golden1
Credit Union

amazon

 + a b l e a u

B|E|C|U

NIQ

ziplay
fiber



BEECHER'S

HANDMADE CHEESE

RED'S

 **SCOPELY**
SEIZE THE PLAY

W
UNIVERSITY of
WASHINGTON

NORDSTROM

Alaska
AIRLINES

Swerve


DARIGOLD
SINCE 1918

OUR COMMITMENTS



**SIX
HUNDRED
& RISING**

Alan Brown, Founder a.brown@dnacreates.com 206.683.0411
DNACREATES.COM

A man wearing a dark flat cap, a white cardigan over a red and white striped shirt with a blue bow tie, and dark jeans is sitting on a mustard-colored tufted sofa. He is holding a pair of drumsticks. The background is a dimly lit room with a drum set, a lamp, and some books.

B|E|C|U

BUILDING A LIGHTHOUSE BRAND THAT MAKES MEMBERSHIP MEANINGFUL.

CHALLENGE

BECU was feeling continued pressure to grow their membership and business. We focused on capturing the low-hanging fruit: people looking for a new financial institution that lack awareness of BECU and/or what makes credit unions different.

THE DRIVE FOR DIFFERENT

Create a breakthrough campaign that positions BECU and their not-for-profit, member-owned model, as the best choice for people who want a better banking experience that puts their financial wellbeing first.

RESULTS

1,300,000+ new members and growing
71% increase in account opening consideration
43 point increase in unaided advertising awareness



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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

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BEATING BIG INSURANCE BY THINKING AND ACTING LOCAL.

CHALLENGE

Almost every traditional insurance positioning was occupied and PEMCO was being outspent 15 to 1, making it nearly impossible to stay top of mind with consumers who only think about insurance when they need it.

OPPORTUNITY

We made local a differentiator, embracing PEMCO's insider knowledge of what makes the people of the Pacific Northwest 'a little different.' After all, Pemco was one of them.

PRELIMINARY RESULTS

25% sales increase
77% increase in brand awareness
#1 most-shopped insurance brand in the PNW, up from #6

[CLICK TO SEE MORE](#)



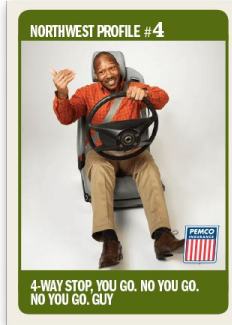
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DRIVING GROWTH WITH A BIG BRAND IDEA THAT FLEXES ACROSS CHANNELS

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

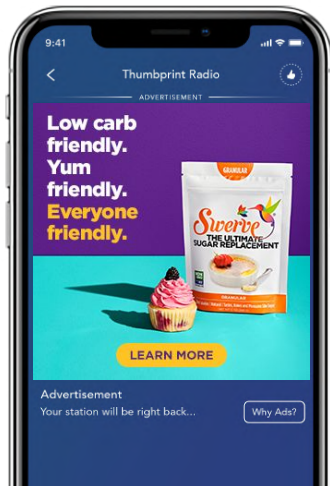
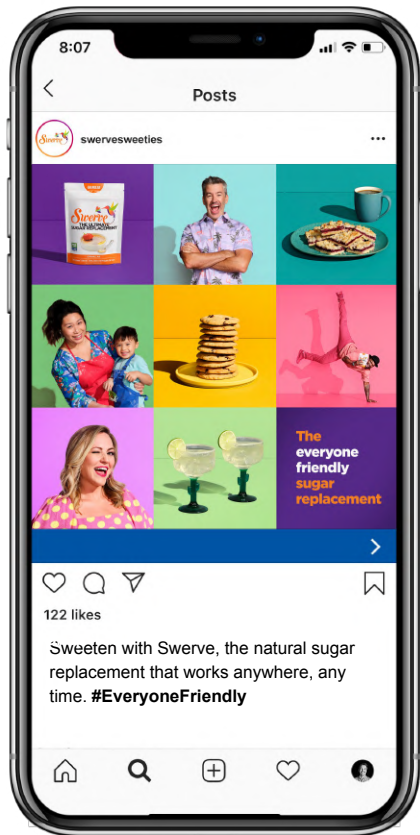
Unify everyone from keto lifers to healthy bakers with a big, inclusive brand idea to drive awareness and sales.

IMPACT

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

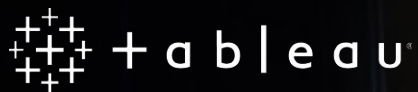
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Swerve® Is Everyone Friendly | Low Carb Friendly Sweetener | Live the Sweet Life...
www.swervesweet.com
 Swerve is the natural, non-GMO, non-glycemic, zero calorie sweetener. Swap Swerve for sugar in your favorite recipes - just as sweet and a whole lot healthier.





CRAFTING ENTERTAINING AND EDUCATING EXPERIENCES AT SCALE

CHALLENGE

With Covid forcing most live events to go virtual, Tableau Software wanted to make sure that Tableau Conference – their annual three day gathering for the global data community – didn't feel like a three day Zoom meeting.

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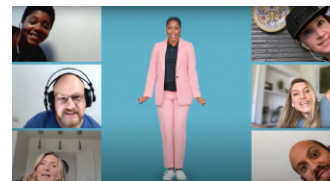
OPPORTUNITY


We ditched the corporate conference playbook and shifted from the typical parade of executive speakers to three days of entertainment. The data conference became a music festival, with original lyrics, music, a live band and produced music video content. We composed three days of broadcast content: everything from keynote openers, promotional interstitials, sponsor ads and executive content.


IMPACT


We redefined how hybrid conferences are done, and the CSAT scores (0-5) show it with a **3.9 Overall**

Award Winning: This work has earned us a **Gold B2 Award** as well as **National Addy**



 **princess.tarrance-lander.907** Yesterday at 1:42 PM
 this is not what I expected out of a conference for data analytics tools
 👍 3 🤔 1 🗨️

 **sarah.everhart.423** 8:57 AM
 ALL THESE ROCK VIDEOS ❤️

 **preethi.lodha.938** 10:42 AM
 Tableau is killing it with music in this conference !!
 👍 3 🔥 1 🗨️

 **Marianne Sarkis** @mariannesarkis · 25m
 Probably one of the funnest conferences! #Data21
 The music numbers have been so much fun!

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](#)



TURNING A NOSTALGIC BRAND INTO “THE PLACE” TO BE IN POP CULTURE

CHALLENGE

PBR was becoming less relevant to younger consumers who drink less and like to mix up how they unwind. We needed to make PBR famous again by doing something unexpected.

THE DRIVE FOR DIFFERENT

Lean into PBR’s classic brand heritage by fueling people’s desire for nostalgia. Pabst: This Is The Place transports beer drinkers back to the timeless places and gatherings we pine for—complete with a Midwest motel takeover for an immersive PBR experience.



Grand Traverse Motel 231-947-9410 [Book Now](#) [Menu](#)

Pabst: the Place!

Pabst is a special place in your heart and mind. A place that's indifferent to the passing of time, where the beer is cold and friendship is forever. And now it's a place you can actually visit. Welcome to Pabst: The Place. A bookable PBR motel experience located in scenic Traverse City, Michigan.







PBR RESULTS

- **1.4B** Earned Media Impressions / **\$15MM** Value
- Featured on The Tonight Show, Forbes, Adweek, Adage, The Food Network+ more
- 15.1MM OTT delivered impressions
- **+6%** Sales Increase YOY during campaign flight
- **+8%** Aided Awareness
(Benchmark: **+6%**)

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TEACHING TIME-WASTING CUSTOMERS A NEW, FASTER WAY TO THEIR TACO.

CHALLENGE

Taco Time's freshly-made food takes a bit more time, but customers were content to wait in line because they weren't aware of the mobile order app.

OPPORTUNITY

Shake customers out of their complacency with a live, on-premise stunt featuring the 'Taco Time Time Squad' who surprised and entertained waiting customers with fake citations that offered a discount for downloading the mobile app.

IMPACT

We doubled the number of order-ahead transactions YOY as a result of the Time Squad stunt and social content we captured on the day.

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