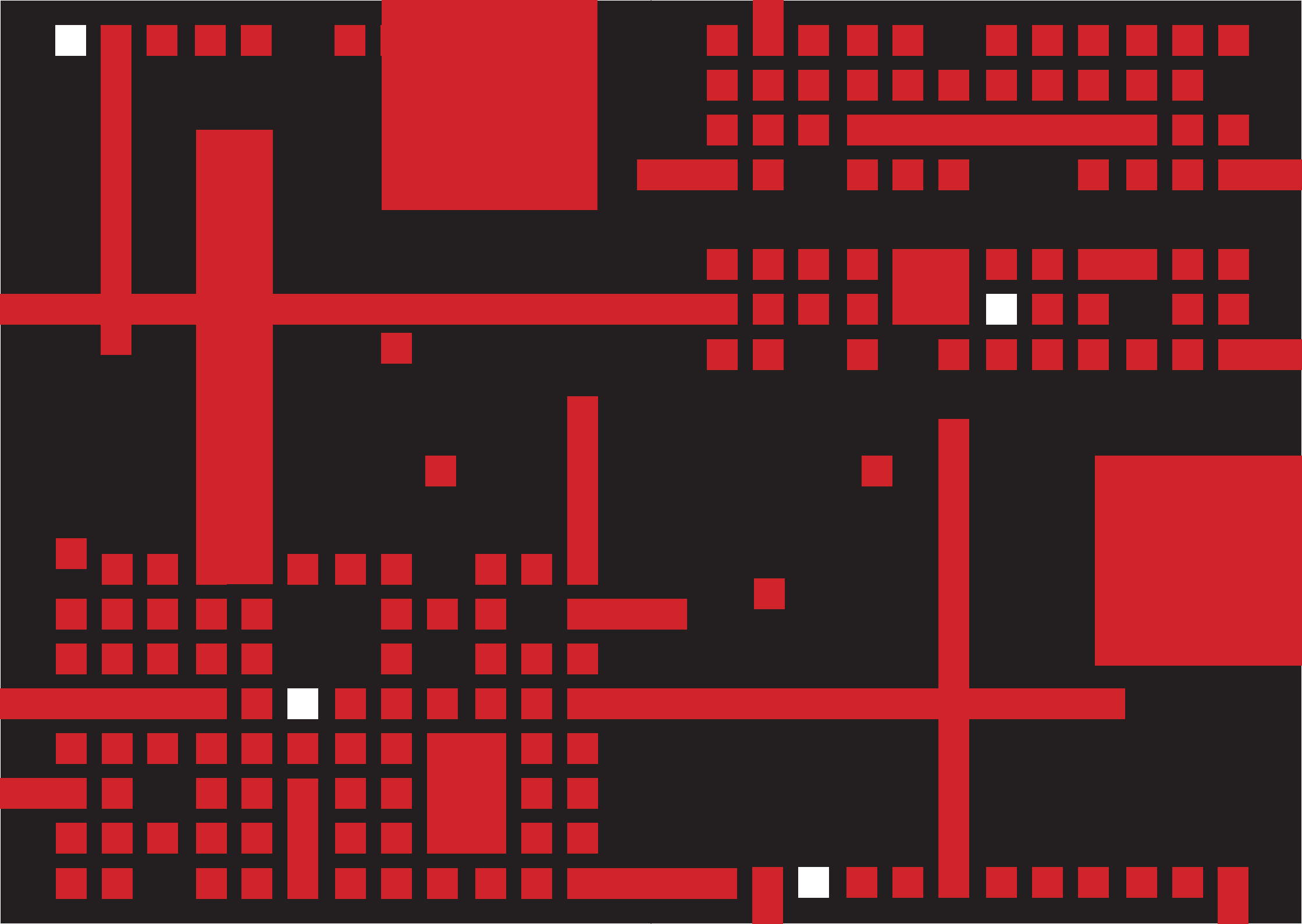




R/GA





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rga.com

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Introduction / History / Founders

2

Services / Offices

3

Industries / Clients / Work

1

“
We design
businesses
& brands
for a more
human future.”



/Introduction

R/GA, formerly R/Greenberg Associates, was founded in 1977, by two brothers, Richard and Robert Greenberg with \$15,000 of capital. Richard was the designer, while Robert was the producer and cameraman. It has restructured its business model every nine years due to the CEO's belief in numerology.[4] The company has morphed from a computer-assisted film-making company, to a digital studio, to an interactive advertising agency, an advertising agency with a digital focus and beginning in 2012, product innovation and consulting

New York, NY, US (HQ)
450 West 33rd Street
12th Floor.

1977–1985: computer-assisted film making

R/GA created the first integrated computer-assisted production process. The company became known for creating the opening title sequence for Superman in 1978.[6] R/GA's commercial work also includes trailers, special effects, and promotions for feature films

1995–2004: interactive advertising agency

R/GA changed into an interactive advertising agency and secured IBM as a client. At the time, IBM was consolidating advertising agencies and selected R/GA to redesign the company's five-million-page website. The agency also developed websites for companies such as Levi Strauss & Co. and Ellis Island Museum. In 2001, R/GA expanded its client roster by becoming the Interactive Agency of Record for Nike and Verizon in 2003. The agency also started a retail practice and built location-based interactive displays, co-designed by John DiRe and Jakob Trollback, for the flagship Original Levi's Store in New York City in 1996.

1986–1994: digital studio

R/GA created a digital studio that combined three separate media—print, television commercials, and feature films—under one roof. During the period R/GA was doing this, its body of work spanned approximately 400 feature films. In 1993, R/GA Interactive was founded as part of R/GA Digital Studios. Its purpose was to extend R/GA's scope to include original interactive content, such as video games. R/GA Interactive co-developed the 1996 video game Gearheads (with Philips Media), which was co-designed by Eric Zimmerman and Frank Lantz

2004-2011 onwards

The agency expanded globally, creating a digital marketing options for its clients and developed the Nike+ platform. In 2011 the New York Times reported the company would begin to offer clients event marketing and data visualization services followed by the additions of consulting and product innovation in 2012. Bob Greenberg felt that the company had become too large to manage and so decided to split the company into groups of 150 people. The Financial Times reported that Greenberg planned to expand the company into new countries through hiring people to establish new offices rather than acquiring existing businesses.

F/ounders



Richard Greenberg (1947–2018)

In 1991, Richard moved to Hollywood and formed Greenberg/Schluter with Bruce Schluter and together they designed the main titles for Bram Stoker's Dracula, Independence Day, the Lethal Weapon series, and The Matrix. Many of his works are documented in the permanent collections of museums including The Art Institute of Chicago, MOMA, and The Louvre. He died on June 16, 2018 at the age of 71 in New York.



Robert Greenberg

In 1977, Robert founded R/Greenberg Associates with his brother, Designer Richard Greenberg. From 1977's Rose-land to 1996's Eraser, the agency has been responsible for the title design of films including Superman, Alien, Altered States, Blow Out, The World According to Garp, Ghostbusters, Lethal Weapon, Dirty Dancing, The Untouchables, Die Hard, and Home Alone. R/GA's organization is unique in that it has restructured its business model every nine years — from a computer-assisted film-making company to a digital studio to an interactive advertising agency, and, presently, to an advertising agency with a digital focus.

L/eadership



Sean Lyons
Global Chief Executive Officer



Eric Bee
Group Production Director, US
Product Production Lead



David Corns
EVP, Managing Director, US



Julie Andrews
VP, Executive Production
Director, California



Nick Allen
EVP Managing Director NY



Tim Farr
Head of Production, Portland



David Toma
Managing Director, Berlin



Rebecca Bezzina
SVP Managing Director



Bruno Rovagnati
SVP Managing Director SS



Mariano Jeger
VP, Chief Creative Officer, SS LATAM



Fabiano Coura
SVP, Managing Director Brazil



Seamus Higgins
VP Chief Creative Officer APAC



Sook Ping Chow
Managing Director Shanghai



Dorothy Peng
Managing Director Singapore



Victoria Curro
Managing Director Sydney



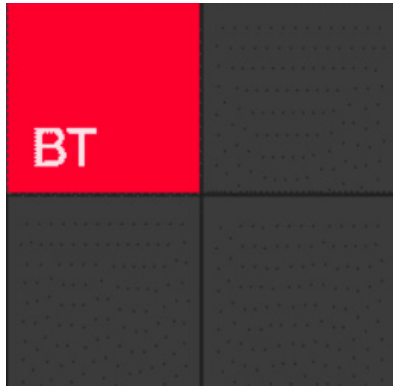
Kei Shimada
Managing Director, Tokyo

2

“

We believe
a brand is an
operating
system.

”



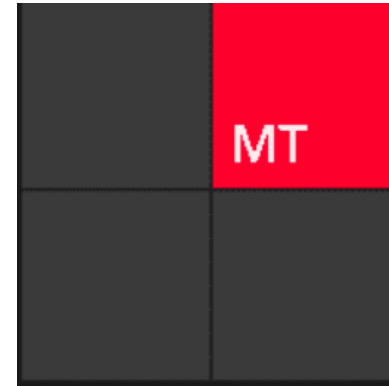
Business Transformation

Where do you go when you need a strategic vision for the future to combat disruption? Our Business Transformation practice helps the C-suite innovate. We've worked with all kinds of companies to develop strategies for new digital products, services, and brands that set them apart from their competition.



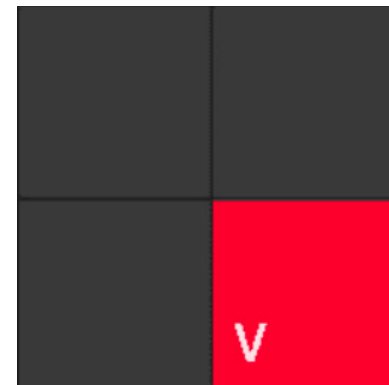
Experience Transformation

Digital technology has revolutionized the way people shop and discover. To win over customers who have unlimited choices and access to information, you have to deliver world-class experiences. We have a decades-long track record creating retail environments, activations, and digital products and services that elevate brands and turn people into long-term fans and members.



Marketing Transformation

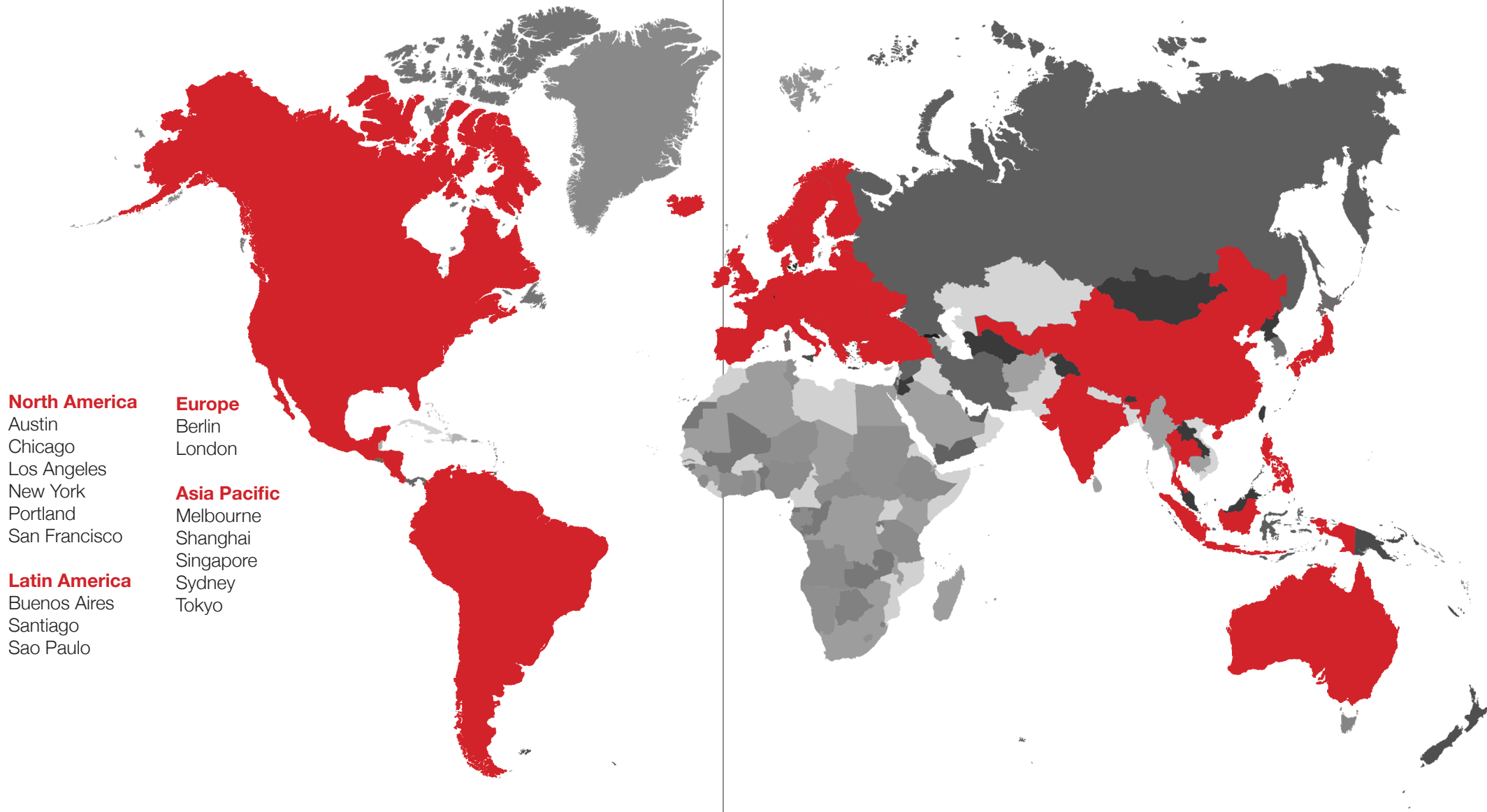
Your customers are spending less and less time with traditional ad-funded media, and the platforms they are drawn to are resistant to brand-building. So great creative ideas alone are no longer enough. Brand storytelling now requires systematic thinking, informed by the right data, to deliver the right messages through the right channels and technologies.



Ventures

R/GA Ventures offers a place where industry leaders can tap emerging technologies and trends to disrupt business as usual and jumpstart innovation. We bring together established companies and startups to help both chart a course for their future. Enterprises get strategies for navigating competitive threats and changing customer behavior. Entrepreneurs find support, and opportunity, as they scale.

O/ffices



North America

Austin
Chicago
Los Angeles
New York
Portland
San Francisco

Latin America

Buenos Aires
Santiago
Sao Paulo

Europe

Berlin
London

Asia Pacific

Melbourne
Shanghai
Singapore
Sydney
Tokyo

3

“

We don't
look, think
or act the
same, but in
this haus,
we all work
together.

”

/Industries



Beauty
Beyond Time (Shiseido)



Beauty
My Crayon Project (Shiseido)



Electronics
ANTIdiARY (Samsung)



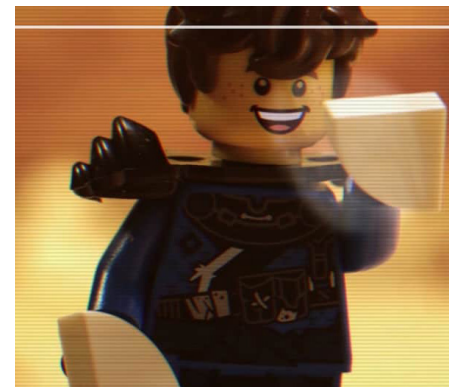
Electronics
Inside the Fridge (Samsung)



Finance
Rally for Good (ANZ)



Finance
Game Face (Capital One)



Gaming
Ninjago Dragon Cam (LEGO)



Gaming
Alexios (Ubisoft)



Marketing
PlayTown (Google)



Marketing
The Sampler (Converse)



Non Profit
Merch Aid (R/GA)



Non Profit
#WeAreAmerica (Ad Council)



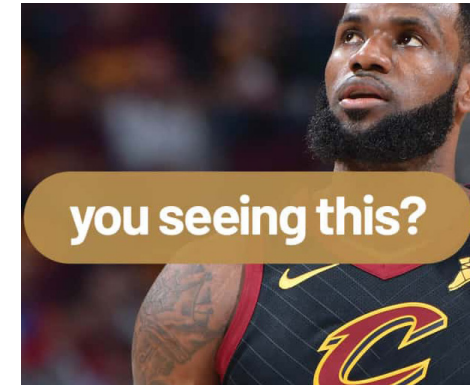
Social Media
Go Vote Bot (Ad Council)



Social Media
As for a Raise (The Muse)



Sports
Monito (Nike)



Sports
You Seeing This? (ESPN)

Clients

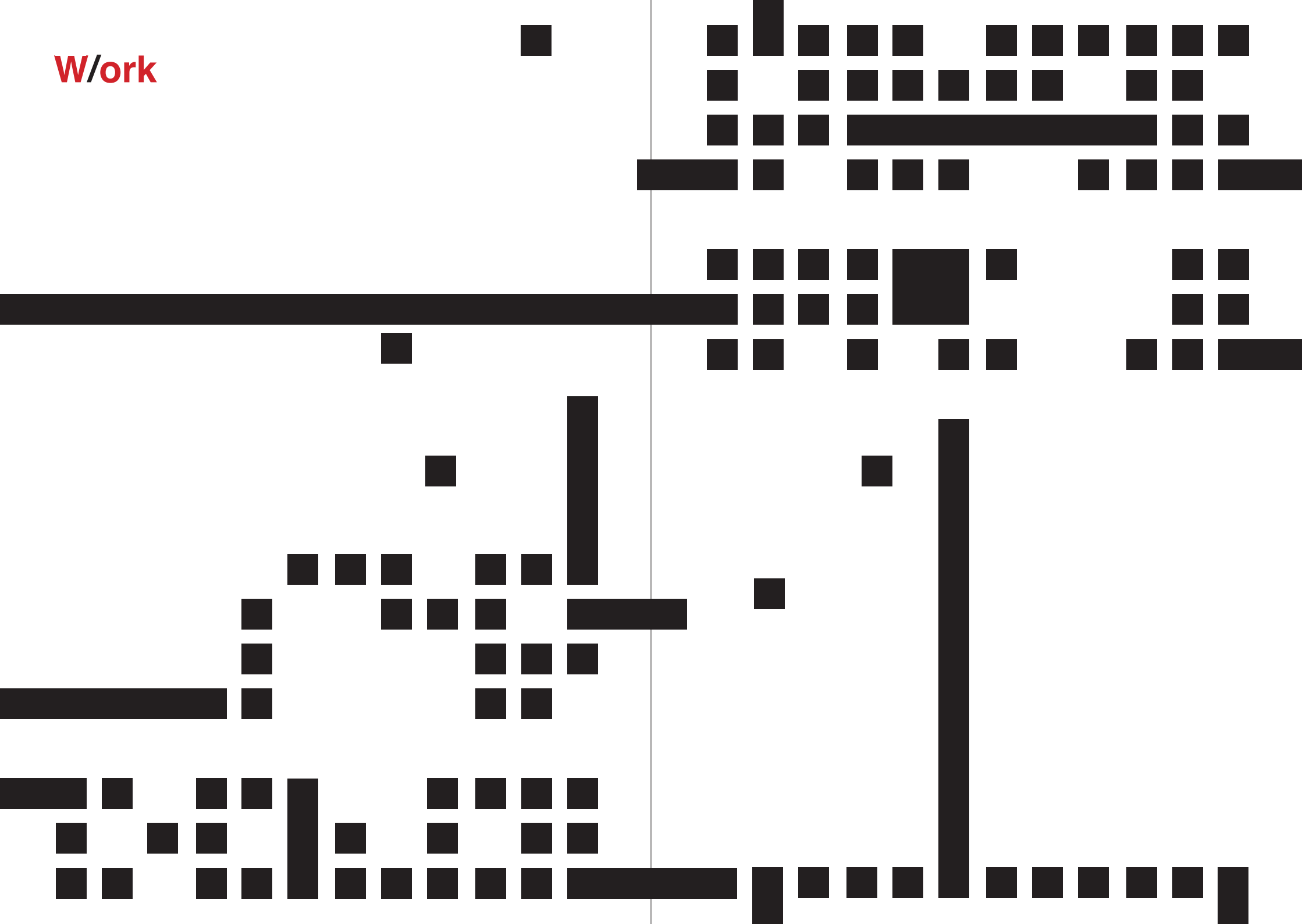
ANZ
Ad Council
Airbnb
Ally
Ally Bank
Banana Republic
Barnes & Nobles
Beef Checkoff
BioRanger
Bradesco
Capital One
Cars.com
Clarifai
Coffee Cloud
ComfortDelGro
Converse
DuPont
E*TRADE
ESPN
Emirates
Equinox
FieldLevel
FocusMotion
Fossil
Google
Grey Goose
Guinness
HBO
Hammerhead

Heineken
HFPA
Home Run Inn
Hyundai
Innovasport
Jet.com
Johnson&Johnson
Jordan
KeeMotion +
Short Tracker
Keen Home
Kinduct
Kinetic
LA Dodgers
LEGO
LIFEWTR
LISNR
Le Creuset
Lungo Films
MODO
MTV Argentina
MUJI
MailChimp
Malaria No More
MasterCard
McCormick
McDonald's
Mercedes-Benz
Michales Stores

Microsoft
Mox
Netflix
Nike
Nokia
OTRO
Owlet
Patagonia
Patagonia Brewery
PepsiCo
Planned Parenthood
Popwallet
Powerchair Football
Qol Devices Inc
Quaker
R/GA
R/GA Ventures
RaceTrac
Red Rock Deli
Reddit
Relative Insight
Renegade
Reply.ai
Rexona
Rimowa
Royal Caribbean
SONIC
SVEDKA
Samsung

Shiseido
Shopify
Simenes
Sightworthy
Signal
Singlife
Sonic Drive-In
Stevanato
TIM
TIM Beta
TIM Cellular
Telefonica O2 UK
Telstra
The Home Depot
The Muse
Tiffany & Co.
Turkcell
Uber
Ubisoft
Uhilever
Verizon
Volvo
Western Digital
YPF
Youtube
Youth Olympic
Zain
eBay Fashion
Agora

W/ork



Superman 1978

The Story

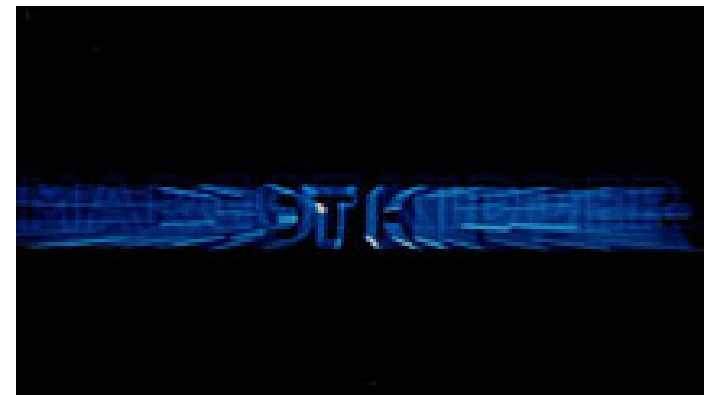
Created the opening title sequence for Superman by visually enhancing each name so it appears to be flying into the screen. The visual imagery and special effects developed for this film launched R/GA (then known as R/Greenberg Associates) as a visual-effects company.

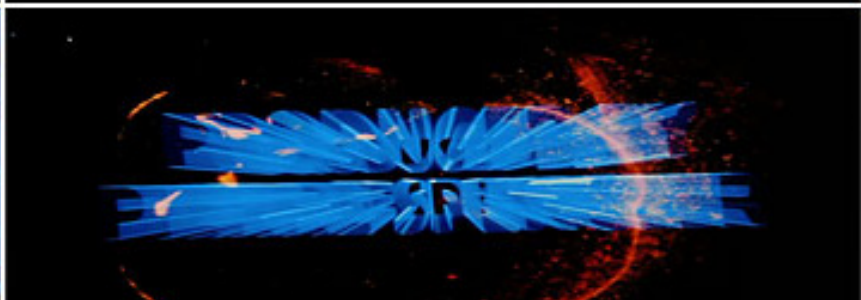
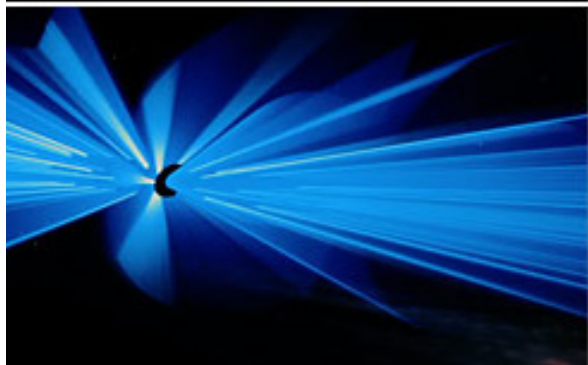
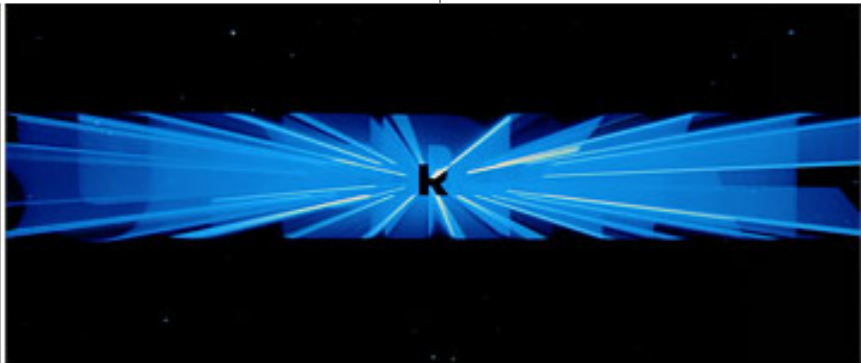


superman logo open
title sequence red logo
hero image.

screen capture of the
opening title sequence
of superman 1978
top right.

screen capture of the
opening title sequence
of superman 1978
top right

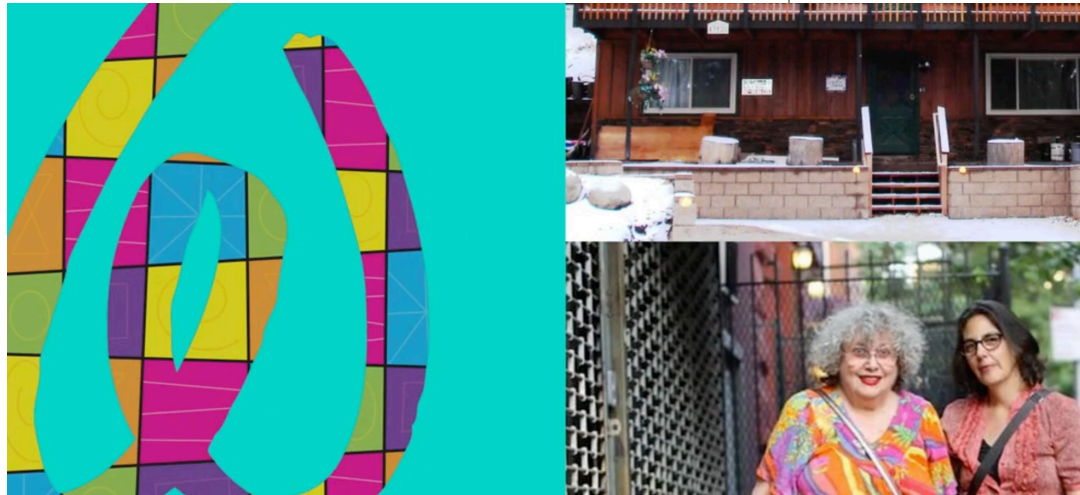




Airbnb Create

Airbnb Create logo and people screenshot
Top image

Airbnb Create image of a hotel with prices
bottom image



The Story

Together with Airbnb, R/GA designed and built Create Airbnb, site for community-driven content. It helps users share stories about their experiences through Airbnb. It celebrates Airbnb and encourages the Airbnb community to make their own symbol of belonging. Since every single Airbnb trip is unique, this gives users a way to express their individuality through the Airbnb symbol.





CREATE

CREATE YOUR SYMBOL

Paint it. Doodle it. Put a steak on it. Make a symbol that tells your story with our design toolkit.

[Make yours](#)

You Seeing This?

converse
music
hero image

converse
music
hero image



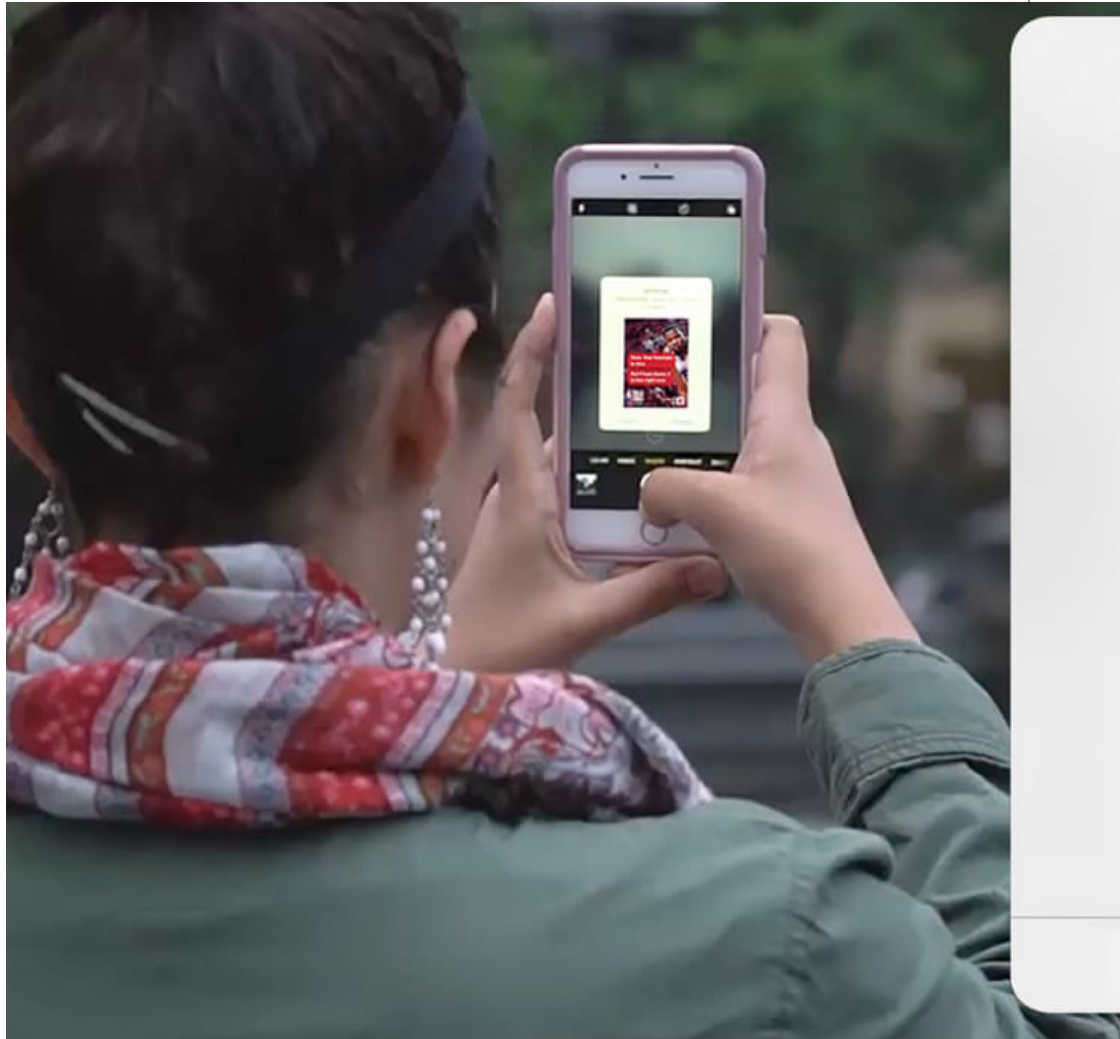
The Challenge

In 2017-18, the average NBA fan watched only seven games during the regular season. Live sports ratings had been declining for years, and fans kept up by using social media for bite-sized highlights and final scores. Our brief was to increase live viewership of the 2018 NBA Playoffs on ESPN, with a primary focus on millennial fans. Our target was a 20% increase year-on-year.

The Story

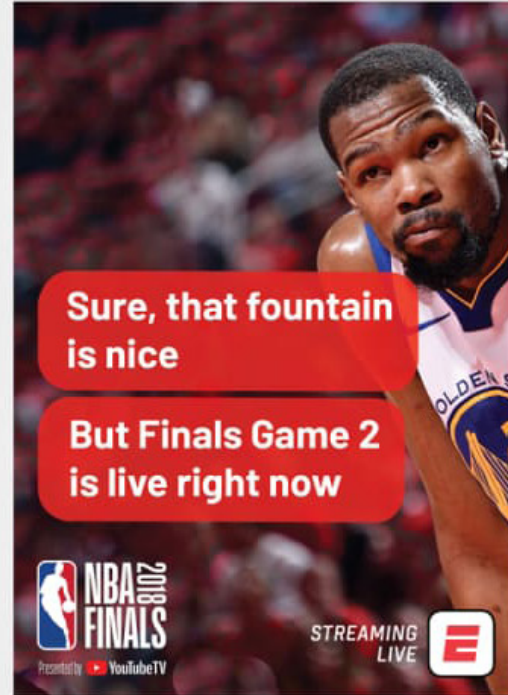
For the 2019 NBA Playoffs, ESPN completely changed the way they promoted NBA games. Rather than running advertisements prior to games and expecting millennials to commit to appointment viewing, we focussed on communicating with fans when the games were live. It started when we observed an existing fan behavior. When amazing NBA plays happen, online word of mouth drives fans to tune in to see what they're missing. So we amplified this trend and adopted the language and real-time behavior of true fans. "You Seeing This?" was a real-time media campaign that showed millennial fans what they were missing when they weren't watching live games. Instead of running conventional TV promos in the days prior to the matchups, ESPN found fans online when the games were already underway, and served them tantalizing live footage and easy ways to switch on the game.

you seeing this?



AirDrop

NBAonESPN would like to share a photo.



Decline

Accept

Who Is Kevin Love?

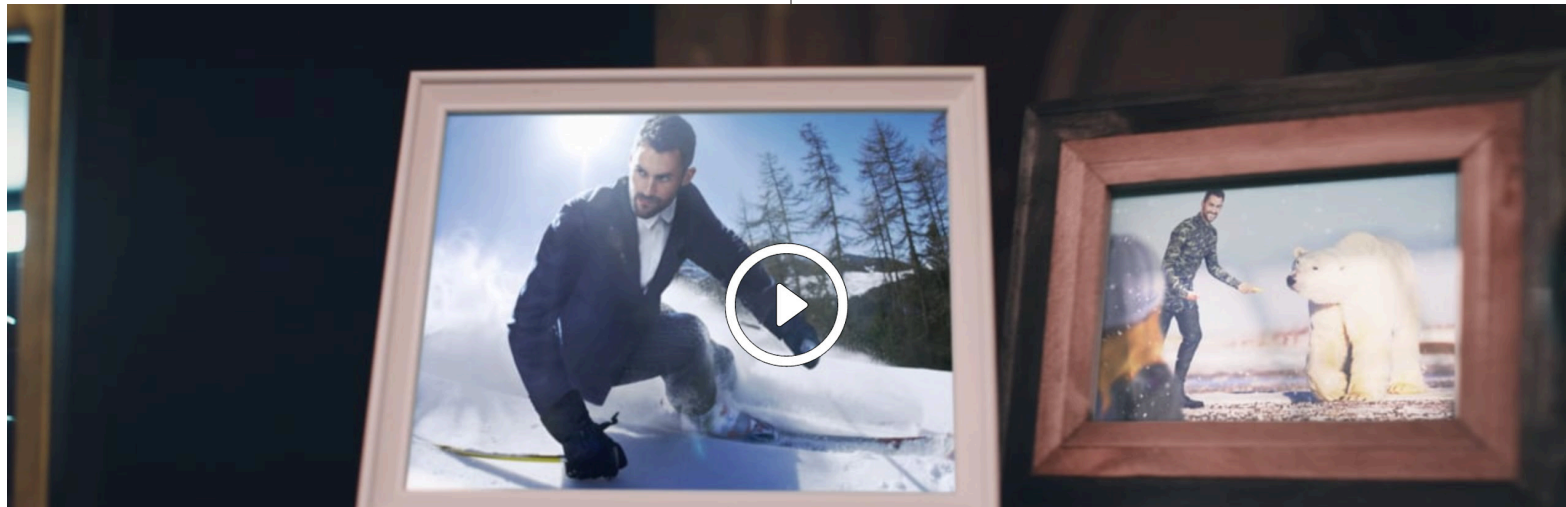
The Story

Banana Republic is a premier destination for modern menswear with product that is designed for a life with “No Boundaries”. Recognizing that men now get their fashion inspiration from many sources — with the stadium tunnel being the new runway Banana Republic’s objective was to take their established, multi-year brand partnership with Kevin Love to the next level with BR x KLove collaboration. The strategy is the opposite of using an elite athlete as a glorified model — it’s to engage the athlete as a co-creator and deliver the storytelling in a way that provides “access” to the athlete by engaging the consumer with something they don’t already know.



Screen capture of commercial top left

model smiling in commercial top right



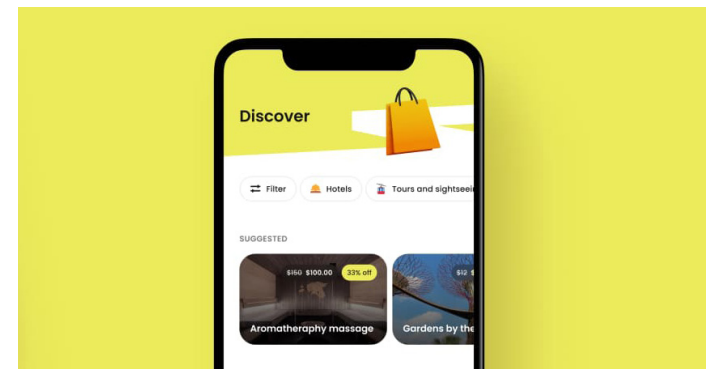
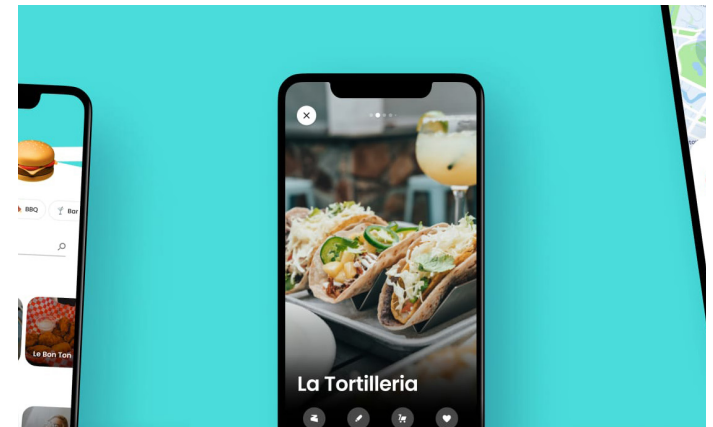


Zig



The Story

R/GA designed the business and tech stack for Zig designed based on a consumer behaviour-centric approach, where R/GA defined the opportunity areas for the business. Zig was then launched through a mobile app-first platform, built upon a sustainable business model.



zig
logo
hero image

la tortilleria
screenshot
top right

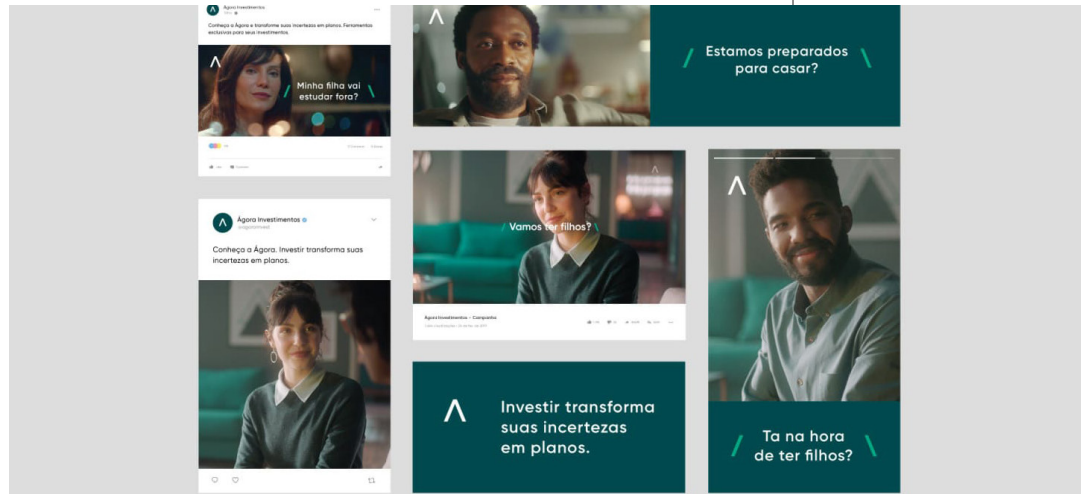
discover app
screenshot
bottom right



Agora

screenshot of campaign on diff social media top left

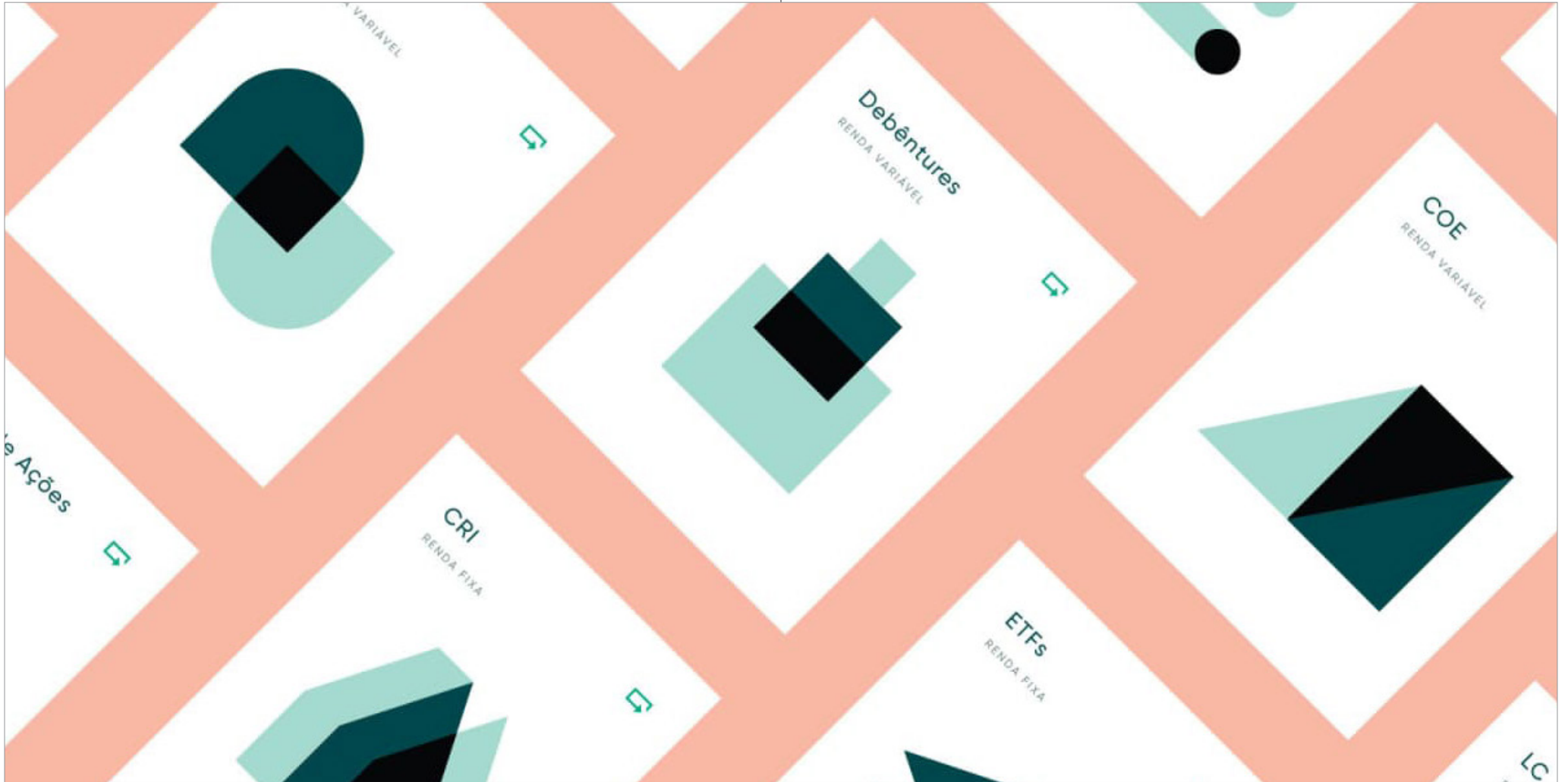
header image of color palette bottom right



The Story

We made people's concerns the center point of our campaign. We used Google Insights to identify real-life uncertainties at each stage of life and showcased how investing with Ágora transforms those uncertainties into plans. As with any newcomer to investing, a certain amount of info is required in order to personalize recommendations. However, unlike most brokers, Ágora doesn't send users a long and complicated questionnaire that has the potential to confuse and deter. In setting up a profile with Ágora, questions are presented in the form of simple statement cards just like a dating app, it's a very intuitive and easy-to-use interface.





International Womens Day

campaign
screenshot
top left

football
famous player
bottom right

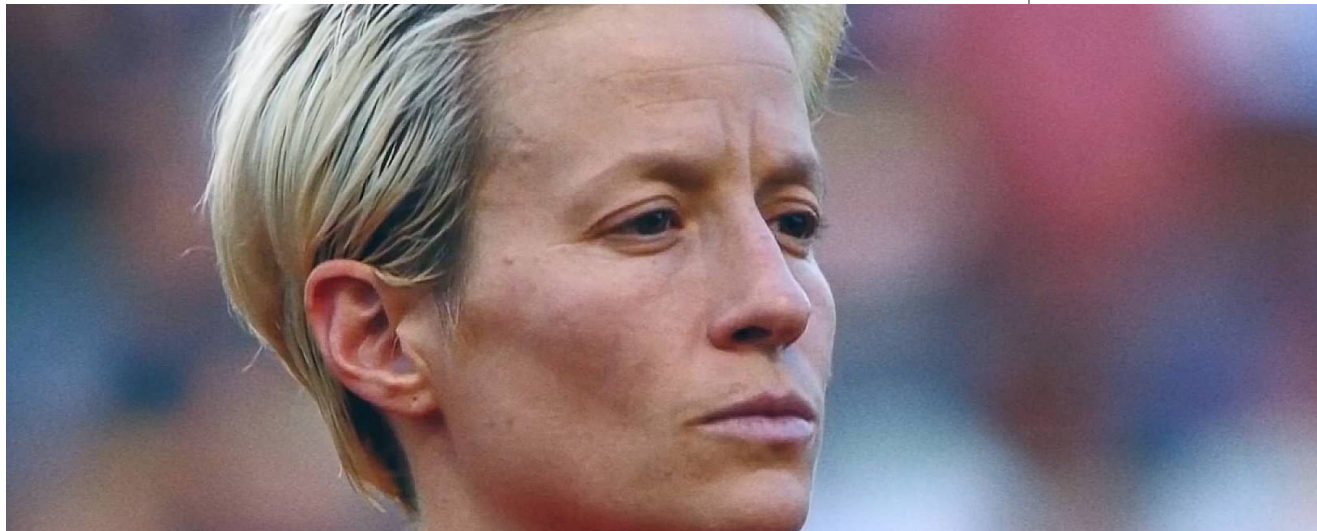


The Challenge

For International Women's Day, we partnered with Nike to change the conversation on a day when there's a lot of noise that doesn't really amount to much. And do it in a way that only Nike can.

The Story

We hit on an important truth: on International Women's Day, we point out struggles, celebrate strengths, and remind the world for a mere 24 hours just how important our equality is. But shouldn't we be doing that every single day? Once we landed that thought, the pieces fell into place. We highlighted important moments in sport for female athletes over the past year, dug up some important stories of progress from the past, and put them together with a hard-hitting script, voice over and emotive music track.





720 Air Store

The Story

A mobile browser experience that brought a next generation retail experience to sneakerheads. From the comfort of their smartphone, we immersed people in a virtual shop. By purchasing the 720 at Nike, they could earn 'Air Credits', a virtual currency that could be spent on exclusive limited-edition merch. For each week of the launch, those who bought their 720's directly with Nike would be greeted by a different virtual shopkeeper—from designer Mini Swoosh; rapper Dave; DJ Peggy Gou, to England footballer Raheem Sterling. The 'shopkeepers' would present ultra-rare merchandise inspired by them and their craft, prompting people to use their Air Credits to buy them. This gave sneakerheads the perfect reason to buy directly from Nike.



purple shoe advertisement top right

720 airstore image capture bottom right





Patagonia Brand



The Story

We discovered stories about Patagonia and its people and incorporated them into each variety's unique bottle design. Stories about amazing places like Fernández Oro, where they harvest the hop, or people like Vera, the brew masters' daughter, and the name for their NEIPA. We created a visual system that celebrates Patagonia's origins and transforms its identity into not only a beer, but into stories to explore.



patagonia
cerveza
weisse
hero image

painting of
patagonia
top right

patagonia
amber lager
bottom right

**WE CREATED
PATAGONIA BREWERY
TO HONOR OUR ORIGINS**

Ventures

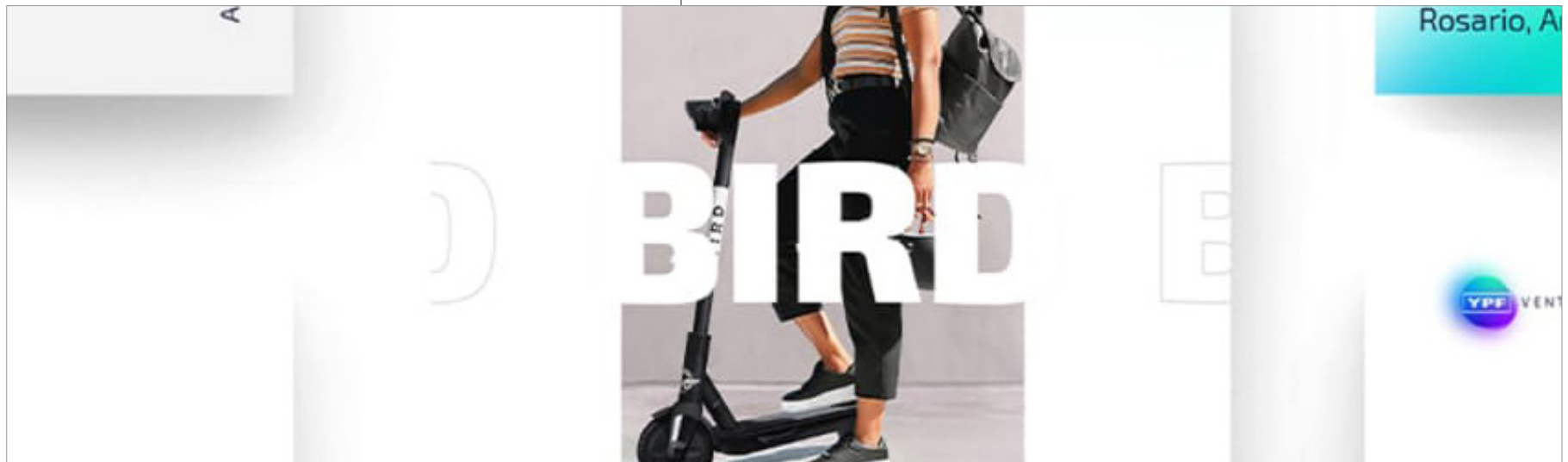
ventures app
logo
top left

bird screenshot
bottom right



The Story

YPF is the biggest energy company in Latin America. Committed to developing new sources of energy, they created YPF Ventures, an investment fund for sustainable energy. To launch this initiative, we created a highly energy efficient brand identity, reducing energy consumption by over 60%. Dark Mode reduces the use of light in the digital ecosystem, while Light Mode reduces the amount of ink used in printed materials. With YPF Ventures we combined design and technology to create a flexible system that easily adapts to different media, saving energy for what matters most.





VENTURES

'Happy Holid.ai'

collage of
booklets
top left

collage of
typography
bottom left

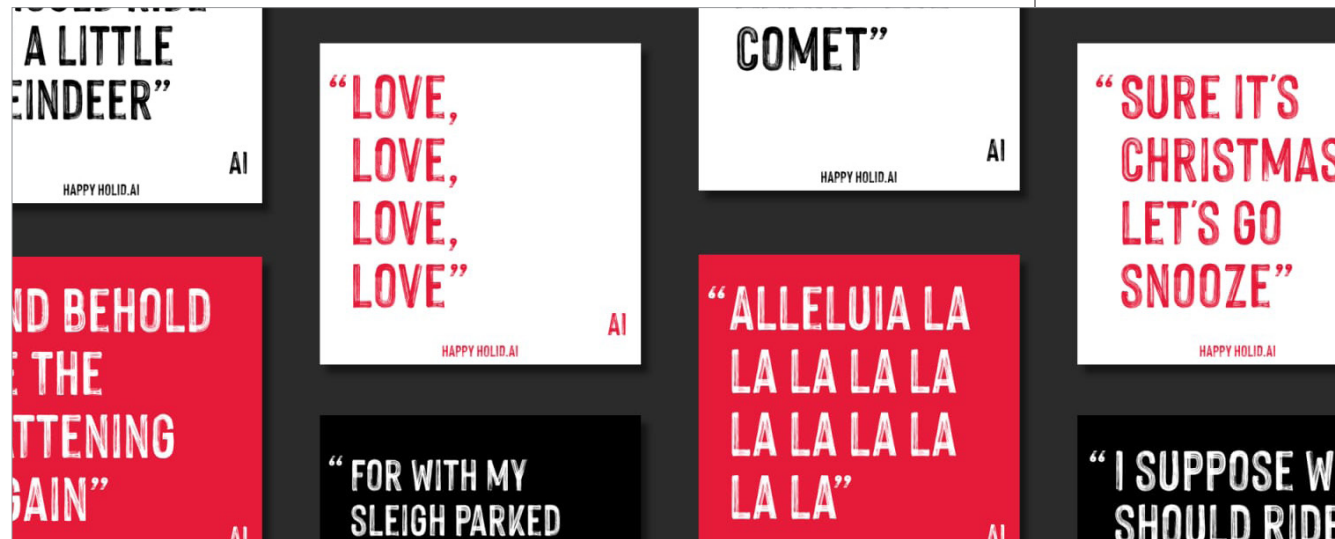


The Challenge

There's too many headlines where AI is cast as the enemy of creativity. We wanted to show how when people and technology work together, it opens new creative possibilities.

The Story

We fed AI holiday lyrics and greetings and asked it to write new ones. We took the headlines it wrote and used them as a brief for our family of designers and artists to make holiday greeting cards. Written by AI, illustrated by people. We sold the cards online with all the profits going to a local charity: Code Your Future - who run coding programmes for refugees and disadvantaged people. <https://happyholid.ai>

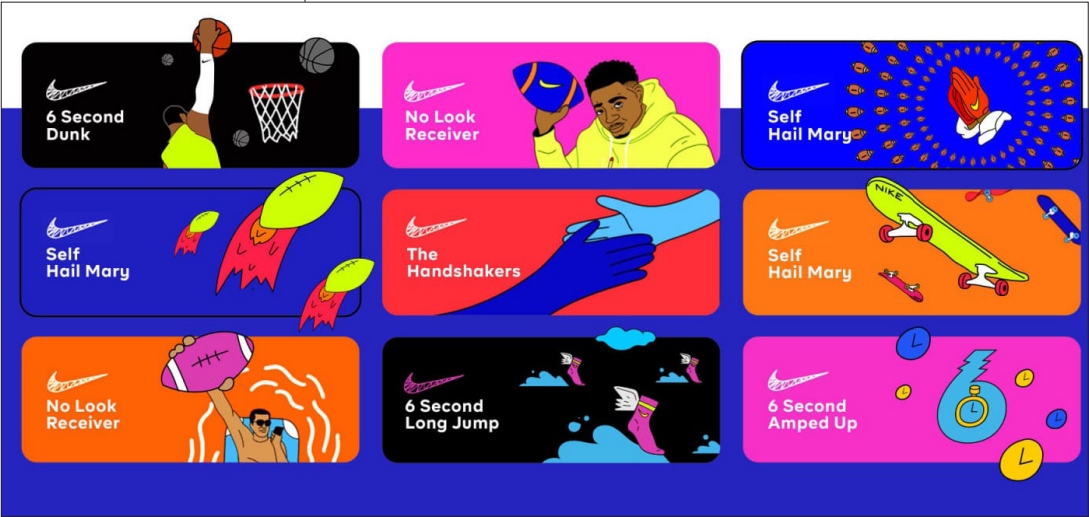


UGHTY. DON'T GET THE TINSEL CHRISTMAS WAVES A
MARIA! A THRILL GRINCH SILENT NIG
RSELF A MANGER. BETTER
STLETOE. LET EARTH BE
RK THE MIGHTY HOWLING!
E AT YOUR NOSE. KINDNESS IS LIVE SNO

Nike X Byte

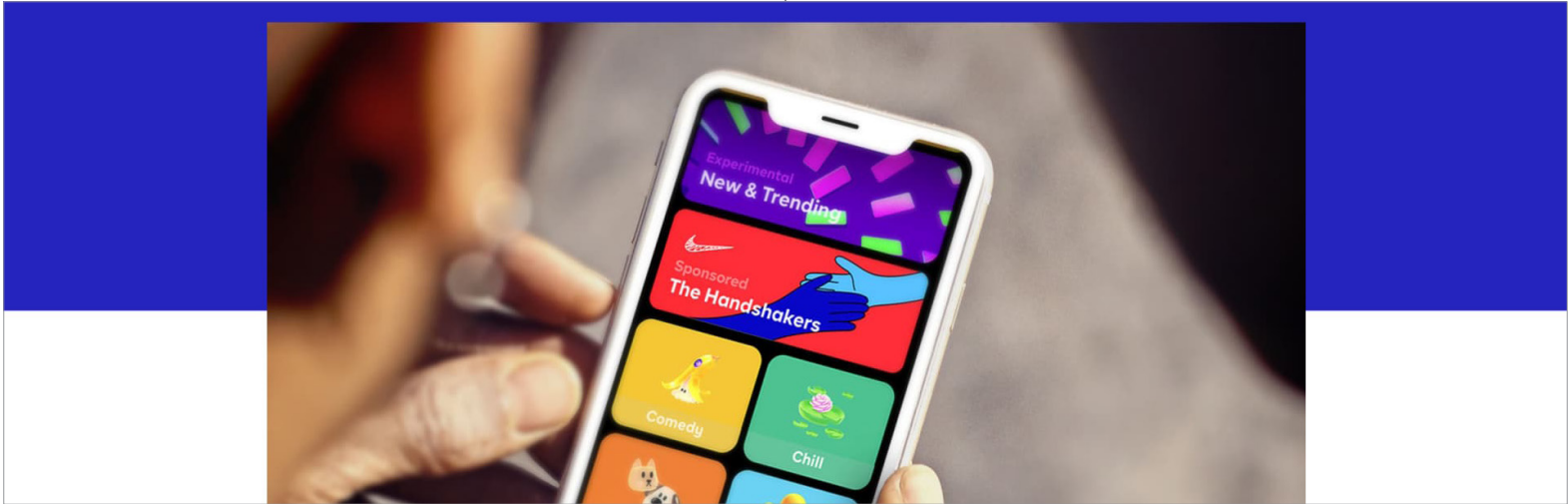
The Story

As one of the most innovative brands in the world, Nike always looks to resonate to consumers at the edges of digital engagement. In Nike's quest to inspire and empower athletes, partnering with a brand new video sharing platform was an opportunity too good to refuse. Nike needed a way to stand out and have a strong point of view on Byte at launch. We partnered with Nike to bring their vision of movement and play to Byte's young early adopter audience by creating a look, feel and voice for Nike on Byte. And in the process, helped set the new platform up to be the home of movement, sport and activity online.



app illustrations for nike top right

screen capture of app nike x byte bottom right





Don't Call Me Precious

The Story

The parents tended to be overprotective and held double standards only when it came to sports, not other competitive activities. Nike believes that sports defies age, and that children have the grit, determination, and fearlessness of adults. The potential of children to compete, and the passion and focus that sports nurtures, proves that they are innate athletes. Launching the campaign on Children's Day, an annual celebration of kids being naive and sweet, Nike smashed stereotypes by showing kids playing sports—and also talking tough, and having their own opinions.



two boy
kids playing
soccer
hero image

kid playing
basketball
top right

nike girl
running
bottom right

THEIR PARENTS CALL THEM

“SEVA”

(PRECIOUS)

Lil Benz Dealership

kid on
window
top left

benz headline
bottom right



The Story

This holiday season, we wanted to show people that nothing compares to the feeling of getting a Mercedes-Benz. Even if you don't have a license. So we created the Lil' Benz dealership, a pop-up toy Mercedes-Benz dealership serving big excitement to the world's littlest drivers.

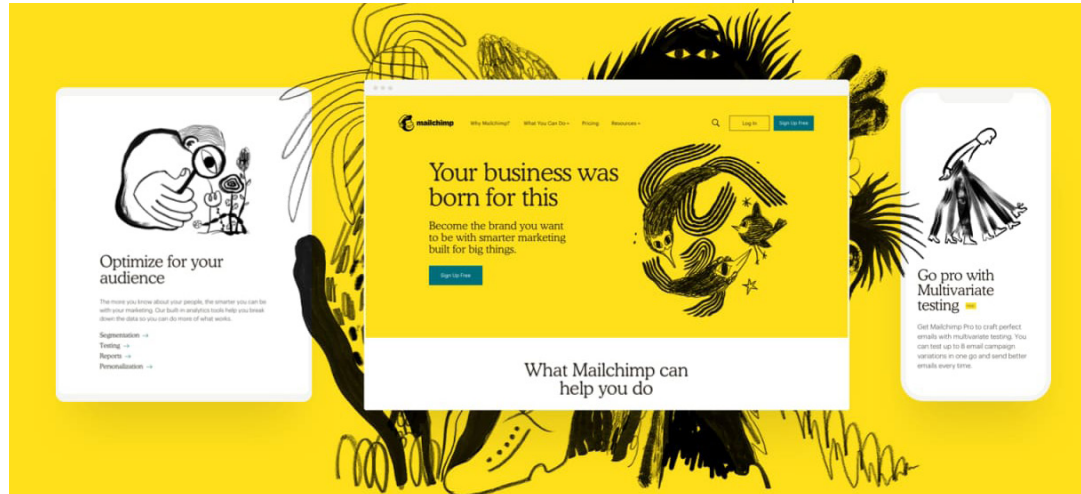
We showed people that nothing
compares to the feeling
of getting a Mercedes-Benz.



More Than Mail

features
of mailchimp
top left

illustration
of features
bottom left



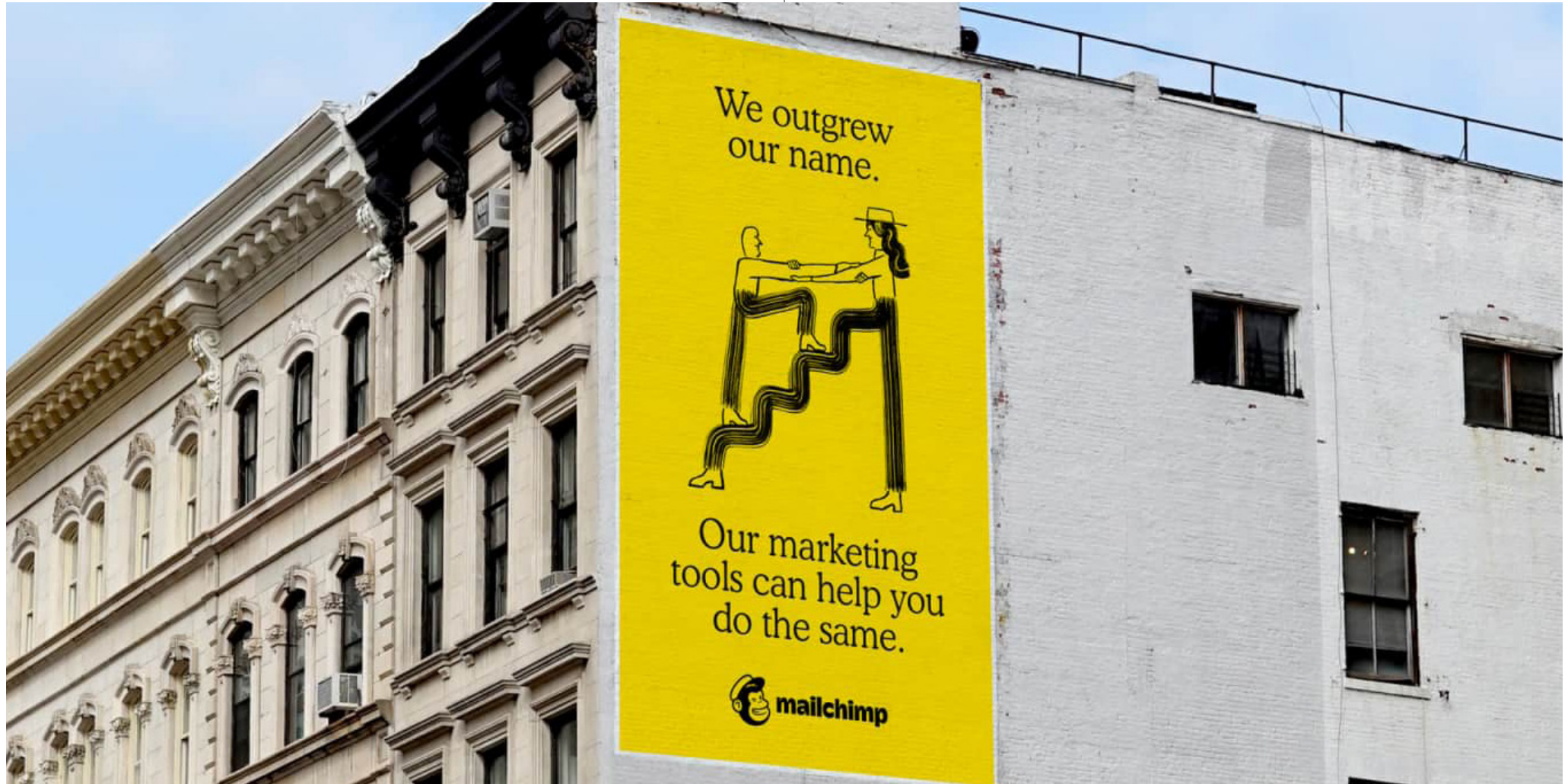
The Challenge

In a category rife with clichés, we needed to rethink how Mailchimp could market themselves to a bunch of would-be marketers who don't know the first thing about CRM analytics optimization. R/GA created a way of speaking that skips the jargon and gets straight to the point. We paired that with an editorial design style that bucks industry trends and celebrates the artistry of Mailchimp's creative class customer base.

The Story

Mailchimp started out as an email marketing platform, but over the past 17 years they've grown to become a complete marketing platform. Now they offer services like landing pages, social ads, audience management and more. The challenge was, most of their customers were still coming to them for email and not tapping into these new features. The other challenge? For people not in the industry, marketing terms can be confusing. And also very boring. We needed to find a way to shake up a customer base of small business owners who were sleeping on all the great stuff Mailchimp had to offer and get them to understand that they can do so much more than mail.





Crack a Smile

The Story

Water brands have always focused on provenance, purity, or hydration. In short, they communicated product benefits but missing the appeal and fun that soda drinkers want. On top of that, they had a reputation for being elitist & expensive. We targeted millennials with an opposite approach: to frame this new drink as an extension of their world, one filled with optimism and fun, with the name “bubly” as both a reference to the carbonated water itself and the equally bubbly personality of our target audience. In partnership with PepsiCo, we created carefully thought-out media executions across TV, social, and digital. The campaign launch included a GIPHY partnership and a TV spot breaking on The Ellen Show.



bubly photoshoot
cans campaign
top right

beginning of
campaign video
for bubly
bottom right

