



Chris Settle

Leading the Creative

omnichannel consumer engagement

Building
brands that
resonate

Multi-channel
campaign
creation,
deployment,
and monitoring

Product
development
and website
creation

I am

a versatile and disciplined marketing and advertising creative leader with over 15 years of experience across many business categories, including B2B and B2C. I am highly skilled at producing and managing branded and digital marketing campaigns ranging from startups to established companies, encompassing all forms of media, delivering meaningful interactions to consumers.



Brands that resonate

Branding is a process of discovery and interpretation. Seeking to understand the truth and ethos behind a product or service and communicating those virtues in ways that will engage the consumer. When executed effectively, a brand conveys honesty and authenticity and evokes trust and safety. It stands for something. And, when properly managed, it has staying power.



Sono Bello

Back Story

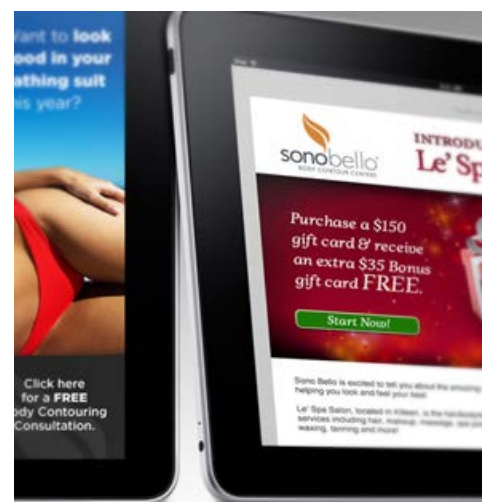
Partnered with this start-up company in the body-sculpting category to name and brand all consumer touchpoints. Identified and produced essential launch items in a very narrow timeframe to coincide with the opening of the first three clinics.

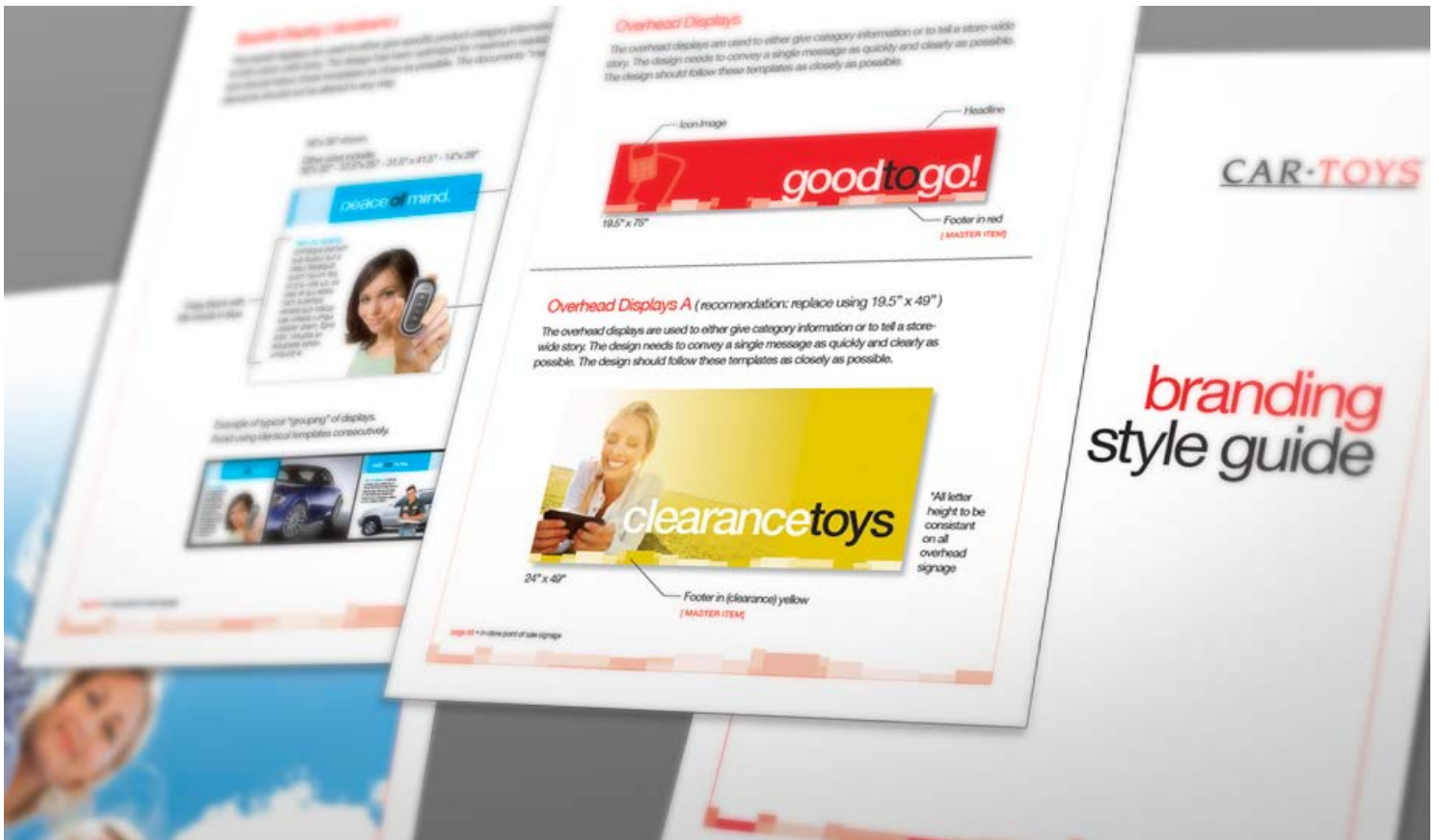
Solution

Created a signature logotype and comprehensive visual system to include business papers, brochures, and various collateral. Launched the website in combination with a robust online, radio, and TV campaign. Developed branded materials for in-clinic use.

Results

Exceeded client revenue goals within the first six months by 20%, which expedited the launching of their second market in Portland. Currently operating in all markets from coast to coast, averaging six new clinics per year, leading the category in revenue and locations.





Car Toys

Back Story

Sales had been flat for the past several years, and the client was seeking to reclaim their leadership position within their markets, reach new consumers, and bring clarity and cohesion to the brand.

Solution

Improved the in-store experience coupled with a marketing plan to drive sales. Identified audience segments with clearly defined personas and crafted messages that spoke more directly to consumer needs.

Results

Immediate and sustained growth in both foot traffic and revenue. The in-store experience proved to be less cluttered, consumer-friendly, and better connected to the overall brand.



Daniel's Broiler

Back Story

This successful Northwest icon in the restaurateur business, Schwartz Brothers, was looking to expand and open a new location at the South end of Lake Union.

Solution

In collaboration with Schwartz Brothers Restaurants, we developed a logo that would complement the architecture and support the brand pillars of 'distinction' and 'premium quality.' This visual design, as well as the new aesthetic, were applied to posters, menus, POS items, and promotional materials.

Results

A look that remains relevant today, further galvanizing the brand as distinctive, and a top-of-class eatery.





Dinners Ready!

Back Story

This regional startup was facing increasing pressure from emerging competitors. They needed a new look that stood out, that embodied friendly and inviting attributes.

Solution

We simplified the color palette and produced a bold logo. One that reproduced well as signage and in customer and business collateral. We developed use guidelines to ensure continuity throughout all digital and supporting marketing materials.

Results

The self-prepared meal category was an innovative concept. At the onset, the market was wide open for adoption. Eventually, the consumer demand leaned towards in-home delivery of pre-made meals over the DIY brick and mortar model.



La Maison

Back Story

This high-end furniture retailer refaced their locations to a welcome fan fair with a new name (La Maison) and a visual identity program.

Solution

The contemporary, simple, and sophisticated mark and logotype, combined with a deep rich color palette, set the right tone to match the refined, high-end qualities of this retail furniture brand.

Results

Successful store launches were met with immediate acceptance within this exclusive market leading to sustained growth.



Multi-channel campaign creation

I've had the privilege of working on many brand campaigns, large and small, overseeing the creative execution, production, and deployment, for consumers at different levels and places. I have expertise in producing experiences that engage people at home, in their car, browsing their phones, in the community, interacting with their social networks, at the register, after the purchase—throughout the entire customer journey. This 30,000-foot view and 'on the ground' perspective are essential to the success of any campaign.



Super Supplements

Back Story

Develop a consumer engagement campaign. Creative needed to be flexible to carry themes throughout the year and accelerate awareness. Executions to appear on transit and outdoor, in store, supported by a digital strategy and promotional program.

Solution

Conceived the "Live it!" campaign as the cornerstone to the branded consumer campaign. Produced distinctly northwest creative to draw awareness to the brand as well as direct consumers to engage in online promotional incentives.

Results

The digital and terrestrial campaign generated awareness for the brand contributing to an 11% increase in revenue. A high level of online user engagement resulted in a substantial expansion of the social footprint. Company was acquired by the Vitamin Shoppe later that year.



T.W. Lewis

Back Story

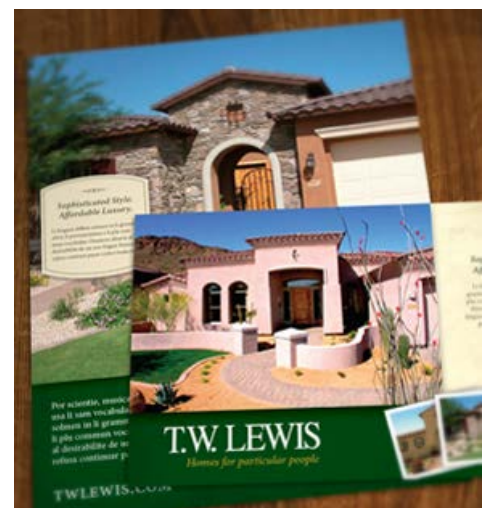
This Phoenix-based high-end home builder needed to broaden its offering to a less affluent clientele to sustain its market position.

Solution

Developed messaging and marketing materials geared towards the middle-income population. Produced an outdoor, direct mail, and corporate campaign that was more relatable to prospects, promoting a scaled-back alternative to their higher-end offerings.

Results

Produced a marketing campaign for the new economy, aligned with consumer expectations, further stabilizing their revenue base.





Nationwide Vision

Back Story

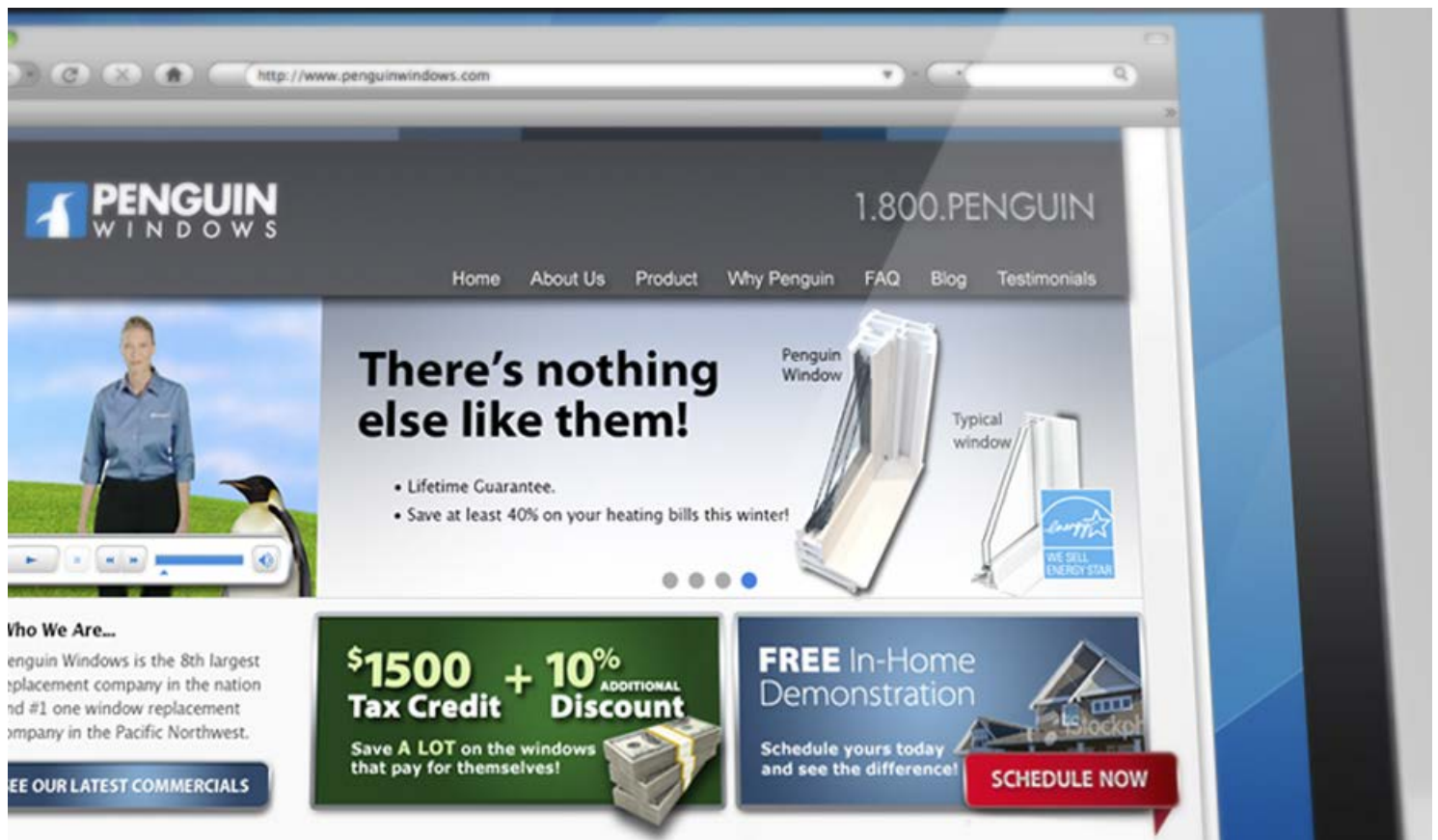
This privately held eye care service provider, located in Phoenix, needed a total overhaul of its visual brand. Their messages were getting lost in the clutter and in great need of focus and clarity (pun intended).

Solution

The discovery process helped galvanize their brand positioning, messaging that spoke more clearly to their different audience segments through traditional and digital marketing channels.

Results

All aspects of their advertising and consumer touchpoints have better relevance and are more visually cohesive. The revitalized platform better positions the company for growth and strengthens customer loyalty. They were subsequently acquired by a national retailer.



Penguin Windows

Back Story

Established replacement window installer for over 20 years, the brand became stagnant due to poor name recognition and a growing distrust for its business practices.

Solution

Created a new name and rebranded the company. Developed brand guidelines and implemented a full visual ID package. Revealed the new look, including website and robust marketing plan at internal-launch event.

Results

Fueled by a well-thought-out TV and Radio campaign, doubled company revenues within the first ninety days and set the course to be the leader in their category. The company was on a stellar growth trajectory, then they got greedy. They failed to modify their sales practices and the AG shut them down within three years.





Cool Ace

Back Story

Arizona's largest HVAC service provider sought to maintain growth and expand into other markets. The current brand was stale and needed to have more of a national feel. The marketing strategy needed revamping, less reliant on print, and easier to scale.

Solution

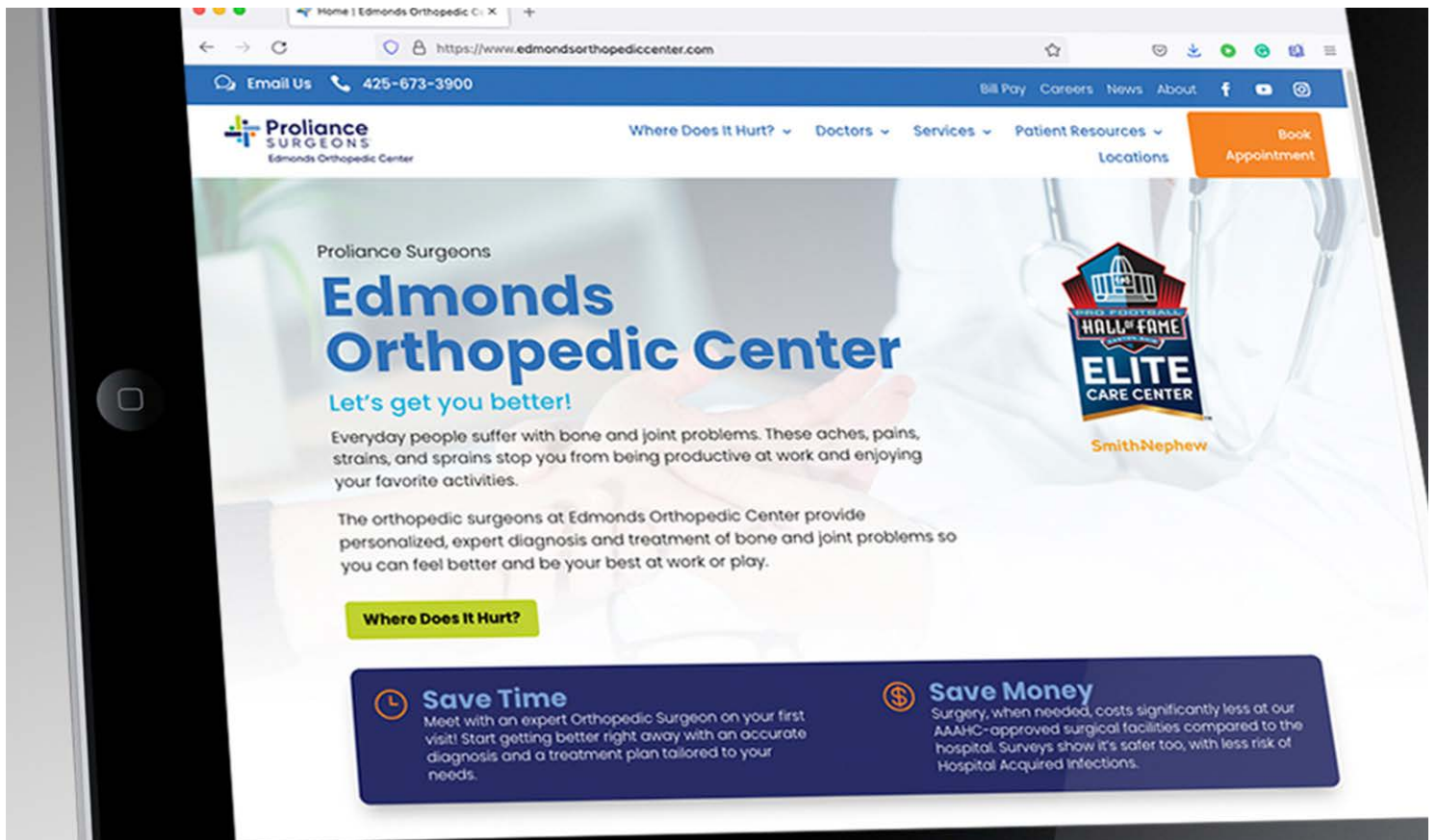
Modified the name to be less generic, wrapped in a visual icon that was more welcoming to consumers. Narrowed the focus of the advertising to target specific groups of people and developed fewer and more concise offers related to the time of year.

Results

This targeted approach had an immediate positive impact on sales. They expanded their product to different markets and were better equipped to compete with national competitors.

Product development and website creation

In my experience, building a website is but one essential step in bringing a new product or service to market. A process preceded by rigorous research and planning, identifying the marketing and business goals and objectives, and determining the scope of work. I've worked on many startups heading to market for the first time and brands looking to reposition their presence. Seldom does the conversation start with, "I need a website," but rather, "what is the best way to get my product into the hands of the consumer?" And more often, a website is needed.



Proliance EOC

Back Story

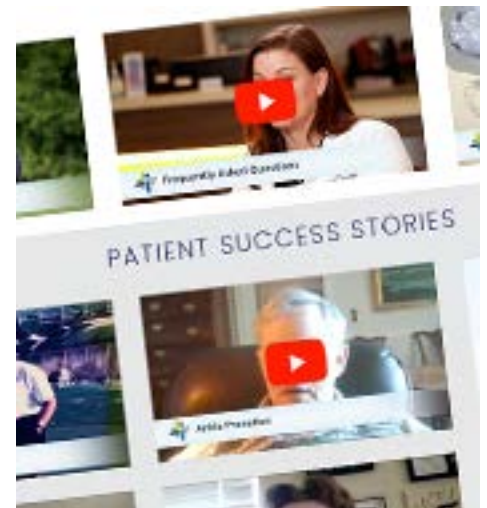
This thriving orthopedic surgery practice was experiencing an erosion of incoming patients. The reason was a shift in the way hospitals refer their patients. Procedures once outsourced to qualified specialists were now redirected in-house.

Solution

Developed a new paradigm for this practice to engage prospective patients directly, rather than rely on the previous referral network. Developed a repositioning strategy, updating content to speak more relationally to consumers. Produced a website as the foundational tool for all marketing.

Results

The practice saw a 48% increase in new patient requests the first month alone, and the cost of patient acquisition dropped to \$44.





Canine Liver Disease | Symptoms, Causes, & Treatments

JULY 20, 2021 | & BRAIN HEALTH, DOGS, EYE, HEART, TOP HEALTH CONCERNS, VIDEO

Learn about the causes and symptoms of liver disease in dogs and how optimum nutrition can help them live a long and healthy life.

Dr. Bill's Pet Nutrition

Back Story

Our agency acquired this boutique pet supplement company to make it accessible for mass consumption.

Solution

We redid the product positioning strategy and brand image and developed and have since evolved the brand aesthetic for the product packaging. Managed the production and implementation of the website and oversaw the internal team to meet benchmarks, conducted internal review meetings, and tracked progress to ensure timely product releases and updates.

Results

The business has sustained year-over-year growth of 18% and intends to reach profitability by year five.

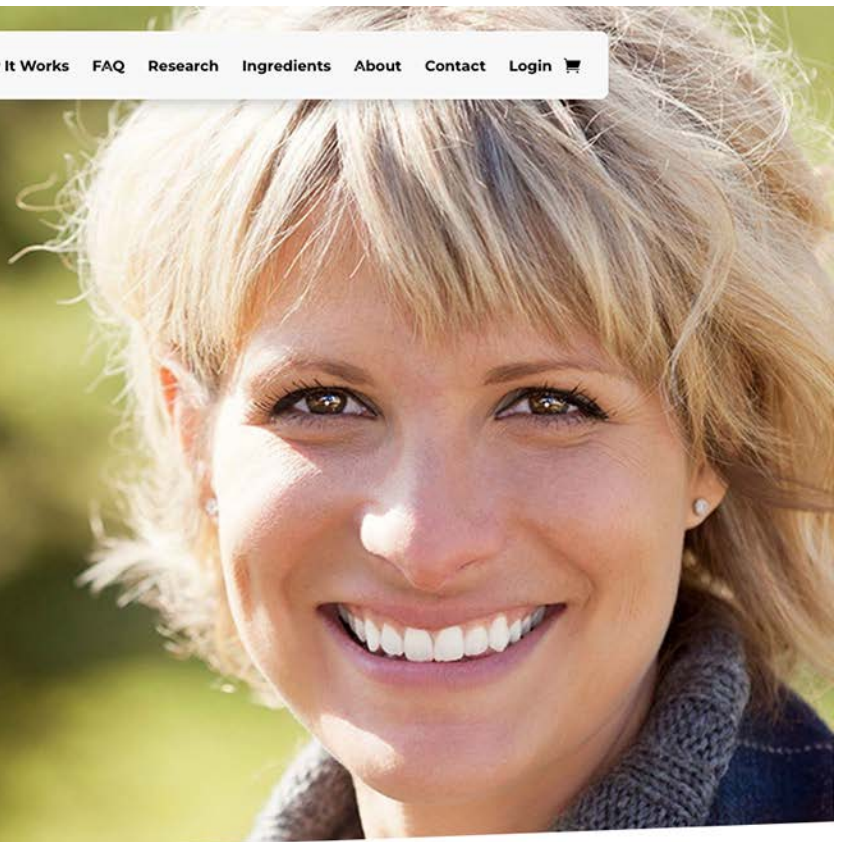
Feel better

A revolutionary patented **dietary supplement** offering a new approach to the problems caused by stress, anxiety, and inflammation.

Get Started

“ My physician was amazed and said the results were profound because he'd seldom seen somebody make such dramatic changes in six months without using medication! I've recommended Zadiol to friends and family for sure...I give it 5 stars!

— Tim



Zadiol

Back Story

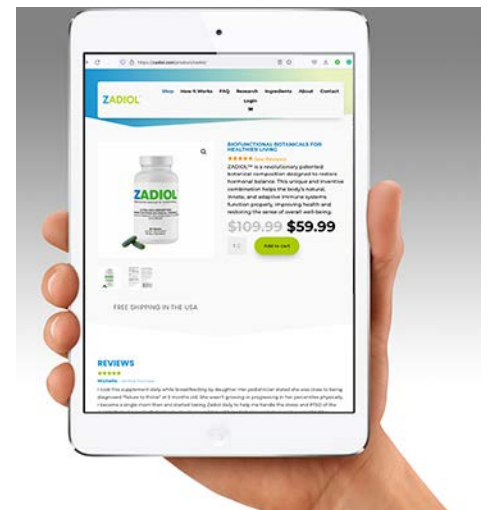
The client wanted to bring this innovative new supplement to market to assist people struggling with PTSD and Fibromyalgia.

Solution

We worked with the client to optimize production and distribution channels. We developed a digital marketing strategy to engage prospective customers, including custom content geared to their interests and concerns. We refined branding, produced visual assets, and produced the website.

Results

The company is selling \$30,000 of product per month and growing at about 10% per quarter.



Relief after years of living with PTSD



“Zadiol enables me to sort of just take a step back, be an observer...” — Atz

LEXINGTON PLASTIC SURGEONS

Changing Lives For The Better, One Patient At A Time

FREE CONSULTATION

OUR PROCEDURES



Lexington Plastic Surgeons

Lexington Surgeons

Back Story

A leader in Plastic Surgery for people of color, the brand was underperforming. Sales were flat, and the cost per patient was very high and increasing.

Solution

Conducted external and internal brand audits. Compiled results and recommendations. Developed SOW. Managed all aspects of the brand evolution and website upgrade.

Results

The website and messaging began to show immediate results. First-time visitors increased significantly, as did time on site. Most significantly, the cost per patient went from \$440 to \$79 within the first six months.



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ex: part number, keyword, part title



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Back Story

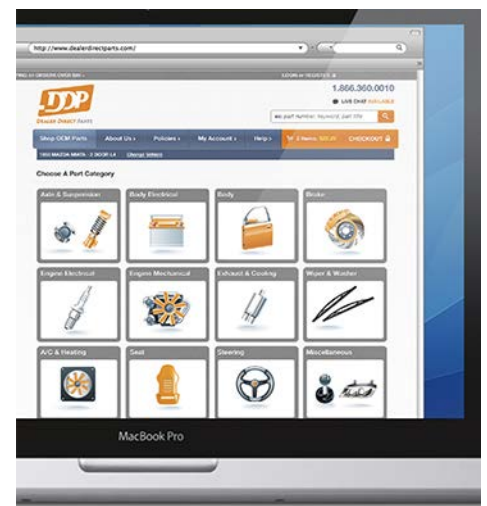
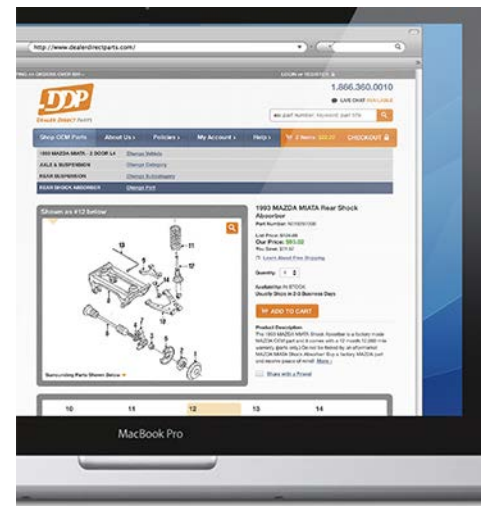
Reposition this online retailer to be the leading distributor of OEM online auto parts worldwide.

Solution

Intuitive, clean design derived from user-tested data to optimize the shopping experience.

Results

Greatly expanded capacity from 1 to 8+ mil. skews to become one of the largest e-commerce platforms. That was the idea anyway. The idea proved too technically challenging, and the client had to opt for a scaled-back version. Then he passed away.





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