

**BLVR®**

We're BLVR.  
A new type of agency.  
We're not just a creative shop.  
We are a belief company.

We consult with fearless leaders  
to build brands that shape culture.

**INDY**

Independently owned  
and operated

**SD/CA**

Located in San Diego,  
Portland, & Idaho

**#1**

Recognized as the #1  
agency by Clutch

**140**

Over 140 years collective  
experience

**B.I.S**

Best In Show at the  
San Diego One Show

**B CORP**

Certified B-Corp using  
business as a force for good



# WE'RE MAKING WAVES

We believe in the power of award-winning work. It's the stuff that breaks through the noise. The ideas that rally internal teams. The executions that build community and create change for the greater good. Awards aren't everything, but they're pretty damn good, and we've been fortunate enough to be honored for multiple clients within the BLVR family.



Brand New

awwwards.



AMERICAN  
ADVERTISING  
AWARDS



THE  
ONE CLUB  
FOR  
CREATIVITY  
SAN DIEGO



It's Nice That

Muse  
by CLIO





# SHOW REEL



**OUR**

**BRANDS**

**ARE BUILT**

We're launching, growing,  
and reinventing brands  
from the inside out  
to connect authentic purpose  
to people, profit, and impact.

**TO**

**MAKE**

**AN**

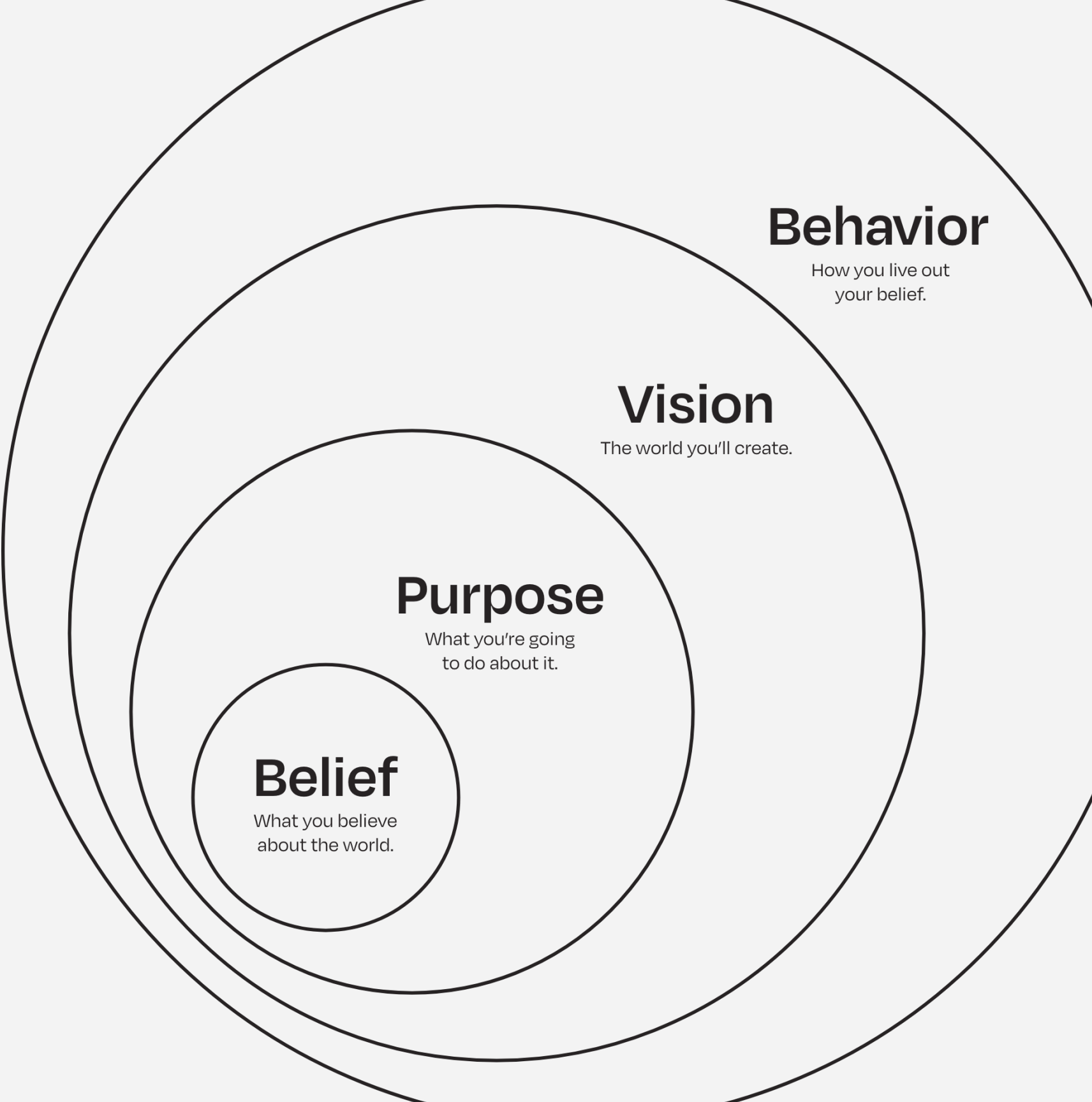
**IMPACT**

OUR METHOD:

# BELIEF-LED TRANSFORMATION™

**OUR APPROACH  
TO BUILD BRANDS  
FROM THE INSIDE OUT.**

- 01 UNCOVER THE BELIEF AT THE HEART OF AN ORGANIZATION
- 02 TRANSLATE THAT INTO AN AUTHENTIC PURPOSE TO DRIVE THE BUSINESS FORWARD
- 03 DEFINE THE FUTURE YOU’LL CREATE
- 04 ACTIVATE THE BELIEF THROUGH EVERY BEHAVIOR





78%

MORE LIKELY TO REMEMBER  
A COMPANY WITH  
A STRONG PURPOSE.

68%

THINK IT'S MORE IMPORTANT  
TO CONSIDER PURPOSE, EVEN  
WHEN MAKING AN IMPULSE BUY.

4x

MORE LIKELY TO  
PURCHASE FROM  
A PURPOSE-DRIVEN BRAND.

# HOT OFF THE PRESS



## OUR LATEST CULTURAL DEEP DIVE

Brand development for  
the Stand For More generation

Six months in the making, BLVR has just launched its first in-depth research report exploring the Power of Belief. In this 50-page analysis, we explore how shifting market priorities are revolutionizing the way brands connect with consumers through belief-led transformation. The results are ground breaking: Organizations experience 3x faster growth, inspire 261% more loyalty in customers, and enjoy 30% more innovation among employees—all while delivering long-term positive benefits to the world. Turn the page to read an expert's introduction of the newest audience super segment: the Stand For More generation.

[READ FULL STRATEGIC BRAND REPORT](#)

**CULTURE  
IS SHIFTING.**

**WELCOME TO YOUR  
NEW CUSTOMER:  
THE "STAND FOR  
MORE" GENERATION.**

*People have never expected more from the brands they buy. The "Stand For More" generation increasingly experiences brands as extensions of their own identities and supports organizations that reflect their deep personal values and beliefs.*

**New Generations Mean Changing Priorities:**

As Baby Boomers retire, Millennials and Gen Z are quickly becoming the largest global consumer group. Referred to as "the most ethical generation," this generation expects organizations to stand for more than just profit. More socially conscious than previous generations, they're more likely to be involved in climate action and politics, and, as they gain more market control, they are applying the same social and ethical standards to their shopping habits.

**Heightened Anxiety and the Control of Personal Choice:**

A looming recession and threats of global war. Pandemic aftershocks. Climate collapse. Today, many people experience unparalleled levels of fear, uncertainty, and doubt. Amid unrelenting worries from a world in free fall, the human tendency is to latch on to what can be controlled. For today's consumer, control translates to using their spending power as a way to feel better about the world. They are more likely to experience intense negative emotions if they feel deceived by brands they once trusted.

**Rising Expectations, Brands as the New Change Makers:**

A 2018 survey showed that 53% of Americans believe brands are more effective at fixing social ills than governments. This shift cranks up expectations on brands. Consumers scrutinize organizational behaviors and regularly call out brand actions they disagree with.

**Unparalleled Access to Multiple Information Streams:**

More technologically sophisticated than any generation before, today's Millennial and Gen Z consumers can easily uncover inconsistencies between brand messaging and real-world behavior. Armed with a plethora of information, consumers discover which brands live out their core beliefs fearlessly (even when it means taking criticism on the chin), and which provide only lip service to the convictions they claim to support. Consumers detect brand discrepancies and inauthenticity easily and spend their money accordingly.

[READ FULL STRATEGIC BRAND REPORT](#)

# WE'RE BUILDING HYPE.

## OUR LATEST PARTNERSHIPS.

We work with the world changers and change makers.  
The kind of clients who are up for the challenge, who go  
beyond the norms and push their brands to the next level.  
Here are a few brands that have become believers.







# PURPOSE DRIVEN CATEGORIES WE LOVE

01 / CONSUMER GOODS

---

02 / APPAREL

---

03 / BEVERAGES

---

04 / FOOD

---

05 / WELLNESS

---

06 / SUSTAINABILITY

---

07 / TRAVEL

---

08 / HOSPITALITY

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# WE'RE CREATING CHANGE.



## STRATEGY

Starting from the inside out, we meet with senior leaders and immerse ourselves in your organization to develop a belief-led brand framework to guide your business forward. The strategic framework aims to unlock your brand's belief, unite the leadership team, create brand alignment, define your differentiation, and identify your tribe.

## DESIGN

BLVR's innovative design and copywriting team will develop a comprehensive visual and verbal identity system to reflect the brand's strategic objectives, distinguish it from the crowd, and bring the belief-led brand to life.

## ACTIVATION

A belief-led strategy is only as good as it is behaved. We'll help you walk your talk by putting your brand belief into action. We craft the look and feel, stories, campaigns, experiences, and activations that rally people and create real, meaningful change.



# Conversation Collaboration Creation

HOW WE GET TO THE GOLD

BELIEF-LED TRANSFORMATION DOESN'T HAPPEN IN A BUBBLE. THE BEST THINKING COMES FROM CONVERSATION AND COLLABORATION. TO BUILD THE BRAND FROM THE INSIDE OUT, WE WORK IN LOCK-STEP WITH OUR CLIENTS TO SHAPE THE FOUNDATION. NO BIG REVEALS. NO WORKING IN A SILO. JUST A LOT OF SOLID TEAMWORK. THAT'S HOW WE GET TO THE GOLD.



## SCOTT HANCOCK

### PARTNER & CEO

As CEO of BLVR, Scott leads the strategic vision of the company, ensuring BLVR's Brand Belief philosophy is at the heart of everything it does. Scott brings more than a decade of award-winning strategic ideation, design, brand, and business-building experience to impactful brands such as Andis, Vessel, Futures Fins, and DHI Telecom. Previously, Scott founded Risen Magazine, a pop-culture publication distributed nationwide at Walmart, Barnes & Noble, and Virgin Mega-stores, and co-founded The Glue Network, a global cause marketing platform that partnered with brands and non-profits like Cisco, Hurley, TOMS, and Keep-A-Breast, to name a few.



## ADAM MCWETHY

### PARTNER & COO

Adam leads BLVR's day-to-day operations and is responsible for the financial affairs of the company. He takes great satisfaction in ensuring the BLVR team executes at a high level to ensure positive outcomes for every client. With almost 20 years of industry experience, Adam has worked with close to 500 brands, including Globe, World Vision, Marcus & Millichap, Creative Planning, and Liberty Station to name a few. Adam is passionate about making a difference in the world and serves on the board of Youth For Christ San Diego and Elevate Elementary School. He is also actively involved with volunteering through his church's Sunday school.



## AUSTIN LANE

### EXECUTIVE CREATIVE DIRECTOR

With over a decade of experience, Austin leads the creative vision at BLVR. Photography, painting, drawing, and filming were all early passions that eventually lead to a career in Design & Advertising. Austin has worked with a wide range of clients across all verticals including Transworld Surf Magazine, Victory Motorcycles, Polaris Snowmobiles, MillerCoors, Toyo Tires, Wild Turkey, The North Face, Eddie Bauer, and Harrah's Resort Southern California to name a few. He's been recognized by the ADC Awards, One Show, Communication Arts, Lürzer's Archive, Adweek, Ads of the World, National Addy's, The Denver 50, and his artwork has been shown in Colorado, California, Georgia, and New York.





## LENYA MCGRATH

### BUSINESS DEVELOPMENT DIRECTOR

Lenya leads business development at BLVR and is well-versed in partnering with Clients to drive long-term value for their organization. She honed her craft working on global brands like Wilson sports, Airbnb, Procter & Gamble, Anheuser-Busch, Sony, and Canon at leading agencies, including Saatchi & Saatchi, Leo Burnett, and BASIC. A master of purpose-led creativity, her work has been honored by the Effie Awards and the prestigious Cannes Lion Festival.



## MAGGIE SPECIALE

### EXECUTIVE STRATEGY DIRECTOR

Maggie leads BLVR's Strategy department, drawing on over a decade of cross-functional experience building and positioning brands across a wide range of verticals. Over the years, she's had the pleasure of partnering with some of the world's leading brands, including Nordstrom, TABASCO, Disney, Bare Escentuals, Cox Communications, Gruppo Campari, Cisco Systems, and Union Bank. Whether it's established category leaders that need a refresh or emerging category disruptors that need to punch above their weight, Maggie is passionate about helping brands to better understand their consumers, identify the competitive white space, and articulate their purpose in a meaningful way.



## ERICA HERNANDEZ

### EXECUTIVE DIRECTOR OF ACCOUNTS

With a background in traditional and digital advertising, Erica leads the Account Department at BLVR. She has experience working for award-winning international brands and local start-ups, including Papa Johns, Olive Garden, 3M and Skullcandy. She excels at building strong client relationships and creative strategies that push the business forward. In her free time, you can find this former New Yorker hanging out with her dog, watching Penn State football or cooking up dishes that give others major food envy.



# LET'S BE THE WORLD CHANGERS.



In 2020, BLVR became a Certified B Corporation™. The certification means that BLVR meets the highest standards of verified social and environmental performance, transparency, and legal accountability to balance profit and purpose.

By joining over 4,000 like-minded companies on a global scale, we are redefining the standards of ethical business practices and social responsibility—creating a positive impact in the lives of our team members and communities around the globe. B Corp™ certification recognizes our purpose-driven efforts and reinforces our commitment to using our business as a force for good.



A COLLECTION



OF WORK

EXPLORERS  
EVERYWHERE  
DREAMERS  
THEY



# PUSH

BLVR rebuilt the brand to further PUSH for Empowered Pregnancies' mission to end preventable stillbirths in the United States.

FULL CASE STUDY AVAILABLE UPON REQUEST.

**900 BABIES ARE  
STILLBORN IN  
NYC EVERY YEAR**



Enough is enough. It's time  
to end preventable stillbirth.

**PUSH**  
EMPOWERED PREGNANCY







## ANDIS

100-year-old consumer goods brand Andis was an iconic brand losing relevance. We repositioned the brand from a product-engineering brand to a creative empowerment lifestyle brand.

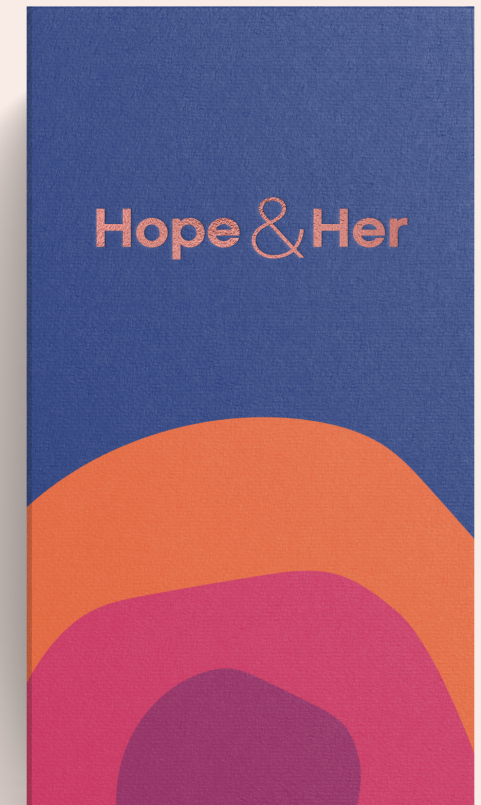
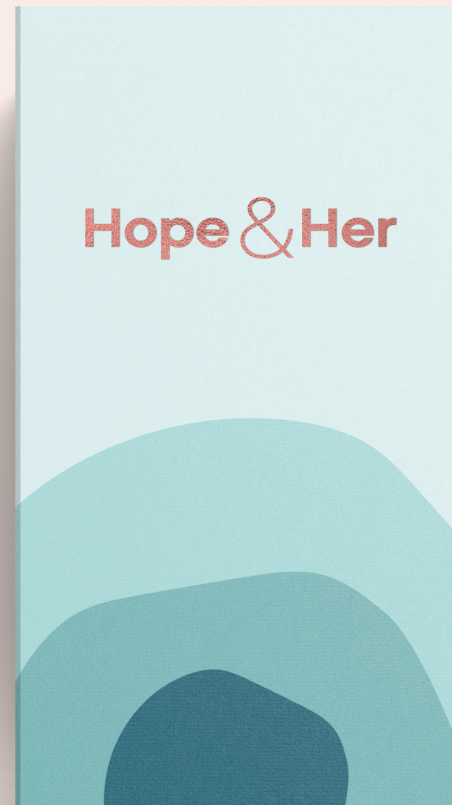
FULL CASE STUDY AVAILABLE UPON REQUEST.



# HOPE & HER

BLVR worked with Vaginisums to challenge the norms of sexual dysfunction. We created a new brand, Hope & Her that was a beacon of optimism for those suffering from vaginismus.

FULL CASE STUDY AVAILABLE UPON REQUEST.





# RUSHING

BLVR collaborated with sustainable engineering firm Rushing to rebuild its brand and a vision for a net-zero future. Our goal? Bringing human compassion into the art of design.

FULL CASE STUDY AVAILABLE UPON REQUEST.

# RUSHING



TRANSFORMATIVE.  
COLLABORATIVE.  
TOP TIER.



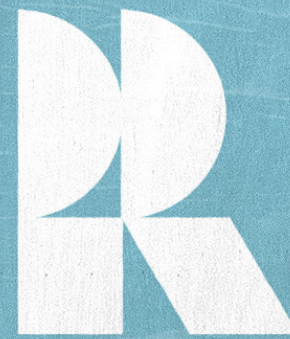
# RUSHING



## REINTRODUCING HUMAN COMPASSION INTO THE ART OF DESIGN.

With a human approach to design, we are redefining how engineering impacts the future. Our high caliber mechanical, electrical and plumbing expertise intersects with our heart for people and the planet.

RUSHING



# RUSHING



## REIMAGINING A BETTER WORLD FOR PEOPLE & PLANET

# RUSHING

TRANSFORMATIVE.  
COLLABORATIVE.  
TOP TIER.





A rusted metal sign with the text "JOYWELL" and "Fremont, Ca." mounted on a stone wall. The sign is rectangular and has a weathered, brownish-orange patina. The text "JOYWELL" is in a bold, sans-serif font, and "Fremont, Ca." is in a cursive script. Two small diamond-shaped holes are visible on the sign, one on each side of the word "JOYWELL". The sign is set against a background of a rough, grey stone wall. Some green foliage is visible in the upper right corner.

◆ JOYWELL ◆

*Fremont, Ca.*

## JOYWELL

BLVR worked with Hilton Curio boutique hotel chain, Joywell, to create a unique travel brand geared toward the Millennial business traveler – a population who wasn't prioritized in the hospitality world. We paired utility and emotion to create a more joyful experience.

FULL CASE STUDY AVAILABLE UPON REQUEST.



# LITTLE BEET

New York-based QSR chain Little Beet was looking for a competitive advantage in a crowded market. We repositioned the brand, one ingredient at a time, to enhance our communities' well-being through thoughtful food.

FULL CASE STUDY AVAILABLE UPON REQUEST.







## COMPTON COWBOYS

The Compton Cowboys are changing the community of Compton, building their legacy, writing their story, and inspiring others to do the same. Their message and personal mission are what sparked the idea of Andis, BLVR, and the Compton Cowboys all coming together to tell a creator series story that helped show the true Compton.

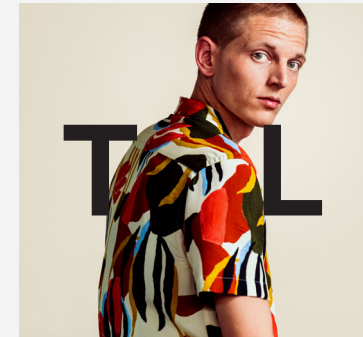
FULL CASE STUDY AVAILABLE UPON REQUEST.



C R E A T E W I T H S O U L



N E V E R S E T T L E



G R O W T O G E T H E R

L I V E I T O U T



# BELIEVE FEARLESSLY®

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