

## **Idea Ranch Welcomes Favier as Creative Director**

Agency roster continues to grow

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FOR IMMEDIATE RELEASE

**TULSA, Okla., May 10, 2021** — Idea Ranch has announced the addition of Corey Favier as the agency's newest Creative Director. Favier is joining the team with 20 years of advertising experience and has built his career in the agency business in Kansas City, Boston, Chicago and Denver, working on national brands like Sprint, Jim Beam, Porsche, AutoZone, Jack Daniels, Harley-Davidson USA and Anheuser-Busch.

*"Corey is an exceptional creative mind and all-around great dude. He dreams big and runs at a high RPM. He pushes for great in his work and is well-versed at directing teams to do the same," said Jeff Tolle, Chief Creative Officer at Idea Ranch.*

*"One of the most intriguing things about Corey is he's got mega brand experience but he's never had the opportunity to work within the categories he's passionate about away from work. Corey is an avid outdoorsman, adventurer and a lover of the mountains, like many of us here. I can't wait to see what happens when his creative fire meets his personal passions. Layer him into our already awesome team and we believe we have lightning in a bottle."*

*"Corey leads with kindness and humility," said Morgan Espinosa, Idea Ranch's Director of Culture and Talent. "It's obvious he cares deeply for people, and his commitment to building strong relationships and mentoring young creatives will be extremely additive to our culture."*

As a passionate outdoorsman, most of his free time is spent outside, whether it's in a tree, on a boat or in the mountains. Favier, a St. Louis native and University of Missouri-Columbia graduate, has relocated to Tulsa, Oklahoma with his wife and two dogs.

**About Idea Ranch**

Idea Ranch is a full-service advertising, PR, and consumer insights firm headquartered in Tulsa, Oklahoma, with a second office in Wichita, Kansas. The firm has a diversified list of clients across the country and is an industry leading marketing communications company building brands in the outdoor recreation and passion sports sectors. For more information, please visit [www.idearanch.com](http://www.idearanch.com).