CACTUS
TREEHOUSE
BOSTON RED SOX
ADMIT ONE
I ♥ BACON
ARMY NAVY
LIMELIGHT
CACTUS TREEHOUSE
AMERIKA
franz kafka
Greetings from SAN DIEGO
America's Finest City!
Greetings from Los Angeles
HOLLYWOOD
YES I WORK HERE!
JJ'S REWARDS
GIBSONS

PARTIAL CLIENT LIST

FOR OVER 2 DECADES, CACTUS TREEHOUSE HAS WORKED IN ADVERTISING AND ENTERTAINMENT SERVING AS AWARD-WINNING PRODUCERS, WRITERS, CREATIVE DIRECTORS, AND EXECUTIVES AT PREMIER AGENCIES AND TOP STUDIOS.

ALWAYS FOCUSED ON THE BIG PICTURE, WE APPRAISE TRENDS, MARKET FORCES, AND THE NEED TO PRODUCE SUSTAINED RESULTS WITH EVERY MARKETING DOLLAR SPENT. WE'RE INVOLVED IN PROJECTS FROM CONCEPT TO EXECUTION TO DELIVERY, WEARING AS MANY HATS AS THE PROJECT DEMANDS.

WE MATURE WITH THE CONTINUOUSLY EVOLVING VIEWERSCAPES, TECHNOLOGIES, AND DESIGN TENETS BY BEING HIGHLY COLLABORATIVE. WE REMAIN FOCUSED ON DYNAMIC CREATIVE, A MULTIFACETED COPY STYLE, AND COMPELLING VIDEOS THAT CAPTURE ATTENTION.

Above all, we're reasonable non-conformists, creative disrupters, and true unbelievers in the idea of business as usual.

SKILL SETS AT A GLANCE

Writing
Producing
Directing
Motion Graphics
Web Creative
Viral Campaigns
Guerilla Marketing
Strategic Marketing
B2B
Digital Media Creative
Script Consulting
Film Production
Copywriter
Print Design
Photography
Music Videos
Branding
Ideating
Post Production
Creative Direction
Social Media

VIDEO

ART.COM WANTED A BRAND OVERHAUL THAT SAID LEADER, PARTICULARLY TO NEXTGEN ART COLLECTORS WHO WANT GREAT ART BUT CAN'T SPRING FOR A PICASSO. THE CAMPAIGN INCLUDED VIDEO, PRINT, AND OOH WHERE WE SERVED AS THE WRITERS AND CO-CREATIVES.

www.art.com/commercial/

WHEN HILTON DALAMAN RESORT AND SPA DID A WEBSITE REFRESH, WE WERE CHARGED WITH THE CONCEPT, COPY, AND SCRIPTING OF THE VIDEOS. ONCE COMPLETED, THE SITE WAS TRANSLATED INTO FOUR LANGUAGES.

www.hiltondalaman.com/2013/

www.youtube.com/watch?v=GQVqoBPstUY

IN PARTNERSHIP WITH TEN KEY BRANDS, WE CONTRIBUTED BY SUCCESSFULLY MARKETING THE SALESFORCE APPEXCHANGE TO CONSUMERS WITH AN ORIGINAL CONTENT VIDEO CAMPAIGN. WE SERVED AS WRITERS AND PRODUCERS.

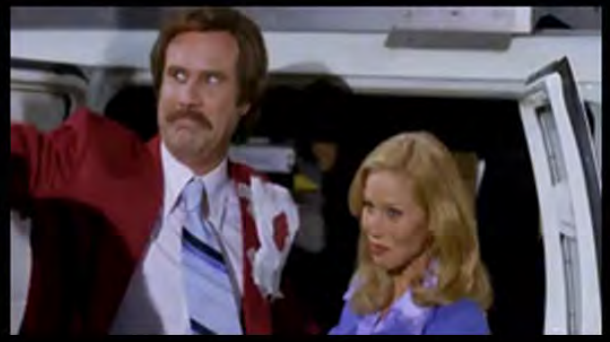
www.youtube.com/watch?v=SG0sWfeSiBE

NEW LINE NEEDED COPY FOR THE SEX AND THE CITY MOVIE TRAILER, AND WE WERE THRILLED TO JUMP IN AND PROVIDE MESSAGING FOR THE TRAILERS AND KEY ART.

www.youtube.com/watch?v=y6U8o9Ed0VI

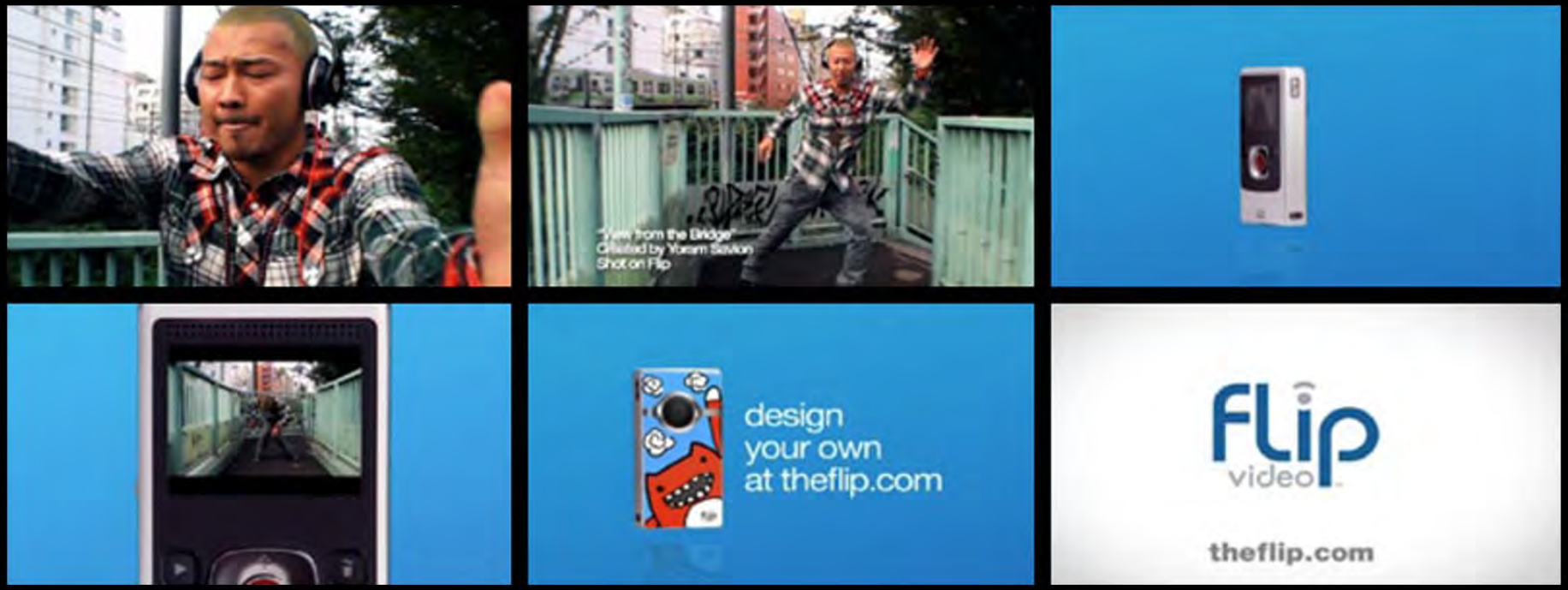
WHEN PARAMOUNT HIRED A BRILLIANT TRAILER HOUSE TO CUT THEIR ANCHORMAN SPOTS, WE JUMPED IN TO WRITE THE COPY FOR THIS INSTANT CLASSIC.

www.youtube.com/watch?v=NJQ4qEWm9IU



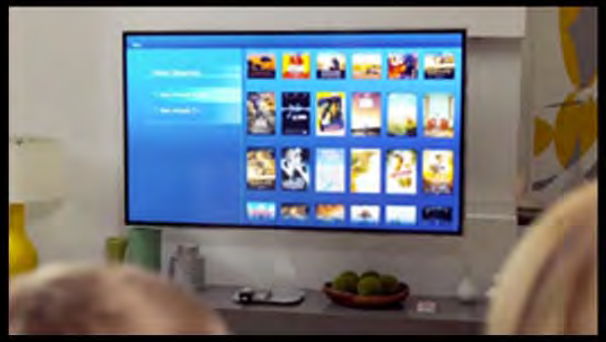
FLIP'S VIDEO CAMPAIGN WAS BUILT AROUND USER-GENERATED CONTENT WRAPPED UP WITH A MOTION GRAPHIC END TAG TO CREATE UNIQUE FIFTEEN SECOND SPOTS THAT CUT THROUGH THE USUAL AD CLUTTER. WE SERVED AS COPYWRITERS.

www.youtube.com/user/theflip/videos



USING THE POWER OF WIRELESS TECHNOLOGY, CISCO WANTED TO CREATE VIDEOS FOR THEIR LINKSYS ROUTER THAT SHOWED THE POWER OF A CONNECTED SMART HOME. THIS WAS A LARGE MEDIA PROJECT: FROM VIDEO AND WEB TO RETAIL AND PRINT. WE SERVED AS WRITERS AND PRODUCERS ACROSS ALL MEDIA.

http://vimeo.com/48989637



FOR LANE BRYANT, WE WROTE AND PRODUCED SEASONAL VIDEOS FEATURING FASHION TRENDS, INTERVIEWS, AND STYLE TIPS. THE ORIGINAL CONTENT VIDEOS LIVE ON THE LANE BRYANT WEBSITE AND YOUTUBE CHANNEL.

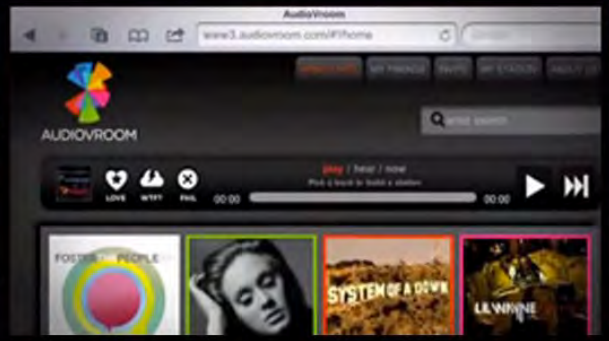
www.youtube.com/user/lanebryantcurves/videos

WHEN THE CITY OF ONTARIO ASKED US TO MAKE A VIDEO FOR THE MAKE-A-WISH FOUNDATION WE JUMPED AT THE OPPORTUNITY. WE WROTE, PRODUCED, DIRECTED, AND SHOT THE SPIDERMAN-THEMED EVENT SPOT.

www.youtube.com/user/MakeAWishFoundation

SIX VIDEOS IN TWO DAYS – THAT'S WHAT AUDIOVROOM NEEDED, AND WE DELIVERED. AS WRITERS AND PRODUCERS, WE HELPED LAUNCH AUDIOVROOM IN A VERY BIG WAY. WITH SUPPORT FROM FACEBOOK, THIS MUSIC APP WENT GLOBAL.

www.youtube.com/watch?v=P-hCQ4gNWpE



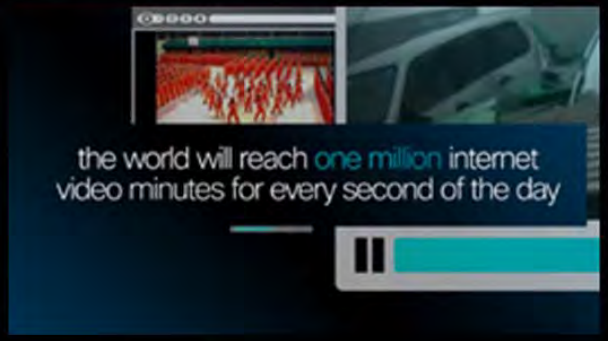
DIRECTED AT THE OFT-FORGOTTEN 6-TO 14-YEAR-OLD KID, WE WROTE, PRODUCED, AND SHOT VIDEOS FOR CURIOUS CHEF THAT SPOKE TO YOUNG HOME CHEFS LOOKING FOR QUALITY COOKING TOOLS TO CALL THEIR OWN.

www.youtube.com/channel/UCLW4ZwZkU4Ir6JMR82IT35A

GFX VIDEO

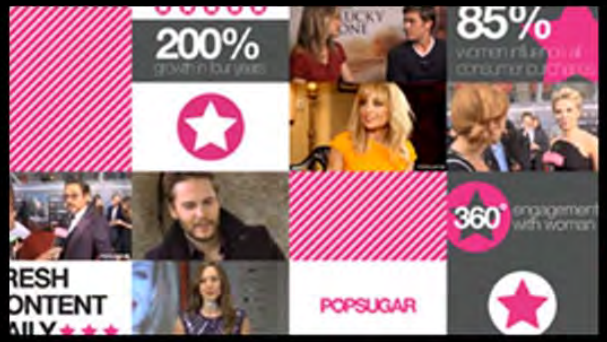
WHEN CISCO GOT INTO THE CONSUMER PRODUCTS SPACE, WE HELPED BRING AN ENERGIZED LOOK AND FEEL TO THEIR BRAND WITH AN INFOGRAPHIC VIDEO FOR CES. THIS POWERFUL VIDEO IMMEDIATELY DIFFERENTIATED CISCO FROM THEIR COMPETITION. WE WERE WRITERS AND CO-CREATIVES ON THIS PROJECT.

www.youtube.com/watch?v=itcOlmmQd1o



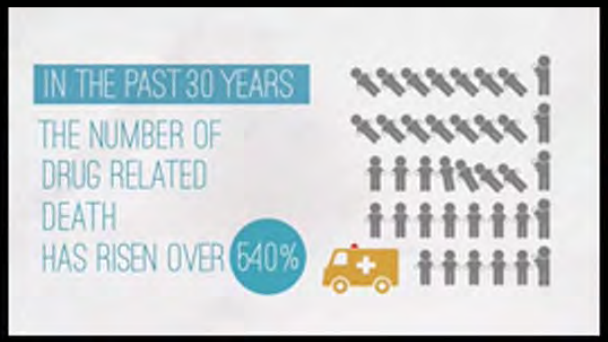
WE PARTICIPATED IN INTRODUCING POPSUGAR TO MADISON AVENUE AT THEIR INAUGURAL NEWFRONT EVENT IN NEW YORK. THE DELIVERED MEDIA INCLUDED MOTION GRAPHIC SHORTS, COPY, EVENT PLANNING SUPPORT, PRINT MATERIALS, AND A ROBUST WEBSITE LAUNCH. WE SERVED AS WRITERS, PRODUCERS, AND CO-CREATIVES.

www.musthave.popsugar.com/



CARLETON RECOVERY CENTERS TASKED US WITH PRODUCING AN INFOGRAPHIC VIDEO WITH POWERFUL COPY. CRC UNDERSTANDS THE STRUGGLE THAT PEOPLE FACE WITH ADDICTION. IT WAS IMPORTANT THAT WE CRAFTED A MESSAGE TO COMPEL PEOPLE TO SEEK HELP.

www.youtube.com/watch?v=QI0SbvcNRtY



FOLLOWING THE SUCCESS OF CISCO'S 2011 CES CAMPAIGN, WE WROTE AND PRODUCED AN INFOGRAPHIC VIDEO THAT MAINTAINED THE VIBE OF THE PREVIOUS CAMPAIGN AND REMINDED PEOPLE THAT LINKSYS IS A LEADER IN WIRELESS.

https://vimeo.com/75821475

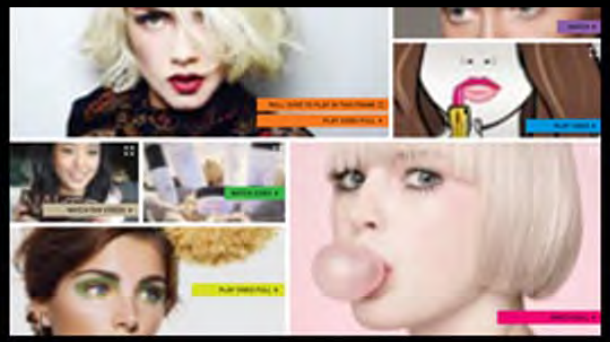
WORKING IN TANDEM WITH A FANTASTIC MOTION GRAPHICS PARTNER, WE WROTE THE COPY AND CREATED THE CHARACTERS FOR AN AIRBORNE VIDEO THAT GARNERED BIG RESULTS FOR THE BRAND.

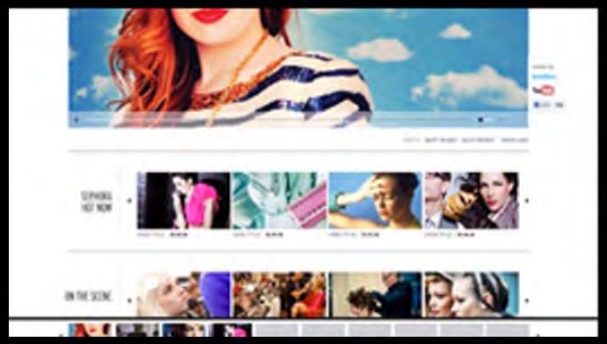
www.youtube.com/watch?v=tH_eIWMwnHY

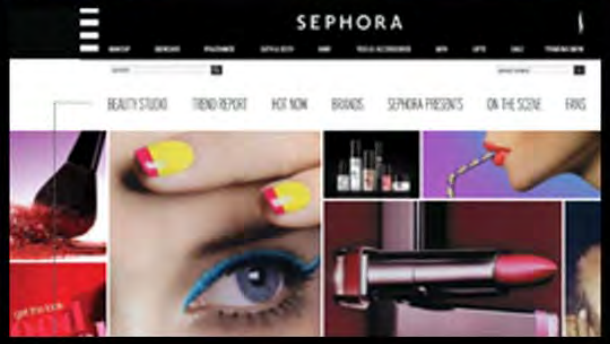
WEB AND SOCIAL MEDIA

SEPHORA ASKED FOR THE STRATEGIC DESIGN OF AN INNOVATIVE AND SOPHISTICATED VIDEO CHANNEL THAT SHOWCASED HIGH-QUALITY CONTENT ON THEIR WEBSITE THAT SUPPORTED SEPHORA'S BRAND. WE WERE THE COPYWRITERS AND CO-CREATIVES FOR THIS PROJECT.

www.sephora.com/sephoratv/?icid2=Top_Nav_Inspire_Me_SephoraTV_Image

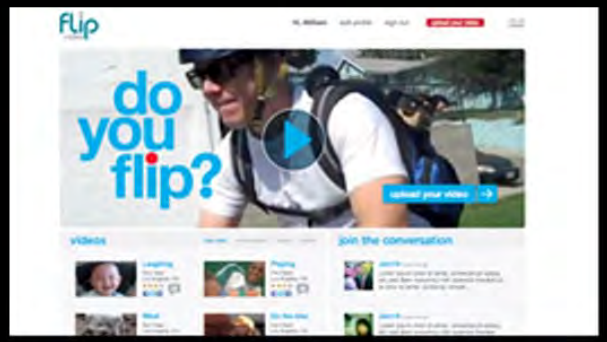


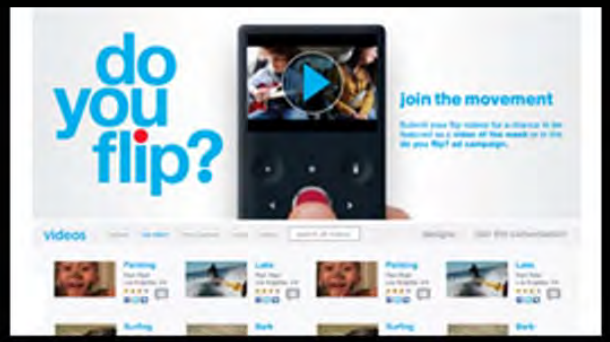


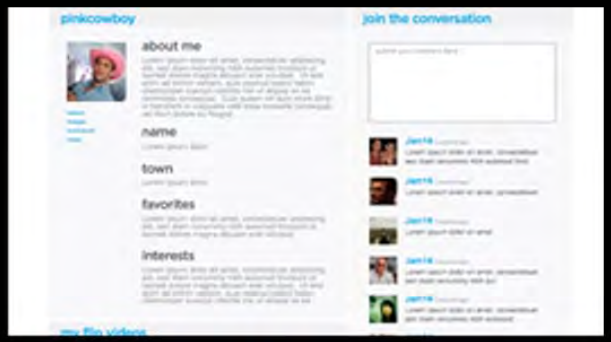


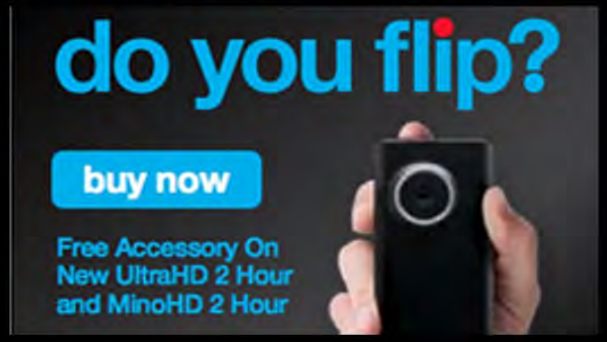
FLIP NEEDED A SOCIAL MEDIA SITE AND A WEB PRESENCE, SO AN UNCONVENTIONAL MEDIA STRATEGY WAS IMPLEMENTED THAT RESULTED IN SOARING BRAND AWARENESS. AS THE WRITERS AND CO-CREATIVES, WE HELPED FLIP IN DEMOCRATIZING VIDEO.

www.flipvideo.com





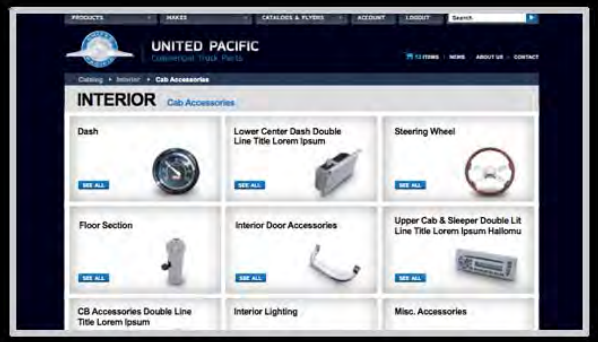


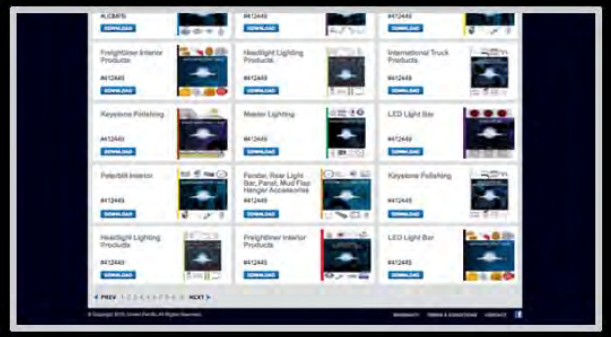


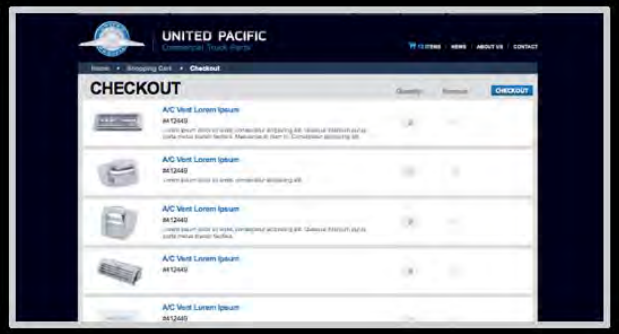
LINKSYS WANTED TO RE-IMAGINE THEIR CONSUMER WEB SITE TO MAKE IT MORE USER FRIENDLY - SOMETHING THAT WOULD CONVEY THE PRODUCT EXPERIENCE. THE CHANGE RESULTED IN A SUBSTANTIAL INCREASE IN SITE TRAFFIC, MORE TIME SPENT BY USERS ON THE SITE AND INCREASED ONLINE SALES. OUR JOB WAS TO WRITE AND CO-PRODUCE.

WITH MORE THAN 40,000 PRODUCTS ON AN E-COMMERCE SITE, THE FOCUS ON THIS PROJECT WAS ON WELL-ORGANIZED WIRE FRAMES BEFORE DIVING IN TO CREATIVE DESIGN. THE RESULT - UNITED PACIFIC REMAINS THE LEADER IN THEIR INDUSTRY WITH A FUTURE-PROOF WEBSITE.

http://www.uapac.com/trucks/







COPY

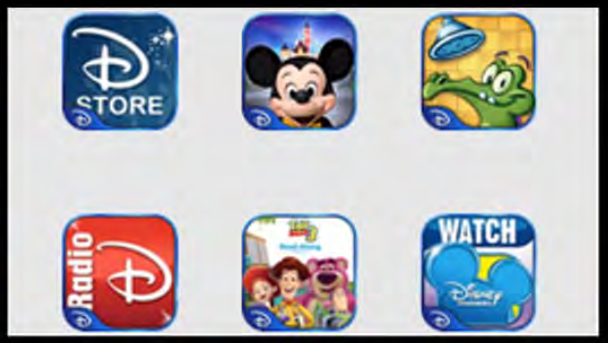
WHEN DISNEY WORLDWIDE NEEDED A BRANDING GUIDE ENABLING CONSUMERS TO EASILY DISTINGUISH OFFICIAL DISNEY APPS FROM AN OVERABUNDANCE OF UNOFFICIAL APPS, WE WROTE A MESSAGING BIBLE THAT WOULD BECOME THE STANDARD AND APPROVED VOICE FOR DISNEY APPS.

DISNEY: Where's My Water?
A Disney official app with 350 levels of physics-based puzzlers!

EVERY DROP COUNTS IN WHERE'S MY WATER?

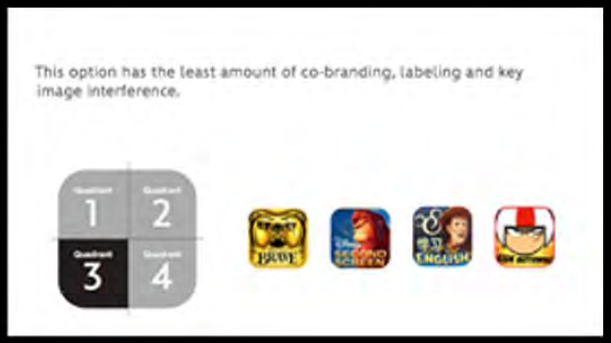
- A refreshing puzzler filled with good clean gaming fun!
- A challenging physics-based puzzler
- Vibrant graphics, intuitive controls, and a sensational soundtrack.
- Be clever and keep an eye out foralgae, toxic ooze, triggers, and traps.

3 STORIES, 3 SEPARATE GAMES AND MORE THAN 350 TOTAL PUZZLES.



DISNEY Where's My Water?
A Disney official app with 350 levels of physics-based puzzlers!

- 3 stories. 3 separate games. More than 350 total puzzles.
- Be clever and keep an eye out for toxic ooze and traps.
- This collection of levels is always growing, and always FREE!
- A refreshing puzzler filled with good clean gaming fun!
- Complete Cranky's Challenge to unlock bonus levels.



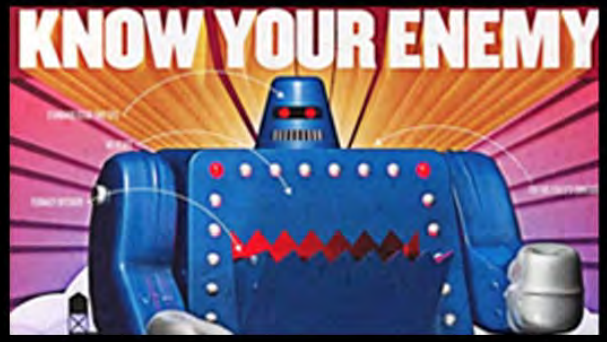
DISNEY'S Where's My Water?

A Disney official app that's a puzzler, complete with vibrant graphics, intuitive controls, and a sensational soundtrack. To be successful, you need to be clever and keep an eye out for algae, toxic ooze, triggers, and traps.

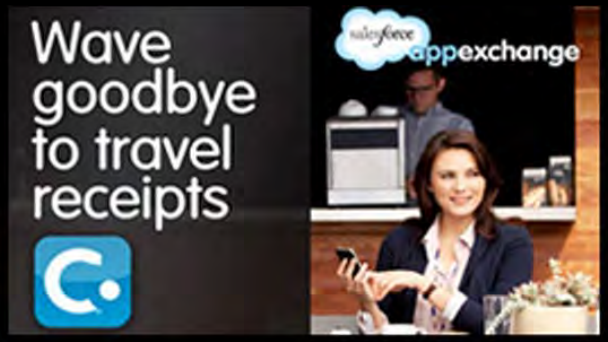
Go with the flow! Swipe, slosh, and splash to guide fresh water, dirty water, and ooze through increasingly challenging scenarios.

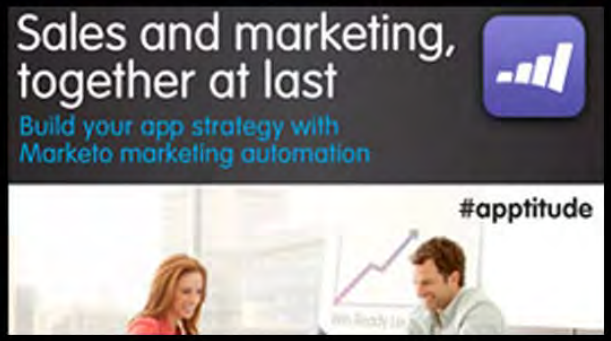
THERE'S NO BRAND LIKE VIRGIN, AND ONCE HIRED BY THE AMAZING ARTIST SHEPARD FAIREY, WE GOT TO WORK CRAFTING THE COPY FOR THE "MEGABOT" CAMPAIGN.

www.virgin.com/company/virgin-megastore



IN ADDITION TO WRITING AND PRODUCING ORIGINAL VIDEOS, SALESFORCE WANTED TO CREATE WEB BANNERS THAT SIMULTANEOUSLY FELT A PART OF THE WHOLE BUT ADDITIONALLY TOLD ITS OWN STORY. WE WROTE THE COPY.



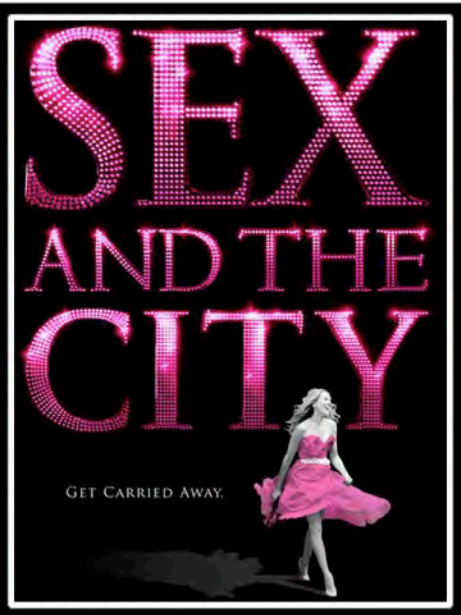


ANIMOTO NEEDED A NEW WEBSITE AND BANNERS TO MATCH. WE GOT WORK CRAFTING THE MESSAGING WHILE ACTING AS CO-CREATIVE. 40+ BANNERS LATER, ANIMOTO LAUNCHED A CAMPAIGN THAT GARNERED BIG RESULTS.

POPSUGAR NEEDED HELP LAUNCHING THE POPSUGAR MUST HAVE PROGRAM, INTRODUCING CONSUMERS TO A NEW BUSINESS FROM WOMEN'S FAVORITE SOURCE FOR ENTERTAINMENT AND STYLE–WHICH SOLD OUT IN ITS FIRST MONTH. I'M PROUD TO SAY WE WERE THE VOICE FOR WOMEN EVERYWHERE.

KEY ART COPY

L.A.'S NEWEST IMPLANTS



GET CARRIED AWAY

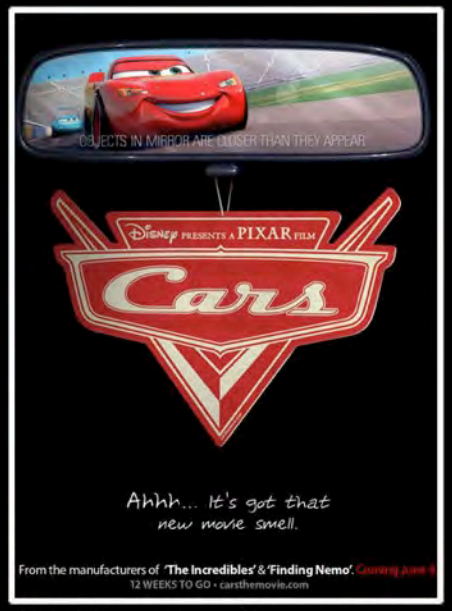
BY FAR THE MOST TERRIFYING FILM YOU WILL EVER SEE

MISERY LOVES COMEDY

THE SEARCH FOR TRUE LOVE BEGINS OUTSIDE THE BOX

THERE ARE WORSE PLACES THEN HELL

A DOCTOR KNOWN FOR HIS PATIENCE



AHHH... IT'S GOT THAT NEW MOVIE SMELL

THE WAIT IS OGRE

FEAR TAKES FLIGHT

FOR THE GOOD OF HIS COUNTRY HE MUST BETRAY IT

FAMOUS FILM QUOTES CONCEPT

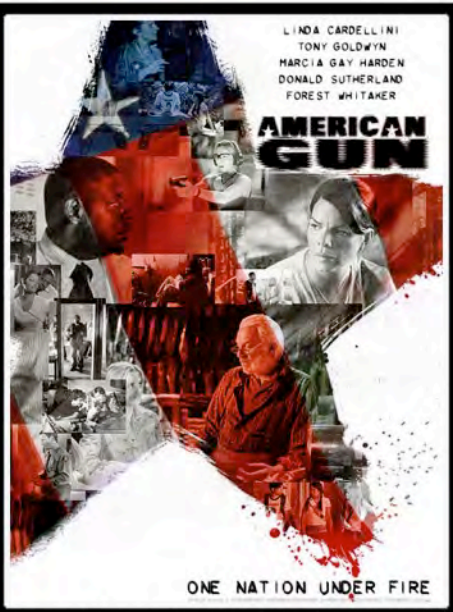
YOU DON'T HAVE TO BELIEVE IN MIRACLES TO BE SAVED BY ONE

HOPE HAS A RHTHEM ALL IT'S OWN

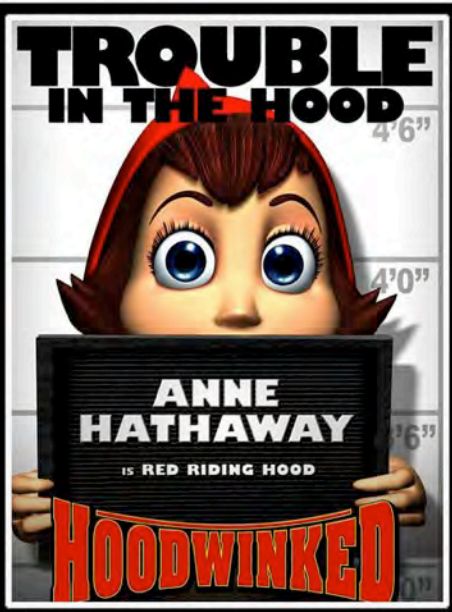
WAR AND PIECES

ENOUGH IS NEVER ENOUGH

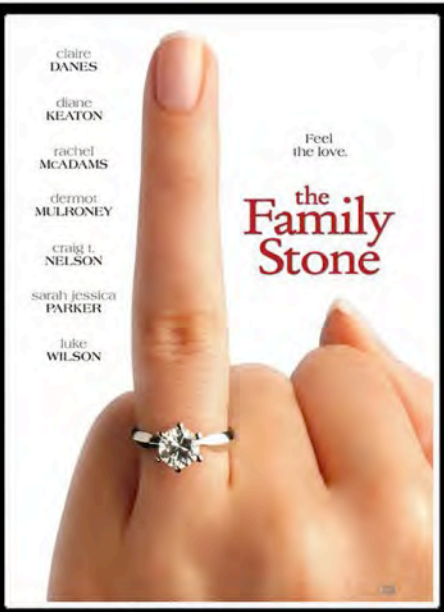
THE EQUATION HAS CHANGED



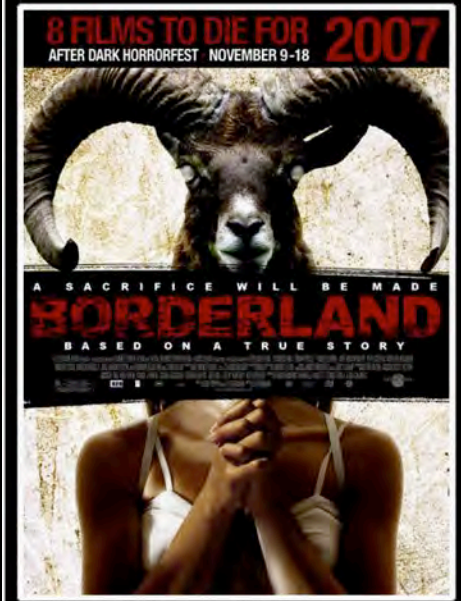
ONE NATION UNDER FIRE



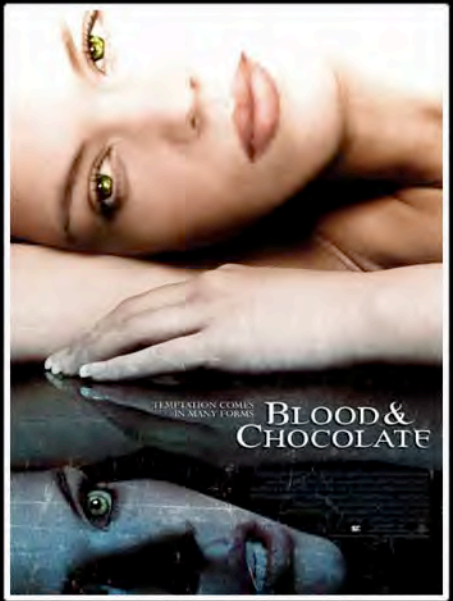
TROUBLE IN THE HOOD



FEEL THE LOVE



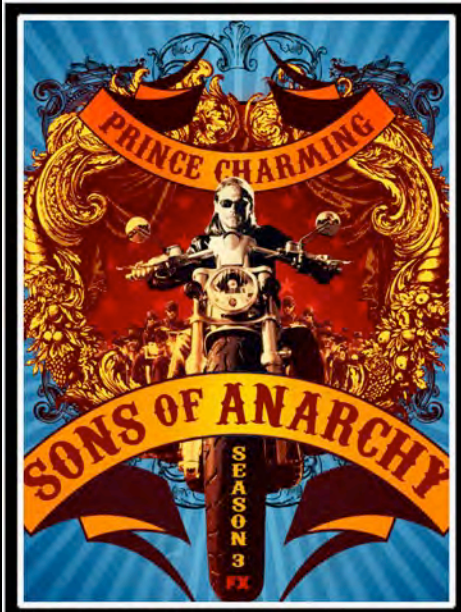
A SACRIFICE WILL BE MADE



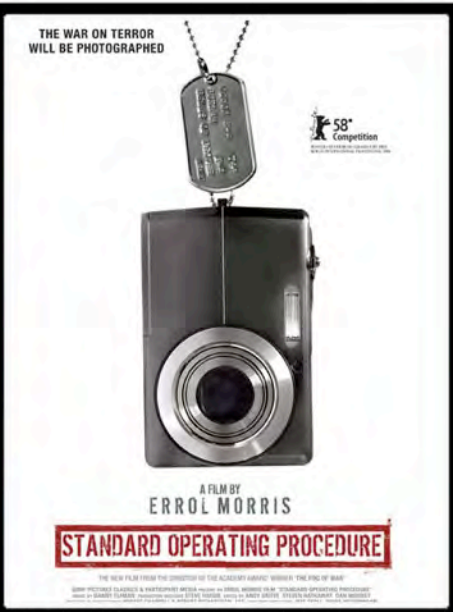
TEMPTATION COMES IN MANY FORMS

BIG THINGS COME IN SMALL PACKAGES

UNDERCOVER UNDERACHIEVERS



PRINCE CHARMING



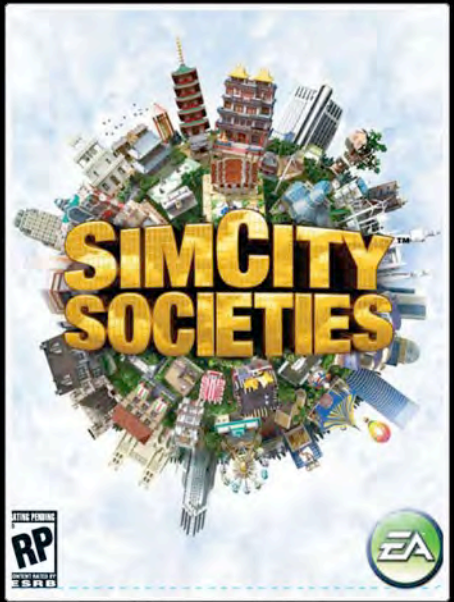
THE WAR ON TERROR WILL BE PHOTOGRAPHED

DON'T MISS YOUR CONNECTION

EVERYTHING WILL BE FINE, EVENTUALLY

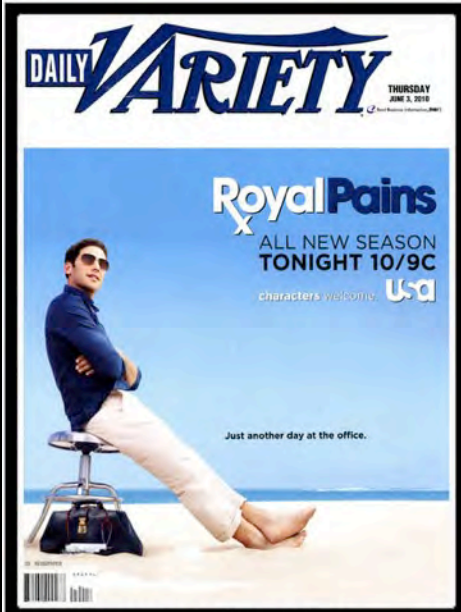
A TOWN LESS ORDINARY

UNREST IN PEACE



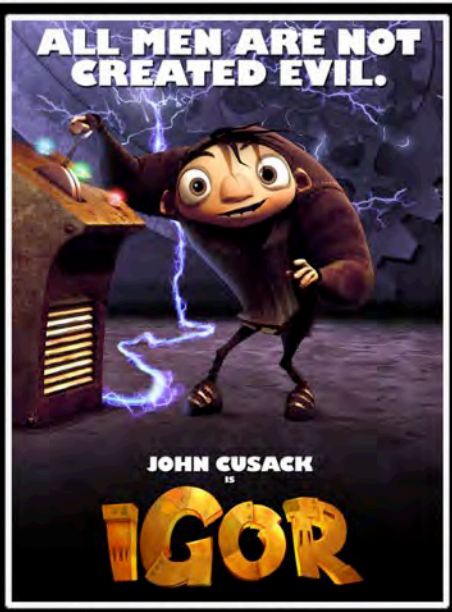
SIM CITY SOCIETIES TITLE

EVAN HELP US

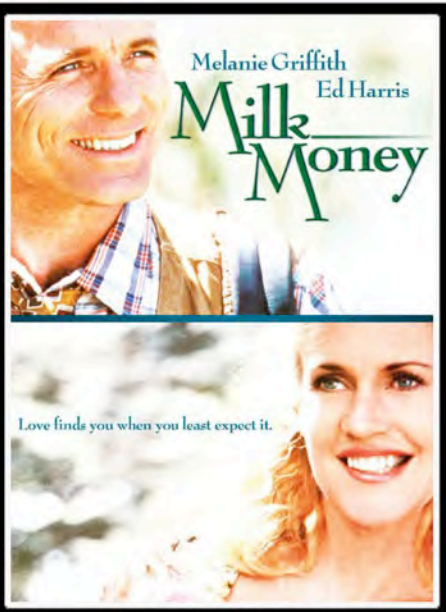


JUST ANOTHER DAY AT THE OFFICE

THE DEVIL'S PLAYGROUND IS JUST AROUND THE CORNER



ALL MEN ARE NOT CREATED EVIL



LOVE FINDS YOU WHEN YOU LEAST EXPECT IT

YOU CAN'T ESCAPE YOUR FEARS, YOU CAN ONLY FACE THEM

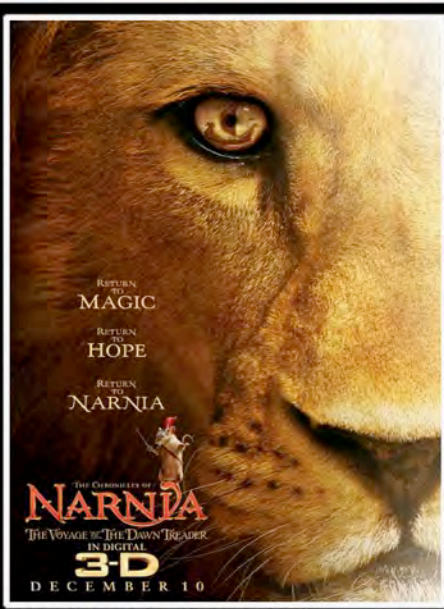
UNITED THEY RIDE

EVERY OBSESSION HAS A PRICE

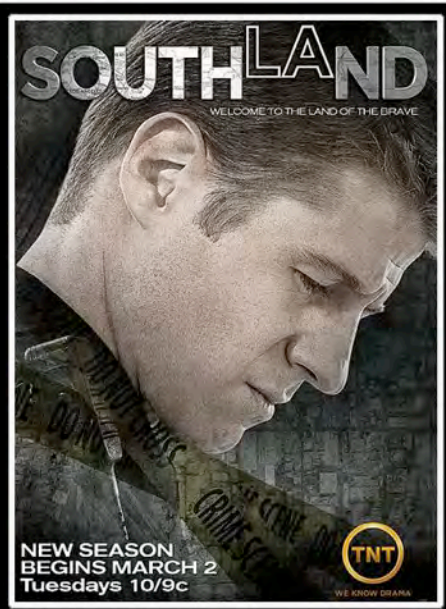
NOTHING STAYS BURIED FOREVER

HOLIDAY RESCUE KIT

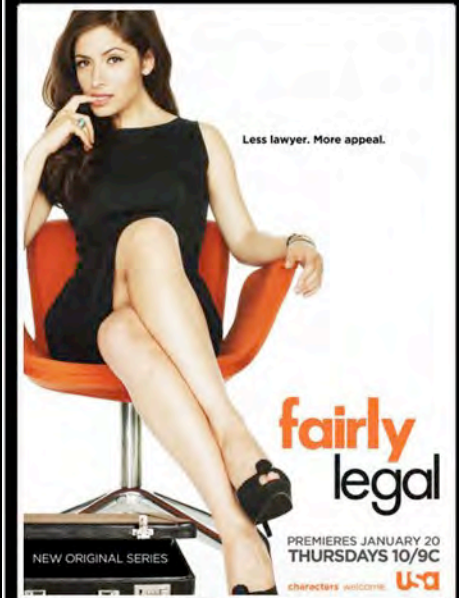
WHAT HIDES IN LIFE IS FOUND IN DEATH



RETURN TO MAGIC
RETURN TO HOPE
RETURN TO NARNIA



WELCOME TO THE LAND OF THE BRAVE



LESS LAWYER MORE APPEAL

AN ELITE FBI TEAM SENT TO FIND A KILLER. NOW THEY HAVE BECOME THE TARGET

ANYONE CAN HAPPEN

THE FUTURE IS WORTH FIGHTING FOR

ALL WORK DEPICTED HERE WAS PRODUCED IN PARTNERSHIP WITH VARIOUS AGENCIES OR AT CACTUS TREEHOUSE. IN COLLABORATION WITH BRILLIANTLY TALENTED PEOPLE, THE CACTUS TREEHOUSE TEAM SERVED AS THE WRITERS, PRODUCERS AND CO-CREATIVES FOR THESE PROJECTS. IN NUMEROUS CASES, WE ALSO SERVED AS DIRECTORS, EDITORS, PHOTOGRAPHERS, AND MOTION GRAPHIC ARTISTS.