

Who We Are & What We Do

Colle McVoy is an inventive full-service agency that leads brands to what's next. We combine purpose, innovation and experiences in new ways to give businesses a competitive advantage.



Category Experience

Outdoor / Lifestyle

Cannondale
Cub Cadet
ESPN
Explore Minnesota Tourism
Indian Motorcycle
Jackson Hole Travel & Tourism
Mammoth Mountain Ski Area
Mountain Hardwear
Recreational Boating & Fishing Fndn.
Schwinn
USA Swimming
Vasque

Health / Wellness

Children's Health
IBA Group
Invisalign
Johnson & Johnson
Life Time Fitness
Medtronic Foundation
UnitedHealth Group

Food / Beverage

August Schell Brewing Co.
Bellisio Foods
BiteSquad
Boston Market
Caribou Coffee
Chili's
Erbert & Gerbert's Subs
Florida's Natural
General Mills
The Hershey Company
High Brew Coffee
International Olive Council
Kozy Shack Pudding
Land O'Lakes
Land O'Lakes Foodservice

Muir Glen Organic
Pillsbury
Vermont Creamery
Wells Enterprises

Pet Care

Elanco
Merck Animal Health
Nestlé Purina
Novartis Animal Health
Pfizer Animal Health
Purina Animal Nutrition

Retail

3M
Associated Bank
Aveda
Blu Dot
Cenex
Cost Cutters
Famous Dave's of America
JCPenney
Kiehl's
Old Navy
Pacha Soap Company
Red Wing Shoe Company
Regency Beauty Institute
Target

Agribusiness

CHS
DuPont Crop Protection
Farm Credit Mid-America
Granular
New Holland
Partners in Food Solutions
Syngenta
WinField United

Integrated Capabilities

Advertising, Brand Strategy, Brand Experience, Data Intelligence, Design, Digital, Innovation Lab, Media Planning/Buying, Mobile, Public Relations, Social

Executive Leadership

Christine Fruechte
Chief Executive Officer

Mike Caguin
Chief Creative Officer

Phil Johnson
Chief Operating Officer

Lisa Miller
Chief Financial Officer

Tom Lindell
Managing Director, Exponent PR

Kristin Woxland
Managing Director, 10 Thousand Design

Recognition

The agency's work has been recognized nationally and internationally by the O'Toole Awards, Effie Awards, Webby Awards, The One Show, *Communication Arts* and Cannes Lions Awards.

CM has been named a Best Place to Work by *Outside*, the *Star Tribune* and *Ad Age*.

Agency

Employees: **240**
2017 capitalized billings: **\$350M**

New Business

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