gerry blakney

graphic design / design leadership portfolio

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p_ 5034735142

A Portland Designer, Creative Director and Mentor driven to expand the boundaries of design + marketing with daring collaborators.

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SM. AGENCY OF THE YEAR

eROI won Advertising Age's Small Agency of the Year, silver in the northwest region in July, for our culture, performance, and work with non-profit partners Embrace Oregon, Stumptown Coffee Roasters, and Taco Bell.

As the Agency Vice President of Creative and Creative Director I helped shape and lead the agency since 2011.

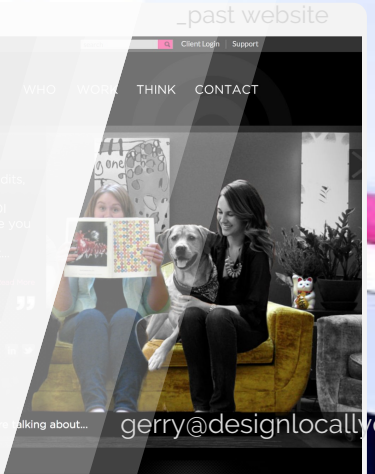


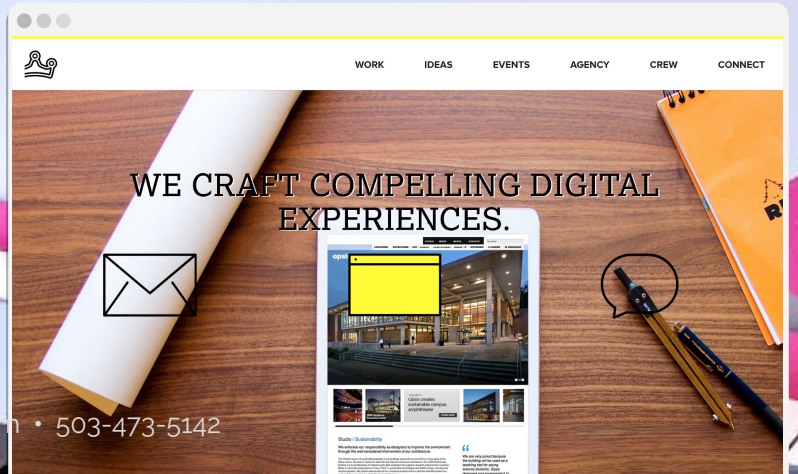
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REBRAND

In 2014 we repositioned the company with a more modern and streamlined look that told our digital and performance story more completely through a new website, office space, and other collateral directly tied to new brand personas.

Agency: eROI
Creative Direction: Gerry Blakney
Program Strategy: Phil Herbert
Content Strategy: Trevor Orton
Art Direction + Design: Tatiana Mac
Development: Matt Grantski + Heidi Olsen





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PLAY YOUR LIFE

Taco Bell Explore is a new loyalty program that turns loyalty into a game and flips the traditional 'buy-stuff, get-discounts, buy-*more*-stuff' loyalty model on its head.

Using social listening algorithms players would win increasingly awesome prizes just for living their lives—like going to the beach or taking a road trip with friends.

Agency: eROI
Creative Direction: Gerry Blakney
Program Strategy: Cher Fuller
Content Strategy: Spencer Foxworth
Design: Amy Meservier
Development: Heidi Olsen



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CHASE NEW EXPERIENCES EVERY DAY.

_manifesto

Taco Bell Explore is our shared game and shared movement.

We're celebrating shaking things up, doing what's unexpected, and inspiring everyone around you. We reward you for being you. For being awesome. For catching daily moments, both small and epic.

FOR PLAYING YOUR LIFE,
BECAUSE LIFE SHOULD BE FUN.

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DIGITAL NATIVE

Our brand design and language for Taco Bell Explore had to champion the brand's digital-meets-real-world approach.

At one point, our preliminary sketching phase included this crazy, triangle-based writing system that unfortunately was shelved. We haven't found a practical use for this language (yet), but it infused our logo design with purpose and secret meaning.

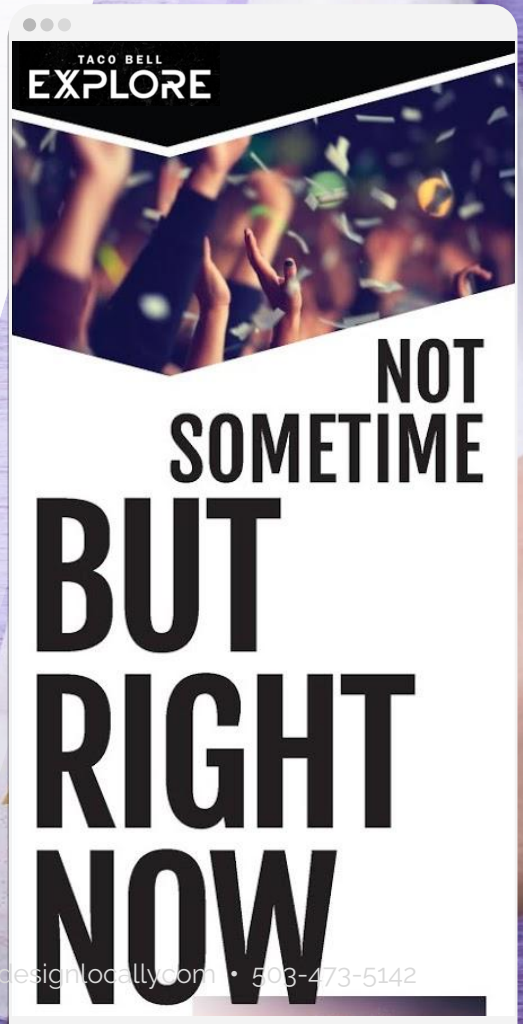


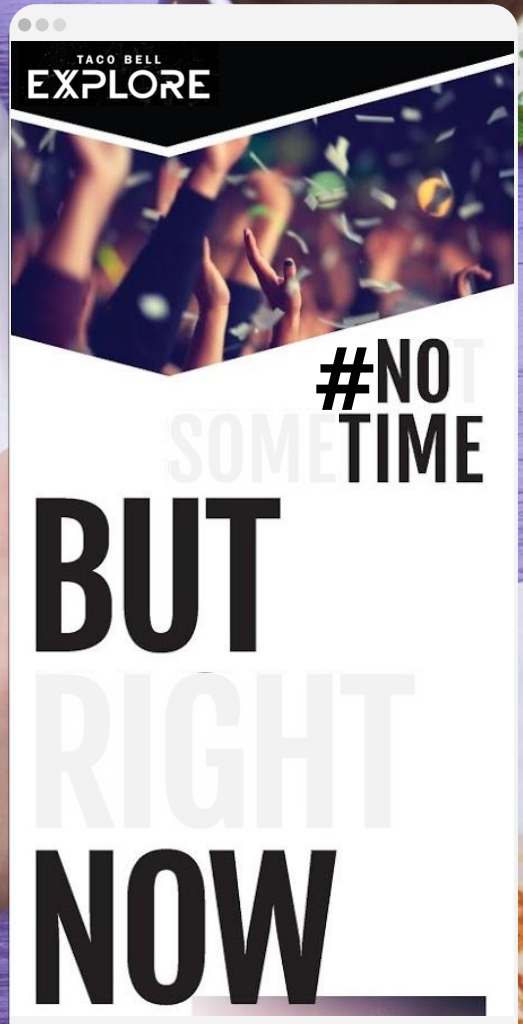
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PARTNERSHIP

In addition to the Taco Bell Explore brand we created online and app collateral to support the launch of their loyalty program.

The first email touchpoint needed to be unique to underscore *how incredibly* different our loyalty program was using CSS animation in the email to reveal a hidden code that would kickstart the game and excite their fan base.





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RESULTS DELIVERED

Stumptown Coffee Roasters wanted to simultaneously elevate its email marketing efforts and launch a new “gifting” option for its coffee subscription service for the 2015 holiday season.

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Creative Direction: Gerry Blakney
Program Strategy: Phil Herbert
Content Strategy: Spencer Foxworth
Design: Robin Clark + Ryan Mowery
Development: Heidi Olsen

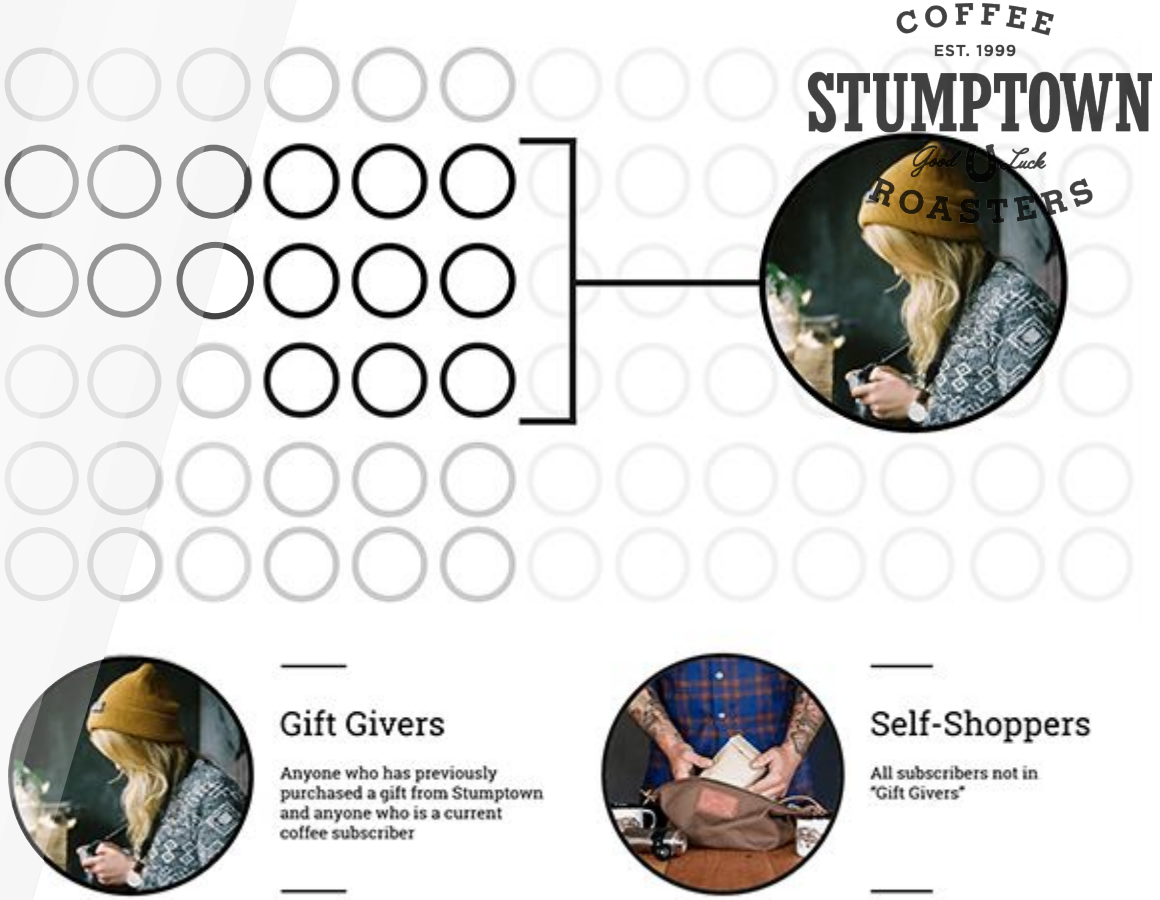


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START WITH PEOPLE

eROI created two similar but nuanced campaigns of four emails each in order to give Stumptown the most valuable user behavior insights.

The first set would go to customers predisposed to engage with the new gift option, focusing on the gift option as a primary element, with subtle secondary messaging giving them the option to snag a subscription for themselves. The second set reversed the message placing a focus on subscriptions.



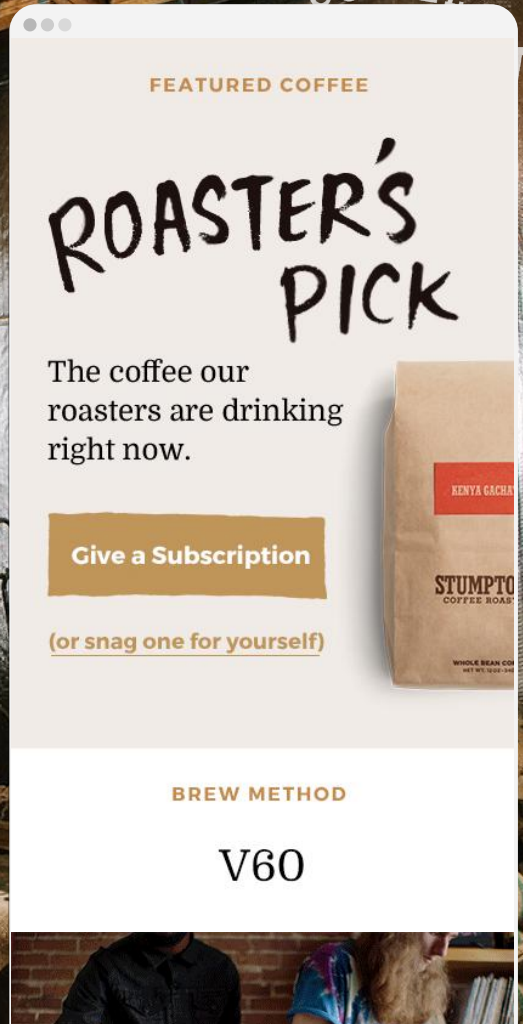
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SIGNIFICANT WINS

Through our segmentation strategy, we were able to identify a previously unknown but highly engaged group of customers and fans, creating unique opportunities for future engagement with those customers.

And through observing user engagement from the emails to the subscription purchase experience on the Stumptown website, we identified key opportunities for streamlining the experience for the customer.





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A COMPLETE PACKAGE

Embrace Oregon is a Portland Leadership Foundation initiative, a nonprofit working with Oregon's Department of Human Services connecting short—and long-term foster parents—with thousands of needy children in Oregon.

Their existing identity system needed a refresh to reflect their success and history, beyond their humble beginnings.

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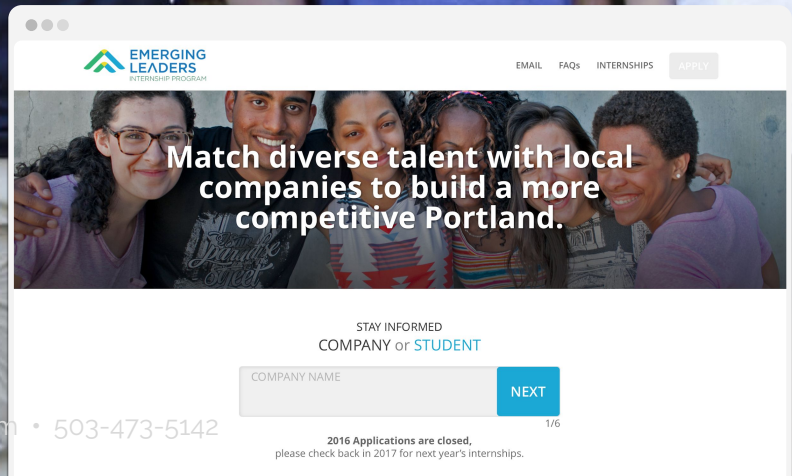


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EMERGING LEADERS
INTERNSHIP PROGRAM

In January 2016 I helped create the Emerging Leaders Internship program as PLF's newest community initiative with Ben Sand, Ryan Buchanan, and Adam Ristick to increase diverse leaders' access to Portland's business community.

In our first year we attracted over 200 students and 70 interested companies, leading to 35 new, paid internships for diverse leaders.



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