

# WE BELIEVE IN PEOPLE

We're more than a digital agency—we're a "People First" agency. We build results-oriented brand strategies and continually refine your campaigns for the greatest outcome. From full-scale digital marketing and advertising strategy, right through to our precise execution and reporting...that's right, we've got you covered. It's all about embracing your brand's vision—and our top creative minds make it happen with a boutique digital agency approach. We may be based out of SATX, but we don't believe in limits... and neither should you.

# VENATURA EXCURSIONS

For those of us lucky enough to of been born and raised here, Texas is a source of pride.

To those who are newcomers to the Lone Star State, it is a thing of beauty and wonder. It is this aspect that we wanted incorporated into the branding for Venatura Excursions.



## SERVICES PROVIDED

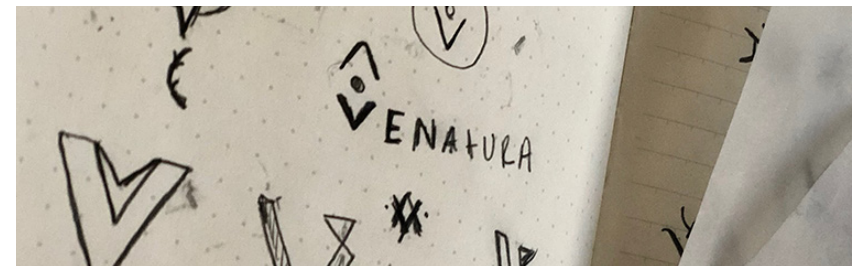
Brand Strategy  
Logo Design  
Photography  
Website Design &  
Development



# THE CHALLENGE

Venatura Excursions is a Texas-based company that facilitates a love for the outdoors through a wide variety of experiences. Whether that's bird or game hunting in the Texas hill country or deep sea fishing at the coast, Venatura offers a little something for the outdoorsman in us all.

The challenge was creating a brand that was rugged, yet also incorporated a twinge of elegance without looking like “just another ranch logo.” We wanted it to be unique and inviting for hunters and spirited outdoorsmen of all ages and backgrounds.



Our inspiration for the brand comes from three elements, which are all incorporated into the logo. The compass, which represents the outdoors and adventure. The reticle, which embodies aim and hunting and the needle, which represents the “V” of Venatura.





# THE RESULTS

The result is a brand that is simple, thoughtful and unique. It is a beautiful representation of what Venatura epitomizes: a love for the outdoors. We're excited to watch this legacy continue for generations to come.



# YOUR STORY BEGINS HERE...



# SANISAFE

Let's shed some light on an item you've probably noticed at the grocery store but looked right through. Acrylic organizers and dividers. The real MVP of grocery and retail.



SANISAFE  
PRODUCTS

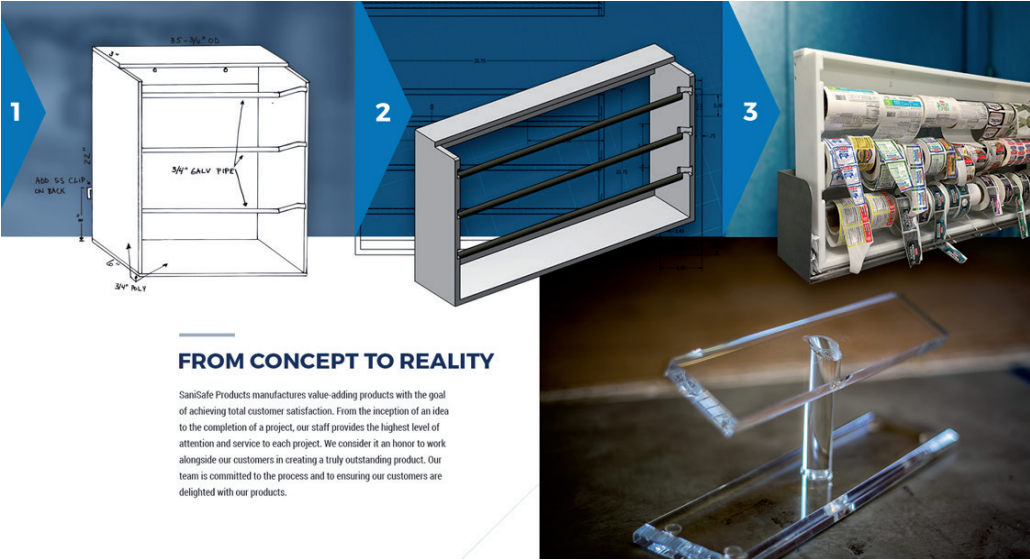
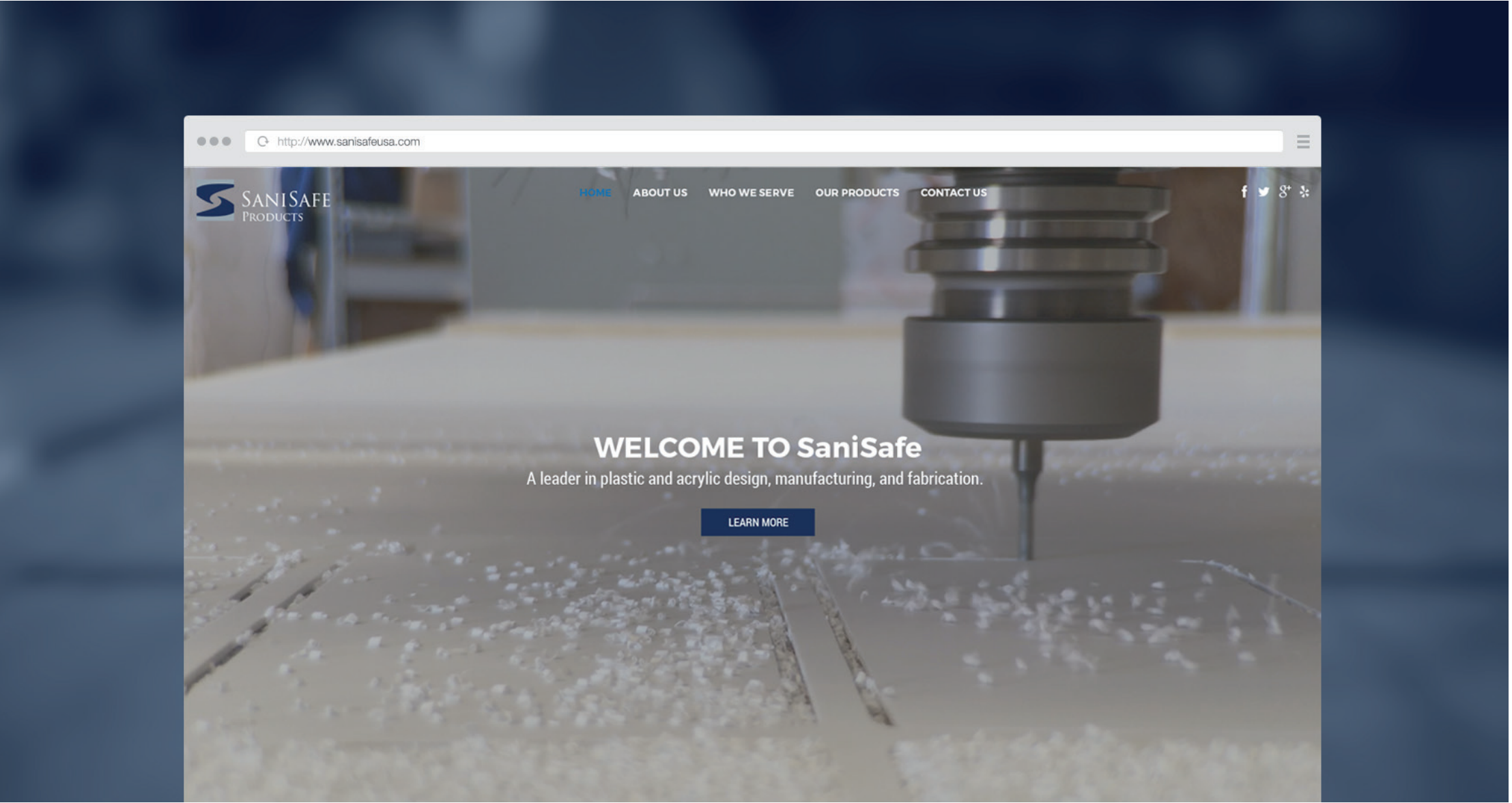
## SERVICES PROVIDED

Website Design &  
Development  
Content Strategy  
Photography



# THE CHALLENGE

SaniSafe Products is a locally-owned manufacturer of acrylic organizers and dividers used in places like Wal-Mart or Valero. When they first approached Boss Creative, managing partners Bruce Vaio and Doug Dannhardt were looking for a partner to help shed their smaller scale, mom-and-pop identity and transform them into a company that could easily and efficiently provide for grocery and retail chains across Texas. The problem is that while these acrylic products are indispensable, they often go largely unnoticed and are difficult to photograph, given their transparency.



# THE REDESIGN

Together we were able to design an eye-catching web presence to set them apart from their competitors and bring light to an often overlooked industry.



# WHAT ELSE WAS DONE

Photography and video is really what brought their website to life. We wanted to showcase SaniSafe's commitment to careful thought and design strategy. Everything created through their warehouse is custom designed for where it's going, and we wanted to make sure that was understood. The end result was an award-winning website and an enhanced brand image for SaniSafe Products that can thrive for years to come.





# DATAWING GLOBAL

Drone Data Analysis. It may not sound overly exciting, but just wait until you see what DataWing has been up to. What they are doing with drones is super cool.



## SERVICES PROVIDED

Website Redesign &  
Development  
Content Generation  
Social Media Marketing



# THE CHALLENGE

On any given day, DataWing's team of skilled UAV pilots and data analysts are working to capture and utilize drone data for everything from emergency response and insurance to oil & gas.

So when they approached Boss Creative needing to revamp their web presence, we were up for it — after all, you can't really go wrong with a company that works with drones for a living.

When designing and building out a client's web presence, that initial impression is so important. Considering a major part of what DataWing does is capture impressive drone footage, we knew we wouldn't have any trouble creating a unique and captivating first impression.



# THE WEBSITE REDESIGN

To accomplish our vision, we used drone footage they provided to create an experience that would enthrall visitors, without being too distracting. Using their already established brand, we were able to create a fully custom website with their awesome drone video montage displayed front and center.

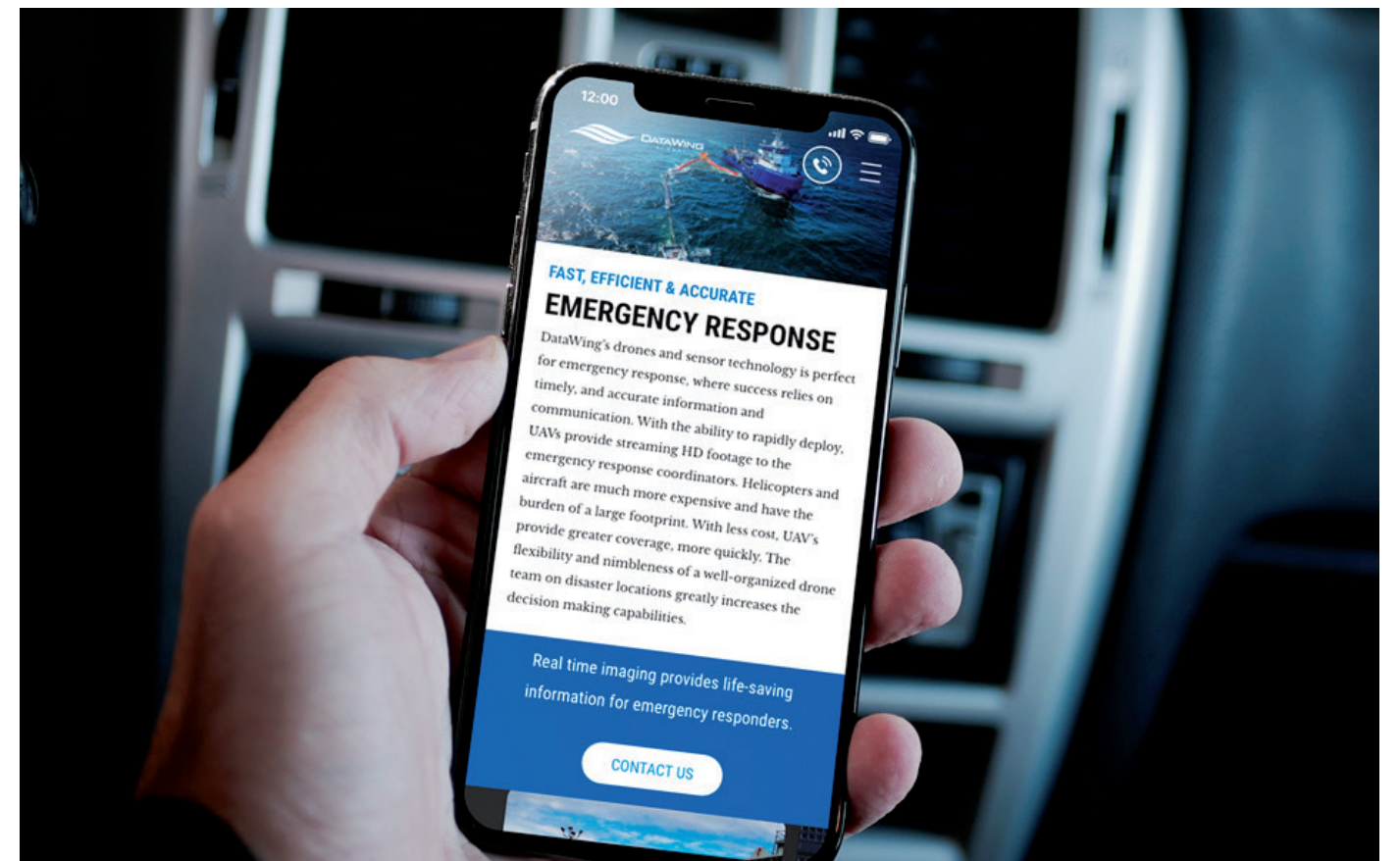
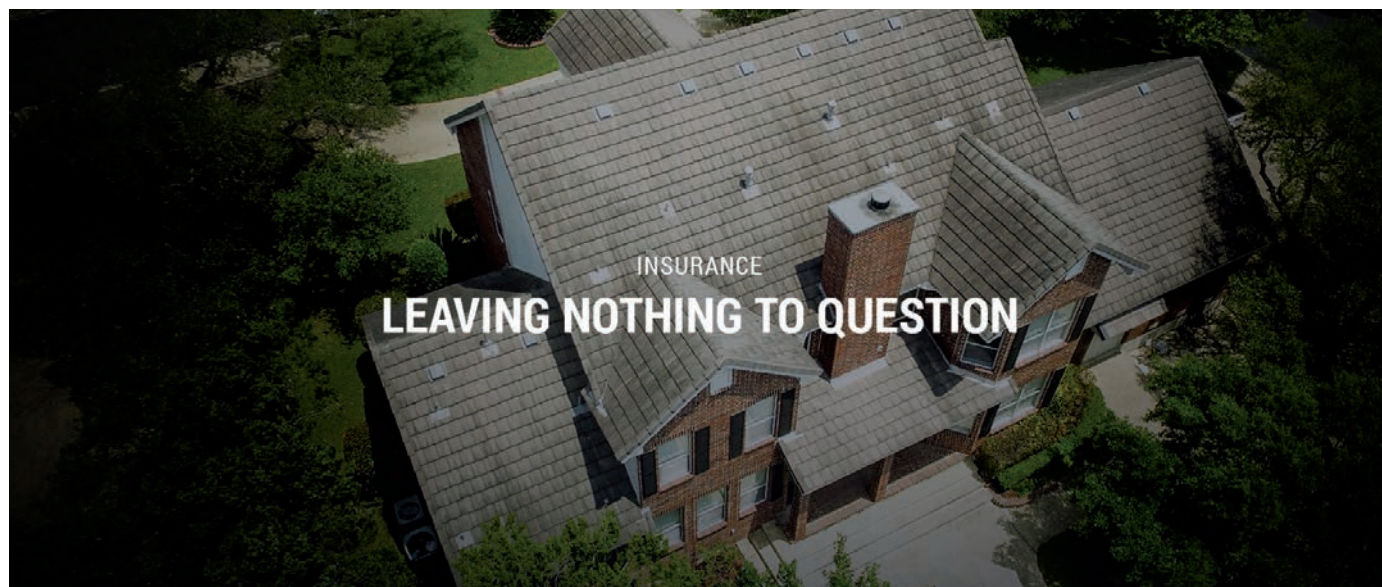
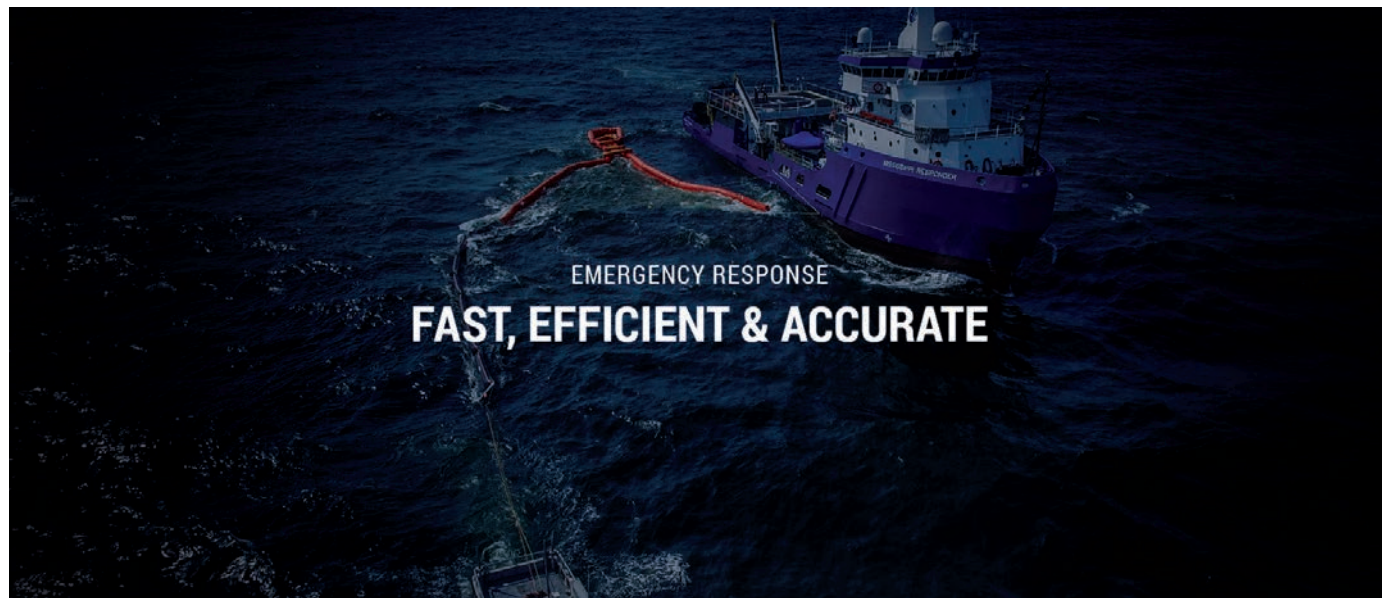
The most challenging part of creating this custom experience was ensuring that the quality of the home page video coupled with the overall user experience would not diminish when accessing the site from a tablet or mobile device. Since 51% of web traffic is from mobile, we knew this was an element we could not compromise on.



# THE RESULTS

The result is a beautifully designed, custom web experience that is unique and effective, regardless of the device. From the drone imagery and video

to the messaging, every part of the website is a seamless representation of DataWing as a brand.





# PRIME UNIVERSAL

Let's face it - Government contracting can sometimes be a dull topic. The industry is just a little too saturated with websites that start to look the same after a while.

## SERVICES PROVIDED

Content Strategy  
Collateral & Assets  
Website Redesign &  
Development



# THE CHALLENGE

When Prime Universal Group, which deals with project and construction management for larger civilian and governmental agencies, first approached Boss Creative they were only looking for a simple redesign that would upgrade their current web presence. They felt their current website was missing the mark by portraying them as just a construction company, when what they actually do lands them on a much larger scale.

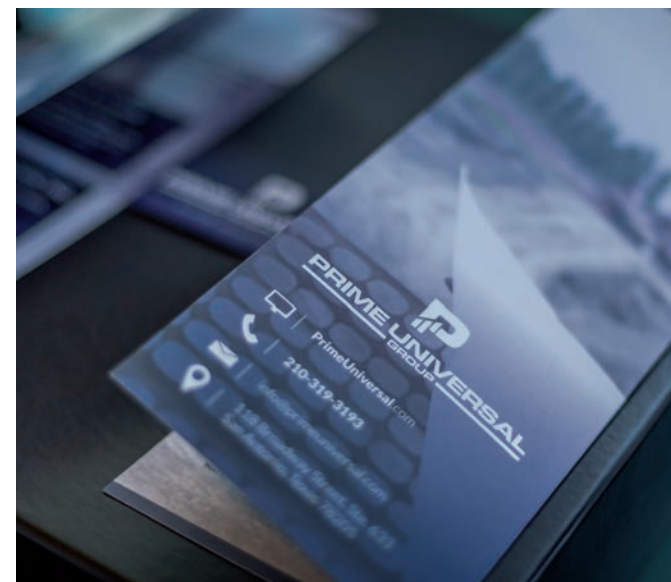


# THE REDESIGN

We understood that it was mostly large governmental agencies and civilian organizations that would seek out their services, and we wanted the content we created to cater to those groups.

We rounded out their branding and marketing with collateral materials designed specifically for a tradeshow they were attending. We wanted to transfer the same look and feel of the website onto something tangible. We were able to set them on a path to attract the clients they were hoping to retain (think: united states department of defense) resulting in their sales rising dramatically once the website was completed and launched on the web.

“While their current website layout wasn’t bad, we wanted to take it to the next level and ensure they’d stand out among the masses by portraying them as trustworthy as well as highly skilled and experienced.”





# STACEY ROOKS

Usually, when we think of therapy, we think of all of the things that are wrong or could be wrong. Why are we talking about therapy? Therapy for what? Is there a problem?!

From the moment Stacey Rooks walked in the door, her enthusiasm and excitement for her field and practice were obvious, and it was that passion that inspired us to create a brand experience that would instill hope and trust in every person that came into contact with it.

## SERVICES PROVIDED

Brand Strategy  
Logo Design  
Website Design &  
Development





# THE CHALLENGE

Our main challenge was addressing the unfavorable connotations carried by the industry as a whole. We wanted to create a brand for Stacey Rooks' practice that was fresh, hopeful and uplifting and that would translate as a beacon of hope in a field that is so often inundated with pain and sadness.

One of the first things Stacey told us is that she loves the weeping willow tree and wanted to see it incorporated into the design of her logo. Although the tree is beautiful, we were immediately challenged with meshing the enchanting, yet melancholy, weeping willow with the hope-filled, positive sentiments we were incorporating into Stacey's brand.

Aptly named "weeping" because of the way rain running down the long, green branches imitates tears, the willow has come to represent balance, learning, growth and harmony – a theme we were eager to intertwine with Stacey's brand.

**I was branching off and opening my own business and was scared...Until I met the amazing members of Boss.**



# THE DESIGN

In order to create something reflective of hope and of overcoming difficulties while also being inclusive of the willow tree, we designed one branch in the shape of a circle. As the official logo mark, this was meant to embody the idea that therapy can turn your life around. We used the color green to represent the energy and new life that therapy can bring, and blue to connote trust and feelings of calmness.

The process required a lot of research and several brainstorming sessions but the result is a beautiful brand that is reflective of the growth, strength, and harmony characterized by the Weeping Willow.

For Stacey's tagline, we wanted to maintain the theme of hope and trust that we had incorporated into her logo. Going off of what Stacey had told us in our initial meetings, as well as some of her favorite inspirational quotes, we created the tagline "Find Hope Together." The sentiment in the tagline removes the scary undertone associated with therapy and serves to remind people that they never have to struggle alone.

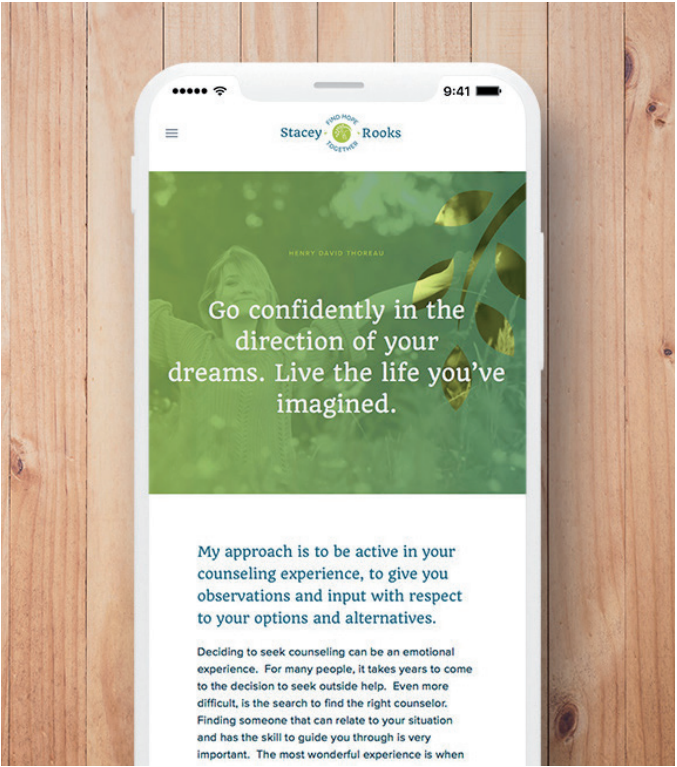




# THE RESULTS

In the end, we were able to create a beautiful reminder of trust and community that we hope will continue to welcome people through the doors of Stacey Rooks' practice for years to come. We loved walking through the process with Stacey and are glad we could be a part of bringing her dream to life.

“They listened to what I wanted, answered all my questions and brought to life what I had been dreaming of for years.”





# A1 ENGINEERING

Engineering is typically a topic that we don't think much about. However, it's something that is essential to the safety and reliability of structures that we spend most of our time in.



ENGINEERING

## SERVICES PROVIDED

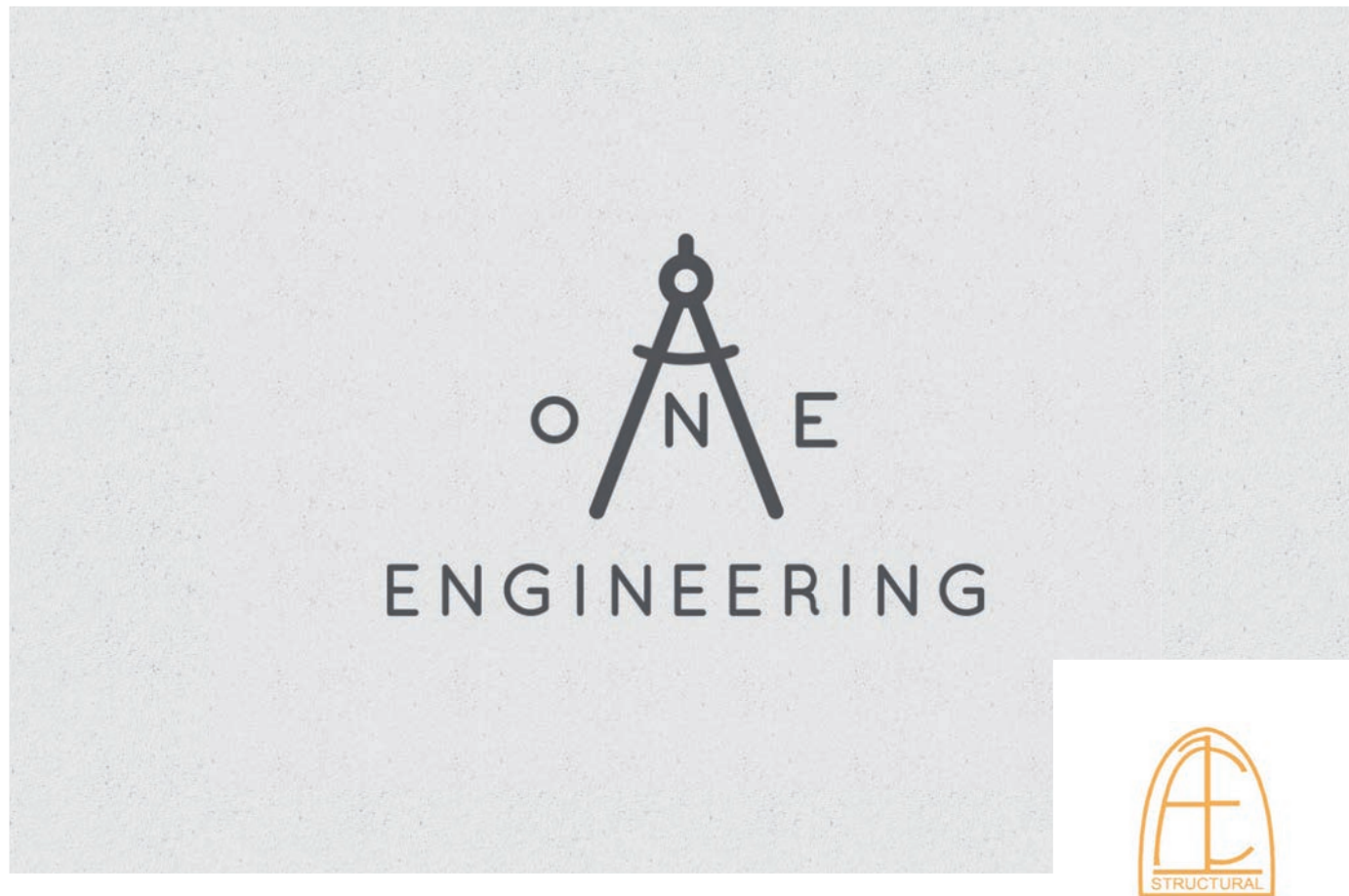
Brand Strategy  
Website Redesign &  
Development



# THE CHALLENGE

A-1 was formed in 2011 with the vision of providing Texans with non-biased, objective engineering services for their everyday projects and building inquiries. As a family owned business, A-1 is passionate about helping Texans better manage their buildings through honest

and fair-minded services. With the goal of expanding their customer base and attaining a more professional look to match their expertise, A-1 needed a partner to guide them. In creating a brand for A-1, we focused on their core values of reliability, professionalism and safety.



# THE REDESIGN

The result is a thoughtful, well-designed logo that speaks to the caliber of work produced by A-1. Without being cluttered or overdone, the

logo has a fresh and modern appeal that is truly timeless. We love working with our clients to create a brand that really encompasses who they are and what they do and we're excited for the future of A-1 Engineering.

“Our team was able to redesign their logo and give them a fresh, informative and modern look.”





**GOODYEAR**

**SERVICES  
PROVIDED**

Photography  
Copywriting  
Ad Strategy



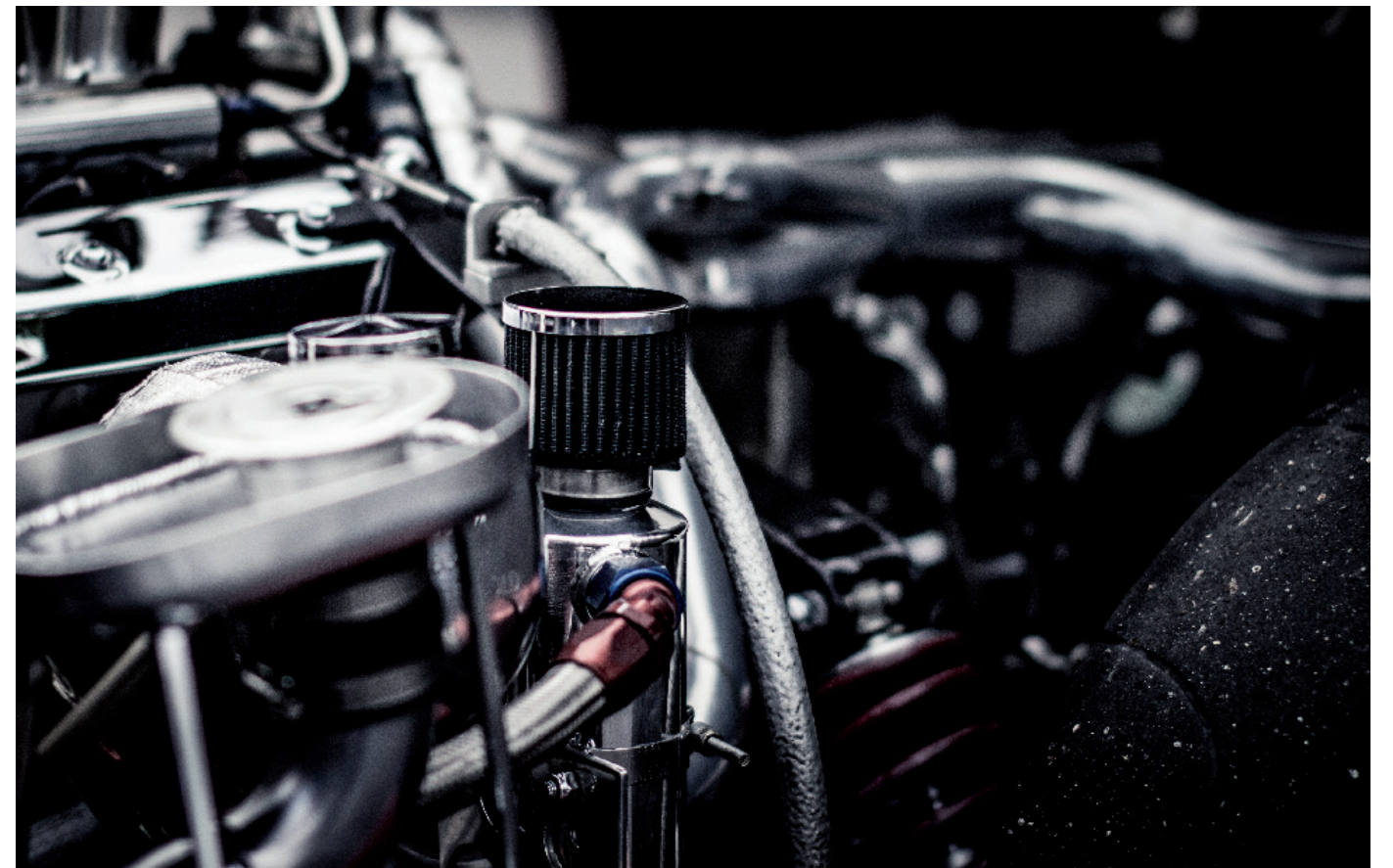


# THE CHALLENGE

Everyone remembers the thrill of seeing a racecar rev its engine at a stoplight when you were just a kid drooling out the window. That feeling of excitement lasts a lifetime in some of us while in others it gets lost in the world of adulthood. Goodyear tires needed to bring back that inner race car driver in all of us while setting themselves apart from being just “another tire company”.

# THE STRATEGY

Previously developed by Goodyear, the “More Driven” campaign theme was brought to us for the next step in its creative evolution. We designed our strategy to highlight the tire maker’s rich history while also showing the achievements in the automotive racing world, thus keeping in sync with current and previous television and print ad campaigns. This serves to reinforce the company’s primary message which is “everything we have learned from making tires inspires our development of tires for consumer vehicles”. Our aim was simply to incite the “inner child” in each of us through the racing heritage and aim for something that gets people talking and not just thinking about a giant blimp.





# THE RESULTS

In summary, we were able to create a simple yet powerful ad that speaks to people about the seriousness of the safety needed in good everyday tires but also touches on the imagination and fun that we all remember looking for in that shiny fast car of days past. This was accomplished through the tagline “From Monday To Race Day” along with the traditional Goodyear Wingfoot logo being replaced with the words “Finish Line”. Scott Rogers the CMO of Goodyear said: “Showing consumers the passion, innovation, and expertise we use to produce tires for countless experts, and then illustrating how that inspires us”. The final ad ran nationally in Sports Illustrated, Popular Science TIME, Parenting, National Geographic and Road & Track magazines.

**And that is where the rubber meets the road...**



A large advertisement for Goodyear. The background is a close-up, high-contrast photograph of a tire tread, showing the grooves and sipes. Overlaid on the tire is the word "FINISH" in a bold, yellow, sans-serif font, followed by a yellow wingfoot logo (a stylized foot with wings) and the word "LINE" in the same font. At the bottom of the advertisement is a solid yellow horizontal band. On the left side of this band, the text "GOOD FROM MONDAY TO RACE DAY" is written in a bold, black, sans-serif font. On the right side of the band, the Goodyear logo is displayed, consisting of the word "GOODYEAR" in a bold, black, sans-serif font, with a small yellow wingfoot logo integrated into the letter "Y".



