

Brian Regienczuk

Interactive Studio
318 Cherkee Ave
Suite 107
Atlanta, GA 30312
United States

View the full portfolio at <http://www.thecreativefinder.com/exprethink>

Professional Experience and Curriculum Vitae

My agency, Experience Rethink, is focused on user experience design across web, mobile, and applications. We also design and conduct user research and audits for physical locations in retail and hospitality.

Previous Clientele

Bacardi
The Coca-Cola Company
Coca-Cola Trademark
General Motors
The Home Depot
Philips Electronics
Philips Healthcare
Philips Lighting
Philips Sonicare
Minute Maid
NXP Semiconductors
Sprite
vitaminwater
WebMD Corporation

Awards and Accolades

<http://linkedin.com/in/regienczuk>

<http://behance.net/bregienczuk>

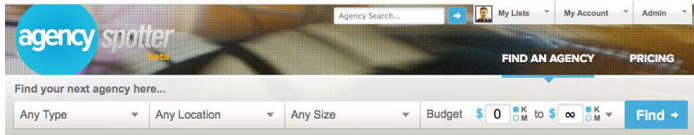
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TOP 10 INTERACTIVE AGENCIES

[See all of the 2012 iMedia Award Winners](#)

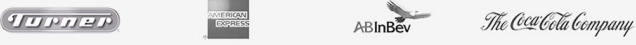
 <p>360i MARKETING STRATEGY Agency of the Year & Best Social Media</p>	 <p>Starcom MARKETING STRATEGY Campaign of the Year</p>	 <p>Possible DIGITAL STRATEGY Best Digital Shopper Marketing Agency</p>	 <p>The Media Kitchen MEDIA Best Integrated Media Agency</p>
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FEATURED AGENCIES

Check them out and see what they can do for you

 <p>THRIVE INDUSTRIAL, INNOVATOR, BRANDING, AND RESEARCH/INSIGHTS Add to list</p> <p>We design growth... Thrive is an experienced group of researchers, strategists and designers based in Atlanta, Georgia. We work at the intersection of design, the...</p>	 <p>ATTIK ADVERTISING, BRANDING, AND DIGITAL STRATEGY Add to list</p> <p>Advertising. Branding. Interactive... We realize that to truly impact your business, our ideas must generate results that engage consumers and drive sales. That's why...</p>	 <p>Experience Rethink BRANDING, DESIGN STRATEGY, DIGITAL STRATEGY, WEB, AND MOBILE Add to list</p> <p>Design for users... Experience rethink helps companies learn from users, build new strategies and design unified brand experiences across digital and traditional...</p>	 <p>Matchstic BRANDING Add to list</p> <p>A brand identity house... Matchstic is a premier brand identity house, founded in 2003 in Atlanta, GA. We operate at the intersection of art and commerce and have the...</p>
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WHO'S USING US



 <p>AGENCY HOT SPOTS</p> <p>We've launched in Atlanta and are expanding to cover North America. Watch us grow!</p> <p>As we add agencies this chart gives you a quick indication of areas where we have a higher concentration of agencies.</p>	 <p>RECENT UPDATES</p> <ul style="list-style-type: none">Post: Top 10 Interactive Agencies: Checking Out the 2012 iMedia AwardsPost: Agency Spotter Featured In A MuseumPress: Beta Launch Press ReleasePeople: Oh, The Places You'll Go!Post: Agency Spotter Featured on BetaList and StartupListPress: Private Beta Launched At TechCrunch Disrupt NYCProduct: Let's Reinvent How Businesses Find Agencies and Work Together	 <p>agency spotter agencyspotter</p> <p>agencyspotter 4 Things to Know Before Hiring a PR Agency dm-ly/jgcUA via @DouglasWSpencer 4 hours ago · reply · retweet · favorite</p> <p>agencyspotter Local Advertising Connects With Customers Using Inside Jokes dm-ly/jgcUA via @EntMagazine 7 hours ago · reply · retweet · favorite</p>
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helpdesk 656.227.2902, fax 656.227.0213

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ATTIK
ADVERTISING BRANDING DIGITAL STRATEGY

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ADVERTISING. BRANDING. INTERACTIVE.

We realize that to truly impact your business, our ideas must generate results that engage consumers and drive sales. That's why we approach creative problem solving with both sides of our brain.

FOOTBALL ON THE COKE SIDE OF LIFE



Challenge
Soccer has been ingrained in Coca-Cola's DNA for over 70 years. ATTIK's challenge was to develop a Visual Identity System and brand guidelines for Coca-Cola Soccer. The new identity had to communicate the spirit of soccer and reflect the essence of Coke's current brand campaign, "The Coke Side of Life."

The combined messaging would be used to create a new campaign, "Football on the Coke Side of Life." The new identity was designed for multiple markets; it would enable clear, consistent communication of the Coca-Cola Soccer brand to a global audience for the period up until the end of the 2010 FIFA World Cup in South Africa.

Solution
Our approach was to focus on conveying the positive attributes of soccer—passion, elation and feeling of belonging. ATTIK created a new identity comprised of a common set of elements that work together in a variety of combinations, enabling flexible, yet integrated marketing communications. The system had to be flexible, allowing individual markets to personalize for their own specific region while retaining consistency in design and messaging. Coke

SCION IQ



In 2012, ATTIK introduced the world to the newest, smallest model of the Scion family, the IQ. This small car changes the micro-compact car category in a big way. It packs a lot into its little frame, is the world's smallest 4-seater and has the tightest turning radius in America.

Playing off of this versatility, ATTIK created the "IQ Therefore I Am" launch campaign. The whole idea takes place in an advanced laboratory as technicians try to understand this totally new and unique vehicle through a series of tests.

A 30-second pre-launch spot reveals the car in a surprising way and is accompanied by short 15-second commercials that highlight each of the car's attributes. The rest of the campaign played out in print, outdoor and digital executions.

So far, so good for the IQ launch campaign. The commercials have received over 2 million hits on YouTube and the car is greatly exceeding Scion's sales expectations.

Share

10 lists 21 shares 0 reviews

Rating

Overall ★★★★★

Creativity ★★★★★

Quality ★★★★★

Value ★★★★★

Communication ★★★★★

Review this agency

LOCATION
85 2nd Street, 6th Floor
San Francisco, CA, US

CONTACT INFO
Our Website
f e in
Email Call Agency

- CLIENTS**
Adidas
Lexus
Coca-Cola
EA
Nike
Scion
Boost
OnLive
Perkins+Will
Virgin
NFL
Free Realms
- AUDIENCE SPECIALTY**
Global Expertise
B2C
Influencer Strategy
Sports Marketing
Teens
- AGENCY SIZE**
50 - 100 employees
- AFFILIATION**
Network: Dentsu
- INDUSTRY EXPERTISE**
Automotive
Beverage
Clothing & Accessories
Consumer Electronics
Consumer Personal Goods
Financials
Retail
Toys

How you're connected to ATTIK

Rachel Newell - 1st
Account Director
San Francisco Bay Area

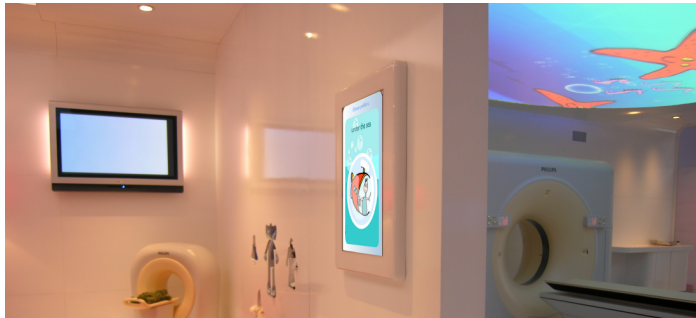


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