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Message, Content, Storytelling

“Who cares?”

Scott asks that question of our Creative team - and our clients - a lot. It's his way of reminding them to always deliver value in their marketing content.

He also excels at applying his unique sense of humor to products and brands that don't seem to be the least bit amusing. “Getting people to laugh when they don't expect to is a great way to create good feelings about a client and help them stand out,” he says.

That approach to writing and production has earned Scott's work more than 100 awards for marketing and creative excellence. Those honors include three Best of Show ADDY Awards, 10 Judge's Choice Awards from various competitions, regional ADDYs, a nod from The One Show, and wins at other local, regional and national shows.

Here's what a few clients and industry peers have said about Scott's writing:

“Very creative. Funny (and effective) stuff.”
- *John McCafferty*

“The copy you wrote is perfect.”
- *Jan Cunningham*

“So simple, yet so genius.”
- *Chris Mitsos*

“Really well written. I laughed several times. Very funny!”
- *Andy Hedberg*

“I love you!”
- *Joanna Hunter*

Presentation Topics

- Content Creation
- Using Humor to Share Your Message
- Storytelling
- Branding