

LET US  
MAKE  
YOU  
KING  
OF  
YOUR  
JUNGLE

**keen**  
CREATIVE GOODS

# INTRODUCING KEEN

AFFORDABLE DEVELOPMENT. EFFECTIVE DESIGN. POTENT MEDIA.

We are a boutique marketing and branding agency focused on creating lasting partnerships with forward-thinking clients. Our team brings extensive expertise in Brand Strategy and Design, User Experience, Campaigns and Media, and events. We provide strategic guidance and clarity to our clients and work closely with them from planning through tactical execution and success analysis. We keep one eye on the meticulous details, while the other lies on the goal.



# WE ARE



## DISTINCTLY COLLABORATIVE

We consider our clients partners.  
We're just an extension of you.



## OBSESSIVELY CREATIVE

Morning, noon and night we are  
creating. Only the freshest, newest  
ideas will do.



## STRATEGICALLY DRIVEN

Our strategy is thoughtful, our ideas  
meaningful, and our execution is  
on point.

# OUR BRANDING & CREATIVE SERVICES

In a partnership like setting we work closely with our clients from the solo entrepreneur to large corporations. We realize branding and marketing are not a one size fits all process and every client's goals are different. By offering a la carte services and individualized plans we help provide strategic solutions that meet your specific needs and budget.



## Website Design & Development

Our developers translate your business into insightful UX/UI, and develop a flawless website for your business.



## Design & Creative

Get an edge on the competition with beautiful, thoughtfully designed resources that reach your audience.



## Campaign Management

We create online marketing campaigns that generate a constant influx of new leads.



## Content & Messaging

Increase search exposure and attract visitors with high-quality content that emphasize visual storytelling.



## Social Media Management

We offer social media packages that will save you thousands of dollars and your valuable time.



## Branding & Brand Strategy

Keen can jump in at any phase of your brand's life cycle. If you want an entire brand identity, we can develop it.



## Experience & Product Design

You start with an idea. We bring the idea to life through thoughtful design and support materials.



## Special Events

We provide clients with the full support necessary to ensure a well-planned, successful and unforgettable event.



# TO THE MOON AND BACK



## HOW WE GET THERE

Let's be serious, we would be here all day if we explained how we do everything. It takes a lot to get ready for space travel but here is a quick overview.



### DISCOVERY

We spend the time to understand the clients, markets, products attitudes and processes. This data helps us to sculpt the correct plan to success for each client, and each project.



### PLAN

Once we have our initial gathering of information, we hit the drawing boards to create a tailored path to achieving our clients goals.



### EXECUTE

All of the preparation is finally ready to be put into action. At this time clients begin to see all of the projects come to life from graphics to websites and everything in between.



### ANALYZE

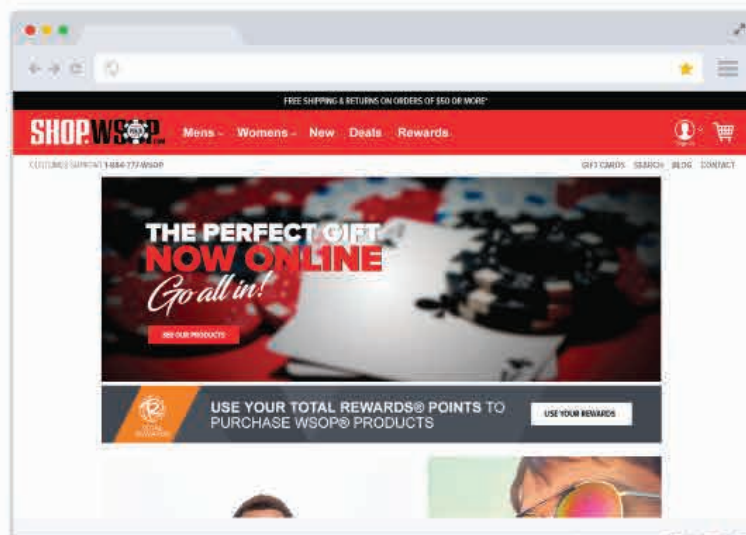
After execution we will revisit our projects to determine effectiveness utilizing newly gathered data collected post project launch. We will work together to optimize our clients plan.

## WORK

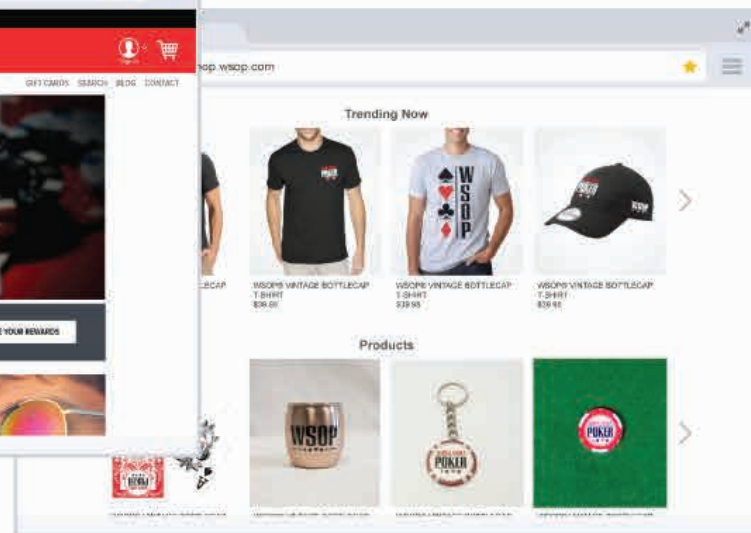
# SHOP.WSOP.COM

LEADING POKER BRAND  
MERCHANDISE

We had the opportunity to work with the biggest brand in the poker business. We were contracted to work closely with the licensor to develop merchandise and packaging and materials for sales and marketing. Besides their presence in professional poker and online gaming, WSOP had no web presence, products or outlet to sell. With a clean slate we designed, developed, tested and implemented over 50 different products to market. Simultaneously constructed a website and marketing materials to go alongside the launch.



WEBSITE DESIGN & DEVELOPMENT

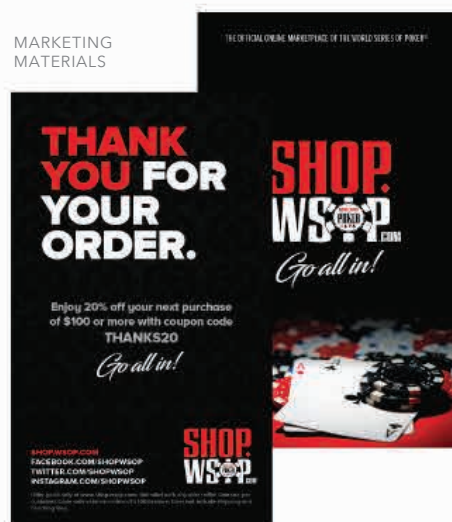


BRANDING



PRODUCT DESIGN & DEVELOPMENT

MARKETING  
MATERIALS

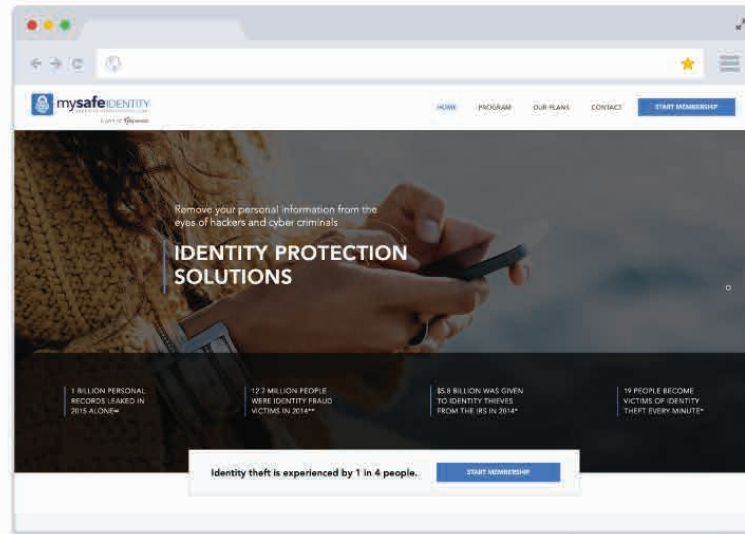




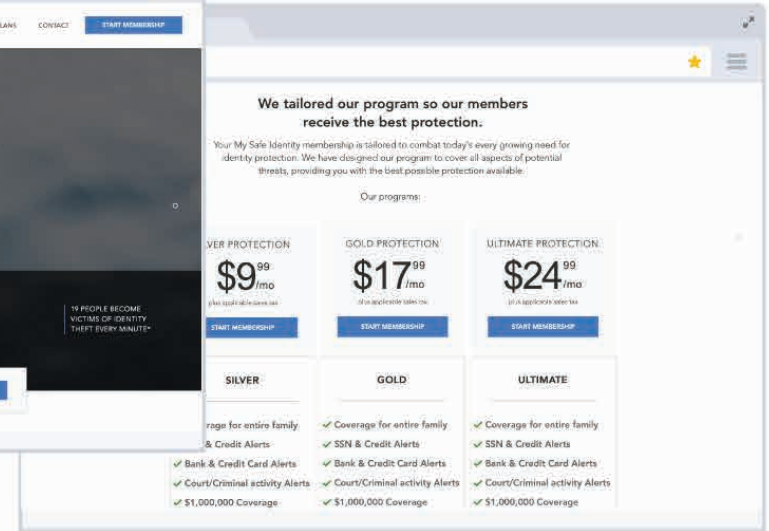
# WORK MY SAFE IDENTITY

IDENTITY THEFT PROTECTION  
START-UP

With the rise in identity theft over the last decade, monitoring and protection services have become critical. The "My Safe Identity" (backed by the credit goliath Experian) Project is one we're most proud of. We were tasked with creating a brand identity, website, mobile application, product images and exclusive marketing materials. The MySafeIdentity A part of Experian product was sold on multiple platforms such as direct web, social and even HSN.



WEBSITE DESIGN & DEVELOPMENT



BRANDING



MEMBERSHIP DOCUMENT



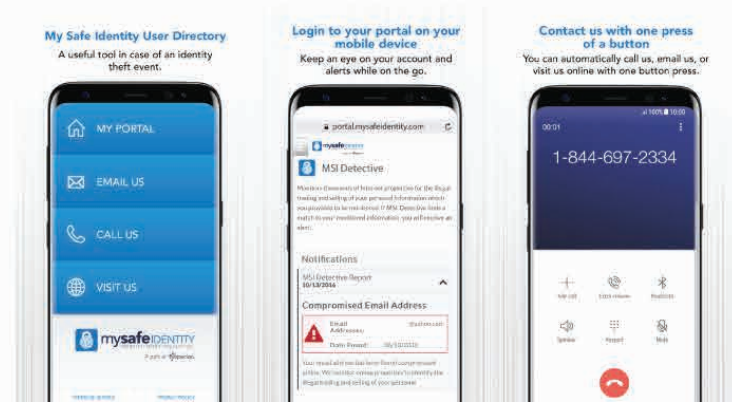
WEB BANNERS



CHARTS & INFOGRAPHICS



MOBILE APPLICATION



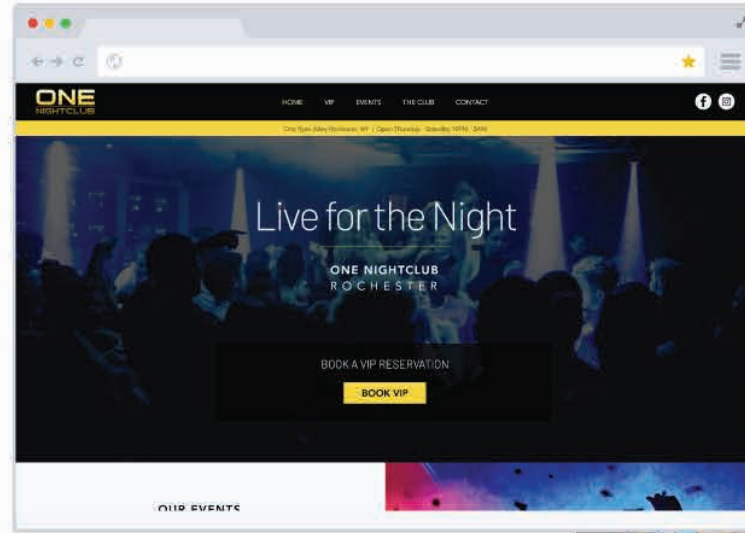


## WORK

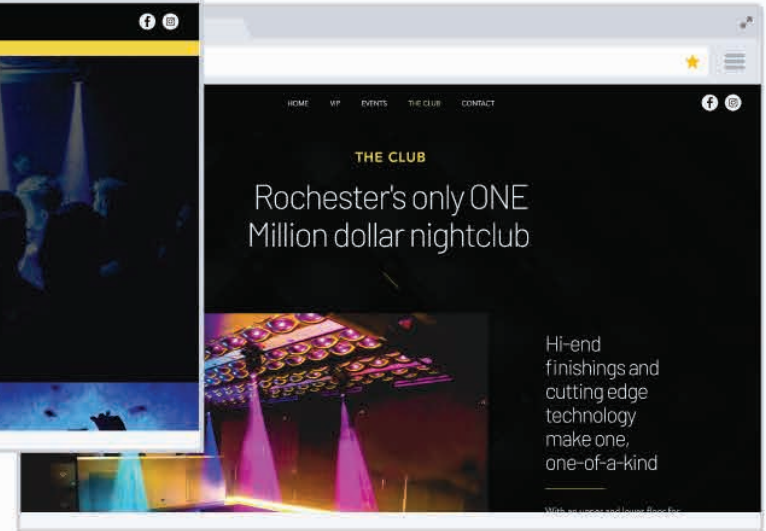
# ONE NIGHTCLUB ROCHESTER

ESTABLISHED ROCHESTER, NY NIGHTCLUB

For over 10 years ONE has been a nightclub staple in the Rochester nightlife scene. The only Million Dollar Club in Rochester, ONE delivers an upscale experience focused on quality and customer experience. We completely overhauled their website to target their ideal customers and designed marketing and printed materials to match their chic style. Their luxury image is defined not only by the interior that their guests see but now by their overall presence online and elsewhere.



WEBSITE DESIGN & DEVELOPMENT



VIP BOTTLE MENU



PROMOTIONAL MATERIALS



EVENT MARKETING MATERIALS



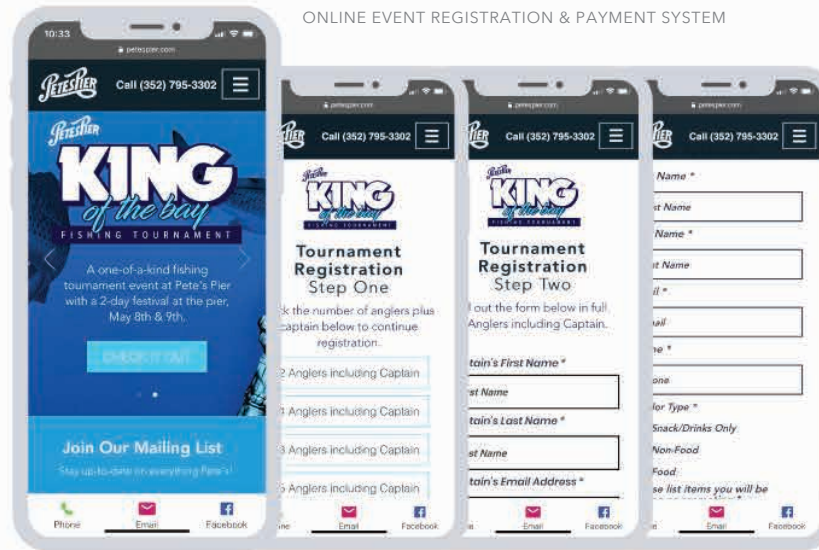
## WORK

# PETE'S PIER KING OF THE BAY FISHING TOURNAMENT

LARGE FLORIDA MARINA  
FISHING TOURNAMENT

Pete's Pier is an Iconic Landmark in Crystal River, Florida that serves thousands of people each year through manatee tours, dry docks, boat slips, launches and more. These long term clients of ours contacted us to help them bring to life the first annual King of The Bay Fishing Tournament. We created custom online registration and payment systems for vendors and participants. We put great thought into the brand and how it will carry into the future as well as the supporting marketing materials across all media. I think we nailed it.

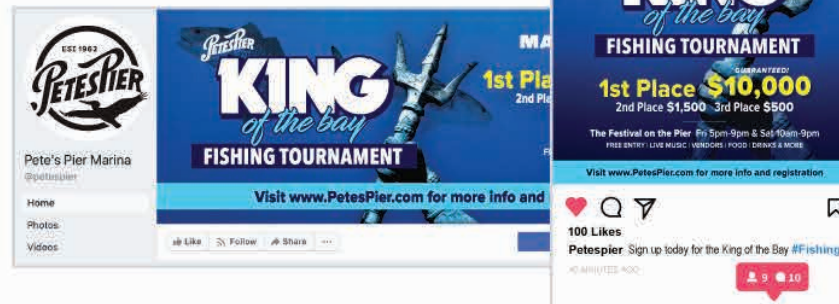
## ONLINE EVENT REGISTRATION & PAYMENT SYSTEM



## EVENT LOGO



## SOCIAL MEDIA GRAPHICS



## EVENT FLYER PRINT



## EVENT POSTER PRINT





# WORK

## THE SANDY HARTMANN GROUP KELLER WILLIAMS SEMINOLE

KELLER WILLIAMS  
REAL ESTATE TEAM

The Sandy Hartmann Group is the #1 Keller Williams Team in the Tampa Bay area and has been a client of ours for several years. In 2019 they underwent a complete rebrand accompanied by all new media and print. At this time of transition, to make a strong but subtle impact, we decided to create the "Harmann Home" designation. This was a play off of the new logo and we began printing it on yard signs to accompany their listings. It has become a subtle icon associated with their brand and was a simple touch to add during a time of new marketing, signs, logos and print designs.



BRANDING



SIGNAGE



DOOR HANGER



BUSINESS CARD



BUSINESS CARD



LISTING FOLDER





## WORK LOGOS & BRANDS

PRODUCTS, CORPORATIONS, BARS/RESTAURANTS, SMALL BUSINESS'

We've been fortunate enough to work with a wide variety of businesses. From major national brands, corporate businesses, bars & restaurants, to small businesses, we've done it all. We pride ourselves on the ability to make the branding fit perfectly to the business and its target market.





**LET'S  
MAKE  
SOMETHING  
GREAT  
TOGETHER**

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