



CACTUS

FOUNDED | 1990

EMPLOYEES | FIFTY

OVERVIEW

We help grow brands that help people thrive — Cactus was founded with a vision to help companies, organizations and causes grow and prosper by delivering meaningful work that makes a huge impact. We focus on the categories of Health, Fuel, Play & Future with industry expertise in crafting marketing strategies, creative, media and results.

CORE CAPABILITIES

- Brand Strategy /
- Audience Insights /
- Market Analysis /
- Brand Positioning /
- Media Planning and Buying /
- Design /
- Copy /
- Concepting /
- Production /
- Content Development /
- User Experience /
- Website /
- Mobile Applications /
- Digital Marketing /
- Social /

LEADERSHIP

Joe Conrad
Founder and CEO

Norm Shearer
Partner and CCO

CONTACT

New Business:
Mike Lee
 mike@cactusdenver.com

Press:
Amy Taylor
 amytaylor@cactusdenver.com

EXPERIENCE

HEALTH /
 Children’s Hospital
 Colorado Department of Health
 Colorado Crisis Services
 Denver Health
 Gaia
 Man Therapy
 Sharp Healthcare
 University of Colorado Health System
 UC Irvine Health

FUEL /
 Good Karma
 Horizon Organic
 International Delight
 Odell Brewing Co.
 Silk
 SmartyPants Vitamins
 Smashburger
 Vital Farms
 WhiteWave Foods

PLAY /
 Colorado Lottery
 Denver Zoo
 Jackson Hole Travel & Tourism
 Vail
 Winter Park

FUTURE /
 TCF Bank
 CommunityAmerica
 Alliant International University
 AAA
 Transamerica

