

A sepia-toned photograph of a person's shadow hanging laundry on a clothesline. The shadow is cast onto a wrinkled white sheet that serves as the background. The person's arms are raised, holding a piece of clothing on the line. A clothespin is visible on the line to the left. The overall mood is nostalgic and domestic.

Newsletter

Summer Issue / 2022





Goodbye Swear Jar

Colorful language in the workplace is becoming more and more acceptable as office culture trends towards the casual side. With summer in the air, and thoughts of post-work beach trips drifting through our minds, it's becoming easier to loosen up, and relax a little, even in our busiest moments.

As the constraints of the pandemic allowed us to open up our personal lives to co-workers, we've started to let go of other office taboos in the process - and it's f***** great.

Cursing at Work

Photo courtesy of @haleyivers



Surfing with Grace

Photographer, Archie Geotina, breaks tradition, by embracing it. In her recent photo series featuring stunning Filipina women surfing in traditional dresses, ageless photos capture the strength and poise she urges viewers to see within her culture and her inspirations. Occasionally a photographer is able to capture an image so timeless that it feels as if it could come from any decade; a true mark of talent and an eye for the sublime.

Breaking Tradition

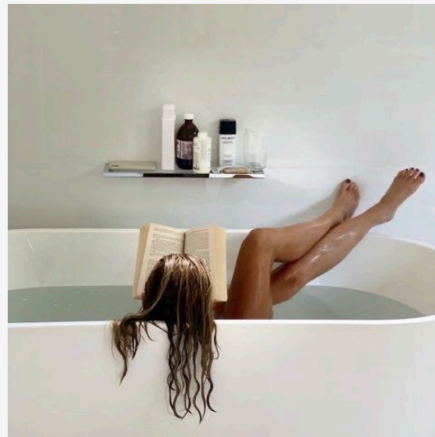
Photo courtesy of @archiegeotina

In Case You Missed It

This summer, Travel Industry Executive Women's Network held their annual conference in Los Angeles. Cara Federici, CEO of The Madison Melle Agency & tech theory group, and a sharp panel of innovators, shared advice for industry leaders and opined about the future of technology and travel.

In Case You Missed It

Photo courtesy of @serene_side





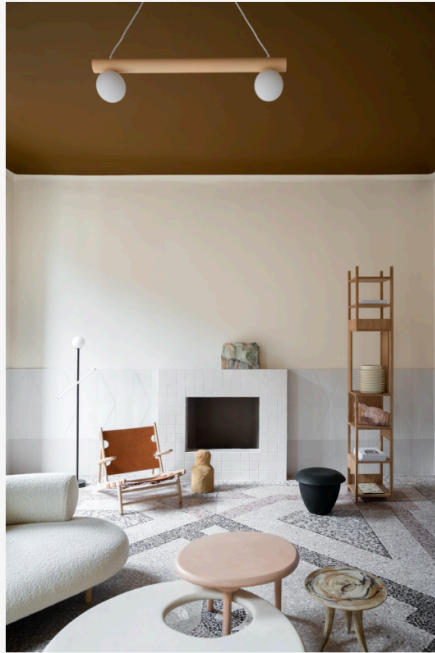
Bold Moves

The true mark of a successful ad campaign is one that sticks in your head far after you've read that article, watched that video, or looked up at that billboard. While controversial content that catches a reader off guard can often backfire, knowing when to drop in those strong punch lines and when to leave them out is key. Grabbing the attention of your audience can indeed be done in ways that won't polarize viewers.

A successful ad campaign is almost like a work of art, and the process should be treated like one.

The Punch Line

Photo courtesy of @ello



Untamed Design

After a time of isolation and disconnection from the outside world, reuniting with our most fundamental relationship - the natural world - is one true way to feel fulfilled and at peace in today's quick moving society.

In the heart of Milan, Ossino's interior design and architecture featured in the exhibit, "Inside Looking Out," uses organic colors, textures, and lines to reflect on the need for reconnection to our roots. Exhibits like these inspire audiences to open up and find joy in connections of all kinds, from family and friends to ourselves or our surroundings.

Inside Looking Out

Photo courtesy of @kinfolk

Off the Beaten Path

While a food-focused trip to Paris or Italy is surely a good time, it can be a bit cliché.

Branching out to a place off the beaten path, whether that be a charming boutique town in Mexico City or a lush escape in Brazil, can be much better for the soul.

From sustainable traditional cooking classes in Belize or barefoot beach bars in the U.S. Virgin Islands, these yet-to-be-discovered vacation spots will provide a unique dining experience without running the risk of overdoing it.

A Foodie Feeling

Photo courtesy of @alexroryjacobs





Portfolio Highlights

The Madison Melle Agency

SONA Home. Like great food and great company, the right table can set the stage for unforgettable moments. And when what adorns your table is as special as who's gathered around it...magic can happen. Vibrant Living. From Our Table To Yours, by Priyanka Chopra and Maneesh Goyal.

The William Vale. Homegrown in Brooklyn, The William Vale stands out as Williamsburg's only true luxury hotel. Immerse yourself in the lively and creative culture, indoors and out.

Campos Polanco. Step away from the ordinary and immerse yourself in the vibrant world that is exclusively, Campos Polanco. Delight your senses with unique happenings, local culture, and eclectic charm. Within the walls of the cosmopolitan residence, you will experience bespoke service and join a sophisticated community of global explorers. Experience the benchmark of boutique hospitality in Mexico City's finest district.

Wylde Windham. A re-imagination of an iconic 20-acre resort located in the Great Northern Catskills. Adventure awaits.

[Discover More](#)



An Appealing Challenge

From 250 square feet of ultra-cozy Upper West Side charm to a 344 square-foot eclectic Parisian flat, tiny living spaces aren't always simply a sign of the times. Getting creative with what you have is all the rage - especially when you can show off your ability to do more with less. While we'll always love the creativity and scale of the larger projects, there's something very appealing about a challenge, a true test of the creative mind.

More With Less

Photo courtesy of @minecraft

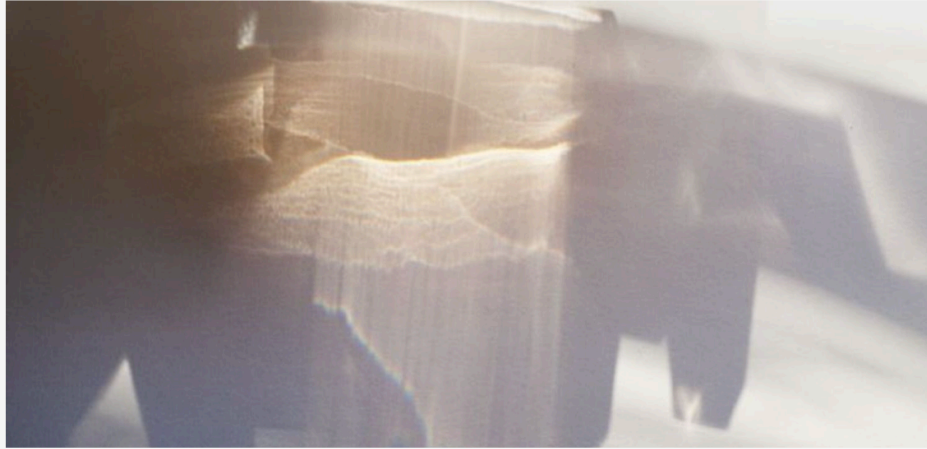
Timeless Tips

No matter the time, ensuring that our ad spend is positioned strategically is the key to financial success and successful reach. Key tactics, such as optimizing conversations and fine-tuning campaigns, should never be deployed situationally but should be a constant for a savvy agency. Optimizing spending optimizes time - which allows us to do more of what we do best.

Powerful Campaigns

Photo courtesy of @annakarlin





Endless Summer

Summer 2022 Playlist

From sunkissed summer days to hot summer nights, these inspirational dream-like tunes sound like sunshine in a melody. Endless summer is only a song away, and these tracks will keep you in a sunny state of mind all year.

[A Selection of Songs for Summer](#)

Photo courtesy of [@baladycreatives](#)

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