

A night to celebrate our agency's culture is pretty sweet, but the Hartford Business Journal's Best Place to Work awards was also a chance to connect with like-minded businesses that could use our help. Looking to memorably break the ice, we took the Willy Wonka theme and applied a Mintz + Hoke spin. This included handing out oversized lollipops with Wonka's famous line about creative thinking adorning the front and a QR code on the back. The piece illustrated how we and the confectionary genius aren't so different and encouraged guests to learn more about our team.