

MARKETING & CREATIVE

Marketing & Creative in Minneapolis-St. Paul, MN

Websites, campaigns, and brand creative that cut through the noise. Built for how the Twin Cities buy.

OVERVIEW

Marketing & Creative in Minneapolis-St. Paul, MN is built for one of the great brand cities in America. The Twin Cities sit at the center of the consumer world: Target, Best Buy, and General Mills run global brands from here, surrounded by one of the deepest CPG and retail ecosystems in the country. Add UnitedHealth Group and a med-tech cluster that shapes healthcare marketing nationally, and every inbox is full and every feed is crowded. Good creative is not decoration here. It is how you get chosen.

Then there is the corporate calendar. When headquarters launch products, recruit talent, and stage investor days, the brands that win are the ones with the strongest creative: launch campaigns, brand films, employee communications, and the campaigns that keep the conversation going after the launch day.

We are a marketing and creative team serving clients nationally: brand identity, websites and landing pages, campaign creative, graphic design, digital content, and marketing materials. Work that is as strategic as it is good-looking, because in the Twin Cities, the audience reads the fine print.

What makes us different is proximity to production. The same company designing your campaign also produces events and films video, so your brand shows up consistently everywhere it needs to: the stage, the screen, the site, the feed.

LOCAL INSIGHTS

Our Twin Cities clients are CPG and retail brands launching products, healthcare marketers working inside heavy compliance, and corporate teams that need to look like the biggest player in the room. We build brand systems that flex across all of it: a product launch identity that works on packaging-adjacent creative and a main stage, a campaign that runs from conference signage to LinkedIn.

We understand the review realities of this market: healthcare compliance, legal teams, stakeholder approvals, retailer co-branding. The work is built to survive the process, not just the pitch.

DISCOVERY WORKFLOW

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| <div data-bbox="110 1486 751 1583"> 1 Discovery Call
 A 30-minute conversation about your goals, audience, and what success looks like. </div> | <div data-bbox="841 1486 1521 1583"> 2 Audit & Insights
 We review your brand, channels, and content to find the gaps and the quick wins. </div> |
| <div data-bbox="110 1598 704 1690"> 3 Strategy Blueprint
 You get a clear roadmap with priorities, timelines, and investment options. </div> | <div data-bbox="841 1598 1521 1690"> 4 Launch & Grow
 We execute the plan with you, measure what matters, and keep optimizing. </div> |

[Book your discovery call →](#)

 **20+**

Years in media, events, and production

 **3**

Integrated services: events, video, marketing

 **25**

Cities served nationwide

FREE RESOURCES



14 Years of Marketing Advice
in 35 Minutes



How Brands Use Design &
Marketing to Control Your
Mind



the psychology of building a
brand everyone loves



The Psychology of Premium
Branding



Marketing Godfather: How
To Build An Audience That
Buys | Seth Godin



What is Marketing? |
Marketing Mix (4 Ps of
marketing)

WHY SIMPLE

Most agencies hand you files. We stay for what happens next. Because events, video, and marketing live under one roof, the campaign we design is the campaign we can launch at your event, film for your channels, and extend across your year. One brand system, one team, no translation loss between the people who designed it and the crew executing it.

Simple is headquartered in Washington, DC, serving clients in 25 cities nationwide. Our world-class creative and production leads fly in for launches, shoots, and key meetings, so you get our standards and one team accountable for the work. For production days, we hire local crews, rental houses, and stagehands, so local labor is covered without shipping gear cross-country. Travel is part of how we quote, never a surprise line item.

We deliver what we say we will. We treat your budget, timeline, brand, and reputation with care. As we get to know your organization, we become the partner you call first.

FEATURED WORK



Gary Harrington - The Power Prudence Network

Simple managed Gary Harrington's digital presence, including website development, video production, and child safety courses. Gary has been featured on Netflix and ABC.



Community Health Media

Simple has helped build Community Health Media, supporting the production of over 1,500 videos, podcasts, livestreams, events, and social media content.



Live Nation Urban

Simple has partnered with Live Nation Urban for years, delivering a wide range of production and marketing services, including festival coverage, web development, social media content, and stage production.

CAPABILITIES

- Brand identity
- Websites and landing pages
- Campaign creative

- Graphic design
- Digital content
- Marketing materials

Let's Work Together

Marketing in Minneapolis-St. Paul? Let's talk.

LET'S TALK



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