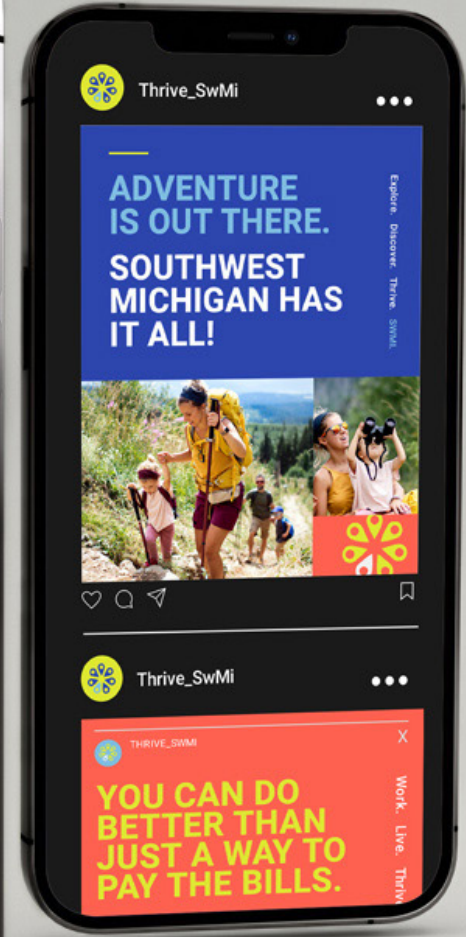
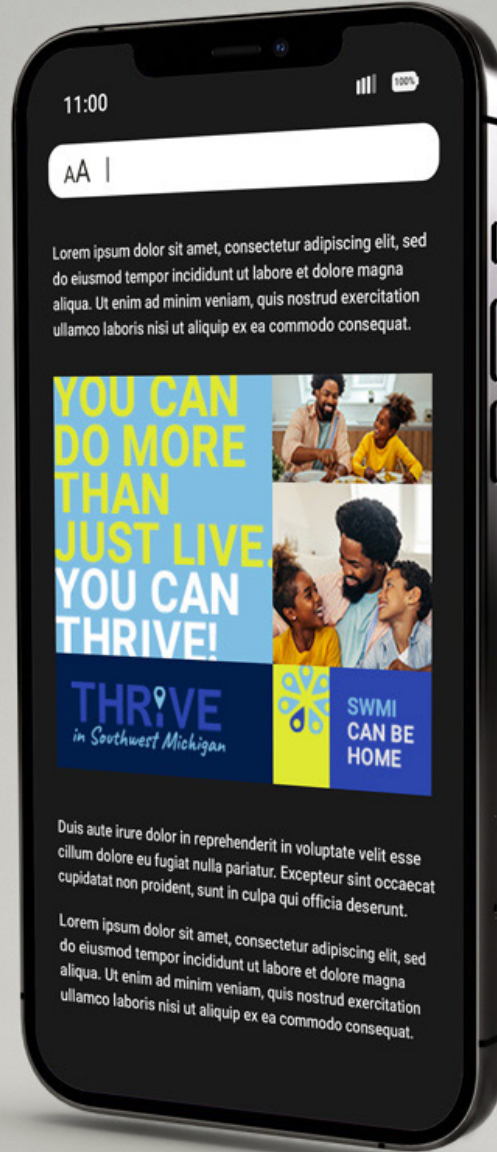




2025

# CREATIVE LOOKBOOK



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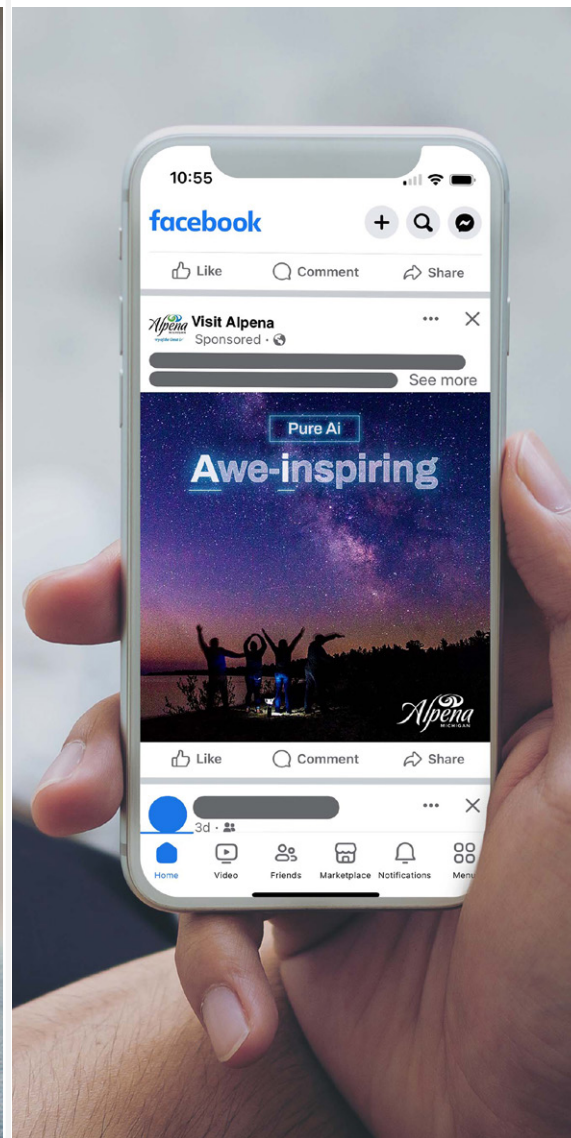
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# VISIT ALPENA





## PROJECT DETAILS

Visit Alpena needed creative support in the form of high-level visioning and asset development, which best reflected the identity of the area. Using the exceptional beauty of the destination as the foundation, the ask was to create a polished marketing look and messaging which incorporated “Sanctuary of the Great Lakes” and “A Fresh Take on Life Lived Well” but also built upon these themes to encapsulate all that they represent.

Visit Alpena desired a look and feel which to embody the silent sports of the area, but also showcase the area as having “room to breathe” in the world and time we live in now. This new collection was prepared for use in display, social media, and video.

- Creative/Branding
- Display
- Social Media
- Video
- Search
- Streaming Content
- (Spotify)
- Sponsor Content

# WILLIAM & MARY





## PROJECT DETAILS

Creative/Branding

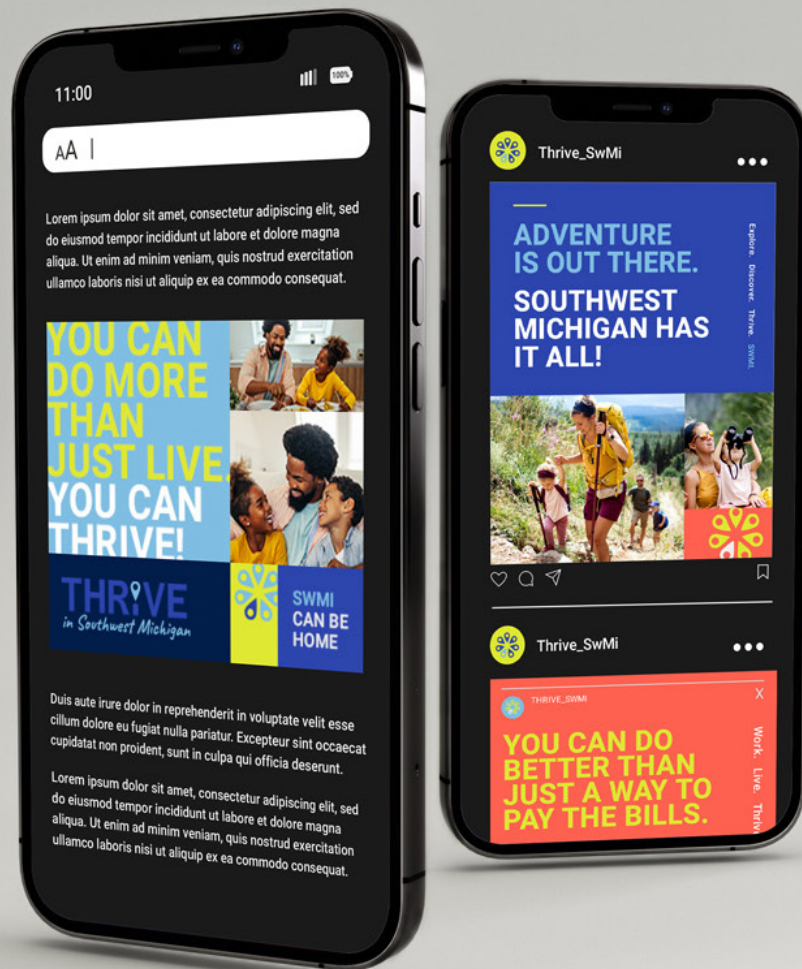
Display

Social Media

Search

The visual identity of the College needed to match its stature. All previous visuals are satisfactorily performing, but there is a delta between that creative collection the authentic identity being displayed. We recommended a retooling of the creative collection to match the uniqueness of the experience with the University and department's authentic selves, embracing larger visuals with less text, a more diverse student population, and crafted specifically for the student/parent decision journeys.

# THRIVE SW MICHIGAN





We crafted an extensive brand guideline that covered everything from the standard typography and color palette usage to animation and appropriate imagery.



## PROJECT DETAILS

Partners invested in the advancement of Southwest Michigan approached us to develop a promotional campaign that brought all the great offerings the region has to offer to the forefront of the surrounding area's attention.

- Branding
- Strategy
- Display
- Social
- Print
- Video



It was important that drivers can safely read the primary message while traveling at high speeds. However, we wanted to tell many stories getting the most of our viewers' 4 seconds as they pass.

Many different images were utilized to capture the imaginations of as many people as possible, and in case you viewed the billboard multiple times there would be something "new" each time you viewed.



# TASC

**TASC**

## 5 TIPS on how to use your TASC Mastercard



### ALL BENEFITS DEBIT CARDS ARE NOT EQUAL

Tap into TASC today to get your benefits your way.

The TASC Mastercard® works for you and your health by making access to your accounts smart, easy and connected. Here is how the TASC Card is committed to make a difference for you.

[Get Started](#)

- 

#### 1 ONE-CARD CONVENIENCE

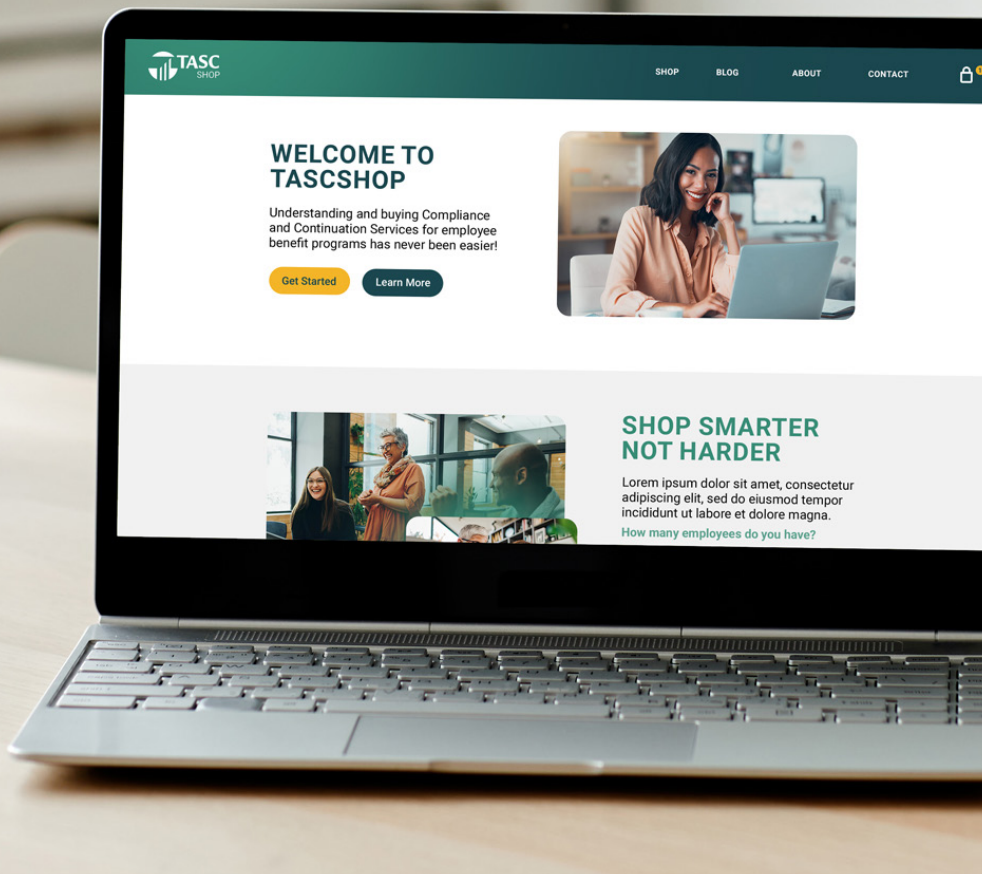
Just swipe the TASC Mastercard® and eligible expenses are paid automatically with smart technology to know which account to draw funds from. Pay for healthcare and general items in one transaction with your TASC Card.
- 

#### 2 FAST MYCASH REIMBURSEMENT

Forget to use your TASC Card? No problem. Reimbursement requests are processed each business day and should post to your account faster than a direct deposit. MyCash is an industry-exclusive tool that even offers PIN-based withdrawals at ATMs nationwide.
- 

#### 3 BEST-IN-CLASS MOBILE APP

Your TASC information is always available and at your fingertips with the ability to check balances, transfer money between accounts, review recent transactions, and more.

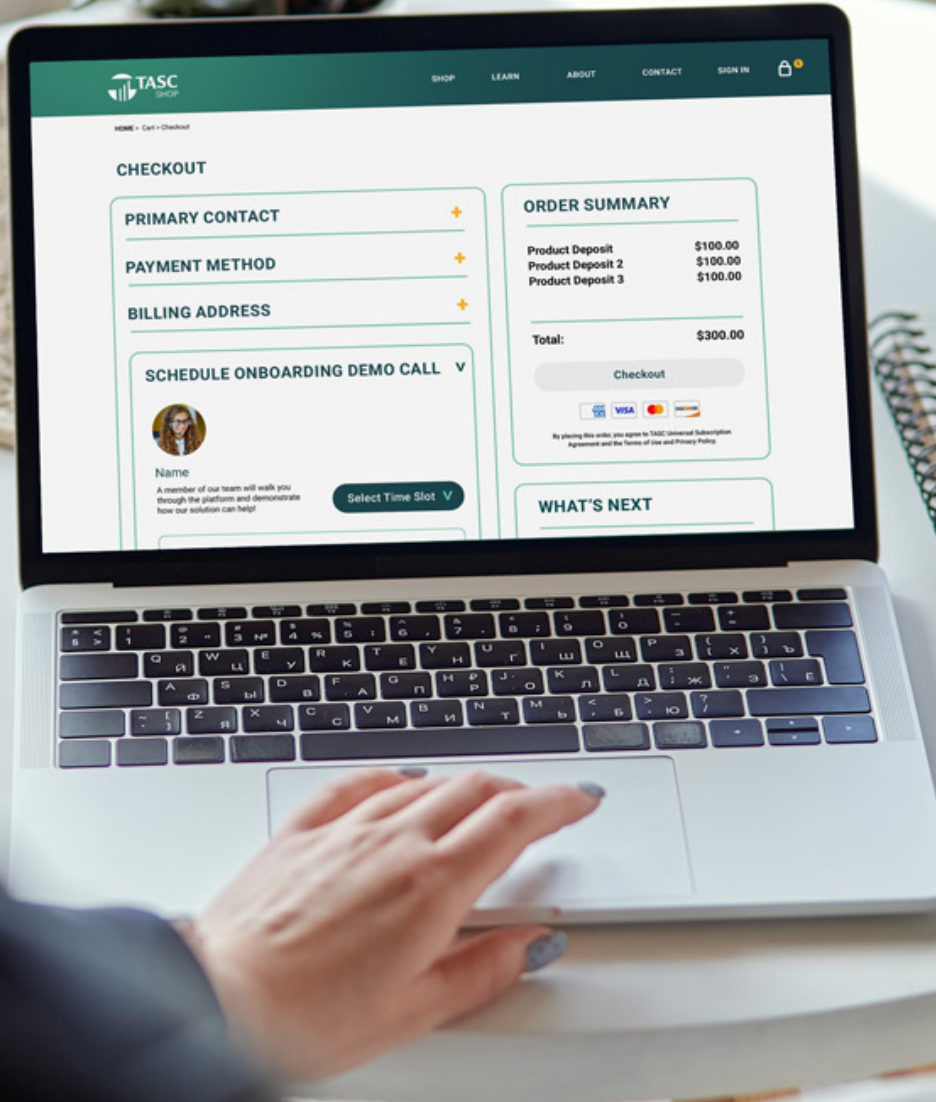


## PROJECT DETAILS

TASC provides its clients with easy to access health benefits, they are passionate team, and were eager to invest in their future. This is why they invited members of the marketing team, and sales to join them on location for several days of discovery sessions. The result of those meetings led to TASC utilizing almost every service we provide.

- Branding
- Strategy
- Display
- Social
- Print
- Web Dev
- Data

Our organization collaborated with different internal teams to provide TASC with an updated site centered around e-commerce.



# SAINT MARY'S UNIVERSITY





## PROJECT DETAILS

The University planned an omnichannel campaign to recruit adult learners advancing their study, and degree completer's. Fashioned with the new University identity system, the campaign furthers the agenda of the division and elevates awareness of the program to audiences most likely to use them.

Our work began with a study that measured audience responses around the St. Mary's Brand. This survey and the subsequent analysis identified awareness of the University and its programming.

- Data
- Strategy
- Display
- Social

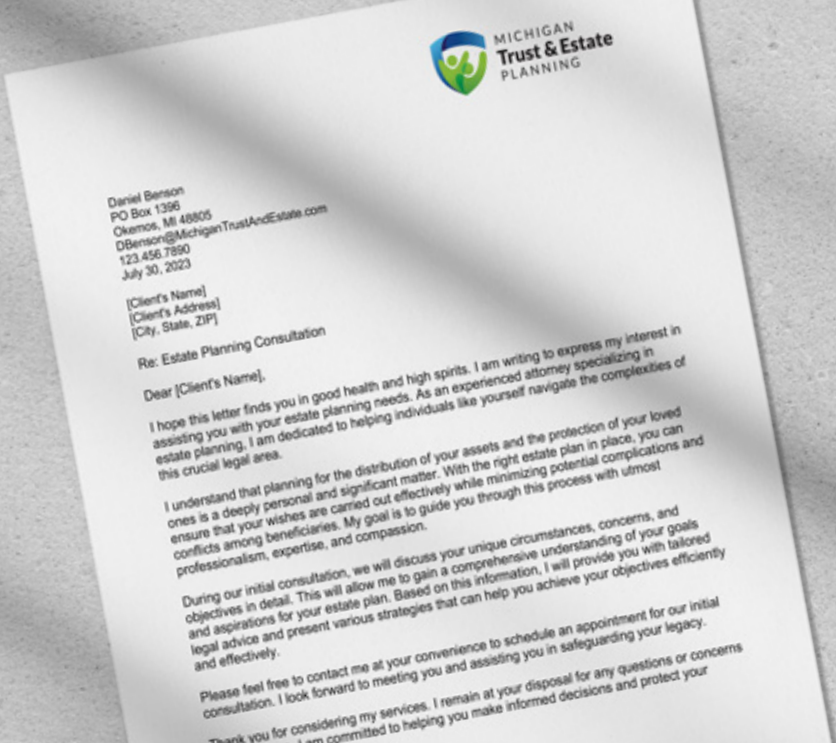


Our team watched the real-time performance of various ads making optimizations which maximized assets that performed best.

# MICHIGAN TRUST ESTATE & PLANNING







# PROJECT DETAILS

Our client came to us for help needing a look to represent their new brand that stood out from the crowd. We incorporated colors, fonts and shapes to create an inviting, friendly, trustworthy, innovative and transparent message.

Branding Strategy

2025

# CREATIVE LOOKBOOK



See something you like?  
Have a question or idea?

Let's talk!

[MLiveMediaGroup.com](http://MLiveMediaGroup.com)