

WELCOME TO

ELEMENT





HELLO

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01. POWERFUL TEAM OF EXPERTS

WISCONSIN BASED. NATIONAL EXPERIENCE.



**SUCCESS IS BUILT THROUGH
PARTNERSHIP AND TOGETHER
WE'LL MAKE IT HAPPEN**



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

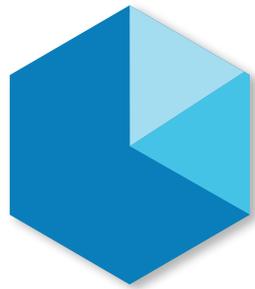
Digital Ninjas

PR Pros

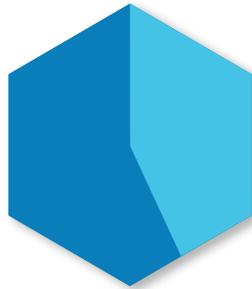
Media Mavens

ELEMENT BY THE NUMBERS

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



65% National
20% Regional
15% Local



60% B2B
40% B2C



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

REAL PARTNERSHIP

BRAND EXPERIENCE

CREATIVE PROCESS

INTEGRATED MARKETING

REAL PARTNERSHIP

WHERE COLLABORATION DRIVES RESULTS

First things first, you'll notice that working with us isn't going to be like working with other outside vendors – because we're not a vendor. **We're an extension of your team.**

We prioritize partnerships that are the right fit, so when we join forces, we're all in – ready to collaborate and make things happen. Together, we'll unlock the full potential of our teams, creating strategies that don't just meet goals but elevate them – driving real value at every turn.





BRAND EXPERIENCE

WHERE AUTHENTICITY CREATES CHEMISTRY

In a world where consumers have more choices than ever, brand alignment is like finding your perfect match on a dating app—crucial for creating connections that last. It's not just about flashy ads or pretty logos; it's about creating one cohesive experience where every interaction reflects your brand's true essence.

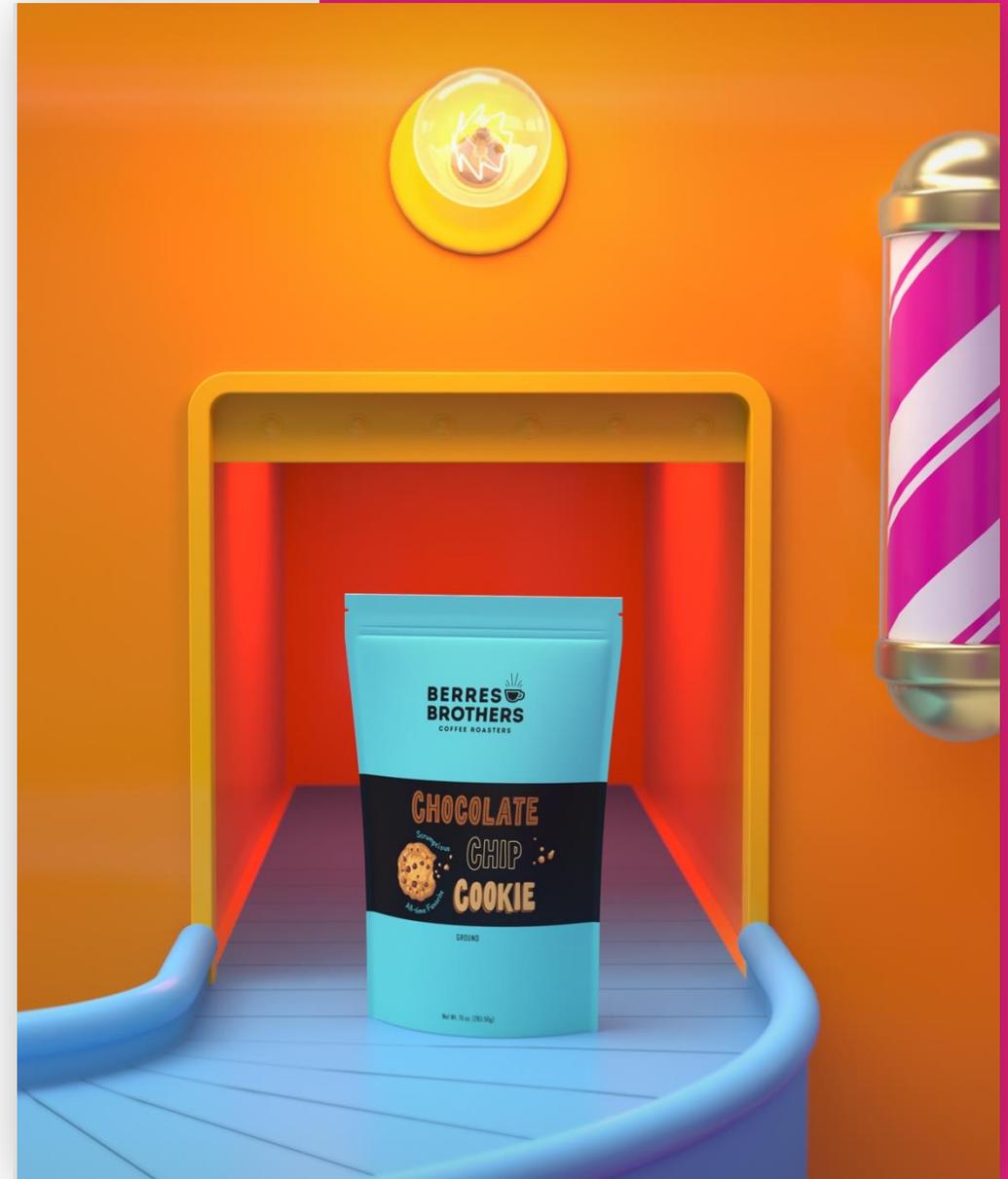
By understanding your customers' journeys, we can craft experiences that resonate deeply and foster trust. Think of it as building a relationship where every conversation is meaningful, and every gesture counts.

CREATIVE PROCESS

WHERE INNOVATION MEETS IMPACT

Great creative isn't just about standing out; it's about making connections that matter. That's why we don't work in a silo – we collaborate closely with your team to make sure every idea aligns with your brand's unique goals.

Our “Know, Think, Feel” filter ensures our concepts resonate on an emotional level while delivering tangible results. We want your audience to *know* your brand, *think* about its value, and *feel* a genuine connection. By blending innovation with strategic focus, we create campaigns that aren't just scroll-stoppers – they're needle movers.



INTEGRATED MARKETING

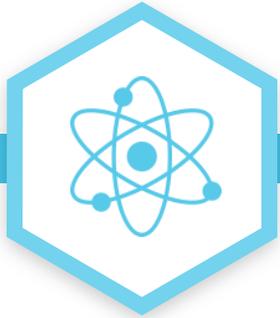
WHERE STRATEGY ALIGNS WITH EXECUTION

Execution is the hardest part of the equation; it's what separates the good from the great.

Our integrated approach to a brand launch campaign brings together all channels – digital, social, physical, and experiential – to ensure your brand shows up consistently, wherever your audience is. Every design element, every touchpoint, every message is aligned to reflect your brand and create a seamless journey that strengthens brand loyalty and drives measurable results.



THE ELEMENT ADVANTAGE



ONE STRATEGY

Ensures your marketing efforts are driven by a single strategy and defined business goals



UNIFIED VOICE

Strengthens your brand's message and unifies your brand voice across all marketing channels



CONSISTENCY

Builds connections and promotes consistency at every touch point



CLARITY

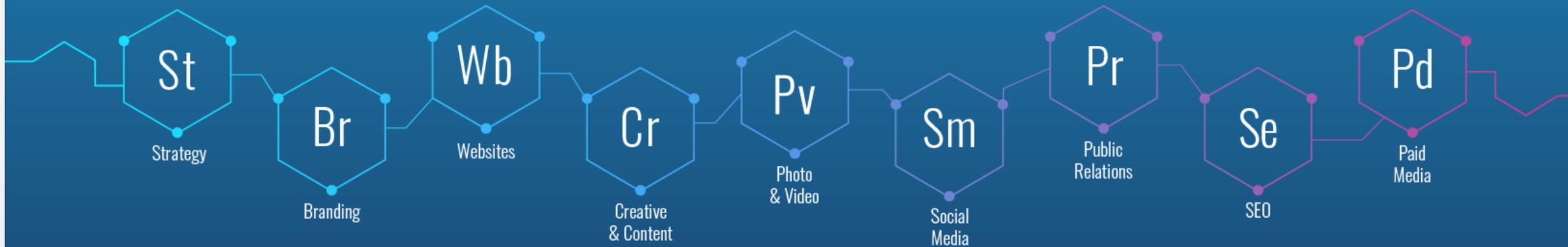
Improves the data analysis and transparency of marketing activities



RESULTS

Maximizes your reach, impressions, and your overall ROI on your marketing spend

FULLY INTEGRATED MARKETING



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



STUDIO FORTY FOUR

OUR 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

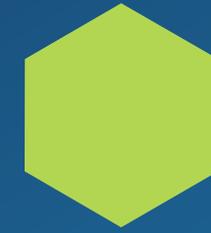
IT'S JUST PART OF OUR CULTURE

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.

02. STRATEGIC & CREATIVE

THE RIGHT MIX TO GET THE REACTION YOU WANT





**THE FIRST STEP IS ALWAYS THE
HARDEST — BUT IT'S A LOT EASIER
WITH SOMEONE BY YOUR SIDE**

REBRAND PHASE ONE:
**BUILDING FROM THE
GROUND UP**



PHASE ONE: BUILDING

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, buyer personas, competitive landscape, goals, and long-term vision so that we can become **a true extension of your team.**

Then, we'll run a full audit of your marketing efforts, and after some deep dives and a few "aha" moments, we'll surface the unique opportunities that will drive our strategy.

(Spoiler alert: it's where the magic happens.)

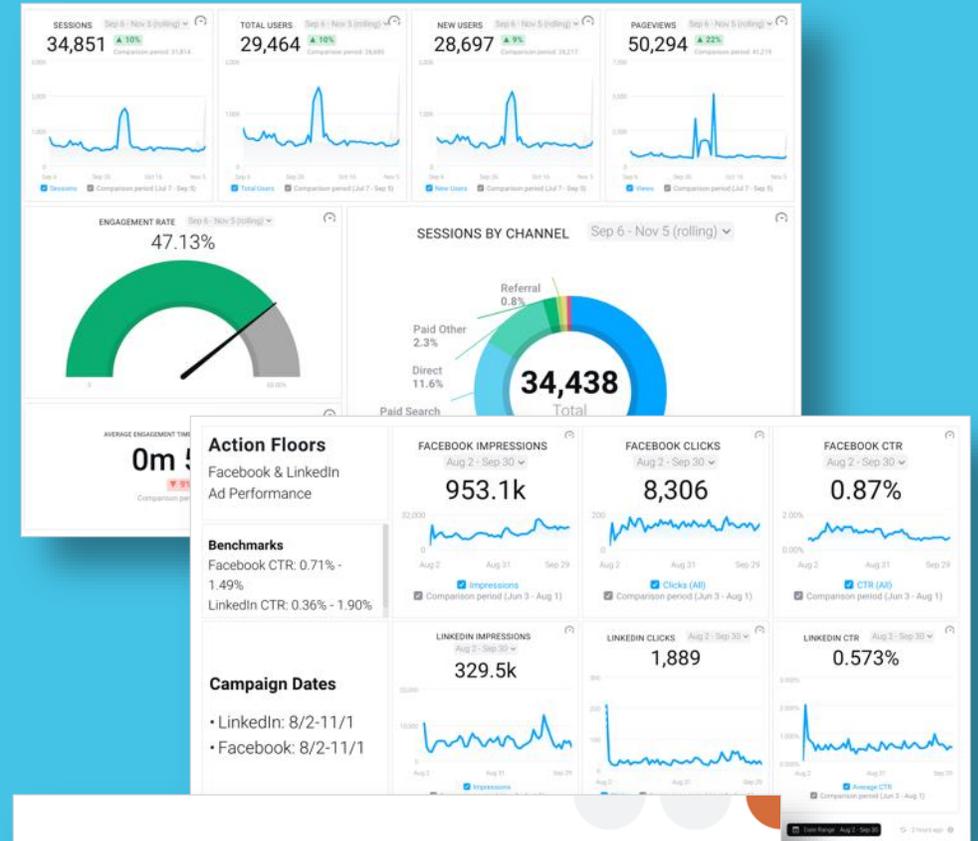


PHASE ONE: BUILDING

RESEARCH

INSIGHTS TO SHAPE A STRONGER BRAND

We'll dive deep into understanding the landscape by conducting thorough market research that examines competitor strategies, industry trends, and customer behavior. By analyzing key players in the DMC space and gathering insights from customer and vendor surveys, we'll identify opportunities to differentiate and ensure your new brand stands out in a crowded market. This research will not only inform the brand strategy but also provide actionable insights to guide every phase of development, positioning you as a leader in the industry.



Executive Summary

SEO / Content

- Organic Search clicks to C-Store content increased 6%, impressions increased 28%
- The new C-Store blog has already received 27 pageviews from organic search despite being very early in its SEO lifespan
- The C-Store Pizza Guide has been downloaded 21 times.

Social Media

- Achieved 15K impressions, across 17 C-Store focused posts
- Exceeded industry benchmarks with a combined 7% engagement rate and 142 clicks to the website.



Paid Advertising

- Ads drove 9.3K unique link clicks and 249K YouTube interactions.
- Ads were displayed a total 1.8M times (impressions).
- Display campaigns performed well above the industry average click-through rate (1.20% vs. 0.46%).

Public Relations

- Secured 21 media hits
- Achieved Combined UVPM of 8.56M and Combined Publicity Value of \$79,181.84

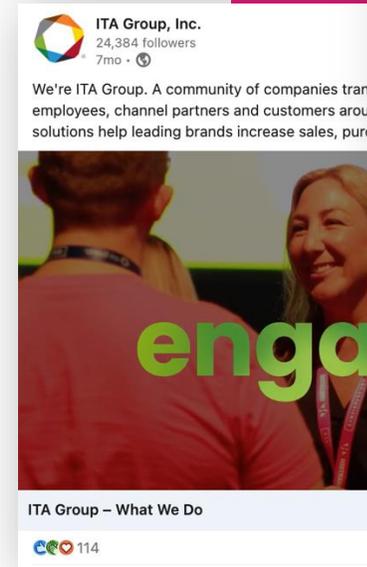
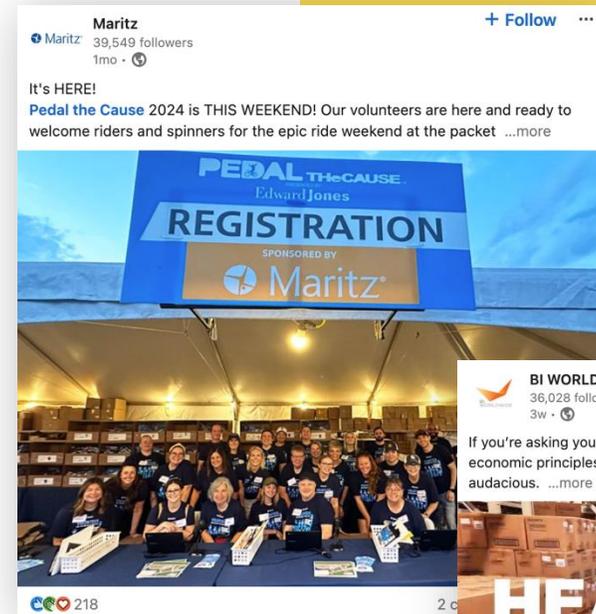
PHASE ONE: BUILDING

SIZING UP THE COMPETITION

COMPETITIVE AUDITS

Understanding your competition is key in a crowded marketplace. Competitive audits will bring a fresh perspective to uniquely position your new brand in the market while helping you refine your brand value story.

We'll explore what your competitors are doing well (and where they are missing the mark) to uncover opportunities for you to truly stand out.

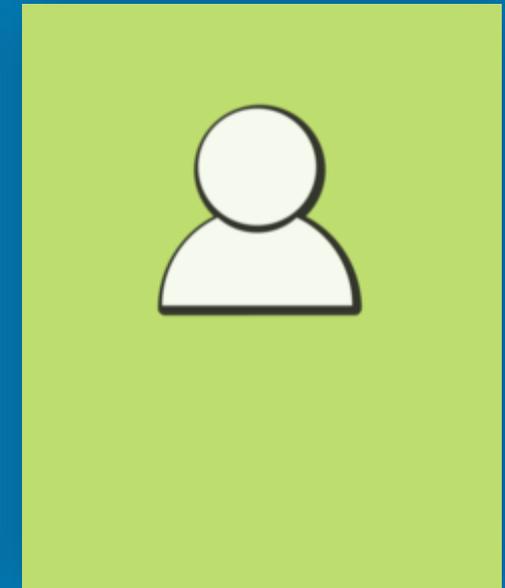
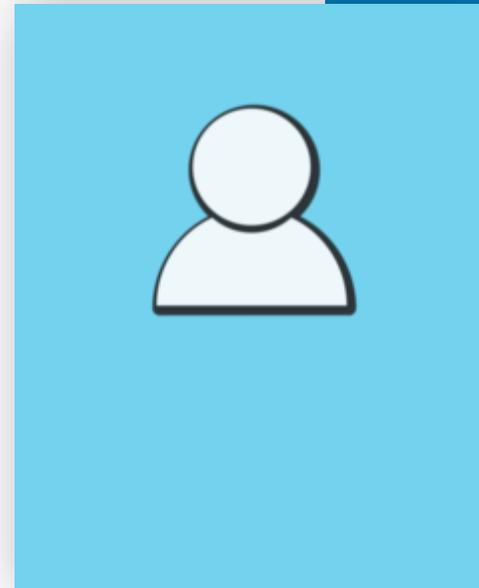
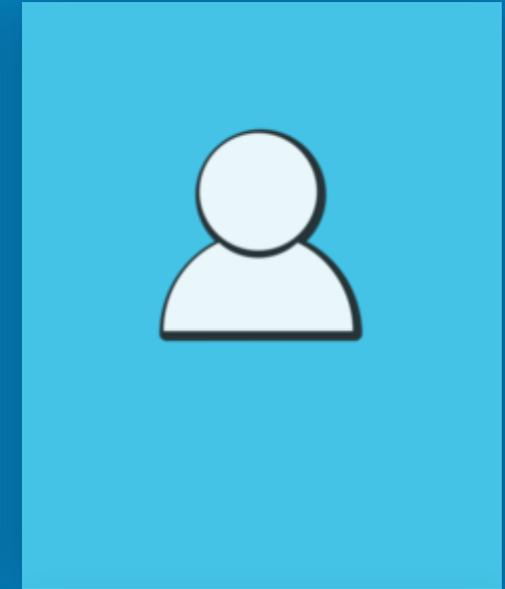
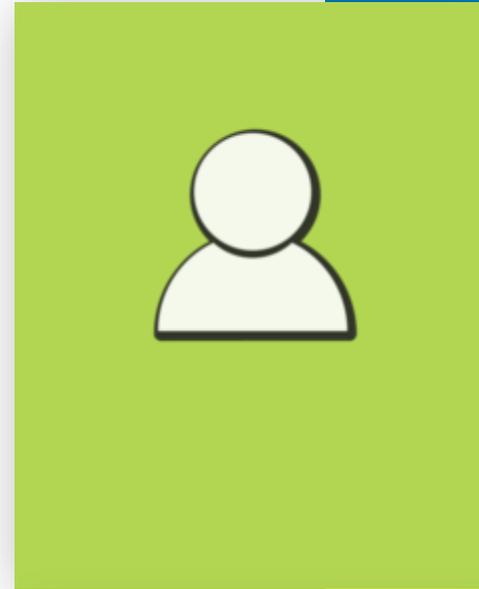


PHASE ONE: BUILDING

CUSTOMER JOURNEYS

CONNECTING WITH YOUR AUDIENCE

We start by developing detailed buyer personas to understand your ideal customers – their needs, challenges, and decision-making behaviors. With these insights, we'll map out the customer journey from initial awareness to long-term loyalty. This process helps identify key touchpoints, ensuring every interaction aligns with what matters most to your audience. The result? A brand experience that feels intuitive, engaging, and genuinely connects with the people you want to reach.



EXAMPLE CUSTOMER JOURNEY



BEVERLY
THE BAKER

DISCOVER

- Spends a lot of time sourcing the ingredients and services essential to her business
- Looking to find a supplier/partner to ease the burden of keeping cost fair and competitive
- Receives a mailer before busy holiday season when she will have too much to do and not enough employees

EXPLORE

- The mailer gets her thinking about the possibility of having her key ingredients and essential products delivered from a single, reliable supplier
- She reaches out to set up a call to find out more about what Valley has to offer

EVALUATE

- Donna calls her; listens to her story and current situation
- Donna shares Valley's approach, pricing, and process, along with the benefits and cost of being a co-op member
- She is intrigued by the points of difference Valley brings, including 2% back, and what that could mean for her business

BUY

- As she is driving to and from work, she continues to see Valley trucks
- Donna follows up with an email asking if there's anything else she needs to make it through the holiday season, and she decides it's time to bring Valley on as a partner
- She responds to the email and tells Donna she'd like to join and move forward

PROMOTE

- She gets assigned a sales rep who becomes her lifeline, a total support system
- Her rep knows what her small business needs, often before she does, she has consistently great customer service from Valley and sees them as a trusted partner
- She shares her positive experience with fellow business owners and regularly hears the same

BRAND STRATEGY & POSITIONING

CRAFTING YOUR FUTURE IDENTITY

A strong brand starts with a clear strategy. We'll develop your company name and define the brand story, mission, vision, values, and pillars that serve as your foundation. From there, we craft a unique selling proposition (USP) that sets you apart, ensuring your brand voice is distinct, authentic, and consistent across every touchpoint.

We'll align your name, positioning, and messaging within a strategic framework that reflects your combined strengths and creates a compelling, future-focused brand that resonates with your audience.



PHASE ONE: BUILDING

MESSAGING FRAMEWORK

DEVELOPING YOUR UNIQUE VOICE

Buyer personas. Customer journeys. Brand strategy.

Now, we'll build a messaging framework that speaks directly to your audience. This framework will guide all your communications, ensuring a clear and consistent message across every channel.

To create a compelling narrative, we'll identify key themes and messages that resonate with your personas. And we know that it's not just about what you say; it's about how you say it, so we'll ensure your voice reflects your brand's personality, making every interaction feel genuine.

KEY MESSAGES BY AUDIENCE

Retail Bakery

Key Messages:

- Reliable availability of quality ingredients and products at a competitive price
- Knowledgeable, supportive sales reps who anticipate your needs
- Education on relevant benefits and services
- Seasoned: Sales reps who truly care and are a phone call away
- New: Sales reps who provide guidance (what to buy, when, and how much) and inspiration for innovative solutions that are unique; prefer the convenience of online ordering

Example Messages:

- Valley ensures you have access to quality ingredients at a competitive price, consistently meeting the standards your bakery demands.
- Our dedicated team is more than sales reps—they are responsive, hands-on partners invested in understanding your bakery's unique needs to ensure proactive support, valuable inspiration, and tailored solutions for your business.
- Empower your bakery's growth and success with Valley's diverse range of high-quality ingredients and baking supplies. Benefit from efficient volume purchasing, climate-controlled warehousing, a responsive distribution network, and exclusive cooperative benefits, providing your business with the essential resources it needs.



Brand Voice Characteristics

VOICE CHARACTERISTIC	DESCRIPTION	+ DO	- DON'T
Authentic	We lead with authenticity, embodying a genuine and approachable tone of a business deeply rooted in the community.	Craft messages that establish trust through sincerity, portraying us as reliable and genuine.	Use language that feels scripted or insincere as it could compromise our authentic or trustworthy persona.
Approachable	Employing simplicity, humility, and down-to-earth charm we speak and write in a conversational tone that feels welcoming and inclusive.	Use straightforward language that addresses customers in terms that resonate with their needs.	Introduce unnecessary complexity or use jargon-heavy phrases that are not easily understood by the average person.
Supportive	We communicate as a reliable partner, offering guidance and a helping hand whenever you need it.	Provide thoughtful guidance by understanding their challenges and offering solutions that address their unique needs.	Use vague and ambiguous language that may leave customers feeling unsupported or unsure.
Optimistic	Rooted in our entrepreneurial spirit, our voice emphasizes positive perspectives and focuses on recognizing opportunities.	Highlight opportunities in a positive way. Maintain a positive outlook and encourage a forward-thinking approach.	Lead with negativity or allow a pessimistic tone to overshadow our communication.

PHASE ONE: BUILDING

VISUAL IDENTITY

BRINGING YOUR BRAND TO LIFE

Your visual identity is more than just aesthetics—it's how your brand is recognized and remembered. We create a cohesive logo, color palette, typography, and design system that reflects your brand's personality and positioning.

Every element is crafted with purpose, ensuring consistency across all touchpoints, from digital to print. The result? A distinct, memorable brand that stands out and leaves a lasting impression.



PHASE ONE: BUILDING

BRAND COLLATERAL

EQUIPPING YOUR BRAND FOR IMPACT

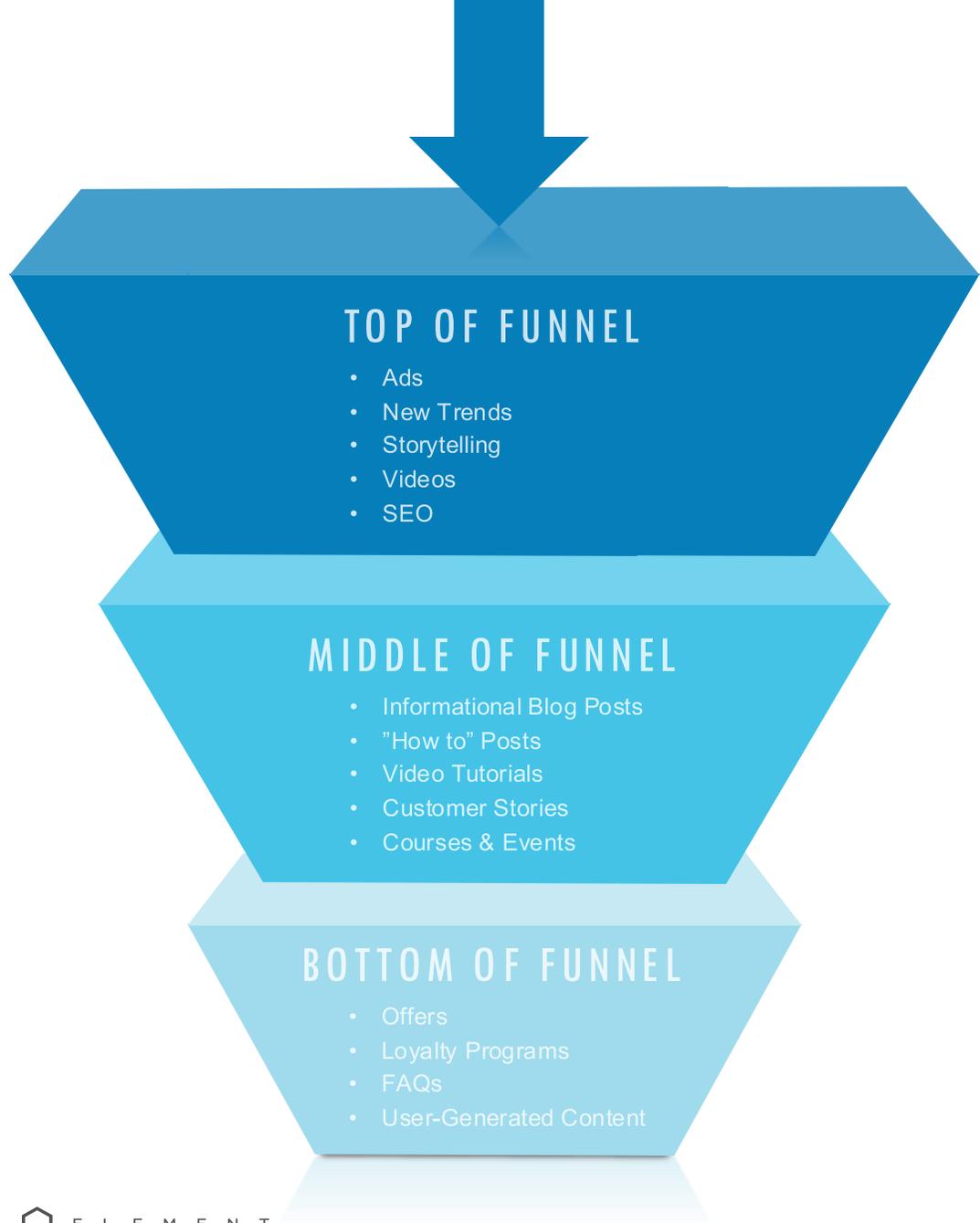
A strong brand needs the right tools to make a lasting impression. We design business cards, letterhead, email signatures, presentation decks, social media assets, and sales materials that align seamlessly with your brand identity.

Every piece is crafted for consistency and impact, ensuring your brand looks polished, professional, and cohesive across every interaction.



PHASE TWO:
STRATEGY DEVELOPMENT





PHASE TWO: STRATEGY DEVELOPMENT

FULL-FUNNEL EXPERTISE

GUIDING YOUR AUDIENCE AT EVERY STEP

We're all about full-funnel support – from catching the eye of potential customers to turning them into lifelong fans. We'll work closely with you to align our strategies with your business goals, making sure every budget dollar counts.

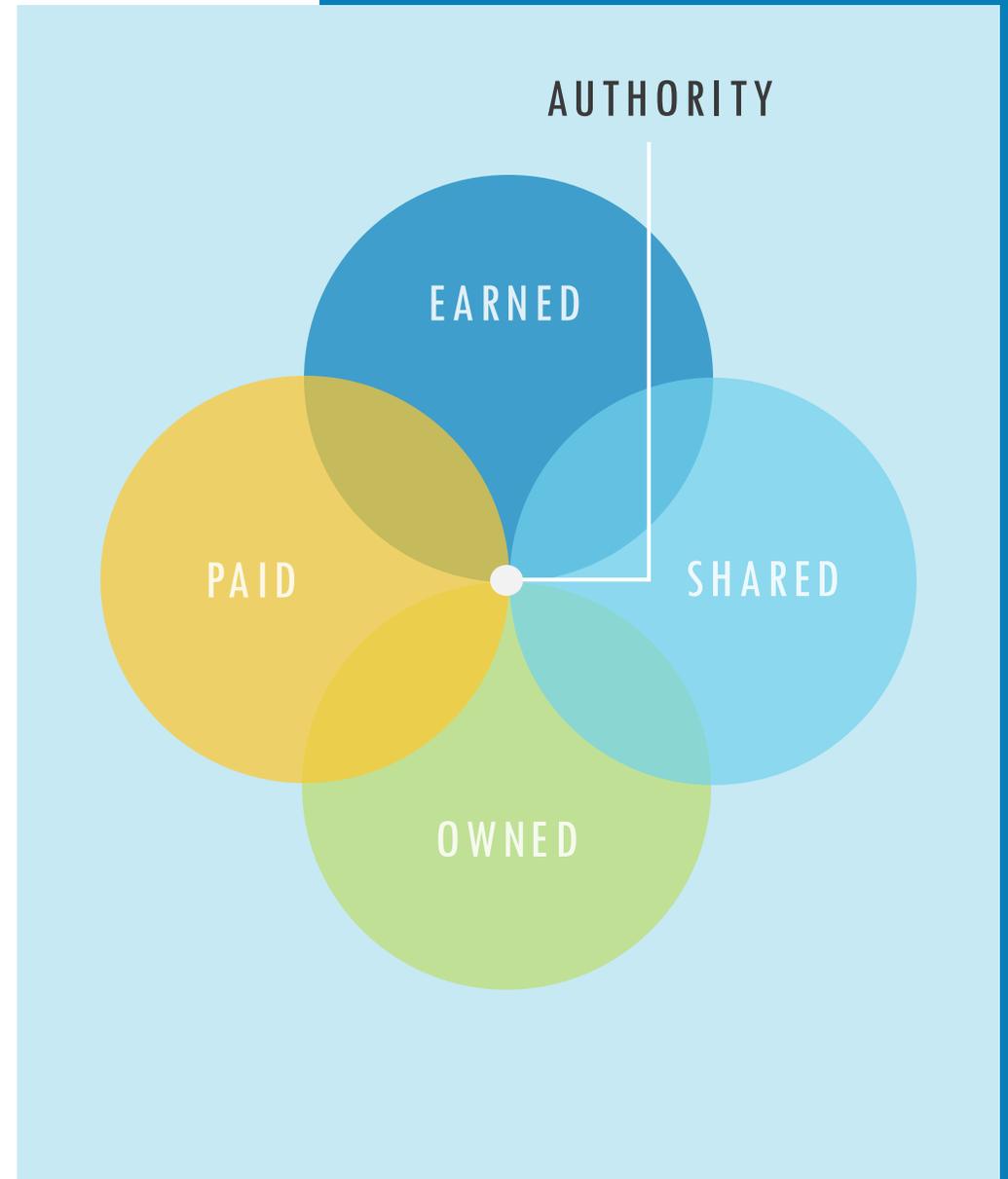
By leveraging creative strategies and valuable insights at each stage, we'll ensure we're hitting the sweet spot for your buyer personas and delivering results.

STARTING AT THE TOP

CREATING BUZZ AND BUILDING CONNECTIONS

With a blend of paid, earned, owned, and shared, we'll create a comprehensive approach to build brand authority and drive top-of-funnel engagement.

Using tactics like advertising, PR, SEO, and video we'll ensure your brand captures attention and opens the door for deeper engagement.



YOUR STRATEGY

A HOLISTIC APPROACH

Our team of strategic marketers have developed a multi-step approach to develop customized integrated marketing strategies that build authentic relationships. By deeply understanding the buyer journey and crafting impactful experiences across all marketing channels, we position your brand to earn and sustain trust, which is crucial for driving growth and achieving long-term success.

INCLUSIONS:

- **Creative Campaign Concepts**
- **Integrated Media Strategy:**
 - **Paid (Digital & Traditional)**
 - **Earned (Public Relations & Events)**
 - **Shared (Social & Reviews)**
 - **Owned (Website & Content)**
- **Marketing Communications Plan**
 - **Media**
 - **Campaign Planning**
 - **Event Alignment**
- **Measurement Strategy**
 - **Detailed KPIs**
 - **Measurable Objectives With Key Results (OKRs) Based on Business Goals**
- **Internal and External Team Execution Alignment**
- **Launch Plan**

PHASE THREE:
**EXECUTION
AND OPTIMIZATION**



BRINGING THE PLAN TO LIFE

Building on the strategic framework we've developed, execution is where we bring the plan to life and ensure it aligns with **measurable, actionable insights**. As we transition from strategy to execution, we focus on aligning our efforts with your business goals.

Supported by an entire team of specialists, we provide ongoing reporting and strategic collaboration sessions, along with regular access to **data dashboards**, to ensure we're moving your brand in the right direction.



LEARN & ADAPT

STAYING FLEXIBLE

We realize that to effectively produce results, our strategy must be flexible. We establish clear timelines, milestones, and KPIs (key performance indicators) up front and build in regular check-ins to evaluate progress. These touchpoints allow us to adapt strategies based on real-time data or market shifts, ensuring that we remain on track while staying nimble enough to pivot when necessary.

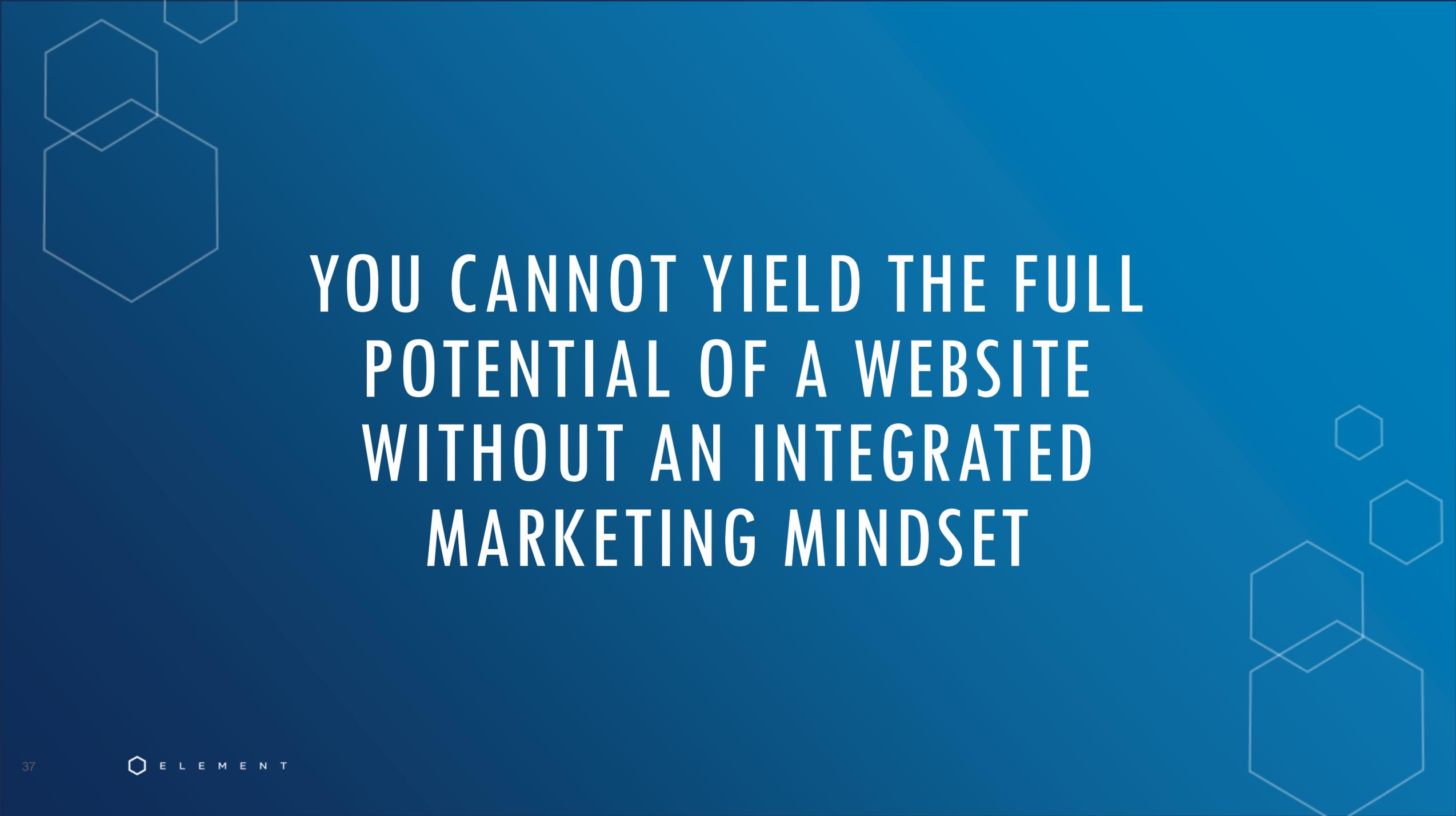
Whether it's a learned shift in behavior or a new opportunity, our process ensures that we stay **proactive rather than reactive**.



03. WEBSITE & SEO APPROACH

CRAFTING DIGITAL EXPERIENCES THAT DRIVE VISIBILITY AND RESULTS





**YOU CANNOT YIELD THE FULL
POTENTIAL OF A WEBSITE
WITHOUT AN INTEGRATED
MARKETING MINDSET**

STRATEGIC WEBSITE APPROACH

RESULTS-DRIVEN

Like everything we do, our website development approach is rooted in results-driven **strategy**. And, our marketing team will have your website working hard to produce **results** after launch.



STRATEGIC WEBSITE APPROACH

STRATEGY THEN SOFTWARE

- Align HubSpot with your business goals to reduce unnecessary costs
- Evaluate options based on the underlying reasons for their necessity
- Integrate both existing HubSpot Systems
- Customize WordPress to align with best UX/UI
- **Maximize the value of your investment and make your dollar go further**



STRATEGIC WEBSITE APPROACH

OUR KEY DIFFERENCES

- ◆ Your bottom line is top-of-mind
- ◆ Enhanced user experience and SEO integration
- ◆ Our design-first mentality delivers results
- ◆ Forward-compatible for peace of mind
- ◆ Technology agnostic with highly-customized content management systems from WordPress to HubSpot and beyond
- ◆ We're upfront and detailed when it comes to budget



PHASE ONE: STRATEGY

STRATEGIC PLAN

APPLICATION DESIGN DOCUMENT

Prior to beginning the website build, we create a detailed strategic plan, which we call an Application Design Document (ADD).

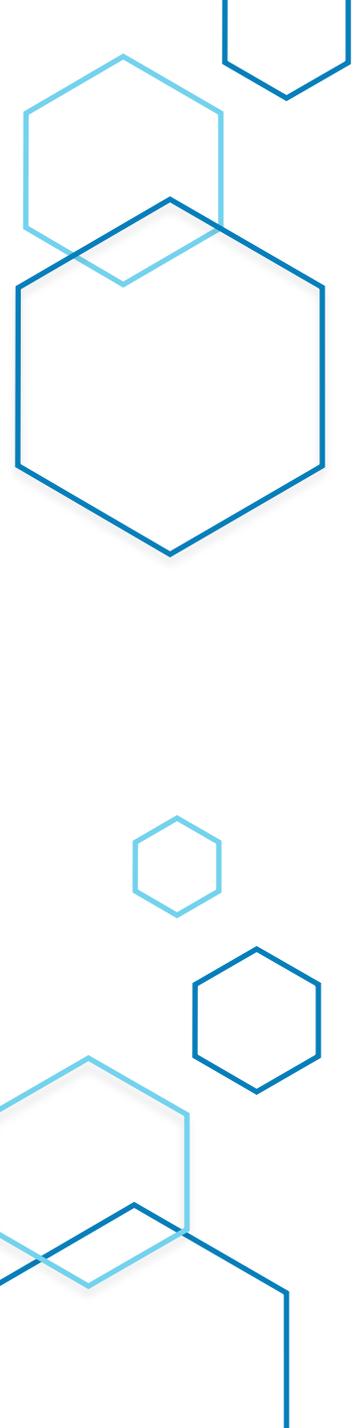
This unique project discovery process creates a comprehensive plan that includes strategy that aligns with your business goals, research, data analysis, wireframes, execution recommendations, and technical and design scope for project implementation.

It's a project blueprint and the key to success.

WHY IT MATTERS

10 BENEFITS OF AN APPLICATION DESIGN DOCUMENT

- 1. Clarity and Alignment:** An ADD ensures that all stakeholders are on the same page regarding the project's objectives, scope, and requirements.
- 2. Understanding Project Scope:** It helps all stakeholders understand the project's scale, timeline, complexity, and budget requirements.
- 3. Enhanced Communication:** The process of creating an ADD fosters frequent communication and collaboration among team members, leading to better teamwork and understanding.
- 4. Detailed Evaluation:** It provides a detailed project evaluation that can't be achieved in a short form, providing the most accurate estimate, and eliminating unwanted surprises with a finite not-to-exceed cost.
- 5. Risk Mitigation:** By identifying potential challenges and risks early, an ADD helps mitigate these risks and avoid costly delays or rework setting clear expectations.



WHY IT MATTERS

10 BENEFITS OF AN APPLICATION DESIGN DOCUMENT

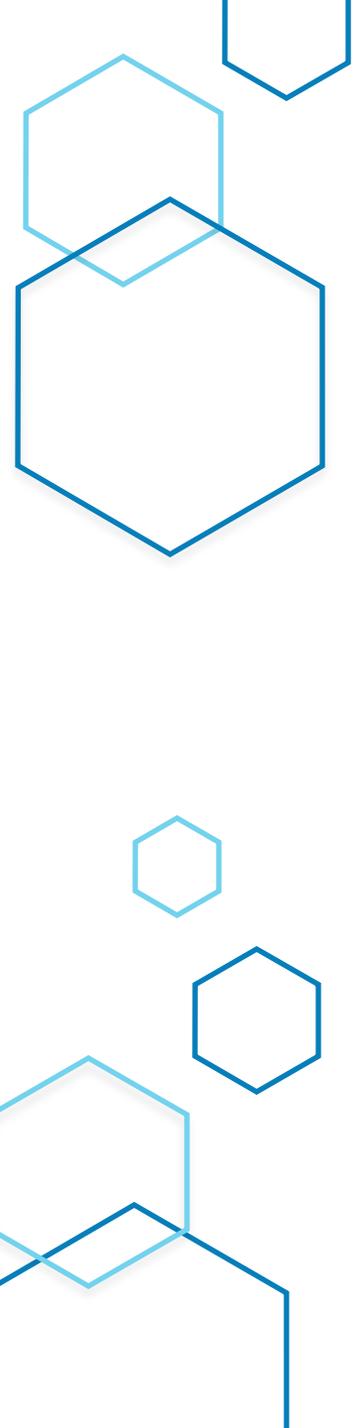
6. Resource Optimization: By clearly defining project requirements and timelines, an ADD helps optimize the allocation of resources, such as personnel, time, and technology integrations.

7. Quality Assurance: An ADD serves as a benchmark for evaluating the quality of the final deliverables, ensuring they meet the project's objectives and requirements.

8. Better Performance: A well-prepared ADD creates a structured and thoughtful approach to the project, providing a better end product.

9. Continuous Improvement: Insights gained when developing the ADD will often uncover opportunities for future enhancements, giving you a roadmap for future projects that will continue to add value to your website investment.

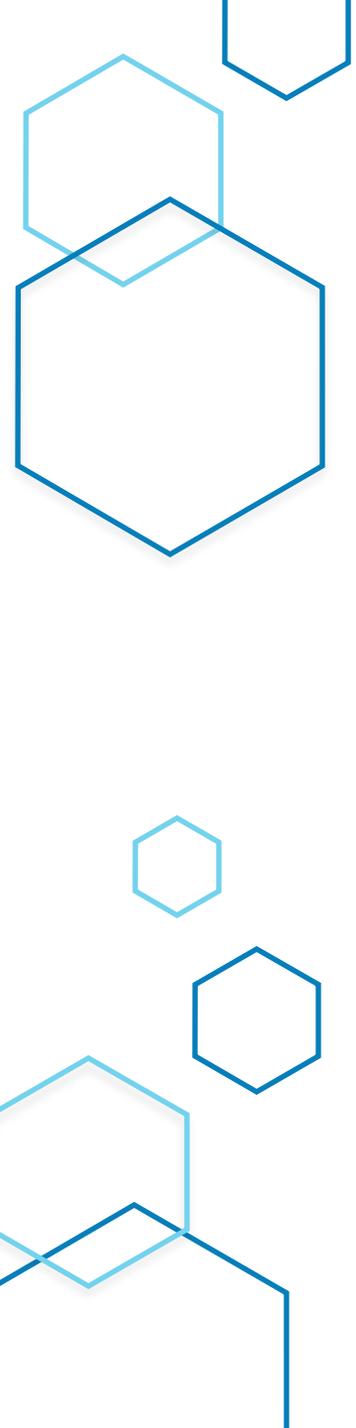
10. Peace of Mind: Part of our promise is to ensure our estimates are accurate upfront and that as long as the project stays within the defined scope, you will not receive a change order.



STRATEGIC PLAN

INCLUSIONS IN AN APPLICATION DESIGN DOCUMENT

- **UX/UI audit**
- **Analytics audit**
- **Design concept**
- **Site architecture**
- **Content analysis**
- **Technical research**
- **Digital implementation analysis**
- **Development recommendations**
- **Third party software evaluations & recommendations**
- **API considerations & mapping**





PHASE TWO: DEVELOP

WEBSITE BUILD

ONE WEBSITE MADE TO DRIVE RESULTS

We'll deliver a strategic website solution that enhances user experience and drives business performance through modern design and seamless functionality. Our approach will ensure that your new website reflects your unified brand identity and serves as a central hub for all your services across 46 destinations nationwide.

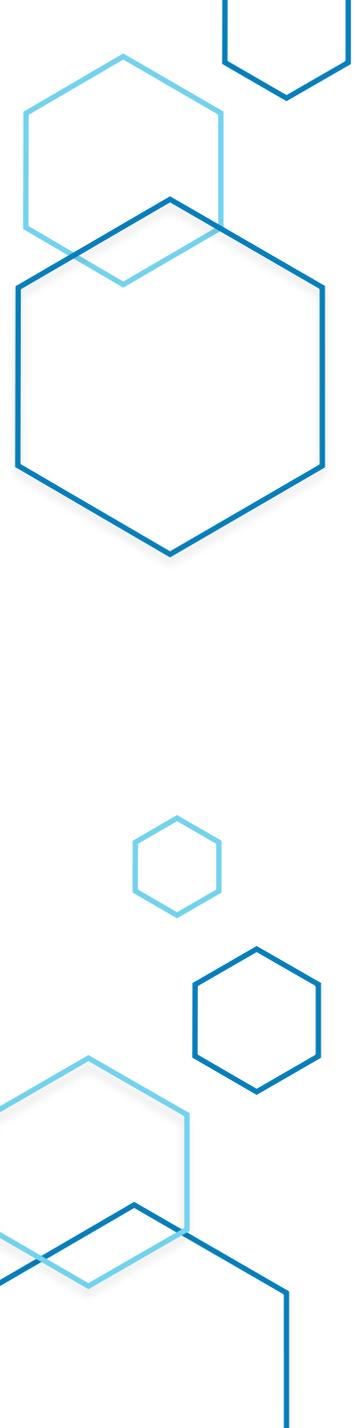
We'll focus on a user-friendly, responsive design built on WordPress, optimized for both SEO and user experience. Our team will integrate analytics tools, including HubSpot, ensuring that the website not only engages visitors but also captures and nurtures leads effectively. We'll specifically clean up and consolidate HubSpot accounts, update branded templates, and merge contacts from both systems into one platform.

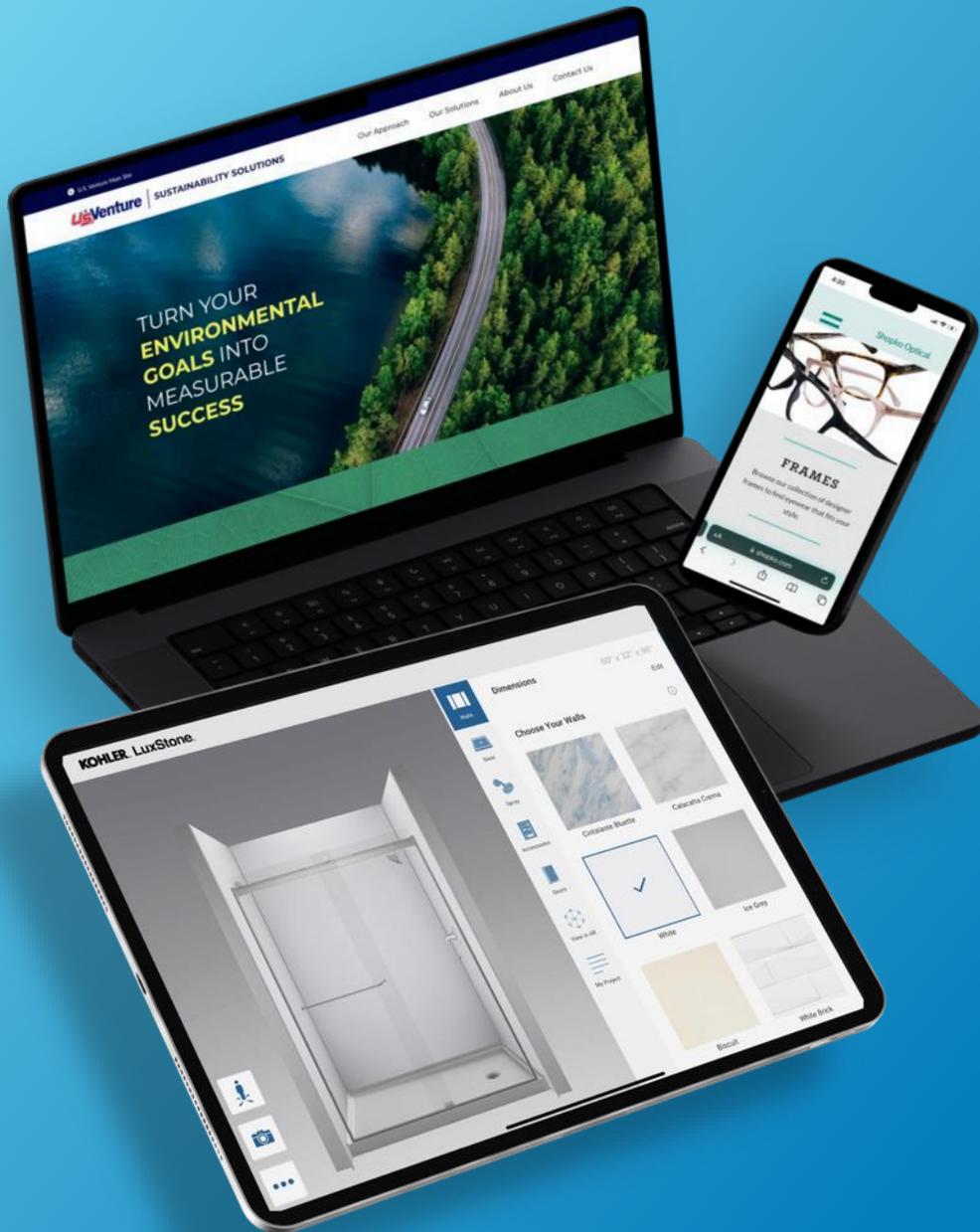
We'll collaborate closely with your team to structure the website, recommend key pages and content organization, and prioritize SEO best practices to maximize visibility and usability.

WEBSITE BUILD

INCLUSIONS IN DEVELOPING YOUR WEBSITE

- **User experience optimized (UX) homepage design and layout**
- **User experience optimized (UX) interior page design and layouts**
- **Copywriting/copyediting for all website content**
- **User interface optimized (UI) responsive programming**
- **Front-end and back-end programming, including WordPress and relevant tools as determined in phase one**
- **Custom programming and development, including but not limited to:**
 - **HubSpot integration (including CRM, workflows, and analytics tools)**
 - **Integration with any enterprise systems and APIs**
 - **Lead capture and nurturing functionalities using HubSpot**
- **Iterative testing of website performance, analytics, and integration with HubSpot**
- **Front-end and technical SEO implementation (site structure, meta tags, keyword optimization, etc.)**
- **ADA compliant design and programming**





PHASE THREE: LAUNCH

PREPARE TO LAUNCH

TESTING & QUALITY ASSURANCE

Before launch, a final beta site is delivered for review and sign-off. Post-launch, a two-week support period addresses any issues not found during prelaunch testing.

Our internal testing tools and processes review technical items such as core web vitals, external integrations, HTML structure and validation, meta tags, asset minification, schema markup, sitemap, security headers, and more.

Plus, our SEO team ensures your content is optimized for target keywords and audiences, and our design and user experience team ensure world-class content presentation.

A STRONG EMPHASIS ON SEARCH ENGINE OPTIMIZATION

A COHESIVE CHANNEL STRATEGY FOR MAXIMUM IMPACT

Core components of search engine optimization:

- **On-Page Optimization:** Keywords, Meta Tags, Content
- **Technical SEO:** Site Structure, Mobile Optimization, Load Speed
- **Link Building:** Authority and Relevance

But, in today's digital landscape, **SEO must be part of a larger, cohesive strategy ...**



A STRONG EMPHASIS ON SEARCH ENGINE OPTIMIZATION

SOCIAL. EARNED. OWNED.

Social Media:

- **Engagement:** Building relationships and fostering community
- **Content Sharing:** Amplifying reach and driving traffic
- **Brand Voice:** Consistency across platforms



A STRONG EMPHASIS ON SEARCH ENGINE OPTIMIZATION

SOCIAL. EARNED. OWNED.

Earned Media:

- **PR and Media Coverage:** Building credibility and trust
- **Reviews and Testimonials:** Enhancing reputation and influence



A STRONG EMPHASIS ON SEARCH ENGINE OPTIMIZATION

SOCIAL. EARNED. OWNED.

Owned Media:

- **Website Content:** Informative, valuable, and optimized content
- **Email Marketing:** Targeted communications that drives quality website traffic
- **Blogs and Resources:** Thought leadership and industry insights



THE POWER OF ALIGNMENT

When **Social**, **Earned**, and **Owned channels** work together, they create a powerful synergy that enhances your brand's web presence.

Unified Brand Experience

Consistent messaging across Social, Earned, and Owned channels strengthens brand identity and boosts recognition.

Enhanced Organic Visibility

Interconnected strategies improve search rankings by leveraging social signals, earned backlinks, and high-quality owned content.

Amplified Engagement

Integrated efforts drive higher engagement, increase referral traffic, and foster a stronger online community.

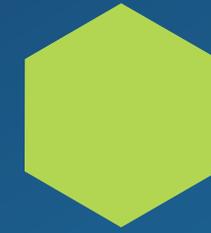
Holistic Growth

Each media type supports and amplifies the others, leading to greater overall impact and sustained organic growth.



04. THE TEAM BEHIND YOUR BRAND

TRANSFORMING IDEAS INTO POWERFUL IDENTITIES





**BRANDS ARE NOT BUILT IN A DAY,
BUT WITH THE RIGHT TEAM, THEY
CAN CHANGE THE GAME**



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.

Let's have you meet some of your team ...



Certified
HubSpot Expert

DEREK BLASZAK

NEW BUSINESS & DIGITAL DIRECTOR

He blends digital expertise with strategic new business initiatives and relationships to take every brand he touches to new heights.



Marketing without data is
like driving with your eyes
closed.

BRANDS I'VE WORKED WITH:

KOHLER.



**FARMER'S
FRIDGE**



NIKKI PEROUTKA

PRESIDENT

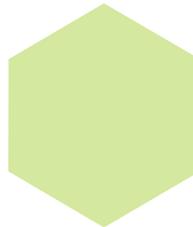
She's a 20-year marketing vet obsessed with improving marketing, processes, and results.



Success is about anticipating change, embracing it, and leading the way forward.



Certified
HubSpot Expert



BRANDS I'VE WORKED WITH:





JODY BENNETT

DIRECTOR OF BRAND STRATEGY

She leads campaign vision and direction, ensuring powerful storytelling, while developing creative solutions that are visually engaging and strategically aligned.



Be fearless in the pursuit of what sets your soul on fire.



Certified
HubSpot Expert

BRANDS I'VE WORKED WITH:

Foot Locker





KEVIN HAMILTON

DIRECTOR OF TECHNOLOGY

A technical superhero with decades of experience, always ready to conquer any challenge and save the day.



Success is about testing, adapting, and shaping a website that evolves with every interaction.



Certified
HubSpot Expert

BRANDS I'VE WORKED WITH:



GEOSYSTEMS



HAMMERHEAD
TRENCHLESS



MONICA DORO

ART DIRECTOR | UX/UI

With an eye for emerging design trends and a passion for pushing creative boundaries, she crafts a brand's identity and enhances the user experience, making sure every project is a standout expression of innovation and vision.



Great design doesn't follow,
it leads.

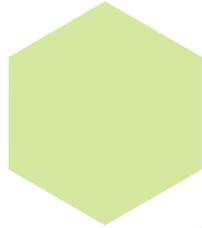


Certified
HubSpot Expert



BRANDS I'VE WORKED WITH:





KATIE BRAMSCHREIBER

DIRECTOR OF ACCOUNT SERVICES

She has a knack for building solid client relationships based on trust and ensures the delivery of high-quality strategy aligned with your objectives.



People don't care how much you know until they know how much you care.



Certified
HubSpot Expert

BRANDS I'VE WORKED WITH:





MEGHAN MURPHY

ACCOUNT & MEDIA STRATEGIST

She crafts data-driven media strategies that cut through the noise, ensuring the right message reaches the right audience at the right time.



Don't push people to where you want to be. Meet them where they are.

BRANDS I'VE WORKED WITH:

DESTINATION
DOOR COUNTY





TAMMY VANDENBUSCH

PUBLIC RELATIONS MANAGER

She combines strategic storytelling with media expertise to amplify brand voices, ensuring every message resonates and builds lasting connections.



Be yourself. An authentic story is always worth telling.

BRANDS I'VE WORKED WITH:





BROCK MESSNER

DATA & INSIGHTS MANAGER

He leads analyzing trends and generating actionable insights that drive your strategy forward, enhancing your decision-making and optimizing performance.



Trends guide us, insights drive us.



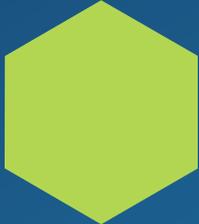
Certified
HubSpot Expert

BRANDS I'VE WORKED WITH:



05. BRAND REINVENTION

STRATEGY & CREATIVITY TRANSFORMED THESE BRANDS





**STRATEGIC BRAND EVOLUTION
DRIVES SUCCESS AND WE'VE MADE
IT HAPPEN**

LACLARE CREAMERY

We elevated a brand that was engaging, editorial-worthy content that boosted awareness, solidified their reputation as head cheese in the food industry, and drove unrivaled consumer demand for their products. Tasty results like a 6000% increase in impressions and a 300% boost in web traffic proved the campaign was successful in educating consumers, encouraging trial, and enticing users to become LaClare aficionados.



A man with dreadlocks and glasses is shown in profile, looking at a smartphone. He is wearing a grey hoodie. The background is a blurred display of various eyeglasses on a rack in an optical store.

SHOPKO OPTICAL

We rolled out fresh brand standards, launched a new website, and leveraged public relations to boost their media presence and strengthen community ties. We also partnered with the Green Bay Packers to promote their Kids in Focus program with engaging Eye Spy events and in-school activations to bring eye care straight to the heart of local communities.

BERRES BROTHERS

We created an immersive reinvented brand that helped set this regional coffee brand to launch nationally. By leaning into the authentic, inventive flavors that make Berres Brothers coffee special, the brand video and supporting integrated marketing efforts positioned them as an extraordinary and exceptional choice in the hearts, minds, and palates of younger, imaginative coffee drinkers.



CREATING A BOLD NEW BRAND FOR THE FUTURE

BECOMING THE TOP DMC

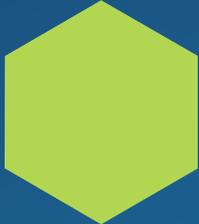
Merging two powerful brands like 360DG and CSI DMC requires the perfect agency fit. We bring the right balance of scale and flexibility to deliver creative, high-quality work that drives success. With our **integrated marketing approach, brand reinvention experience, and experience working with brands like Creative Group**, we're uniquely equipped to craft a unified brand that showcases your combined strengths.

We combine strategic insights with innovative creativity, ensuring your new identity resonates across all touchpoints—from digital to collateral. **Our team offers the depth and expertise of a larger agency, with the personal service and agility of a smaller one**, allowing us to deliver impactful, seamless solutions that set your brand up for long-term success.



06. UNDERSTANDING YOUR INVESTMENT

COST BREAKDOWN





**EVERY DOLLAR INVESTED SHOULD
DRIVE IMPACT—WE’LL MAKE
SURE IT DOES**

INVESTMENT OVERVIEW

We are seeking an investment that not only supports the merging of two established DMC brands but also empowers us to position our new identity for long-term growth and success. Our goal is to build a brand that embodies authenticity, agility, and exceptional experiences, making us the leading choice in destination management.

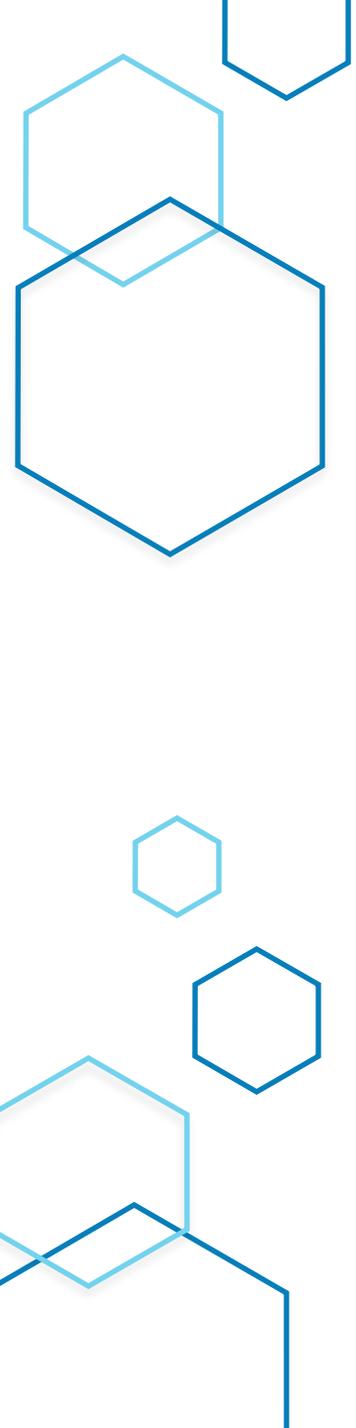
Key Investment Areas:

Brand Development & Positioning: Crafting a unified brand identity that captures the strength, creativity, and personalized service we provide.

Digital Presence & Website: Building a scalable, user-friendly website that enhances user experience and optimizes for SEO, positioning us effectively across 46 destinations.

Creative Campaign Launches: Strategic campaigns that introduce our new identity to the market, showcasing our unique value proposition.

HubSpot Integration & CRM Optimization: Streamlining marketing and sales processes to drive efficiency and growth.



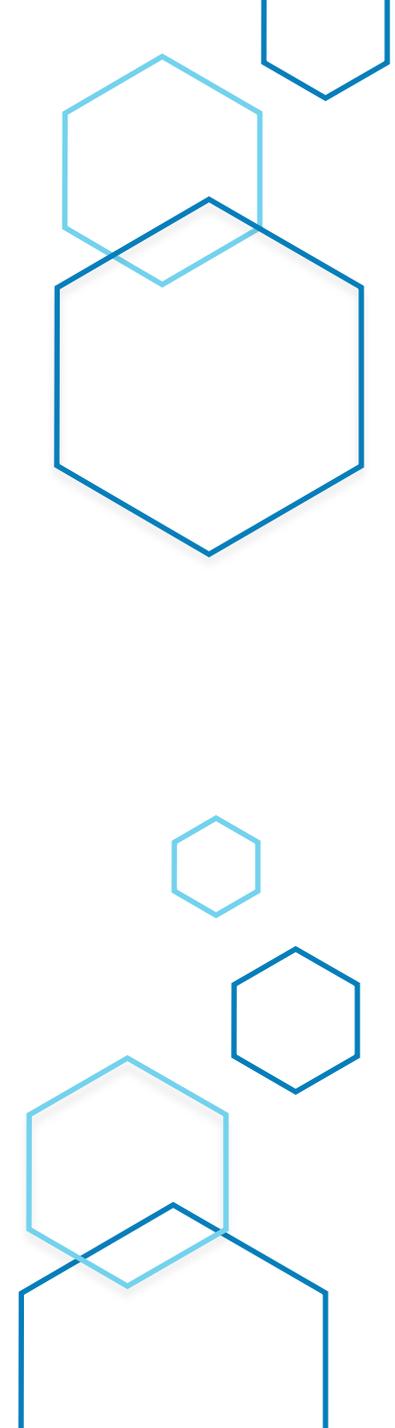
BUDGET BREAKDOWN

1. Market Research

Conducting a comprehensive competitive analysis of other DMCs and industry players, gathering insights into market trends and growth opportunities, and surveying customers and vendors. The aim is to identify key differentiators within the market, discover areas for improvement, and ensure the brand is uniquely positioned to stand out. This phase also includes gathering data on client needs, competitor offerings, and actionable opportunities for market penetration.

2. Brand Positioning

Developing a clear and compelling brand story, defining the company's mission, vision, and values, and establishing brand pillars to provide a strong foundation for the new entity. This phase will define who we are, what we do, and why we exist, while positioning the brand for future success and growth. The brand positioning will align the team and the market with a shared narrative that resonates with target clients, setting the tone for all subsequent messaging.



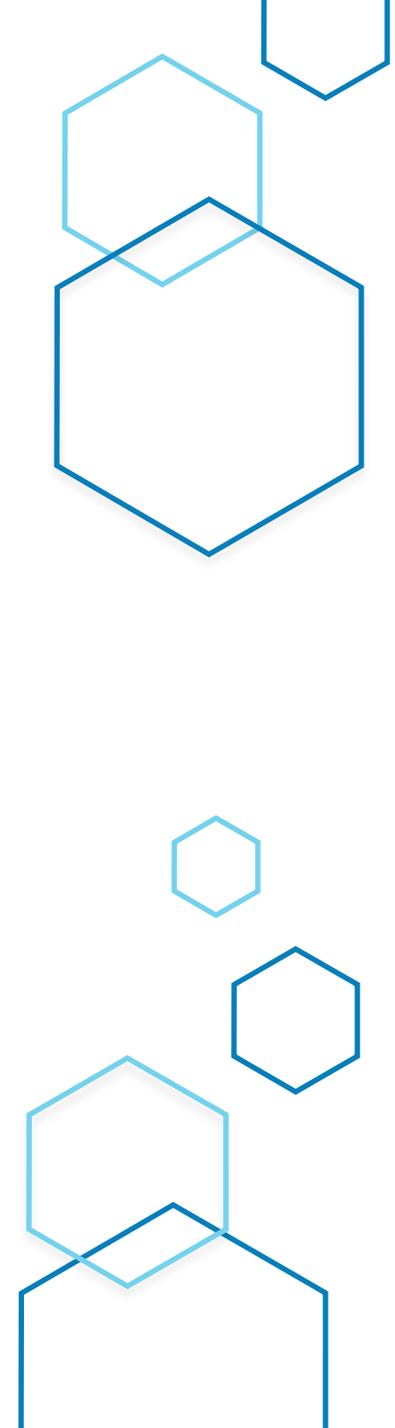
BUDGET BREAKDOWN

3. Brand Strategy and Development

This includes a thorough process to decide on the company name, including multiple rounds of potential names, conducting a trademark search, and choosing the most viable option. Key differentiators of the new brand will be defined, ensuring that the messaging stands apart from competitors like PRA, Hosts Global, and Access. A clear brand voice will be crafted, helping the brand communicate with authenticity and clarity across all touchpoints. We'll also revisit brand values and pillars to ensure they remain relevant and aligned with the merger's objectives.

4. Visual Identity

Creating a memorable logo and cohesive visual identity that reflects the values and personality of the brand is a critical investment area. A color palette and typography system will be developed for consistent use across multiple mediums including digital, print, signage, and promotional materials. A comprehensive set of brand guidelines will be created to ensure consistent use of the visual identity across all brand touchpoints, making sure that every interaction reinforces the new brand's story and presence.



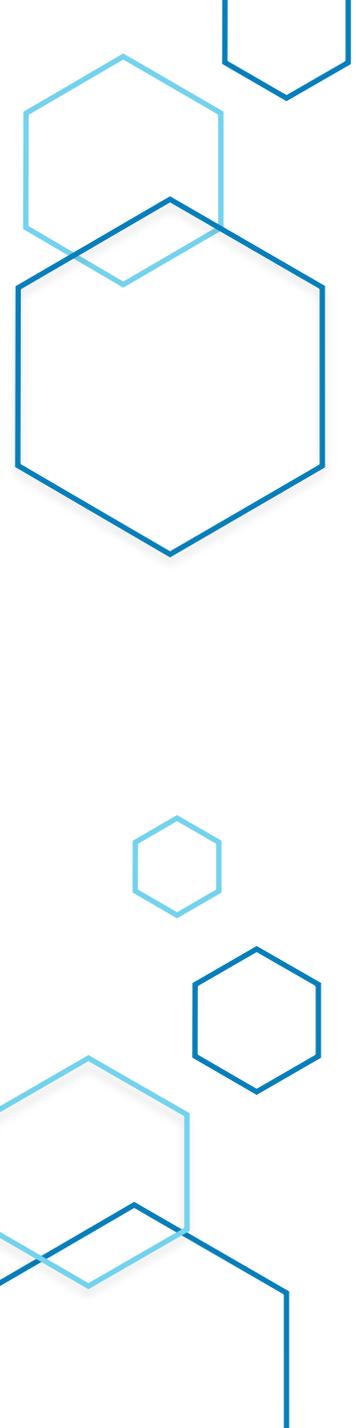
BUDGET BREAKDOWN

5. Brand Messaging

This includes creating compelling and impactful messaging, with example headlines designed for various brand touchpoints like the website, social media, and marketing materials. Short and catchy taglines aligned with the brand's voice will be created, and 3-5 value propositions will be drafted to communicate the brand's benefits. Identifying target personas and key messaging pillars will ensure that the brand speaks to the right audiences and communicates effectively, both externally and internally.

6. Brand Collateral

Designing and creating a suite of brand collateral including business cards, letterhead, email signatures, and presentation deck templates that align with the new brand's identity. Social media assets and other promotional materials will also be created to ensure consistency and recognition across all platforms. This phase will enable the team to present the brand professionally and cohesively, both online and offline, and support ongoing marketing and sales initiatives.



BUDGET BREAKDOWN

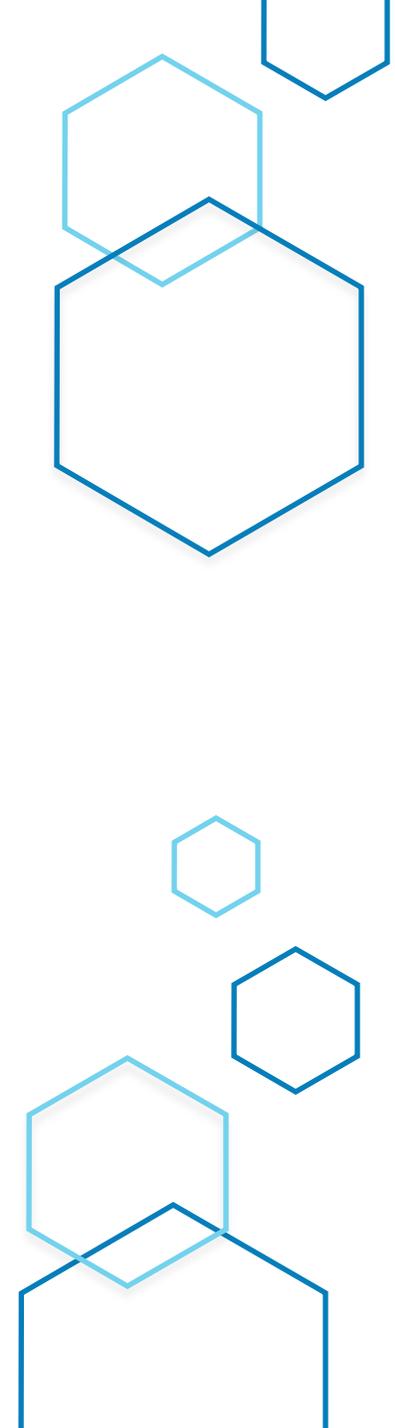
7. Website Design and Development with Advanced SEO

Design and develop a user-friendly, scalable WordPress website that seamlessly integrates content from the existing 360DG and CSI-DMC websites. This website will be designed with an emphasis on strong UX, SEO optimization, and HubSpot integration. Key functionalities, including fast lanes for services and gated travel guides, will be implemented. Additionally, the website will be integrated with analytics tools for performance tracking and with HubSpot CRM to enhance customer interactions. The website development phase also includes finalizing the content structure, content organization, and ensuring SEO performance to support long-term visibility and growth.

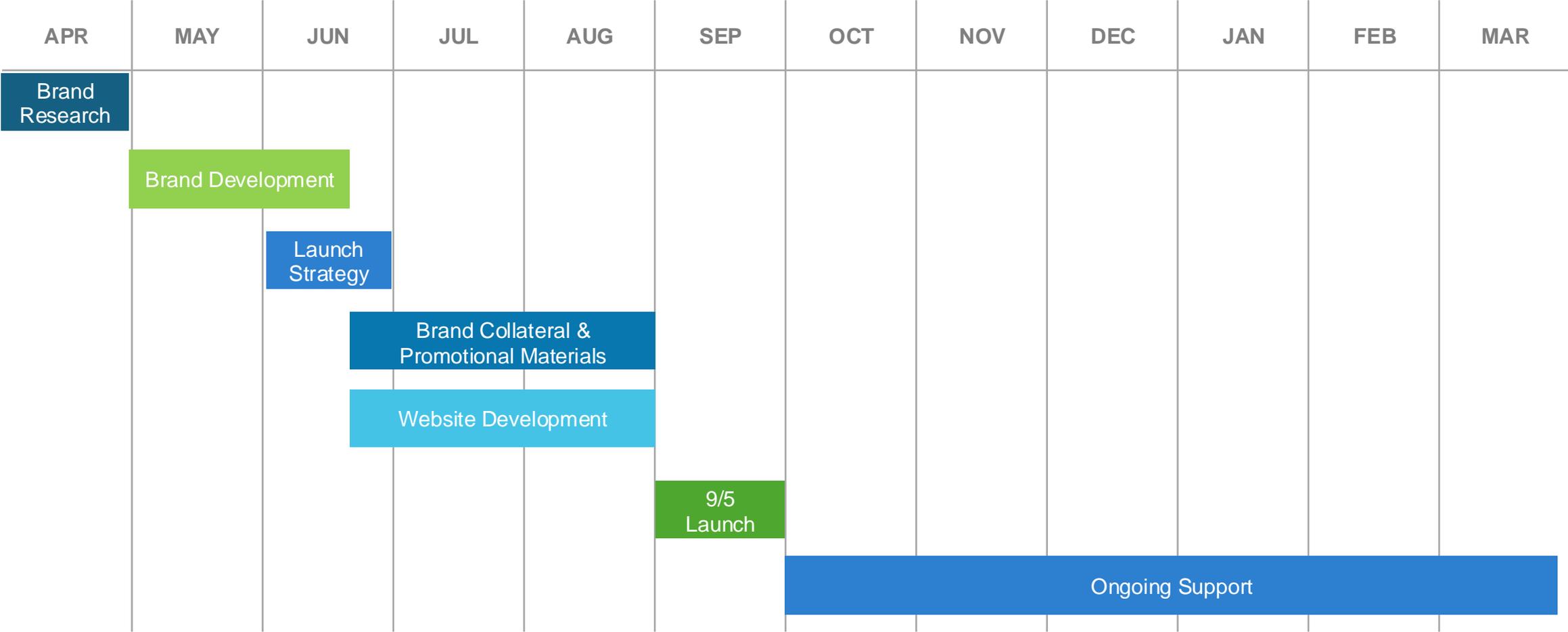
Investment

\$200,000-\$250,000 (1-6) Brand Research, Development and Launch

\$50,000-\$75,000 (7) Website Design and Development with Advanced SEO



TIMELINE





GREAT WORK. GREAT PEOPLE. BOTTOM LINE.

LET'S GET STARTED.

goelement.com

2081 Profit Place
De Pere, WI 54115

