

Profiles in Black Creativity: Carmelle Kendall Creates With Personality and Purpose

Dagger's associate creative director uses her artful eye for good



Kendall has lent her artful eye to an impressive roster of tentpole brands, including Sprite, Dove Chocolate, Krystal and Coca-Cola. Sean Robertson



By **Shannon Miller**

7 HOURS AGO

Atlanta-based associate creative director **Carmelle Kendall** has handled her fair share of major brand accounts, but nothing quite amounted to the sheer magnitude of a total brand refresh like the one she managed for Southeastern burger chain Krystal, which had largely relied on its same recognizable iconography since it opened in the 1930s.

"It was such an exciting moment to lead the team through a design refresh of this scale," she tells Adweek. "I am truly obsessed with the output, and so thankful that Krystal trusted me and the team to bring the vision to life."

To kick off our Profiles in Black Creativity series, Adweek takes a closer look at just how far Kendall's vision reaches. Throughout her career, Kendall has lent her artful eye to an impressive roster of tentpole brands, including (but certainly not limited to) **Sprite**, **Dove Chocolate** and **Coca-Cola**. Her portfolio is stacked with work that reflects both personality and purpose, reflecting lively art that often places underrepresented talent at the center.

Outside of advertising, Kendall is the co-owner and creative director at Neighborly Paper, where she develops art direction for greeting cards, social media posts, web design and more. "We're unapologetic, witty and bold," Kendall and co-founder Robin Stokes note on Neighborly Paper's website. "We celebrate good times, embrace awkward situations and find the right words for days that suck."

Before landing at Dagger in 2020, Kendall accrued years of experience through Young & Rubicam, Integer Group and Havas Annex Atlanta.



Havas Atlanta

Achieving goals and making new ones

Her proudest work: Of the litany of campaigns that she has worked, Kendall names two that are still close to her heart. The first that she mentions is "Sprite Way," an ambitious platform under Havas Atlanta that ditched the idea of the megastar endorsement in order to spotlight a range of burgeoning artists. "The pride that I have for the 'Sprite Way' campaign comes from a passion of wanting to see more diverse talent in the media," Kendall shares with Adweek. "Our 'Sprite Way' artists were 20 talented artists coming from vastly different backgrounds. It's great that talent and creativity are limitless, but unfortunately, opportunity and resources are not."

And, of course, there's Krystal. Her design, which received OOH and digital placements, not only gave a legacy brand a much-needed update, but gave Kendall a better understanding of how to create campaigns with many moving parts: "The biggest lesson was making sure that every design element fit into the larger world that we were creating. Being able to shift from designing small, intricate details to seeing the larger picture can be difficult when the project is so big."

On her dream project: "My ideal project and client would be to serve as creative director for the Savage x Fenty Fashion Show. Mixing fashion, art, music and choreography is already a dream but adding Rihanna, too? Sign me up!"

You can find Carmelle Kendall on [LinkedIn](#) and [Instagram](#).

To view the entire Profiles in Black Creativity series for 2022, click [here](#).



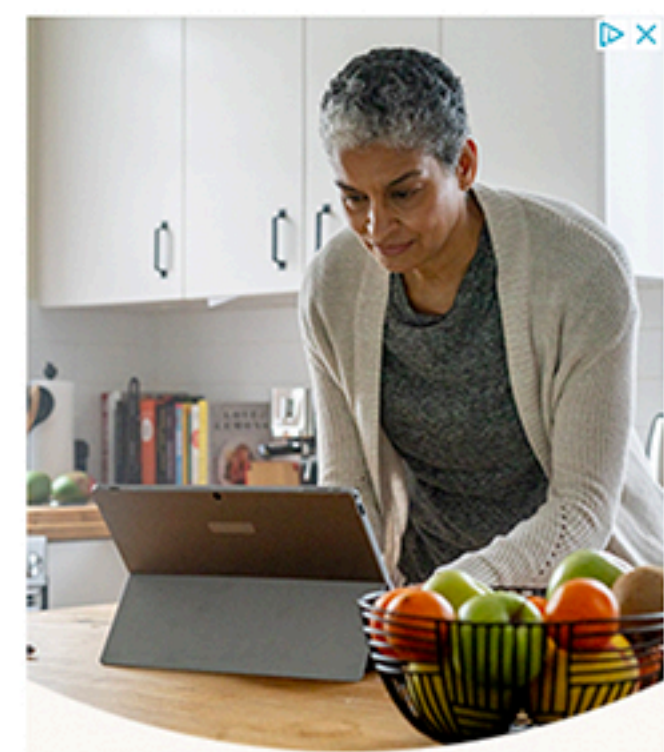
AGENCY OWNER USES SOCIAL MEDIA TO SPOTLIGHT TALENT OF COLOR EACH DAY OF BLACK HISTORY MONTH



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