



ABOUT COLLE MCVOY

Colle McVoy is a full-service agency and Certified B Corp known for building enduring relationships between forward-thinking brands and people. Creating the first AI-powered La-Z-Boy recliner and getting people hooked on eating chicken feed is a casual Monday. Our crew of intrepid thinkers may also be behind why you roam retail store aisles and how you satisfy snack attacks. With midsize moxie, we responsibly boost bottom lines—using our expertise as a force for good to benefit all people, communities and the planet.

YOUR ONE-STOP MARKETING SHOP

Our integrated capabilities include: creative; earned attention, public relations, influencer and social; brand strategy and experience design; production; media, data science and technology specialisms.

POINTS OF PRIDE

Backed by an award-winning culture, we've earned Top Workplace honors 14 years in a row. Named an Ad Age 2024 A-List Standout Agency, Innovation SABREs 2024 Disruptive Agency of the Year and Adweek's 2023 Midsize Agency of the Year, Colle McVoy's nimble talent model is a proven unlock for holistic, creative problem-solving—scooping international and national recognition at the Effies, Cannes Lions, The One Show, Clios, D&AD, *Communication Arts*, *Webbys* and more.

BIZ DEV OUTREACH

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Managing Director,
Media + Data Science

Sue Hagstrom

EVP, Human Resources + Talent

Missy Mans

SVP, Operations

Paul Lammert

SVP, Technology

Laurel Bekke

SVP, Integrated Production

CATEGORY EXPERIENCE

FOOD TO FARM

AGCO
Bob Evans
Burnett Dairy
Caribou Coffee
CHS
Crystal Farms
Farm Credit Mid-America
Fendt
Florida's Natural
Frank's RedHot
Kozy Shack Pudding
Land O'Lakes
McCormick & Company
Perdue Farms
Vermont Creamery
WinField United

HEALTH & WELLNESS

Anytime Fitness
Children's Health
Invisalign
Medtronic
Optum
UnitedHealth Group

TRAVEL & TOURISM

Explore Minnesota
Indian Motorcycle
Jackson Hole Travel &
Tourism Board

CPG & RETAIL

3M Consumer Brands
American Signature Furniture +
Value City Furniture
Associated Bank
Blu Dot
Cenex
CRAFTSMAN
CrossCountry Mortgage
Cub Cadet
DEWALT
Goodyear
La-Z-Boy
Northern Tool + Equipment
Roundel
Safelite
Stanley Black & Decker
Supercuts
Swash
Target
U.S. Bank
Whirlpool

PET CARE

Elanco
Nestlé Purina
Wellness Pet
Zoetis

Certified



Corporation

2024 A-List
Standout Agency

2024 SABRE Disruptive
Agency of the Year

2023 Adweek
Agency of the Year

Colle McVoy

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