



 **THERE, COME ON IN!**



Nice to meet you, I'm RPK.

I help tell meaningful stories, build design-centric brands,
and create rad experiences.

I've been called a lot of things, but some of my favorites include:
problem solver, boundary pusher, big idea thinker, and dot connector.

Here's a sample of some of my work...





Creative Campaigns

SoFi x Golden Gate Marathon

Lyft Intersections

Nerd_Christmas

AHA: Sugar Sucks

Spotify x Rap Caviar

OutCast: OC20 Anniversary

Cisco Spark Haus

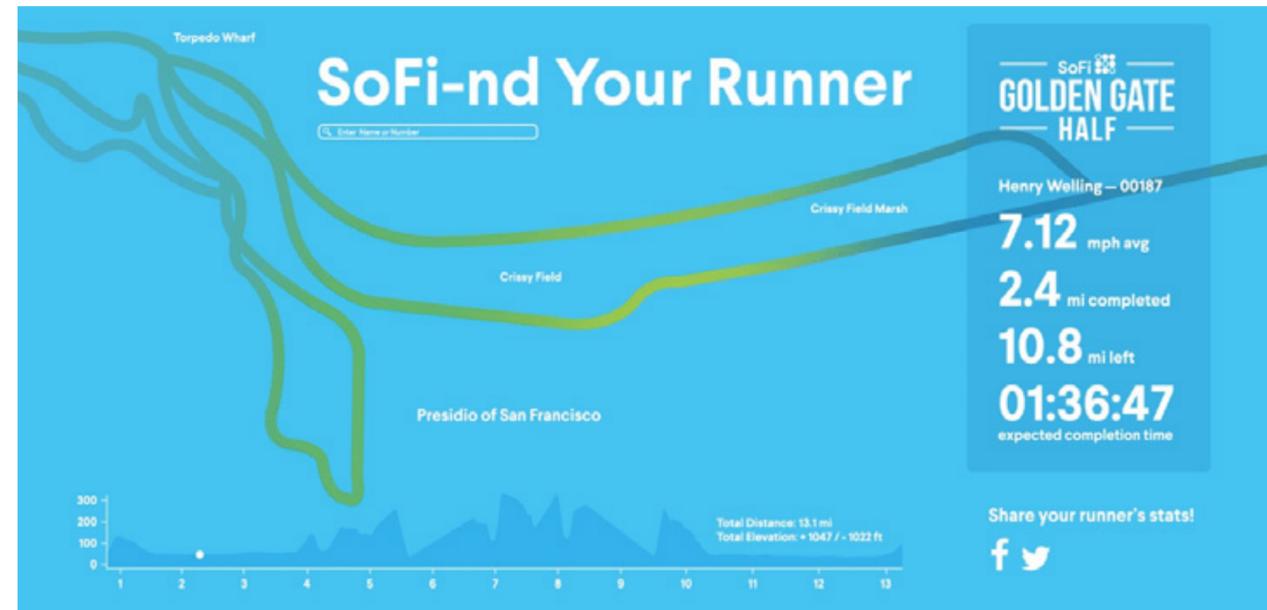


SoFi × Golden Gate Marathon

THE ASK:

Engage, energize, and tell a story to the SoFi community that connects personal finance with personal fitness. The common thread? #Goals

What's your next milestone?





Lyft Intersections

THE ASK:

Everyone's talking the talk about the Future of Cities... but no one's walking the walk. Create an "unconference" experience that turns heads, gets people excited, and actually produces actionable results.



Lay the cornerstone for a **multi-year** gathering with a **one-day immersive summit in SF** with **150 leading experts** during the **first half of 2018**.



INFUSE FRESH FORMATS

Harkness Tables

People are seated in a large, oval shape to discuss ideas in an encouraging, open-minded environment with only occasional or minimal moderation. Highly collaborative.

Conver-stations

People are divided into groups of 4-6 and given a discussion question to talk about. After sufficient time has passed for the discussion to develop, one or two people from each group rotate to a different group, while the other group members remain where they are. Note: We can do this around food stations for breakfast/lunch as well.

Workshops + Share-Outs

Small groups are given a prompt, a challenge and time to work together to do something about it. Everyone then reconvenes with larger group to share out their workshop results

Pecha Kucha

Quick + visual presentation style in which 20 slides are shown for 20 seconds each (6 minutes and 40 seconds in total) and stationed around one theme - the format keeps presentations concise and fast-paced.

Pinwheels

People are secretly divided into four groups. Three of these groups are assigned to represent specific points of view. Members of the fourth group are designated "provocateurs," tasked with making sure the discussion keeps going and stays challenging.

Field Trip

Community engagement / activism. Get people out, connected with the world around them before tasking them to make it better. Note: Potential to move to day before - as a kick off before event to fact gather.

INTERSECTION INTERSECTION

When it came to naming, we kept coming back to the corner of big tech and small communities. Intersections — where people, cars, ideas, and life meets — felt both right and scalable.

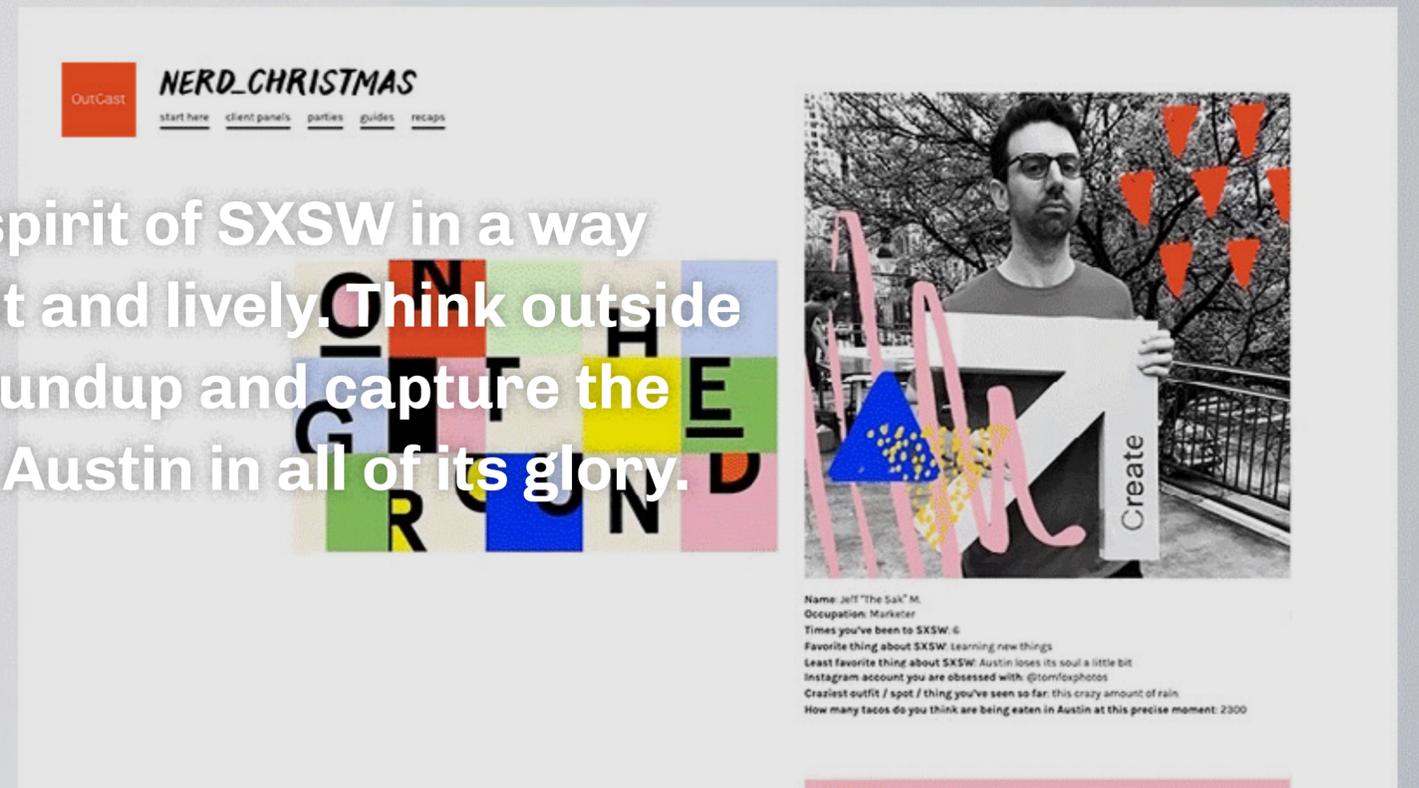


Who's In The Car

Nerd_Christmas

THE ASK:

Capture the spirit of SXSW in a way that feels legit and lively. Think outside the typical roundup and capture the weirdness of Austin in all of its glory.



**I don't ever hear
consumers saying
they want their
life disrupted.**

- Linda Duncombe
Citi



DON'T BE A American Heart Association: Sugar Sucks

THE ASK:

Sugar is insidious and kids are consuming it more and more. It's also a major gateway to future heart disease. Create a campaign that gets parents and kids talking about the not-so-sweet side of sugar.

SUCKER FOR SUGAR



#SUGARSUCKS

2/3 OF KIDS
AGES
2 TO 19
DRINK AT LEAST
ONE SUGAR-SWEETENED
BEVERAGE
PER DAY



#SUGARSUCKS

THIS IS RPK
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Storyteller, Brand Builder
& Creative Strategist

CREATIVE CAMPAIGNS
Spotify x Rap Caviar

Spotify's Rap Caviar × Billionaire Boys Club

THE ASK:

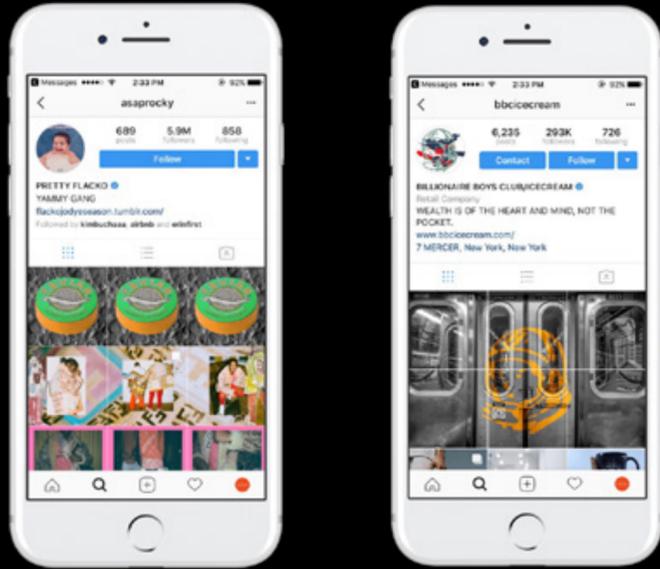
Develop a fresh activation to celebrate the partnership of Spotify's uber-successful Rap Caviar playlist and Billionaire Boys Club. In addition to promoting the capsule release, bridge the physical and digital in new ways with a nod to all that is wonderfully old school.



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Spotify x Rap Caviar



SPRING
2019

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StreetCaviar

We also wanted to get people out in the wild, so we devised a way to gamify the partnership with a scavenger hunt around hip hop landmarks for limited-edition giveaways.

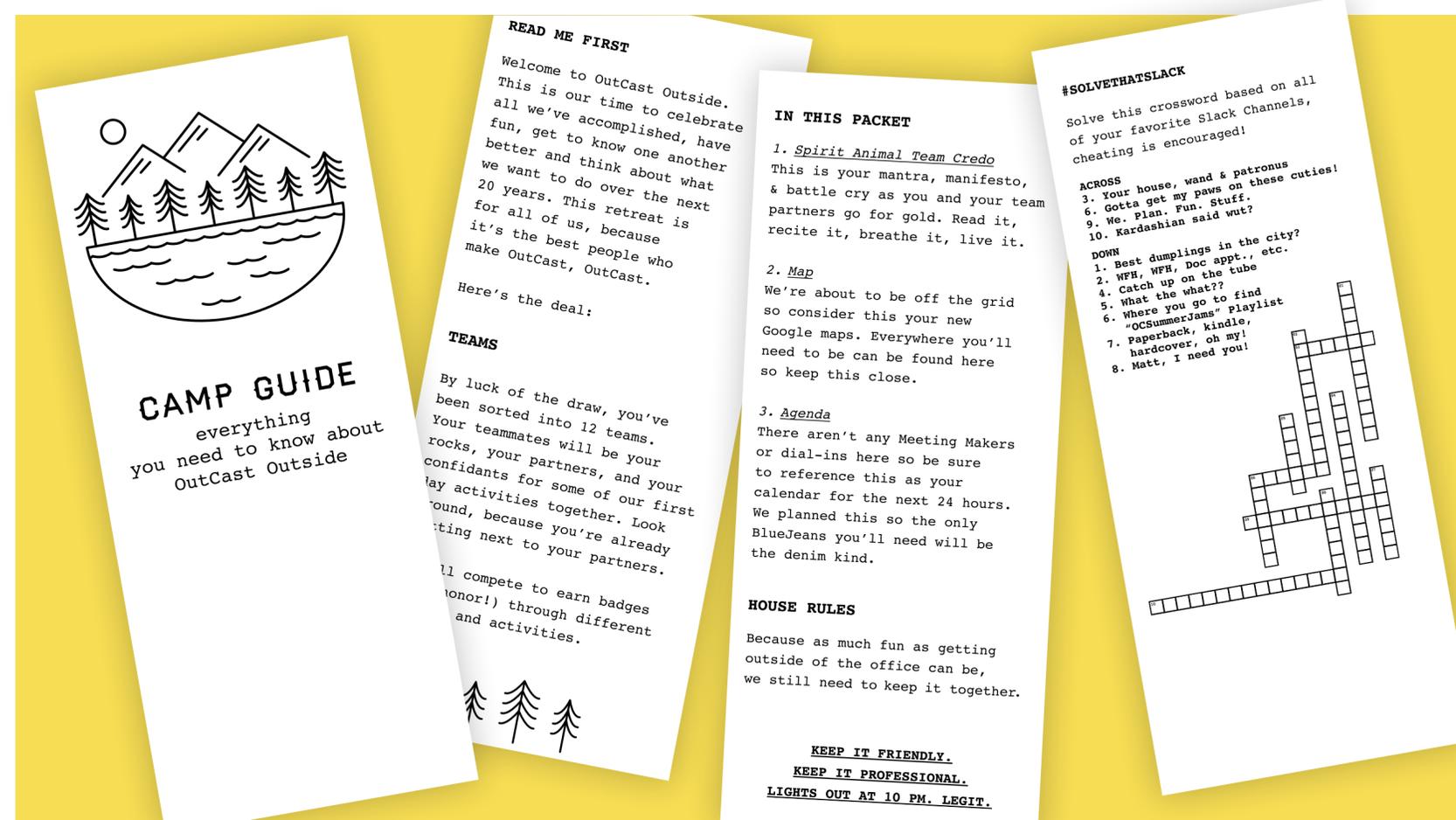
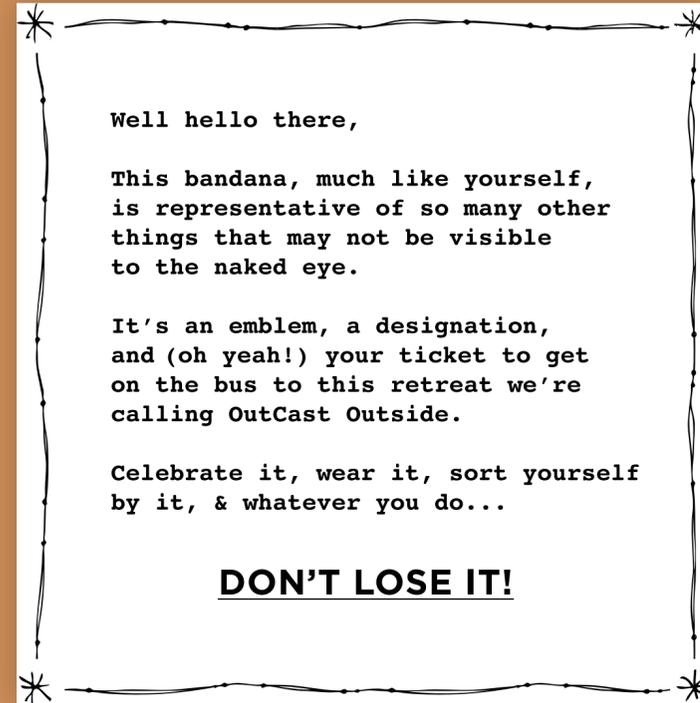


Using tech to power a memorable offline experience, we thought of ways to incentivize brand evangelicals through special release pop-ups like the "Literal Trunk Show."

OutCast: OC20 Anniversary

THE ASK:

Started in a basement with Marc Benioff, OutCast (the AOR for the likes of Facebook, Spotify, Airbnb, Lyft, and so many more) was about to have a major moment as we turned 20. Amidst an ever-changing media landscape, we turned inward to re-imagine how OutCast told its own story.





RESOURCEFUL

Hello my squirrely friend!

One of your greatest strengths is making good things happen from a whole lotta nothing.

A scrappy visionary, you're part planner, part lemonade-maker, part cheeky with your fluffy tail.

Often teased for your over-preparedness, you're the one to turn to in times of need.

What's nuts about that?



DETERMINED

Salutations our dear, determined snake...

A slithering charmer & steadfast groundskeeper, your conviction to a cause is second to none.

The ultimate shapeshifter, you're able to adapt to any situation in a split-second.

Cunning and wily, you'll always conquer the seemingly unachievable with your enviable smarts.

To stay ahead of the curve? Just keep sssssliding on...



RESOURCEFUL

Hey there spot eyes, we see you raccoon!

Curious as much as you are cute, people can always count on you to poke around to find the things you need.

Intelligent and playful, you get to what you're looking for efficiently and impressively.

Your highly developed sense of touch and sight often make you more inventive than the rest of the pack.

Our advice?
Keep clawing on your adorable friend.



CREATIVE

What a perfect web you weave, creative spider!

Who has eight legs, is great at weaving a web of creativity & is always down to hang? You!

Agile, patient & receptive, you're one of nature's greatest makers.

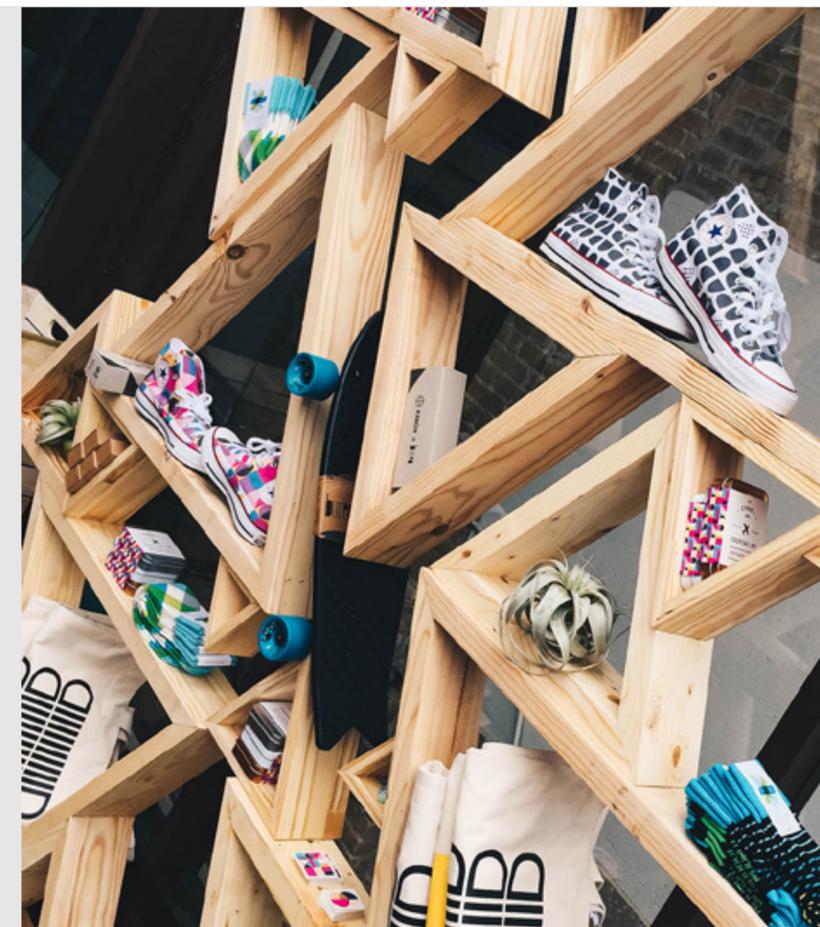
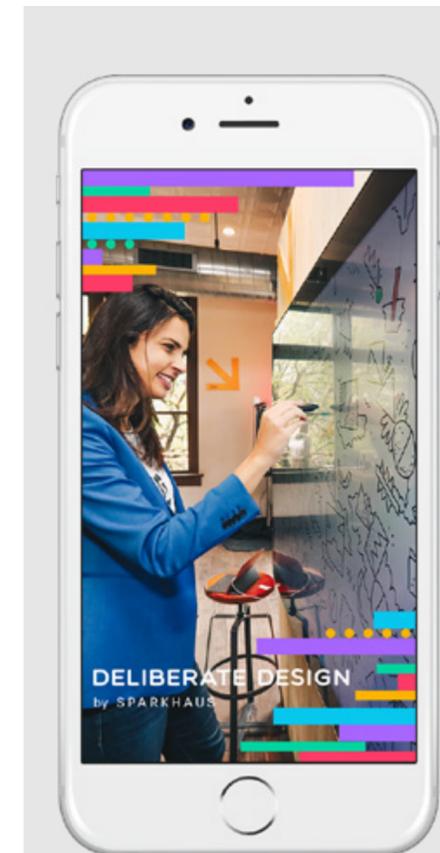
Delicate and stealthy, you move meticulously and quickly without the need of other's watchful eyes.

While you've been called everything from itsy-bitsy to the "size of a Buick!"—all that really matters is your ingenuity knows no bounds!

Cisco: Spark Haus

THE ASK:

Make a multibillion-dollar company known for being a straight-laced enterprise business feel cool, relevant, and more human-centric within the workplace collaboration segment.





Waxing Poetic

Nerd Christmas Manifesto

Remarks to Democratic Committee

Marriage Equality Speech

Lyft's Vision for the Future



Nerd Christmas Manifesto Purpose Statement for SXSW Activation

DO YOU FEEL THAT?

IT FEELS LIKE THE BEGINNING OF
SOMETHING... SOMETHING A LITTLE WEIRD,
FESTIVE, AND ALSO EERILY FAMILIAR.

JUDGING BY THE POSTS, EMAILS, INSTAS,
AND WEATHER PATTERNS, IT'S BEGINNING
TO LOOK A LOT LIKE NERD CHRISTMAS.

SXSW IS THE TIME OF YEAR WHEN YOU AND
YOURS GATHER AROUND SOME DELICIOUS
QUESO, BBQ, AND MOSCOW MULES TO DISCUSS
THE FUTURE OF... WELL, EVERYTHING.

AND TODAY, SINCE ITS FOUNDING, ARTISTS,
MAKERS, DOERS, THINKERS, BELIEVERS,
AND HACKERS STILL MAKE THE ANNUAL
PILGRIMAGE.

WE'VE LONG CELEBRATED THE SPIRIT OF
SXSW AND THIS YEAR WE'VE DECIDED TO
BRING IT TO YOU IN STEREO - THROUGH
THE DUAL PERSPECTIVES OF TWO OF OUR
OWN WHO'LL BE ON THE GROUND.

SO JOIN US ON THIS WEIRD BUT FESTIVE
RIDE. WE'LL BRING YOU THE SKINNY,
GRITTY, AND NITTY OF WHAT'S HAPPENING
IN AND AROUND THE TEXAS CAPITAL.

IF YOU'RE A FELLOW NERD, THIS IS TRULY
THE MOST WONDERFUL TIME OF THE YEAR.

X OUTCAST



RI Democratic Nominating Committee Prepared Remarks for Chairman Bill Lynch



RI Democratic Nominating Committee
Prepared Remarks for Chairman Bill Lynch

Today, Rhode Island Democrats serve in four of the five top offices in the state and make-up our entire federal delegation. This is an accomplishment we achieved as a community – and one in which all of us should be proud. So before I go any further, I'd like to say, thank you. Thank you for all your hard work. Thank you for your dedication. And thank you for your service to the party these past 12 years.

No doubt our execution hasn't always been flawless but our intentions and our ideals and objectives have consistently been in the right place – and that is a truth reflected in our collective achievements.

I stand before you today proud of the tremendous strides our party has made over these years. We have encouraged diversity and ushered in a new era of leadership in Rhode Island that is more representative of the state than ever before.

As chair, I had the distinct honor in welcoming the first Hispanic executive director of the party as well as witnessing, firsthand, minority representation in our party thrive and flourish throughout the state. —

As a candidate for Congress, I'm not running on gimmicks, campaign promises, slogans or boilerplate talking points. You won't see my

face on the side of a bus and my initials do not spell out where I plan on representing Rhode Island.

I'm taking the harder, often-daunting, route of seeking out ideas that are genuinely progressive and solutions that will once and for all place us back on steady ground and help all

Call me old-fashion, but I believe the best decisions are built from the bottom-up with careful consideration given to yesterday's lessons to ensure tomorrow is more secure and sustainable than the day before. —

I'm running because I believe nine years is far too long... far too long, to be engaged in Afghanistan. While our country spends billions upon billions of dollars on two wars overseas, here, at home, economic paralysis has gripped too many, leaving most without a paycheck, job, shelter, or even hope.

Our neighborhoods and businesses continue to be boarded up, our infrastructure deteriorates daily, and our education system fails our children and allows them to fall through the cracks.

I'm running because I believe I am best positioned to win in November's general election, which – unlike other years – should not be taken for granted. —



Marriage Equality Speech

Prepared Remarks for Senator Donna Nesselbush



Speech Title: Marriage Equality Speech

Prepared Remarks for Senator Donna
Nesselbush

You know, our state may be small but we are mighty and hold a tremendous place in the history of our great nation.

In 1636, banished for his beliefs, Roger Williams alongside other freethinking individuals – succeeded in forming Rhode Island on the principles of religious freedom and independence.

But we didn't stop there.

When tyranny from the British monarchy became insufferable, Rhode Islanders united and were first of the colonies to renounce their allegiance to the Crown.

But we didn't stop there.

At the dawn of the American Revolution, Providence residents, in protest, set ablaze a British schooner in what is now celebrated as Gaspee Days -- a vital catalyst in the fight for our independence.

But we still didn't stop there.

When colony after colony ratified the Constitution of these new United States, Rhode Islanders withheld their endorsement until assurances were made that the Bill of Rights would permanently and prominently be included in the final document – ensuring those

inalienable rights that make possible life, liberty and the pursuit of happiness were not mere afterthoughts... but guiding pillars of our society.

And today I rise to say we refuse to stop here.

Rhode Islanders have always championed freedom and boldness, yet now we embarrassingly trail.

We have lost touch with the core values that make our state great and if we don't act now we run the risk of ending up on the wrong side of history.

History is, after all, often our best teacher... and tells us that freedom always triumphs over oppression.

History shows us that eventually walls will fall, regimes will be replaced and liberty will oust oppression.



Lyft's Road Ahead

Medium Post for Co-Founder + President John Zimmer



Lyft's Road Ahead

Medium Post for John Zimmer

Amid my colorfully crafted towns and the bright lights of the auto show, my younger self didn't pay much attention to the residual effect of automobiles: parking lots, paved landscapes, and the pain of gridlock traffic.

It wasn't until later in life that I learned the average American household spends \$9,000 every year on cars. That's more money than we spend on food, and yet the car is utilized just four percent of the time. Americans also spend about two days every year stuck in traffic – a number that has nearly tripled since 1982 – and roughly 80% of the car seats on our roads are empty.

Put simply, as a nation we spend a lot of time and money sitting alone in our cars.

So where did we go wrong?

Let's consider what our cities looked like back in the late nineteenth century, before cars really rolled onto the scene, and before we started building life itself around cars instead of the other way around.

Back then we had a lot less roads, more open green space, and trees that served to keep the air we breathe clean.

Today, a disproportionate percentage of our cityscapes have been paved over to make room for roads and parking lots. And what's the result? Congestion, pollution, and, if possible, vacations to places that give us a break from all of it. —

Today's generation tends to value experiences and connections more than material possessions. And this is a big deal.

By 2017, the generation born between 1980 and 2000 – 92 million millennials – will have more buying power than any other generation. If the trends in new car ownership and licenses prove true, the days of traditional car ownership may be numbered.

Last month, my wife and I had our first child – a daughter. There's so much I can't wait to teach her, but I won't teach her to drive. And I won't buy her a car on her 16th birthday.

This isn't because I'm cheap. But, rather, because she won't want to own one and, more importantly, she won't need to.



Brands I've Helped Build

GoldieBlox

Playlist

Cisco Spark (*Now Webex*)

Outcast

Blueground



GoldieBlox

Messaging/Positioning

Brand Strategy

Launch

Visual Identity

Product Development

Experiential

Viral Videos

Partnerships: Macy's Thanksgiving
Day Parade, Intuit's Small Business,
Big Game (Super Bowl Commercial)



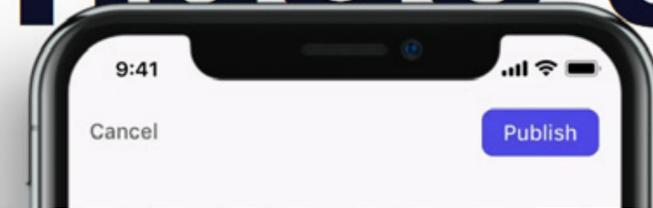


Playlist

Messaging/Positioning
Brand Platform
Strategy



Music made social.



We believe music is universal and that enjoying it should be dynamic, memorable, and — most importantly — social.

To get there, we build people-powered communities to bring the world together through music.

We pour our hearts and souls into making the best product to help others achieve truly magical music experiences.

This is how we define harmony.

We're changing the way the world experiences music because streaming should be social, memorable, and magical.

Tune in.
Find your .
Build your bass.

THIS IS RPK
ryanpatrickkelley.com

Storyteller, Brand Builder
& Creative Strategist

BRANDS I'VE BUILT
Cisco Spark (Now Webex)

Cisco Spark

(Now Webex)

Messaging/Positioning

Brand Strategy

Launch

Visual Identity

Creative Strategy

Product Development

Partnerships

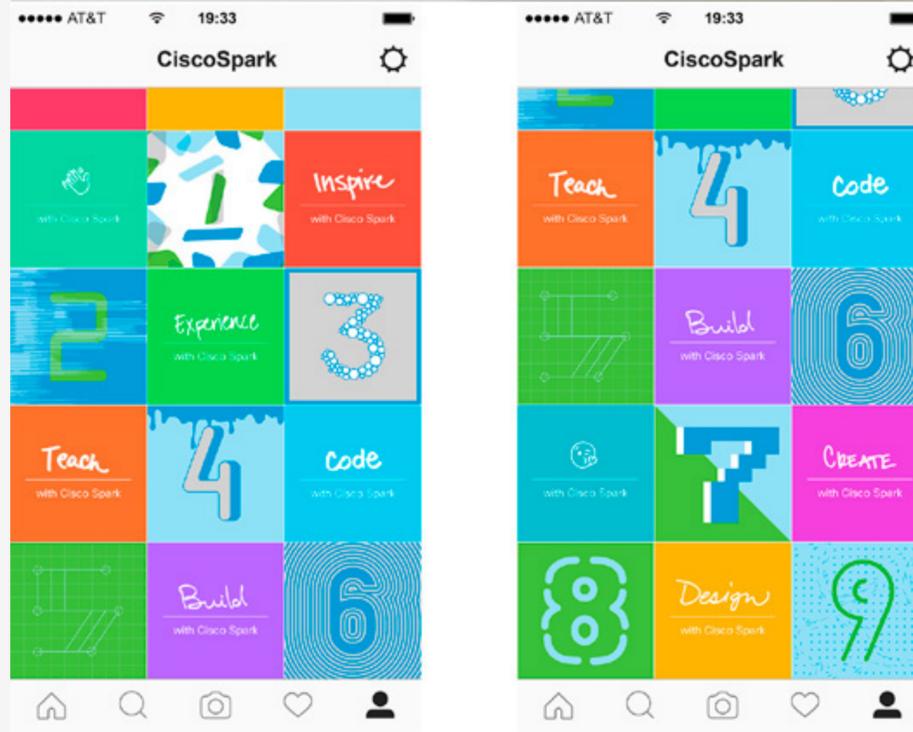
Social

Experiential: Launch Event, SXSW

Spark Haus



Cisco Spark



SPRING
2019

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Unlock the power
of teamwork.

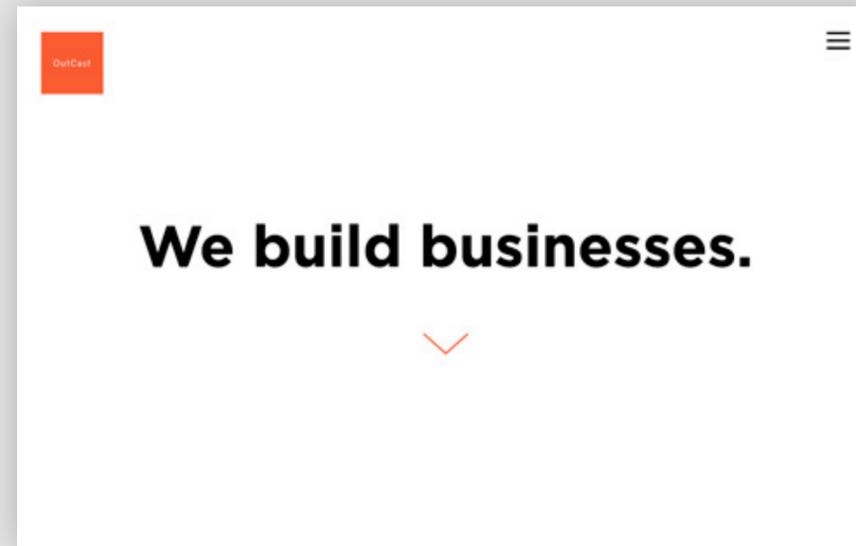
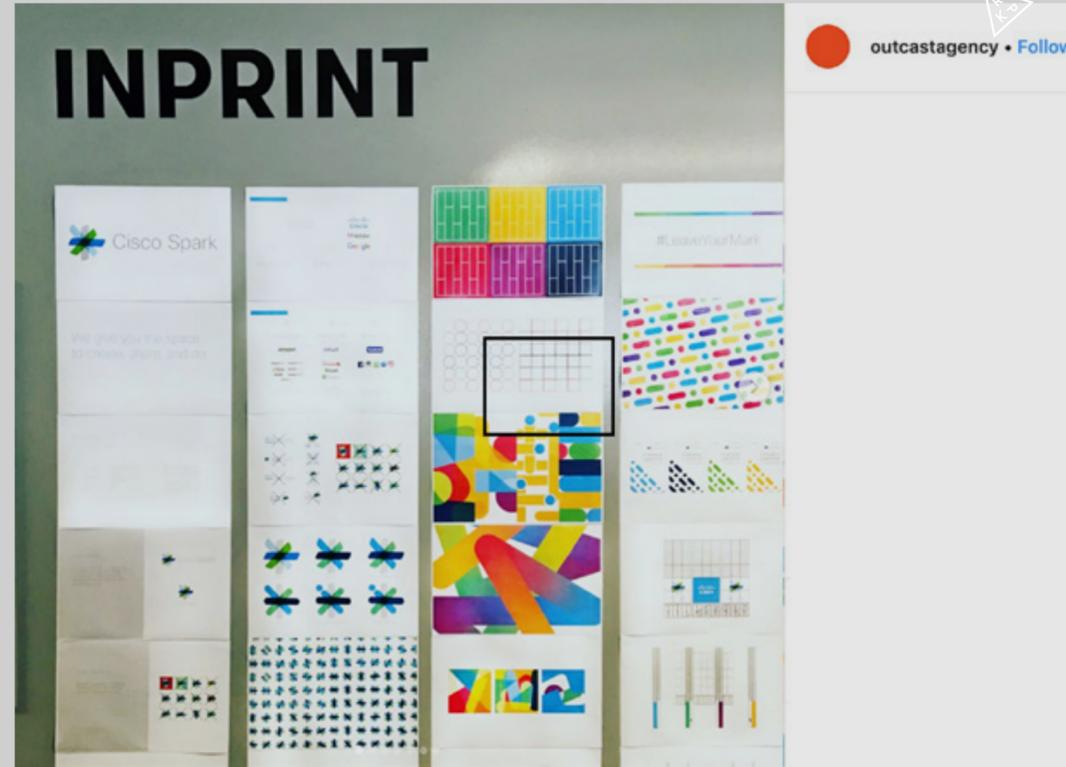


Cisco Spark

Meet, create and communicate
all in one platform designed
to fit the way you work.

OutCast

Messaging/Positioning
Product Development
Visual Identity
Creative Strategy
Social/PR





Blueground

Brand Platform

Messaging/Positioning

Product Development

Visual Identity

Social/PR

Creative Strategy

Partnerships

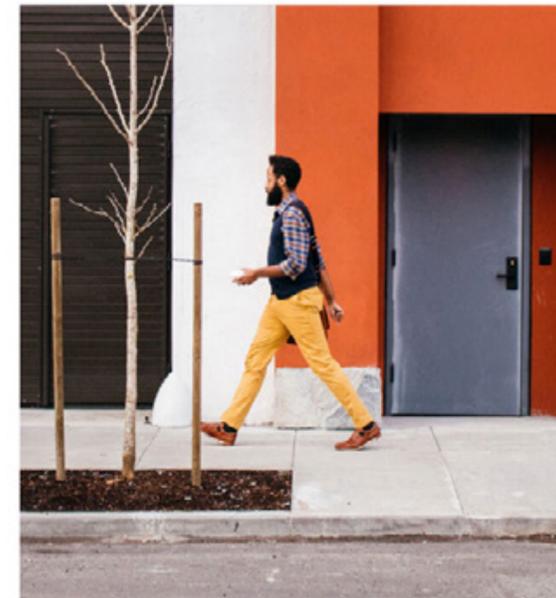




Ideally located

We search each city to find the best locations so you're close to **everything you need and want.**

Think: vibrant neighborhoods, proximity to public transit, great cultural offerings, and much more.



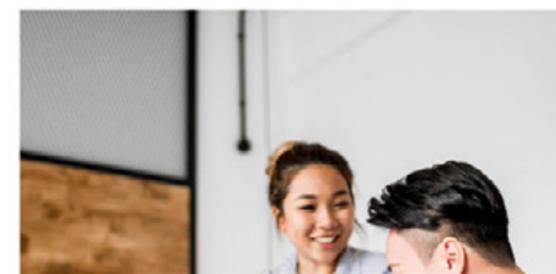
Beautifully turnkey

Our operations team goes to great lengths to make sure your new place is outfitted with all the comforts of home.

Our design team makes sure it all looks incredible.

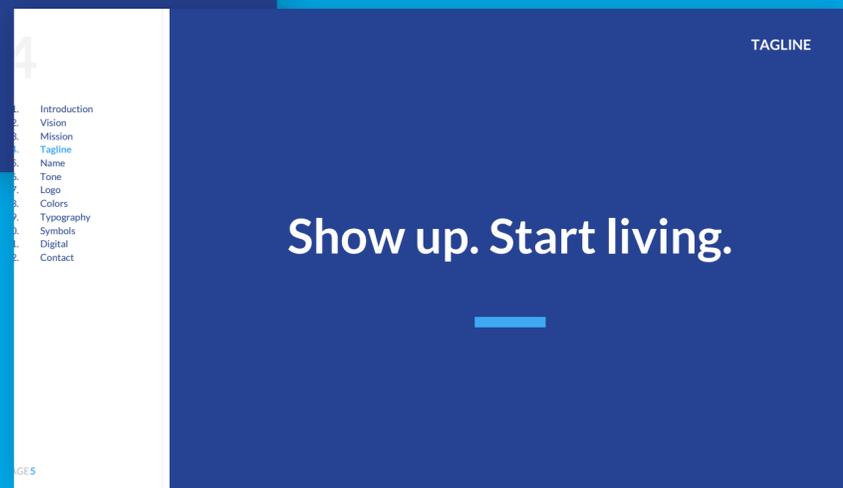
Easy and flexible booking

We strive to make our booking process as easy and as simple as possible. This means



blueground

Brand Book



- 1. Introduction
- 2. Vision
- 3. Mission
- 4. Tagline
- 5. Name
- 6. Tone
- 7. Logo
- 8. Colors
- 9. Typography
- 10. Symbols
- 11. Digital
- 12. Contact

TAGLINE

Show up. Start living.



Thanks for swinging by!

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