A warm welcome from,

propaganda.

propagandacreative.com

Thank you for your time and consideration in working with Propaganda.

A little about Propaganda Creative

Our Mission is to create →

Unignorable Work

Unignorable Work

Work that turns heads, inspires
double-takes, and earns attention

Unignorable Work

The result of our collaborative process.

What we do →

Creative Services

Brand & Design

Brand Strategy
Naming and Messaging
Identity Systems
Logo Design
Brand Guidelines and Toolkits
Print Design & Packaging
Illustration

Content & Media

Copywriting and Editing
Photography
Video Production
Motion Graphics
Presentation Design
Creative Consulting
Social & Digital Content Design

Digital & Experience

Web Design
Web Development CMS
UI UX Design
Accessibility WCAG Support
E Commerce
3D Design and Rendering
Website Support and Hosting

Advertising Services

Paid Digital

Search Ads, Google Ads

Display and Retargeting

Online Video, Pre Roll

OTT Connected TV

Social Media Advertising

Geo Fencing

Audience Targeting and Segmentation

Owned & Lifecycle

Social Media Management

Youtube | Meta & Instagram | Pinterest
TikTok | X (Twitter) | LinkedIn | Reddit

SEO Management

Email Campaigns

SMS Marketing

Reputation Management

Reporting and Optimization

Traditional & Out of Home

Radio

Television

Billboards

Print Advertising

Direct Mail Campaigns

Media Planning Support


p.
glacio


PANDAZ


charisma
mgmt


BORRACHO
TACOS & TEQUILERIA


Cyrus
O'LEARY'S
BANANA CREAM PIE


HOOPFEST 2021

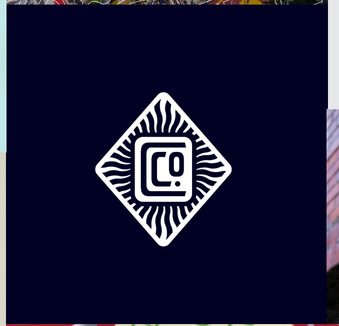

charisma


PF


PIE CO
Cyrus
O'LEARY'S
EST. 1941

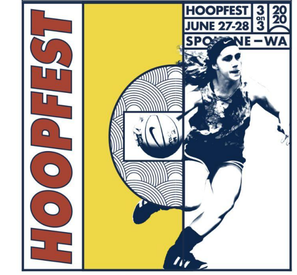

HOOPFEST 3 20 3
JUNE 27-28
SPOKANE – WA
54 DAYS UNTIL
HOOPFEST




MILLWORX


NORTH HILL
NH
ON GARLAND


PLYR

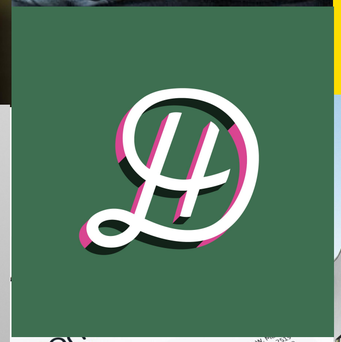

HOOPFEST 3 20 3
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CULT. CANNABIS CO.

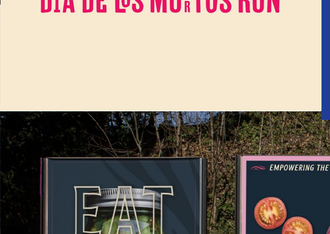

HASTE
IMMUNITY


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HOOPFEST 2020






canopy
credit union


smile


DÍA DE LOS MUERTOS RUN


LILAC CITY
LEGENDS

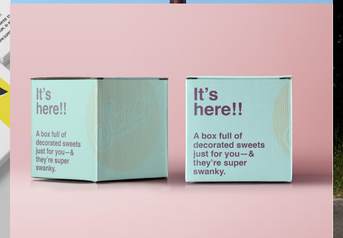

SEIZE THE MOMENT
HOOPFEST – 2018


PROUD SPONSOR
CDAIDE


canopy
credit union
Guy Ottersen
VP of Lending / Member Experience




SUPERCUT
PATRICK VOLLMER


It's here!!
A box full of decorated sweets just for you—& they're super swanky.

EAT RESPONSIBLY, USE CONDIMENTS.
EMPOWERING THE HOME CHEF
WE'RE KIND OF A BIG DILL


canopy
DEBIT
VISA
CARDHOLDER NAME


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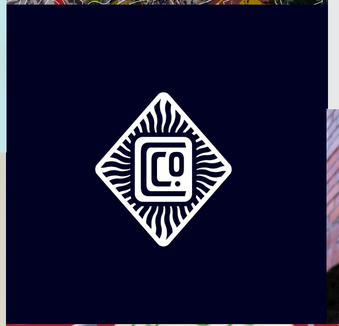

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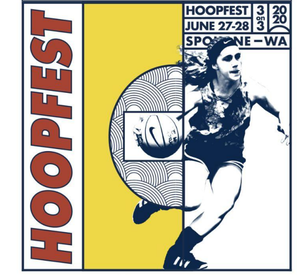

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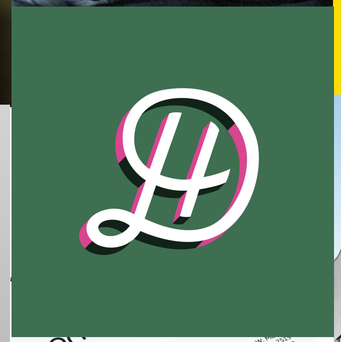

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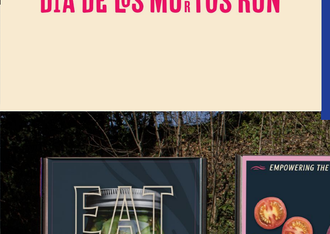

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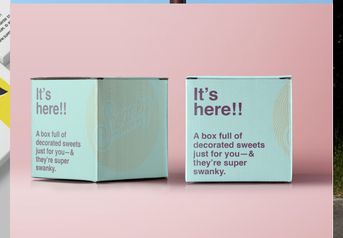

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EMPOWERING THE HOME CHEF
WE'RE KIND OF A BIG DILL


canopy
DEBIT
VISA
CARDHOLDER NAME

Since 2010, we've done a lot.

500+ Clients

150+ Websites

200+ Brands & Identities

500+ Digital Campaigns

17 Staff Members

AMERICAN ADVERTISING AWARDS

Awards & Recognition

A few we’re proud of:

1 National Gold ADDY Award

3 Best of Division ADDY Awards

5 Gold ADDY Awards

4 Silver ADDY Awards

1 Golden Pixel Award (Best of Show)



Why are we here?

We believe that we can make you Unignorable.

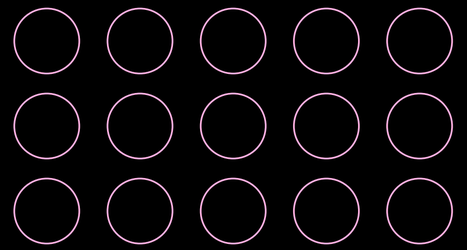
and we have receipts

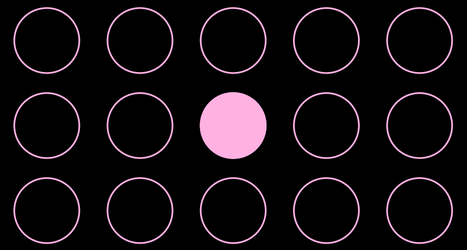
Branding 101

Brand ≠ Logo

A Brand is what people believe, remember, and feel about you.

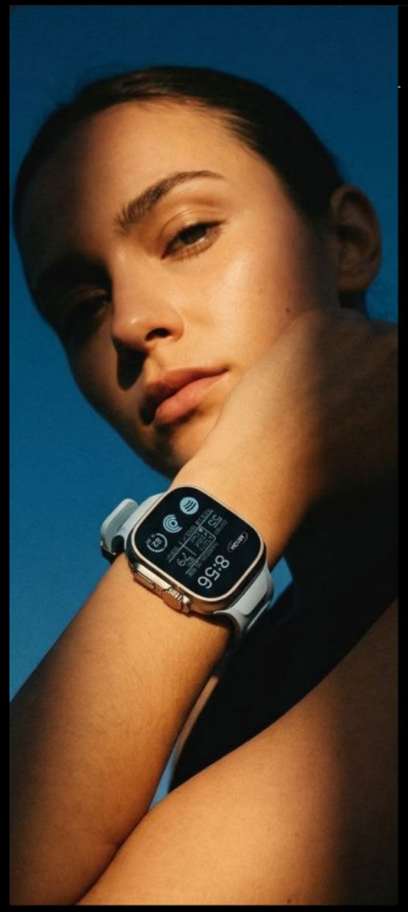
A Logo is simply one way they identify you.



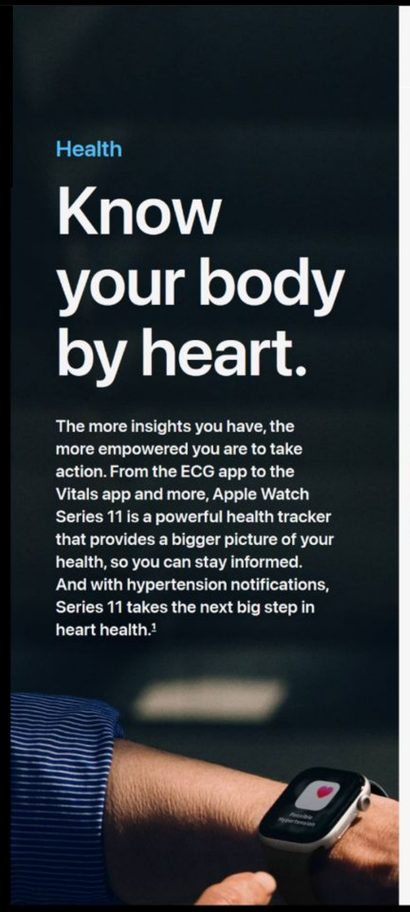


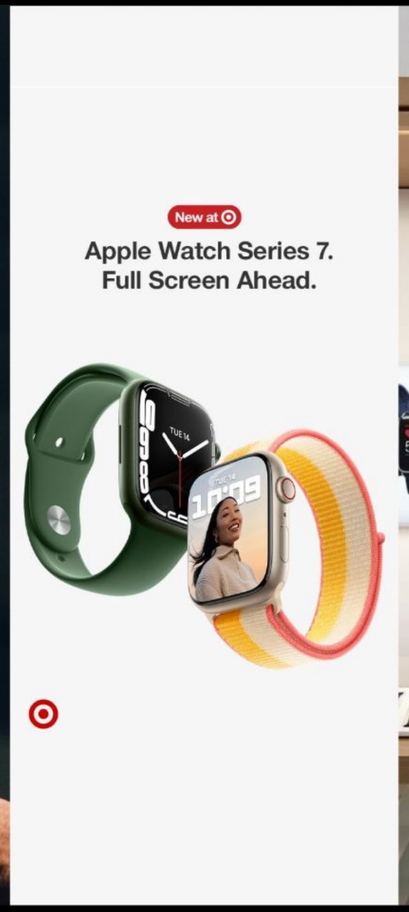
p.

Every detail builds the brand.



ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#$%^&*()







Photography Typography Messaging Layout Customer Experience

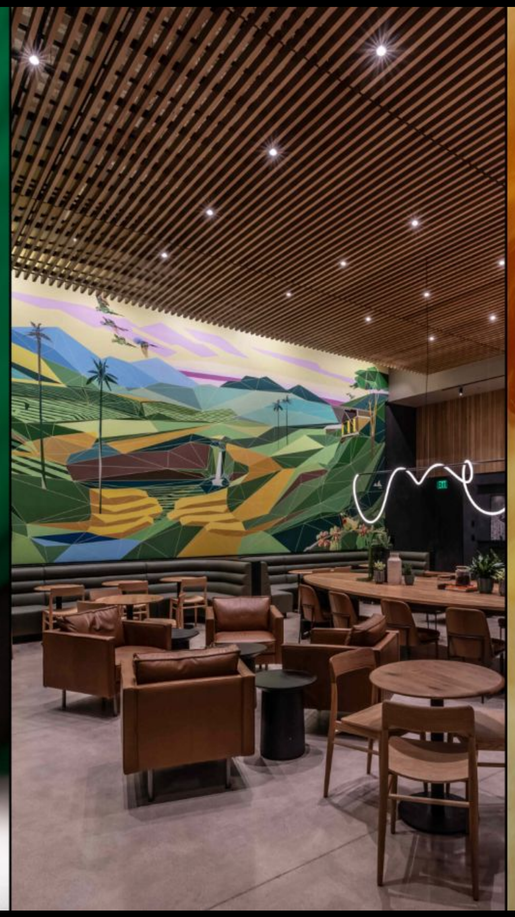
Photography alone can set the tone.



Lifestyle



Product



Environmental



Abstract

p.

Typography has a voice.



propagadacreative.com

p.

Thoughtfully combined you get magic.



How does this apply to Public & Environmental Health?

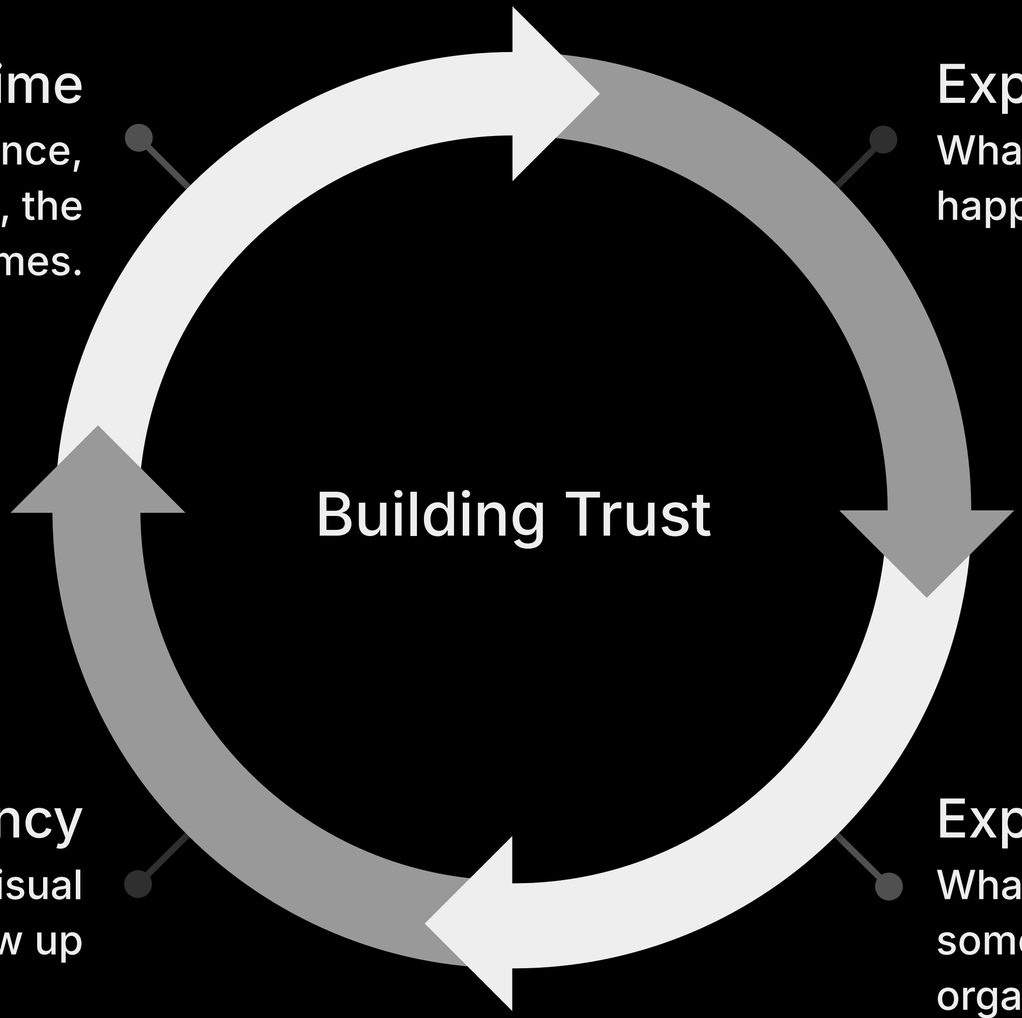
The stakes are different.
The challenge is not.

The world’s biggest brands are competing for the same thing you are...

TRUST

They may have bigger budgets or broader audiences, but many of the communication challenges are the same:

How do they do it?



Time

The longer expectations, experience, and messaging stay aligned, the stronger trust becomes.

Expectation

What the brand signals is going to happen.

Consistency

The same tone, priorities, visual language, and information show up across channels and touchpoints.

Experience

What actually happens when someone engages with the organization.

Public & Environmental Health Communication Challenges

- Complex information
- Limited attention
- Sensitive subjects
- Diverse audiences
- Urgency

Communication has to work harder.

What the Audience Is Asking?

- Can I trust this?
- Is this for someone like me?
- Can I understand it?
- Will I be judged?
- Is it current?
- Do I need to act?

This is what you need to answer

Four Jobs of Good Public Health Creative

In order for messaging to be successful your audience needs to:

- Notice
- UnderStand
- Trust
- Act

Notice

If it is invisible, nothing else matters.

Understand

Reduce the work required to understand.

Trust

People judge credibility before they verify the facts.

Act

What should I do next?

Three projects to make the case

Whitman County Public Health + WSU

Making sexual health messages hard to overlook

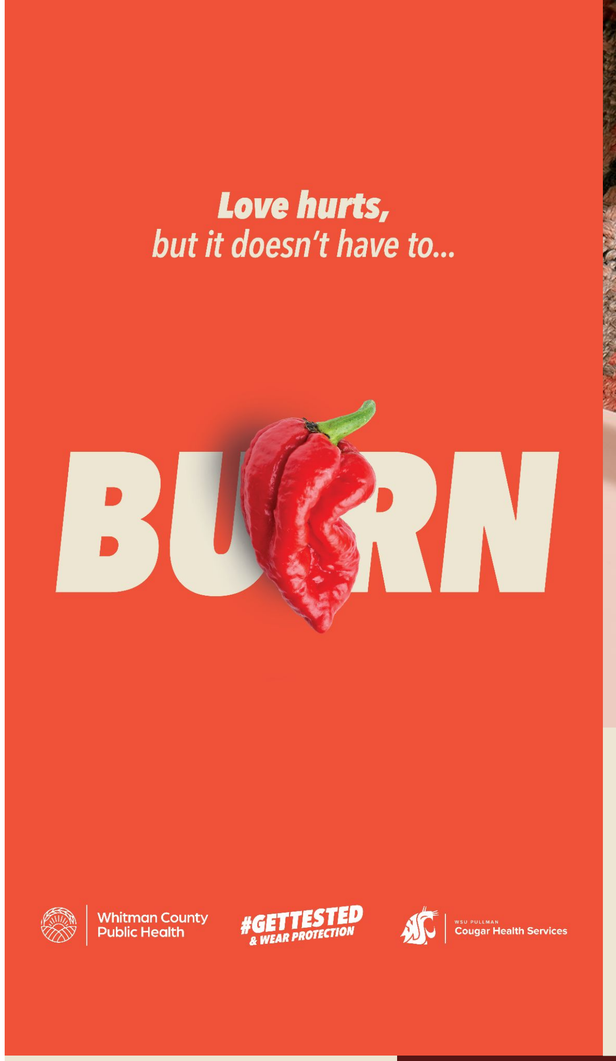
The Love Hurts, But It Doesn't Have To campaign used bold visuals and playful double meanings to make STI prevention more approachable for college students. Targeted campus messaging encouraged students to get tested, learn about local resources, and find free condoms to support safer sex.

- Campaign strategy and messaging
- Campaign identity and visual system
- Outdoor and campus advertising
- Digital and social media assets
- STI testing information
- Free-condom resource promotion

Results

From 2022 to 2025, reported STI cases decreased by nearly 35% during the broader awareness, testing, and prevention initiative.

Bold creative can make sensitive information easier to notice, discuss, and act on.













Columbia County Public Health

Making community feedback clear, inviting, and easy to act on

For Columbia County Public Health's Community Wellbeing Survey, we created a playful, on-brand campaign inviting residents to share what affects their health and quality of life. A coordinated mix of direct mail, Meta and Google advertising, social content, and website promotion directed residents to a simple five-minute survey.

- Campaign strategy and messaging
- Direct-mail design and distribution
- Meta and Google advertising
- Social media graphics and stories
- Website pop-up promotion
- QR and campaign tracking

Results

The campaign generated 120 completed surveys in its first week and a half. Meta produced 71% of responses, direct mail generated 16%, Google delivered 10%, and the

When participation feels simple and inviting, more people are willing to share their voice.





Whitman County Public Health

Inviting a whole county into the conversation

The Thrive Survey supported Whitman County's Community Health Assessment by inviting residents to share their experiences, priorities, and ideas for improving local health and wellbeing. A coordinated mix of direct mail, digital advertising, social media, and website promotion made participation accessible across the county.

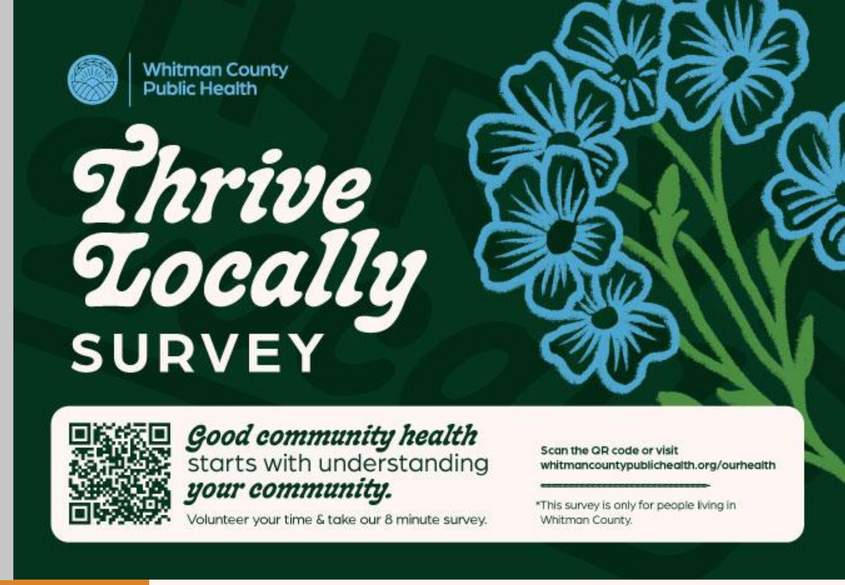
- Campaign strategy and messaging
- Survey identity and creative assets
- Two targeted postcard mailings
- Meta, Google, and Reddit advertising
- Website and partner promotion
- Channel tracking and reporting

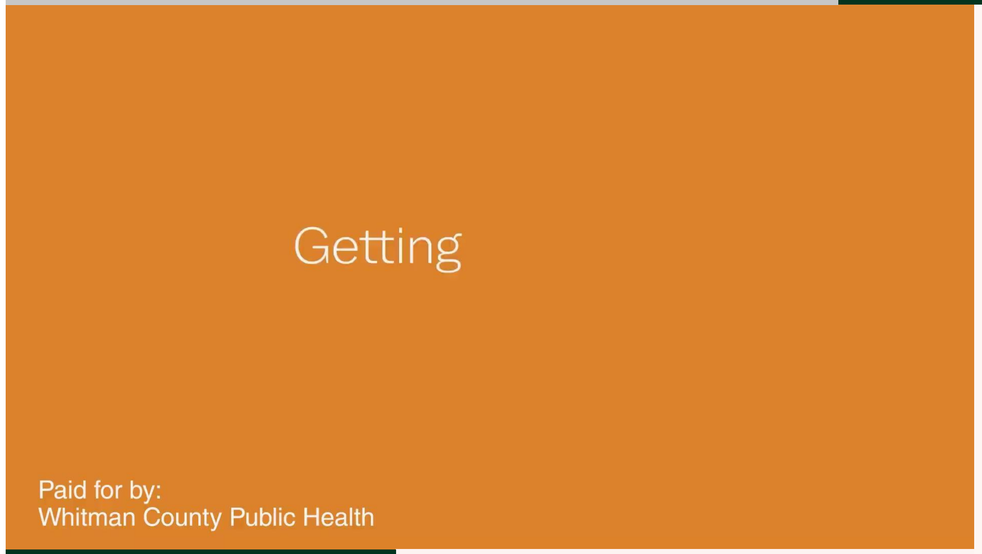
Results

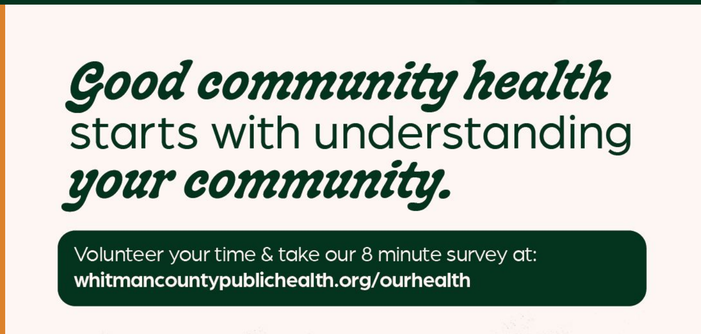
The campaign generated 1,029 trackable survey submissions. The two postcard mailings produced nearly 66% of all responses, demonstrating the value of combining direct mail with coordinated digital outreach.

The right outreach does more than collect responses. It gives the community a voice in what comes next.













Q&A

Thank you from all of us at

propaganda.

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