

15 YEARS OF SELF-PROMOTION

By Eleven19



Every once in a while I have the opportunity to pull out past client work, and be reminded me that I've been very fortunate to have worked with some really great clients, and had the chance to work on a good variety of projects with them over the past fifteen years at Eleven19.

But this eBook gave me the opportunity to locate almost every piece of collateral I've worked on for Eleven19. Wow – I'm always amazed at how many great people I've had the chance to work with, as Eleven19 has had some incredibly talented and passionate designers on staff over the years.

A big thank you goes out to Marc Butterfield for cofounding (and continuing to help run) Eleven19 since March 5, 2002. I also have big props for Cody Fenske, who's discussion about eBooks led to the idea behind “15 Years of Self-Promotion” – as well as doing the most of the photography and design for this book.

And of course, the work shown throughout would not have been possible without the additional contributions of Eleven19's other past employees and interns: Justin Romsa, Rob Maguire, Joe Szczapaniak, Brandy Nichols, Jonathan Nielsen, Chris Kelly, Whitney Kamish, Rob Maguire, Tony Montgomery, Ben Lueders, Nicholas Burroughs, Madison Neal, Josh Collinsworth, Katie Jo Huckins, Molly Misek, and Dillon Wheelock – or the other collaborators Eleven19's been fortunate enough to have the chance to work with.

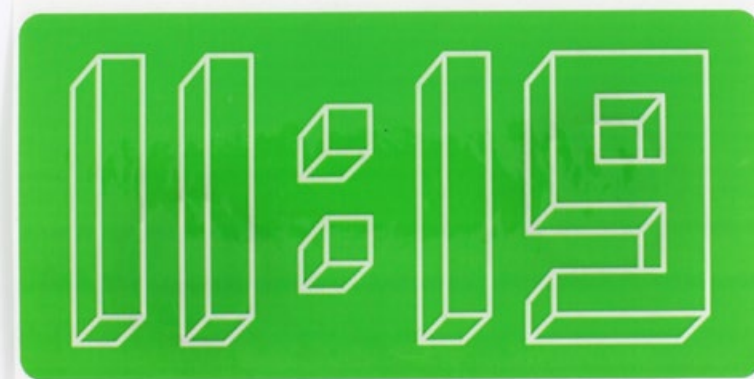
It's been a fun fifteen. Enjoy.

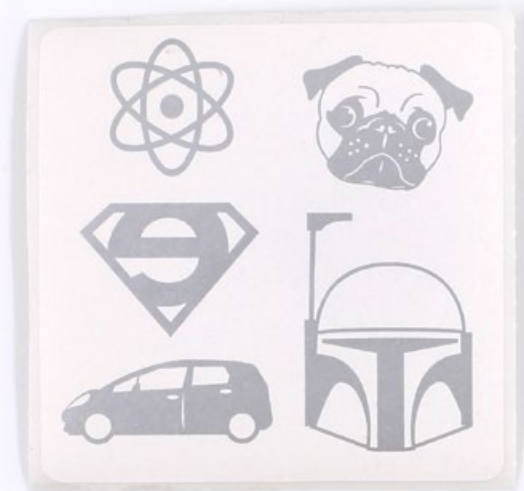
Donovan Beery

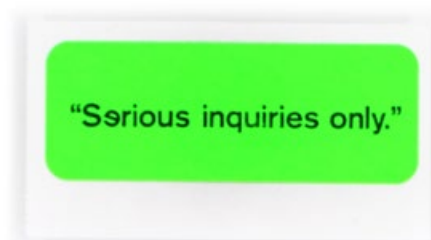
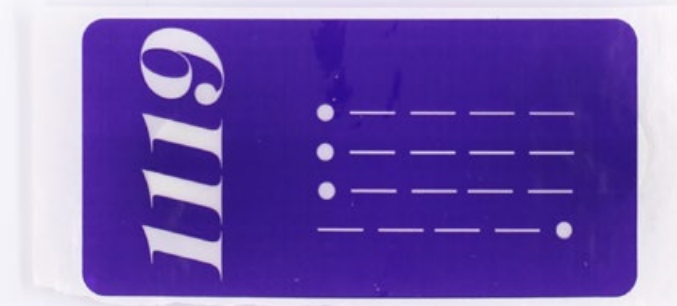
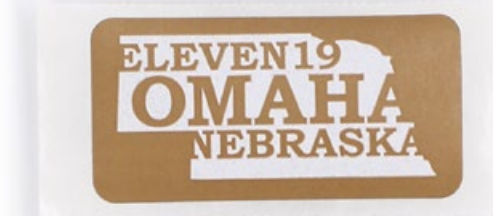
We believe you should give out what you like – a self-promotion you wouldn't give to yourself is hard to stand behind.

Anyway, we love stickers. And we give them out. A lot of them. Thousands. Stop by the office – you may leave with a couple dozen* stickers.

* Actual amount of stickers you leave with may vary by month.







It's important to have “official” merchandise, and the Eleven19 “Official” Merchandise is exactly that.

Selection and size in stock will vary with the season.

Not for sale online or in stores.
Serious inquiries only.

OFFICIAL ELEVEN19 MERCHANDISE

These patches even made it onto a diaper bag at one time...



TURNTABLE SLIPMATS

Screenprinted Vinyl Turntable Slipmats.
Double-sided with white and metallic
ink. 11½".



VARIOUS MAGNETS

And/or 1" buttons.



SHIRTS

Not quite an official uniform,
but as close as we have.
Sizes may vary.





perfect

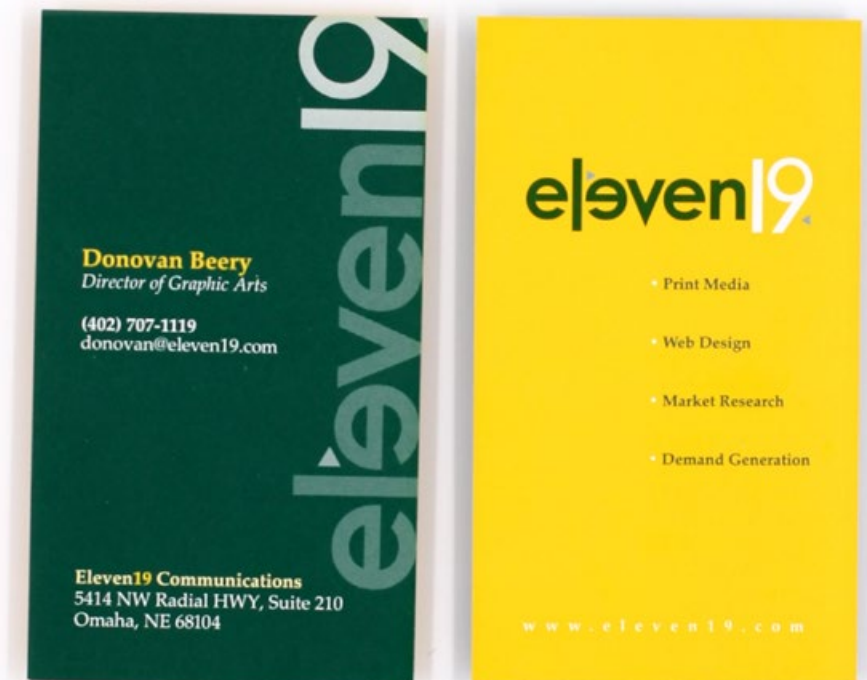
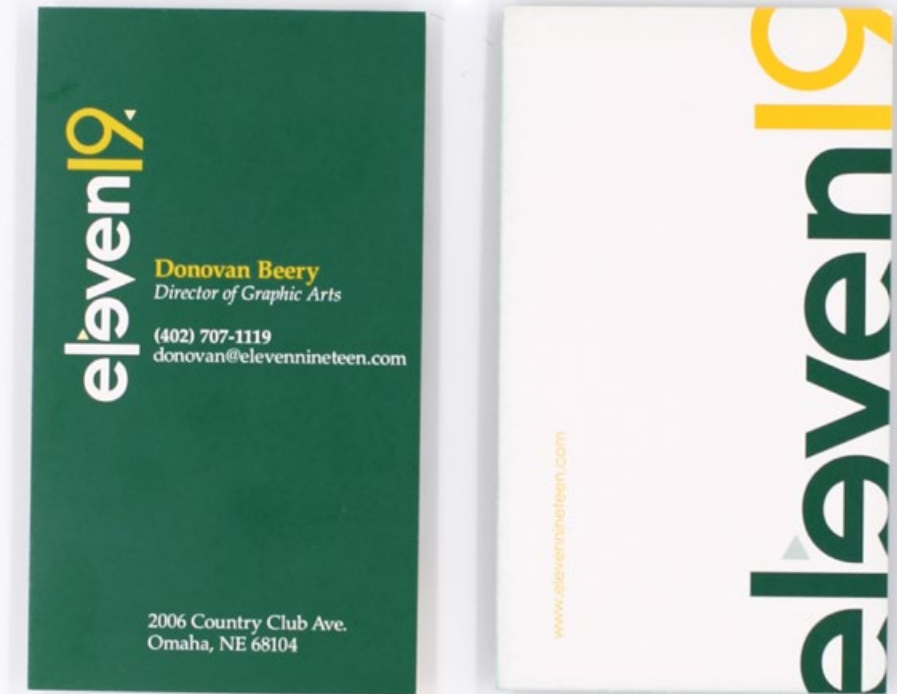


11:19



11:19

Stationery is usually the most basic print collateral a business will give out – and it sets the tone for the visual system of everything to follow.



BUSINESS CARDS

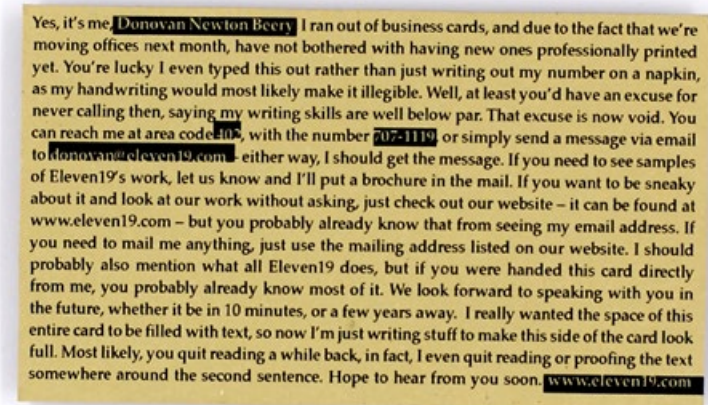
Our first couple of designs.



YELLOW ENVELOPES

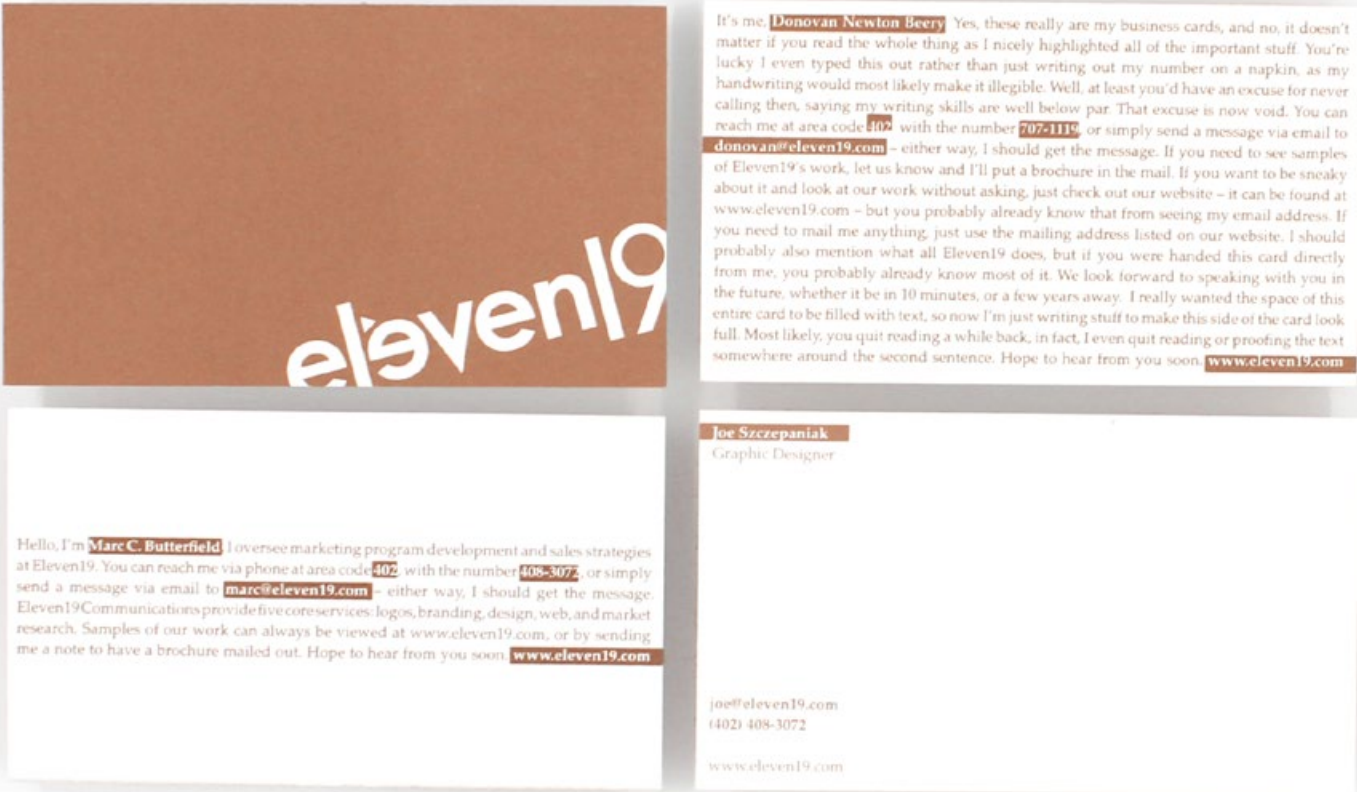
TEMPORARY BUSINESS CARDS

We needed cards, and didn't have the exact address of our next office – so we made a limited number of these.

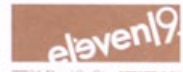


ELEVEN19 STATIONERY

The start of using bronze as our secondary color.



Wow. It appears that you've received a letter from Eleven19. Or you received an invoice, proposal, or just a blank sheet of our stationery - I really can't think of anything else you may have gotten on this sheet of paper, but hopefully it should become fairly obvious once you read it. The most likely source of where this came from is our office located at the corner of 78th and Pacific Street in Omaha, Nebraska - more specifically, 7701 Pacific St. in Suite 220 which, as mentioned, is in Omaha, NE with our zip code being 68114. As a lot of people would prefer to respond via email, we can be reached at info@eleven19.com, and for those preferring to simply call us, our number is 402-408-3072. To see current examples of our work, either contact us with a request for a brochure, or view samples online at www.eleven19.com.

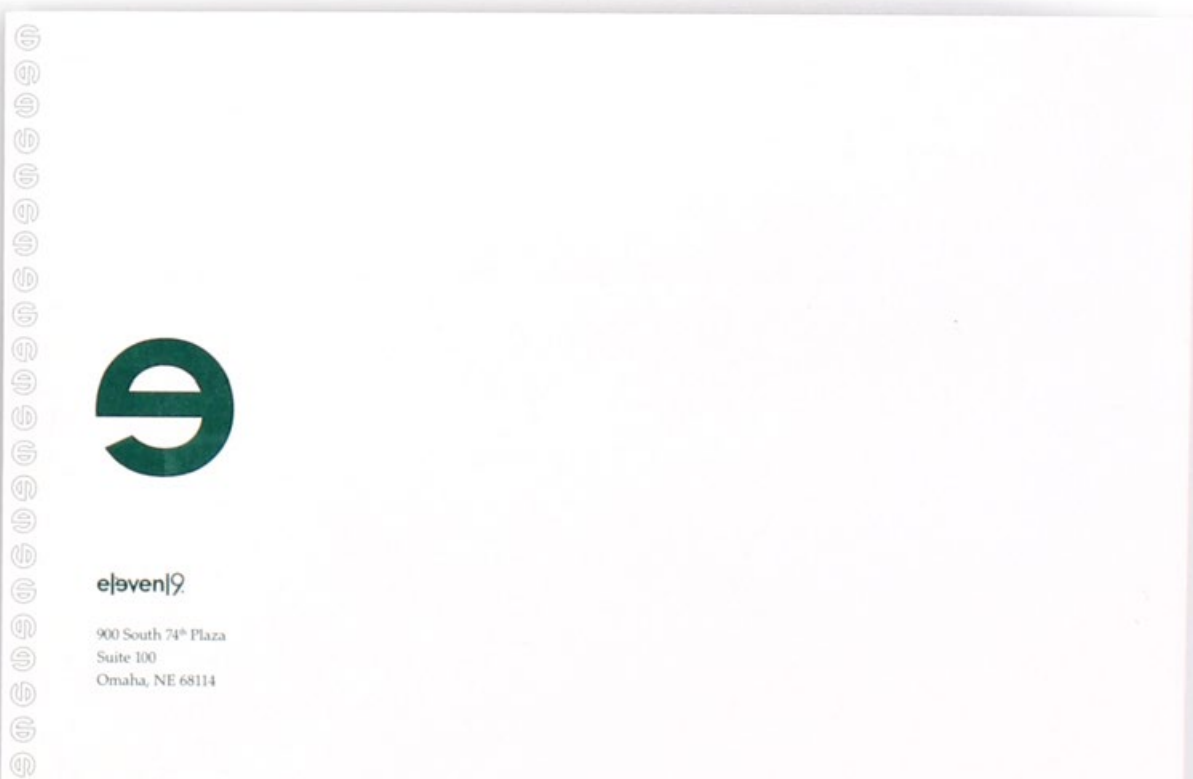


7701 Pacific St., Suite 200
Omaha, Nebraska 68114

We're a creative agency specializing in print media, web development, market research, and demand generation. Most of our work is customized depending on the client's need, and the target audience that it is intended to reach. We could go on about specific stuff we have had the opportunity to work on, but it's probably easiest to just check out samples of our work online at www.eleven19.com. Not only is it easier, but it's probably more up to date, as we update our website a bit more often than we have new envelopes printed. This may also be a great opportunity to give us a call to find out how we can help your business, and slightly more productive than reading this envelope. Seriously, your request reading at this point simply to finish reading this, and we're just writing this to fill out the space evenly. Our number is 402-405-5072. We may even answer.

Just a simple note from Eleven19.





ELEVEN19 STATIONERY

Where we started using a pattern made out of a backwards letter.

9"×12" ENVELOPE

The same stamps can also be used when mailing out boxes.



ELEVEN19 BUSINESS CARDS

They're magnets.

BIG “E” TAPE

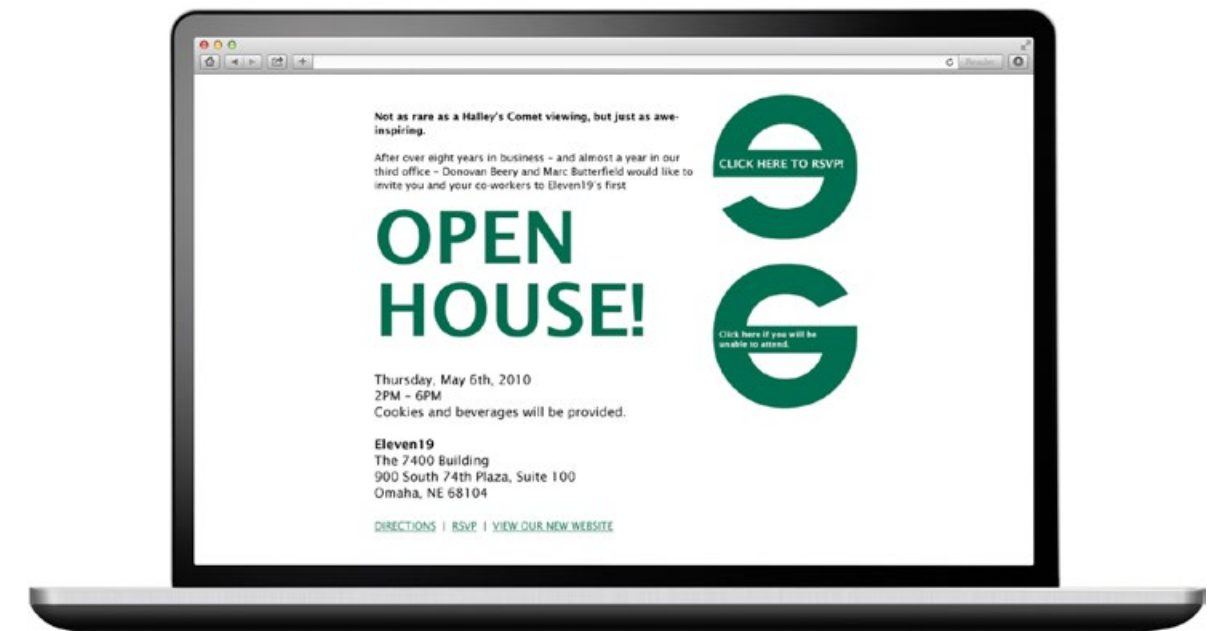
Because those stamped boxes
won't close themselves.



BIG “E” FILE FOLDERS

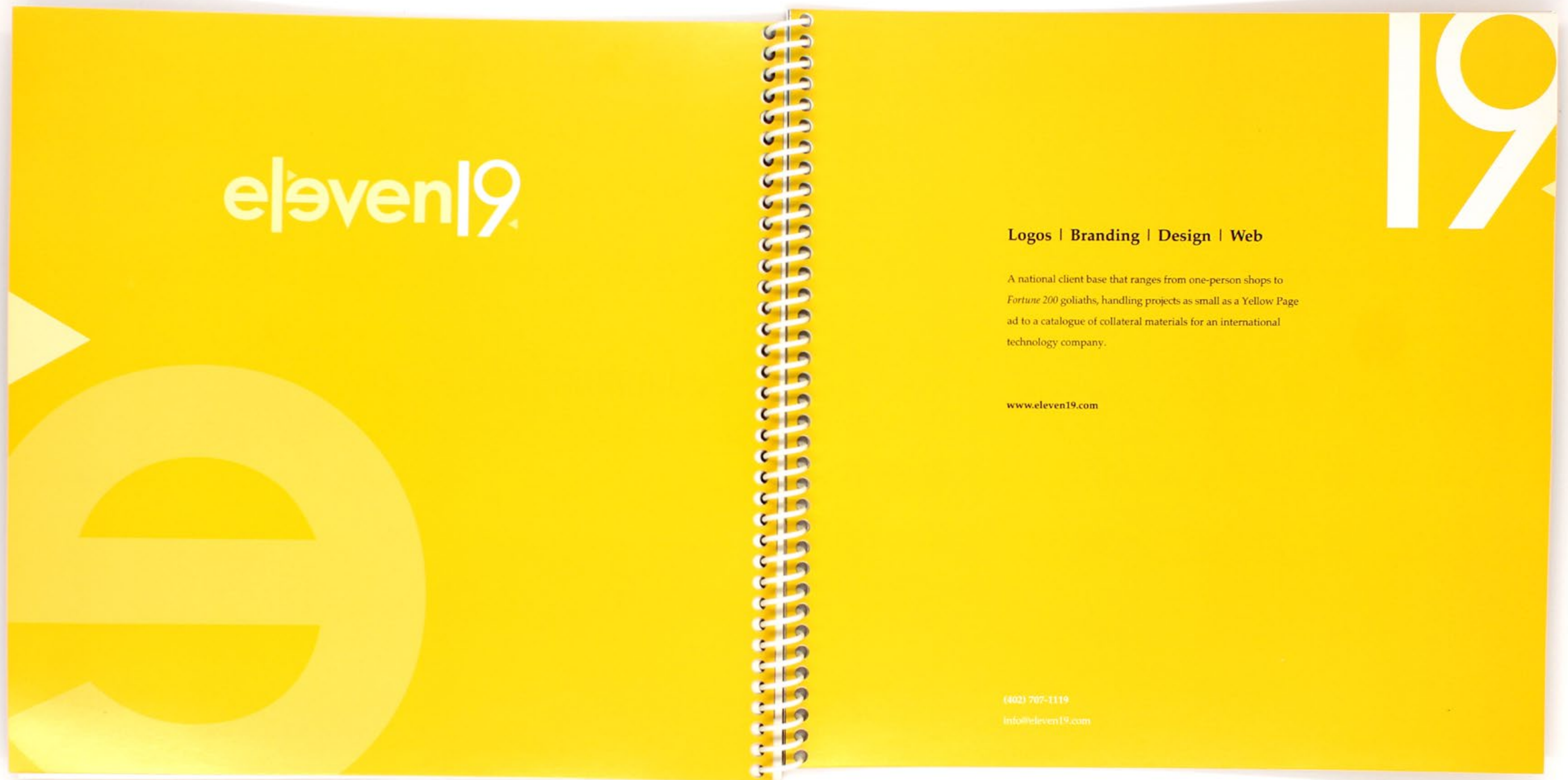
File folders with white printing.

We've also done a number of
'traditional' promotions over the
years – email, direct mail, ads,
and brochures.



EMAIL

Our first open house. It only took eight years.



AD

Ad in AIGA Nebraska's 'Good Design is Good Business.' 18"x9".

A CUP WITH JOE

Direct mail. Includes a real coffee stain.

WITH
A Cup of Joe

Hi... and thanks for opening this letter. This may be the lowest-pressure sales pitch you ever get from an agency, but that's how we roll here at Eleven19.

There's a \$5 Starbucks gift card enclosed for you – no questions, no commitments. Enjoy.

However, I hope that you'll use the gift card (and your time) to help me help you. Please call me and let me know if you have time in the near future to sit down over a cup of coffee and discuss your goals for 2010 and beyond.

I'm confident that no matter what you need – from a basic creative head-to-head test against your control to a complete product test design that offers quantifiable financial improvement – Eleven19 and our team of experts can help.

Thanks for your time and attention,
Joe Benkis



P.S. – You probably skipped directly here once you saw the word “quantifiable”... maybe even “Enjoy”. Call me at (402) 408-3072 and let's arrange a time for coffee or lunch so that we can create a no-cost review of your creative and plans.

DECAF	MILK
<input type="checkbox"/>	<input type="checkbox"/>
SHOTS	CUSTOM
<input type="checkbox"/>	<input type="checkbox"/>
SYRUP	DRINK
<input type="checkbox"/>	<input type="checkbox"/>

CAUTION:

THE MARKETING YOU ARE ABOUT
TO ENJOY IS EXTREMELY HOT

eleven19

www.eleven19.com

(402) 408-3072



eleven19

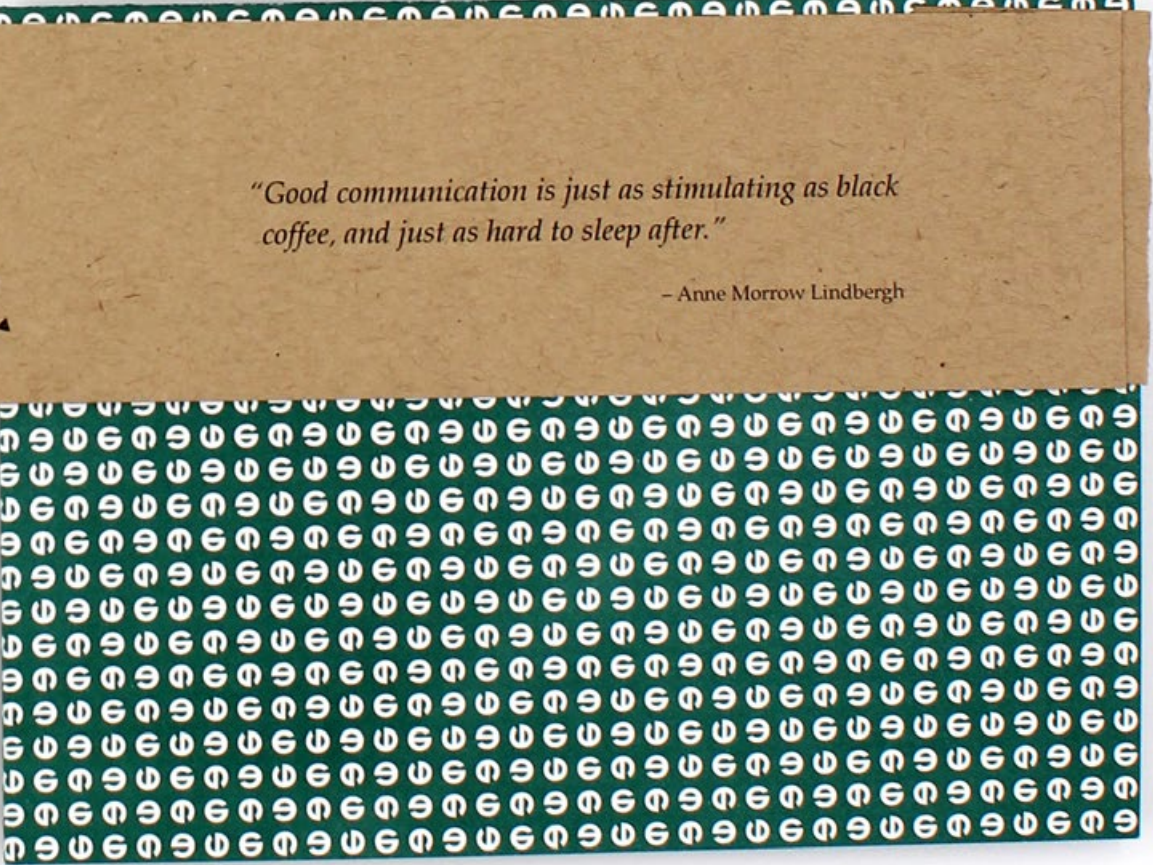
900 South 74th Plaza
Suite 100
Omaha, NE 68114

Company Archives
Eleven19
900 South 74th Plaza
Omaha, NE 68114

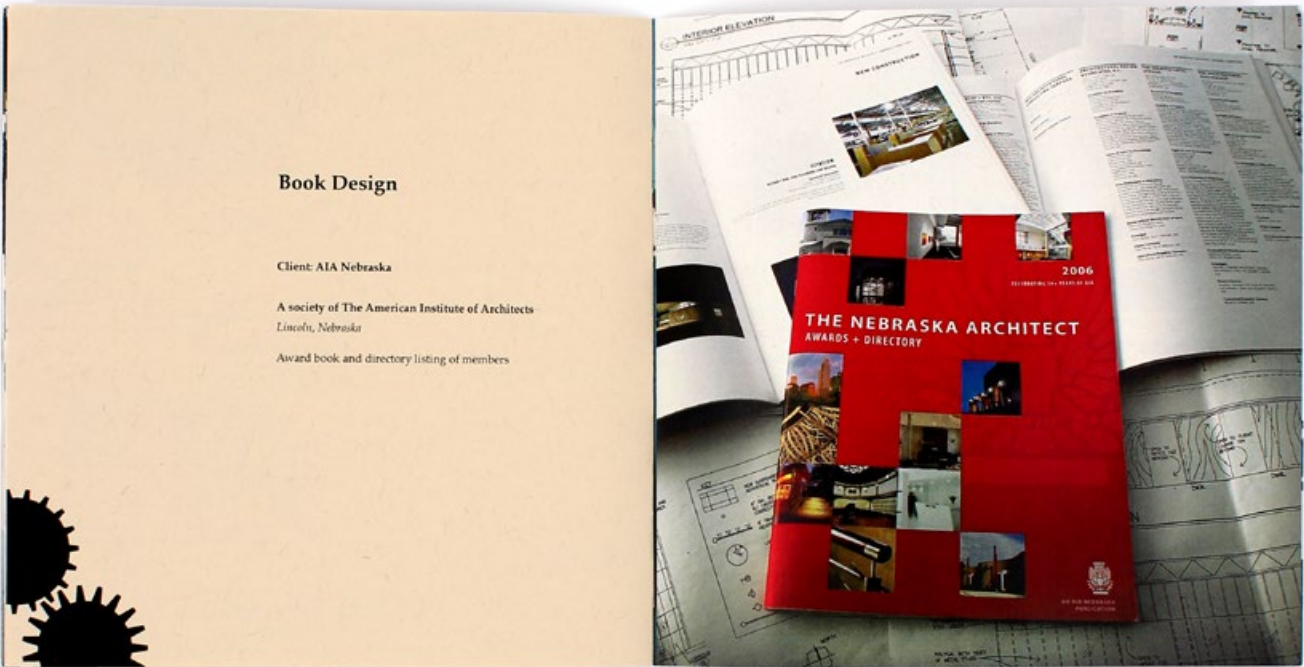
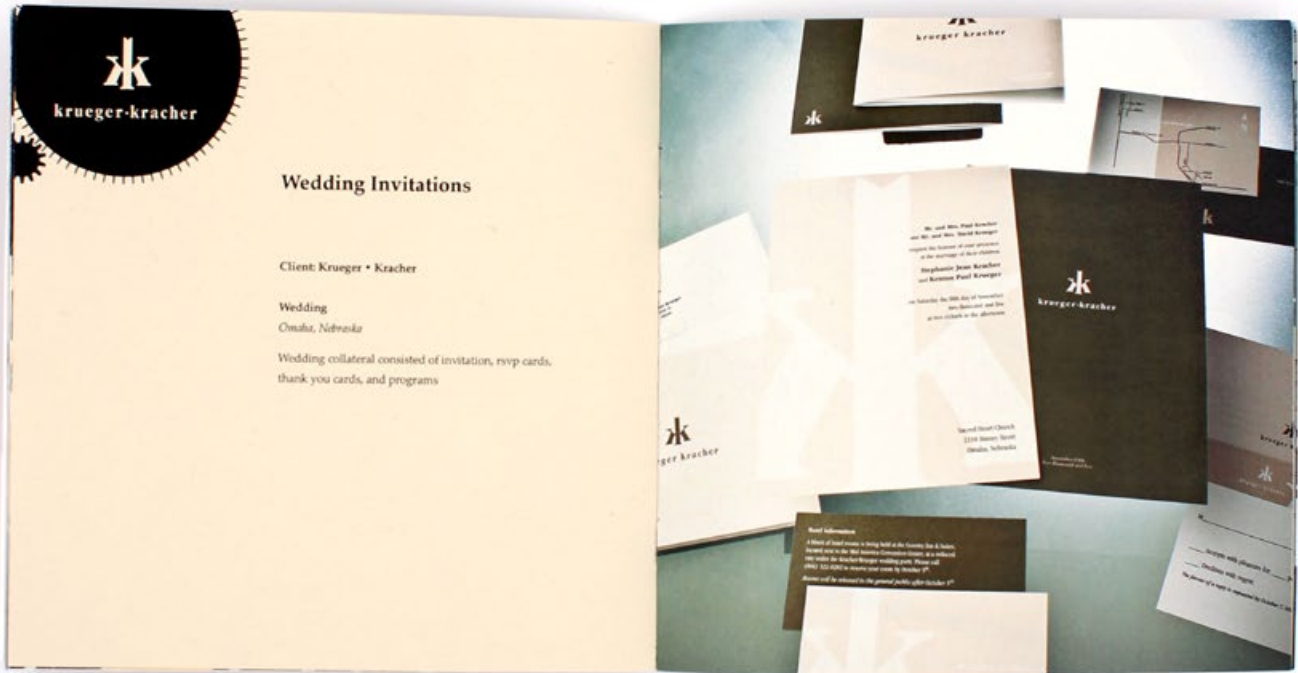
CAUTION:
HOT GIFT ENCLOSED

“Good communication is just as stimulating as black coffee, and just as hard to sleep after.”

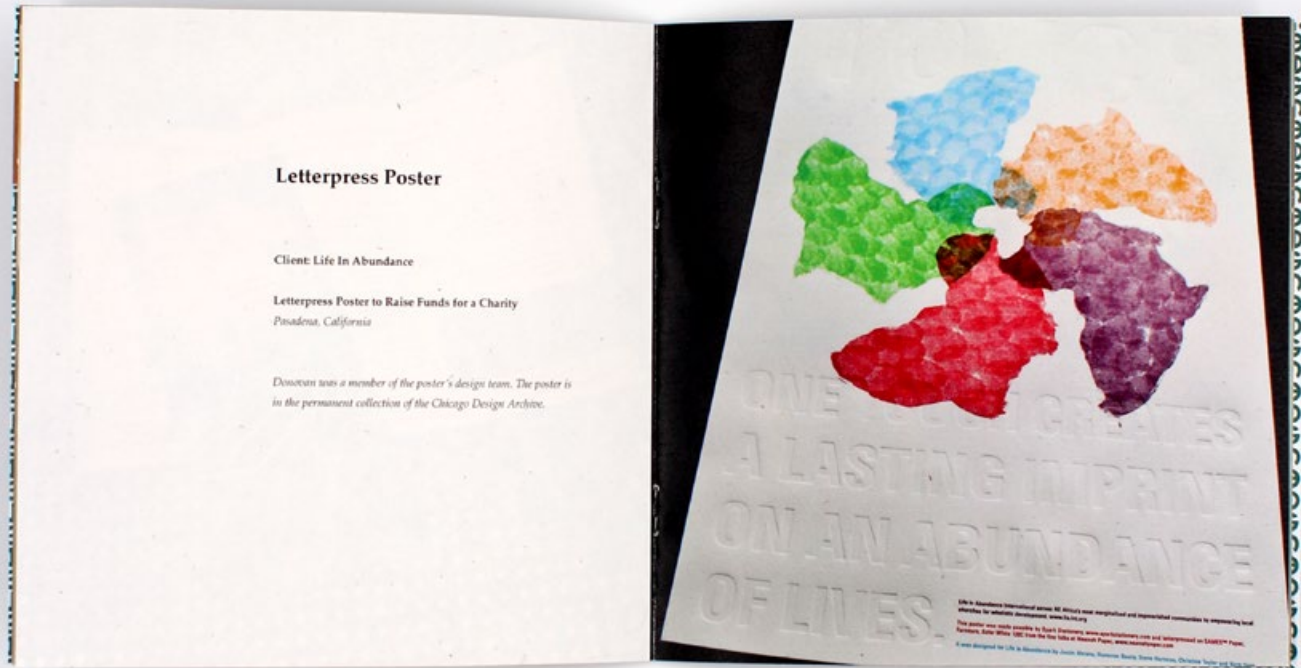
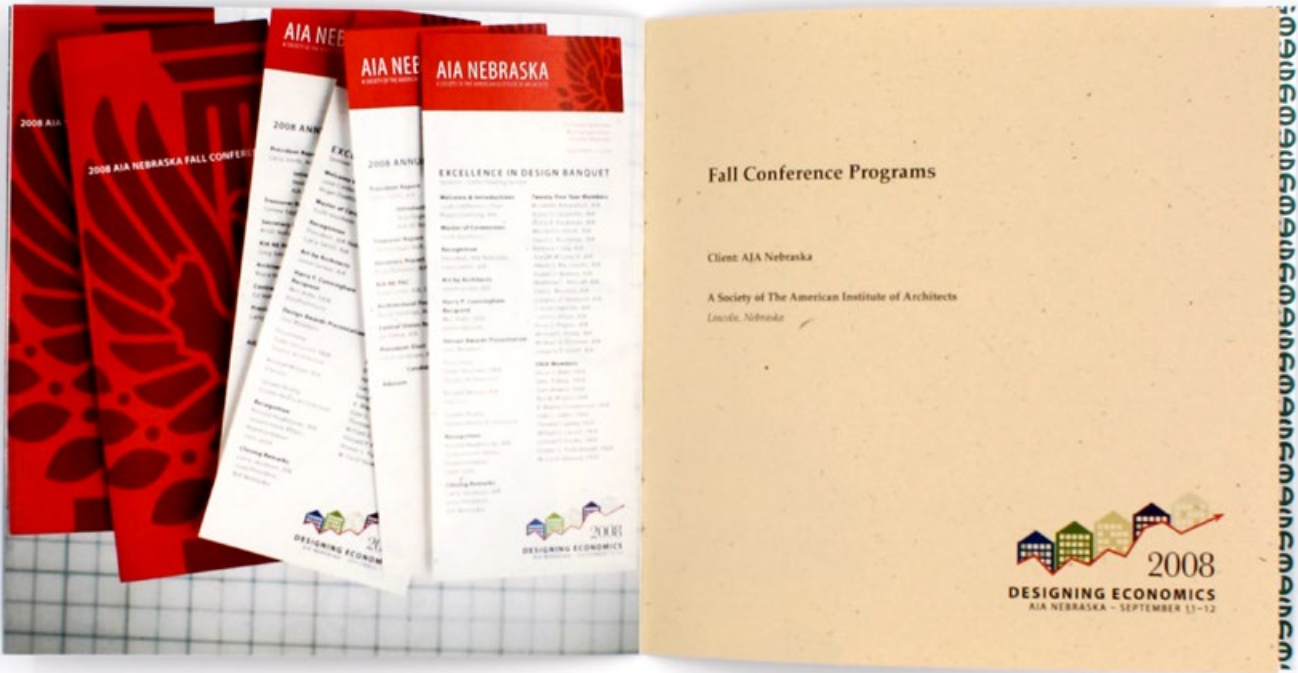
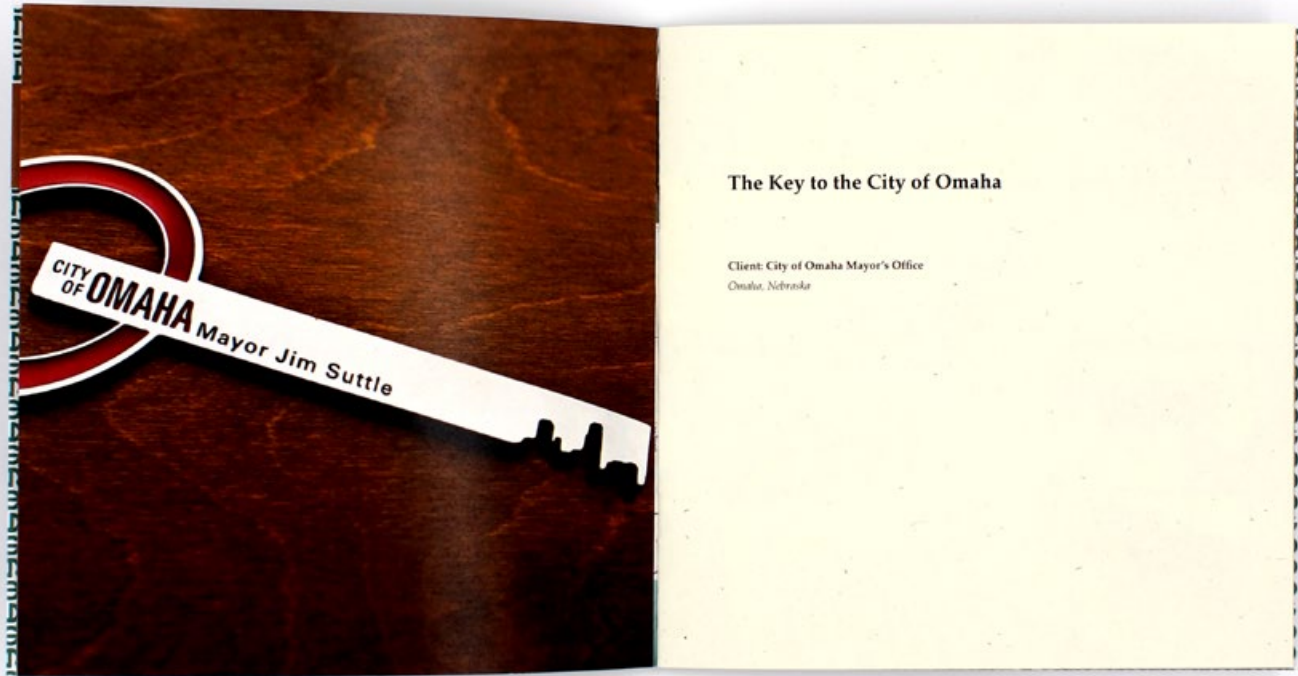
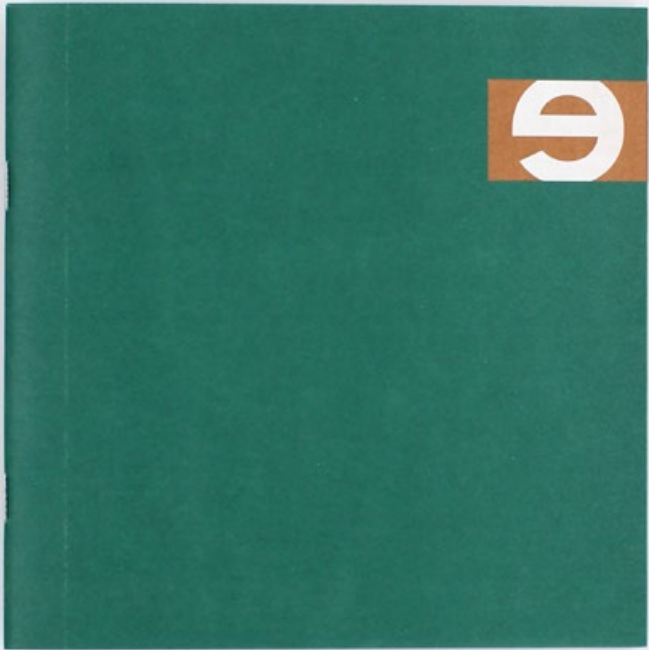
– Anne Morrow Lindbergh



BRONZE BROCHURE
6 1/2" x 6 1/2".



GREEN BROCHURE
6 1/2 " x 6 1/2 " .



We love handouts – especially notebooks and goodie packets. Once again, give out what you would want to take.

OFFICIAL OFFICE TOUR SOUVENIR NOTEBOOKS

For those who stopped by to visit.



NOTEBOOKS

Sometimes it's nice to just have extra notebooks around the office.

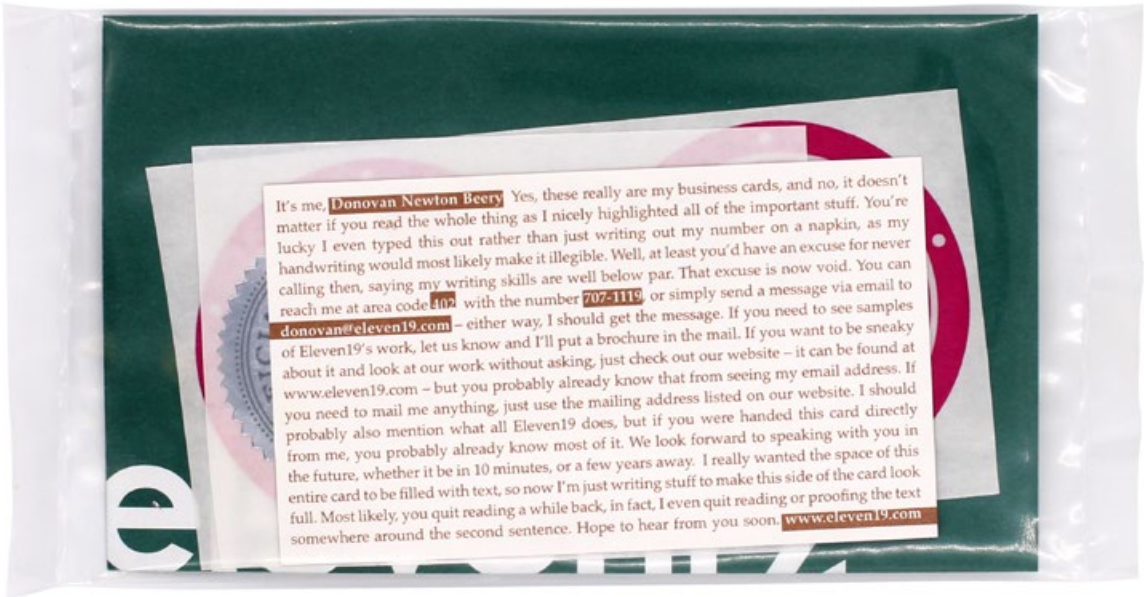


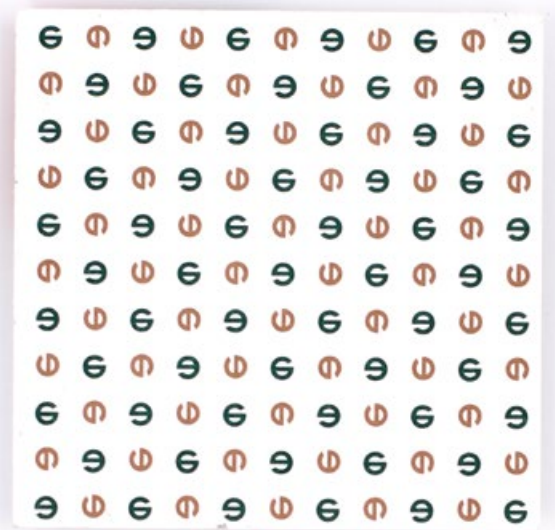
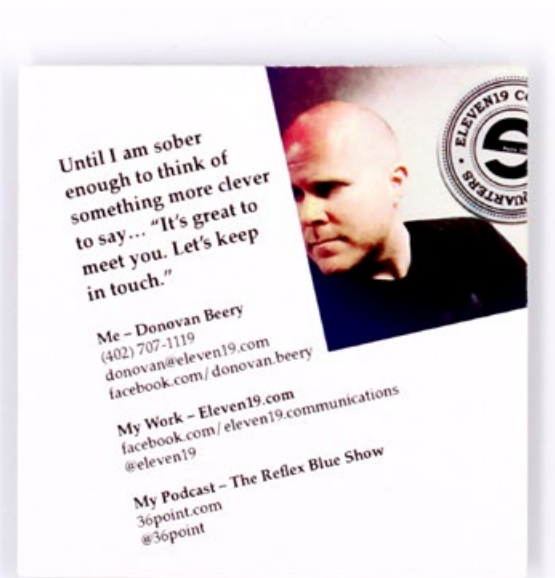
STATIONERY NOTEBOOKS

Because our address changed, and the stationery was thus no good, we reassembled the letterhead into notebooks.

CONFERENCE PACKETS

Over the years, we've handed out hundreds of sticker packets and such at various conferences we've attended.







OFFICIAL OFFICE TOUR SOUVENIR

Stop by sometime – there is a very good chance that you'll end up leaving with a packet of stickers. 4"x6".



CONFERENCE PACKET

We also promote a design podcast for 36point.com. 4"x6".

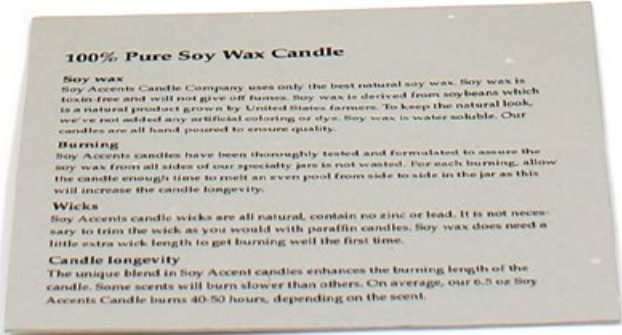


What started as a yearly mailer evolved, at year 10, into a yearly open house invitation featuring cookies and beer.

2004 HOLIDAY MAILER



2005 HOLIDAY MAILER
Custom candles made by
Soy Accents Candle Company.



5 YEAR MAILER

Custom notebooks and a permanent marker.



6 YEAR MAILER

Sending candy into office environments is never a bad idea, is it? Ten assorted treats (selections varied, and probably looked 9 years older then those shown below), sent in a box with a notecard included.



Just a simple note from Eleven19.

We had this terrific promotional idea for our 6-year anniversary: Give our loyal customers (and potential customers) a crap-load of candy. After all, candy is the traditional gift for 6-year anniversaries.

Then we were going to tell you how more people die in the U.S. from vending machine accidents than from shark attacks. For all the skeptics, we were going to quote the numbers from about.com, because the Internet's always right, *right?*

The whole thing was going to be topped off with some snappy copy like, "Now that we've taken this dangerous task from you for the next two weeks, imagine how much safer you'll feel with us handling your next project!"

And then our copywriter pointed out that on any given day, obesity kills more people than sharks and vending machine accidents combined.

Our copywriter is a real downer.

7 YEAR MAILER

A 7"x7"x7" box with seven items representing the number seven.





The other six members of the Justice League of America were Superman, Batman, Wonder Woman, Flash, Green Lantern and the always forgotten Martian Manhunter, the only one of the bunch who has yet to cut a deal with Hollywood (Vincent Chase, where are you?).

Seven years is an eternity in business, but from a human perspective, most 7-year-olds are just entering second grade.

Despite that, we at Eleven19 are proud to have survived for so long in the shark-infested world of creative design/advertising – getting paid to make things look better than they really are in hopes that our customers can fool their customers into coveting those things so much that they'd be willing to pay for them.

On the surface, that sounds like a rather inconsequential goal. Maybe it is. But it's fun, and it pays the bills (most of them, anyway), and it's allowed us to meet nice people who we're proud to say are our customers and friends.

So on our birthday, we're giving back in the form of this 7-by-7-by-7 treasure trove loaded with goodies that represent the number 7. Here's hoping you're with us next year, when we enter 3rd grade, 4th grade and eventually graduate from college with a degree in something more useful than design.

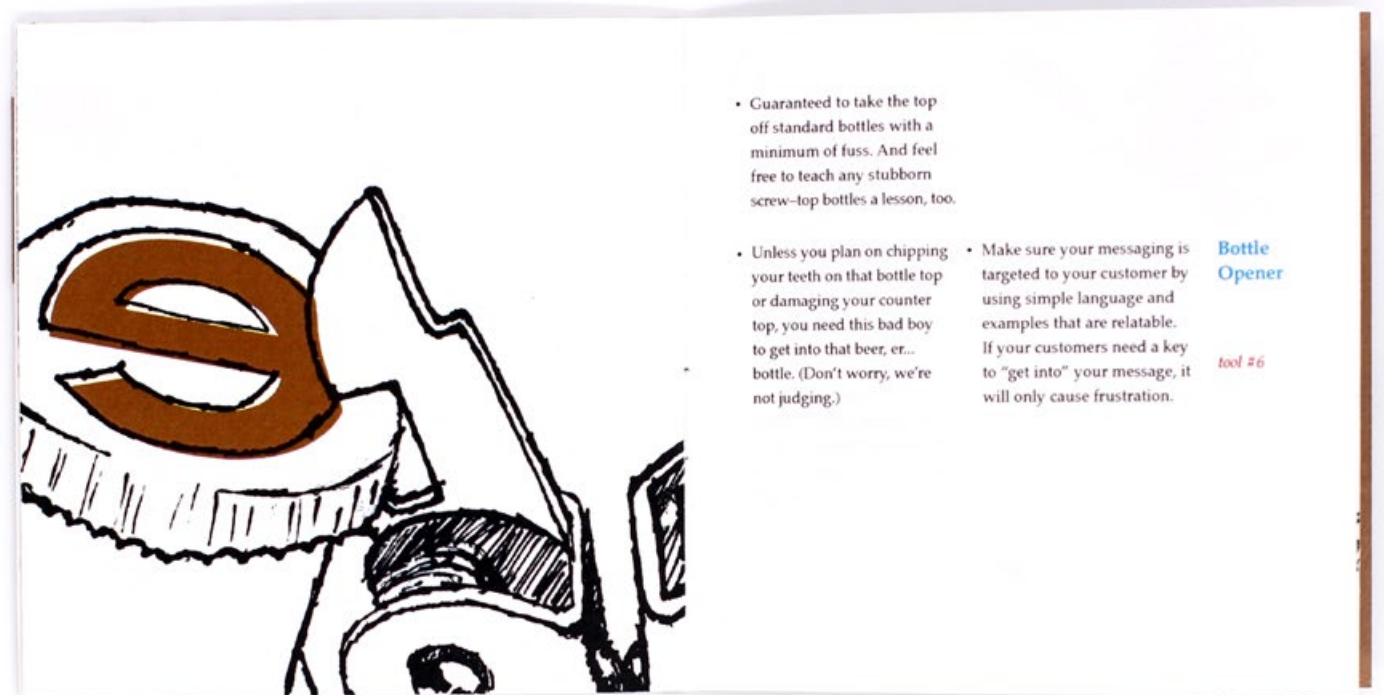
Happy Birthday to us, March 5, 2009, at 11:19 a.m. to be precise. Light it, make a wish and blow it out.





8 YEAR MAILER

An 8-in-1 tool to celebrate 8 years.





9 YEAR MAILER

Custom notebooks and a set of "famous dates on Eleven19" stickers.

10 YEAR POSTER

Some great designers have worked at Eleven19 over the years – we incorporated icons representing all of them into a poster, as well as a bunch of icons that represent other things we like. 18"x24".

Just a simple note from Eleven19.

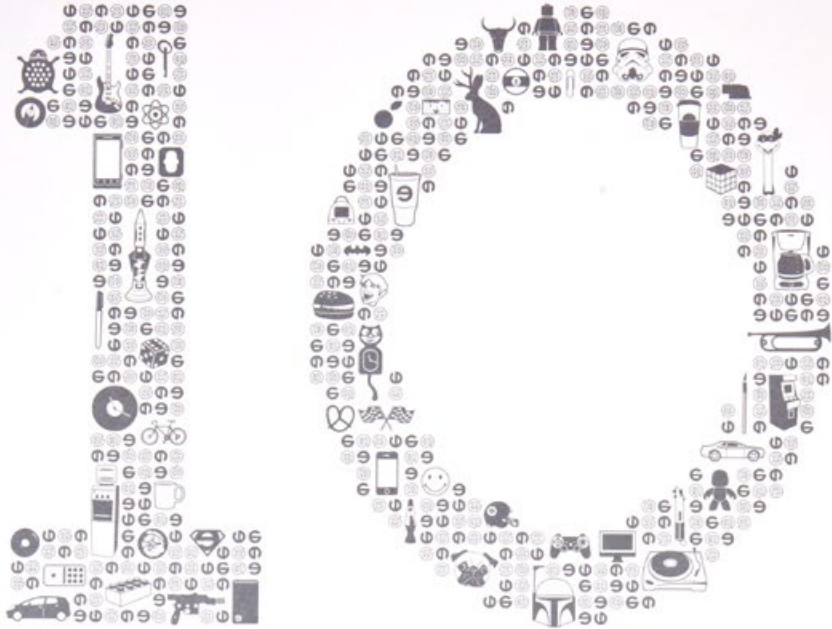
10 years in business? Kind of a big deal we're told. And something that we're grateful for – getting to do what we love each and every day is awesome.

The opportunity to meet and work with some pretty great clients? That's actually been the best part of the last decade.

It's also clear that we wouldn't be here celebrating such a big milestone without all the wonderful people who brought their passion to Eleven19 as employees, owners, and interns. In honor of these dedicated individuals, we've woven in icons representing each current and former team member (along with miscellaneous stuff we talk about at the office between deadlines) to our ten-year logo on the enclosed poster.

We invite you to stop by our open house as we toast the clients and employees who have shaped Eleven19 over the past 10 years. Enjoy cookies and beverages (and possibly some embarrassing stories) with the current team as we gear up for another 10 years as great as the last.

Donovan Beery, Marc Butterfield and Ben Lueders
Eleven19



Eleven19 - Since March 5, 2002 - 11:19 a.m. Central Time

Celebrate 10 Years of Being Us - March 5th, 2012 - 4:00 - 7:00 p.m. - 900 South 14th Place, Suite 100, Omaha - eleven19.com/shop

OFFICIAL ELEVEN19 PAPER DOLLS

It was only a matter of time before the staff got fully illustrated. Two backing boards were made – one with an invitation to our eleven year open house, and the other to be given out afterwards. Both were reversible – to be used as a mailer.



ELEVEN19
900 SOUTH 74TH PLAZA
SUITE 100
OMAHA, NE 68114

(402) 408-3072
ELEVEN19.COM

Eleven19
900 South 74th Plaza
Suite 100
Omaha, NE 68114



DONOVAN "D.B." BEERY



"SOMETIMES WE ACTUALLY
DO STUFF AROUND HERE."



DONOVAN@ELEVEN



"DO THEY KNOW I
CAN DO MORE THAN JUST
DRAW STUFF?"



BEN "BENNY LUDS" LUEDERS



"THAT STUFF LOOKS GREAT
GUYS. WILL THIS MAKE US
ANY MONEY?"



MARC@ELEVEN19.COM

MARC "BUTTERS" BUTTERFIELD

TWELVE YEAR MAILER

Twelve stickers in a translucent envelope. Invitations were letterpressed onto our already letterpressed “Official Eleven19 Note Cards.”



Celebrate a dozen years of Eleven19

Friday, March 7th, 2014
5:00 – 8:00 p.m.

900 South 74th Plaza, Suite 100, Omaha

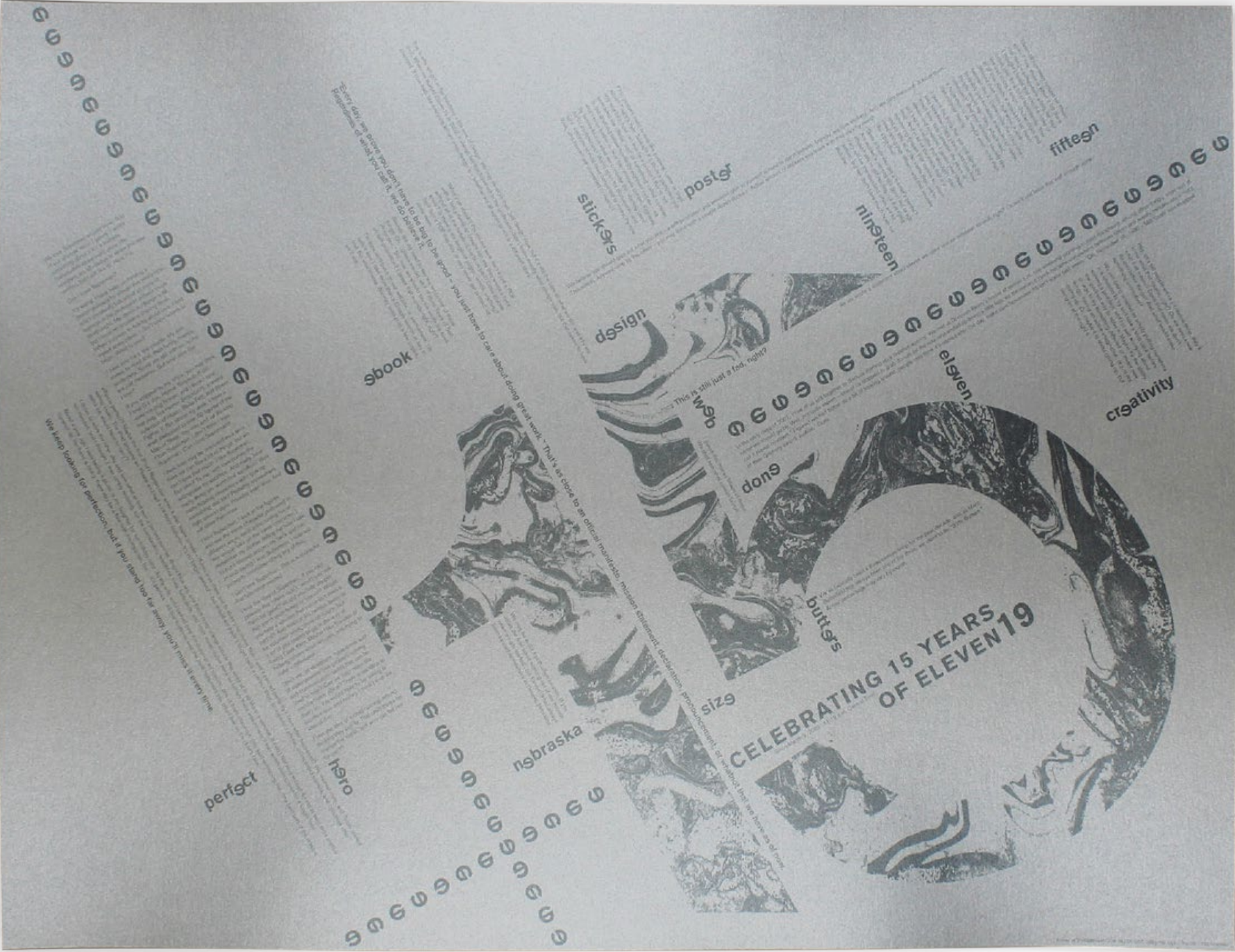
Cookies and beverages provided
eleven19.com/rsvp

CELEBRATING 13 YEARS ON FRIDAY THE 13TH
Sometimes an open house with cookies and beer only needs a Facebook event page as an invitation.



14 YEAR POSTER
“Neon bright in a world of dreary Pantones.” 18"×24".

POSTER MAILING TUBE
3"×24".



15 YEAR POSTER
15 random thoughts. Printed on silver paper. 24"×18".

As for keeping up with our other work – we believe in keeping the content on our website and social platforms relatively up-to-date.

Follow us at:

facebook.com/eleven19.communications

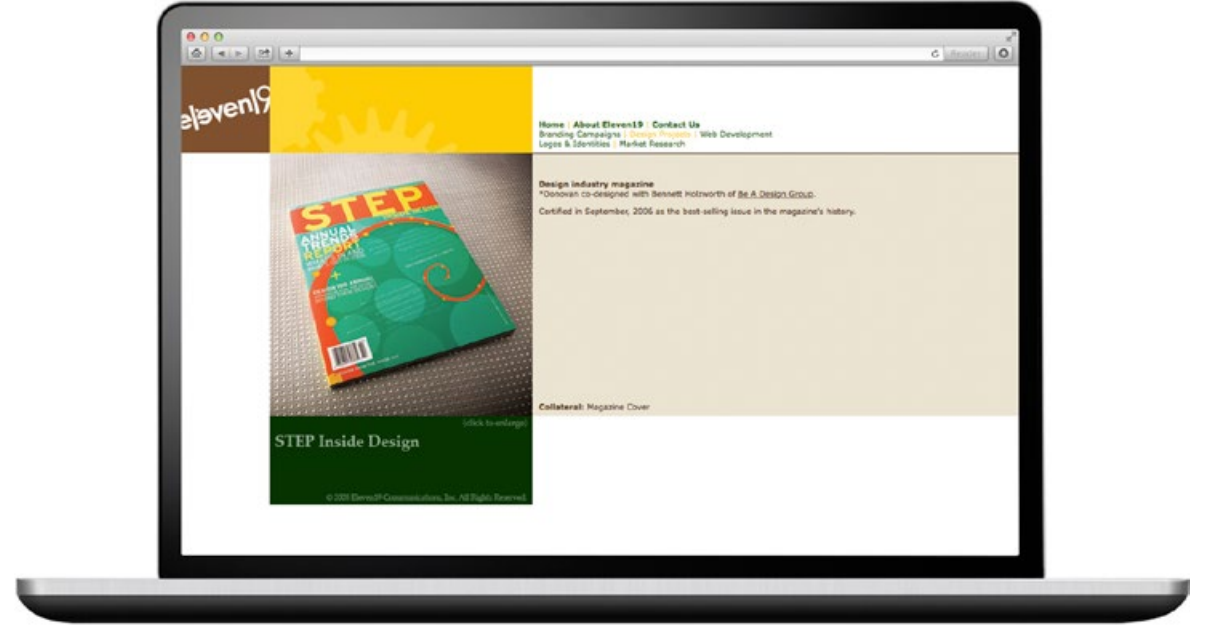
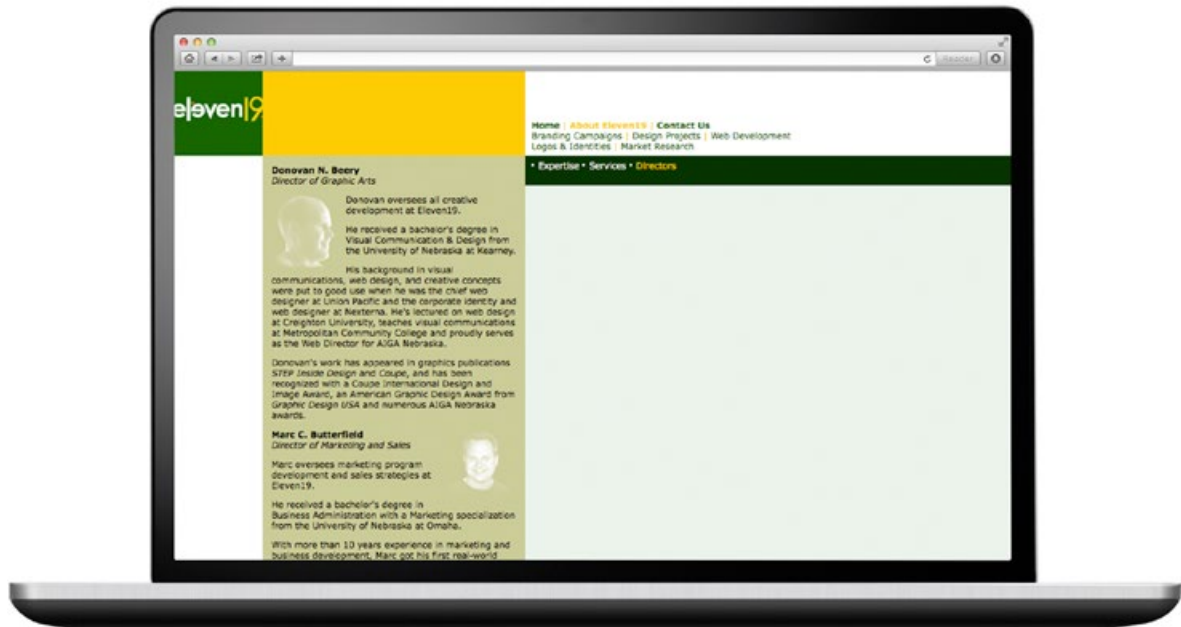
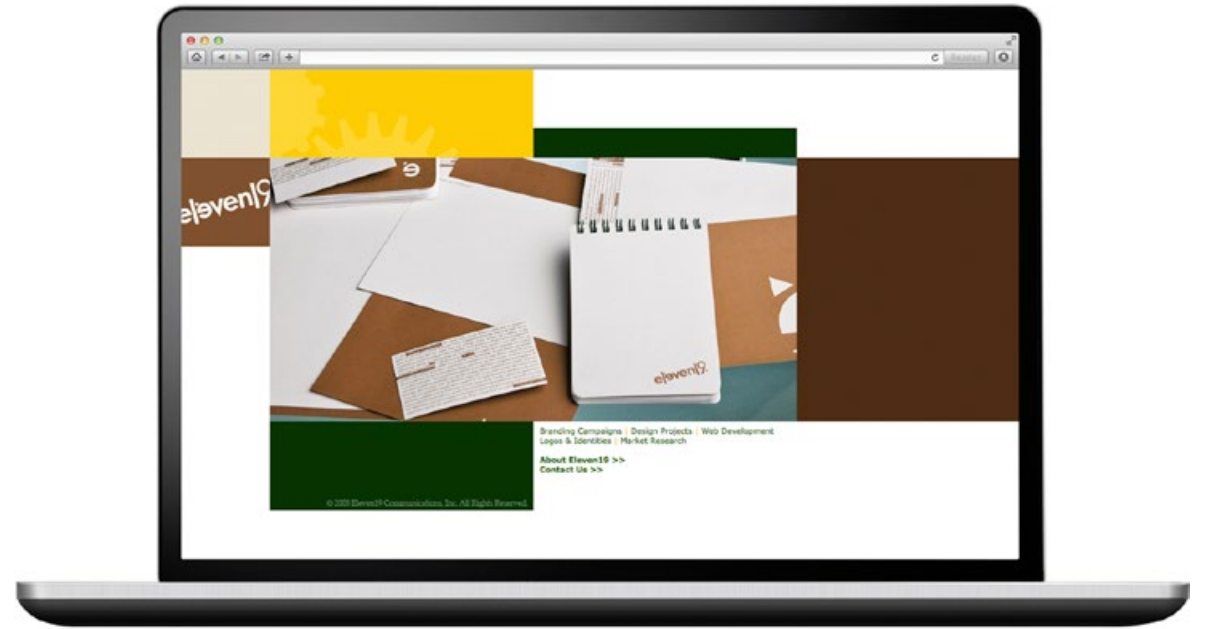
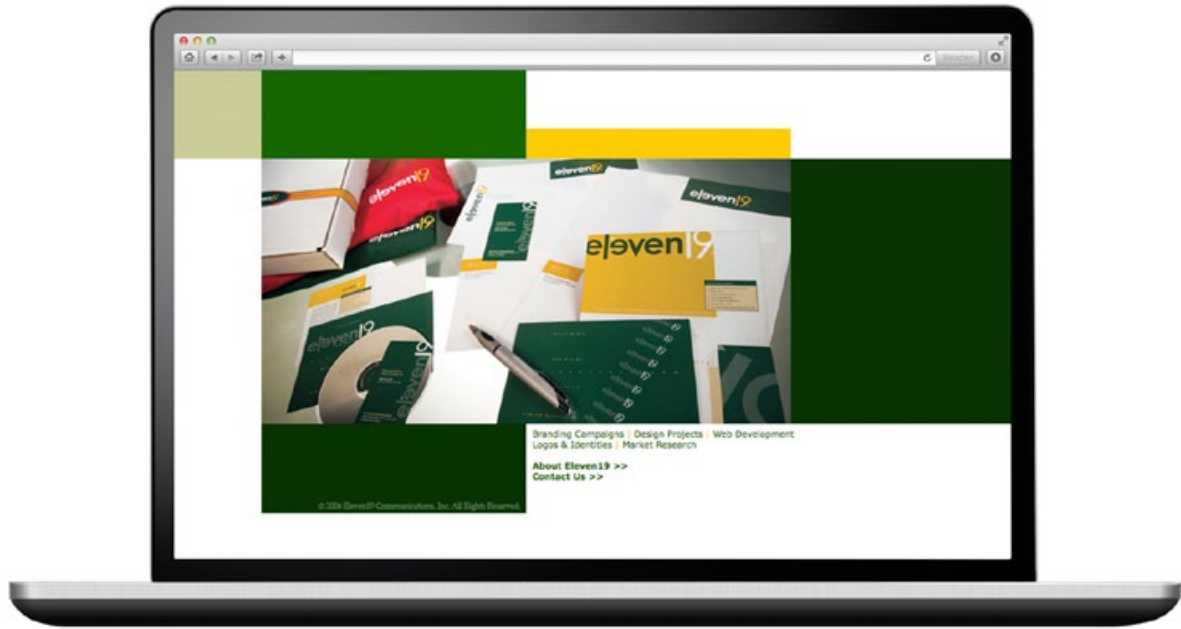
twitter.com/eleven19

eleven19.com



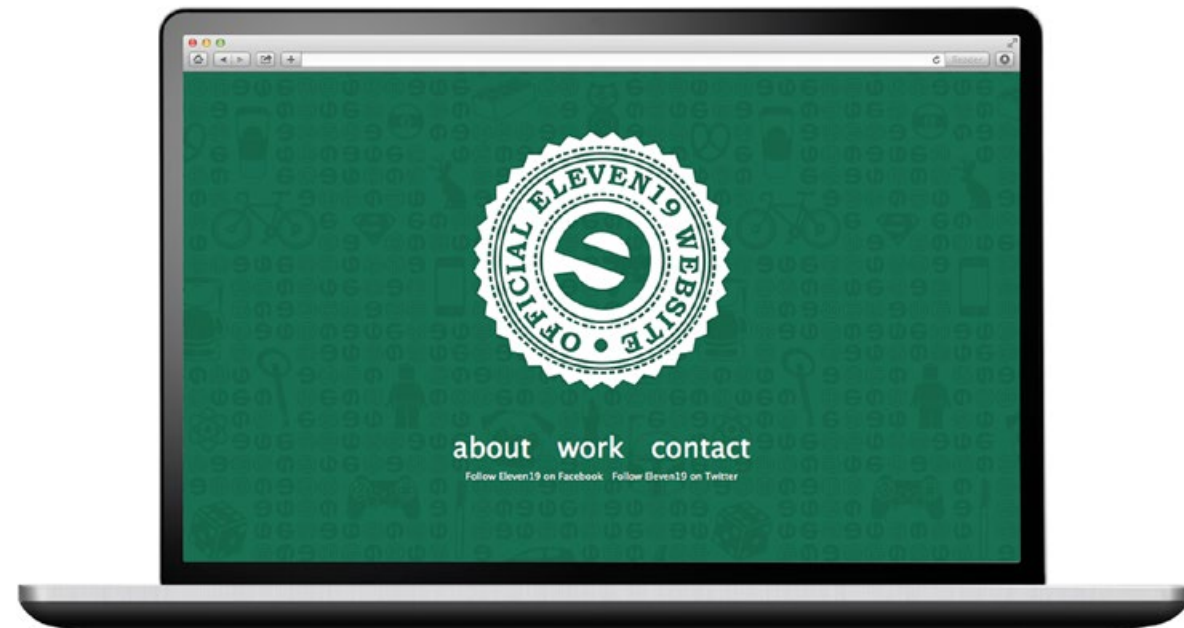
ELEVEN19.COM

Early.

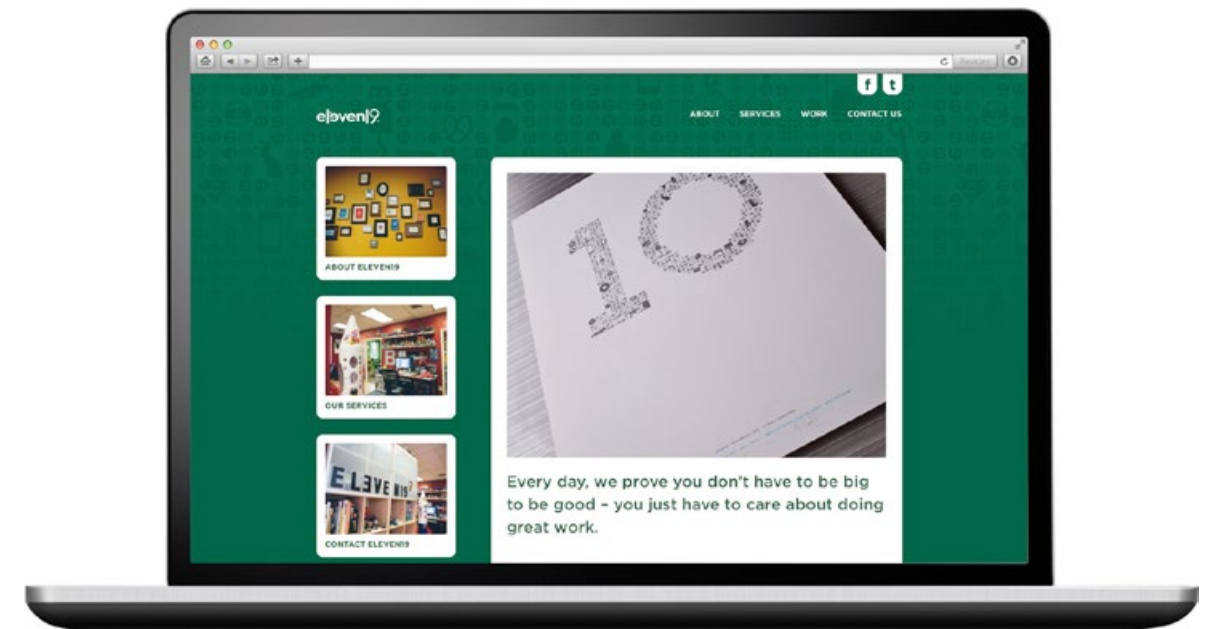


ELEVEN19.COM
Less early.

ELEVEN19.COM
Less early and updated.



ELEVEN19.COM
Recent.



ELEVEN19.COM
Current (as of this book creation).

Please note that over fifteen years, our memories can be a bit hazy on exact details of every project shown. We tried to accurately list who worked on each project, but apologies for the few we got wrong...

DESIGN CREDITS
Art Direction for all: Donovan Beery

BOOK
15 YEARS OF SELF-PROMOTION
Donovan Beery, Cody Fenske

PAGE 5
GREEN E
Donovan Beery

SILVER E
Donovan Beery

YELLOW E
Ben Lueders

PURPLE E
Donovan Beery

FINGERS
Madison Neal

E19EVEN
Katie Jo Huckins

11:19
Nicholas Burroughs

E19
Josh Collinsworth

PAGE 6
PERFECT
Cody Fenske
OFFICIAL ELEVEN19 STICKER
Chris Kelly
SINCE MARCH 5, 2002 – 11:19AM
Donovan Beery

BEN ICONS
Ben Lueders

MARC ICONS
Ben Lueders

JOE ICONS
Ben Lueders

DONOVAN ICONS
Ben Lueders

PAGE 7
TWELVE
Donovan Beery

@11:19
Donovan Beery, Ben Lueders

CLOCK
Dillon Wheelock

XI:XIX
Cody Fenske

PAGE 8
CONQUERING EVIL FOR OVER 14 YEARS
Dillon Wheelock
Copy: Tim McMahan

ELEVEN19
Donovan Beery

“SERIOUS INQUIRIES ONLY”
Nicholas Burroughs

CHRISTOPHER COLUMBUS
Tony Montgomery

LINCOLN
Tony Montgomery

MILLI VANILLI
Tony Montgomery

PAGE 9
OMAHA, NEBRASKA Donovan Beery
1119 Molly Misek
NEON BRIGHT IN A WORLD OF DREARY PANTONES Dillon Wheelock Copy: Tim McMahan
WHY I DESIGN Nicholas Burroughs
33% BUTTERS Nicholas Burroughs
PAGE 11
OFFICIAL ELEVEN19 MERCHANDISE Nicholas Burroughs
PAGES 12–13
TURNTABLE SLIPMATS Nicholas Burroughs
PAGE 14
YELLOW E (LARGE) Joe Szczapaniak
YELLOW E (SMALL) Joe Szczapaniak
I MET DONOVAN BEERY Donovan Beery
BLACK E Ben Lueders

GREEN AND BRONZE E PATTERN Ben Lueders
11:19 Donovan Beery
WHITE E ON GREEN Donovan Beery
OFFICIAL ELEVEN19 MERCHANDISE Nicholas Burroughs
BRONZE E Donovan Beery
DONOVAN BEERY Ben Lueders Photography: Geoff Johnson
WHITE E OUTLINE Tony Montgomery
WHITE E ON BRONZE Donovan Beery
WHITE E PATTERN Ben Lueders
GREEN E Donovan Beery
WHITE E ON BLACK Ben Lueders
BEN LUEDERS Ben Lueders Photography: Geoff Johnson
PAGE 15
SINCE MARCH 5, 2002 – 11:19AM Chris Kelly

PAGE 16
E19 Josh Collinsworth
E Dillon Wheelock
PAGE 17
SUPER E Ben Lueders
OFFICIAL ELEVEN19 SHIRT Ben Lueders
PAGE 18
PERFECT Cody Fenske
@11:19 Donovan Beery, Ben Lueders
PAGE 19
FINGERS Madison Neal
11:19 Nicholas Burroughs
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BUSINESS CARDS Donovan Beery
PAGE 22
YELLOW ENVELOPES Donovan Beery, Rob Maguire
PAGE 23
TEMPORARY BUSINESS CARDS Donovan Beery

PAGES 24–27
ELEVEN19 STATIONERY Donovan Beery
PAGES 28–29
ELEVEN19 STATIONERY Jon Nielsen
PAGES 30–31
9”X12” ENVELOPE Tony Montgomery, Joe Szczapaniak
ELEVEN19 BUSINESS CARDS Donovan Beery
PAGE 32
BIG “E” TAPE Donovan Beery, Jon Nielsen
BIG “E” FILE FOLDERS Ben Lueders
PAGE 35
EMAIL Donovan Beery Copy: Joe Benkis
PAGES 36–37
AD Donovan Beery
PAGES 38–39
A CUP WITH JOE Chris Kelly Copy: Joe Benkis

PAGES 40–41
BRONZE BROCHURE Donovan Beery, Joe Szczapaniak
PAGES 42–43
GREEN BROCHURE Donovan Beery, Chris Kelly
PAGE 45
OFFICIAL OFFICE TOUR SOUVENIR NOTEBOOKS Joe Szczapaniak
PAGE 46
NOTEBOOKS Tony Montgomery
PAGE 47
STATIONERY NOTEBOOKS Donovan Beery
PAGE 48
CONFERENCE PACKET Donovan Beery
PAGE 49
CONFERENCE PACKET Donovan Beery
PAGE 50
CONFERENCE PACKET Tony Montgomery

PAGE 51
CONFERENCE PACKET Tony Montgomery
PAGE 52
CONFERENCE PACKETS Donovan Beery, Ben Lueders
PAGE 53
CONFERENCE PACKET Donovan Beery, Ben Lueders
PAGES 54–55
OFFICIAL OFFICE TOUR SOUVENIR Nicholas Burroughs Photography: Geoff Johnson
PAGES 56–57
CONFERENCE PACKET Nicholas Burroughs Photography: Geoff Johnson
PAGE 59
2004 HOLIDAY MAILER Rob Maguire
PAGES 60–61
2005 HOLIDAY MAILER Donovan Beery
PAGES 62–63
5 YEAR MAILER Donovan Beery

PAGES 64–65
6 YEAR MAILER Donovan Beery Copy: Tim McMahan
PAGES 66–73
7 YEAR MAILER Jon Nielsen Copy: Tim McMahan
PAGES 74–75
8 YEAR MAILER Chris Kelly Copy: Joe Benkis
PAGES 76–77
9 YEAR MAILER Tony Montgomery
PAGES 78–79
10 YEAR POSTER Ben Lueders
PAGES 80–87
OFFICIAL ELEVEN19 PAPER DOLLS Donovan Beery Illustration: Ben Lueders
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TWELVE YEAR MAILER Nicholas Burroughs, Ben Lueders

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CELEBRATING 13 YEARS ON FRIDAY THE 13TH Donovan Beery
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14 YEAR POSTER Dillon Wheelock
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15 YEAR POSTER Donovan Beery, Cody Fenske
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ELEVEN19.COM Donovan Beery
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ELEVEN19.COM Donovan Beery, Joe Szczapaniak
PAGE 100
ELEVEN19.COM Donovan Beery, Chris Kelly Copy: Joe Benkis
PAGE 101
ELEVEN19.COM Donovan Beery, Nicholas Burroughs Copy: Joe Benkis