

AGENCY FACT SHEET

BACKGROUND

Minneapolis-based Adsoka is a full-service marketing, design and communications agency. Adsoka serves business-to-business, retail and nonprofit clients. The agency's integrated skills include—branding, advertising, public relations and web. Adsoka has served over 130 clients including Breadsmith, the American Red Cross, Star Tribune and MindUniversity. The Adsoka newsletter, 6x, offers insightful marketing tips bimonthly. Creative Contributions is the company giving program. Art at Adsoka is our emerging artist promotion program.



SELECT CLIENT LIST

Breadsmith
Cabrini Partnership
Foundation Architects
Guthrie
Hubert H. Humphrey Institute
Mall of America
MindUniversity
US Bank
Red Cross
Star Tribune
Twin Cities Fine Arts Organization
WhisperPhone
WomenVenture

CORE SERVICES

Business
Design
Copywriting
Interactive
Marketing
Production
Project management
Public relations

The word “Adsoka” is derived from two phrases, one from Latin (the preposition “ad” which means “to”) and one from Japanese (“sou ka” which means “I see,” “really?” or “Is that so?”). Combined as “to discover value,” Adsoka means “adding creative value.”

MISSION

The mission of Adsoka is to advance our clients’ brands and businesses through well-implemented creative ideas.

AWARDS AND RECOGNITION

- Voom 411 Business Card Design and Red Cross Advertising Campaign: Platinum MarCom Award
- Mall of America Back to School Advertising Campaign and Red Cross Advertising Copywriting: Gold MarCom Award
- Cabrini Partnership Annual Report: Honorable Mention, MarCom Award
- Baby Goes Vintage e-commerce/shopping web site: Bronze Horizon Award
- Twin Cities Fine Arts Organization web site: public service/nonprofit: Bronze Horizon Award
- WhisperPhone Multi-Audience Communications Management: IABC Bronze Quill Merit Award
- Down Syndrome Guild of Greater Kansas City Annual Report and web site: First place Philly Award
- One Riverfront View Logo: published in *Design Matters: Logos 01*

CREATIVE CONTRIBUTIONS

Creative Contributions is the Adsoka giving program. On a monthly basis, Adsoka donates ten to fifteen percent of billable time to nonprofit organizations. The Creative Contributions program was created out of the desire to recognize our nonprofit clients, the work they do and how marketing supports their goals. Current Creative Contributions clients include Cabrini Partnership, Twin Cities Fine Arts Organization and the Down Syndrome Guild of Greater Kansas City.

ART AT ADSOKA

Adsoka celebrates creativity and its positive influences. Therefore Adsoka supports emerging artists through our Art at Adsoka event and use of gallery space. Artists are able to show their work to new audiences and sell their work in a professional environment.

ADSOKA

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