



## ABOUT US



# ZOOKEEPER

*Be your own creature.*

### CORE SERVICES

#### NAMING

Memorable monikers. An intriguing name creates instant interest in your brand.

#### BRAND IDENTITY

Logos that build an immediate and lasting emotional connection with customers. And express the soul of your brand.

#### TAGLINES

Catchy and compelling. A few short words can say it all.

#### CONTENT AND COPYWRITING

Elegant, punchy or humorous, writing that smartly communicates your brand's story.

#### DESIGN

Whether it's stunningly streamlined or intricately crafted, we image your brand with thought, clarity and vision to look nothing short of fabulous.

#### INTERACTIVE

Smart design and cutting-edge technology seamlessly combine to produce inspiring interactive experiences with measurable results.

#### ADVERTISING

Clever creative that breaks through the clutter to deliver results with impact.

To view our **FULL PORTFOLIO**, read our **CLIENT TESTIMONIALS** and see our **COMPLETE LIST OF CAPABILITIES**, please visit [Zookeeper.com](http://Zookeeper.com)

### WHAT WE DO

Based in Los Angeles, Zookeeper herds together best-of-breed talent to produce breakthrough, award-winning creative work

Imagination. Uncaged. We're a different kind of animal when it comes to creative. Zookeeper helps clients escape the mundane and predictable. We go to great lengths to deliver the unexpected. We're not afraid to stand out or be different. And we mean business.

### WHO WE ARE

Fresh. Friendly. Fun. Focused. Zookeeper is a creative content company. Headed by Dave Waite, Zookeeper delivers original, branded work that's edgy, provocative and memorable.

Since 1999, we've been helping our clients build brands that smartly express who they are, what they do and why people should do business with them.

### WHAT WE DO

Branding. Advertising. Design. Communications. Zookeeper creates concept-driven work that cuts through the clutter to tell your story and get your brand message seen and heard. We're able to customize our creative approach for each project to meet your special and unique needs.

### STRATEGY

We start by getting to know you and your brand. We listen. We think. We research your business and industry to come up with a winning strategy. We tirelessly brainstorm for clever concepts that will get attention and relate to your customers in a compelling way. Then, with your input, we fearlessly execute bold, imaginative ideas that are lively, fun and make your business roar.

### CAPABILITIES

Our imagination crosses many mediums. Zookeeper operates with a business model that's completely scalable to handle any project. Capable of tackling large projects for small start-ups or Fortune 500 companies, we're able to customize our creative approach for each project so we can meet your special and unique needs.

### WHO WE WORK WITH

Nike. The New York Yankees. The Crystal Method. Wells Fargo. Abercrombie + Fitch. Entertainment companies, leading ad agencies and top design firms. Just a few of the types of clients who've confidently hired us over the years to tell their brand's story.

We look to form relationships with select clients that believe in the power of branding and are willing to take smart chances creatively to achieve aggressive results.