

Capabilities Deck



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Hi there! I'm Dan Cady

Thoughtfully Rebellious Brand Strategy & Creative Design

As a seasoned brand strategist, messaging expert, and talented designer, I'm your go-to strategic partner. I provide actionable solutions for fast-moving companies through targeted coaching, spot-on messaging, engaging content creation, and impactful design.

My portfolio speaks volumes, with successful collaborations with industry giants like Netflix, Outstanding Foods, Etihad Airways, Alitalia, Mattel, Disney, and Belkin Components. My expertise in visual communication and digital strategy has consistently delivered tremendous impact.

I thrive on collaboration, focusing on consumer-centric branded solutions to achieve tangible, kick-ass results. So, what d'ya say? Let's make some noise!

Sincerely,



Brand Strategist &
Creative Designer



Clients

I've had the privilege of crafting success for clients around the world

NETFLIX



Disney

IHG[®]

nickelodeon[™]

الإتجاه
ETIHAD
AIRWAYS

Alitalia

**OUTSTANDING
FOODS[®]**



PeaTos

TILLAMOOK[®]
COUNTRY  **SMOKER**



Services

Strategy + Creative

Achieving your goals through building, creating, exploring, and crafting.



Discovery

Utilizing insights and understanding of audience behavior to unearth opportunities for meaningful engagement to align with what truly resonates with the market.

DISCOVERY & RESEARCH
WORKSHOPS & AUDITS
JOURNEY MAPPING



Strategy

On a mission to empower brands by defining their purpose and fostering genuine connections with their audience.

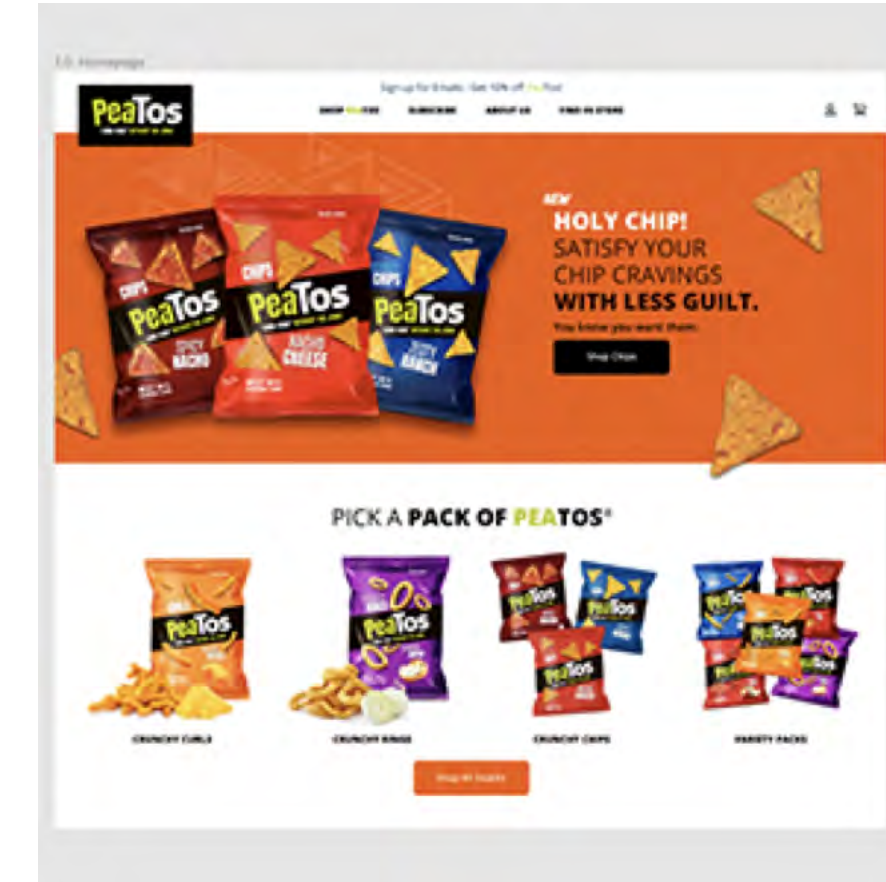
DEFINE GOALS & OBJECTIVES
BRAND ARCHITECTURE & NAMING
BRAND ACTIVATION & POSITIONING
MARKETING CAMPAIGNS



Design

To achieve success, a well-crafted plan is necessary. Incorporating elements such as logos, fonts, colors, and typography can enhance the appeal of your brand story.

CREATIVE DIRECTION
ART DIRECTION
CONTENT CREATION VISUAL
IDENTITY PRINT & PACKAGING
HANDS-ON DESIGN (ACROSS PLATFORMS)



Digital

Utilizing insights and understanding of audience behavior to unearth opportunities for meaningful engagement to align with what truly resonates with the market.

WEBSITE DESIGN / UX/UI
INFORMATION ARCHITECTURE
WIRE FRAMING / JOURNEY MAPPING
CONTENT MANAGEMENT SYSTEMS
APPS - IOS / ANDROID
WEB APPS



Content

With a knack for crafting compelling narratives that motivate people to take action, whether through the use of humor or compelling declarations.

RESEARCH & POSITIONING
VOICE & VERBAL IDENTITY
MESSAGING & GUIDELINES
EMAIL & D2C
CONTENT STRATEGY
COPYWRITING

Case Study

A Creative Partnership with a Streaming Giant

CLIENT
Netflix

CHALLENGE

I am proud to have partnered with Netflix as a design resource. Collaborating with marketing, operations, creative production, publicity, and awards teams to provide digital resources for PR, Talent Events, Media Events, and OOH. Producing digital signage and adapting key art. Leading design initiatives for awards marketing, regional publicity, and special event theatre signage, crafting captivating digital content. Using a comprehensive approach to project management and design leadership to create high-volume and visually cohesive narratives.

DELIVERABLES

Social Skins - HQ Signage & Lobby Walls - Theatre Screens - Key Art Adapts - Invitations - Walk-In Media - Virtual Screening Assets - Awards Digital OOH



DAHMER
BASED ON THE JEFFREY BAHNER STORY

WENDELL & WILD

BARDO
FALSE CHRONICLE OF A HANDFUL OF TRUTHS

ALL QUIET ON THE WESTERN FRONT

28

CRITICS CHOICE AWARDS
NOMINATIONS

NETFLIX

UNCOUPLED

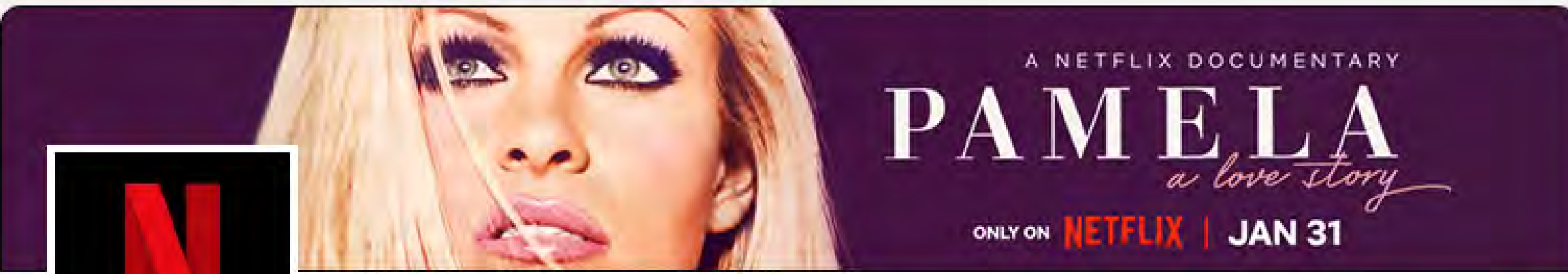
Case Study

Digital & Social


CLIENT
Netflix

CHALLENGE

Winning hearts & likes one pixel at a time. From the infinite scroll of to professional networks, weaving visual magic to bring your Netflix latest offerings around the world. Together, we're not just entertaining; we're connecting to audiences across platforms.



A Netflix banner for the documentary "PAMELA a love story". It features a close-up of Pamela Anderson's face with a straw in her mouth. The text reads "A NETFLIX DOCUMENTARY PAMELA a love story ONLY ON NETFLIX | JAN 31".



Netflix
Where you come to do the best work of your life. Follow @WeAreNetflix on Twitter, IG, Facebook, & Youtube for more
Entertainment Providers · Los Gatos, CA · 10,228,902 followers · 15,708 employees



A Netflix post for the series "Partner Track". The image shows a woman in a pink blazer. Text includes "ALL CLASS. ALL ACTION." and "Partner TRACK NOW STREAMING | NETFLIX".



Netflix 50.1K posts
Follow


Netflix @netflix
California, USA | netflix.com | Joined October 2008
2,270 Following 22M Followers



A Netflix post for the comedy special "PATTON OSWALT We All Scream". The image shows Patton Oswalt with a microphone. Text includes "A NETFLIX COMEDY SPECIAL PATTON OSWALT We All Scream HE'S HYSTERICAL SEPT 20 | NETFLIX".

Netflix Follow
July 23 · Now on Netflix.

16K 1.9K comments 3.3K shares
Like Comment Share



A Netflix post for the movie "MR. HARRIGAN'S PHONE". The image shows a young boy lying on the ground. Text includes "FROM RYAN MURPHY, BLUMHOUSE AND STEPHEN KING HARRIGAN 1923 - 2008 Some connections never die. WRITTEN FOR THE SCREEN AND DIRECTED BY JOHN LEE HANCOCK MR. HARRIGAN'S PHONE ONLY ON NETFLIX | OCTOBER 5".

NETFLIX Posts Follow
netflix

Liked by 383,190
View all 715 comments
6 days ago

Digital & Social

Examples



“Stranger Things Day 2022”
Social Campaign



“Stadium Fluffy” YouTube Banner

Digital & Social

Examples



"Jazzman Blues"
Social Skin



"Hasan Minhaj Stand Up"
YouTube Banner

Case Study

Invitations

CLIENT
Netflix

CHALLENGE

Invitations are a gateway to entertainment and connection, crafted for special events, screenings, premieres, after-parties, receptions, and press junkets. More than a request to attend, it's an expression of the occasion's cool factor, tailored to excite the invitee. Whether it's the glitz of a premiere or a fan showcase, these invitations turn a simple call to attend into a memorable prelude to what's in store.



Invitations

Examples

shondaland | **NETFLIX**
*invite you to the first event of the season,
THE GLOBAL TEASER TRAILER REVEAL FOR*

QUEEN CHARLOTTE

a BRIDGERTON story

w/ GOLDA ROSHEUVEL,
ADJOA ANDOH,
INDIA AMARTEIFIO,
COREY MYLCHREEST
& ARSEMA THOMAS
*in attendance at
CLARIDGE'S HOTEL IN LONDON.*

*Showrunner, Executive Producer and Writer
SHONDA RHIMES
to attend virtually.*

*Come join us to view the teaser trailer, talent Q&As, exclusive
clips, new photos and the launch date will be revealed.*

Monday, February 14th

1.30PM - 3.00PM - CHAMPAGNE RECEPTION W/ CANAPES
3.00PM - TEASER TRAILER REVEAL & PANEL
4.00PM - PANEL ENDS. CARRIAGES.

THE FRENCH SALON, CLARIDGE'S HOTEL,
Brook Street, London W1K 4HR

Please RSVP to sender. Limited space available.

THIS INVITATION IS NON-TRANSFERABLE.

NETFLIX

NETFLIX INVITES YOU
TO AN EXCLUSIVE SCREENING OF


"Sr."

AND A SPECIAL INTRODUCTION BY
ROBERT DOWNEY JR

MONDAY, NOVEMBER 28TH
7:30PM | SCREENING

BAY THEATER
1035 N SWARTHMORE AVE.
PACIFIC PALISADES

PLEASE RSVP
NETFLIXSCREENINGRSVP@GMAIL.COM



NETFLIX
This invitation is non-transferable.

GUILLERMO DEL TORO'S
PINOCCHIO

YOU'RE CORDIALLY INVITED
VIRTUAL LONG LEAD
PRESENTATION + Q&A
SEPTEMBER 28TH, 2022

JOIN US FOR A SPECIAL PRESENTATION
OF GUILLERMO DEL TORO'S PINOCCHIO

LONG LEAD PRESENTATION + Q&A
10:00AM-11:00AM PT

SELECT 1:1
INTERVIEWS
TO FOLLOW

Followed by a Q&A with Directors
Guillermo del Toro + Mark Gustafson and a deep dive into
the artistry behind the making of the film including puppets,
production design, cinematography and animation.



NETFLIX
THIS INVITATION IS NON-TRANSFERABLE

YOU'RE INVITED TO A
FRIENDS AND FAMILY SCREENING OF

STUTZ

A FILM BY JONAH HILL

THE BAY THEATER
1035 N SWARTHMORE AVE,
PACIFIC PALISADES,
CA 90272

**MONDAY,
NOVEMBER 7, 2022**
DOORS: 6PM
SCREENING: 7PM

RSVP:
DDUFFY@STRONGBABYPRODUCTIONS.COM

NETFLIX
INVITATION IS NON-TRANSFERABLE

SELF PARKING IS AVAILABLE AT PALISADES VILLAGE.
VALIDATION FOR SELF-PARKING WILL BE PROVIDED AT THE THEATER.

ALEJANDRO GONZÁLEZ IÑÁRRITU
CONVIDA VOCÊ A ASSISTIR AO SEU NOVO FILME

BARDO

FALSA CRÔNICA
DE ALGUMAS VERDADES

TERÇA-FEIRA 18 DE OUTUBRO

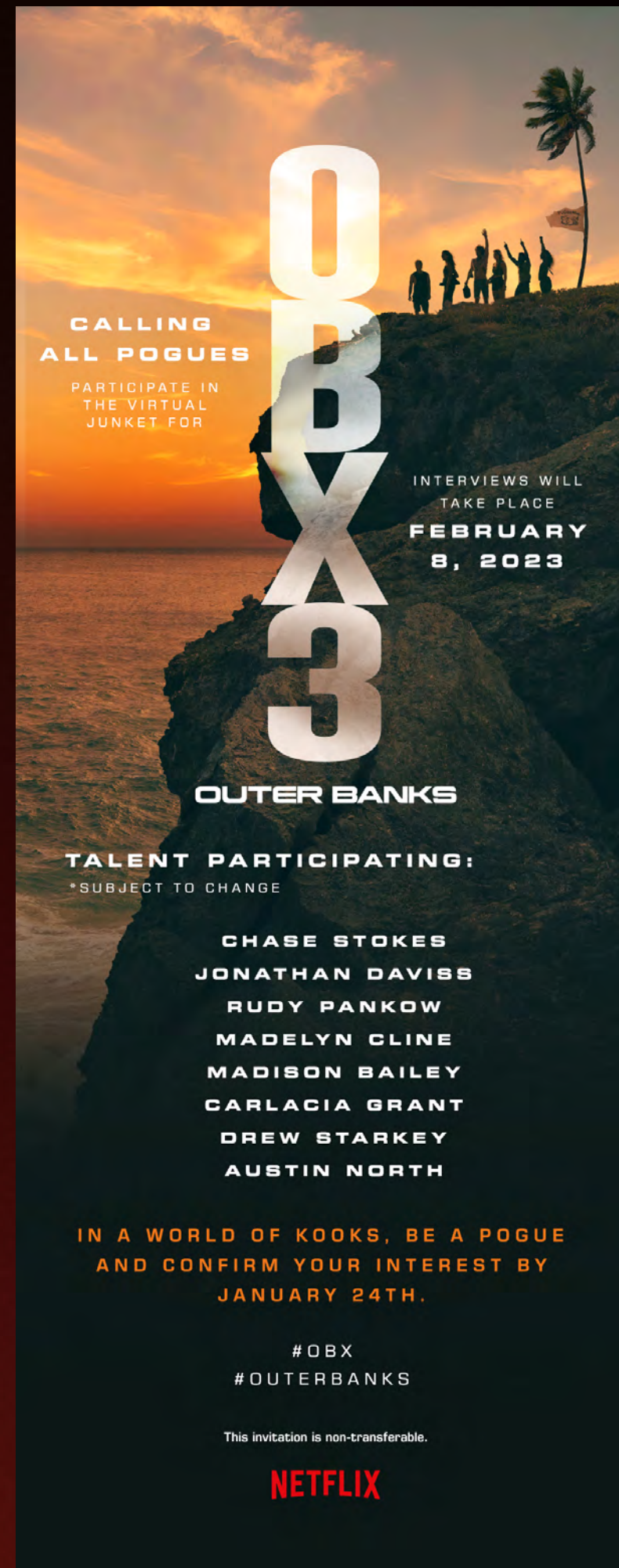
10H30 INÍCIO DA EXIBIÇÃO
NETFLIX BRASIL | AL XINGU, 350 - 11º ANDAR, ALPHAVILLE

CONFIRME SUA PRESENÇA RESPONDENDO A ESTE E-MAIL

Este convite não é transferível.

Invitations

Examples



CALLING ALL POGUES
PARTICIPATE IN THE VIRTUAL JUNKET FOR

OBX3

INTERVIEWS WILL TAKE PLACE
FEBRUARY 8, 2023

OUTER BANKS

TALENT PARTICIPATING:
*SUBJECT TO CHANGE

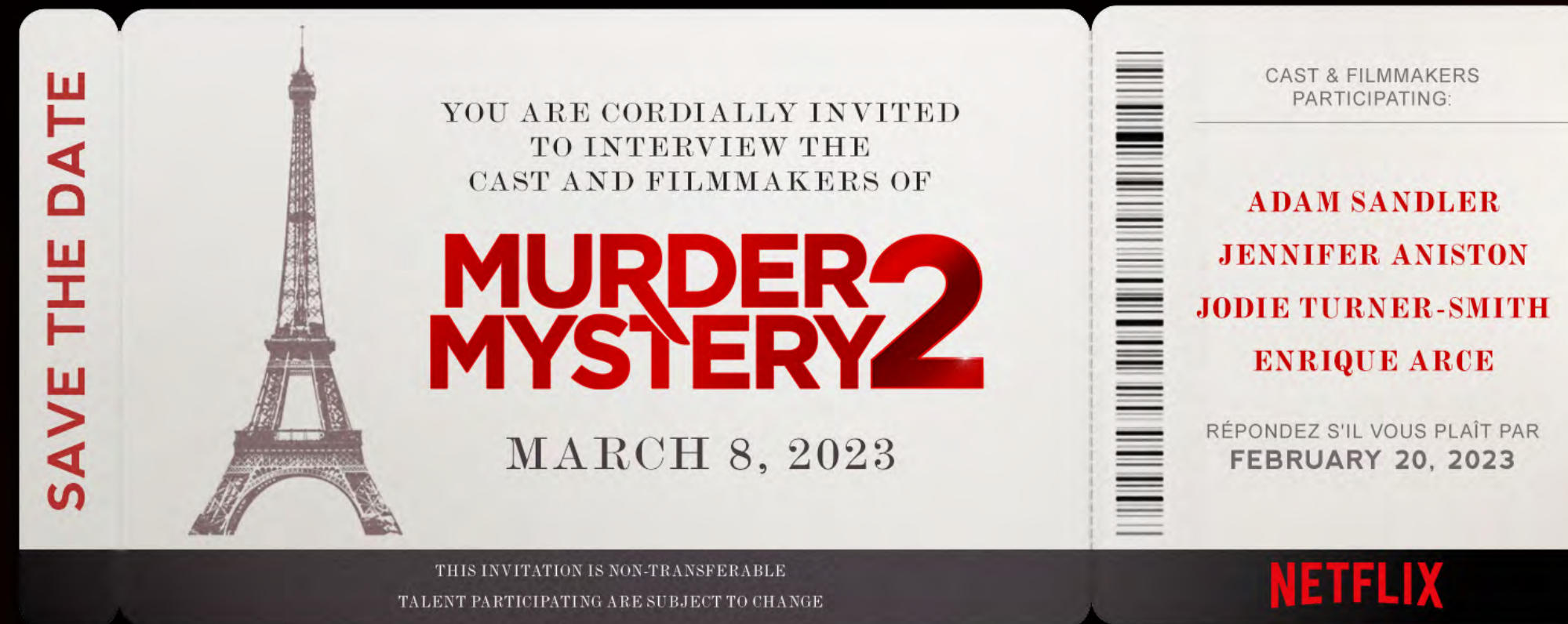
CHASE STOKES
JONATHAN DAVIS
RUDY PANKOW
MADELYN CLINE
MADISON BAILEY
CARLACIA GRANT
DREW STARKEY
AUSTIN NORTH

IN A WORLD OF KOOKS, BE A POGUE
AND CONFIRM YOUR INTEREST BY
JANUARY 24TH.

#OBX
#OUTERBANKS

This invitation is non-transferable.

NETFLIX



SAVE THE DATE

YOU ARE CORDIALLY INVITED
TO INTERVIEW THE
CAST AND FILMMAKERS OF

MURDER MYSTERY 2

MARCH 8, 2023

CAST & FILMMAKERS PARTICIPATING:

ADAM SANDLER
JENNIFER ANISTON
JODIE TURNER-SMITH
ENRIQUE ARCE

RÉPONDEZ S'IL VOUS PLAÎT PAR
FEBRUARY 20, 2023

THIS INVITATION IS NON-TRANSFERABLE
TALENT PARTICIPATING ARE SUBJECT TO CHANGE

NETFLIX



From Visionary Filmmaker HENRY SELICK and Producer JORDAN PEELE

WENDELL & WILD

YOU'RE INVITED TO OUR
DELIGHTFULLY WICKED
VIRTUAL PRESS JUNKET

FRIDAY, OCTOBER 21ST
TIME: 10:00AM - 2:00PM PT

TALENT PARTICIPATING:
HENRY SELICK

NETFLIX

This invitation is Non-Transferable



NETFLIX INVITES YOU
TO AN EXCLUSIVE
SCREENING OF

WEDNESDAY
11 JAN

LOCKWOOD & CO.

INCLUDING A Q&A WITH CREATOR JOE CORNISH

9:15AM : ARRIVAL
9:45AM : SCREENING BEGINS
THE SCREENING AND Q&A WILL END BY 11AM

WORKING TITLE
26 AYBROOK ST, LONDON W1U 4AN
PLEASE RSVP TO CONFIRM YOUR SPACE

NETFLIX

This invitation is non-transferable.



Daniel Edward Janelle Kathryn Leslie Jessica Madelyn with Kate and Dave
CRAIG NORTON MONÆ HAHN ODOM JR. HENWITCK CLINE HUDSON BAUTISTA

Glass Onion
a Knives Out
mystery

THURSDAY
OCTOBER 6

YOU ARE INVITED TO ATTEND A SPECIAL PRE-SCREENING RECEPTION &
MINGLE WITH THE CAST OF GLASS ONION: A KNIVES OUT MYSTERY
BEFORE THE SCREENING PREMIERE AT THE MILL VALLEY FILM FESTIVAL.

NETFLIX

This Invitation is Non-Transferable

Case Study

Headquarters Lobby Wall Monthly Flips

CLIENT
Netflix

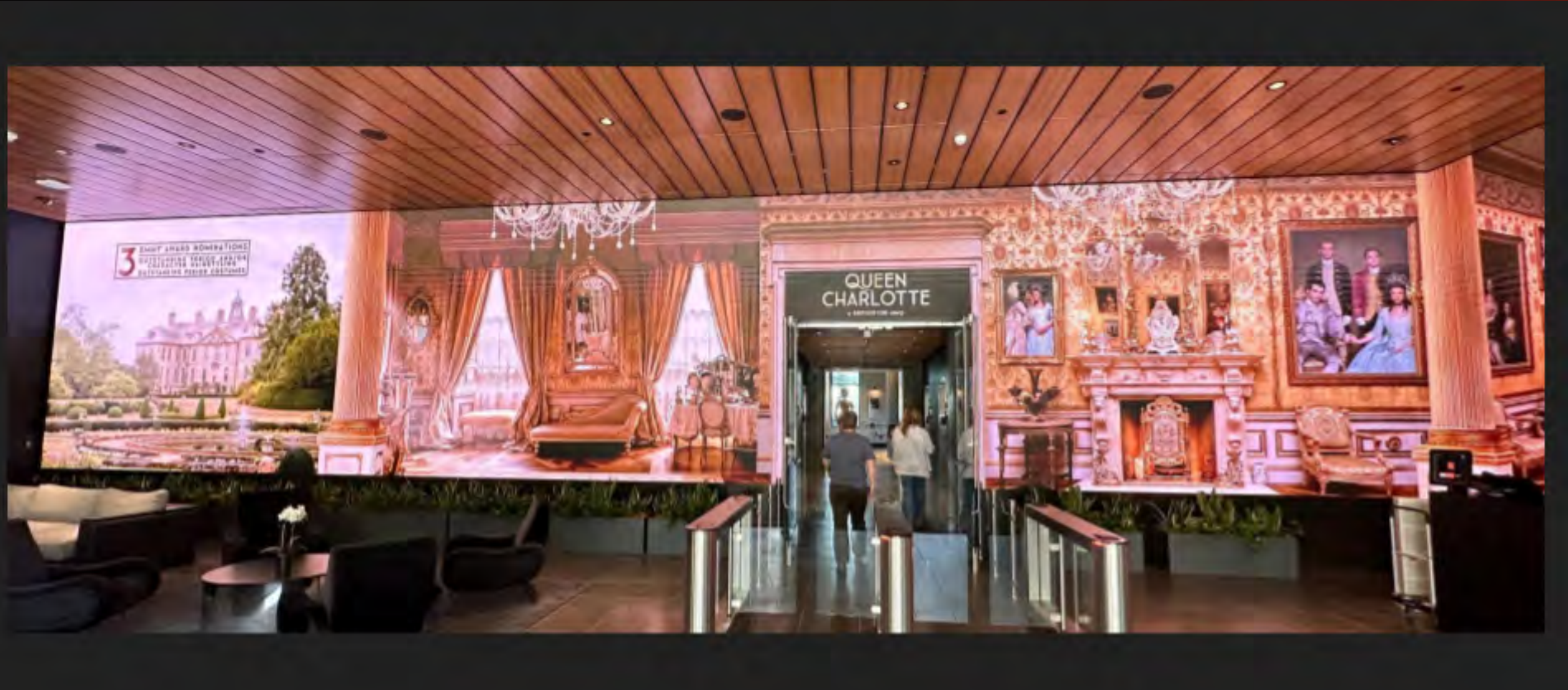
CHALLENGE

Every month, the 80-foot canvas of the lobby comes to life, with larger-than-life graphics that boast the brand's latest and greatest. It's more than decoration; it's an ever-changing landscape that showcases growth and innovation within.



HQ Lobby Wall Graphics

Examples



NETFLIX

HQ Lobby Wall Graphics

Examples



HQ Lobby Wall Graphics

Examples



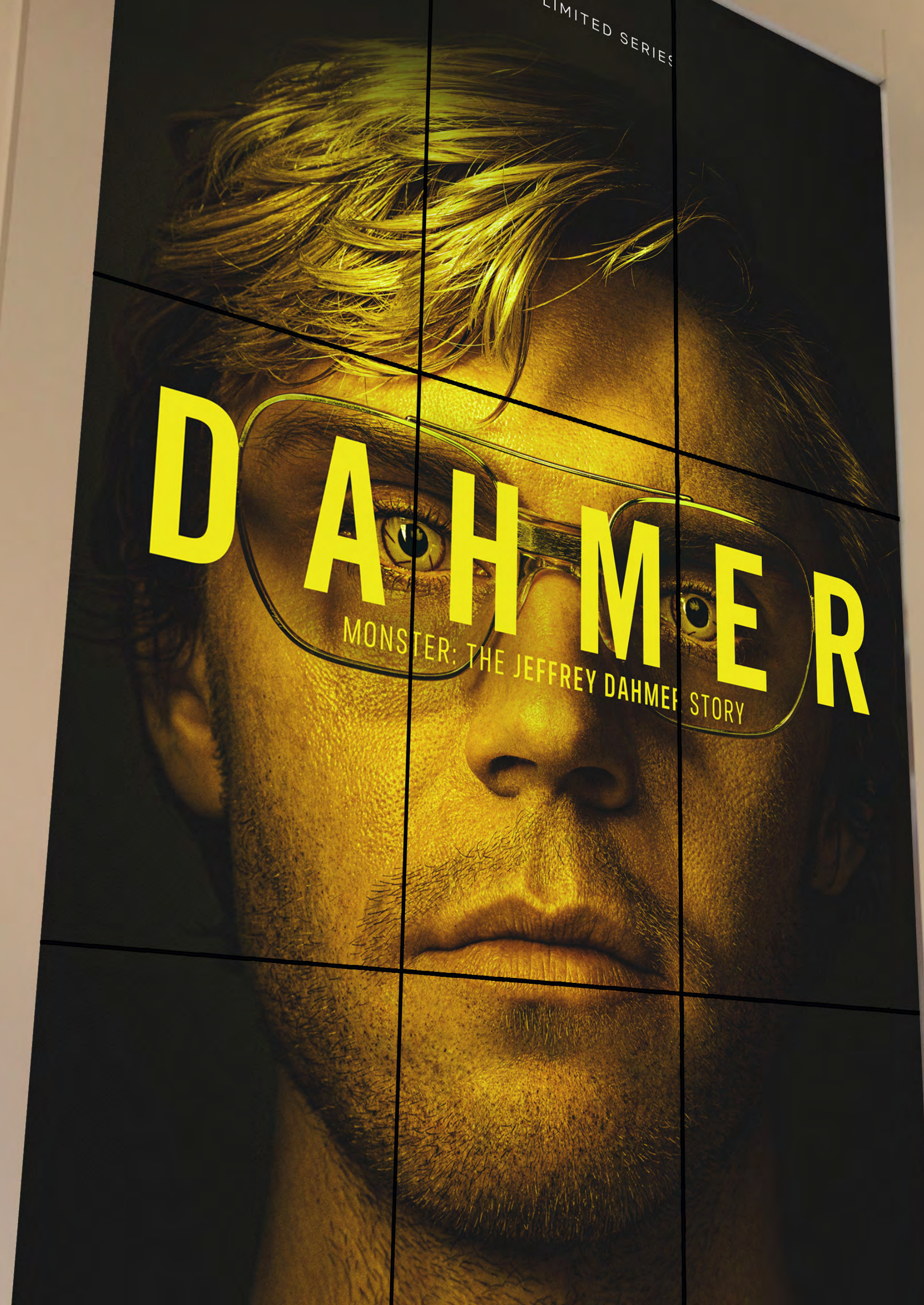
Case Study

Headquarter Operational Creative Services

CLIENT
Netflix

CHALLENGE

From office signage to headquarters branding, it's more than decoration; it's about creating an ambiance that reflects the values, culture, and mission. Signage that welcomes visitors and motivates employees in every hallway, conference room, and lobby. Turning ordinary spaces into thriving creative hubs from the doorstep to the boardroom.



HQ Operational Signage

Examples



“Dahmer - Monster: The Jeffrey Dahmer Story” Icon Lobby Sign

HQ Operational Signage

Examples



“Dahmer - Monster: The Jeffery Dahmer Story” Icon Elevator Signage

Case Study

Awards & PR Screenings & Events Creative

CLIENT
Netflix

CHALLENGE

Creating beautiful visuals for various occasions, such as talent and fan events, exclusive screenings, PR events, digital theater signage, and walk-in media. Capturing the excitement of these events and taking them to a level that resonates with attendees and reflects the brand's commitment to excellence. Every detail is perfect whether it is a first-look screening or elegant theater signage.



Screenings & Events Creative

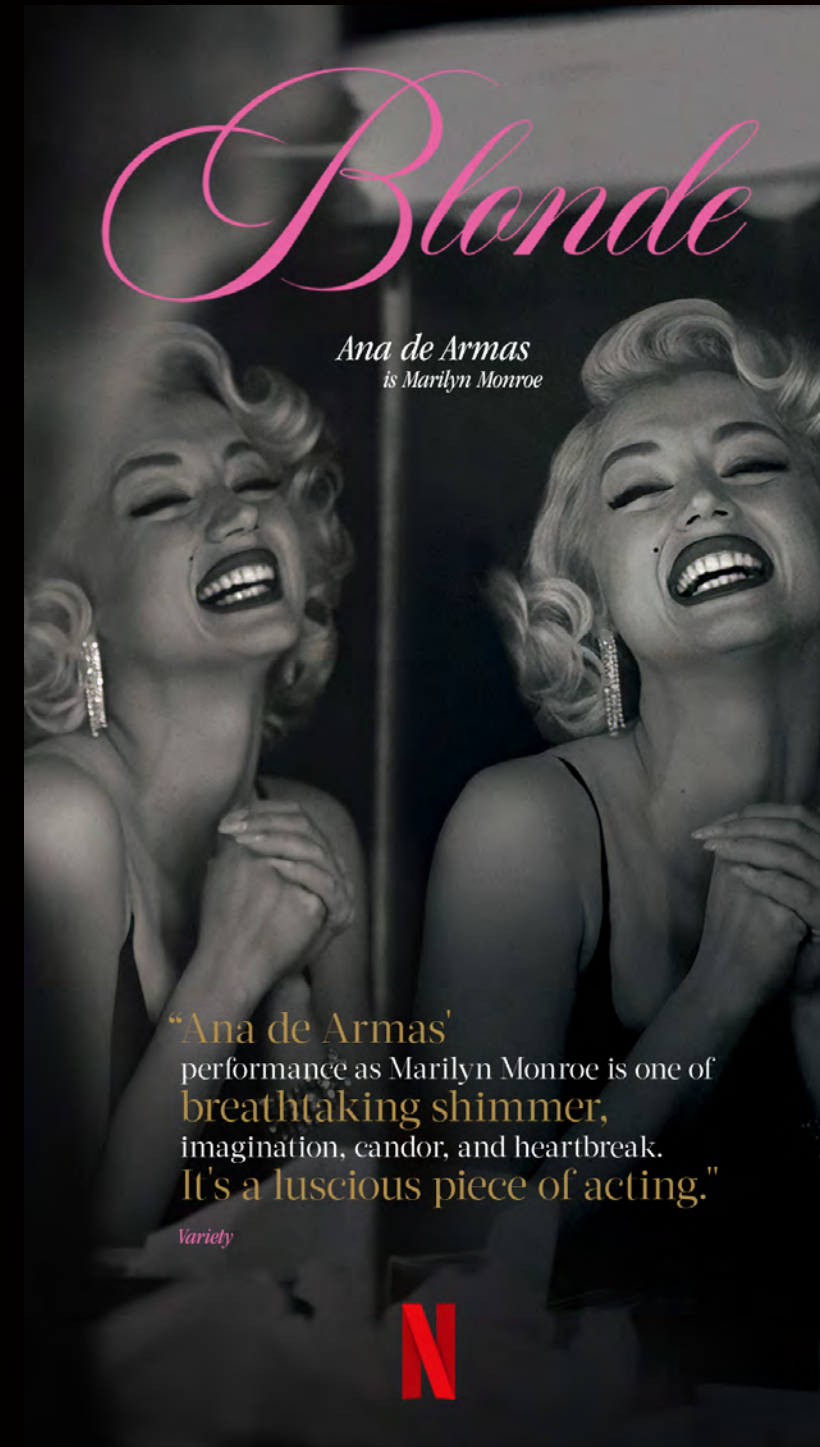
Examples



“Blonde - SilverScreen Theater”
Awards Screening - Walk In Media

Screenings & Events Creative

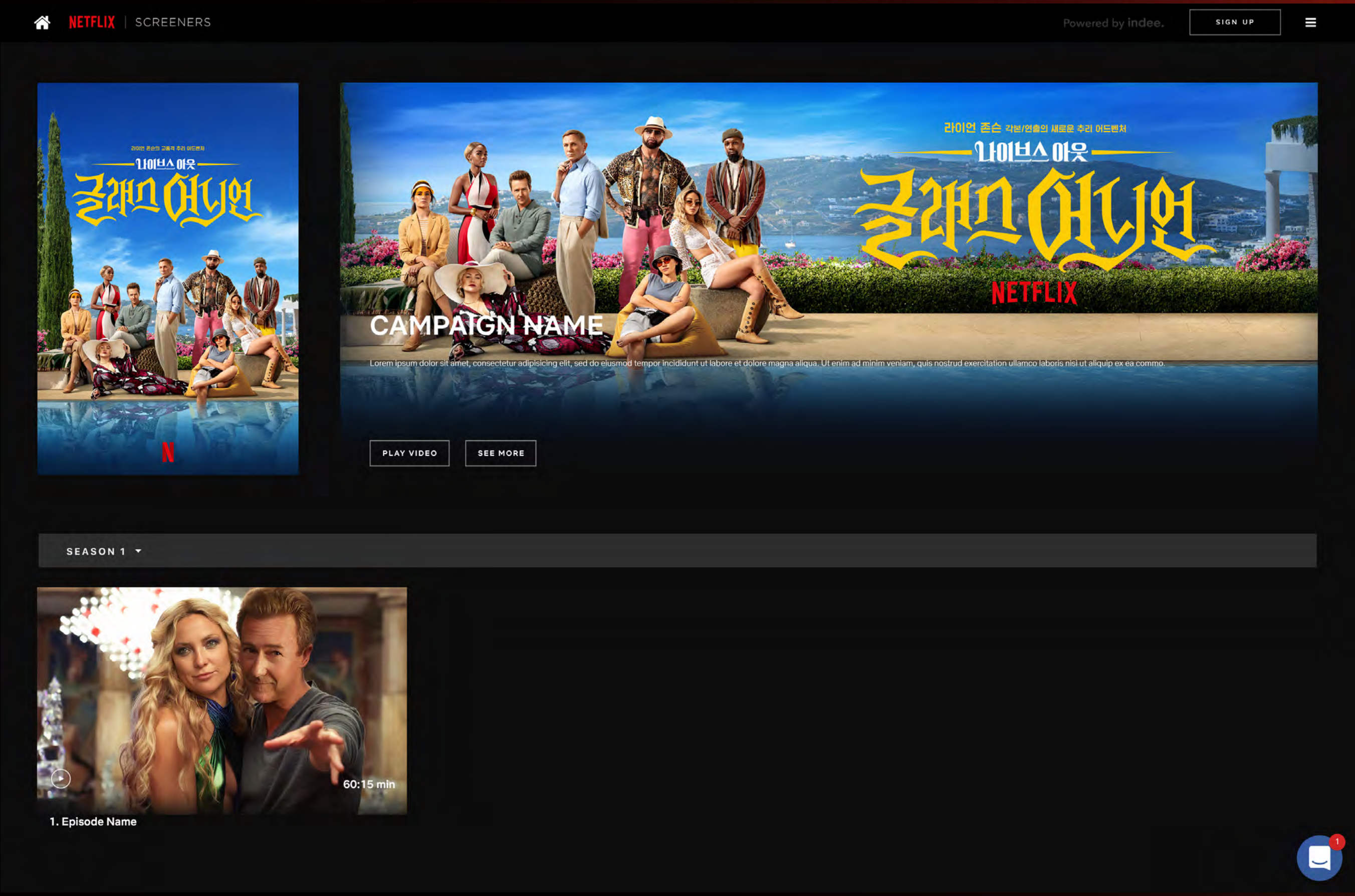
Examples



“Blonde - SilverScreen Theater”
Awards Screening - Theater Graphics

Screenings & Events Creative

Examples



“Glass Onion” Virtual Screening Korea

Screenings & Events Creative

Examples



“Glass Onion A Knives Out Mystery”
Portuguese / Brazil



“Glass Onion A Knives Out Mystery”
Polish / Poland



“Glass Onion A Knives Out Mystery”
Spanish / Castilian / Spain



“Glass Onion A Knives Out Mystery”
Italian / Italy

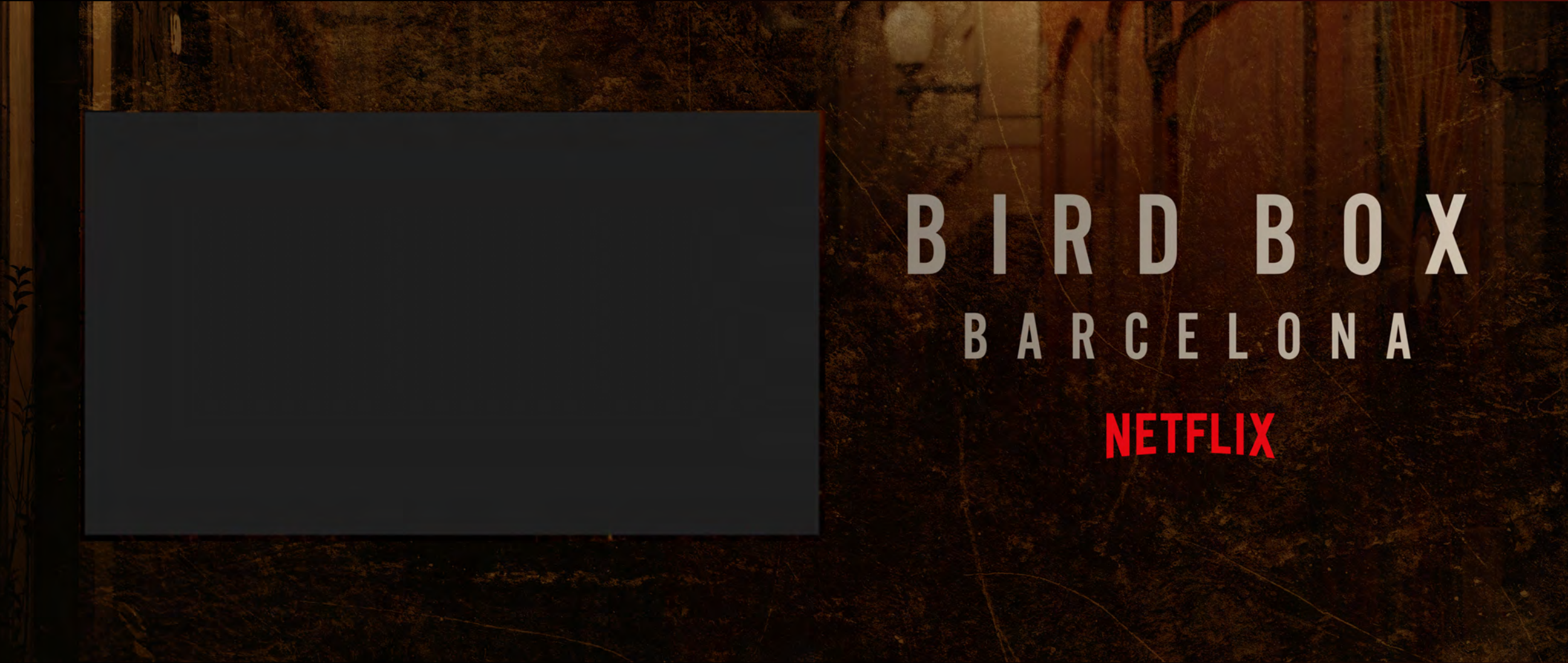
Events & Awards -
Walk-in Media
Localizations

Screenings & Events Creative

Examples



“Bird Box Barcelona”
Screening Event w/ CCTV Access



Screenings & Events Creative

Examples



“TUDUM Theater”
Screening Event Guidelines for live events

Screenings & Events Creative

Examples



“Mr. Harrigan’s Phone”
Bay Theater Press Screening -
Walk In Media

Screenings & Events Creative

Examples



"Mr. Harrigan's Phone"
Bay Theater Press Screening -
Theater Graphics



Screenings & Events Creative

Examples



Screenings - Walk-in Media

“Black Mirror”
UK Press Event

Screenings &
Events Creative

Examples



“Wednesday”
Netflix Geeked Week

Screenings - Walk-in Media

Case Study

Key Art Adaptations

CLIENT
Netflix

CHALLENGE

The art of adaptation, crafting key visual components across platforms, from Print to Digital to Out-of-Home (OOH) and beyond. It's a multifaceted expression of the brand, tailored to resonate with audiences regardless of medium; Key Art is a harmonious part of a larger narrative. By understanding each platform's unique characteristics and opportunities, I ensure that the core visual maintains its impact and integrity, enhancing the brand's presence and engagement across all touchpoints.



Key Art Adaptations

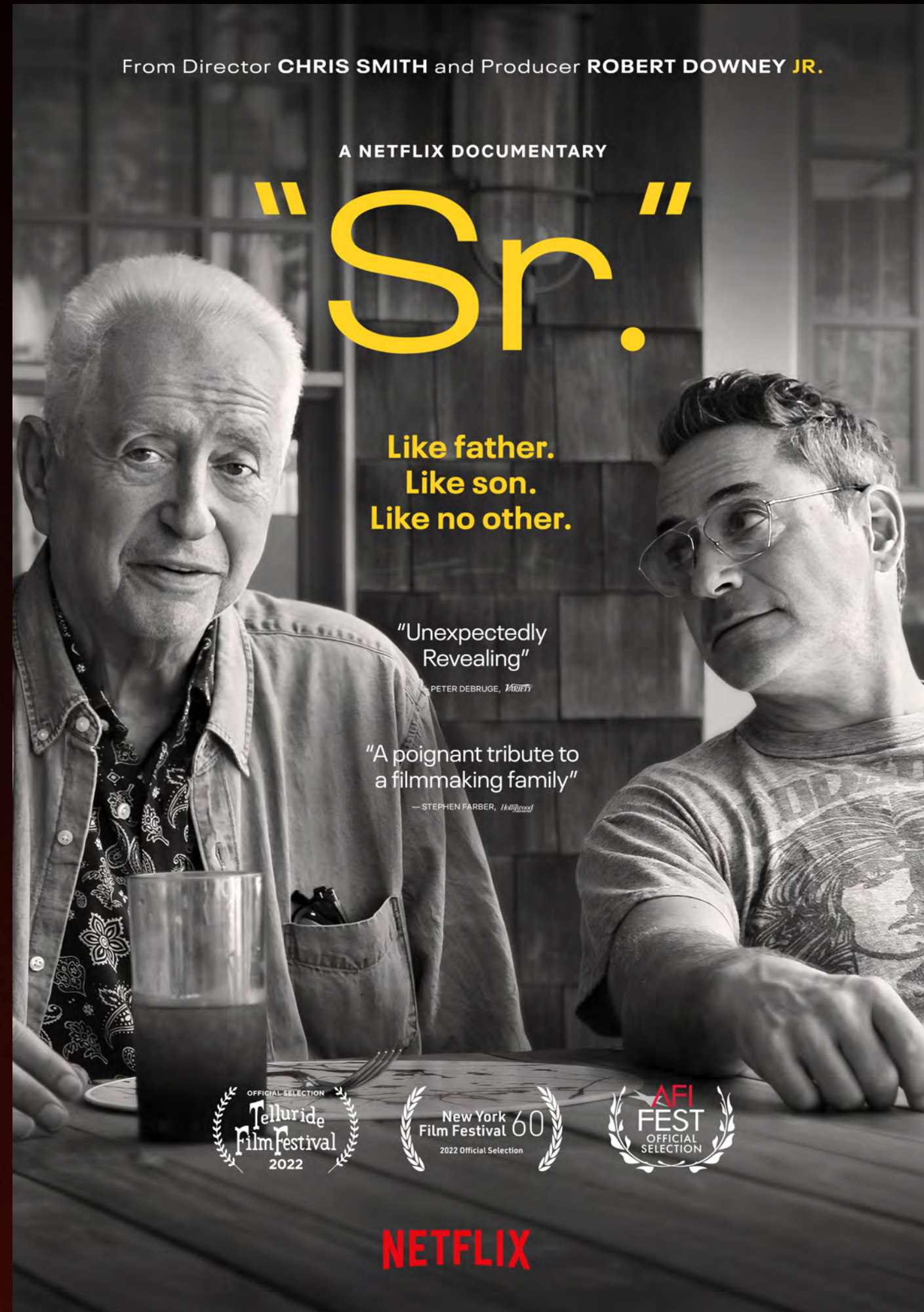
Examples



“The Wonder”
SVA New York Signage

Key Art Adaptations

Examples



"SR"

Real to Reel FYSEE '23
Film Festival

Thank you!

Get in touch: contact@danielpcady.com

