



# Honor Code Creative

Capabilities

# Let's kick it off with **a client's POV...**

I love working with Honor Code Creative! Rachel and I go back to our time at the founding of Rue La La, where I got to know her as a creative leader who would always come to the table with fresh ideas that would advance our goals. I've turned to Honor Code Creative many times now, for a variety of important work at turning point moments. She and her team led the creative evolution of our edX DNA, developed our new logo, and strategized with the team to launch our rebrand. Now I'm turning to HCC again for several important creative projects to recognize the impact of our 10 years and new partnership with 2U. HCC is able to bring us high level thinking and high impact work quickly and more efficiently than you'd expect, and on top of that they partner incredibly well with-and energize-our internal team."

-Stephanie Brocoum, edX CMO

**Meet our  
team.**





**Founder/CD Rachel** was the first creative at Rue La La, and helped build its home brand. She then became CD at DTC shoe brand M.Gemi, and later led creative at clean beauty brand Follain before founding HCC, where our roster includes Wayfair, ASICS and more. She leads your creative strategy and is a constant on all work.



**Our co-founder/COO Susanne** is a 25-year agency vet of Hill Holliday and Digitas, where she managed accounts such as The Home Depot and managed the Pharma PM team. As our head of operations, she makes sure the work works, nimbly and efficiently. She met Rachel when she was Rue La La's first Project Manager and oversees all operations on the work.

# Honorably Different



# We've been **brand + agency.**

Launched Rue  
Launched M.Gemi  
Relaunched Follain digital

Sapient  
Solomon McCown PR  
Hill Holliday  
Digitas

**2017: Founded HCC**

2020: Certified as a WBE

(Women's Business Enterprise)  
by the SDO of Massachusetts

# And now **we do things differently.**

One small, dedicated + daily-available team.

Plus additional A-players ready to go on special projects and ongoing needs.

No retainers. You pay for the hours you consume. Period.

B.s.-free. Scrupulously honest. Consumed with results.

Big creative ideas. No big egos.

## **Our non-negotiables.**

- Truth-telling.
- Kindness.





This is us.

**+ 75 talented specialists**  
we've held onto by doing the  
right things for 2 decades.

**Client  
Cred.**



# We've been honored **to work with**

M. G E M I

 wayfair®

 **asics**

*RueLaLa*

**edX**

 **MassMutual**



**Tripadvisor.**

TALBOTS

**SPERRY** 

# A Few Case Studies



# edX: Rebrand

HCC completed a rebrand/relaunch with edX, the leading digital education platform. It's a community driven by the very best, most transformative digital education offerings. We saw this challenge not just as modernizing the brand after 10 years, but also even more significantly, building some excitement, a movement people would want to be part of. It was about taking digital education away from a less-than means to an end, showcasing it as the lifechanger the research showed the market craved. Our work included brand DNA, logo, internal/external tagline development, and message and value proposition. We also helped lead the launch strategy and developed all relevant messaging across site and social, and weighed in on company values. As a true partner, we are routinely there for our friends at edX, from giving advice around PR firm selection to connecting with and advising junior team members.

# edX (before)



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What do you want to learn?

Will you take a moment to help make edX better for everyone?

Yes

No



# edX (after)

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# edX (seasonal campaign)

Following its successful rebrand, edX had an exciting development: its acquisition by 2U, (including edX brand, website, and marketplace) to reach a combined 50+ million learners. edX engaged HCC to partner on a host of new elements, including its 10-Year Impact Report and all related assets. We were also selected to handle its fall campaign, the first since the new partnership. All assets needed to be approved by 2U, and a toolkit delivered for them to release as well. We quickly honed in on an of-the-moment, emotionally alive idea: As tribal and divided as we've become, no matter which side we're on, **we all have more to learn**. After presenting 3 concepts in 7 business days, we refined this selected one, and then delivered a complete toolkit for release (one that didn't require a shoot). The digital campaign is live now on billboards and in airports. We were thrilled that they were thrilled, and 2U just called us to work on their creative needs too.

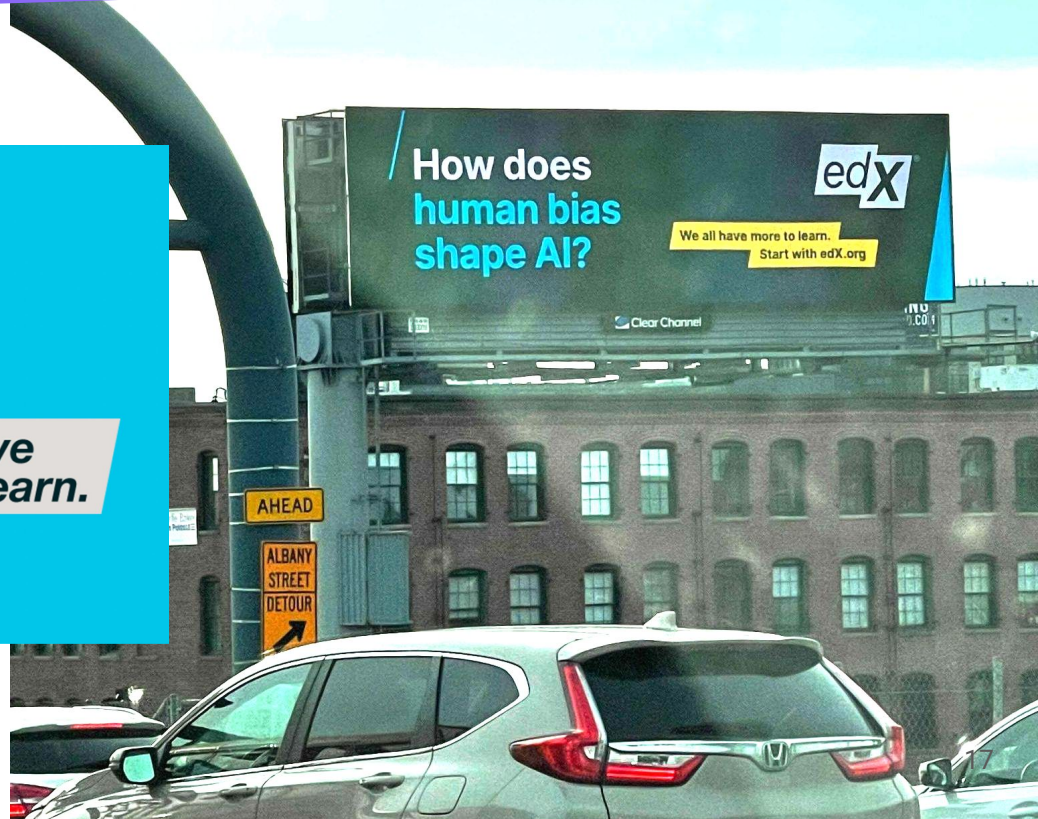


# edX (fall)

/ How can I become  
a more inclusive  
leader?

*We all have  
more to learn.*

Start with **edX**



# DTC/home: Wayfair

We've done a number of projects for Wayfair over the past few years. Many of the Wayfair team members were part of Rachel's team at Rue La La, and in addition to our formal engagement, we often mentor and advise behind the scenes.

Wedding Registry sends so many people to experience a site for gifting. Wayfair saw a huge opportunity in Registry to enhance awareness, convert customers and create loyalty, and they worried they were leaving money on the table. They asked HCC to rethink their creative approach, with a brief focused on bringing in some fun, standing out from competitors, and showcasing Wayfair's standout distinction: extensive selection across so many categories.

We quickly concepted and ran with the idea of The List. Holiday lists, wish lists, making a list is a natural, recognizable moment of joy. It's also an authentic, unforced and fun way to encourage multiple purchases, show extensive selection and promote sharing. We leaned into The List to create an updated brand and cross-channel executions that instantly telegraph Wayfair's unique distinction\*.

# Wayfair (before)

Menu



Find anything home...

Cart

Furniture Outdoor Bedding & Bath Rugs Décor & Pillows Organization Lighting Kitchen Baby & Kids Home Improvement Appliances Pet Holiday **Sale**

Say "I Do" to  
Wayfair Wedding Registry

Create a Registry

Find a Registry

Already have a registry? [Sign In](#)

# Wayfair (HCC)

Wayfair Registry =  
Everything Home.

So dream big.  
(Hello, it's your big day!)



CHAMPAGNE FLUTES 🍷 TABLE TENNIS 🏓 LE CREUSET 🍲  
STAND MIXER 🍳 ROOMPA 🎱 CHEESE BOARD 🧀  
PASTA 🍝  
G HOUS 🏠  
HUL 🛋️  
CE RACI 🏎️  
ET 🍳  
BAR CART 🛒 RETRO ICE CREAM MAKER 🍦 DYS

**Wayfair Registry**  
Make a list. Of everything you love.

# DTC: M. Gemi

Rachel was brought on as the first Creative Director at M.Gemi, where her role at the startup encompassed all facets of naming, branding, strategizing and marketing around this early DTC brand. M.Gemi sought to turn luxury on its head, so Rachel turned to a luxury naming tradition ala N.Peal cashmere and D. Porthault sheets for its name. She modified the name of Sicilian muse and head of product Maria Gangemi to M.Gemi. Rachel lobbied to make Maria the heart of the brand and the emotional center. Today HCC is a frequent consultant for M.Gemi, and this original strategy is at the heart of their success. Our work includes everything from strategic thinking on voice and value to the naming and launch of handbags to embedding a writer for daily asset creation.



# M. Gemi: Launch Video



**PLAY:** <https://www.youtube.com/watch?v=tAHTkHw3VOU>

# M. Gemi

M.GEMI

Today is the day we meant to sell sneakers—and we still want to do that. And we meant to keep selling shoes in general—for our business, for Italy, for all the reasons.

We don't know if we're doing the right things because we're going through something unprecedented.

So we woke up today and, even more than selling sneakers—we want to ask, how are you doing?

We're here if you want to buy sneakers, and as a token of our gratitude, please enjoy 20% off all full-price purchases. We're also here if you just want to chat. Reach out via Instagram @mgemi or text Eve & Victoria at (781) 836-4364.

Our beloved Italy will get back up. We will get back up. One step at a time.

Love,  
Your friends at M. Gemi



Discount automatically applies to cart to full-price products only.  
Cannot be combined with any additional offers.

## GRAZIE MILLE

So many of you have reached out asking how you can help Italy and I am deeply moved.

How can you help Italy? The answer is to keep doing what you have been doing.

Come to our site. Look at their faces.

Honor their legacy. Share their story.

Keep shopping, discovering and wearing the shoes that have been so lovingly crafted.

This is why we are here.

With every pair you purchase, you are helping to keep our brand alive. You're directly furthering our artisans' heritage, their traditions, and their legacies—in the practices that have been proudly passed down for generations and in the stories that transcend beyond the current global crisis.

I'm touched by your notes and overwhelmed by the outpouring of love. I look forward to continuing to hear your thoughts.

With love & gratitude,

MARIA GANGEMI, CO-FOUNDER

# M.Gemi: Stoking the excitement

M.GEMI WOMEN MEN MONDAYS

Complimentary Shipping and Returns—Always

## NEW ARRIVALS

Just in. Meticulously handcrafted. And priced so that only minimal rationalization is required.

[SHOP WHAT'S NEW](#)

M.GEMI WOMEN MEN MONDAYS

Complimentary Shipping and Returns—Always

## HOME TO YOGA

[JUST IN. SHOP NOW.](#)


M.GEMI WOMEN MEN MONDAYS

Complimentary Shipping and Returns—Always

## THE RIGHT TO BRIGHT

We feel a responsibility—to our artisans, to our community, and to you—to give you a joyful reprieve each time you glance down at your shoes—a brief wink of colorful delight.

[SHOP THE RAINBOW](#)





# M. Gemi: Handbag Launch



# M. Gemi: Handbag Launch

M.GEMI

WOMEN MEN SALE

SIGN IN



## The story of our tote

**Why** : We wanted to make the modern, expandable tote we really craved. Easy enough for a day trip, or a day of errands. **What**: Beautiful in its simplicity and details, like hand painted edges. **BTS**: Angelo and Maria tested and retested the handle so it fits perfectly, even over your biggest coat.

[SEE THE ELENA](#)



## The story of our crossbodies

**Why**: A crossbody has a way of making everything you wear look modern, and it's especially practical now as we want to walk everywhere. **What**: Two sharp, handsfree, modern styles (camera and elongated clutch) that hold what they need to without showing strain. **BTS**: It started with an impassioned conversation about creating something adaptable and usable. We're going out for coffee, carefully and limited dinners with our families. And we will go out again.

[SEE THE GILDA & THE LUCIA](#)



## The story of our shoulder bag

**Why**: A shoulder bag is that go-to when you're not 100% sure what a day holds. It has to be light and hit in the right spots to work, though. **What**: A super soft, astonishingly lightweight large-scale shoulder bag with subtle ruching details. **BTS**: Angelo obsessed over perfectly angling the V handle to sit in just the right way.

[SEE THE CARLOTTA](#)

# M. Gemi: Handbag Launch



## Angelo Carries On

This very first collection is an ode to hope and possibility. Like their partnership, each of the four styles is fresh and real and full of respect for the smallest details. And every time you wear one, you support Angelo and this vision of what can happen when you're passionate about what counts.

[LEARN MORE](#)

# And one more!

If you're interested in social in particular.

**Here's** a recent social campaign we did for ASICS...

# The ask



Create an original, engaging social media campaign that maps to budget and brand positioning (“move your mind, uplift the world”), one that can run any time of year, in any country around the globe. Oh, and one more thing: It has to **make shoe functionality exciting.**

# The concept



## **For the Love of Function**

Functionality is often glossed over, but this is where the power lies, in the finely engineered springboard to everything that follows. Let's finally celebrate function, giving it its due through emotional stories that hero the function of each shoe to empower our lives in the most crucial moments.



**What  
we did**



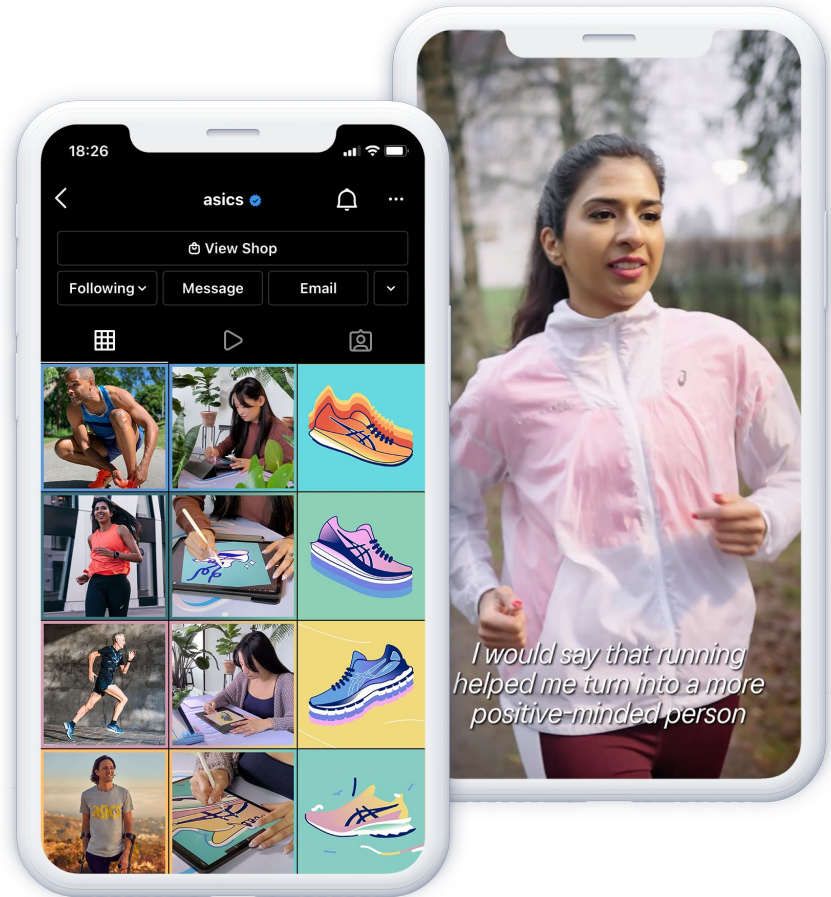
# The “What”

**A multi-day, multi-form, cross-channel evergreen campaign on the functional perfection baked into ASICS and how it allows each of us to unlock our heart’s and mind’s potential, seeing us through life’s unexpected terrain.**

We focused on the stories of four different runners and how their shoes’ functionality helped them overcome obstacles and power through.

The core of the campaign: original illustrations of each of these runners’ ASICS, alongside the runners’ photographs, with functional callouts that show each runner’s views of the unique functional elements and what they mean in their lives, told in their own voice.

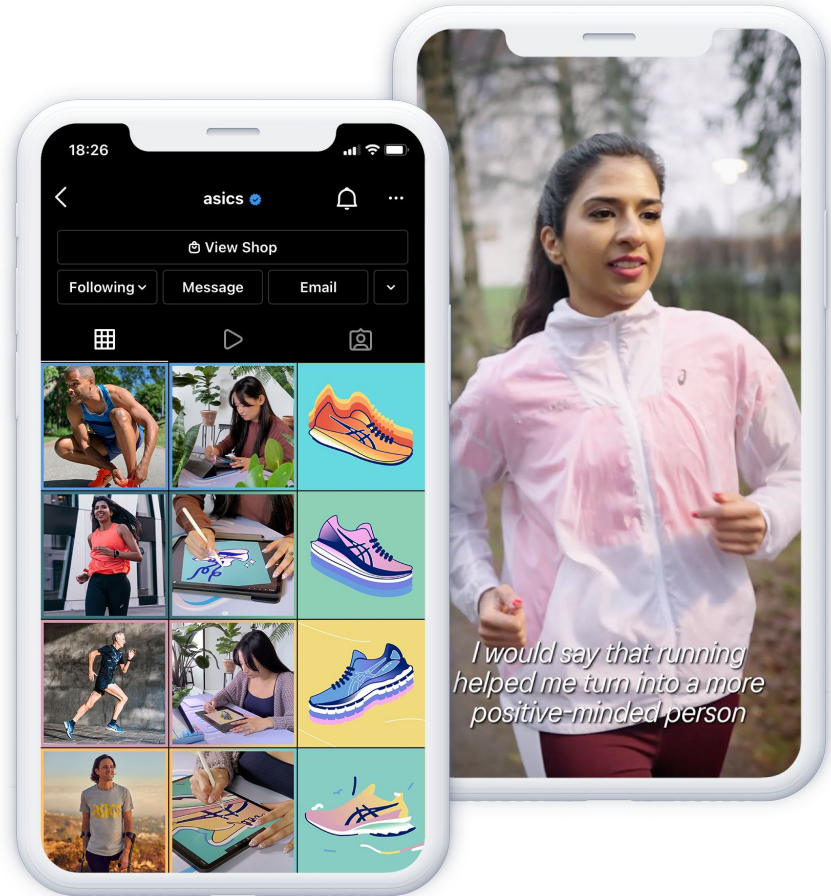
At the height of conversations around DEI, we found and engaged Lily Xiao Haselton, an Asian American illustrator with a specialty in her own unique animation style, to create the signature look and feel of the campaign.



# Added Impact

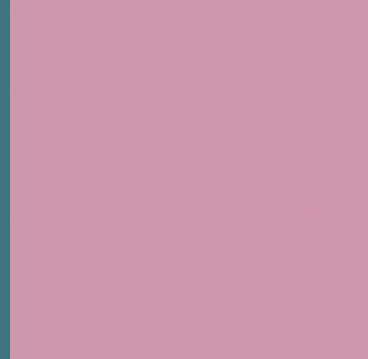
Additional campaign elements enhanced the urgency, invited user participation, and leveraged the impact of these assets:

- We engaged our videographer to shoot video of illustration in progress to take the audience behind the scenes and add excitement, and generate more content from the engagement.
- Story stickers invited users to show us their shoes on Instagram Stories and how they function in their lives.
- We also developed a giveaway to encourage UGC and sharing, extending the life of the campaign.



# Shoe Portraits

For the core of the campaign we created “Shoe Portraits,” original illustrations, produced by artist Lily Xiao Haselton, of each of these runners’ ASICS shoes to go alongside the video footage from the runner’s interview. Each shoe was illustrated and animated to personify the shoe’s core functionality, as well as the runner’s unique views of the functional elements and what they mean in their lives.



# Storytelling: GIPHY Sticker Pack

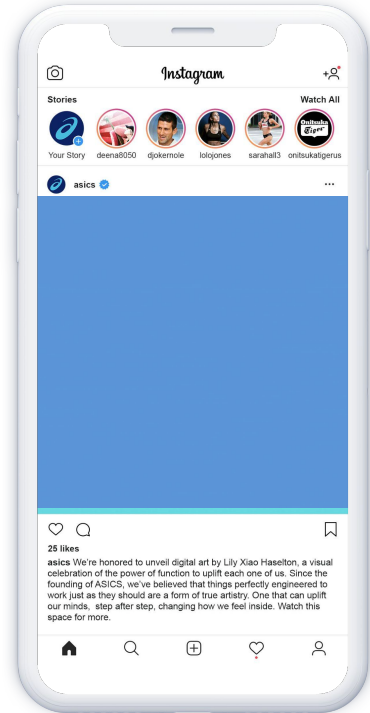
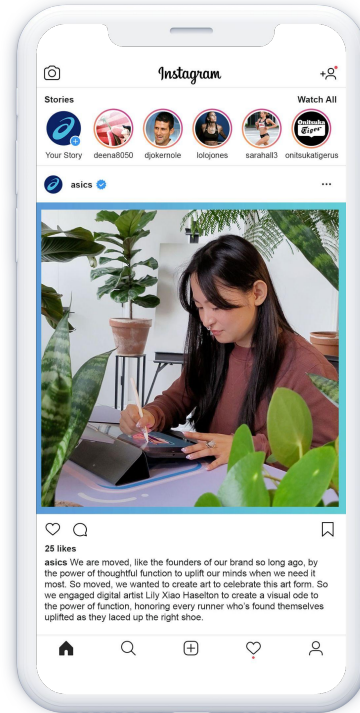
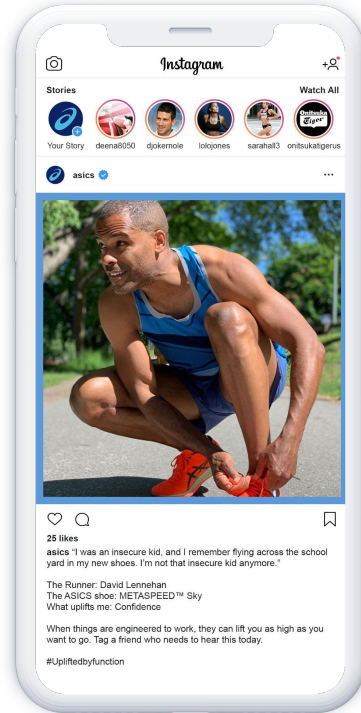
Everyone loves stickering a story. So we created a 6-pack of stickers—1 ASICS branded, 5 that are “tech” callouts, and 1 arrow. People are encouraged to interact with the sticker pack and generate UGC by telling their stories of how ASICS functionality powered them forward, decorating pictures of themselves and their shoes, then submitting their pictures for entry in the giveaway with the unique hashtag we created: #UpliftedbyFunction





# Instagram Feed Posts

Each runner has a row of 3 posts dedicated to their story and their ASICS. The first post tells each athlete's story, the superpower their ASICS gave them, and how their shoes helped them overcome life challenges. The second post connects each athlete's story and the artwork created to highlight the intrinsic power of functionality. The third post is the artwork reveal. Each shoe has been illustrated and animated to reflect the athlete's superpower. Further connecting the beauty of the shoe, its engineering and its function to help make you feel uplifted—taking on anything life throws at you.

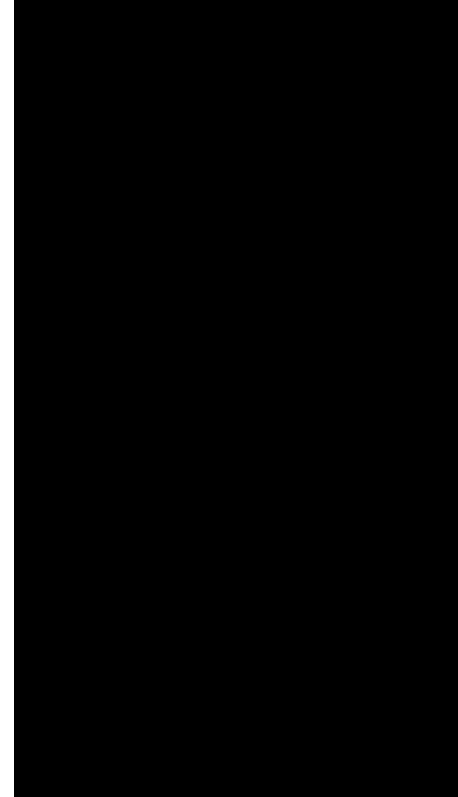


# Instagram Reels & Stories

We filmed Lily in her studio as she designed the custom shoe portraits for the interviewed runners. We leveraged the audio and video from existing runner interviews ASICS had done prior, and combined them with the video of Lily producing the shoe portrait.

We produced 4 reels—each is 30 seconds long with the final artwork revealed at the end.

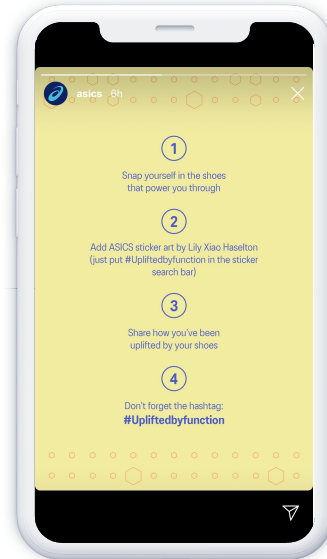
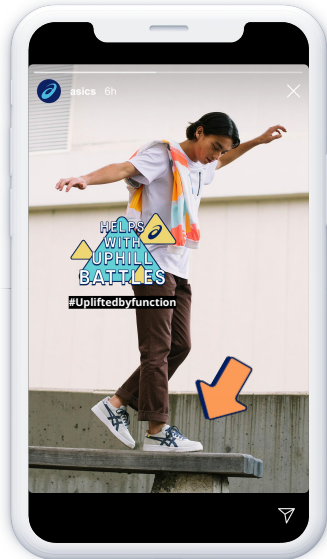
For stories—we divided the video clips into three, 15-second slides. Instead of revealing the finished work, we provided the campaign hashtag and direction for their marketing team to add a Shop Now link for viewers driving to each shoe's product description page.



click to  
launch

# The Giveaway

We invited users to snap a photo of their shoes or create a short video, using the stickers for their own functional callouts and telling their personal stories of uplifting moments, sharing on Insta stories for a chance to win a new pair of shoes.





# The Giveaway: Entry Examples

The sticker pack and campaign hashtag in action. ASICS fans are encouraged to interact with branded sticker pack and tag #Upliftedbyfunction for a chance to win a prize.



# Services

# We build **brand addiction.**

Digital + print ad campaigns

Content strategy

Strategy evolution, briefing

Market research, personas

Blogging

SEO

Email campaigns

Cross-channel social content +  
strategy

Mission and positioning

Site design + development

Social strategy + execution

Testing + surveys

VIP/loyalty programs

Public relations

App writing and evolution

Editorial management

Digital asset development

Investor outreach

Rollout planning +  
announcements

Customer service messaging

Award nominations

Media training

DNA development + evolution

Branding + positioning

Launch campaigns

Video

# Services we offer **in house.**

## **Rachel**

- Overarching strategy
- Messaging
- Brand oversight/evolution
- Content direction/creation
- Copy direction + writing
- PR

## **Susanne**

- Project management
- Budgeting
- Staffing
- Account management

## **Your core HCC team members**

- Visual creative direction
- Digital asset + site design
- Social

# Services **we** do with HCC partners.

Research to support strategy

Video production (design and storyboarding are done in house)

Illustration and animation

SEO work/strategy (writing to SEO done in house)

Custom site builds

## **HCC partners are ...**

Actual *partners* we've known and work with regularly.

**That's it!**

69 HONOR CODE CREATIVE

