In today's world, building a brand is highly social endeavor. It begins with the culture of service that companies develop to embrace their employees and engage their audiences. From there, it naturally blossoms into what we like to call ‘service excellence at the moment of truth’. Achieving this level of service excellence makes a powerful difference in a person’s day and—most importantly—in the way they perceive a given brand. And when the power of an internally aligned brand meets external consumer expectation, the power of social brand design is amplified.

Hanson Design engages people in meaningful social ways. We believe our job is to connect people with each other and with brands for meaningful social experiences. It’s not only about sharing, likes, or badges; it’s about the individuals and their collective appreciation of the innovative work they do, the food they enjoy, and places they live. It’s about generating fun, stimulating interest and promoting interaction.
SERVICES

We offer brand, digital, mobile, training, events, packaging and MarCom design. We work closely with you to generate a winning plan for brand engagement and amplification.

DISCOVER
- Ideation
- Marketing Assessments
- Competitive Audits
- Market Research
- Marketing Plans
- Metrics & Analysis
- Project Management

DEVELOP
- Brand Platforms
- Naming Systems
- Conceptual Design
- User Experience Design
- Merchandising Plans
- Internal Brand Plans
- Tools for Engagement

DELIVER
- Brand Design
- Digital / Web Design
- Brand Activation
- Interior Design
- Package Design
- Retail Design
- Style Guides
CLIENTS

- American Express
- AstraZeneca
- McDonald's
- Sodexo
- AAMCO Transmissions
- Johnson & Johnson
- JPMorgan
- Kraft Foods
- Aramark
- Colgate
- ING
- Jell-O
- Finlandia Vodka
- Me
- Pernod Ricard
- USAA
HOW WE MAKE IT HAPPEN

We create 360° living brands that generate shared experiences: Of life, of love, of happiness. We're a team of thinkers, writers and designers who join brains to create beautiful, unique brand moments – ones that create brand excellence and performance for you and your customers.

Our integrated approach puts us side by side with your marketing teams, working collaboratively to discover the unique social currency that will expand your brand's influence.

1. **Brand Innovation** / We dive deep through discovery and market research to find the real stuff — what people want, need and desire. By understanding what everyone else is doing, and by divining the unique aspects of your brand, we can then do what everyone else isn't.

2. **Brand Voice** / We pore through social trends, histories, linguistics and media to create a strong, identifiable, likeable brand voice that talks with people, rather than at them.

3. **Brand Design** / We design in a way that lets the sacred truth of your brand's core defining promise shine in a sea of everyday ordinary.
4. Digital Design / Social engagement, apps, menus, flat screens, signs—everything’s connected in today’s digital world. We leverage all those media properties to design brand interfaces, build databases, create templates, house and connect every device to one social experience. Or thousands, if that’s what it takes to make the biggest impact.

5. Package Design / Thinking “outside the box” isn’t just a creative mantra. Working with the world’s leading CPG marketers has taught us how critical packaging is when it comes to influencing purchase decisions. For what’s inside to sell, it needs a strong outside to act like a tractor beam for consumer eyeballs.

6. Merchandising & Presentation Design / This relatively inexpensive but oh-so-critical tactic is what links your brand to a great customer experience worth ‘yelping’ about with friends and the world. Great merchandising and presentation create the “wow” while enhancing and reinforcing the total brand.

7. Social Design / We help design your entire social ecosystem to influence what your customers like and know and see and share about you, every moment of every day. Our team of UX designers and developers bring your brand experience to life onscreen, locally and worldwide.

8. Retail Design / We create exciting social spaces where people like to sit and share and hang out. It’s all about knowing what excites, motivates, entertains and enables group interaction. It enables your brand to be clearly heard and felt—and remain relevant—in a crowd of competing voices.

9. Internal Brand Building / The power of Social Brand Design is unleashed when employees believe they are personally aligned with the firm’s best intentions. Employees feel their authentic personal brand is invigorated and put to good use in making a difference for someone else, and that their authenticity matters to others. Unlocking the potential of every employee’s personal brand will ensure that people are engaged in a highly positive social way.
BF+H
Hanson Design’s brand design alliance with Cape Town-based agency Berge Farrell combines robust consumer brand packaging experience with digital interactive marketing. Together, we offer a complete creative suite for packaging, retail and digital design in North America, Europe, Africa and Asia. BF+H has developed strategic, award-winning solutions for many well known global brands, including: American Express, Aramark, Brown Forman, Cadbury, Chivas Regal, Colgate-Palmoline, Kraft, LVMH, McDonalds, Pepsi, Pernod Ricard, SAB Miller, Sodexo and Unilever.

NOVAMERGE
NovaMerge offers a complete suite of brand marketing design for companies who want to expand their market presence in Brazil, U.S and the Americas.

Today’s reality of the need for synergistic branding in multiple cultures has spawned NovaMerge, a marketing design alliance, offering a total creative suite for brands, corporate marketing, retail design, consumer packaging and digital communications in North America and South America. Commcepta’s robust digital brand interactive offerings in Brasil combines with Hanson’s consumer and corporate brand design communications experience in the US to give clients a powerful strategic brand design partner that engages targeted audiences at multi levels across the Americas.

ANDIAMO ADVISORS, INC.
Andiamo Advisors—a creative and strategic partnership of Gil Hanson and Rick Gillespie—provides our clients with cutting edge brand amplification strategies and tools. Our common brand promise is to create winning programs for both internal and external brand engagement.

Our approach delivers fresh thinking about how people work, play and thrive together. We stay on top of what’s happening in today’s brand-infused frenetically-paced world. This gives us an ‘extra edge’ in providing you with revolutionary accelerated solutions.
BRAND TOOL BOX
Hanson Design and Brand Tool Box each have a reputation as global leaders and innovators in external and internal brand-building programs. Our common brand promise is to deliver ingenious solutions to build loyal relationships.

We are a unique team of strategists and creative thinkers who meld world-class brand expertise and recognized best practices in organizational development. Our unique set of talents, contagious enthusiasm, and fun attitude help us deliver proven brand-building programs that connect your team to customers and prospects alike.

THE PATHFINDER GROUP
Successful branding requires more than a stunning visual execution. It must be rooted in strategy, insight, and a fundamental knowledge of what motivates people. Branding starts with knowing your customer, researching their passions, and understanding the nuances of emerging segments like Millennials. Branding must identify why they do what they do. It must diagnose tomorrow’s trends, create new and relevant ideas, and develop a compelling impression that is both unique and sustainable.

ARMOR
Strategic partner Armor is a full-service digital development company firm offering integrated, diverse programming resources to create unique customer-focused web experiences.

Armor Development is a digital production company that brings development resources when you need it. Our resources are vetted to be of the highest quality, completing your jobs on time, on budget, and most importantly without excuses. With over a decade of advertising experience with Fortune 500 brands, Armor understands how to manage the whole development process for you. We want you to focus on the creative solutions for your clients—we’ll worry about the rest.

NEXT LEVEL MARKETING
Next Level Marketing is widely recognized as one of the beverage industry’s leading brand activation agencies. We operate nationally to build premium brands by creating highly impactful programs that are implemented flawlessly and tracked rigorously. Next Level’s team of experienced and passionate beverage professionals specialize in Brand Ambassador Programs, Consumer Sampling Programs, Special Events and Consulting Services.
OUR TEAM

Our team of marketing experts, idea generators, writers, designers, developers and project managers create new brand experiences that engage and inspire consumers anywhere, anytime.

Gilman Hanson
Founder / Partner – Creative

Gil brings his passion and distinct aesthetic sense to work for you. Consulting to a host of Fortune 100 companies throughout the U.S. and around the world, Gil and his team create sustainable and consistent high performing 360° brand experiences for people all over planet earth.

Rick Gillespie
Partner – Marketing

For more than 20 years, Rick’s extensive marketing experience and passion for people has made him a vital agency partner. As a CMO and consultant to a host of Fortune 100 companies around the world, Rick and his team of strategists, research, and media planners provide strategic brand engagement and integrated marketing communications.
Sarah Butler
Project Management

Sarah applies her management skills and personal touch to every project she works on. Attentiveness to creative, tech, and client details at all levels ensures on time and on budget results. On the playing field, Sarah demands the same level of rigor and peak performance from herself in her competitive masters rowing program and as a CrossFit athlete.

Sarah Frank
Project Coordinator

Sarah coordinates client’s marketing plans, media and live events. She is constantly “in the know” on all trends and applications related to social media. While servicing clients, managing creative and planning events she lives an active life to the fullest.

Anthony Nguyen
Technology

Proficient in application design, development, testing and implementation, Anthony applies his unique intellect, management and technology skills to the digital world. His technical knowledge of multiple languages, coding and complex databases and attention to detail always produces major digital successes for our clients.
Michael McDonald
Design Director

As an internationally recognized creative director, Michael brings his unique vision and extensive experience to every project for the Hanson team. His work has been featured in numerous international design reference books including: WWW Design, Letterhead & Logo Design 9, Simple Web Sites, Logo Lounge, Flash Design, and Web Designing.

Alec Long
Copywriter

Alec is big idea guy and an award-winning copywriter with nearly two decades of experience helping companies build strong brands. He’s written compelling campaigns for national, regional and local brands in all forms of media. He can often be found making things out of wood, playing his drums or spending a relaxing evening with his family.

Kent Murray
Advertising Creative Director

Kent has worked in advertising for 25 years in New York City and Philadelphia. With Hanson, Kent has worked as a creative director on such accounts as Aramark, Sara-Lee, Johnson & Johnson, JPMorgan, Sodexo, TradeOut and NewPower.

Michael McDonald
Design Director

As an internationally recognized creative director, Michael brings his unique vision and extensive experience to every project for the Hanson team. His work has been featured in numerous international design reference books including: WWW Design, Letterhead & Logo Design 9, Simple Web Sites, Logo Lounge, Flash Design, and Web Designing.
Lisa Brueggemann  
Senior Art Director – Retail and Packaging

With more than twelve years of experience developing award-winning packaging designs for Fortune 500 companies, Lisa brings a high degree of creativity and design experience to the Hanson team. Having lived her childhood in Japan, Lisa offers an international perspective to her work and delivers world-class creativity to our clients.

Matt Marhefka  
Senior Industrial Design Consultant

Matt has been affiliated with Hanson Design for the past 15 years. His vast knowledge of structural design, plastics, paperboard and closure systems has proven invaluable to many of our design projects.