



SUPEROXYGEN, INC.

CREATIVE SERVICES ////

RAY CAMPBELL | CREATIVE DIRECTOR

833 Americana Way, Suite 463, Glendale, CA 91210  
310.948.1534

raycampbell@superoxygen.com  
www.superoxygen.com

# AN ARMY OF ONE.

01

EFFICIENCY + EFFECTIVENESS + EXCELLENCE

**SOMETIMES THERE'S ONLY BUDGET ENOUGH FOR ONE  
CREATIVE SPECIALIST TO GET THE JOB DONE.**



## QUICK INTRO

You have a growing business but you just don't have the budget to hire a full-blown advertising agency to execute your marketing objective. Guess what? You're like a lot of small companies that can not only use my help but need my help.

*Hello. My name is Ray Campbell and I am the Creative Director at SuperOxygen, Inc. And I am an Army of One.*

## BACKGROUND

I am an award-winning creative that has spent over 30 years in the advertising industry. I've worked on everything from automobiles to fire prevention. From craft beer to personal injury victims. And along the way, I've developed a big arsenal of creative services that have helped small companies scale up to success.

## CREATIVE SERVICES

**BRANDING . LOGO DESIGN . PHOTOGRAPHY . BROCHURE DESIGN . SOCIAL MEDIA . WEB DESIGN**

**VIDEO PRODUCTION . MOTION GRAPHICS . DIRECT MAIL . PRESENTATION GRAPHICS**

**PRODUCT DESIGN . PACKAGING DESIGN . DRONE PHOTOGRAPHY . SET DESIGN**

**PROMOTIONAL GEAR**

[www.superoxygen.com](http://www.superoxygen.com)

## BRAND EXPERIENCE

IT ALL STARTS WITH A PARTNERSHIP AND A NEED TO DO SOMETHING GREAT.



AN ARMY OF ONE.

EFFICIENCY + EFFECTIVENESS + EXCELLENCE

01

SOMETIMES EVEN BIG BRANDS HAVE  
SMALL BUDGETS!

AN ARMY OF ONE.

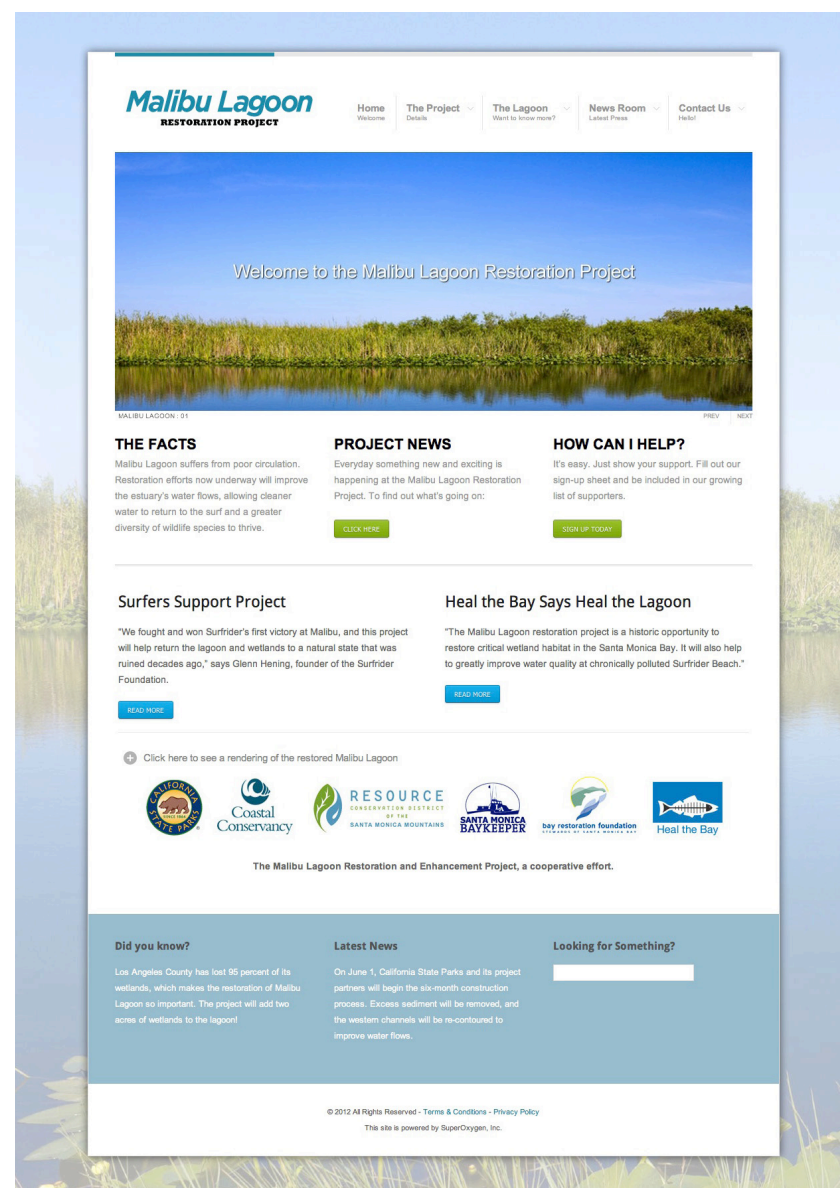
EFFICIENCY + EFFECTIVENESS + EXCELLENCE

01

## MALIBU LAGOON RESTORATION PROJECT



SUPEROXYGEN, INC.  
CREATIVE SERVICES ////




A SMALL PROJECT THAT CREATED BIG RESULTS

The Malibu Lagoon was restored to it's full potential and is thriving today!

LOGO DESIGN  
WEBSITE  
OUTDOOR  
SOCIAL MEDIA


GOLFSTEADY, INC.

 **SUPEROXYGEN, INC.**  
CREATIVE SERVICES ////




[f](#)[t](#)[i](#)[y](#)


HOMEPLAN & PRACTICETOURNAMENTTHE 19TH HOLESHOPCONTACT




NUMBERS



PRACTICE




SCORE



TRACK NOTES

Introducing GolfSteady Tournament Books.



PLAN. PRACTICE. PERFORM.

### GOLFSTEADY TOURNAMENT BOOKS

There are many factors that can contribute to helping you lower your golf score and reducing your handicap. But none more important than good course management – the game that's played between your ears. The fact is, good course management can be all the difference in taking your golf game to the next level and winning a tournament. • Introducing Track Notes and Tournament Books by GolfSteady, Inc. The DIY yardage book and practice system that's designed to give you improved course management. [LEARN MORE](#)



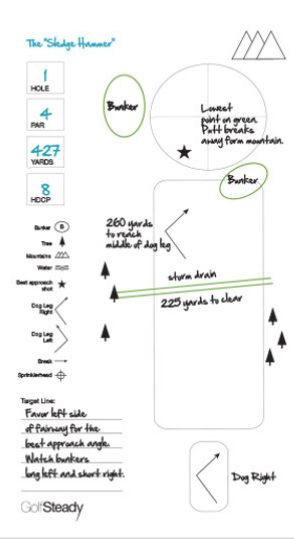
GolfSteady's Parody T-shirts.  
Get one today.



PLAN. PRACTICE. PERFORM.

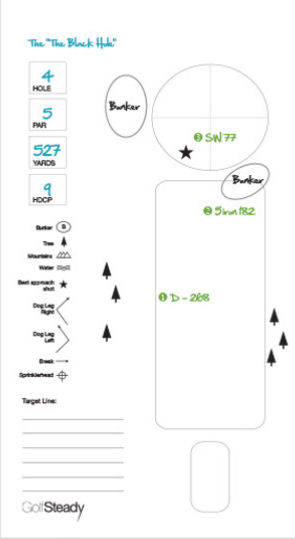


**"The Shaggy Hunter"**



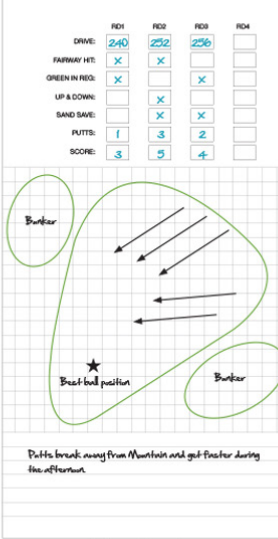
Best target line & obstacles

**"The Black Hole"**



Drive dispersion & shot tracker


	FE1	FE2	FE3	FE4
DRIVE	240	252	256	
FAIRWAY HIT	X	X		
GREEN IN FEEL	X		X	
UP & DOWN		X		
SAND SAVE		X	X	
PUTTS	1	3	2	
SCORE	3	5	4	



Enlarged view of green

Practicing a bad swing will only make you **consistently bad.**

TAKE LESSONS FROM A PRO. KNOW THE COURSE. HAVE FUN. [GOLFSTEADY.COM](#)



Practicing a bad swing will only make you **consistently bad.**


TAKE LESSONS FROM A PRO. KNOW THE COURSE. HAVE FUN. [GOLFSTEADY.COM](#)




With a strong social media campaign, GolfSteady managed to get a nice write up in Golf Digest!

LOGO DESIGN  
WEBSITE  
SOCIAL MEDIA  
PRODUCT DESIGN  
APPAREL

THE POWER OF SOCIAL MEDIA HELPED THIS START-UP GET NOTICED INTERNATIONALLY.

  
Kabateck Brown Kellner LLP




Due to the graphic nature of this head injury, we can not show you the "real" victim.

consectetur adipiscing elit. Morbi interdum interdum porta. Donec interdum, risus vel tincidunt viverra, enim dolor aliquet erat, eget ornare ligula sem sed purus. Praesent vestibulum volutpat urna gravida

[VIEW THE CASE](#)


[CONTACT US](#)

"Now, more than ever, consumer need a strong voice in Sacramento and in the courts to preserve their access to justice,"  
—Brian Kabateck




consectetur adipiscing elit. Morbi interdum interdum porta. Donec interdum, risus vel tincidunt viverra, enim dolor aliquet erat, eget ornare ligula sem sed purus. Praesent vestibulum volutpat urna gravida porta. Nulla tincidunt, sapien bibendum congue pharetra, nunc odio viverra turpis, quis posuere libero tellus in ante. Duis venenatis mi at nisl imperdiet eu lobortis

**JANE DOE, Los Angeles**




Case: Title One  
consectetur adipiscing elit, Morbi interdum interdum porta. Donec interdum, risus vel tincidunt viverra, enim dolor

Construction Defect



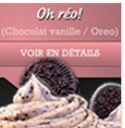
Case: Title Two  
consectetur adipiscing elit, Morbi interdum interdum porta, Donec interdum, risus vel tincidunt viverra, enim dolor

Product Defect




Case: Title Three  
consectetur adipiscing elit, Morbi interdum interdum porta, Donec interdum, risus vel tincidunt viverra, enim dolor

Gender Discrimination



Case: Title Four  
consectetur adipiscing elit, Morbi interdum interdum porta, Donec interdum, risus vel tincidunt viverra, enim dolor

Click Fraud



Case: Title Five  
consectetur adipiscing elit, Morbi interdum interdum porta, Donec interdum, risus vel tincidunt viverra, enim dolor

Wrongful Death

  
Kabateck Brown Kellner LLP



What to do when drugs do more harm than good?

  
Kabateck Brown Kellner LLP

Impossible is where we begin.

  
Kabateck Brown Kellner LLP



In a very conservative industry, we made people take notice with striking images that broke away from the norm.

LOGO DESIGN  
WEBSITE  
SOCIAL MEDIA  
DIRECT MAIL  
PRINT

THE TRUTH IS—SMALL CAN BE VERY POWERFUL.

CADIZ, INC.

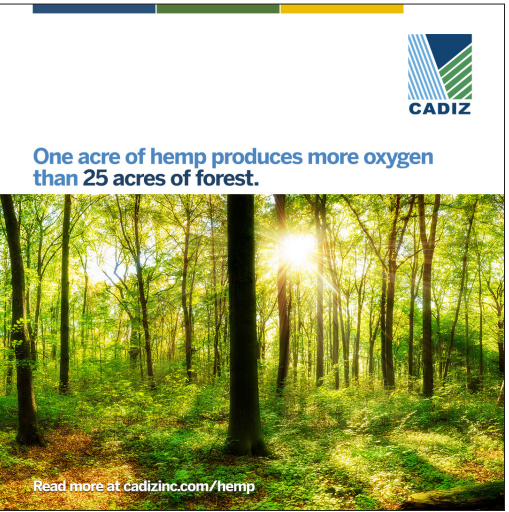
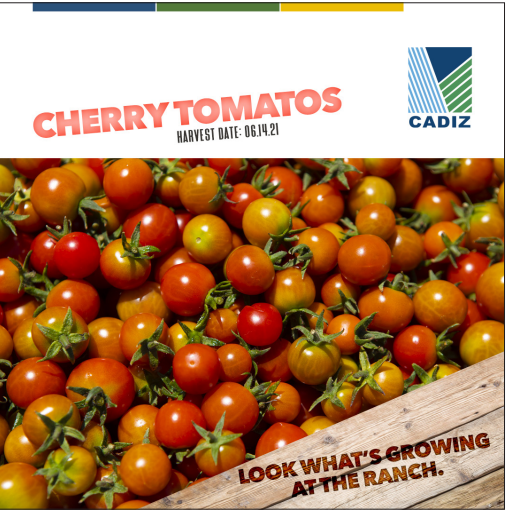
AN ARMY OF ONE.  
EFFICIENCY + EFFECTIVENESS + EXCELLENCE

01



Who would have thought there's water in the Mojave Desert. This client has been fighting for the right to share it's water and growing vegetables along the way.

- LOGO DESIGN
- WEBSITE
- SOCIAL MEDIA
- PRINT
- VIDEO
- QUARTERLY MAGAZINE



HEMP, VEGETABLES AND WATER FIGHTS.  
ALL ON A LEAN BUDGET.

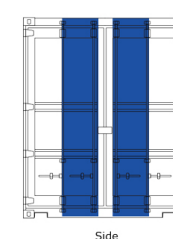
# AN ARMY OF ONE.

EFFICIENCY + EFFECTIVENESS + EXCELLENCE

SHELBY AMERICA, INC.



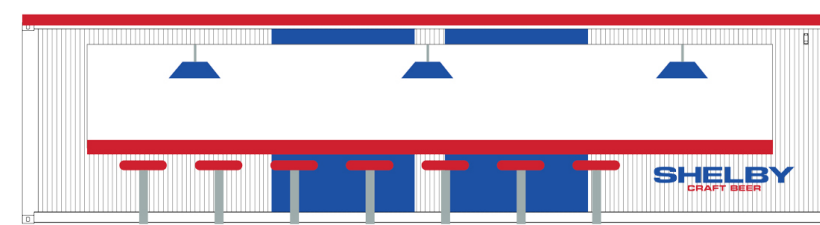
SUPEROXYGEN, INC.  
CREATIVE SERVICES ////



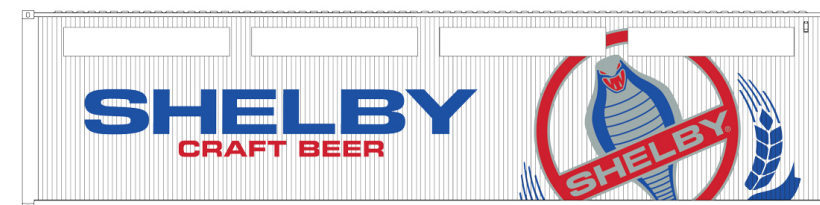
Side



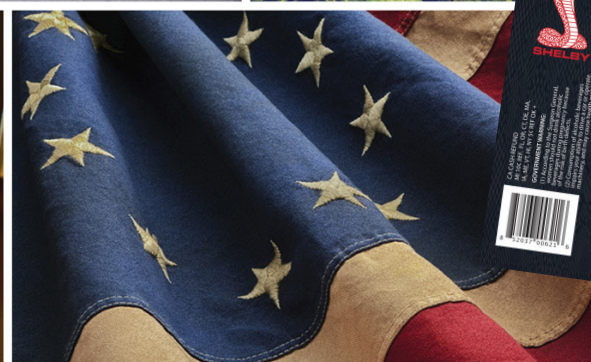
Side



Front



Back



This is what we call going all out with a modest budget. Shelby wanted to create a kick ass annual event. So we partnered with a local craft beer company and put on an amazing show.

LOGO DESIGN  
WEBSITE  
SOCIAL MEDIA  
PACKAGE DESIGN  
EVENT MARKETING

BEING FAST AND EFFICIENT IS HOW WE WON  
OVER SHELBY AND THIS PROJECT.

## LA CHAPALITA TORTILLAS



**SUPEROXYGEN, INC.**  
CREATIVE SERVICES ////



Cab Graphic  
Size: 70" h x 64.75" w  
e: 66" h x 60.75" w



Psg Side Graphic  
Production Size: 93" h x 98" w  
Image Size: 91" h x 96" w



Psg Side Graphic  
Production Size: 95.5" h x 210" w  
Image Size: 91.5" h x 206" w

Psg Cab Graphic  
Production Size: 70" h x 64.75" w  
Image Size: 66" h x 60.75" w

How do companies thrive during COVID? Simple. Great branding. While other companies were going under, La Chapalita restructured their business and starting marketing aggressively.

LOGO DESIGN  
WEBSITE  
PACKAGE DESIGN  
SOCIAL MEDIA  
TRUCK WRAP

**BEING NOTICED IN A COMPETITIVE MARKET  
IS MORE THAN HALF THE BATTLE.**

AN ARMY OF ONE.

EFFICIENCY + EFFECTIVENESS + EXCELLENCE

## NFL PROMO WITH GILLETTE




SUPEROXYGEN, INC.  
CREATIVE SERVICES ////



FOOTBALL, SHAVING AND SMACK TALK.  
WHAT MORE DO YOU WANT?

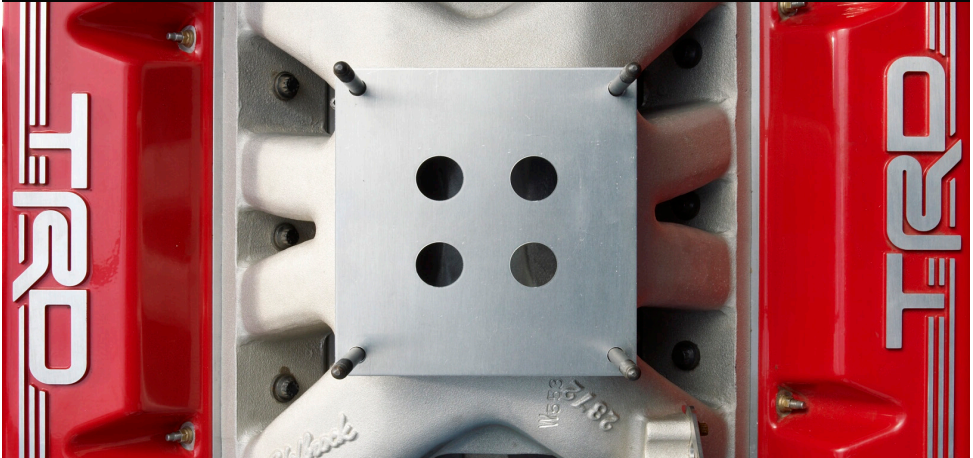
TEAM TOYOTA RACING


AN ARMY OF ONE.  
EFFICIENCY + EFFECTIVENESS + EXCELLENCE




THERE MAY BE LIMITS ON HOW MUCH AIR  
CAN GO INTO YOUR ENGINE, BUT NEVER HOW MUCH HEART.

There's not a restrictor plate in all of NASCAR big enough to hold back the passion and commitment of our race crews and engineers. Because in our first season in Cup, we're not here just to avoid "the big one" or simply be another car in a 14-car draft. We're here to race. Toyota. The newest member of the NASCAR Nextel Cup Series.




 **TOYOTA**  
moving forward


\* ART DIRECTION ONLY



THERE ARE FEW THAT MATCH THE EFFORT OF OUR ENGINE BUILDERS.  
THANKFULLY, THOSE WOULD BE OUR BRAKE SPECIALISTS.

Whether you're a TRD engine builder squeezing another mph from the Camry, or a Team Toyota engineer trying to slow that bad boy down, it takes a team effort to make it in Cup. Along with a commitment and dedication second to none. Because last we checked, there is no "I" in "Nextel Cup." We're here to race. Toyota. The newest member of the NASCAR Nextel Cup Series.



 **TOYOTA**  
moving forward

LAUNCHING INTO THE DOMESTIC MARKET  
WAS A BATTLE FROM LAP ONE.

SMOKEY BEAR

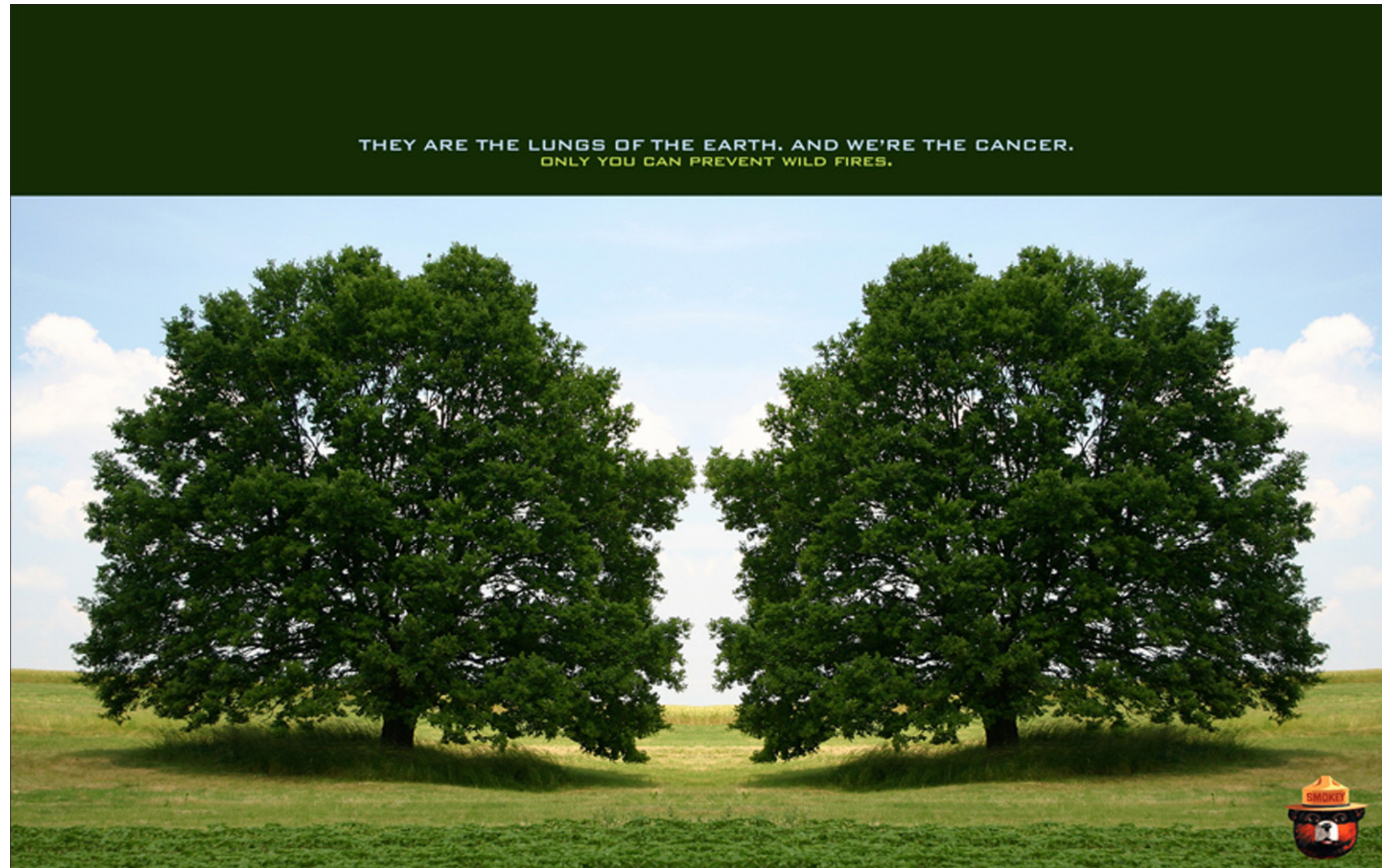


SUPEROXYGEN, INC.  
CREATIVE SERVICES ////

AN ARMY OF ONE.

EFFICIENCY + EFFECTIVENESS + EXCELLENCE

01



DROUGHTS AND WILD FIRES EQUALS  
TRAGEDY.

AN ARMY OF ONE.

EFFICIENCY + EFFECTIVENESS + EXCELLENCE

01

Thank you for your consideration.



SUPEROXYGEN, INC.  
CREATIVE SERVICES ////

## QUESTIONS, QUOTES & QUICK ANSWERS:

RAY CAMPBELL | CREATIVE DIRECTOR

WWW.SUPEROXYGEN.COM

raycampbell@superoxygen.com

310.948.1534

A BREATHE OF FRESH THINKING!  
310.948.1534