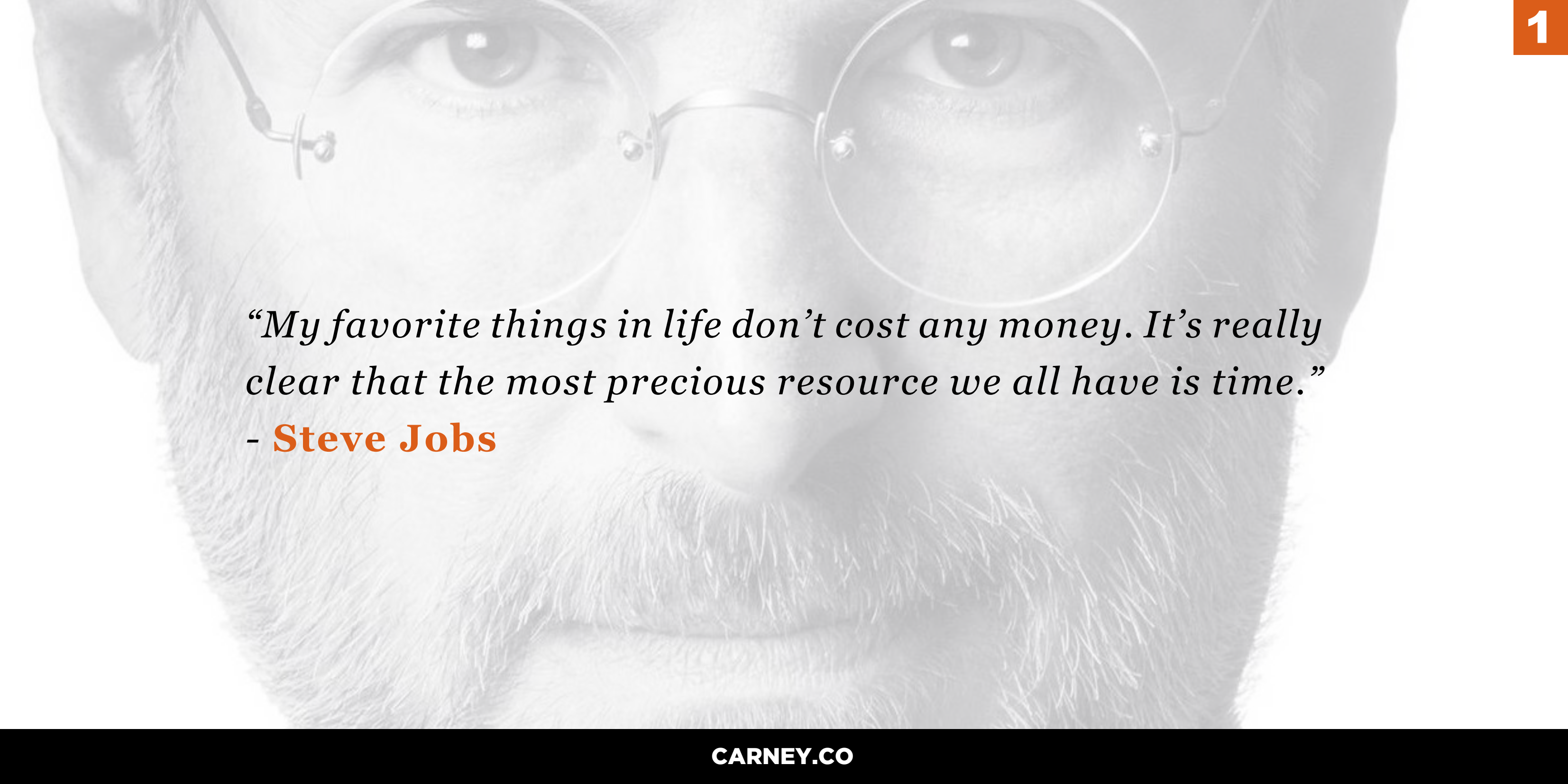


# **LESS** IS NECESSARY

THE ART OF SAYING MORE WITH LESS



*“My favorite things in life don’t cost any money. It’s really clear that the most precious resource we all have is time.”*

**- Steve Jobs**

**WHY IS LESS NECESSARY?**

# MILLENNIALS

1. They know what they want and where to get it.
2. They only settle for the best available option.
3. Outstanding is average and Exceptional is expected.
4. Millennials want Purpose!



TOMS

BUYING A PAIR  
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With every product you purchase,  
TOMS will help a person in need.  
One for One®.

# HOW TO SAY MORE WITH LESS

# DESIGN



*“A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.” - **Antoine de Saint-Exupery***

**YETI**<sup>®</sup>



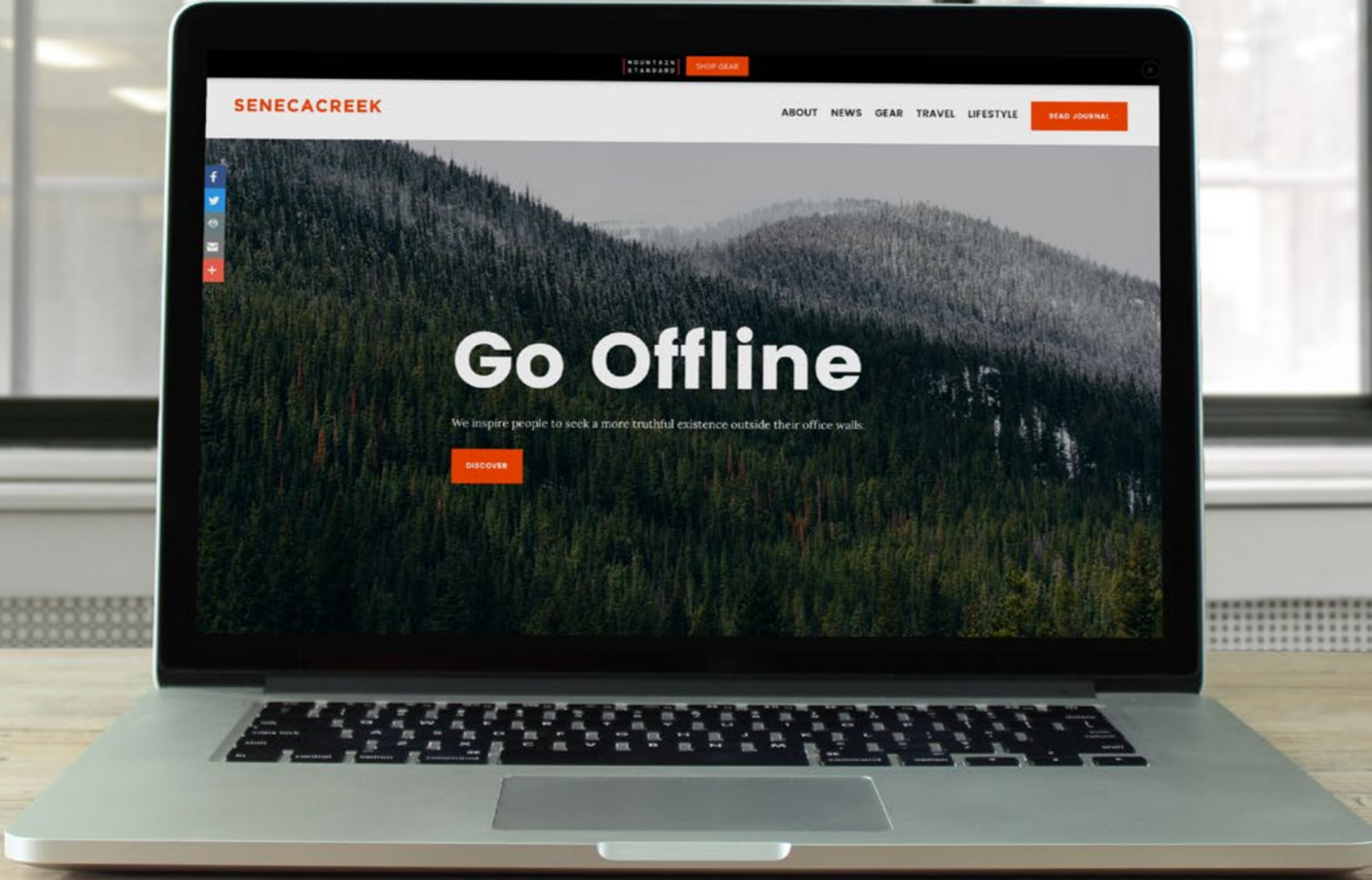
# COPY WRITING

**1. PROBLEM**

**2. SOLUTION**

**3. RESULT**

- **People have become disconnected from the natural world due to the nature of our modern lifestyle.**
- **Seneca Creek creates meaningful, original content to educate people and inspire them to seek a life outside their office walls.**
- **The result is discovering a more truthful existence that allows us to experience the life we were meant to live.**





# CONTENT





Clean

Overdrive

VOLUME

OD  
SELECT

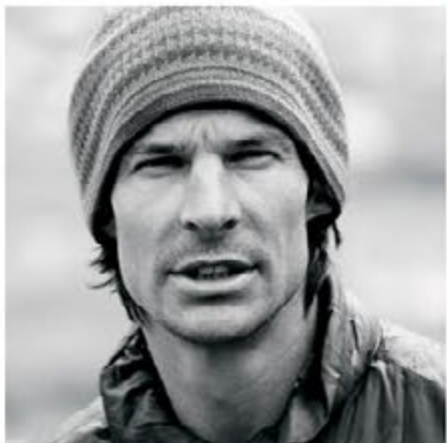
GAIN

VOLUME

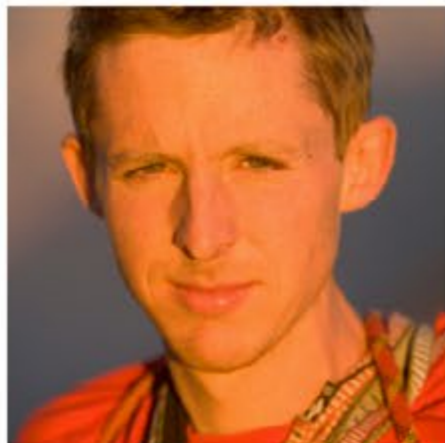
BASS

CONTOUR

# patagonia®



Steve House



Tommy Caldwell



Sonnie Trotter



Colin Haley



Hayden Kennedy



Jon Bracey



Nicolas Favresse



Arnaud Petit



Josh Wharton



Kate Rutherford



Majka Burhardt



Kelly Cordes

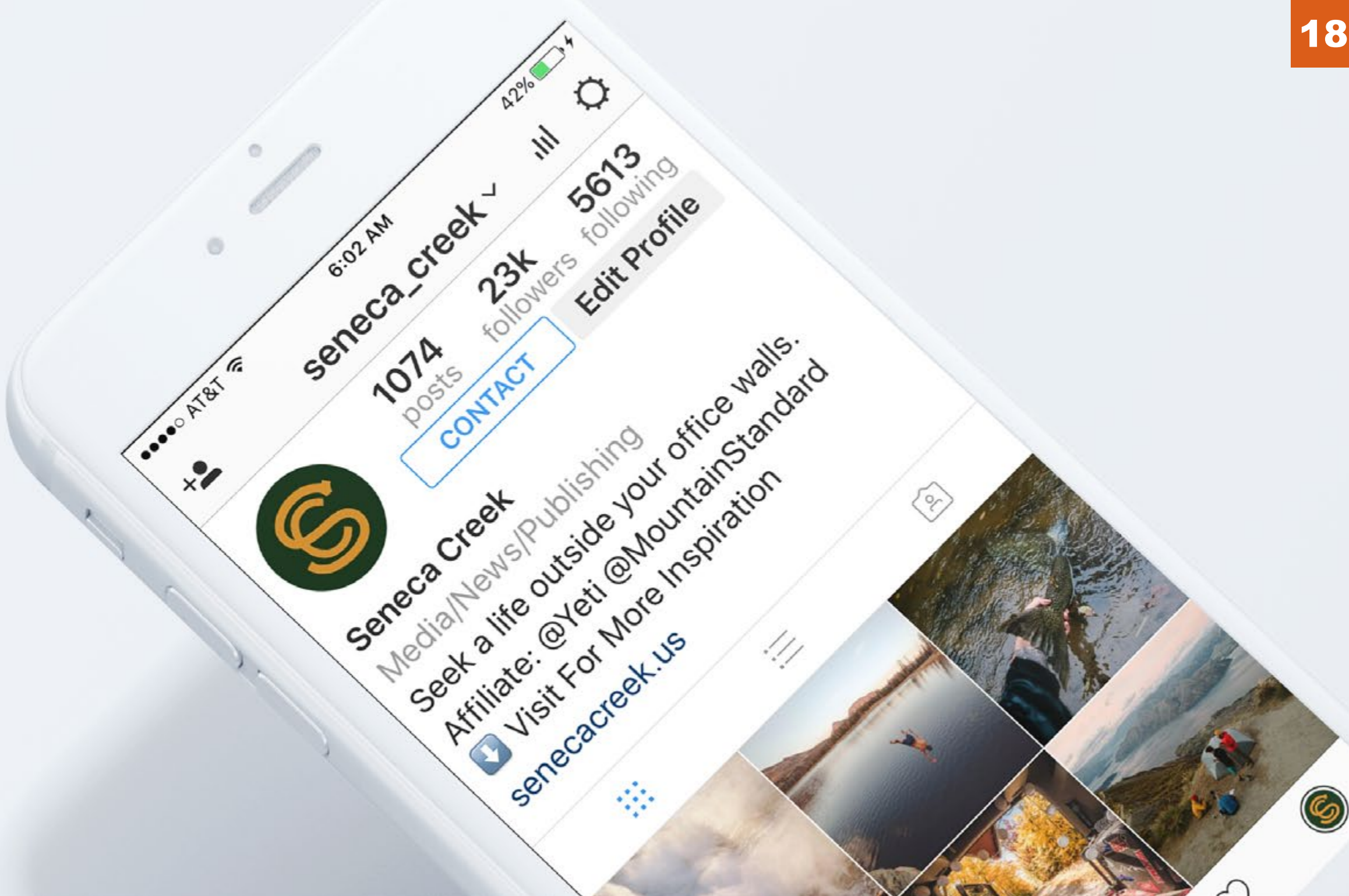


Stéphanie Bodet



Matt Holliker





**THANK YOU**

**INFO@CARNEY.CO**