



We never sat down and thought much about what we would name our business. But we did know that we didn't fit in with what was going on in the MPLS design and advertising scene at the time. We were asking why before what and that came to be the definition of JOYCE.

We stand for the individuals, the independents, and the misfits that are making things that matter. We are all JOYCE in some ways, sometimes, but what makes us rare is that we took a chance. Seven years later, we are still inspired to ask why and JOYCE has now taken shape as a brand of its own. A brand that questions things and aims to provoke thoughtfulness.

JOYCE is all about creative freedom, truthful expression, and working hard for what you want in this life. In our 7th year, the year of the Rooster - JOYCE is feeling Lucky 2017. We hope the following pages remind you to stay inspired and to do things just a little differently than everyone else.

FOREVER,  
*Joyce*





HAPPY BIRTHDAY JOYCE



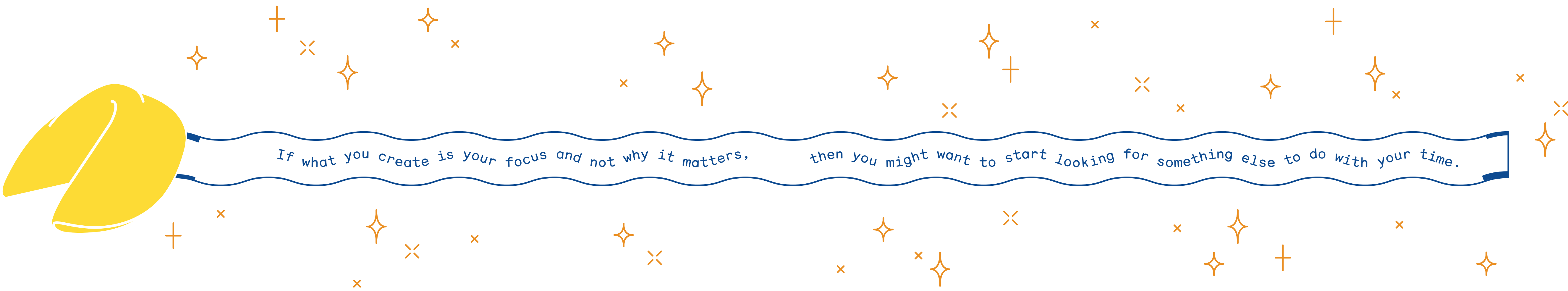
LUCKY #7

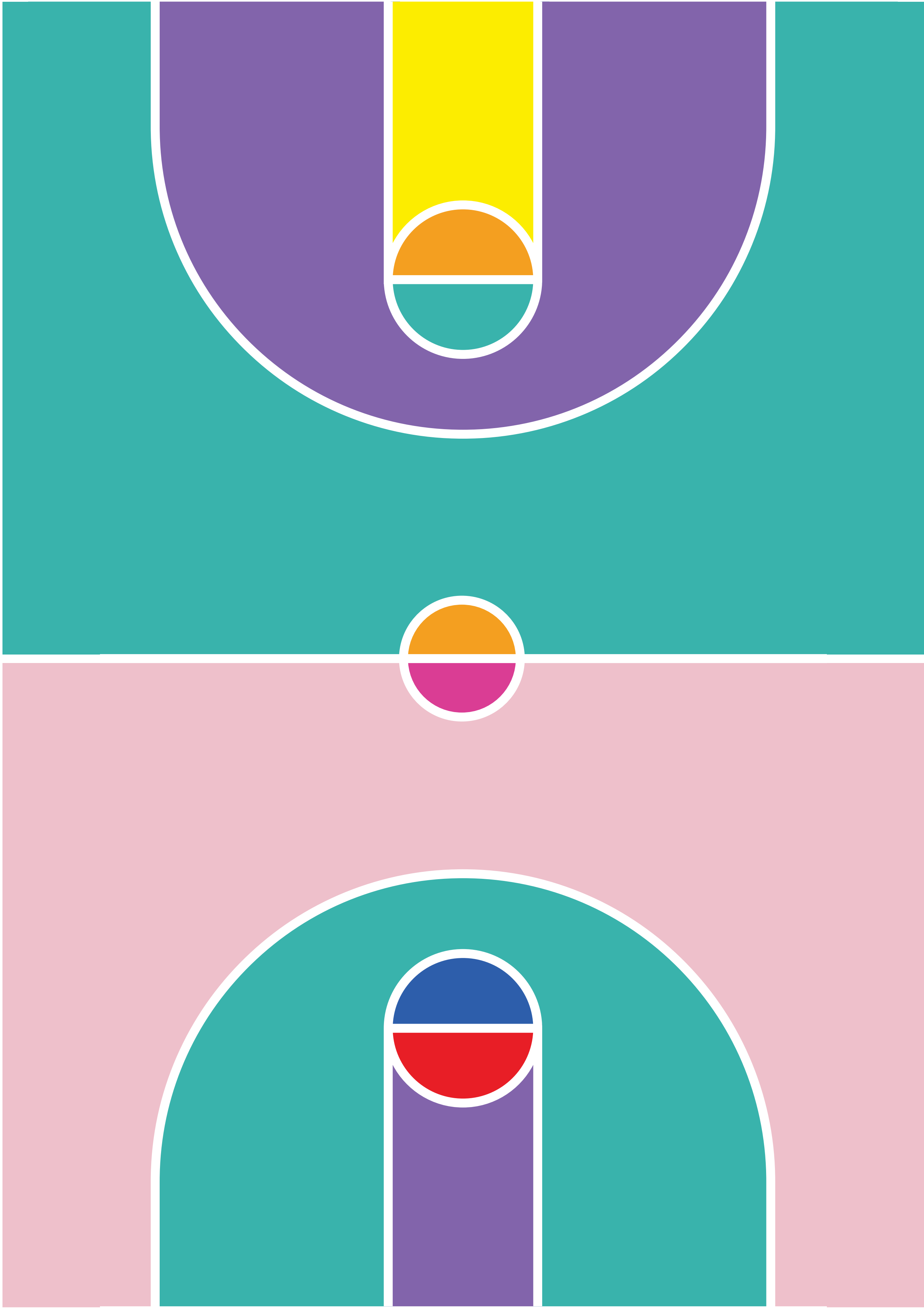




JOYCE PREDICTS THAT THIS IS YOUR YEAR. YOUR YEAR TO  
MAKE A MILLI, FEEL FUCKING BETTER, OR MAKE THE CRAZY  
THINGS THAT ARE INSIDE YOUR HEART AND BRAINS.

WHATEVER YOU DO, KEEP DOING IT IF IT MAKES YOU HAPPY.  
IF JOYCE COULD CUT A RECORD IN HER OWN DAMN BASEMENT,  
THEN THINK WHAT YOU CAN DO WITH YOUR TIME.





MIS



S

YOU HAD US AT RFP

You sent us an RFP to help you with the future of your digital brand. You said we were one of four groups that you were talking to and that you were really feeling the JOYCE vibes. Wow, were we ever excited to potentially work together. You ended up saying “your team wasn’t ready to commit to the project.” We thought all the free-thinking and brand advice we gave you would really seal the deal. Damn, wish this would have worked out. 🙄

TO A POTENTIAL CLIENT

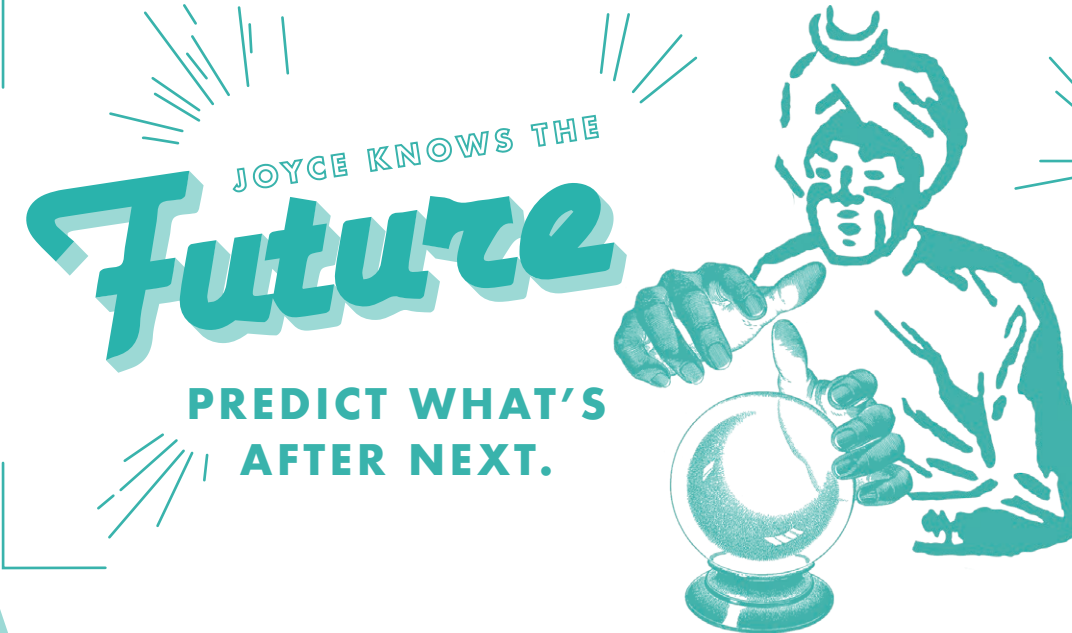
You made such solid eye contact with us as we presented our capabilities deck to you. You asked such great questions. You even mentioned how excited you were to get going on your project. What, no follow up email? Is my email down?

E D

S

PROFESSIONAL STALKER

You peeped my profile via LinkedIn. How did you find me? Were you looking at other copywriters’ profiles too? Just wanted to know if you’d like to connect on LinkedIn or IRL er nah? I’d like to add you to my professional network.



Special Sale  
FOR A LIMITED TIME ONLY  
ONE HOUR CREATIVE WORK SHOP \$69 WITH GST TAX

The answer is near the surface. Email sayhi@joyce.is with subject line JOYCE KNOWS to look inside your brand’s soul.

BAD CLIENT

You wanted us to make the logo bigger. We said no. You mocked it up in Power-Paint anyway and moved to an agency that has no gall. 🏠👊 Golly, we don’t miss you.

DEAR SOULMATE

You: Really do want ideas that will matter to your users people.  
We: Promise to deliver ideas and creative that break through & help you be the best version of your marketing self. Don’t wait until your brand, business, product, idea is old and saggy. YOLO.

PLEASE DO BETTER

You: A designer who thought you would really thrive at organization.  
Me: A regular-ass creative director that thought you had a good book. But man, you couldn’t even change the name of the place you were applying to before hitting send. Sorry bubs. 📧

H O

JOYCE Subscription Dept.114 N. 3rd St. Minneapolis, MN 55401

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T S

TO POST A MISSED CONNECTION PLEASE FAX JOYCE AT: SAYHI@JOYCE.IS

YOU MISS 100% OF THE SHOTS YOU DON'T TAKE





FEM-I-NISM  
*The theory of the social, political,  
and economic equality of the sexes.*

YOU DON'T LOOK  
ANYTHING LIKE ME

FEM-I-NIST  
*Be on the look out.  
We coming.*



fig. 01



fig. 02



fig. 03



fig. 04



fig. 06



fig. 05



fig. 07

| IDENTIFICATION                  | fig.  |
|---------------------------------|---|
| Female Ruby Throat Humming Bird | 01. <b><i>We teach girls to shrink themselves</i></b> |
| Female American Redstart        | 02. <b><i>To make themselves smaller</i></b>          |
| Female Eastern Bluebird         | 03. <b><i>We say to girls -</i></b>                   |
| Female Cardinal                 | 04. <b><i>“You can have ambition.”</i></b>            |
| Female Red Wing Black Bird      | 05. <b><i>But not too much</i></b>                    |
| Female Blue Grosbeak            | 06. <b><i>“You should aim to be successful.”</i></b>  |
| Female Tree Swallow             | 07. <b><i>But not too successful</i></b>              |
|                                 | ** <b><i>Otherwise you will threaten the man</i></b>  |





♣ ♥ ♠ ♦ ♣ ♥ ♠ ♦

# INTERNET HOROSCOPES

♣ ♥ ♠ ♦ ♣ ♥ ♠ ♦

JANUARY 20 - FEBRUARY 18

Aquarius

Get off your Tinder and try meeting people in a church basement. What does community mean to you? Future community is less swiping right or left and more eating ham sammiches together. Unless you don't eat pork, and we do not recommend you do. Yeah fuck that, give up pork. Give up them chickens too. Move to the country and meet yourself a nice farm partner. Grow some kale and stay off them e-harmoneez.

MARCH 21 - APRIL 19

Aries

Have you looked up in the sky lately boss? There are people crawling on the moon. A total solar eclipse was here. See what you see when you aren't looking directly at that black hole sun. Do you ever get a little bit tired of listening to the sound of my tears? Turnaround. Do you ever get nervous that the best of all the years have gone by? Turnaround bright eyes. Don't fall apart. Get your phone out of your face, get a telescope and peep a planet.

APRIL 20 - MAY 20

Taurus

You clairvoyant, conspiracy-theory loving genius. You were right about everything. Fuck old media. Fuck cities. Fuck farms. Fuck the police. Fuck oil and cars. Fuck the NFL. Fuck Mark Zuckerberg. Fucking fuck the FDA, The FCC, NASA, United Airlines, Fuck fluoride, Fuck your dentist, Fuck taco tuesday. Take a knee. Outdated systems are failing and you told us so.

FEBRUARY 19 - MARCH 20

Pisces

Bring your migos. All them migos. This year is about your squadron supreme. Listen to what what they say. Unless they tell you to keep watching those Daily Mail snap stories. Then disregard everything. Go solo. Get your work done and avoid those stories. That shit will rot your brain and teeth. You're gonna need yo mind. And your teeth.

JUNE 21 - JULY 22

Cancer

Keep it lit fam. Somehow you made it through the first part of the year undamaged, so keep it easy. Keep doing what you are doing, cause your knowledge game is strong. So woke. So unbelievably woke fam. Your twitter bio is spot on and your profile pic is savage. You're going to meet all your social goals. God I hope you have your hootsuite on, cause it's going off. Keep that content coming Kemosabe. You are an internet god.

JULY 23 - AUGUST 22

Leo

Ass fat, yea I know. You just got cash, blow some mo'. Blow some mo', blow some mo'. It rainin hunnids, throw some mo', throw some mo', throw some mo'. Make a gold leaf busted bust of yourself, because you earned it. Make a grand entrance everywhere you go. Take a jet there cause you can have whatever you like. Take tonight and pop bubbly in the cuziz cause you'll live forever. RIP AJP ♥

MAY 21 - JUNE 20

Gemini

404  
Page not found  
The page you are looking for does not exist or an error occurred. Good luck with that.

AUGUST 23 - SEPTEMBER 22

Virgo

Brah, you finna bust a T-Pain up in here. Woman, you strong. Seriously, where you get your confidence from? This year is hella mad wild for you. Both on the internet and IRL. It's a wild time, but you are yolo'ing hard. You got those damn Daniels, you put your dick out for harambe. Wha is next for you?! Only time is gonna tell you.

SEPTEMBER 23 - OCTOBER 22

Libra

You just need to commit. Get a pet. Get some companionship. Go for a snake. Yas queen, a snake with teeth for sure. Teach it how to bite people in the eye, but don't let it bite you. Protect yourself cause times is tough. If you can tame that snake, you should get it a YouTube channel. Bank that pre-roll money. Bank it. Get your snake into college.

OCTOBER 23 - NOVEMBER 21

Scorpio

You know that there are two dimensions of time, right? Of course you do you sneaky little serpent, you. If you bought a DeLorean would you drive it a lot or just from time to time? You gotta go to there. Get in where you fit in. Did you watch the OA? Learn those dance moves and get outchea. Boy, bye. Go 2D. Go 3D. Go as many Ds as you can.

NOVEMBER 22 - DECEMBER 21

Sagittarius

You're fire baby. You need to cool down. Quit sleeping with your phone under your pillow and sip a ginger tea while you think of them memes. Put some turmeric in and just chill. Quit opening Facebook, stop hitting the hashtags. Flush your laptop down the toilet and get yourself into some nature. Can you even name any native sedges? Study those sedges, dog.

DECEMBER 22 - JANUARY 19

Capricorn

You just haven't been the same since the Vine went down baby. What are you even going to do now? Watch season 9 of Curb Your Enthusiasm and make Larry David memes or something? Nah that's not an option at all. Maybe when those Kennedy Assassination files get released, you can make mad relevant GIF's out of them. Oooh at least go see Hamilton now that it isn't just for rich people, homie. No fuck all that, help some people out. The hurricanes are coming.

YOU ARE THE 21,985<sup>TH</sup> VISITOR

YOU ARE THE 21,986<sup>TH</sup> VISITOR

YOU ARE THE 21,987<sup>TH</sup> VISITOR

YOU ARE THE 21,988<sup>TH</sup> VISITOR

YOU ARE THE 21,989<sup>TH</sup> VISITOR!



IT'S ALL LUCK OF THE DRAW, Y'ALL









This  
parcel  
has  
arrived.

www.joycc.is/selling



@NYLONSADDLE



WHILE JOYCE IS OUR BRAND, SHE IS ALSO OUR BUSINESS. JOYCE TRANSLATES CULTURE INTO DIGITAL AND REAL LIFE PRODUCTS. WE DESIGN STRATEGIC RECOMMENDATIONS AND CREATIVE EXPERIENCES THAT MEAN SOMETHING TO THE PEOPLE WHO USE THEM.

JOYCE does:

- CREATIVE WORKSHOPS
- TREND REPORTS
- CREATIVE DIRECTION
- STORYTELLING
- RESPONSIVE SCREEN DESIGN
- BRANDING & NAMING
- UX & UI DESIGN
- ADVERTISING CAMPAIGNS
- EVENT DESIGN
- MODERN CONTENT CREATION
- CULTURE IDENTIFICATION
- SOCIAL MEDIA STRATEGY

REACH OUT or STOP BY

612-964-2084  
SAYHI@JOYCE.IS

JOYCE.IS/WORKING

114 N 3RD STREET  
MPLS, MN 55401

*Yours Truly*

ADAM, NICHOL, JORDAN,  
FRANCES & ALL THOSE THAT  
HELPED ALONG THE WAY.



YOU’LL BE PLEASED AS  
PUNCH WITH THE RESULTS.

