

Luke Behrends CO-FOUNDER & CCO



Luke Behrends is an award-winning copywriter and creative director whose work has been honored at Cannes, The One Show, The Clios and even the front page of his hometown newspaper. Over his 20+ year ad career, he's worked at top shops (Wieden+Kennedy, Saatchi & Saatchi, Anomaly) on top brands (Nike, Tide, Budweiser, Apple, Google), writing Super Bowl spots, shooting with celebrities, winning pitches, and launching global campaigns. He's the creative brains behind iconic and buzzy advertising like [Tide's Miracle Stain Super Bowl spot](#) and Budweiser's [Brewed The Hard Way](#), and wrote some of the most beloved [This Is Sportscenter](#) ads (oh hey, Landon Donovan and Floyd Mayweather) during the four-plus years he spent creating campaigns for ESPN. Luke was born in a cornfield in Minnesota and lives on the ocean in Maine with his beautiful wife and two redheaded kiddos.



Budweiser



head & shoulders



CAPRISUN

Miller Lite

Captain Morgan

Honey Nut Cheerios



Google

PROGRESSO

ESPN

KNOB CREEK

sweetgreen

