



El Creative
ADVERTISING & DESIGN

EL CREATIVE IS A DESIGN AND ADVERTISING FIRM
DRIVEN BY PASSION, STRATEGY, AND TRUE CLIENT SERVICE.



We understand that it's our responsibility to help make your business thrive. After all, your success is our success, and anything worth doing is worth doing right. Our objective is to produce strategic, relevant, insightful, stunning creative work that captures your consumer's attention and heart.

We believe in reaching the consumer where and when they are more susceptible to listen to our message, which has led us to a deep understanding of the use of creative in traditional and new media (digital and mobile).

WHO ARE WE?



Regardless of their everyday responsibilities, everyone at El Creative is a Creative. True, with different backgrounds, expertise and knowledge, but with a passion for innovation, leadership and breakthrough thinking.

OUR CAPABILITIES INCLUDE BUT ARE NOT LIMITED TO



Branding

Broadcast /TV and Radio

Web Development

Digital, Interactive and Mobile Communications

Visual Identity

Corporate Communications

Outdoor Advertising

Print

Posters

Promotions

Print Management

✧ EL CREATIVE PROCESS ✧

Discover

The El Creative process begins by taking the time to pinpoint your business' core objectives. This stage will be dedicated to discovering the intricacies of your operation. How does it work? What's the history? Where do you stand now? Simply put: in order to take you to new places and reach greater heights, we have to inspect all previously treaded ground.

Once we get a handle on your inner workings, it's time to turn our attention to your consumer. Who are they? And we are talking beyond demographics, though it starts there. What moves them? Likes, dislikes, interests, goals, work, family, friends... the more we know them the better we can communicate with them. Where are they? What are their habits, both in their everyday behavior and in their media consumption.

Lastly, we'll take a very close look at the market and the competitive environment. Who is your competition, what are they saying, where are they advertising?

✧ EL CREATIVE PROCESS ✧

Devise

The next step is to devise a strategy that will resonate with your consumer. It becomes an objective framework for decisions, enabling the client to base direction and choices on the stated goals –the space where the brand, the consumer and the competitive environment intersect. Compiling all the information acquired in the discovery phase and developing a clear, concise strategy to work from will lead to the creation of a creative brief, brand brief and/or marketing plan.

✧ EL CREATIVE PROCESS ✧

Design

In this phase we explore how best to visualize and speak the language of your consumer and allow the strategy's sensory form to take shape. Our creative team readily embraces a gung-ho attitude where all ideas are accepted and given room to flourish. Each developed concept represents a unique direction – some of which are closely related to initial client discussions, and some of which venture into uncharted waters. All ideas are rough in the concept stage, so time is spent focusing on creative depth as opposed to the details or variations of one solution.

These ideas are shared with you in an ideation meeting. Your feedback and direction determine and begin the refinement process. The goal is to develop variations within the initial theme that give way to sophisticated alternatives. A communication language (visual and written) is established to provide consistency throughout all the components of the branded project. Above all else, functionality is paramount; and we ensure that the campaign supports and achieves all intended objectives.

✦ EL CREATIVE PROCESS ✦

Develop

This is where El Creative brings the work to life. It's important to be well versed in the processes and materials involved in production. We are able to source appropriate vendors and work with you, enabling a smooth process that produces the ideal execution.

Clients Served



UNIVISION



City of Dallas



El Work

TV



client: WINGSTOP agency: EL CREATIVE creative director: MICHAEL GONZALEZ
Title: LAST WING FT. TROY AIKMAN AND JERRY JONES



client: BAHAMA BEACH WATERPARK

Title: SUMMER IS HERE



*client: WINGSTOP agency: EL CREATIVE creative director: MICHAEL GONZALEZ
Title: APP MASTER*



*client: WINGSTOP agency: EL CREATIVE creative director: MICHAEL GONZALEZ
Title: PLAY BY PLAY*

Branding/Print

REALIZING A BRIGHTER FUTURE

Head Start of Greater Dallas
2012-2013 Annual Report

Fan

The goal
in order
Increase
Family A

Family A
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MOTHER: Dorelia Medina Salazar
DAUGHTER: Maria Medina age 4
FAMILY ADVOCATE: Maria Veras

SUCCESS STORY Family Advocacy

Dorelia Medina Salazar doesn't hide her passion for education or for giving back to the A. M. Brooks Head Start Center that serves her daughter Maria with an enriching educational experience. As the Policy Council Chairperson at A. M. Brooks, Dorelia pours hours of volunteer time back into the parents, staff, teachers and children who surround her daughter each day. This is Maria's first year at Head Start and the four-year-old is a vibrant, curious, talkative child who loves "feeding her brain with knowledge" at her new school. The family is served by a Family Advocate who provides access to resources that can assist the family in whatever need they are facing.

Dorelia says: "I know where I came from, and now I ask How can I give back and make a difference?"

For Dorelia, the need for a mammogram arose but without health insurance, she didn't know where to turn. The Family Advocate helped her find a women's health facility that provided free mammograms and she was able to make the appointment to be checked. "You have to be willing to ask for help," said Dorelia. They are currently awaiting a response for both medical and dental insurance options for their family through the help of their Family Advocate. Thanksgiving dinner and assistance with Christmas gifts through the Adopt-a-Family program have benefited the Medina Salazar family.

Thank you Dorelia for your heartfelt story!

SMOKE ⁹

A MESQUITE BITE AND SMOKY FINISH

GET IT BEFORE IT DISAPPEARS

WINGSTOP EXPERTS

MCALLEN 2901 N. 10th Street · (956) 683-8888 · Royal Palms Design Center · MCALLEN 3721 Pecan Blvd · (956) 631-9464 · Pecan Blvd and N. Ware Road · MISSION 2310 E. Expressway 83 · (956) 583-9464 · Mission Plaza Shopping Center · EDINBURG 2405 W. University Blvd · (956) 261-9464 · Mission Plaza Shopping Center

SKIP THE WAIT. ORDER ONLINE.

TENDERS

COMBOS & PACKS

- 3 1 DIP: \$6.49 (400-1012 CAL)
- 5 1 DIP: \$8.59 (526-1060 CAL)
- 8 2 DIPS: \$14.99 (1026-1019 CAL)
- 16 PACK: \$24.99 (16 FRIES OR 16 VEG STICKS - 2 20oz SOFT DRINKS)
- 24 PACK: \$33.49 (16 FRIES OR 16 VEG STICKS - 4 ROLLS)

BY THE PIECE

- 4 1 DIP: \$5.49 (400-1012 CAL)
- 7 2 DIPS: \$8.69 (526-1060 CAL)
- 15 3 DIPS: \$18.29 (1026-1019 CAL)
- 30 4 DIPS: \$35.99 (2026-1170 CAL)

ON THE SIDE

OUR FAMOUS HAND-CUT FRIES

SEASONED: \$1.99 / \$3.19 (100/170 CAL)

WITH CHEESE: \$2.99 / \$4.69 (200/340 CAL)

YOUR CHOICE OF CABBAGE, LEMON PEPPER, TABESKAN OR BBQ SAUCE

- VEGGIE STICKS: \$1.99 / \$3.19 (100/170 CAL)
- COLESLAW: \$1.99 / \$3.19 (100/170 CAL)
- POTATO SALAD: \$1.99 / \$3.19 (100/170 CAL)
- BAKED BEANS: \$1.39 / \$3.59 (100/170 CAL)
- BAKED ROLLS: \$3.99

RANCH: \$0.89 / \$3.19 (300/750 CAL)

BLEU CHEESE: \$0.89 / \$3.19 (300/750 CAL)

HONEY MUSTARD: \$0.89 / \$3.19 (300/750 CAL)

CHEESE SAUCE: \$0.99 / \$1.99 / \$3.19 (100/170 CAL)

SOFT DRINK / TEA: \$1.99 / \$2.29 (120/145 CAL)

2,000 CALORIES A DAY IS GOOD FOR GENERAL NUTRITION INTAKE. BUT CALORIE NEEDS VARY. ADDITIONAL NUTRITION INFORMATION AVAILABLE UPON REQUEST.

EVERYDAY: 11am - MIDNIGHT

BROWNSVILLE
755 INTERNATIONAL BLVD. STE C
(956) 546-9464

WINGSTOP.COM
SKIP THE WAIT / ORDER ONLINE

TAKEOUT MENU

- ADD 3 WINGS TO ANY ORDER: \$2.59 (700-200 CAL)
- 24 PACK: \$24.79 (16 FRIES, 8 VEG STICKS)
- 30 PACK: \$27.99 (10 FRIES, 20 DIPS)
- 40 PACK: \$38.29 (10 FRIES, 2 VEG STICKS)
- 50 PACK: \$44.59 (16 FRIES, 16 VEG STICKS)

MADE TO ORDER

2,000 CALORIES A DAY IS GOOD FOR GENERAL NUTRITION INTAKE. BUT CALORIE NEEDS VARY. ADDITIONAL NUTRITION INFORMATION AVAILABLE UPON REQUEST.

JOIN OUR CREW

MINI-APPLICATION

Just fill out the information below and return it to our manager*

TODAY'S DATE: _____ STORE LOCATION: _____

NAME: _____ ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE () _____

ARE YOU 18 OR OLDER? YES NO

HAVE YOU EVER WORKED FOR WINGSTOP? YES NO. IF NO, AGE: _____

IF YES, WHERE? _____

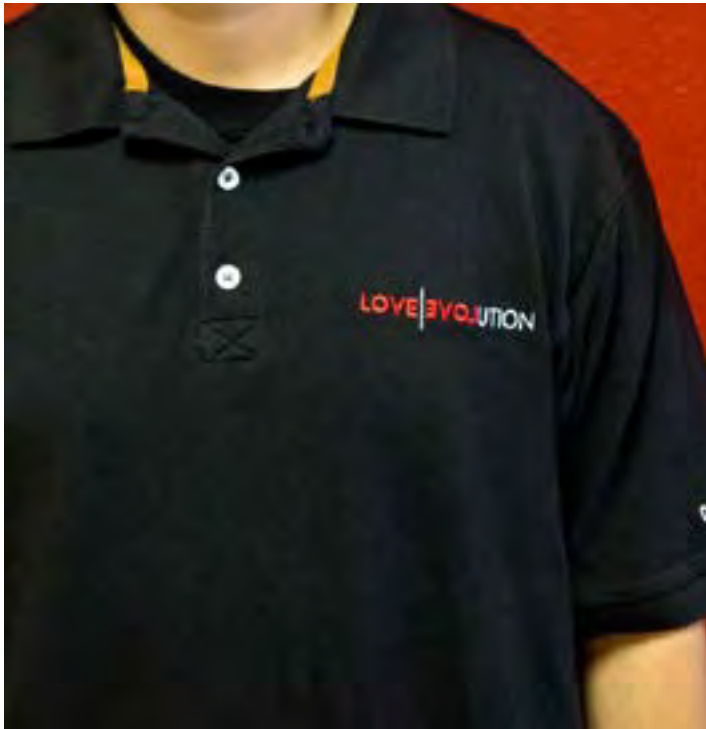
I AM INTERESTED IN JOINING THE CREW AS: CASHIER

If you share the crave or hear the calling to Serve the World Flavor, Wingstop may be the place for you. Pick your path and apply now.

Apply in person

client: WINGSTOP
Title: VARIOUS COLLATERAL

LOVE | EVOLUTION



client: City of Dallas

project: Love Field Modernization Program



client: Dallas Love Field
project: Love Evolution Wall Graphic

WOMEN



DALLAS MAVERICKS

SHOP MAVS GEAR HERE!

SCAN TO ACTIVATE AN EXPERIENCE



SCAN HERE TO EXPERIENCE AN AR





Blood. It does another body good.

1.800.GIVE LIFE 

DONATE BLOOD

 1.800.GIVE BLOOD | WE TAKE ALL TYPES

Make new friends over a pint.
DONATE BLOOD TODAY.

1.800.GIVE LIFE 

client: American Red Cross
project: Billboards

PRESENTED BY THE DALLAS PARK & RECREATION DEPARTMENT

Boo-vie Bash

Everyone Deserves To Be Loved.



Saturday, Oct. 24th
Carnival 4pm - 7pm
Showtime 7pm - 9pm

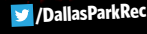
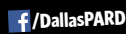
Dallas City Hall Plaza
1500 Marilla Dr. Dallas, TX
For more info 214.670.8847
Limited Free Parking Available
Bring your own lawn chair

Activities

- Pumpkin patch
- Food Trucks*
- Inflatables
- Vendors*
- Game truck
- Crafts
- Airbrush tattoos
- Costume Contest w/giveaways

*Payment Required

dallasparks.org



Deck the City Hall

Saturday, December 19th | 12pm-5pm
Dallas City Hall Plaza | 1500 Marilla Dr

Santa's Workshop
Face painting
Holiday Entertainment
Inflatables
Pictures with Santa
Food trucks*

*Payment required
Weather Permitting

**FREE
ICE SKATING
OUTDOORS ON
THE PLAZA**

Learn More at dallasparks.org
214-670-8847



@DallasParkRec



@dallas
Parks & Recreation

client: DALLAS PARK AND RECREATION

Title: VARIOUS COLLATERAL

Dallas Park and Recreation Department

CITYWIDE
OPEN HOUSE

EGGSTRAVAGANZA

Saturday March 19th
10:00AM-12:00PM

Egg Hunt Begins Promptly at 11:00AM
Join us for a fun filled morning at ANY Recreation Center near you
Ages: 12 and under
Remember to bring your basket

Special Appearance by: Mr. Cottontail

For more information call your local center or Recreation Headquarters at 214-670-8477

/DallasPARD
 @DallasParkRec
 www.dallasparcs.org
 CITY OF DALLAS
 @dallas Park & Recreation

PEGASUS, 1934

Restored and Reconstructed 2013-2015
Enameled steel panels and neon
City of Dallas Public Art Program

The Pegasus, the corporate symbol of the Magnolia Oil Company, was manufactured and installed by Texlite Signs, owned and operated by Harold Wineburgh of Dallas, in 1934. It was installed on the top of the Magnolia Building to welcome oilmen to the Petroleum Institute's first annual meeting in November 1934. The building was the tallest building west of the Mississippi. Although the company merged with Socony Mobil and eventually Exxon, this Pegasus remained on top of the building over the next 65 years. In 1973, the Pegasus received Landmark Status and became a Dallas Landmark in 1976.

It was reinstalled here after restoration in 2013-2014 by van Enter Design. The new Pegasus atop the Magnolia Building can be seen and was lit for the first time at the stroke of midnight January 1, 2015. The original Pegasus was on view at the Dallas Farmer's Market and was placed into storage.

The original FLYING RED HORSE was officially dedicated here on Elm Street in front of the Omni Dallas Hotel. The idea to restore the Pegasus and bring it to this location was initiated by Jeff Wineburgh, the son of Harold Wineburgh, and although he passed away before this project was completed, support to restore and bring the Pegasus to the Omni Dallas Hotel can come and experience this Dallas Landmark up close. The Pegasus is mounted on a new structure, fabricated and installed by Tony van Enter. The structure includes a rotation mechanism; and the framework is made of steel. The Pegasus are mounted to line up exactly with the original Pegasus to preserve its integrity. New neon lights were fabricated by van Enter. The Pegasus is just as visible as it was in 1934.

Harold Wineburgh's daughter, the official historian

Office of Cultural Affairs
CITY OF DALLAS

PEGASUS
FLYING RED HORSE

client: DALLAS PARK AND RECREATION
Title: VARIOUS COLLATERAL

Donation Form Application

Name

Thank you for your interest in The Dallas Park & Recreation Departments Amenity Donation Program. This program gives residents and groups the opportunity to donate amenities to the Dallas Park system.

1 Choose your park and complete Donation Application

Complete the Donation Application with your park location. Contact the Park & Recreation Department to speak with a Community Program Coordinator in your area. The coordinator will schedule a meeting with you to determine if the desired amenity is appropriate for that area.

2 Park Site Visit

During the onsite visit, a suitable location will be determined, considering installation, maintenance and ease of access.

3 Agreement and Payment

Coordinator will provide project quote to include amenity cost, installation/labor and materials for your review.

4 Ordering and Installation

Staff will order the amenity once payment has been submitted by partner and approved by the City. Please allow a minimum of 6 weeks for the coordinator to contact you with scheduled installation date. If you desire to provide a plaque, plaque wording must be approved by the director before you order and purchase from the vendor of your choice.

Call Dallas Park & Recreation at 214-670-1923 to speak with a Community Program Coordinator in your area.

Thank you for your support!



Help Keep Dallas Parks Beautiful



@dallas
Park & Recreation

The Dallas Park & Recreation Department
Amenity Donation Program

FILM IS BIGGER IN TEXAS



**2012 DALLAS
INTERNATIONAL
FILM FESTIVAL**

A SPECIAL PRESENTATION OF
THE DALLAS FILM SOCIETY

APRIL 12-22
DALLASFILM.ORG

PRESENTED BY



client: Dallas Film Society
project: Dallas International Film Festival Collateral



client: City of Dallas
project: Bahama Beach Signage



PARK RULES

Reglas De Parque

Read and obey all posted signs.

Obedezca todas las instrucciones dadas por los asistentes y operadores.

No persons should bring glass, cigarettes or food into the water slide area.

Ninguna persona deve traer vidrios, cigarrillos o comida dentro del area de toboganes de agua.

Any person under the influence of alcohol or drugs will not be permitted in the park.

Cualquier persona bajo la influencia de alcohol y drogas no sera permitida dentro del parque.

Pregnant women and persons with heart conditions or back trouble should not use the slides.

Mujeres embarazadas y personas con condiciones del corazon o problemas de espalda no deberan de usar los toboganes.

Ride at your own risk.

Viaje a su propio riesgo.





client: Bowery Uptown
project: Signage & Ceiling Graphic



client: Boot Town
project: Bags

www.toyota.com/espanol

LO MEJOR DE TU VIDA

TOYOTA | avanza confiado ▶

client: McDonald Marketing
project: Toyota Poster

**PRESENTANDO
TUS NUEVOS
CABALLOS
DE BATALLA.
381 EN TOTAL.**



TUNDRA

LA CAMIONETA QUE LO ESTÁ CAMBIANDO TODO.



*client: McDonald Marketing
project: Toyota Tundra Billboard*



9 FLAVORS AND YOU HELPED US MAKE WING HISTORY.

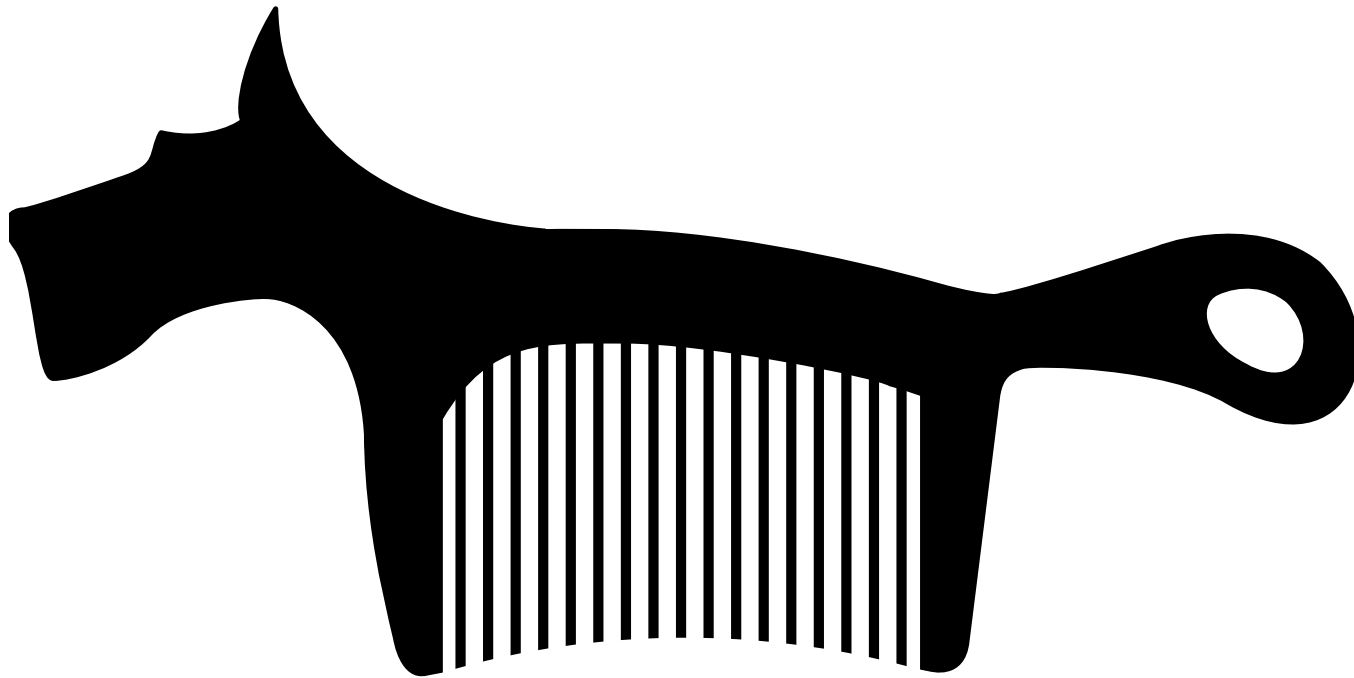


client: Wingstop
project: Billion Wing Billboard





client: Food Dance Films
project: Logos



client: The Shaggy Dog Salon
project: Logos

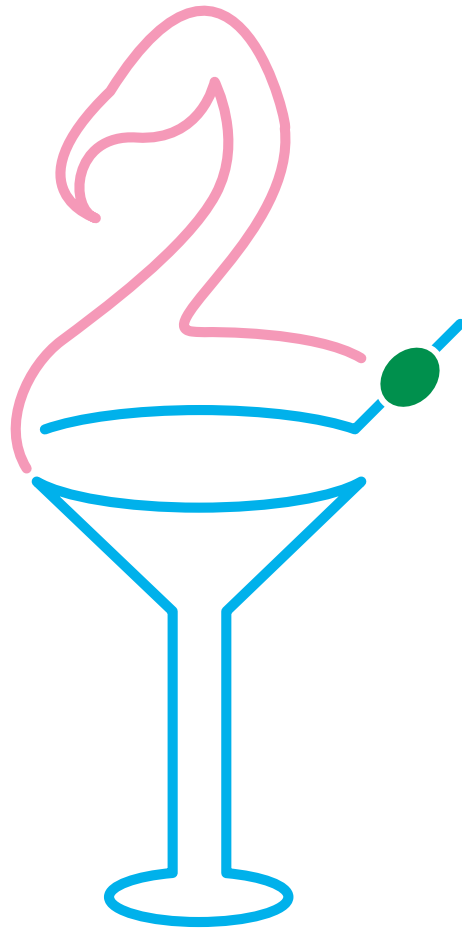
Amigo's



client: Amigo's Supermercado
project: Logos



client: NTFB Tailgate Party
project: Logos



client: Flamingo Lounge
project: Logos





CASTLE HILLS

— YOGA —



PRU

PUBLIC RISK
UNDERWRITERS



101 W. RENNER RD.
SUITE 300
RICHARDSON, TX 75082



101 W. RENNER RD.
SUITE 300
RICHARDSON, TX 75082

Elaine Perez
TEAM LEADER

469-449-1525 direct line
469-449-1516 office
eperez@pru-tx.com
pru-tx.com

101 W. RENNER RD.
SUITE 300
RICHARDSON, TX 75082



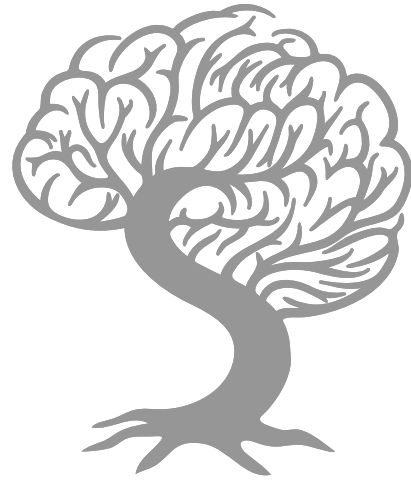


PUBLIC EDUCATORS ASSOCIATION OF TEXAS



**OFFICE OF EQUITY
& INCLUSION**

CITY OF DALLAS



SAPIENT
MEDICAL



HIGHMARK
ENERGY OPERATING



VENDERA RESOURCES



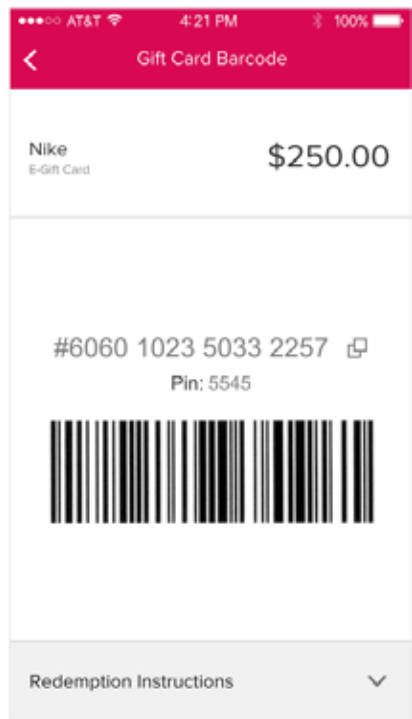
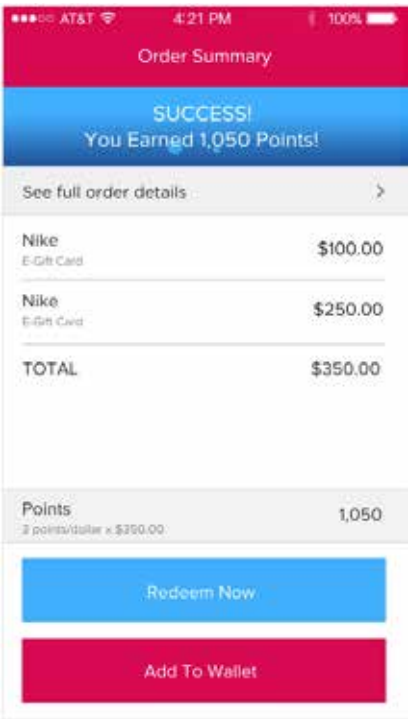
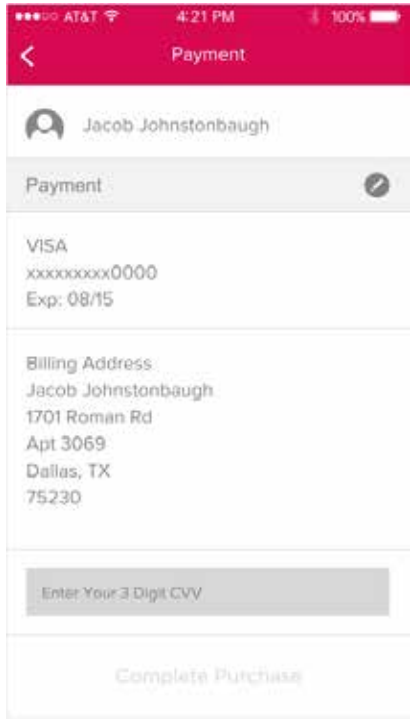
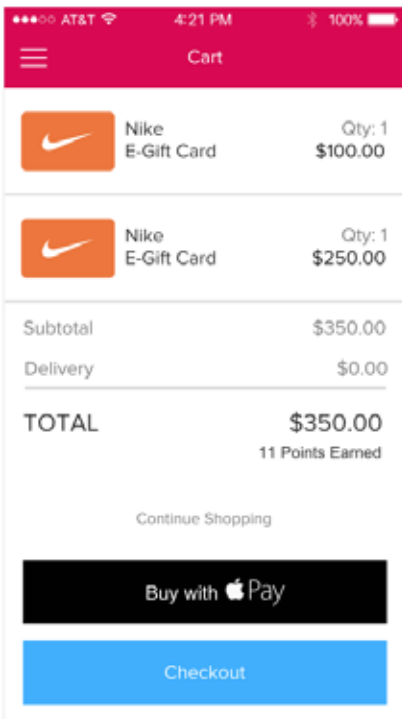
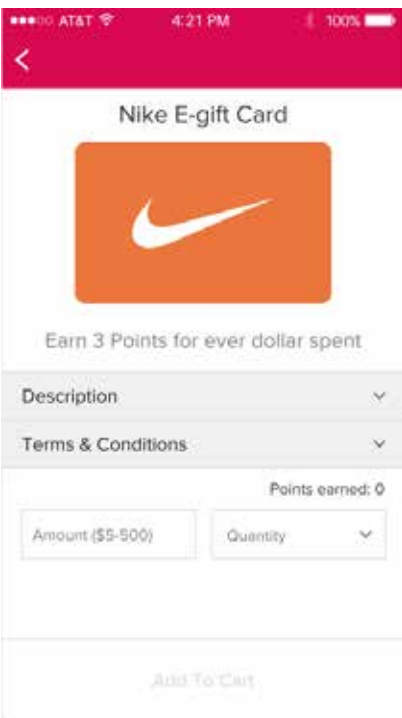
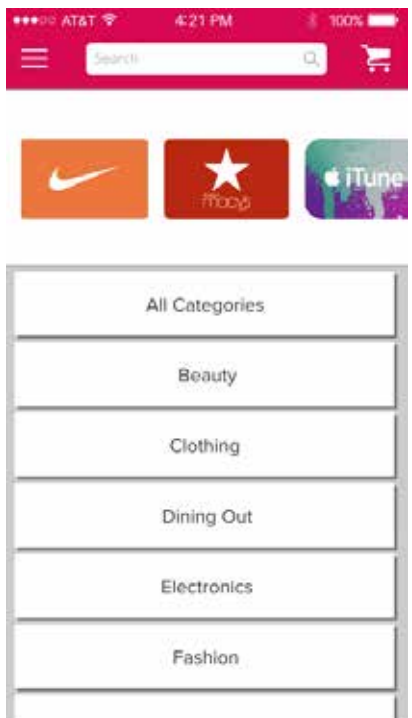
SOUTHWEST
PARK AND RECREATION
 — TRAINING INSTITUTE —



SOUTHWEST
PARK AND RECREATION
 — TRAINING INSTITUTE —



Interactive/Digital

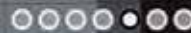


client: Gift Card Mall App
project: Mobile App for Selling and Redeeming Gift Cards

DALLAS LOVE FIELD

Centenary
COLLEGE OF LOUISIANA

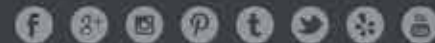
Photo Credit: Danny Turner

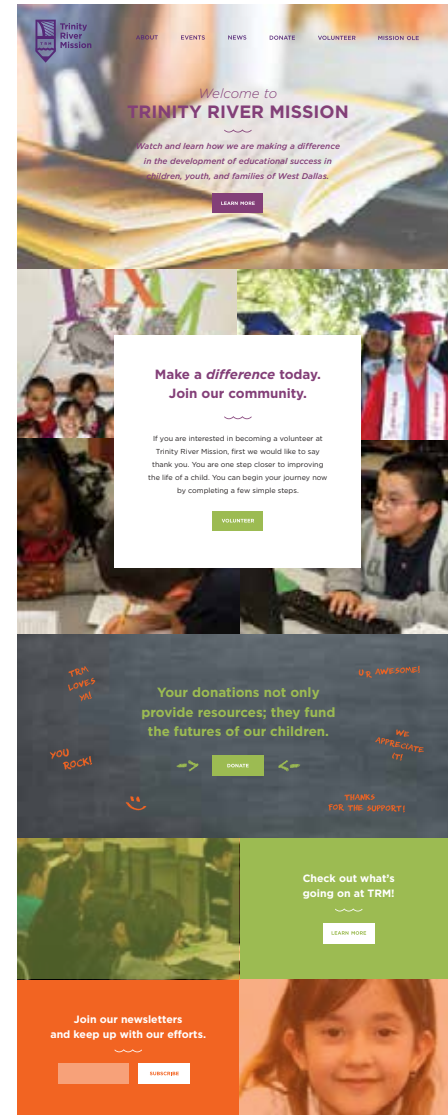
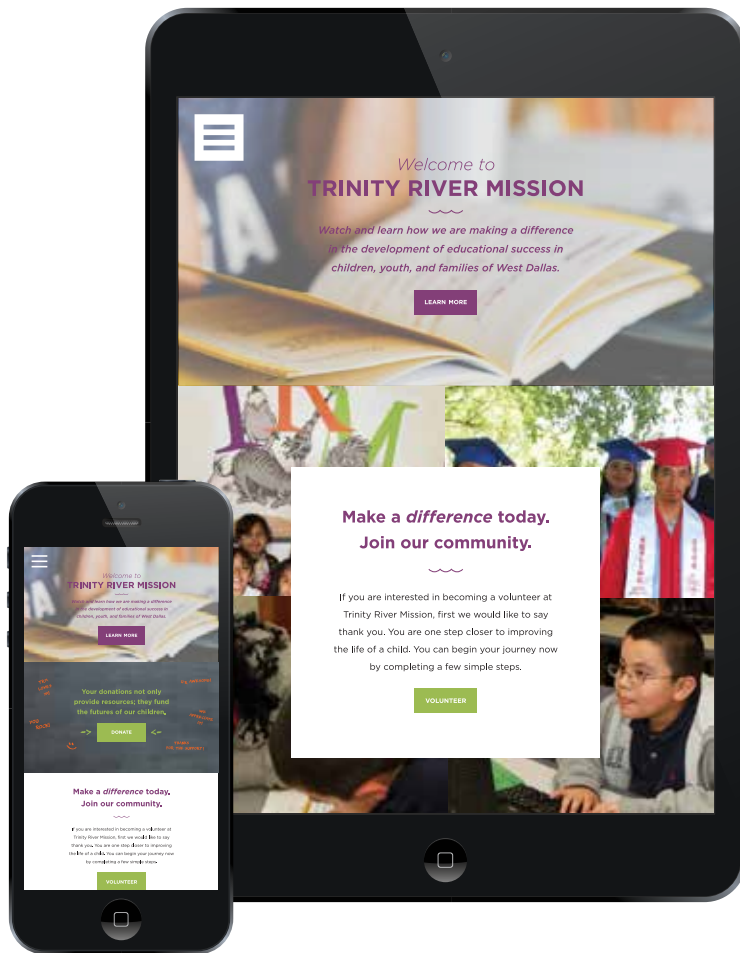


CONTINUING THE EVOLUTION... LOVE FIELD MODERNIZATION PROGRAM II

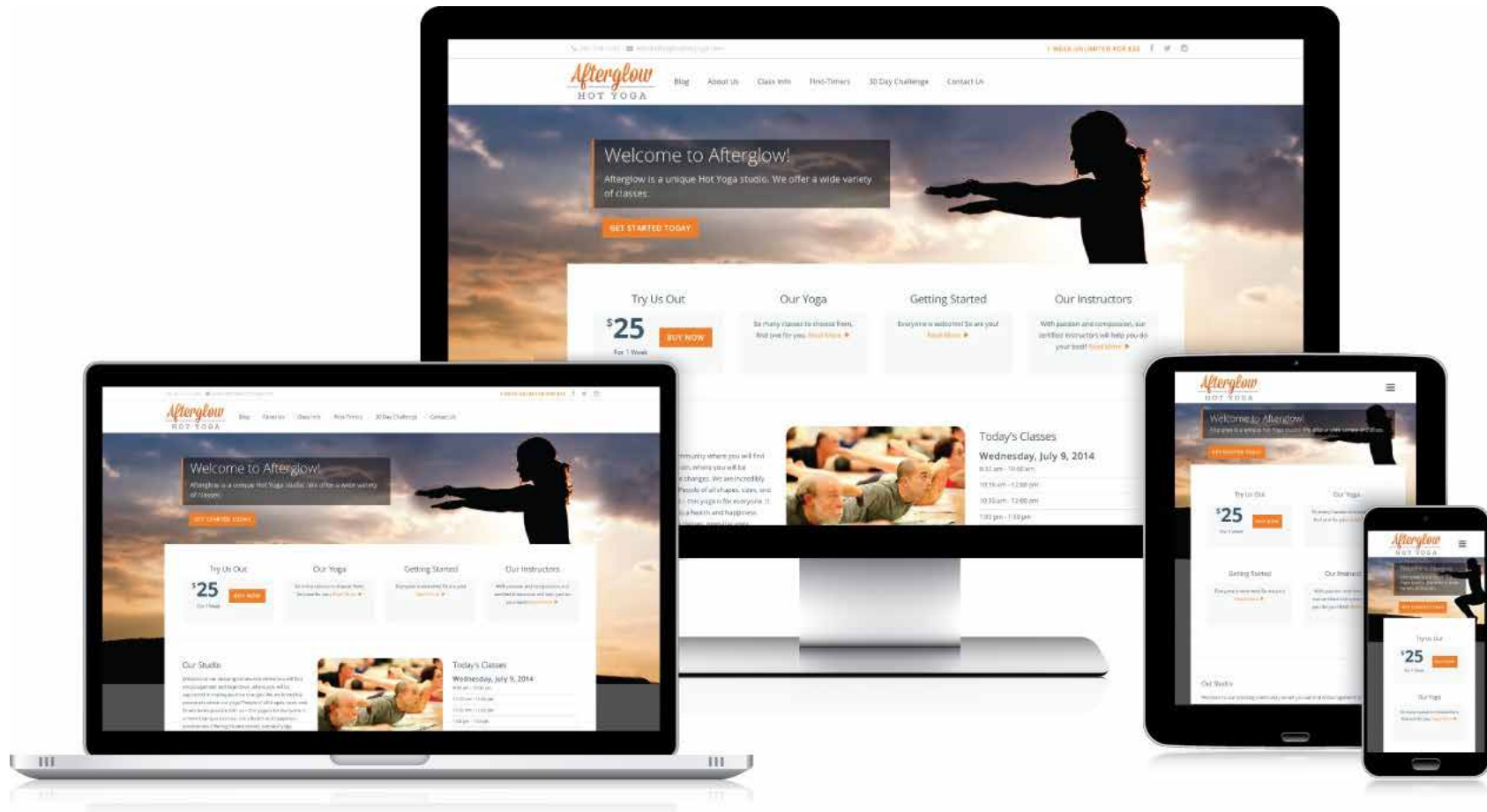
About
Construction Updates
News

Procurement Opportunities
Love Field Art Program
Connect With Us





client: Trinity River Mission
 project: Mobile App for Promoting Online Donations and Volunteering



client: KarmaSavvy.com

project: Mobile App for Scheduling Appointments and Purchasing Fitness Classes

Focusing on What Matters Most

Guardianship, Guardianship
Training, and Care Consulting

LEARN MORE

”

Our ultimate goal, after all, is not
a good death but a good life
to the very end.

Abul Gawande
Being Mortal: Medicine and What Matters at the End



**TRANSFORMING BRANDS – WHILE TRANSCENDING COMPETITION
AND SERVING YOU, THE CLIENT, IS WHAT EL CREATIVE IS ALL ABOUT.**



**You come to us for many reasons. The common thread is your desire to
enhance business performance through solid, strategic, creative work.
Some of the world's leading brands have come to El Creative to create strategies
that are more innovative, progressive and dynamic. Whatever your reason
for considering us, rest assured that El Creative is the perfect partner for you.
Now let's get to work.**



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Dallas, TX 75240

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