

ABOUT C3



**Kids and families aren't just valuable to your business—they're pivotal.
And they're at the heart of everything we do.**

We're a brand activation agency like no other. We've built our expertise through 30+ years of asking great questions and finding great answers. Each and every day we go beyond big ideas and great messaging to create actionable steps and tangible engagement strategies to change the game for our clients and their guests.

Brand activation isn't about the words you say, but what you can do. It's a catalyst. An awakening. And you can't get there by playing it safe ... That's why we play courageously.

We know what it takes to catch a kid's eye and win a family's heart. Not just advertising. Not just product. We're all of the above—brilliant marketers and tireless doers. And we're all-in.

That's how we help our partners win.

FAST FACTS

C3 was founded in 1987 with just one employee.

Today, the C3 family has grown to include the forty midwestern dreamers, makers, designers, marketers and logistics professionals that call the Kansas City metro home. From our central US location, our warehouse and operations team can service North American clients with ease.

We've worked with the brands like Sonic Drive-In, Arby's, Denny's, Raising Cane's and Texas Roadhouse, as well restaurants within the Darden group, Marriott luxury hotel brands, and many more, large and small, within the United States and abroad.



PRODUCTS + SERVICES

C3 is known for building fully custom family and kids' programs for our partners—from strategy and brand positioning, to experiential design, to designing and producing product and getting it where it needs to go.

CONTACT



More information about C3 and their kid and family expertise can be found at www.c3brandmarketing.com, or by reaching out to Jennifer Loper at jloper@c3mail.com.



LEADERSHIP

Bob Cutler
CEO and Founder
Kolbe 2684

Our fearless leader started C3 over 30 years ago with one client and a big idea to do things differently. Today, C3 has more than 40 clients, and Bob—a successful entrepreneur and political activist—has achieved another life-long dream: becoming an officer of the law!

Officer Cutler graduated from MCC Blue River Public Safety Institute in 2018 and now serves as a patrolman for the Lake Lotawana Police Department. He has three grown children and a grandchild.



Jennifer Loper
President
Kolbe 6383



Jennifer started her career at C3 back in 2006 as an account manager and has risen to her presidential role not only through

her kind and unwavering leadership of the account management department, but also a talent bordering on super-powerful for building meaningful, lasting relationships with clients that truly see us as partners.

She has two sons in college and is known around the office for her fabulous style and necklace collection.



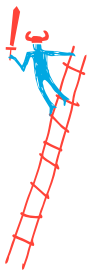
Caroline Lerro
Vice President of
Account Management
Kolbe 6473



Caroline leads the strategic development of client solutions with the account management team. She also spearheads our

international production team, bringing to life each client's custom ideas through innovative manufacturing. She brought her years of advertising and marketing agency experience with her when she joined C3 in 2016.

Prior to her tenure at C3, Caroline lived abroad for six years in Spain and Italy with her husband and two sons.



Ginny Harris
Director of Finance
Kolbe 6734



Ginny helps keep C3 healthy, wealthy and wise with her careful management of the financial operations of the business. She has been with C3 since 2011, when she joined the team as a financial controller.

Ginny loves sports and working out. She has three children and one grandson.

Barb Smith
Senior Director of Operations
Kolbe 8722



As the leader of the operations team, Barb ensures our products make the journey from our vendor partners around the world straight into the hands of the families our clients serve ... to say nothing of the work she does to keep things running smoothly within C3 itself.

Barb has been a part of the C3 family for over 20 years.



Doug Kubert
Executive Creative Director/
Director of Digital
Kolbe 5465



Doug came to C3 from a digital agency back in 2007. He leads the creative department alongside Bob Houston and spearheads any

and all digital aspects of our work, from websites to mobile games to augmented reality experiences.

Doug has two daughters, a fear of clowns and a formidable vinyl record collection.



Bob Houston
Executive Creative Director/
Director of Entertainment
and Licensing
Kolbe 7373



Bob leads our partnerships with studios, toy companies and other entertainment brands, as well as overseeing the development of

the kids' meal toys we're known for.

Bob has two kids and has been a part of the C3 family for 20 years—he started his tenure as a young man and has built a whole career around staying young at heart.

WHO IS KOLBE?

Understanding and using Kolbe numbers is a big part of our culture at C3.

Rather than identifying personality types, the Kolbe Index measures the instinctive ways in which people take action to get things done. This makes it a great tool to help us better communicate, collaborate and understand one another in our working environment.

We love to know and understand our clients' Kolbe numbers, too—we use that insight to be the best colleagues and partners we can be! Visit Kolbe.com to learn more.