

Barton Sutter Bravery Constraint Cowboy Creativity Envy Healthcare Technology and How Writing Stories Saved My Life



**We are a brand and digital agency
focused on helping clients thrive
at the intersection of creativity +
story + technology**

**At 18-years old, fresh off of
winning the Minnesota State
High School Hockey
Tournament, I was going captain
Team USA to Olympic Ice
Hockey Gold and wind up a 1st
round draft pick by the then
Minnesota North Stars.**

**I was late to the advertising
game.**



My heart is a writer.





Because stories are how we as human beings make sense of the world, our place in it, and the only means by which we tolerate anyone other than our kin.



Because I believe thanks to the democratization of technology, our appetite for connection and the proliferation of distribution channels we exist in the most exciting time in recorded human history ever to be alive.

Free breakfast.

Great storytelling.

How to recognize a great story.

Where to tell great stories.

Why obstacles are gifts.

How to get anyone to give a sh*t.



Insight No. 1

“Today, bravery isn’t optional. It’s the price of entry for brands as people’s expectations rise and attention becomes harder to capture.” -Rob Lenois

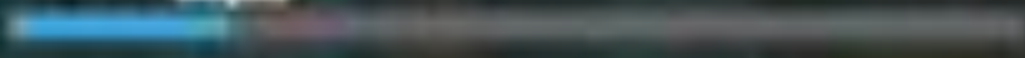


Insight No. 2

No one anywhere ever actually believes that the things they do every day could possibly be interesting to anyone else. However, that belief is complete bull manure.




0:00



A young woman with long, curly brown hair is shown from the chest up, looking upwards with a look of wonder and joy. Her hand is near her mouth as if she is gasping. The background is a bright, slightly cloudy sky over a green field. Numerous monarch butterflies are scattered throughout the scene, some flying near the woman's hair and others in the distance. The overall mood is one of inspiration and hope.

Moments of inspiration

INSPIRE HEALTH

 Centura Health.

Insight No. 3

**Recycle, Repurpose, Reuse,
Revisit, Repeat**







Insight No. 4

Constraint = Freedom





All New
#PigstyOrPalace

DONNIE
Building With Sticks



All New
#PigstyOrPalace



SQUEAL TV

All New
#PigstyOrPalace

MICHAEL
Building With Brick



Insight No. 5

When the universe hands you a juicy T-bone of a PR and Social Media moment, don't drop the meat in the dirt. Ride that cosmic culinary coincidence all the way to GMA.

The logo features the word "Sizzler" in a bold, white, sans-serif font with a slight 3D effect. The text is centered between two horizontal red bars. Above the top bar, a stylized red and orange flame or steam graphic rises from the center, partially overlapping the top bar. A registered trademark symbol (®) is located at the top right of the word "Sizzler".

Sizzler[®]

Telling stories like these saved my life. Thank you for sharing your morning with us.



Thank You.



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