



Colle McVoy is a full-service creative agency that builds enduring relationships between forward-thinking brands and people. We believe this time of rapid change is filled with opportunities, so we constantly strive to push the boundaries of creativity, pressure-test best practices and create new brand futures. As a Certified B Corporation, we believe a better future means we have a responsibility to use our expertise as a force for good to benefit all people, communities and the planet.

INTEGRATED CAPABILITIES

Creative, strategy, media, technology, experience, design, public relations

RECOGNITION

The agency's work has been recognized nationally and internationally by the Jay Chiat Awards, the Effie Awards, the Webby Awards, The One Show, *Communication Arts* and Cannes Lions. CM has been named a Best Place to Work by *Outside*, the *Star Tribune* and *Ad Age*.

NEW BUSINESS

Gina Gray

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Certified



Corporation

ADWEEK
**AGENCY
OF THE YEAR** 2023

Colle McVoy

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LEADERSHIP

Christine Fruechte
CEO

Jess Henrichs
President

Ciro Sarmiento
Chief Creative Officer

Dustin Black
Executive Creative Director

Gil Muiños
Executive Creative Director

Steve Knapp
Managing Director, Media
& Data Science

John Doyle
EVP, Brand Experience
Strategy

Ed Bennett
EVP, Design

Kristin Woxland
10T Managing Director &
EVP, Account Management

Dave Fransen
SVP, Exponent PR

CATEGORY EXPERIENCE

OUTDOOR/LIFESTYLE

AccuWeather
The ANNIKA Foundation
Cannondale
Cub Cadet
ESPN
Explore Minnesota Tourism
Indian Motorcycle
Jackson Hole Travel & Tourism
Mammoth Mountain Ski Area
Mountain Hardwear
Plano Synergy
Recreational Boating &
Fishing Foundation
Schwinn
USA Swimming
Whirlpool

HEALTH/WELLNESS

Anytime Fitness
Children's Health
The Goddard School
Invisalign
Johnson & Johnson
Life Time Fitness
Medtronic
Optum
REAL System
UnitedHealth Group

FOOD/BEVERAGE

Schell's Brewery
Boston Market
Burnett Dairy
Caribou Coffee
Chili's
Famous Dave's
Florida's Natural
General Mills
Haribo
The Hershey Company
High Brew Coffee
International Olive Council

Kozy Shack Pudding
Land O'Lakes
Land O'Lakes Foodservice
Muir Glen
Perdue
Pillsbury
Vermont Creamery
Yelloh

RETAIL

3M
Associated Bank
Aveda
Blu Dot
Cenex
Cost Cutters
Goodyear
JCPenney
Kiehl's
Northern Tool + Equipment
Old Navy
Pacha Soap Company
Red Wing Shoes
Safelite
Target
U.S. Bank

PET CARE

Elanco
Merck Animal Health
Nestlé Purina
Novartis Animal Health
Pfizer Animal Health
Purina Animal Nutrition

AGRIBUSINESS

AGCO
CHS
DuPont Crop Protection
Farm Credit Mid-America
New Holland
Syngenta
WinField United