

History and Background of C3:

Casey's Commitment Conference, or C3, brings store managers, field leaders, and vendor partners together on an annual basis to connect with one another, educate and train for long term strategy initiatives, and inspire future success for Casey's General Store.

2022 kicked off the first ever C3 with the theme of Fired up.

Drive for 55 is a rallying cry for Casey's, encouraging stores to hit the barometer of 55 pizzas every day. The creative team knew this would play a large role in the content development for C3, so the brand had to capture that energy and call to action.

2022 Fired Up Theme Rationale:

Our team is passionate about the work they do and the communities they serve. Together, we serve stores and communities daily. We come together with team members, vendor partners, and guests to recognize the unique contribution to our story. We're all winning here at Casey's. We believe in each other, what we do, and know our impact on our guests. Together, we're fired up and ready for what's next.

The executive leadership team wanted to build upon that momentum for 2023. Bring the Heat was developed into a brand identity that captured the feeling of momentum and a call to action to keep pushing for bigger and better things in the years to come.

2023 Bring the Heat Theme Rationale:

Last year we were Fired Up! It was all about setting the table and getting our team together for the first time. This year is about acceleration, performance, and team development. We need to encourage our team to achieve "1 more pie" and "drive for 55"! We're gonna get tactical and inspire our store managers and district managers to drive output and think about what's possible for their restaurant. The future is bright, and we are empowering our team with the tools they need to knock it out of the park! We are fired up and we're bringing the heat!

Design Approach and Rationale:

Colorful and dynamic, this visual identity captures the excitement and determination of the Casey's team as its managers take the next steps to sustain their momentum and bring the heat. Custom illustrations and stunning photography combine to create content that captivates while also translating well to a variety of digital and print formats. The logo, in the shape of a flame, represents the excitement and energy of the attendees while also giving a nod to the continued success built from last year's event.

The creative team developed the brand identity centered around textures like cardboard and flour, that would feel familiar to the Casey's team, but lend a fresh approach. Custom illustrations depicting the

products and values of Casey's, and a hand lettered logo provided layers and depth to the design across print and digital applications.

The brand came alive in executive presentations and motion graphics, framed by custom scenic flames on a 50-foot stage.

Signage collateral included directional signs with fun facts to keep attendees engaged in between sessions, step and repeat walls with playful imagery, 15-foot arbor walls with custom pizza prints, a life-size Casey's barn logo, and flames flanking the entrance to General Session.

2024 Level Up Theme Rationale:

At Casey's, we have the solutions, innovation, and support to build a brighter tomorrow. To do it, we'll tackle challenges, break down barriers, take risks, and trust that our team and products are the best. We empower each other to make a difference in our work and in our communities. We have what it takes to continue to grow. This year, C3 includes field leaders who are growing their leadership, and store managers who are furthering their skills. Together, we'll level up Casey's. We're here for good. And we're constantly leveling up.

Design Rationale:

Level Up takes viewers on an electrifying journey with the vibrant energy of arcade culture and iconic aesthetics of the 80s. The bright neon is reminiscent of Tron, with sleek lines and virtual landscapes that fuse creativity and technology. The enticing angled lines produce an intriguing visual that mimics a tunnel, implying movement while drawing viewers into the logo. The playful arcade inspiration opens up endless options for attendee engagement and gamification, while creating a captivating and inspiring environment for our Level Up theme.

These visually stunning details work well not only in print and signage, but also for stage design. General session sets the stage with a dark room illuminated by the vivid neon lines of our logo, emphasized by contrasting lights and colors. The combined elements of this stimulating concept create an intricate journey for attendees, motivating and energizing them to Level Up.