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New Business contact

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iconic ideas

There's no room in anyone's head for another standard marketing message, no matter how clever. That's why we don't spend our client's money on advertising; we invest in iconic ideas.

The power of icons is universal; from the Eiffel Tower and the Great Pyramids to the bald eagle and American cowboy. They become communication shortcuts. They carve an indelible spot in your heart. Never has iconic thinking been so urgent for branding as it is today. As media choices fragment and messages expand from reductive slogans to consumer-empowering information, what will create a cohesive whole?

Iconic ideas empower your brand to gel; with online, viral, TV, street marketing, outdoor, print, sales materials, POP or a mention in someone else's blog. We're guessing you don't have extra millions to spend trying to control your message. Iconic ideas allow you to create a brand story, then to set it free for others to pass along by email, YouTube, Facebook, Twitter, word-of-mouth (remember that old stand-by), or whatever the next social-networking trend will be.

Iconic ideas work. That's why Taco John's with its Cowboy Monkey is outpacing Taco Bell by 4 times in same-store sales. Why HealthPartners awareness is double its closest rival. And why Roundy's is America's fastest growing grocery chain. Iconic ideas are also why we've won so many Effie Awards for advertising effectiveness in recent years. We can get the same results for you.

Agency Leadership

Chuck Kelly, President, Agency Principal
Chris Preston, EVP, Creative Director, Agency Principal
Scott Dahlgren, Connections/Media Director
Melody Lentsch, Director of Interactive
Peter Tressel, Creative Director/Interactive
Mark Jenson, VP, Account Director
Stacy Hintermeister, VP, Account Director
Beth Elmore, Director of Production Services
Dawn Leuer, Controller

Capabilities

Preston Kelly is the rare full-service agency without the silo mentality and profit center motives that tear down an iconic brand story. Members of these in-house disciplines collaborate from the same strategic core: Advertising, Brand Strategy, Design, Direct, Interactive, Guerilla/Street Marketing, Media/Connections Planning.

Ownership

Fiercely independent/employee-owned by all 45 of us.

Billings

\$55,000,000 (capitalized)

Worldwide Partners

Preston Kelly is an equity member of Worldwide Partners, a network of 101 independent agencies spanning the globe (48 are in North America). This international network gives us instant local roots through Worldwide Partners' indigenous agencies.

Current Clients

Be The Match
Central Research Laboratories
Deluxe Corporation
HealthPartners
Hormel Foods
HowStuffWorks.com
Mall of America
Minnesota Zoo
Physicians Mutual
Piper Jaffray
Roundy's Supermarkets, Inc.
STAGG Chili
Succotash
Taco John's
Valley Fresh
Venture Bank
Wipfli CPAs and Consultants
YMCA