



DARREN LE

01 McDonald's Breakfast World Cup 26 Big Breakfast Menu & Summer WC 2026 Mexico

Modernizing a 175-year-old institution required bridging legacy and Gen Z by figuratively "wearing the mascot persona" to understand the cultural heartbeat of the audience.

02 It Start With Benny

BIC & CCNY Athletic Department Campaign

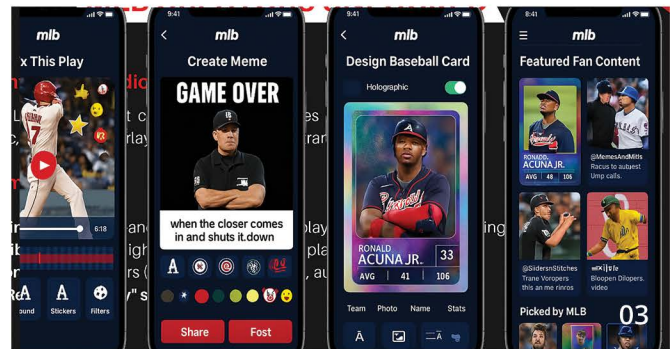
The project aims to increase students' enthusiasm for participating in competi-

03 Project MLB MLB Rebranding

We are advertising Fan Studio, Hub: Tools enabling users to create custom media via "Remix Highlights," "Meme Maker," and "Card Creator."

04 Campbell Soup When do you need soup?

Campbell's Soupport Line is here.



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