

WELCOME TO

ELEMENT



OUR WHY

To collaborate to make everything we do better so that we can create a lasting impact on each other, our clients, and our community.



OUR BRAND VALUES

OWN IT

Take ownership. When we say something will be done, it gets done. No matter what.

STAY CURIOUS

Ask why. Search more. Don't ever think you've got it all figured out. Challenge the way things have always been.

CREATIVE SWAGGER

Leverage the power of creative thinking and collaboration and deliver brilliant, standout work and ideas.

LEVEL UP

In all areas, personally and professionally, we constantly push ourselves to reach the next level.

CONTINUOUS IMPROVEMENT

Communication is a two-way channel that fuels our journey. Feedback is how we grow and get better.

Total Brand Chemistry

OUR FORMULA FOR SUCCESS

PARTNERSHIP THAT PERFORMS

CREATIVE THAT CONNECTS

STRATEGY THAT STICKS

INSIGHTS THAT INSPIRE

PARTNERSHIP THAT PERFORMS

Let's get one thing straight—we're not just another vendor on your list. We're your inside-outsider. Your strategic sidekick. Your creative co-pilot.

If you're looking for yes-people or cookie-cutter solutions, we're not your agency. But if you want a team that questions everything, obsesses over impact, and fights for ideas that actually move the needle, then we're already speaking your language.





CREATIVE THAT CONNECTS

We don't chase attention for attention's sake. We build ideas with purpose. We shape every concept to align with your brand's goals and your audience's reality.

Our "Know, Think, Feel" filter ensures your message doesn't just land, it leaves a mark. We make people know who you are, think about what you stand for, and feel something that resonates.

Because we're not here to make things pretty. We're here to create bold, emotional, strategically sharp campaigns that don't just stop the scroll—they move the brand.

STRATEGY THAT STICKS

Our integrated approach unifies every channel, so your brand shows up with clarity and consistency. Every campaign. Every touchpoint. Every word. Aligned and intentional to drive measurable impact and lasting loyalty.

Strategy doesn't just connect your marketing; it directs it, ensuring the right message hits the right audience at the right time. It's not about being everywhere, it's about being exactly where you need to be to turn attention into action and growth.



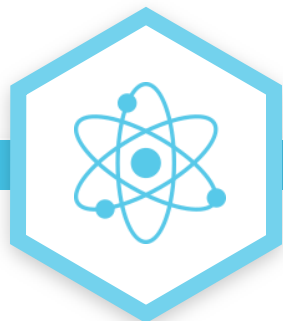


INSIGHTS THAT INSPIRE

At our core, we're not just data-driven, we're insight-driven. Because numbers alone are lifeless until they're given meaning, context, and a connection back to strategy. We go beyond dashboards and metrics to uncover the stories and human truths behind the data.

It's these insights that ignite bold ideas, guide smarter decisions, and inspire creative solutions that resonate with real people. Data informs, but insights inspire—and that's where the magic happens.

THE ELEMENT ADVANTAGE



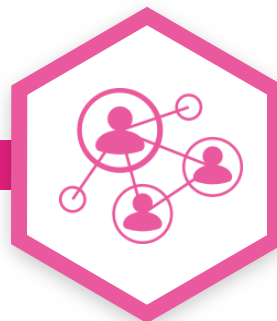
GET REAL PARTNERSHIP

We've got your back. When you win, we win.



CONNECT SALES & MARKETING

Our agency's mission is to strengthen your bottom line.



PURPOSE-BUILT TEAM OF EXPERTS

We're marketing experts skilled at connecting the dots for max impact.



OUTSIDE OF THE BOX THINKING

We approach each unique challenge with creative solutions.

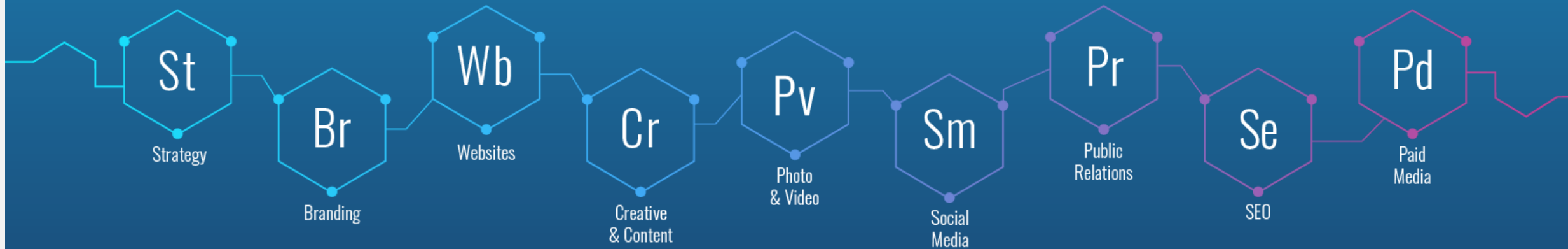


DRIVEN BY RESULTS

Because what is marketing without results?

FULLY INTEGRATED MARKETING

THE POWER OF ONE CONNECTED BRAND EXPERIENCE



A SHOULDER TO LEAN ON | AN HONEST SOUNDING BOARD | A MARKETING MENTOR | STRESS RELIEF | FUN

ONE TEAM MADE FOR REAL RESULTS

ALL UNDER ONE ROOF

Element has assembled the best team of pros in all marketing disciplines, giving you the power and bandwidth you need to reach your goals.

Our approach simply works better for you than managing multiple vendors with multiple agendas.



OUR CREW

Strategy Masterminds

Killer Creatives

Content Gurus

Website Wizards

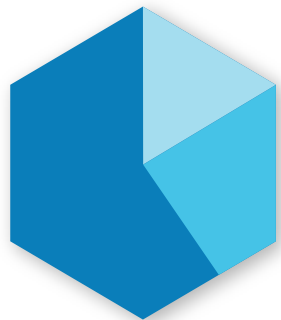
Digital Ninjas

PR Pros

Media Mavens

ELEMENT BY THE NUMBERS

- 1 official mascot, Canuck the Moose
- 1 office headquartered in De Pere, Wisconsin
- 8.2 years, the average tenure of our top 10 accounts
- 22+ years as a full-service marketing agency
- 45 full-time creative problem-solvers



15% Local
20% Regional
65% National



40% B2C
60% B2B



BRANDS WE WORK WITH

KOHLER.

Reynolds
Packaging Group

 Creative Group®
Let's Thrive.


LA CLARE
CREAMERY®

AK
Alive & Kickin' Pizza Crust

Simplot

US Venture

Valley || COOPERATIVE
ASSOCIATION

FAITH
TECHNOLOGIES.

JBS

 **Breakthrough.**

Nicolet
NATIONAL BANK

Shopko Optical.

FRESH-PACKED  SUPER CRUNCHY
OH SNAP!
pickling co.

WE

 **Tidal Grow.**
AgriScience


Jewelers Mutual
EST 1912

 **CHARTER**
STEEL

Aurora BayCare
Medical Center®


WPS



STUDIO FORTY FOUR

OUR VISUAL CONTENT STUDIO

Commercial Photography

- Food, Product, Lifestyle, Advertising, Industrial, Corporate, Architectural, Illustration, etc.

Commercial Video

- Broadcast, Corporate, Public Service Announcement (PSA), Social Media, Animation, Product/Demo, Culture, etc.

Other Services

- Drone, Computer-Generated Imagery (CGI), and Retouching



INNOVATION & CREATIVITY

IT'S JUST PART OF OUR CULTURE

At our agency, everyone plays a vital role in driving innovation and creativity. Regardless of department or role, every team member contributes fresh ideas and stays informed about the latest marketing trends. This collective commitment has helped us build many long-standing relationships with clients over the years.

We also regularly coordinate cross-functional **Think Tanks** that unite creativity, strategy, and data to brainstorm and refine ideas that not only keep us on trend but also push the boundaries of what's possible.

FreshLock

by Presto

30 YEARS of
INNOVATION
FreshLock

30 YEARS of
INNOVATION
FreshLock

WELCOME
TO
Freshville
EST. 1988



HOUSE

Meet
YOUR CONSUMER'S
PERSPECTIVE

Millennials Michael & Jessica

KEY STATISTICS
• Millennials represent the largest generation in the U.S. population, with over 75 million people aged 18-34.
• Millennials are the most tech-savvy generation, with 90% using smartphones and 80% using social media.
• Millennials are the most environmentally conscious generation, with 70% concerned about climate change and 60% willing to pay more for sustainable products.



Meet
YOUR CONSUMER'S
PERSPECTIVE

Retired Rita

KEY STATISTICS
• Retirees represent the second largest generation in the U.S. population, with over 40 million people aged 65 and older.
• Retirees are the most financially secure generation, with 70% having a retirement plan and 60% having a second source of income.
• Retirees are the most health-conscious generation, with 80% concerned about their health and 70% willing to pay more for health-related products.



FreshLock

by Presto

The Leader in
Reclosability

OUR TRADESHOW EXPERIENCE

STRATEGY & CREATIVE THAT CONNECT

By combining strategic alignment with purposeful creative, we help brands show up consistently, communicate confidently, and make every event experience count.

With over 20 years of experience supporting clients across some of the nation's largest tradeshows—including PACK EXPO, Global Pet Expo, and the National Restaurant Association Show—we understand how to turn complex creative needs into seamless, show-stopping results.

OUR APPROACH

GETTING TO KNOW YOU

OUR FAVORITE PART

In the first 30 days, we'll get to know your brand like it's our new favorite Netflix series. We'll sit down with key players to explore your brand's DNA, target audiences, competitive landscape, goals, and vision so that we can become **a true extension of your team.**

Then, we'll roll up our sleeves and dive into your world—reviewing current creative, understanding what's clicking, and finding fresh ways to elevate your brand.



GETTING TO WORK

FROM KICKOFF TO GO-TIME

Once we're in sync, our dedicated production team jumps right in, handling the moving parts, tight timelines, and constant flow of deliverables that keep your brand events humming.

With a consistent production team that knows your ins and outs, efficiency becomes second nature. Think fewer handoffs, faster turnarounds, and creative that always hits the mark.



GETTING BETTER

ALWAYS LEARNING. ALWAYS LEVELING UP.

We're built for progress. With every project, we have a proven process that helps us identify what's working, streamline what's not, and uncover new ways to optimize without sacrificing quality.

The result? A process that keeps getting leaner and creative that keeps getting better.



YOUR PROJECTS IN ACTION

When a new project starts, we make sure everyone is aligned, informed, and pointed in the same direction. Our kickoff process turns your brief into a clear plan, with shared visibility, and a smooth path from big idea to final deliverable.

- We review your project brief and schedule a joint kickoff meeting with both teams to align on objectives, priorities, details, and expectations.
- Our team builds the project plan: timelines, milestones, responsibilities, and review checkpoints.
- We set up a shared deliverables/status tracker for visibility across every asset and deadline.
- We have regularly scheduled status check-ins with you to keep progress clear and communication easy.
- Creatively, we start with the holistic experience, understanding the story, interaction flow, and visual approach before we dive into each piece.
- Then we typically start with the hero assets (i.e., booth design) and then tackle supporting materials based on priority, complexity, and production timelines.
- We coordinate feedback through planned live review sessions or via email, whatever works best for your team and the project.
- Once assets are approved, we finalize and package all production-ready files into clearly labeled, easy-to-download shareable links.

SAMPLE STATUS DOCUMENT

Cox Automotive | Sample Project Status

Last Updated: 10/17/2025						
Project Number	Project	Current Status	Timeline / Next Steps	Final Due Date	Currently With	Notes
IADA Conventions Virginia May 2-4, 2025						
Booth Design						
25-COX-0001	Lightwall Graphic - 10 foot	Cox Team Reviewing v1	V1 due Mon 2/1	31-Mar	Cox Events Team	
25-COX-0001	Lightwall Graphic - 20 foot (for Texas)	In Production	V1 due Mon 2/10	31-Mar	Element	
25-COX-0003	Table Throw - 6 ft	In Production	V1 due Mon 2/10	31-Mar	Element	
25-COX-0003	Table Throw - Fitted High Top	In Production	V1 due Mon 2/10	31-Mar	Element	
Banner Stands						
25-COX-0004	Banner Stand	Kicking off internally	V1 due Mon 2/10	31-Mar	Element	
Program Ads						
25-COX-0005	Program Ads (1 for each brand)	In Production	V1 due Tues 3/6	31-Mar	Element	
Digital Assets						
25-COX-0006	Screensaver	In Production	V1 due Tues 3/20	4-Apr	Element	
Tradeshow / Event Name						
Booth Design						
25-COX-0000	Booth Asset Name	Ready for v1 review	V1 due Mon 11/10	V1 due Mon 11/10	Element	
Pre-Show Digital Ad Campaign						
25-COX-0000	Digital Asset Name	Kicking off internally			Element	
Email and Social Templates						
25-COX-0000	Email Template	Status			Element	
25-COX-0000	Social Media Templates	Status			Element	
25-COX-0000	Speaker Social Media Templates	Status			Element	

HOW WE WORK TOGETHER





PASSION

INTEGRITY



PARTNERSHIP



AUTHENTICITY

FULL-TEAM SUPPORT

LIKE HAVING A RELIABLE TEAMMATE
(OR 45 OF THEM)

We operate as an integrated team of specialists, which means that you'll have access to experts in strategy, creative, digital marketing, PR, media buying, and data analytics.

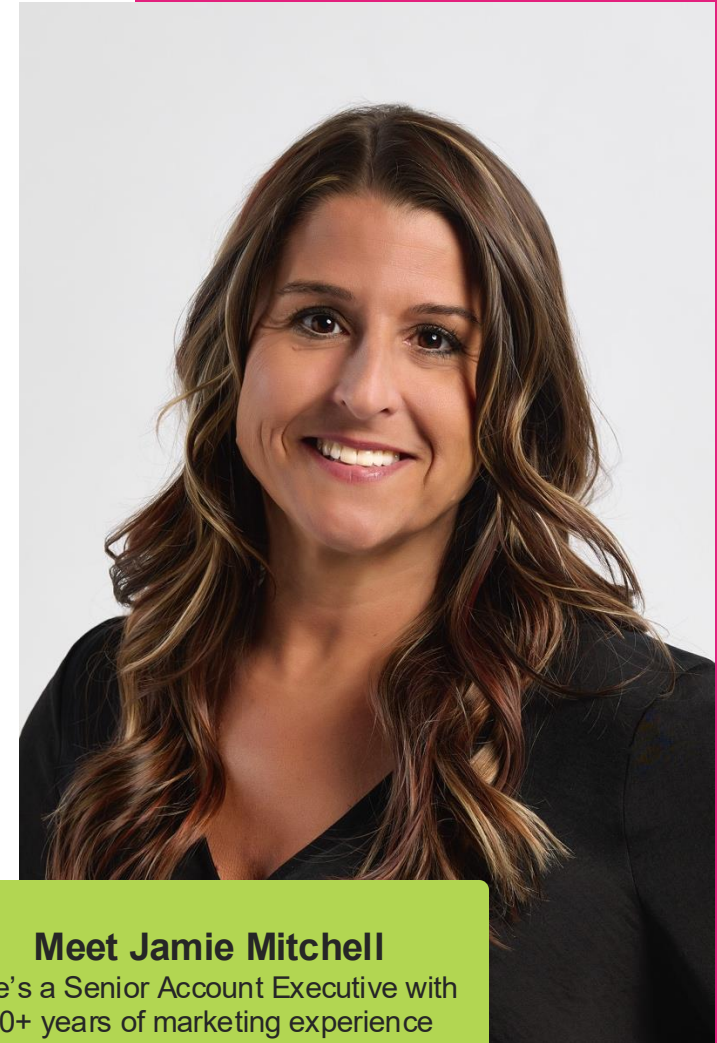
Our depth of expertise and fluid internal structure allow us to scale resources based on the evolution of your needs. If a campaign requires additional creative development, or if we need to ramp up digital support based on market dynamics, we can quickly adjust our team composition to ensure we're supporting you effectively.

YOUR PARTNER IN CRIME

AKA: YOUR DEDICATED ACCOUNT EXECUTIVE

You will have a dedicated Account Executive (AE) as your primary point of contact, ensuring proactive communication and project management. This person will not only advocate for your brand internally but will also ensure that we're meeting deadlines, addressing your needs, and moving projects efficiently from concept to completion.

Additionally, our Director of Account Services, Katie Bramschreiber, and Director of Brand, Jody Bennett, will oversee your account, ensuring the team delivers work that's consistently on-brand and aligned with your priorities.



Meet Jamie Mitchell

She's a Senior Account Executive with 20+ years of marketing experience

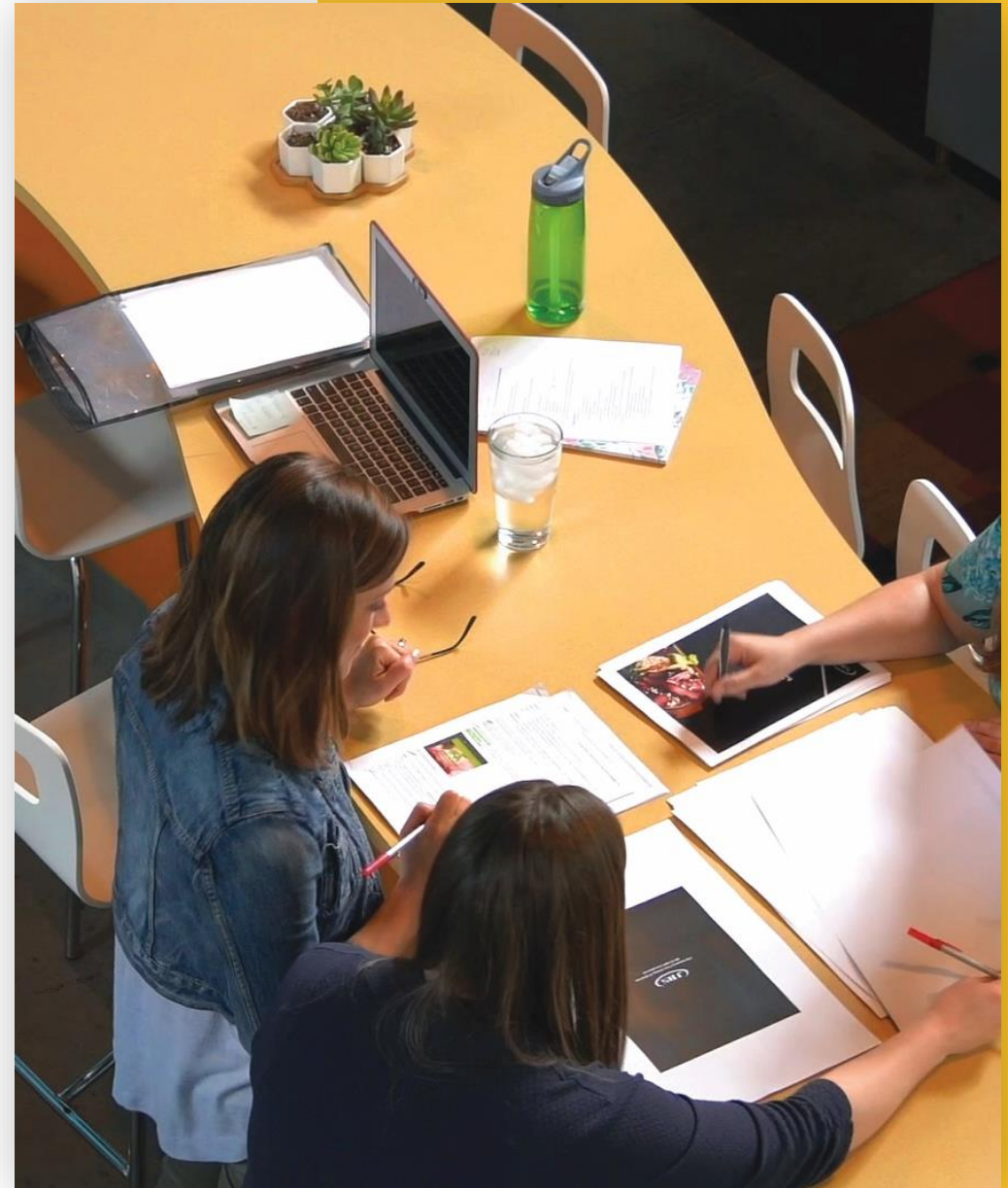
YOUR CREATIVE TEAM

CONSISTENCY YOU CAN COUNT ON

You'll have a dedicated production team who live and breathe your brand. They manage everything from concept to final deliverable, ensuring every piece of creative is on-brand, on-time, and ready to make an impact. Because this team works with you consistently, they understand your brand's voice, style, and priorities—and can adapt quickly as needs shift, helping you get better, faster, and more cohesive creative, every time.

Your team will include:

- Terri Blahnik, Art Director
- Ann Behling, Senior Designer
- Shelby Bake, Copywriter
- Emily Sasman, Project Manager

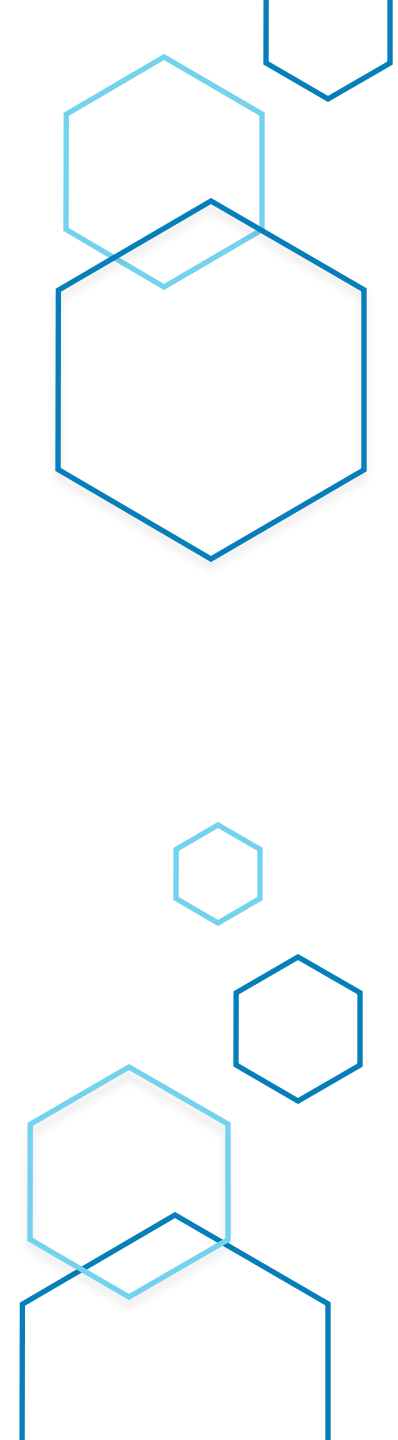


STATUS MEETINGS

WE BRING SNACKS (AND SOLUTIONS)

We'll schedule regular status meetings based on your preferences, typically weekly or bi-weekly, to ensure transparency and alignment. During these sessions, we'll review project updates, upcoming deliverables, and provide reporting on timelines, budgets, and any key metrics, while recapping action items.

These meetings are designed to drive your event needs forward, keep you informed, and create space for real-time feedback.



OUR WORK

FRESHVILLE

To connect with industry influencers, sales prospects, and valued partners, we created Freshville, a holistic event experience at PACK EXPO that brought Fresh-Lock's personas, packaging capabilities, and key markets to life. The tradeshow experience generated 162 leads, 10 media interviews with top industry editors, 7 featured stories, and 1,000+ social media engagements, creating momentum for Fresh-Lock® to ride into the new year.



SAY YES TO GRASS FED BEEF

Grass Run Farms wanted a trade show presence that highlighted the quality and integrity of their beef, so we developed a concept focused on their key differentiators – no antibiotics, no added hormones, and no animal by-products – to create messaging that resonated with retail and foodservice professionals. Interactive booth elements encouraged attendees to “Say Yes” to Grass Run Farms beef, reinforcing why their beef stands apart in a crowded market.

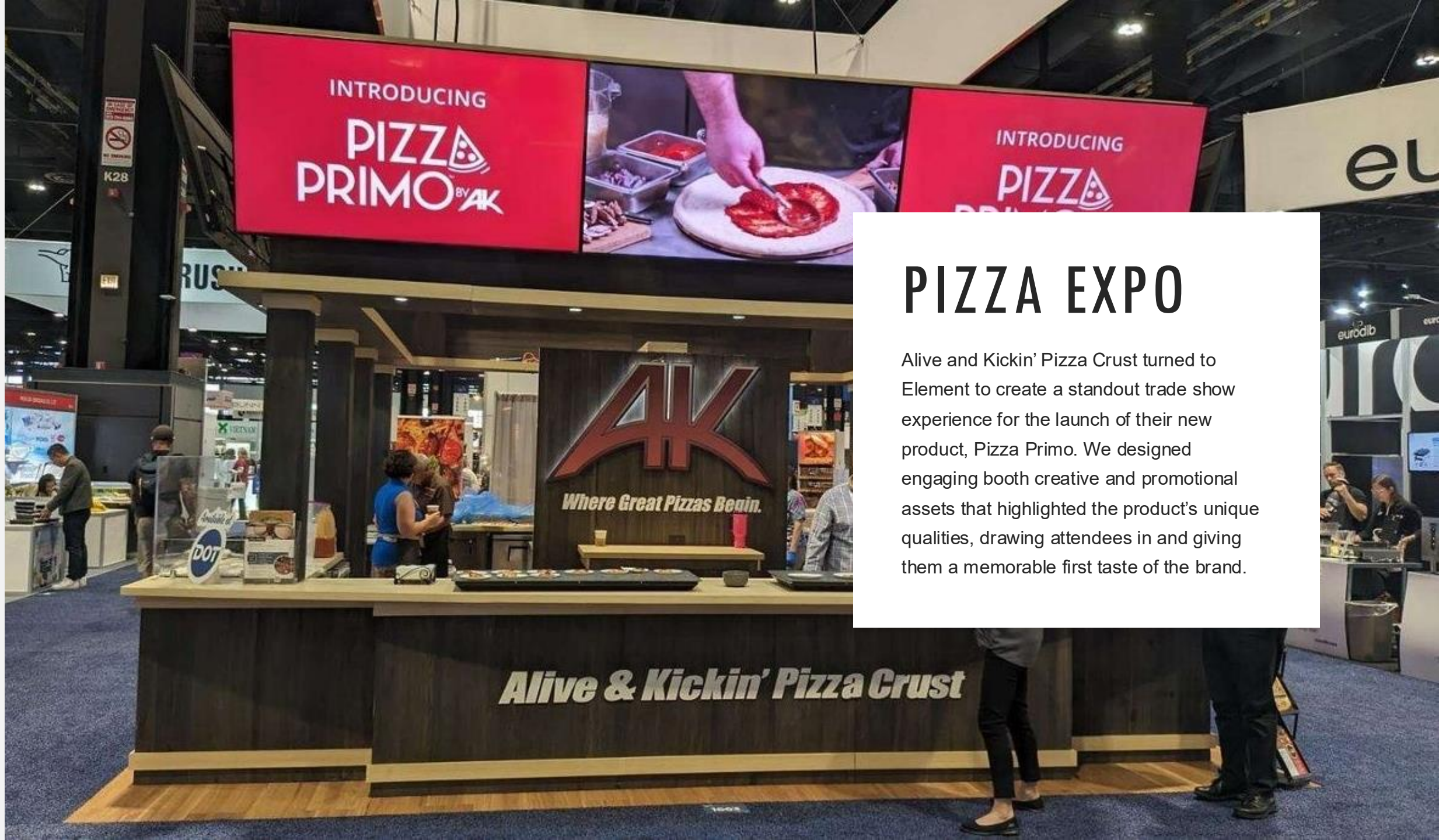




HOUSE PARTY

Fresh-Lock® wanted to stand out in a crowded trade show environment and engaged Element to design a creative, immersive booth experience that would draw showgoers in and showcase their solutions.

We also developed an exclusive, invite-only “house party” strategy, targeting key prospects to ensure meaningful engagement with the brand. The result was a booth that not only captured attention but also strengthened relationships with high-value attendees.



PIZZA EXPO

Alive and Kickin' Pizza Crust turned to Element to create a standout trade show experience for the launch of their new product, Pizza Primo. We designed engaging booth creative and promotional assets that highlighted the product's unique qualities, drawing attendees in and giving them a memorable first taste of the brand.

BITE-SIZED BOOTH BUZZ

Oh Snap! Pickles and Saverne partnered with Element to create a small, impactful booth experience that showcased their latest offerings: raw natural kraut and convenient grab-and-go pickle pouches. The booth design and promotional assets highlighted product benefits and encouraged attendees to engage, taste, and take notice—helping the brands generate interest and expand distribution opportunities.



OUR REFERENCES

SARAH STIEBY

Former Fresh-Lock Marketing Manager

Presto Specialty Products

A Company of Reynolds Consumer Products

Phone: (513) 319-6787

LISA SCEBBI

VP, Marketing Communications

Tidal Grow AgriScience

A bioengineering company leveraging science and green manufacturing.

Email: Lisa.Scebbi@tidalgrowag.com

Phone: (303) 916-0374



GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.

goelement.com

2081 Profit Place
De Pere, WI 54115



APPENDIX | OUR SERVICES



STRATEGY

Our strategies will elevate your strengths, set you apart from the competition, and engage your audience in an impactful way that ultimately leads them down the sales funnel and produces results.

- Primary and Secondary Research
- Competitive and Market Analysis
- Target Audience Profiling and Segmentation
- Customer Journey Mapping (Path-to-Purchase)
- Go-to-Market Messaging Strategy
- Marketing Communications Plan



BRANDING

Whether you're building it from scratch or revamping an existing one, Element has the expertise to carefully craft the components of a powerful brand, packaged neatly into a Brand Playbook to keep internal and external stakeholders perfectly aligned.

- Brand Objective
- Brand Position
- Brand Identity
- Brand Personality and Voice



CREATIVE

By aligning a deep understanding of your strategy, audience, and value proposition, we craft a brand story that can break through the noise, resonate with your audience, and amplify the core values to set your brand apart.

- Brand Identity and Asset Development
- Campaign Concepting and Brand Storytelling
- Package Design and Compliance
- Digital, Content, and UI/UX
- Direct Mail
- Tradeshow, Events, and Experience Design
- Retail and Environmental Graphics
- Media Assets (outdoor, digital, radio, TV, etc.)





CONTENT

Content builds trust with your prospects and connects them to your brand while moving them through the buyer's journey. Our team of specialists create high-performing content and offer creative suggestions to bring that content to life and engage your target audience at various stages in the sales funnel.

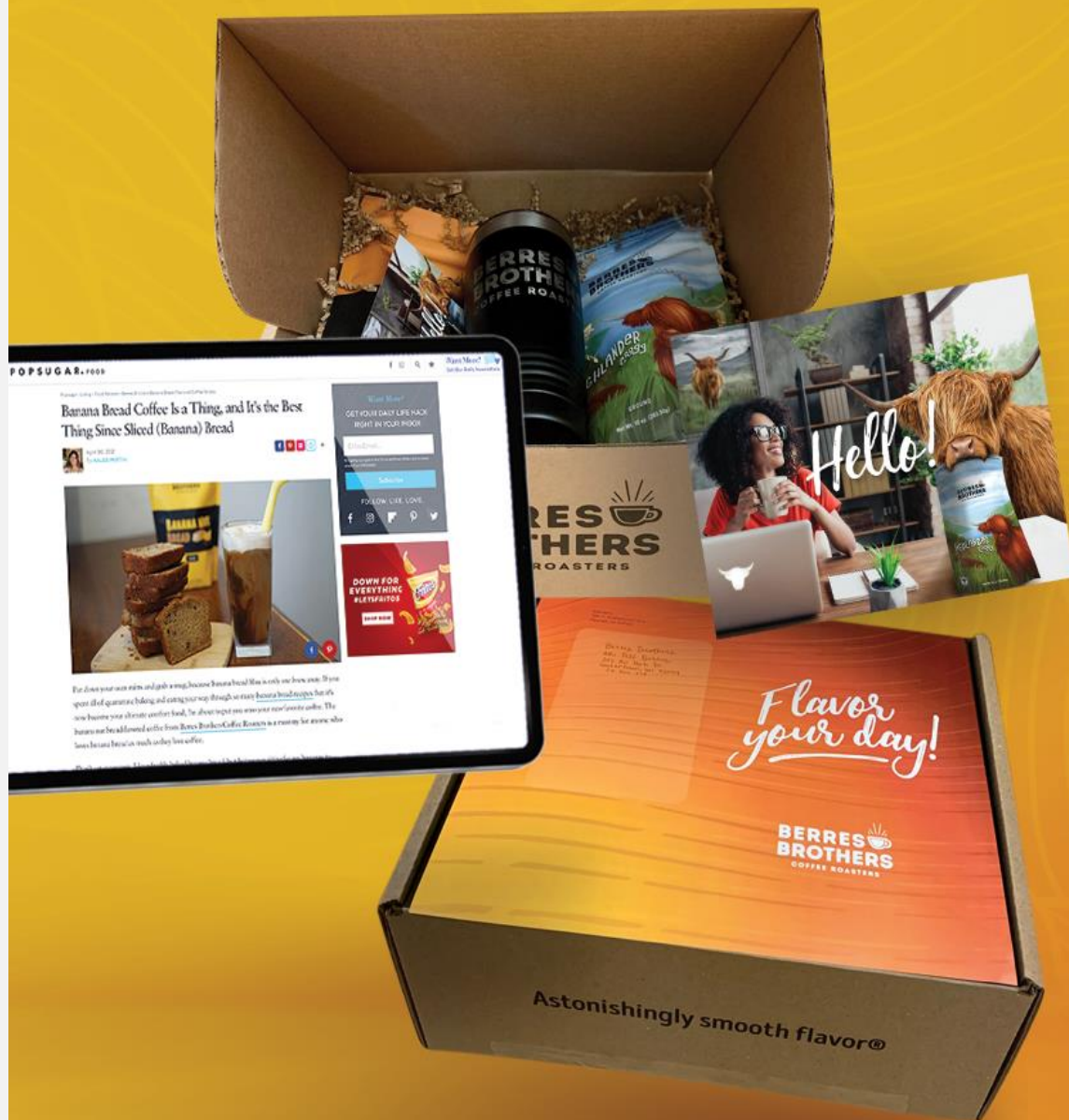
- Video
- Optimized Blog Content
- Educational Resources
- Success Stories
- Email Marketing
- Social Posts
- Landing Pages



MEDIA

We offer traditional and digital media services. When combined, they enhance each other to maximize brand exposure and build brand awareness—and constantly adapt to bring qualified audiences to you.

- Customized Digital Display
- Behavior Targeting
- OTT Advertising
- Social Media
- Radio, Podcasts, and TV Advertising
- Out-of-Home Advertising
- Print Advertising
- Experiential Marketing
- Sponsorship Activations
- Search Engine Marketing (SEM)



PUBLIC RELATIONS

From earned media to cause campaigns, we have the know-how to make your brand all the rage with key audiences and shed light on your industry expertise—all while integrating your campaign into a larger marketing strategy.

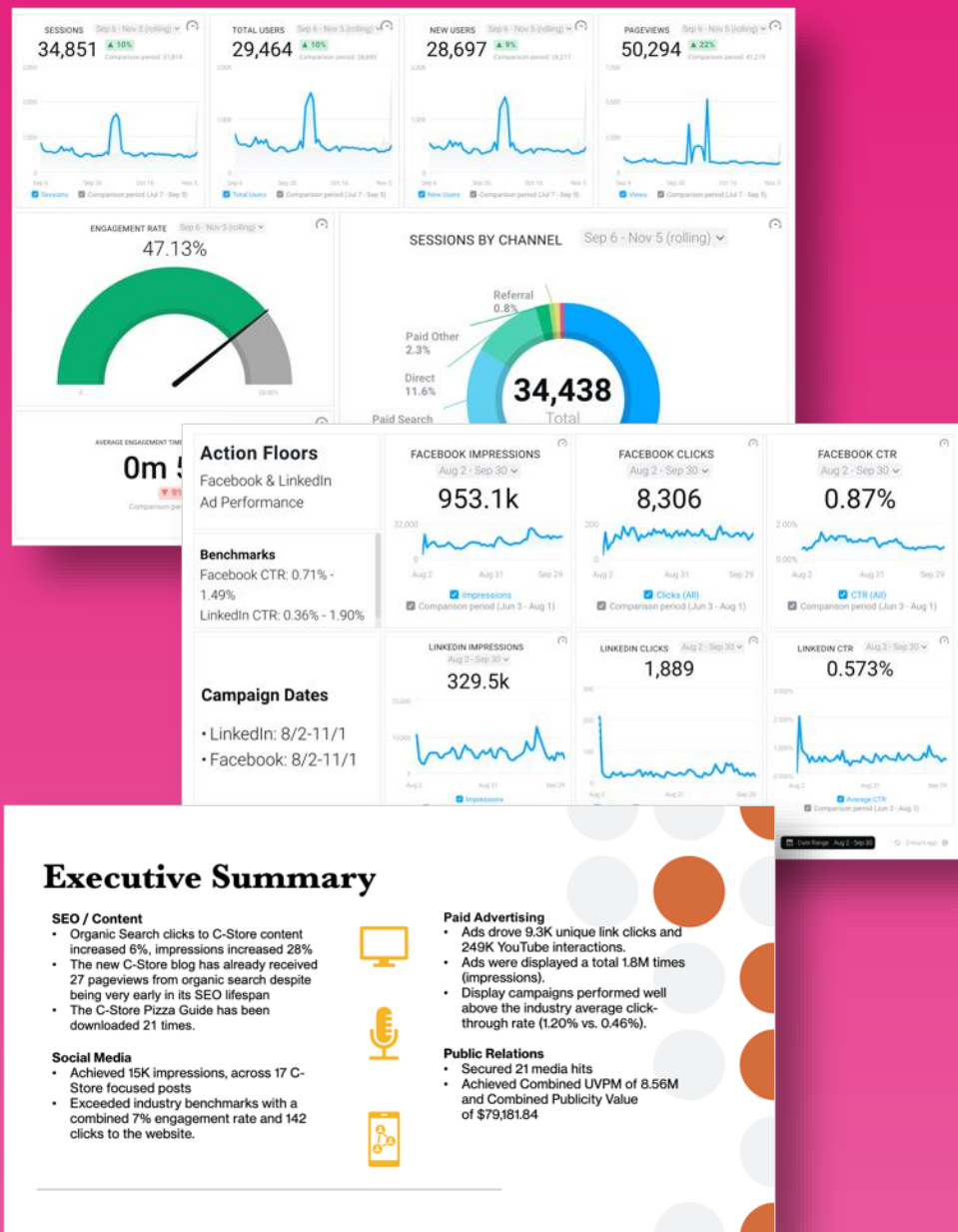
- Earned Media
- Community Relations
- Events and Cause Activations
- Industry Partnerships
- Branded Content
- Contributed Articles
- Influencer Campaigns
- Media List Development
- Press Releases



WEBSITES AND MOBILE APPS

Whether you're looking to give your site a refresh or build a new site from the ground up, our expert team has your back. We use the right blend of technology and branding to create a powerful user experience with your brand.

- UI/UX Strategy, Content, and Design
- Custom Programming
- Content Management System Integration (CMS)
- Technology-Agnostic Approach
- Search Engine Optimization (SEO)
- Email Automation
- Americans with Disabilities Act (ADA) Compliance
- General Data Protection Regulation (GDPR) Compliance



REPORTING AND ANALYTICS

Some call us “data-obsessed” because we know that without data, there would be no results. Focusing on your audience and developing measurable goals is essential, but you must also adapt based on your audience’s behavior and the data. Our Integrated Reporting Strategy is an end-to-end framework that provides key insights, custom recommendations, and continuous improvement plans to do more for your bottom line.

- Defined Measurement Strategy
- Live Data Dashboards
- Key Insights and Recommendations
- Ongoing Monitoring and Analysis