SHINE UNITED

WE HAD AN IDEA:

BUILD A BETTER BREED OF ADVERTISING AGENCY.

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Our vision: An agency less concerned with the dog-and-pony show, and more with creatively driven, results-based solutions. A place where client relationships and employee happiness actually mean something. So, in August 2001, we left the security of our VP positions at other agencies to form Shine Advertising Company. And while we started with no clients, no office space, and little cash to speak of, we did have the ultimate intangible: experience. Having cut our teeth at agencies like Young & Rubicam, Grey Advertising, and Campbell Mithun, we knew how to deliver big results for big-name clients. And so, 43 days after hanging our proverbial shingle, we won the $3.4 million Elefanten Children's Shoes account in a four-agency shootout.

With a solid foundation of marketing and advertising in place, we went about conquering the digital landscape in 2003. From websites and microsites to interactive and social media, we have built a platform that successfully integrates our clients' online and offline presence. Our 2012 name change to Shine United reflects our evolution into a company versed in both traditional and digital media.

Today, Shine has 44 employees and approximately $45 million in capitalized billings. Our client roster includes national brands such as Harley-Davidson Motor Company, Discover Card, GORE-TEX Technology, Wisconsin Cheese, Amazon, and Winston Fly Rods.

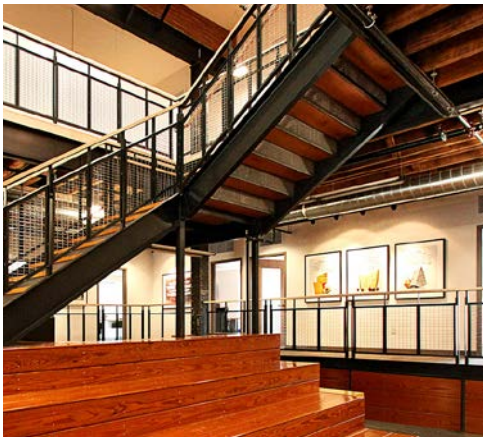
SHINE UNITED

WE ARE BOLD.
WE ARE DIFFERENT.
WE ARE FRESH.

We are creatively driven, results-focused, and partial to red slushies over blue ones. What we do at Shine United is less like a job and more like a calling. Each and every one of us is hell-bent on generating big ideas and executing them brilliantly. These ideas can turn skeptics into believers, believers into friends, and occasionally, friends into fanatics.

SHINE UNITED

WE BELIEVE IN CREATING CLIENT-AGENCY RELATIONSHIPS THAT ALLOW CREATIVITY TO FLOURISH.



At Shine United, we believe that when we dig deeper, think smarter, and work harder, brilliant ideas will ensue. We believe that big ideas, when properly executed, can create passion in the hearts of consumers. It is this passion that fuels brand equity.

Bottom line: Our ideas must garner results. We believe in our clients' products – and they believe in ours. We believe in profiting from our collective talents, but never at the expense of our culture, our community, or our integrity. This is what we believe. This is who we are. Many share these views, but few actually live by them. Those who do are the clients we wish to work with and the people we want to employ.

The relationships we cultivate with our employees have led to our continued success. We view employees as true partners in the business – each having a seat and voice at the table. Our compensation program includes not only market-rate salaries, but fully paid health, dental, and life insurance. We even go so far as to offer our employees paid parking, home internet service, and an arts initiative program. However, it's our profit sharing that ensures every employee has a vested interest in our clients' success. Because our workplace philosophy is in stark contrast to where the market is trending, we often get our share of recognition – including three consecutive years of being named one of the best places to work by Outside magazine. The way we see it, when a talented workforce is both energized and engaged, creativity will flourish.

Our work has earned national awards and recognition. And like everyone else, we appreciate awards. They're shiny, bright, and look great on the mantel. But for the most part, they're not worth the fake gold they're made of unless they've generated results. Results are the hardware we collect. We increase awareness and affinity. We increase preference and repeat purchase. We make the cash register ring, loud and clear. That said, since our inception, we've collected awards and notoriety alike. From multiple Effies and One Show awards to appearances in The New York Times and Communication Arts, our work turns heads, provokes emotions, and garners results. So it wasn't surprising when one.a magazine named Shine one of the country's best up-and-coming creative shops. We tend to agree.

SHINE UNITED

THROUGH THE YEARS, SHINE UNITED HAS GAINED CONSIDERABLE EXPERIENCE AND KNOWLEDGE IN VARIOUS MARKET SEGMENTS.

OUTDOOR

Running & Bicycling
Boating & Yachting
Camping
Fishing & Hunting
Motorcycles
Sporting Goods

LIFESTYLE

Apparel & Footwear
Beer & Wine
Electronics & Entertainment
Food & Restaurant
Luxury Goods
Technology & Education

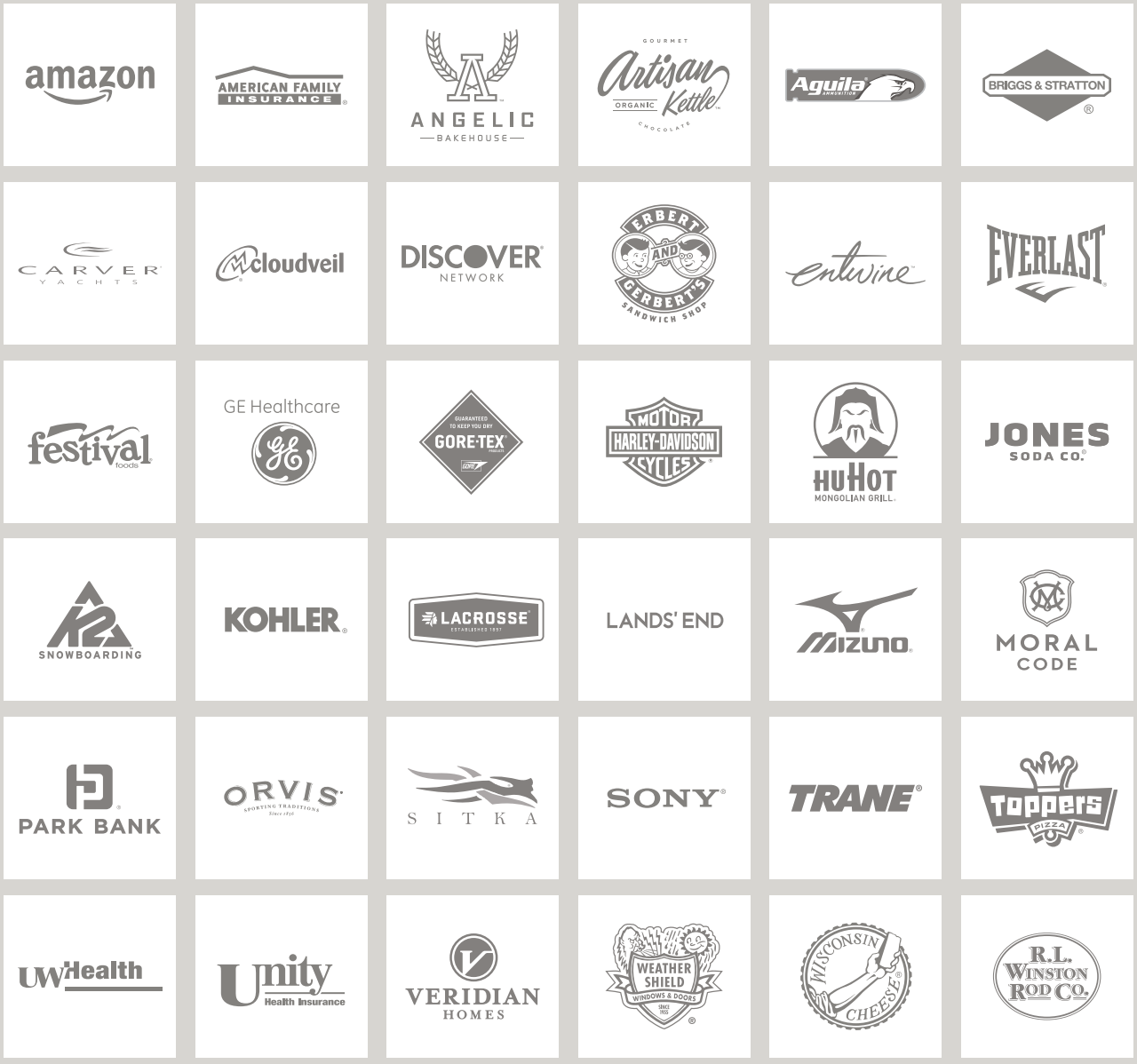
HEALTHCARE

Healthcare Systems & Providers
Insurers
Medical Devices

HOME

Kitchen & Bath
Luxury Homes
Windows & Doors

SHINE UNITED WORKS WITH BRANDS OF ALL SHAPES AND SIZES, FROM NATIONAL ENTITIES LIKE HARLEY-DAVIDSON TO REGIONAL UP-AND-COMERS LIKE TOPPERS PIZZA. HERE ARE A FEW OF THE CLIENTS WE ARE PROUD TO HAVE SERVED SINCE OUR INCEPTION.



We build brands. We architect, ideate, concept, create, and produce branded communications that populate all of today's complex and constantly evolving media apertures. Our process is simple, smart, and collaborative. But more importantly, it's proven.

STRATEGIC CONSULTING

Budgeting & Investment Strategy
Target Audience Segmentation & Insights
Brand Essence Definition
MarCom Planning & Optimization
Quantitative & Qualitative Research

MEDIA PLANNING & BUYING

Competitive & Trend Analysis
Media Mix Performance Modeling
Offline Media Negotiation / Buying
Digital Media Negotiation / Buying
Campaign Tracking & Optimization

ADVERTISING & DESIGN

Brand Identity & Logo Design
Print Advertising & Design
Television & Radio Advertising
Video Concepting and Development
OOH Advertising
Brochure / Catalog / Direct Mail
Point of Sale / Event Kits
Package Design
Retail Promotions

PUBLIC RELATIONS

Campaign Concepting & Program Dev.
Media Monitoring & Reporting
Content Development & Distribution
Media Relations & Management
Issues Management

DIGITAL MARKETING

Web Development
- + Information Architecture
- + Design & Production
- + In-House Programming

Mobile Development
Online Marketing
- + Search Engine Marketing
- + Display / Email / Affiliate Advertising
- + In-House Programming

Social Media
- + Facebook Strategy & Content
- + Twitter Strategy & Content
- + Blog Design & Content

Analytics & Optimization

Like all great things in life, Shine started out as an idea. An idea to make a difference. An idea to better serve clients. An idea for bigger, bolder, and brighter thinking. And that's what we've been doing since 2001.

LEADERSHIP

CURT HANKE
PRINCIPAL, CEO, CHIEF STRATEGIST

MICHAEL KRIEFSKI
PRINCIPAL, COO, EXECUTIVE CREATIVE DIRECTOR

JOHN KRULL
PRINCIPAL, VICE PRESIDENT, CREATIVE DIRECTOR

JAMES BREEN
PARTNER, ASSOCIATE CREATIVE

MEGAN CIURCZAK
PARTNER, SENIOR ACCOUNT PLANNER

JOE FISHER
ACCOUNT DIRECTOR

EMILY KOTHE
PARTNER, ACCOUNT SUPERVISOR

KELLY MLSNA
PARTNER, ACCOUNT SUPERVISOR

NICK NEWLIN
PARTNER, DIGITAL DIRECTOR

ANGIE RADECKE
PARTNER, CONTROLLER

ALEX SCHMALZ
PARTNER, ACCOUNT SUPERVISOR

GINNY STUESSER
MEDIA DIRECTOR

SHINE UNITED

CONTACT

Shine United 202 N. Henry St.
Madison, WI 53703
608.442.7373 **p**

www.shineunited.com
hello@shineunited.com