ADDENDUM

RELEVANT EXPERIENCE

CORNING MUSEUM OF GLASS

NATIONAL COMEDY CENTER

PUTTING THE HOUSE THAT COMEDY BUILT ON THE MAP

CLIENT SINCE 2022

RELEVANT EXPERIENCE

The National Comedy Center had the problem every great attraction has before anyone's been inside it: the thing that makes it extraordinary is the thing you can't put on a billboard. Built on Lucille Ball's wish that her hometown become a destination for comedy, it's a 37,000-square-foot institution with more than 50 immersive exhibits — a place people have to experience to understand, and a place almost nobody was going to drive to Jamestown to experience on faith.

So we stopped describing the museum and started producing the feeling.

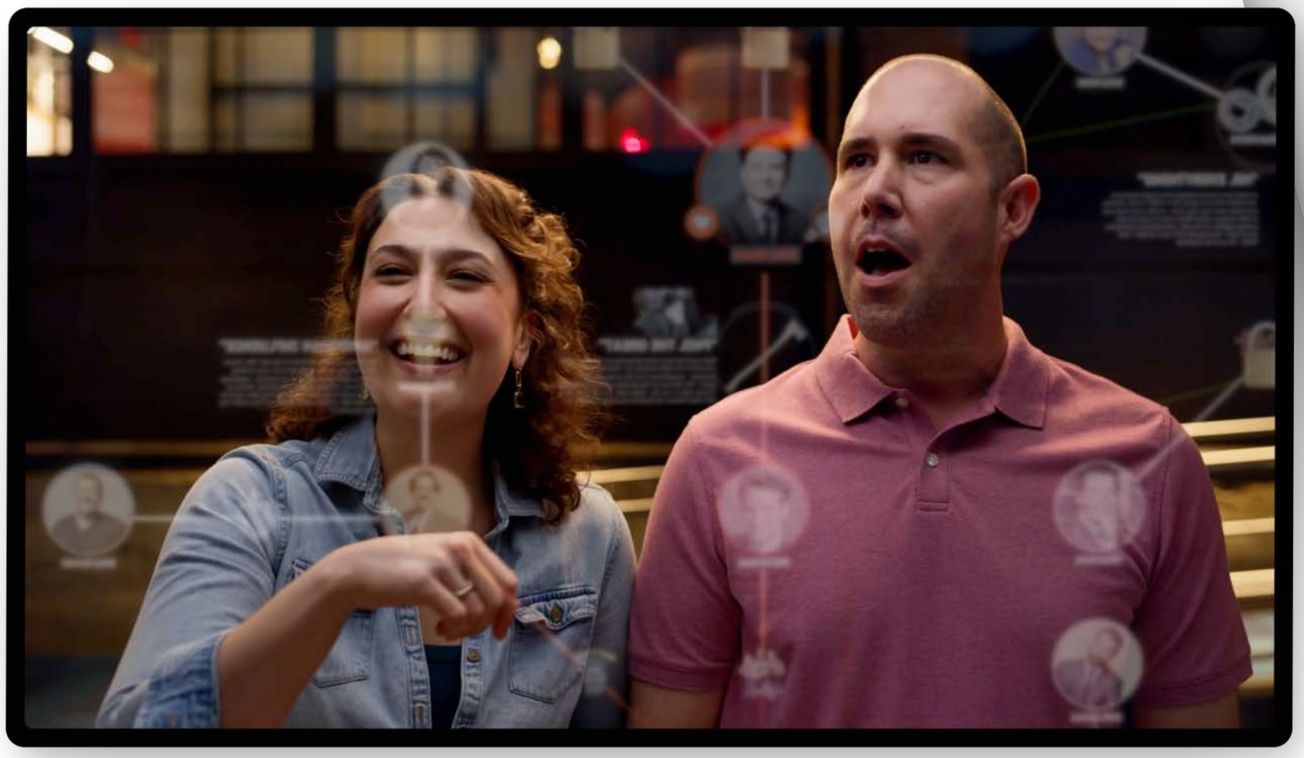
ANTHEM VIDEO | **WATCH THE VIDEO**



RELEVANT EXPERIENCE

Laughter Lives Here treated comedy not as a subject on display but as a living thing with an address. It gave a small city a claim no other destination could make, and it gave every execution a single standard: don't explain the laughter — capture and present it through authentic experiences.

LAUGHTER LIVES HERE | **WATCH THE VIDEO**





CORNING MUSEUM OF GLASS

VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

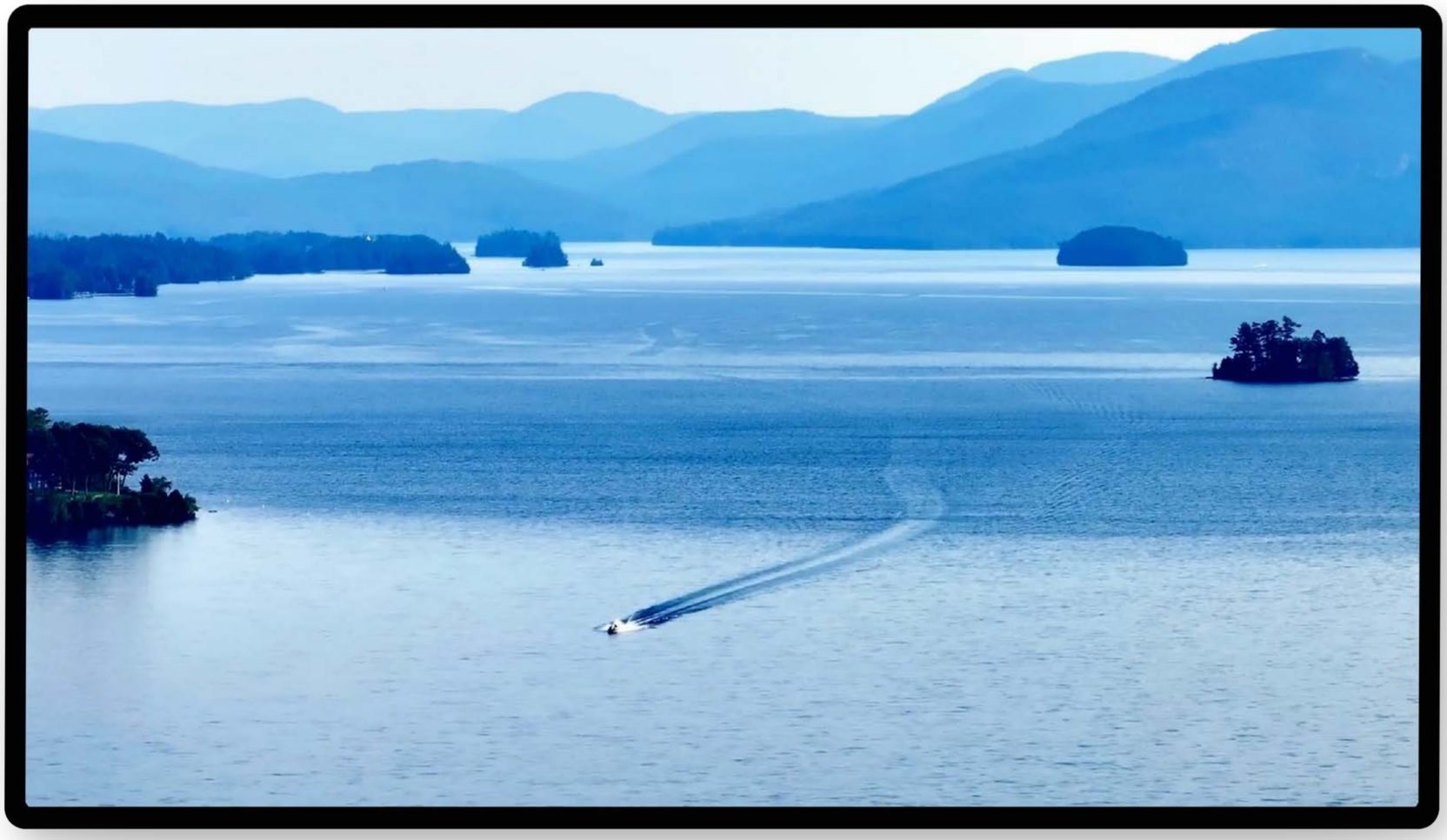
WHERE DO YOU GO TO LET GO?

CLIENT SINCE 2023

RELEVANT EXPERIENCE

As Agency of Record for Visit Lake George Area, FourthIdea's role goes far beyond creating individual campaigns or deliverables. We help define a single, strategic vision for the destination—and then bring that vision to life everywhere a prospective visitor encounters the brand.

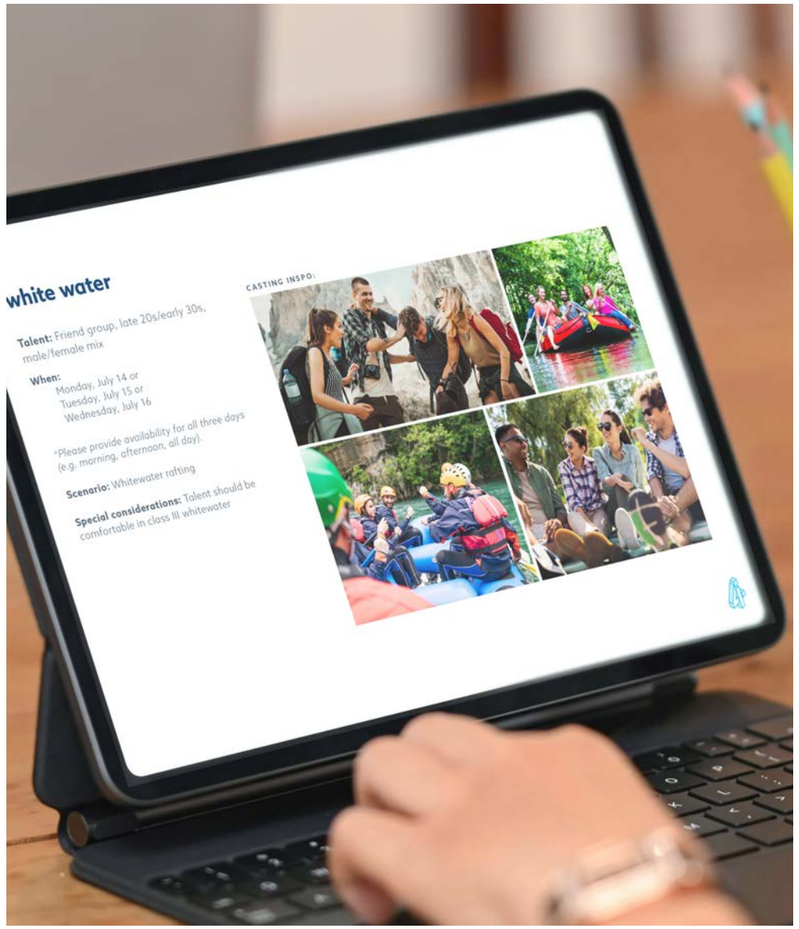
ANTHEM VIDEO | **WATCH THE VIDEO**

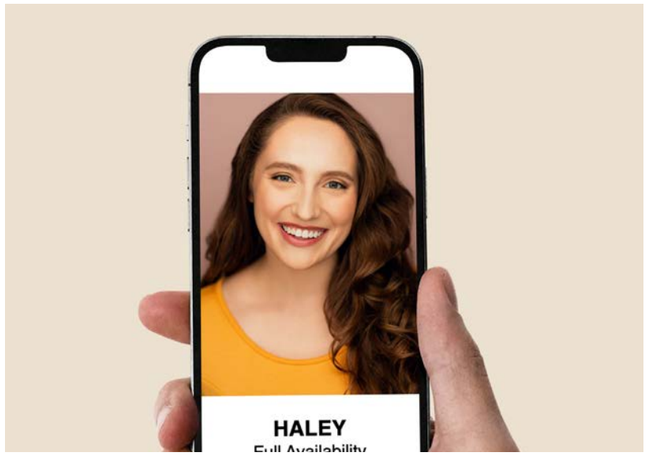


CORNING MUSEUM OF GLASS

RELEVANT EXPERIENCE

Our work begins with understanding what makes Lake George meaningful, not simply what there is to do there. The destination offers an extraordinary combination of natural beauty, outdoor adventure, family traditions, small-town experiences and the freedom that comes from escaping the routines of everyday life. That insight became the foundation for Let Go—a campaign platform built around a simple human truth: sometimes the best way to enjoy life is to let go of the everyday tedium.











CORNING MUSEUM OF GLASS

RELEVANT EXPERIENCE









CLIENT GALLERY SAMPLES






VIDEO STILLS





BEHIND THE SCENES

CORNING MUSEUM OF GLASS

RELEVANT EXPERIENCE



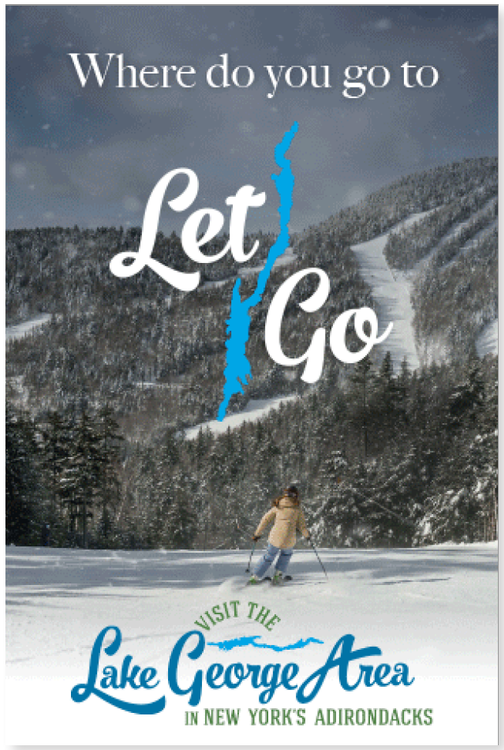
LET GO CAMPAIGN VIDEO

WATCH THE VIDEO

CORNING MUSEUM OF GLASS

RELEVANT EXPERIENCE

From the annual Travel Guide to broadcast and streaming commercials, digital advertising, social content, print, outdoor and more, every execution is designed to feel like part of the same Lake George story. The medium changes. The message adapts. But the vision remains consistent.







LET GO CAMPAIGN EXECUTIONS



LET GO PRINT AD

CORNING MUSEUM OF GLASS

CREATING A BRAND WITH DEPTH

CLIENT SINCE 2022

RELEVANT EXPERIENCE

The Aquarium of Niagara has evolved over the years. From a source of entertainment it has grown into an establishment dedicated to the conservation and care of all aquatic life. They needed a brand refresh that accurately reflected who they were today.

aquarium of niagara

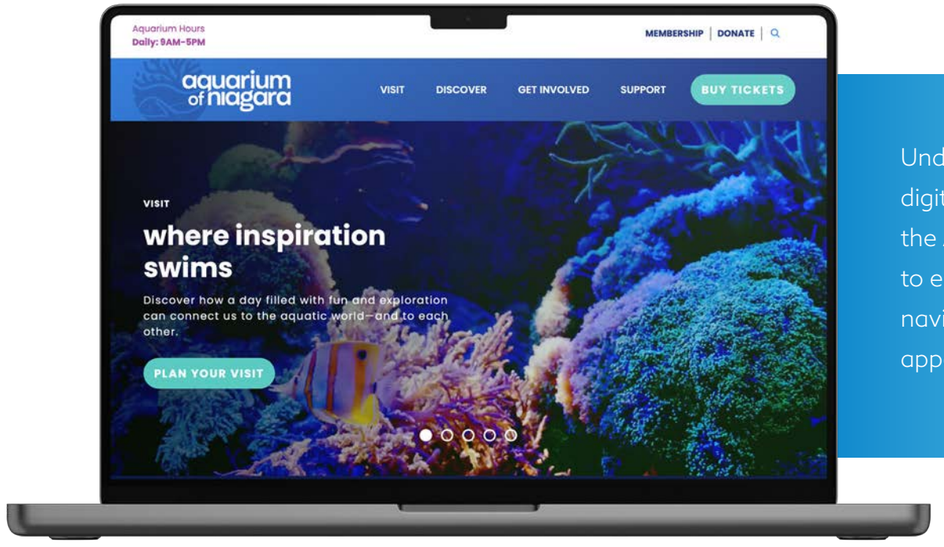
WHERE INSPIRATION SWIMS

CORNING MUSEUM OF GLASS

RELEVANT EXPERIENCE

aquarium of niagara

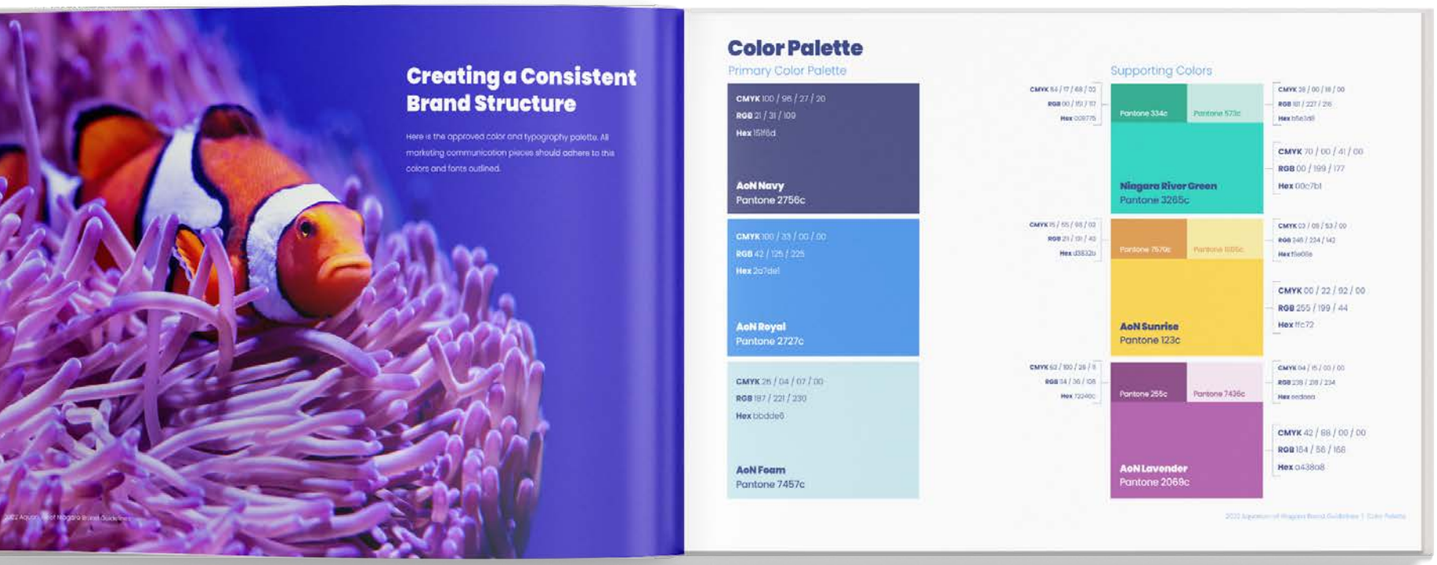
BRAND IDENTITY



VISIT THE WEBSITE

COMPLETE WEBSITE OVERHAUL

Understanding the importance of a strong digital presence, we completely re-imagined the AON website. The new site was designed to enhance user experience, with intuitive navigation, engaging content, and a visually appealing design that reflected the new brand.



BRAND IDENTITY + GUIDELINES



BRAND ANTHEM VIDEO

WATCH THE VIDEO

CORNING MUSEUM OF GLASS

The Aquarium of Niagara expanded its footprint by adding a new permanent exhibit that aimed to highlight the vast and delicate ecosystem that is the Great Lakes region. FourthIdea helped to brand this new expansion as well as produced and executed a teaser and brand launch campaign.

great lakes 360

great lakes 360

BRAND IDENTITY

:15 TEASER SPOT



WATCH THE VIDEO

:30 BRAND LAUNCH SPOT



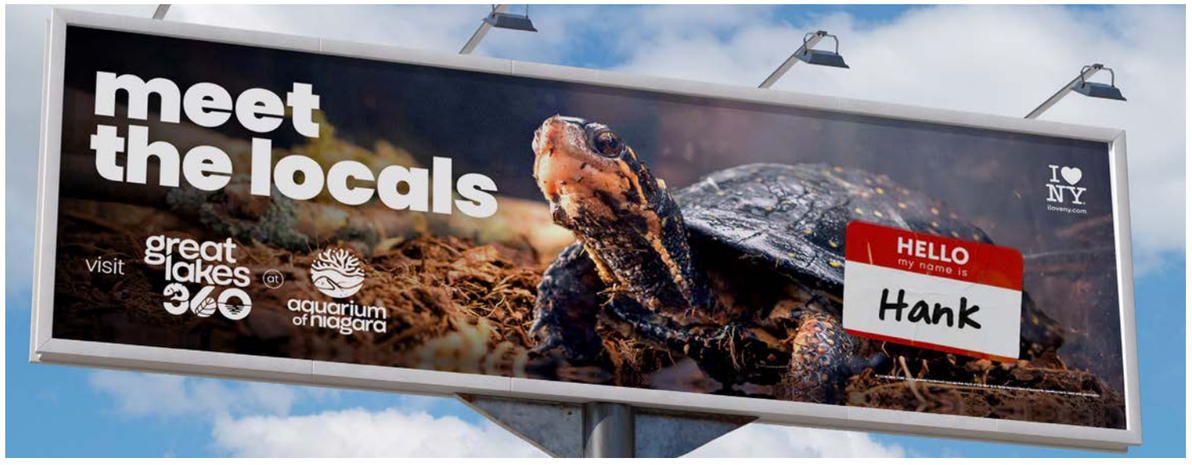
WATCH THE VIDEO

CORNING MUSEUM OF GLASS

BILLBOARD CREATIVE











WHERE SPORTS AND SCIENCE COLLIDE

CLIENT SINCE 2025

RELEVANT EXPERIENCE

Science Stadium was a a new, permanent exhibit at the Buffalo Museum of Science exhibit built in partnership with the Bills, Sabres, and Bandits — three franchises in a city where sport is closer to a religion than a pastime. The risk was that a science museum would do what science museums do with a subject like that: explain it. Politely. In a way no true fan would gravitate too.

So we put the two worlds in the same frame and let them hit each other.

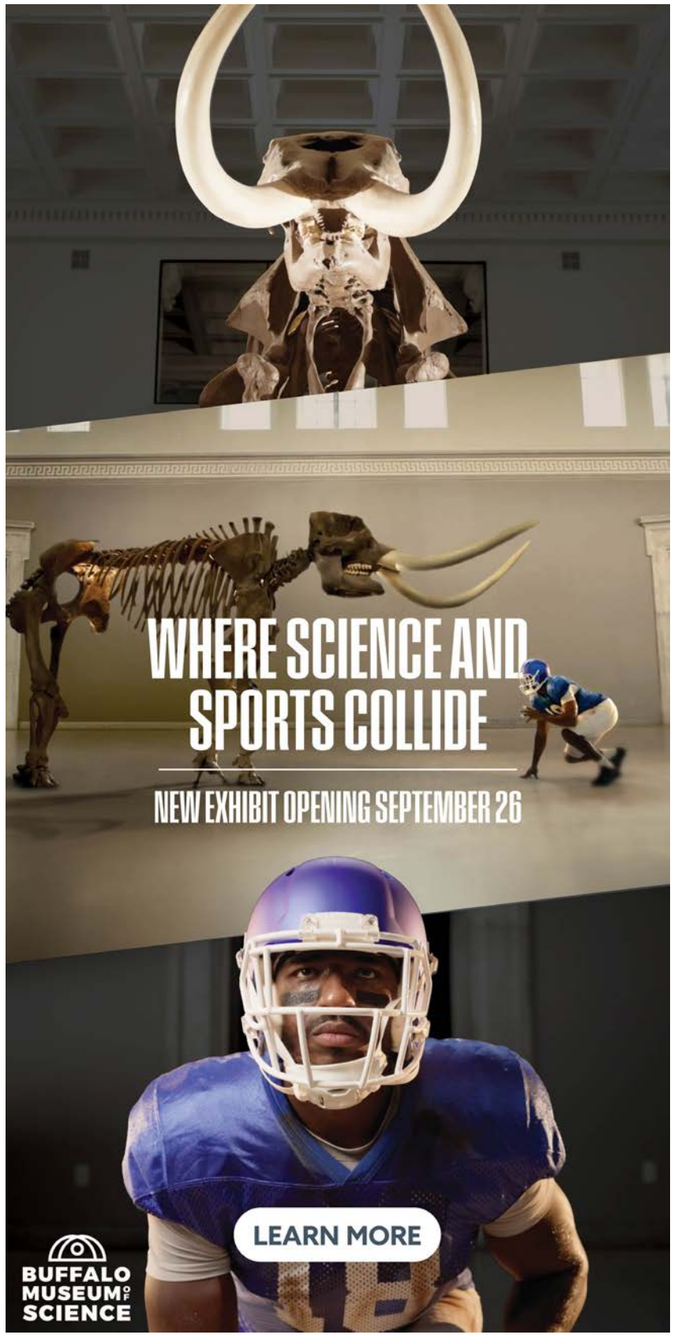
SCIENCE STADIUM TEASER | **WATCH THE VIDEO**



RELEVANT EXPERIENCE

Where Science and Sports Collide is a game plan, brand promise, and call-to-action, all wrapped up in one pithy line. A mammoth squared up against a linebacker in the middle of a museum hall. Scientific canon twisted into scoreboard language — the Bigger Bang Theory, Survival of the Quickest. The work looked like sports highlights, not museum media, which is exactly how it earned attention from it captured the imagination of an audience that had never considered the museum theirs.







DIGITAL AD SET



BILLBOARD CREATIVE

CORNING
MUSEUM
OF GLASS