



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

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

