

CORNETT

GO TIME

In 1984, Kip Cornett put his name to a tiny creative shop. The first clients? "Thoroughbreds and waterbeds."



FAST FORWARD

We've grown to a full-service integrated agency employing 54.

INDEPENDENT OWNERSHIP

CURRENT CLIENTS



WHAT WE DO

New!

BRAND IDENTITY



MEDIA PLANNING



STRATEGIC PLANNING



EARNED MEDIA



CREATIVE



SOCIAL MEDIA STRATEGY



MOBILE APP DEV



SPONSORSHIP



WEBSITE DEV

TELL US WE CAN'T

We think our scrappy underdog mentality has gotten us ahead. We don't like to let perceived limitations (such as our size) govern what we can and can't do. We don't have a particular style or specialty.

JUST LOOK ^{AT THE} WORK
WE DO WHAT'S RIGHT BY THE BRAND.

WELL ROUNDED

We work across a wide variety of industry categories, including tourism, education, fast food, casual dining, sports marketing and consumer packaged goods.



WE TAKE PRIDE IN THAT

From bizarre and absurd self-promotional pieces, to truly innovative social and digital media campaigns for our clients, to flat-out smart traditional work, we *can* do it all.

STORY TIME

We don't invent brands, we discover their stories and convey their truths in a way that makes a meaningful emotional connection with our audience.

Hello,

WE LOVE THIS



We love our clients. We love our city. We love each other. There's a big love fest going on at Cornett. It's the truth, and it makes for great work.

NOT SCARED OF COMMITMENT

~12 YEARS

That's our average client relationship. And that's including some of our more recent partnerships.

READ ALL ABOUT IT

Our work has gotten a lot of attention lately in many major press outlets. It's not how we define success, but it reflects the quality of the work.

"A Clever Idea For Reinventing The Corporate 'About' Page."
FAST COMPANY

"With A Mouthful, A&W Hopes To Draw Baby Boomers' Offspring."
The New York Times

"University of Kentucky Football Tweets Become Billboards."
Mashable

"Here's What Hipster Brand Logos Would Look Like If They Were Redesigned To Be Corporate."
TIME

"Cornett Crafts the Best Horse Farm Ad You've Ever Seen."
AGENCYSPY

"Southern Hipsterality: Kentucky's Crowdsourced Campaign."
DIGIDAY

"Tiny Billboards for Dollar Shave Club Will Soon Appear in Bushy Beards Across America."
ADWEEK

"If You'd Like to Grab Some Attention For Your Business On Social Media, A&W Restaurants Is Currently Providing A Training Manual On A Fun-Filled Way To Do It."
Forbes



2014 WEBBY AWARD
PEOPLE'S VOICE: BEARDVERTISING

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2015 AAF DISTRICT FIVE AWARDS

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2015 AAF LEXINGTON ADDY AWARDS
INCLUDING JUDGE'S CHOICE

LEADERSHIP TEAM
KIP CORNETT
CHRISTY HILER
DAVID COOMER

NEW BUSINESS CONTACT
EMMY HARTLEY

CORNETT

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