

» Background

After building a pioneering digital agency together from 1996-2001, Charles Stevenson and Ted Billups rejoined forces in 2003 to form Billups Design to provide clients with high-level talent specializing in digital marketing.

To meet the evolving and dynamic needs of clients and marketers today, Billups Design is engineered to be curious and collaborative, nimble and innovative, creative and accountable in all things digital.

Put simply, we can make digital work for you.

» Capabilities

To drive real business change and influence consideration for Kraft's brands and business units, Billups Design is a creative digital agency that offers:

- Strategic Consulting
- Creative
- Digital Advertising
- Web and Mobile
- Software
- Performance Analysis & optimization

» Vision

We believe in leveraging brand and message relevance through insightful, memorable creativity, not scatter-shot interruptive repetition. By understanding all the digital touchpoints where brands interact with consumers, we develop creative campaigns that bring the message to each channel, so marketing goals succeed within each creative, and users aren't hopping from one touchpoint to another. Working with Billups Design, you can expect cohesive plans that maximize efficiencies, an easier process that you can manage, and a hyper local focus on measurement and optimization to ensure a considerable return-on-ad-spend.

» Selected Client Experience

CPG

Proctor & Gamble - Secret
General Mills
Gatorade

Retail

Sears
Nike
Mark Shale
Warner Brothers
Virgin Records

Travel, Leisure and Sports

United Air Lines
Hyatt
The Elysian
theWit
HotelMiles
WMS Gaming
Microsoft - Xbox 360
Chicago Bulls
Chicago Sky
