



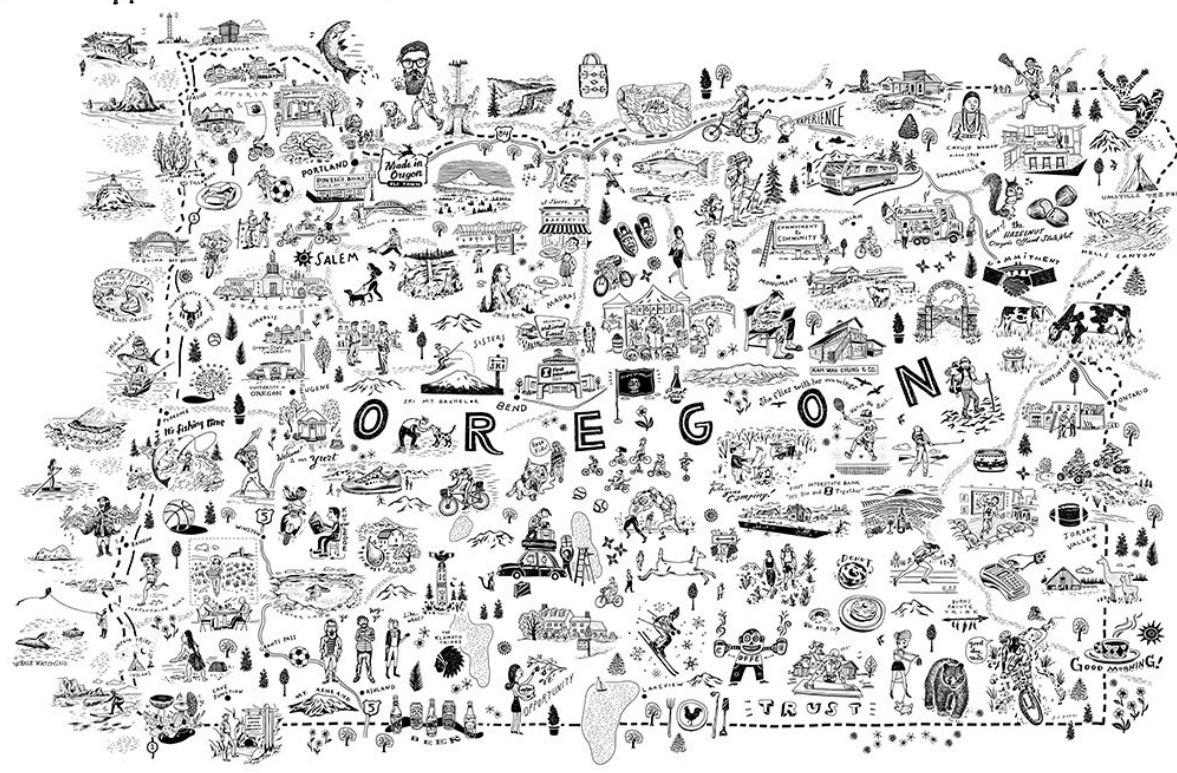
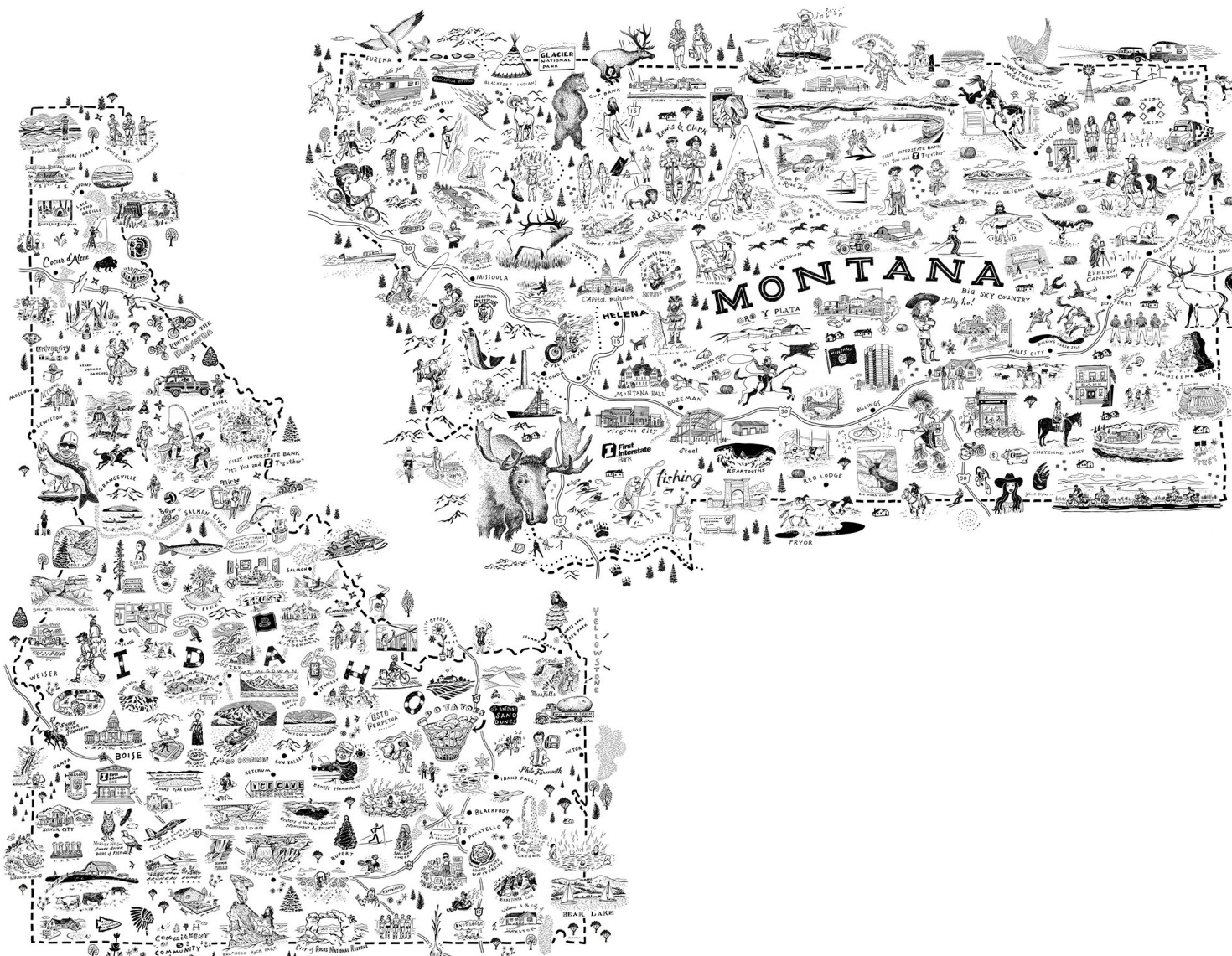
**RACHEL STEVENS**  
*creative director/copywriter*

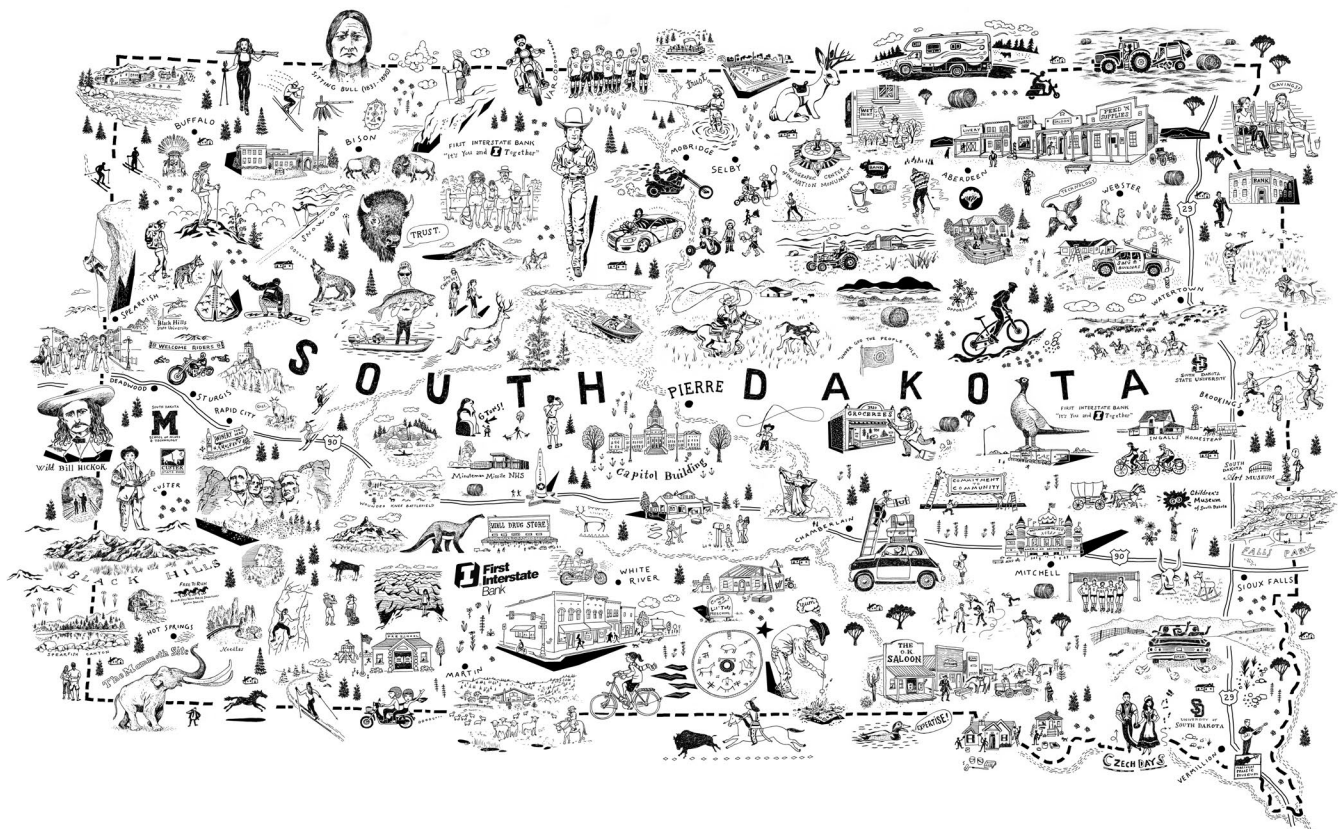
SAMPLE OF WORK



**First Interstate Bank "Every Interaction Counts" – Integrated Campaign**

First Interstate Bank is a nationally traded bank that out-nationalizes the local banks and out-localizes the national banks. With this campaign, I worked with an illustrator—John S. Dykes—to create six award-winning state maps. I then wrote over 50 print and outdoor advertisements, eight TV spots, and eight radio spots for this campaign. For the TV spots, I worked with an animation studio—Gantry Productions—to create 30 second spots. From concept to creation, I directed every piece of this campaign.







MONTANA – ADVENTURE CYCLING  
(CLICK TO OPEN LINK)



MONTANA – HEART OF STEEL  
(CLICK TO OPEN LINK)



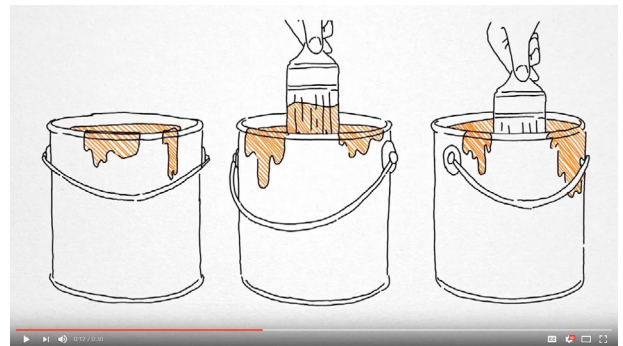
WYOMING – HOMEGROWN  
(CLICK TO OPEN LINK)



WYOMING – SAFE AND SECURE  
(CLICK TO OPEN LINK)



SOUTH DAKOTA – FREE RANGE CHILDREN  
(CLICK TO OPEN LINK)



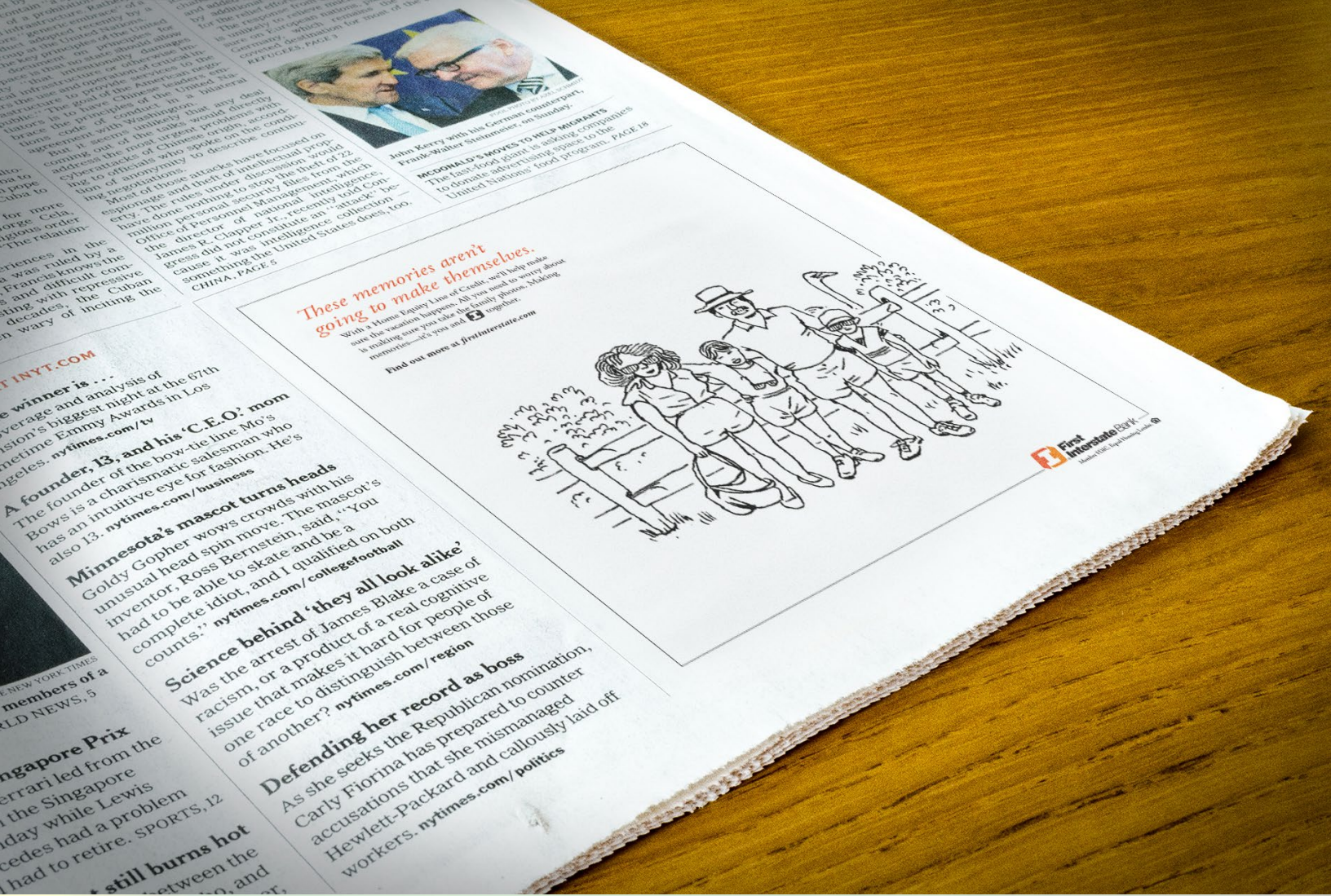
SOUTH DAKOTA – PAINT THE TOWN  
(CLICK TO OPEN LINK)



COMMITMENT TO COMMUNITY  
(CLICK TO OPEN LINK)



MINI BANKERS  
(CLICK TO OPEN LINK)



**These memories aren't going to make themselves.**  
 With a Home Equity Line of Credit, we'll help make sure the vacation happens, all you need to worry about is making sure you take the family photos. Making memories—let's you and I together.

Find out more at [firstinterstate.com](http://firstinterstate.com)



**Making dream homes come true.**

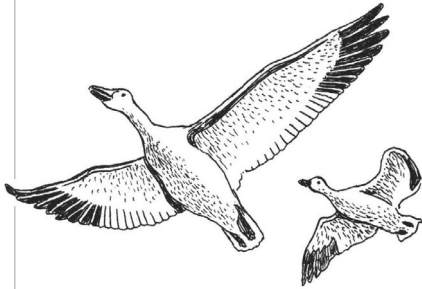
[firstinterstate.com](http://firstinterstate.com)



*We're all drawn to a certain way of life.*

One where the biggest traffic jams involve wildlife and the smallest acts of kindness are regular occurrences. We know this place is special and we want to help you thrive here—it's you and **I** together.

Find out more at [firstinterstate.com](http://firstinterstate.com)



*Not our first rodeo.*

Experience matters. We have more than a few Forbes "Most Trustworthy Company" awards under our belt. Rely on experience you can trust.



It's you and **I** together.

Find out more at [firstinterstate.com](http://firstinterstate.com)



*It's a good hat. We care where you hang it.*

At First Interstate Bank, we know finding the perfect home is your dream. It's a dream you've been working hard on for quite a while and it's about time you hang up your hat. Home loans you can count on—it's you and **I** together.

Find out more at [firstinterstate.com](http://firstinterstate.com)



*Some trophies are worth bragging about.*

We are proud to announce First Interstate Bank has been named one of the Best Banks in America for the seventh year in a row. Award-winning banking you can count on.



It's you and **I** together.

Find out more at [firstinterstate.com](http://firstinterstate.com)



*These are bale-outs we can get behind.*

We know the importance of good machinery on the farm. You work hard and you need your baler to work just as hard. Ag loans—it's you and **I** together.

Find out more at [firstinterstate.com](http://firstinterstate.com)



*A whole new meaning to "net worth."*

When you use your FirstRewards card, you'll earn major reward points. And you'll earn major points with your buddies when you get that 20-inch rainbow trout. Enjoying life's rewards—it's you and **I** together.

Find out more at [firstinterstate.com](http://firstinterstate.com)



FIRST REWARDS



*New home or invest in home improvements? The ladder.*

Whichever you choose, we're behind you at First Interstate Bank. Construction loan financing—it's you and **FI** together.

Find out more at [firstinterstate.com](http://firstinterstate.com)



**First Interstate Bank**  
Member FDIC. Equal Housing Lender.

*Make 16 that much sweeter.*

She deserves it. Okay, maybe she doesn't. But you deserve to hang up your chauffeur hat. Loans in the name of freedom—it's you and **FI** together.

Find out more at [firstinterstate.com](http://firstinterstate.com)

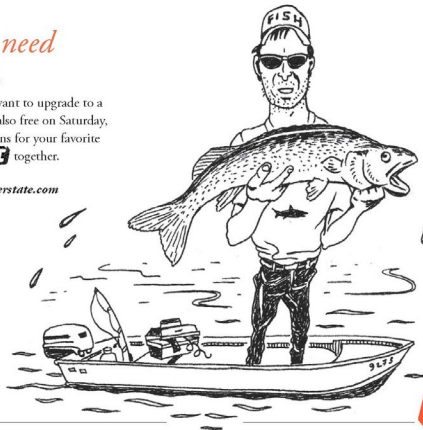


**First Interstate Bank**  
Member FDIC. Equal Housing Lender.

*You're gonna need a bigger boat.*

We understand why you want to upgrade to a bigger, better boat. We're also free on Saturday, if there's an extra seat. Loans for your favorite moments—it's you and **FI** together.

Find out more at [firstinterstate.com](http://firstinterstate.com)



**First Interstate Bank**  
Member FDIC. Equal Housing Lender.

*Banking as mobile as you are.*

Use your smart phone to check balances, deposit checks, transfer money, and much more. Convenient banking in your back pocket—it's you and **FI** together.

Find out more at [firstinterstate.com](http://firstinterstate.com)



**First Interstate Bank**  
Member FDIC. Equal Housing Lender.





**NOT LIKE** **JACKSON**  
**OTHER MOMS** **HOLE**

### *Jackson Hole Tourism Board – Campaign Concepts*

For the Jackson Hole Tourism Board, they wanted a campaign to boost their shoulder-season travel, while keeping the spirit of the Tetons. We came up with three different campaign concepts. I was the creative director on the project for concepts and executions. Working with an art director and a graphic designer, we developed "Not Like Others," "It's Good Right Now," and "Mecca for Mountain People." But Jackson Hole is at capacity and the board wants to dedicate dollars to infrastructure. So we pitched another idea: Say you're full.



**NOT LIKE** **JACKSON HOLE**  
**OTHER ALL-NIGHTERS**



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**SPRING  
SKIING**  
IT'S GOOD RIGHT NOW



**JACKSON  
HOLE**  
VISIT.JACKSONHOLE.COM



MECCA FOR MOUNTAIN PEOPLE



MECCA FOR MOUNTAIN PEOPLE

The nation's favorite in-bounds skiing and the world's best out of bounds. All packed into the original western mountain town. Isn't it time to make your pilgrimage?





# WE'RE FULL.

From the ads and overlooks, things look great. But dig deeper into Teton County and we're bursting at the seams. Tourism and development is having a big impact on everything from wildlife habitat to affordable housing.

Rather than spend our advertising budget trying to attract more tourists, this year we're spending it on preserving the things that make Jackson great.

If you're planning a visit, we still want you to come. Tourism is a major driver of our economy. But think about visiting in the off-season while we get the protections in place to keep Jackson, Jackson for decades to come.

**[JACKSONHOLEISFULL.COM](http://JACKSONHOLEISFULL.COM)**



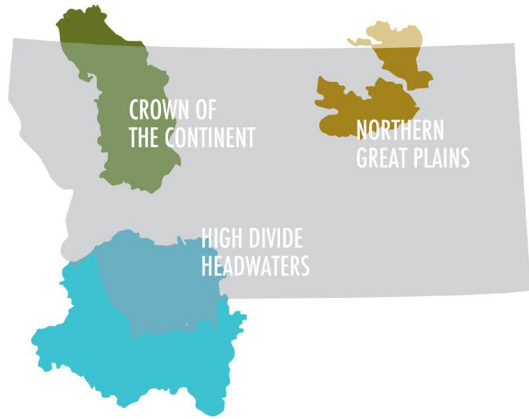


# MORE MONTANA

## ***The Nature Conservancy "More Montana" – Case Statement***

For this printed and digital piece, we created the concept "More Montana." What Montana has, the world needs more of. I worked as creative director for the look and wrote a lot of the copy. The piece was printed and given to high-end donors. Following, you'll see selected spreads.

# WHERE WE WORK



Our work in Montana is concentrated in three geographies—the Crown of the Continent, High Divide Headwaters, and Northern Great Plains. These large landscapes extend beyond state borders and are essential to the health and resilience of Montana’s natural, social, and economic systems. Our staff live and work in local communities dotted across these landscapes, listening to others, offering expertise, and building trusting relationships that lead to lasting results.

Freshwater Program Director Nathan Korb surveys the sagebrush slopes in the High Divide Headwaters. © Korb/Flora



CASE STUDY

Student researchers are helping to restore streams in the High Divide Headwaters. © Jacqui Pines

## RESTORING FLOWS

Late summer stream flows are critical to fish, wildlife, and people, yet research indicates that climate change is causing these flows to disappear. Mountain snowpack—a critical source for year-round water—is decreasing. With earlier spring melt and the growing frequency and intensity of drought, many streams in the High Divide are dry by late summer. The Nature Conservancy is collaborating with landowners, universities, and land management agencies to develop science-based solutions to address these urgent threats.

*“Water is the life-blood of everything. It’s crops, it’s livestock, it’s wildlife, and it’s people.”*

— Allen Martinell, a rancher in the Red Rock Watershed

We are studying several watersheds in the High Divide to determine how they are impacted by climate change and prioritizing our restoration strategies accordingly. We are testing innovative restoration techniques that reconnect streams with their floodplains, and facilitating natural water storage to improve degraded systems. Working with local landowners, we are enhancing drought response plans to coordinate the “shared sacrifice” of conserving irrigation water. Our broad coalition of partners is identifying shared goals. Using science, we have created cost-effective, scalable, and community-based solutions to improve both people’s and nature’s resilience to climate change.

# WITH YOUR HELP WE CAN ACHIEVE SUCCESS

Through our More Montana Campaign, we will achieve significant conservation results in our three priority areas for the benefit of people and nature. Now is the time to act. We must protect our water, forests, and grasslands.



## MORE WATER



Restore more than  
**40 MILES**  
of streams across the state.



Develop and share applied science to help communities craft and implement viable long-term solutions to drought.



Permanently protect  
**30,000**  
wetland acres in the High Divide Headwaters.

Tumbling waters in the Crown of the Continent. © Keriton Rowe

## MORE FOREST



Permanently protect  
**85,000**  
acres of forest.



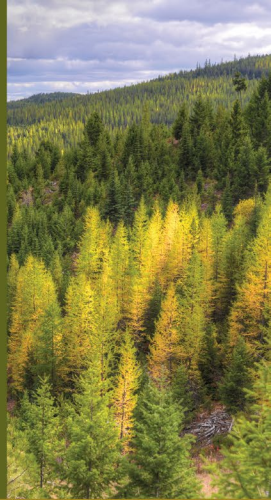
Engage U.S. Forest Service in cost-saving ecological management of forests and fire.



Conduct prescribed burns and other restoration activities on

**20,000 ACRES OF FOREST.**

We are restoring forest land in the Crown of the Continent for the benefit of people and nature. © Keriton Rowe



## MORE GRASSLANDS



Start a second grassbank with ranching partners that will influence management benefiting wildlife on 5 acres for every 1 acre that we manage.



Implement voluntary protection and enhancement of  
**250,000 ACRES**  
of vital grassland bird and sage-grouse habitat on private land.



Maintain connected habitat for the continent's longest migrations for greater sage-grouse and pronghorn by stitching together 100 miles of habitat.

Land under easement on the Carroll Ranch near the Bitter Creek Wilderness Study Area on the Northern Great Plains. © Amy Pearson



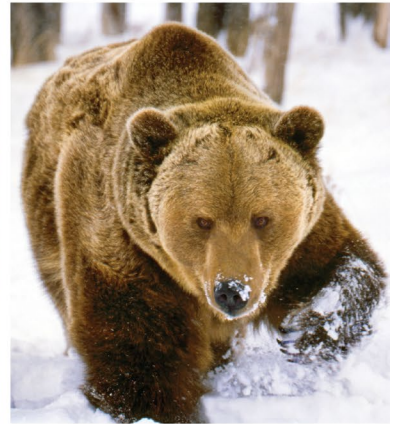
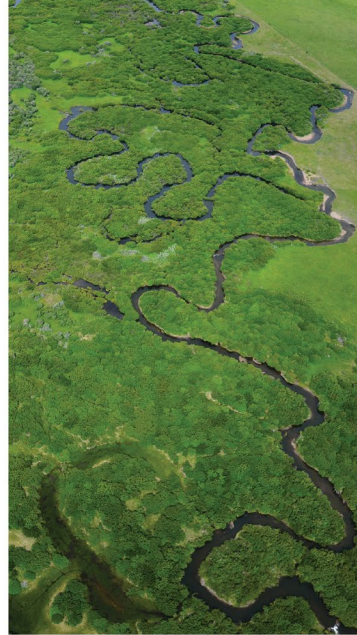
## CROWN OF THE CONTINENT

Spanning 12 million acres, the Crown of the Continent is one of the world's most intact landscapes. Encompassing parts of Montana, Alberta, and British Columbia and bridging the Continental Divide, the Crown is home to Glacier and Waterton National Parks and is the headwaters of three major rivers in North America. In this wild and diverse place, native plants and animals remain as they have for centuries. Generations of families have made a living working the land alongside wildlife and maintaining a conservation ethic deeply rooted in an understanding of the intrinsic value of nature.

Still, the future of the Crown is in jeopardy. Development pressures and fragmentation of family ranches threaten the nature and communities we value.

So far, The Nature Conservancy has protected more than 750,000 acres in the Crown. As we look to the future, we know we have more to do. Through stewardship—such as weed control, forest management, and sustainable grazing—and land protection, we can maintain the abundance of this distinctive place. Working in collaboration with local communities, we can achieve long-term success.

Recreation from the Wolf Creek area. Creek used as high waterfalls provides valuable habitat for wildlife from access by the Blackfoot Reservoir. © Dyer, David/Red Bull. Our protection of resources in the Crown will help this snow-dominant area adapt to climate change. © Steven Green. A male grizzly bear may inhabit a territory as big as 250 square miles, so protection of large, intact landscapes is key to their survival. © Chad Perlin. We are restoring forests and streams on our Clearwater-Blackfoot Project. © Keriton Rowe







**BOMBER**  
SKI

# Carving Out A Luxury Niche

A MERCURYcsc Proposal  
June 7, 2017

## ***Bomber Skis – Proposal***

I am always looking to make pieces come to life for brands. So we start at the beginning. For this proposal for Bomber Skis, we showed them we weren't always gritty—we can do luxury. By elevating the design of our template, we brought class to what is usually a simple document. Following, you will see a few sample pages.



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# ANALYSIS

“In Luxury, the role of branding is to build an identity, not to sell...  
to create dreams, not to answer to problems and needs.”

—*Vincent Bastien*

THERE IS A DISCONNECT BETWEEN LUXURY STRATEGY AND BRAND IDENTITY.

- Design iconography, art direction, customer experience, and voice to support luxury status.

KEY ELEMENTS OF A LUXURY IDENTITY THAT SUPPORT DIFFERENTIATION ARE NOT PROMINENT.

- Increase the volume on elements related to time, heritage, country of origin, craftsmanship, man-made, small series, prestigious clients, etc.

CURRENT TACTICS LACK OVERARCHING BRAND STRATEGY AND GUIDING PRINCIPAL THAT IS COHESIVE AND ASPIRATIONAL TO LUXURY MARKET.

- Establish a brand mantra connected to romantic vision of sport to drive all marketing. (ex: Rapha’s “Glory through suffering.”)

DON’T CONFLATE LUXURY WITH PREMIUM.

- Luxury: Selective communication. Hand made. Narrow product line.
- Premium: Mass communication. Mass production. Broad product line.

EXISTING FOUNDING STORY IS NOT COMPELLING TO LUXURY MARKET.

- Create “passion before people” storytelling hierarchy to connect with customers on a deeper level.





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*rlmstevens@gmail.com*  
*512-818-1285*

THANK YOU