



be iconic.

“For how
could
you live
and have
no story
to tell?”

~ Dostoevsky



iconic.



BRANDING | STORYTELLING | PLACEMAKING

TO BE AN ICON

Too often, we think of **icons** as some sort of unattainable gods from Mount Olympus, a heightened form of celebrity available to only a select few. As we see it, being iconic is little more than being **authentically yourself** in the face of overwhelming homogeneity. Standing out is its own form of courage, but it need not be out of reach. March to the beat of your own drummer. Swim against the stream. Act as if you are, and you will become that which you desire. **Be iconic.**

HOPPING FROG  STUDIOS





Photo : Ales Krivec

STORYTELLING

BRANDING

As a business tool, branding might be one of the most confusing and obscure concepts you'll face. It not only means many things to many people, it means different things to different people. At **Hopping Frog Studios**, we view the brand as a sum total of all customer experiences. You are not the sole arbiter of who your brand is, because it exists in the minds of the consumer. The good news is that you have complete authority over how you approach your brand's relationship with the world. **Be the brand.**



BRANDING

STORYTELLING

Humans have been telling stories since the dawn of time, so there's nothing new about storytelling. However, it has become a marketing **buzzword** lately that a lot of people throw around but rarely ever fulfill. When you stop trying to explain to your customers how great you think you are, and start enticing them with how you're going to make their lives more authentic, you're telling them a story. If you do it well, they'll not only believe you, they'll make the story their own.



Photo : Annie Spratt



Photo : Amel Majanovic

EXPERIENCE DESIGN

PLACEMAKING

In 1998, Joe Pine wrote an article about what he called the **Experience Economy**. Since that time, an entire industry has sprung up to design experiences that will not only satisfy our human needs, but elevate the experience beyond our expectations. In many cases, this has been confined to real estate venues with a pre-existing experiential vibe such as theme parks, hospitality, and entertainment venues. But all brands have the opportunity to provide an unique, engaging, compelling experience. It simply requires intentional, thoughtful design.



STUDIO

ABOUT US

Hopping Frog Studios is the brainchild of **David Todd McCarty**, an unconventional polymath who got his start in entertainment and went on to consult with brands all over the world. Hopping Frog Studios believes that consumers are considerably savvier than most marketers give them credit for, so we strive to produce smart, clever marketing campaigns that will resonate with consumers on an emotional level and change their behavior for the better.

We believe in **better branding by design.**





Photo: Cody McLain

BRANDING

CLIENTS

Bread+Butter • **DAS Architects + Interiors** • Fat Fish Surfboards • Gallery Fifty • Glover Park Cocktail Lounge
Haven Marina Resorts • Jamestown Entertainment • Little Barn Farms • Miami Crazy Water • Munch & Co
NOLA Cafe • Partners In Vision • **Philadelphia Zoo** • Pommes Frites Atelier • Stock + Bone

PREVIOUS AGENCY WORK

Bayer • Brookfield • CBRE • **Disney** • The Forbes Company • Hersey • **HSMAI**
Macerich • **PGA National** • PREIT • Vernado • Westfield





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