

WELCOME TO

ELEMENT



NICE TO MEET YOU (AGAIN)

Creative Group is looking to partner with a full-service marketing agency to help drive the business forward.

MELISSA VAN DYKE

SVP Integrated Marketing & Innovation

JAMIE SCHWARTZ

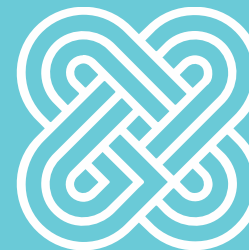
Senior Director, Performance Solutions Strategy

AMANDA WOOD

Senior Director, Event Solutions Strategy

JENNIFER PETSCHKE

Marketing Communications Strategist



Creative Group[®]

Let's Thrive.[®]





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.

BRANDS I'VE WORKED WITH:

OH SNAP!
pickling co.



SAVERNE
FRENCH INSPIRATION. CULINARY CREATION.



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**



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.

BRANDS I'VE WORKED WITH:





JODY BENNETT

DIRECTOR OF BRAND STRATEGY

She leads the team in shaping innovative brand strategies that resonate with your audience, bringing your products to life.



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

BRANDS I'VE WORKED WITH:

Foot Locker





KURT SIEVERT

CREATIVE DIRECTOR

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

“

The most dangerous phrase in the English language is: We've always done it this way.

BRANDS I'VE WORKED WITH:



ATLANTIS
PARADISE ISLAND BAHAMAS

xfinity



THIS DECEMBER

[Click to Play Video](#)



Creative Group®

X



E L E M E N T



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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

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.

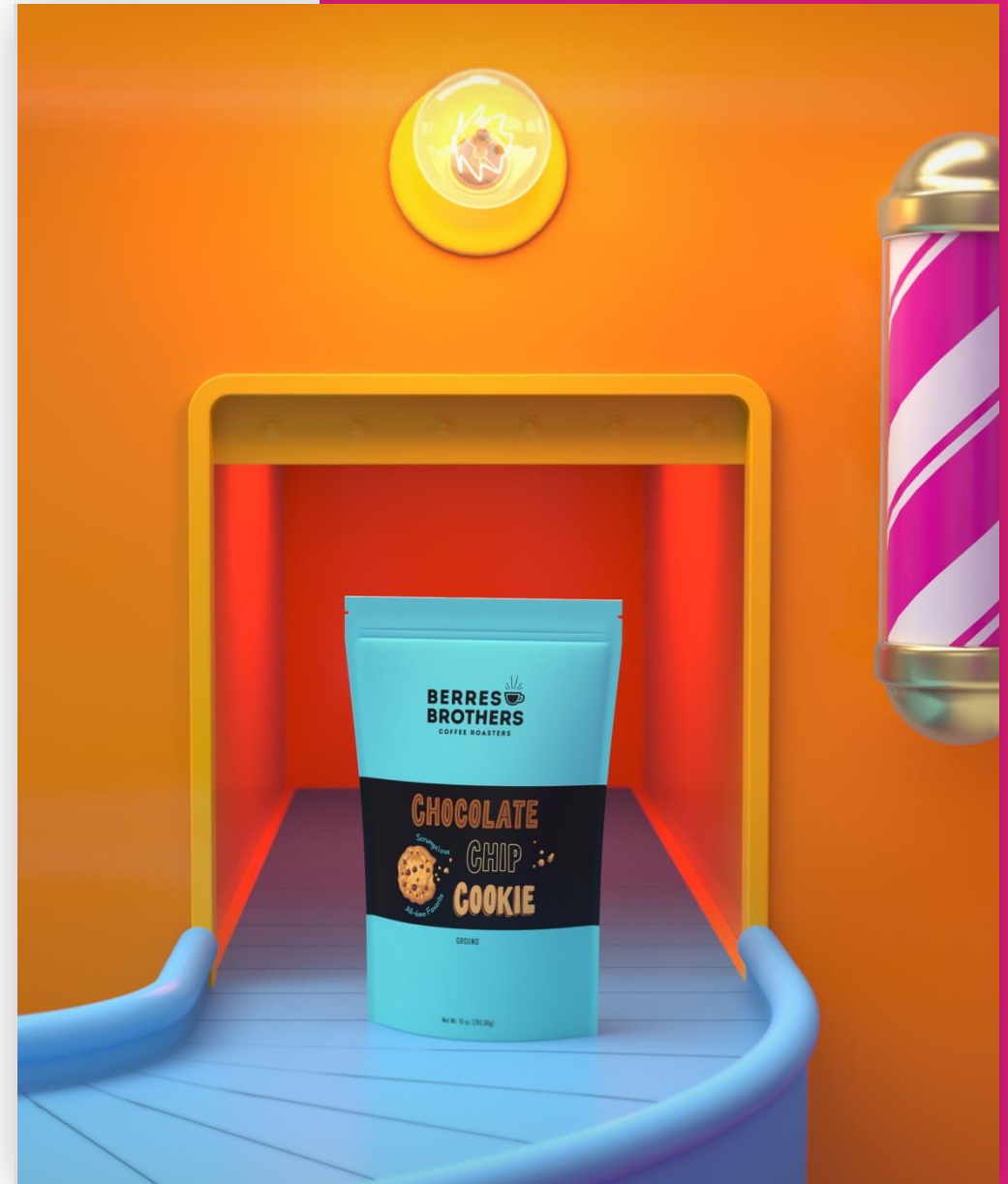
By understanding your customers' journeys, we can craft experiences that resonate deeply and foster trust. Think of it as building a relationship where every conversation is meaningful, and every gesture counts.

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

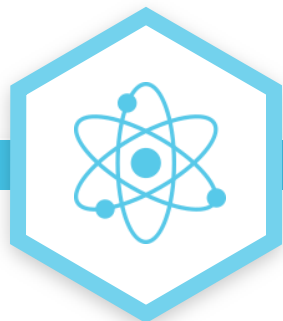
WHERE STRATEGY ALIGNS WITH EXECUTION

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

Our integrated approach brings together all channels – digital, social, physical, and experiential – to ensure your brand shows up consistently, wherever your audience is. Every campaign, 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



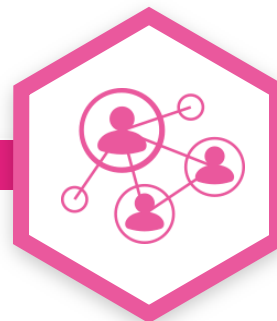
ONE STRATEGY

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



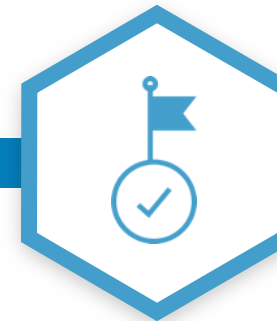
CONSISTENCY

Builds connections and promotes consistency at every touch point



CLARITY

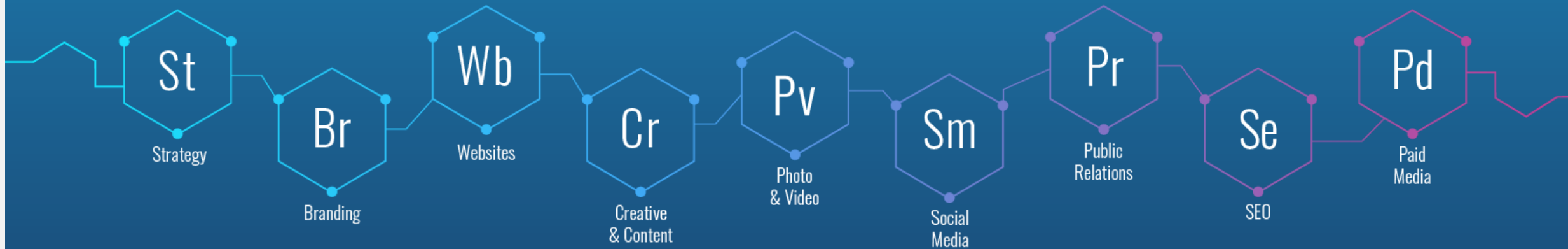
Improves the data analysis and transparency of marketing activities



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

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



15% Local
20% Regional
65% National



40% B2C
60% B2B



BRANDS WE WORK WITH



Shopko Optical.





STUDIO FORTY FOUR

OUR 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.



OUR INTEGRATED APPROACH

RIGHT MESSAGE. RIGHT AUDIENCE. RIGHT TIME.



PHASE ONE: BRAND BUILDING



PHASE ONE: BRAND BUILDING

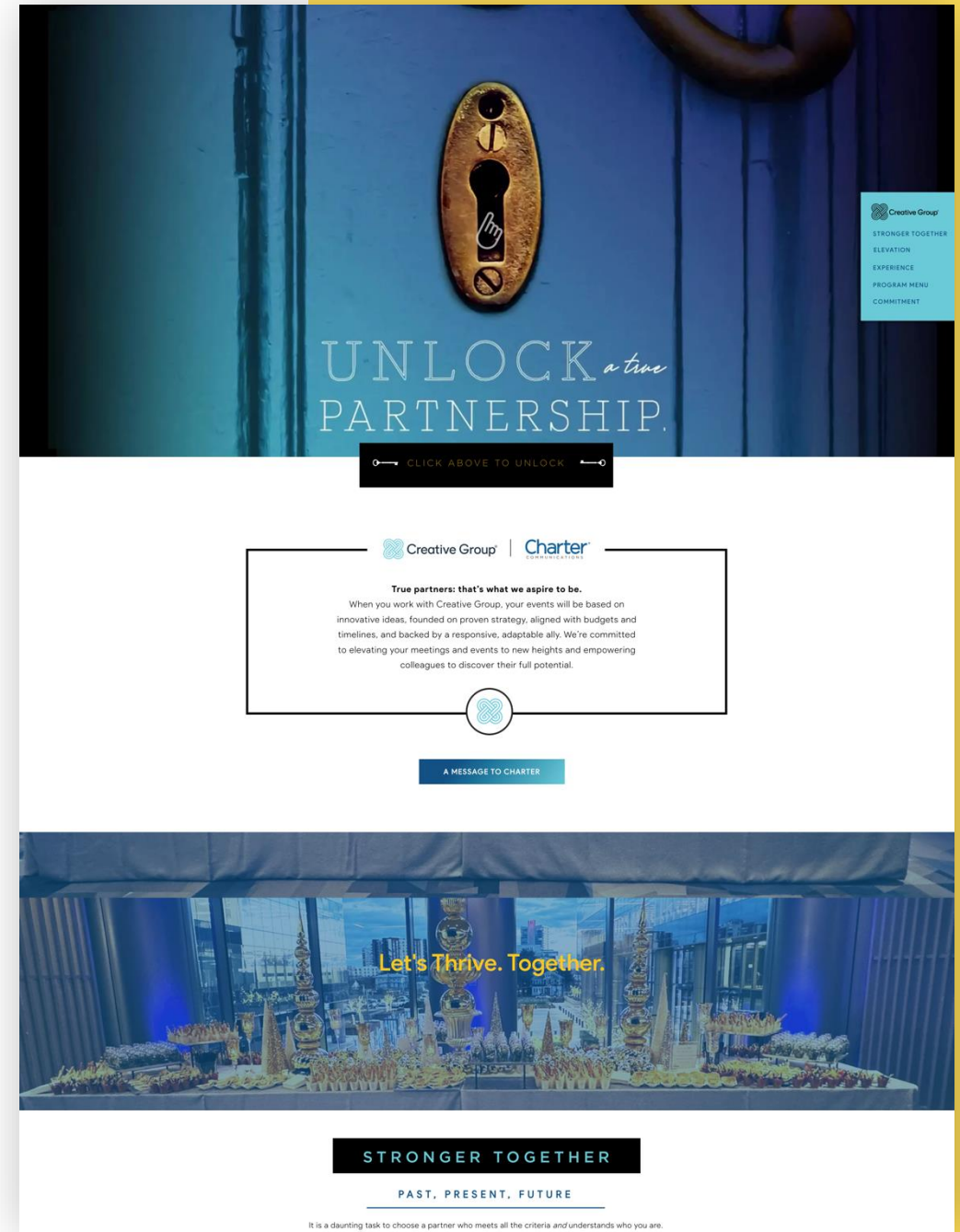
GETTING TO KNOW YOU

(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.)



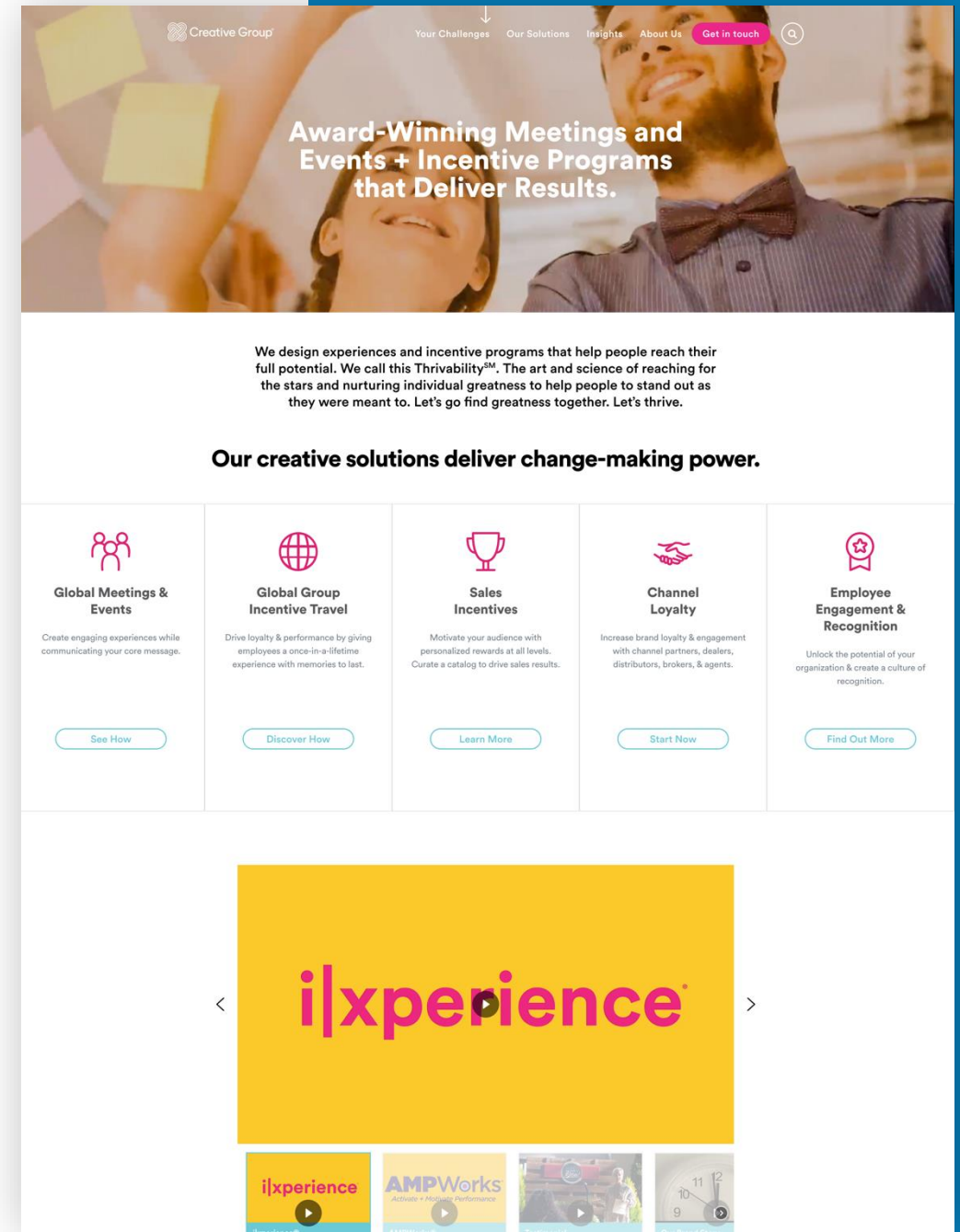
PHASE ONE: BRAND BUILDING

INITIAL THOUGHTS

BRAND OPPORTUNITIES

Based on an initial review of your website and social channels:

- You have a lot of solutions, tools, a design methodology, etc. and it's unclear what your value proposition is and why someone should choose Creative Group.
- Like i|xpérience, people also crave authentic experiences from brands. With experiences at the heart of what you do, you can bring your brand closer to your audience by showcasing your team and the experiences you create more, telling real stories, and putting your customer at the heart of your messaging, creating a brand presence that feels more genuine, relatable, and engaging.



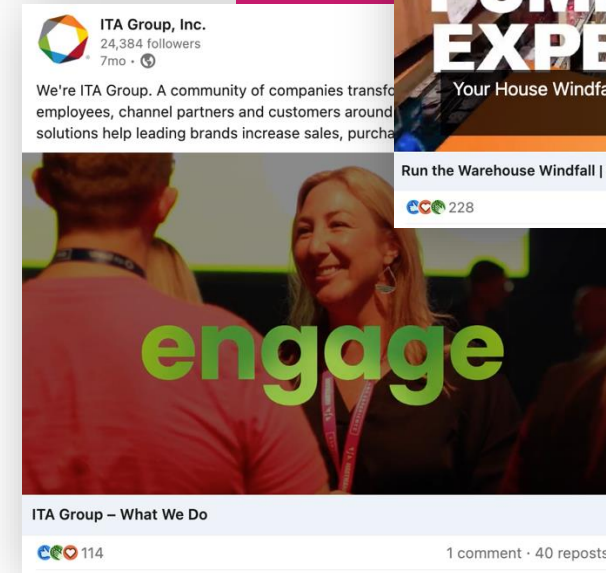
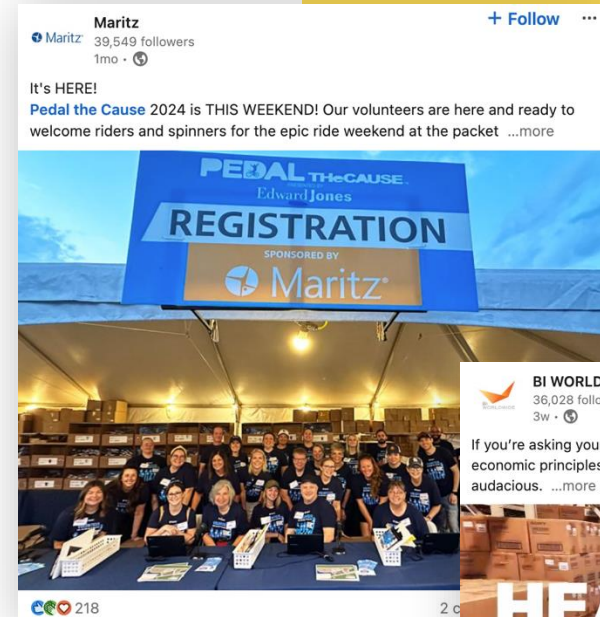
PHASE ONE: BRAND BUILDING

SIZING UP THE COMPETITION

COMPETITIVE AUDITS

Understanding your competition is key in a crowded marketplace. While we know you conduct your own competitive audits each year, we'll bring a fresh perspective to uniquely position Creative Group 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.



SIZING UP THE COMPETITION

INITIAL SEO RESEARCH

- Looking at organic traffic ranking keywords and page rating, Creative Group currently sits at the bottom of the pack compared to your competitors, but all are within reach.
- Searching for organic competitors also revealed new competition from companies such as GoGather and Brightspot.
- There are little to no Pay-Per-Click (PPC) efforts for any of your competitors, except for Maritz which just started in September and is not driving traffic for them due to low spend.

Target	Organic search						Traffic	Value
	Keywords	Top 3	4-10	11-20	21-50	51+		
itagroup.com/ ▼	6,272	178	662	588	1,899	2,945	4,740	\$8.4K
maritz.com/ ▼	1,704	41	70	110	459	1,024	3,188	\$1.5K
www.biworldwide.com/ ▼	3,720	92	176	393	1,210	1,849	15,421	\$26.9K
www.creativegroupinc.com/ ▼	1,119	28	104	78	331	578	2,669	\$5.4K

Target	Paid search			
	Keywords	Ads	Traffic	Cost
www.creativegroupinc.com/ ▼	0	0	0	\$0
itagroup.com/ ▼	4	8	2	\$0
maritz.com/ ▼	21	33	43	\$260
www.biworldwide.com/ ▼	0	0	0	\$0

Top competing domains ?								
<input type="checkbox"/> Domain	Keyword overlap	Competitor's keywords	Common ▼ keywords	Share	Target's keywords	DR	Traffic	Value
<input type="checkbox"/> gogather.com ▼	<div><div></div></div>	4,124	213	4.2%	726	14	2.4K	\$4.2K
<input type="checkbox"/> brightspotincentiveevents.com ▼	<div><div></div></div>	2,325	153	4.6%	786	38	1.7K	\$3.5K

ADDITIONAL SEO OPPORTUNITIES

- There are several areas of technical issues on your current site. Fixing these technical SEO issues can quickly improve your website's performance and visibility in search engines.
- Optimizing your blog content could also contribute to increased web authority. Currently, you have 175 blogs, but they don't appear to be driving a lot of traffic.
 - Adjusting URL structure to /blog/blogtitle would help search engines better understand your page content and how it fits into the site
 - Adding proper article headings (H1, H2, etc.) would also help search engines understand the structure, relevance, and priority of content on a page
 - Optimizing blog image size would have a noticeable impact on load speed

Issue Name	Issue Type	Issue Priority▲	URLs	% of Total
Security: HTTP URLs	❗ Issue	🔴 High	65	2.55%
Security: Mixed Content	❗ Issue	🔴 High	54	2.12%
Canonicals: Canonicalised	⚠ Warning	🔴 High	307	40.34%
Directives: Noindex	⚠ Warning	🔴 High	66	2.59%
Canonicals: Missing	⚠ Warning	🟡 Medium	65	8.54%
Page Titles: Over 561 Pixels	ℹ Opportunity	🟡 Medium	123	17.67%
Images: Over 100 KB	ℹ Opportunity	🟡 Medium	571	32.83%
Content: Low Content Pages	ℹ Opportunity	🟡 Medium	25	3.29%
Page Titles: Below 30 Characters	ℹ Opportunity	🟡 Medium	15	2.16%
Page Titles: Over 60 Characters	ℹ Opportunity	🟡 Medium	131	18.82%
Page Titles: Below 200 Pixels	ℹ Opportunity	🟡 Medium	2	0.29%
Images: Missing Alt Text	❗ Issue	🟢 Low	2	0.12%

URL	Traffic
https://www.creativegroupinc.com/ ▼	2,197 82.4%
https://www.creativegroupinc.com/solutions/global-group-incentive-travel/ ▼	123 4.6%
https://www.creativegroupinc.com/solutions/global-meetings-events/ ▼	85 3.2%
https://www.creativegroupinc.com/solutions/supporting-tools/eventapp/ ▼	70 2.6%
https://www.creativegroupinc.com/solutions/channel-loyalty/ ▼	44 1.7%
https://www.creativegroupinc.com/2023/08/10/how-to-create-a-winning-thematic-campaign/ ▼	30 1.1%
https://www.creativegroupinc.com/careers/ ▼	17 0.6%
https://www.creativegroupinc.com/solutions/individual-travel-incentives/ ▼	10 0.4%
https://www.creativegroupinc.com/2016/05/10/opposite-burnout-engagement/ ▼	10 0.4%

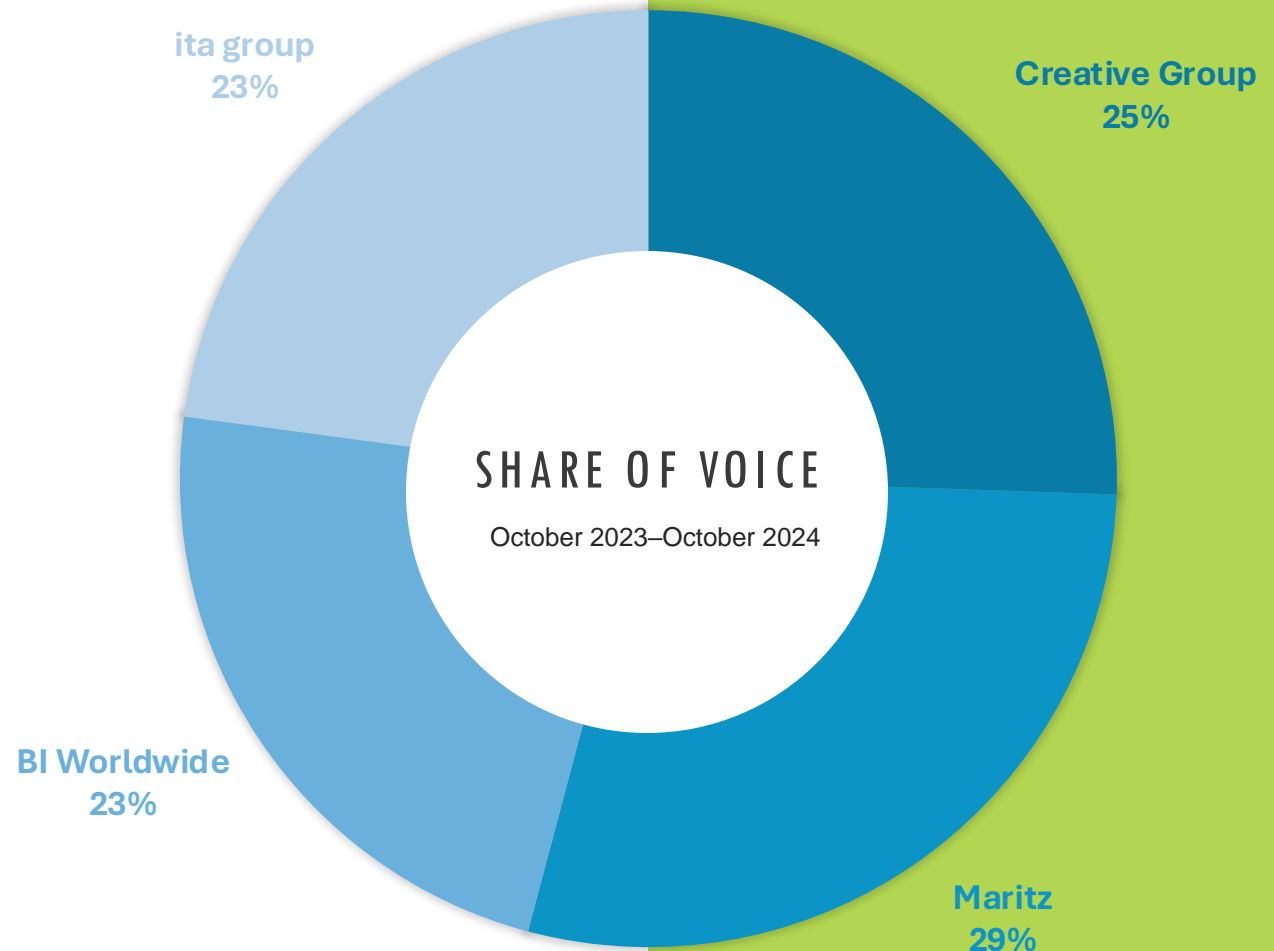
PHASE ONE: BRAND BUILDING

SIZING UP THE COMPETITION

INITIAL PR RESEARCH

Currently, your Share of Voice is evenly distributed amongst your competitors, with no single thought leader dominating the industry.

Differentiation is key to uniquely positioning Creative Group in the market, while a dedicated content strategy, key partnerships, and targeted advertising could help elevate your share of voice over time.



PHASE ONE: BRAND BUILDING

CUSTOMER JOURNEYS

CONNECTING WITH YOUR AUDIENCE

Using your buyer personas, we'll map out customer journeys from first awareness to loyalty. This analysis will help us pinpoint key touchpoints that resonate. By understanding what your audience truly needs and what challenges they face, we can enhance their experience with your brand and create stronger, more genuine connections.



LOGISTICS
LIZ



BRAND
BRANDI



REVENUE
ROMAN



ENTERPRISE
ERIC

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

PHASE ONE: BRAND BUILDING

MESSAGING FRAMEWORK

DEVELOPING YOUR UNIQUE VOICE

Buyer personas.  Customer journeys. 

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.

EXAMPLES

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:

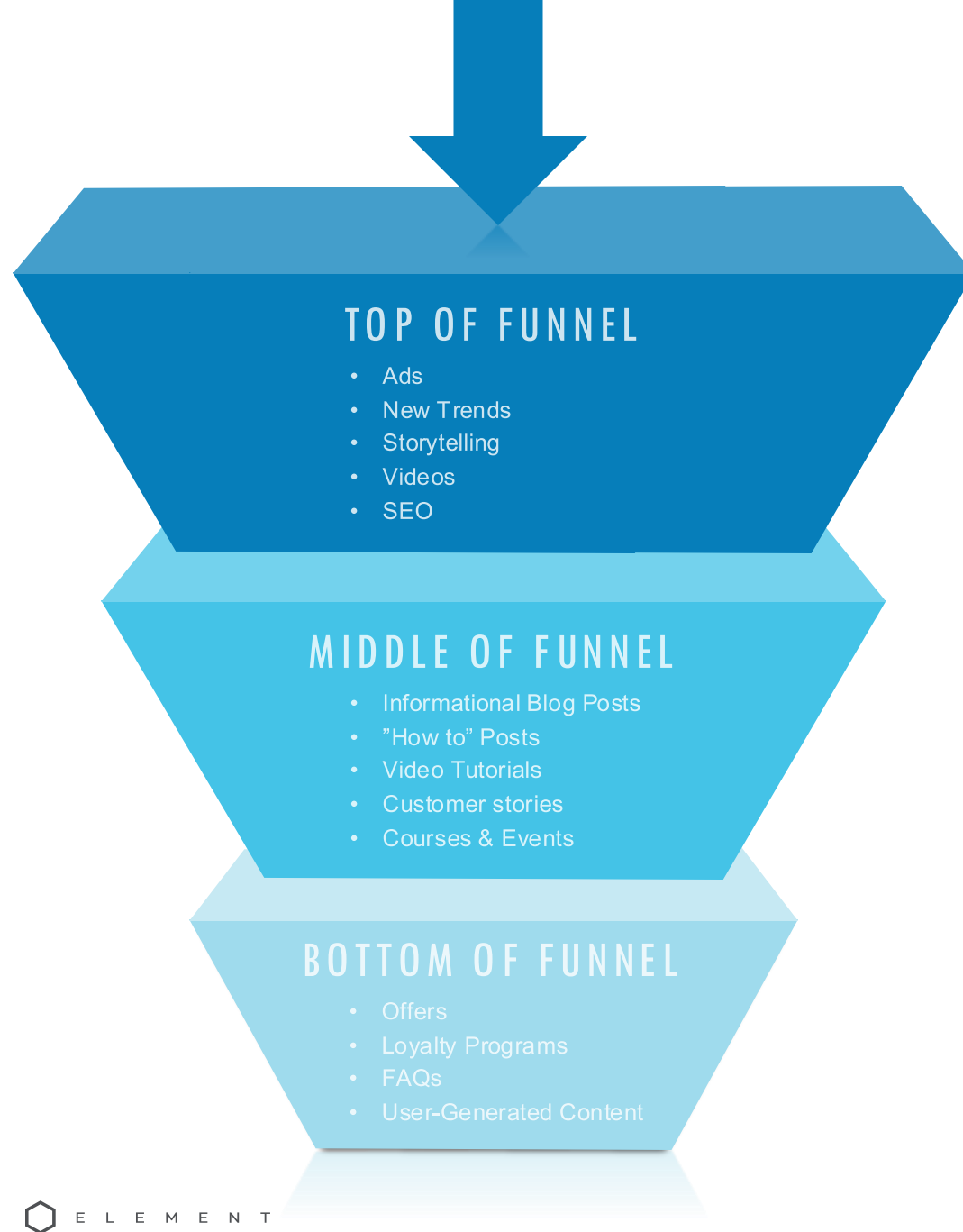
- Valley ensures you have access to quality ingredients at a competitive price, consistently meeting the standards your bakery demands.
- Our dedicated team is more than sales reps—they are responsive, hands-on partners invested in understanding your bakery's unique needs to ensure proactive support, 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 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.

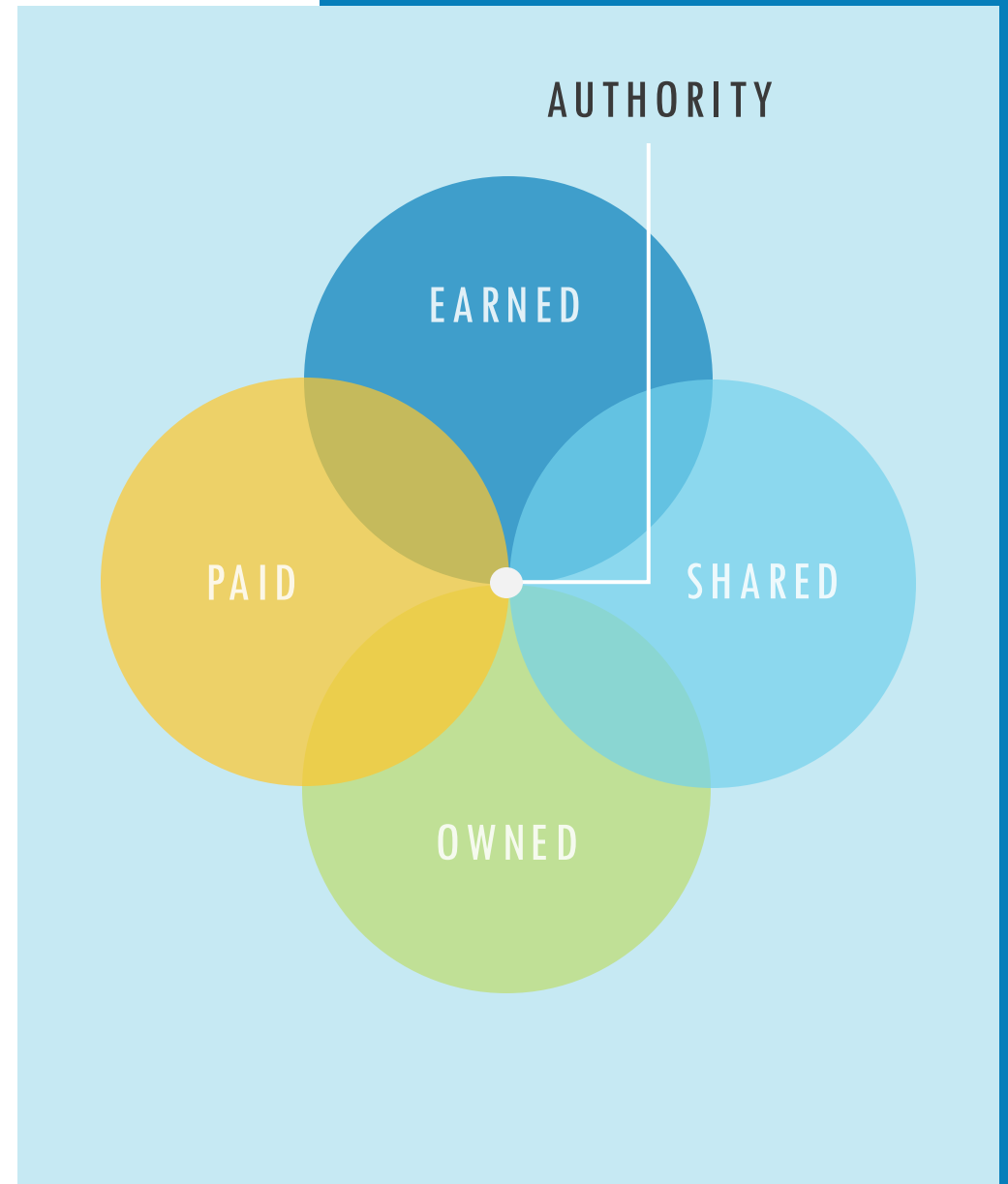
PHASE TWO: STRATEGY DEVELOPMENT

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.



PHASE TWO: STRATEGY DEVELOPMENT

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:

- Brand Positioning and Messaging
- Customer Journey Maps
- 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

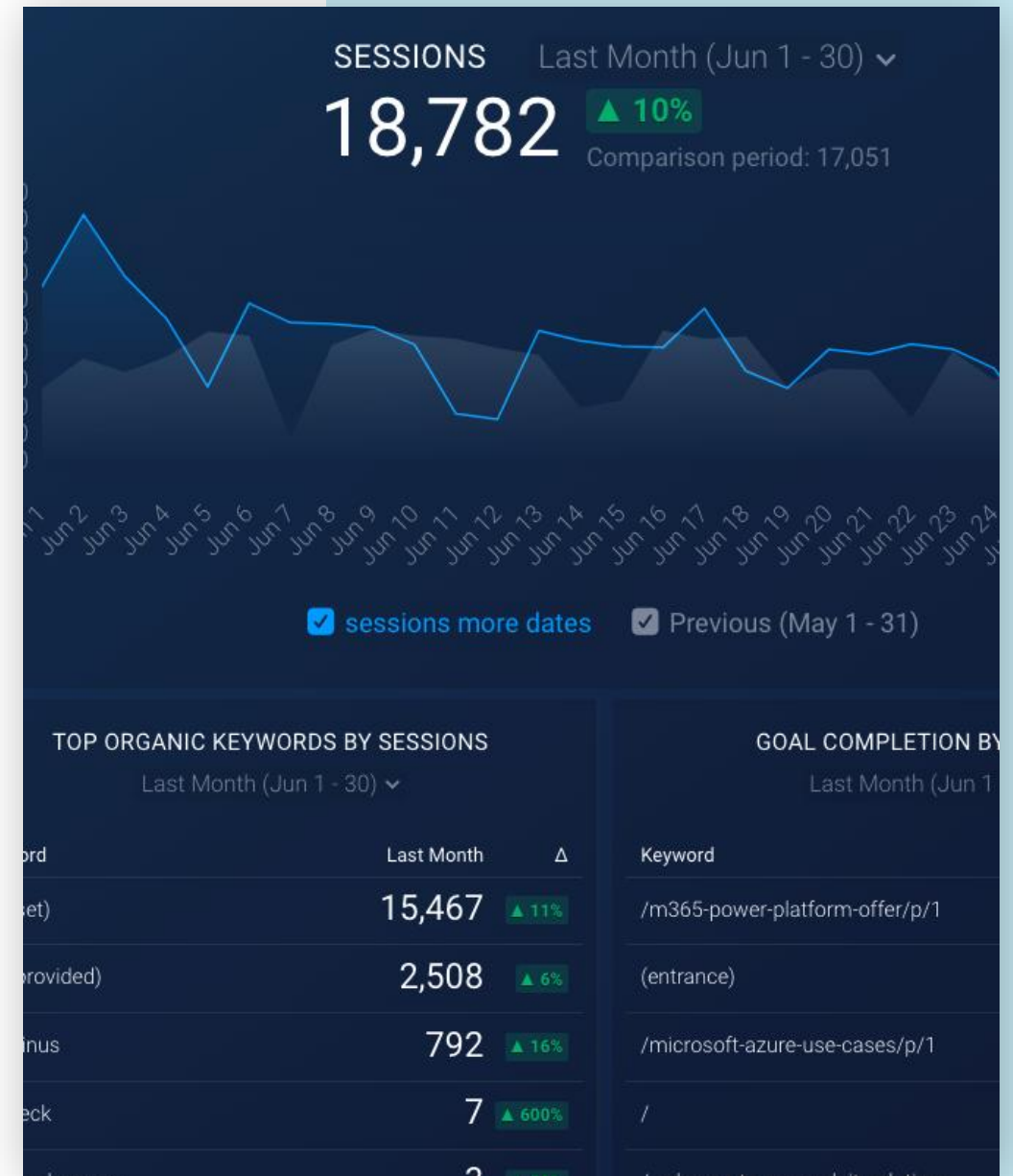


PHASE THREE: EXECUTION

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**.



ACCOUNT MANAGEMENT: HOW WE WORK TOGETHER





INTEGRITY

PASSION



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 driving the overall strategy.

Additionally, our Director of Account Services (Katie) will oversee your account, ensuring our strategy aligns seamlessly with execution and is optimized for maximum impact.

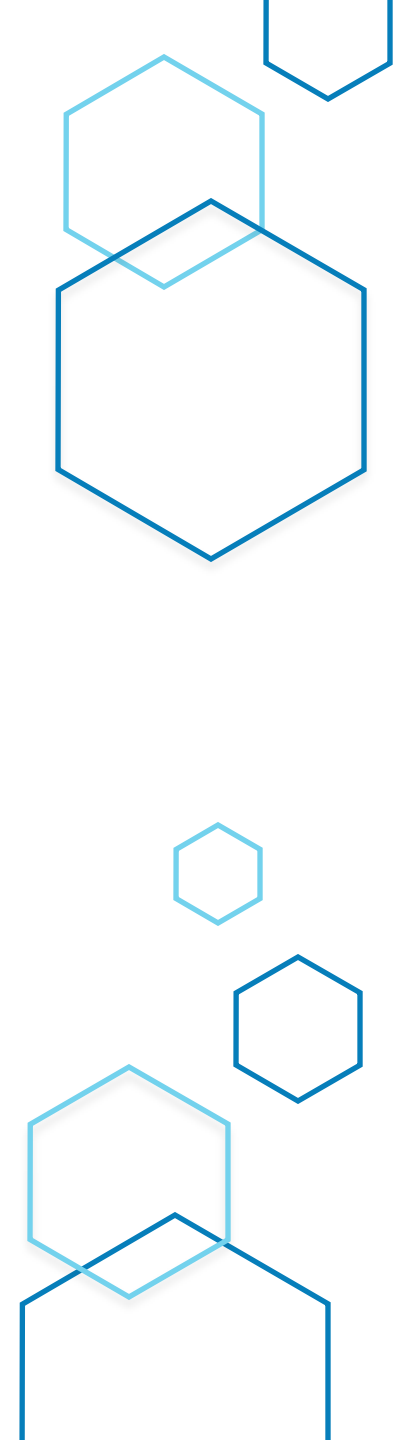


STATUS MEETINGS

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 and upcoming deliverables, and recap action items.

Quarterly, we'll provide performance reports, covering key performance indicators (KPIs) and any proposed strategic adjustments. These meetings are designed to drive the strategy forward and keep you informed, while fostering real-time feedback.



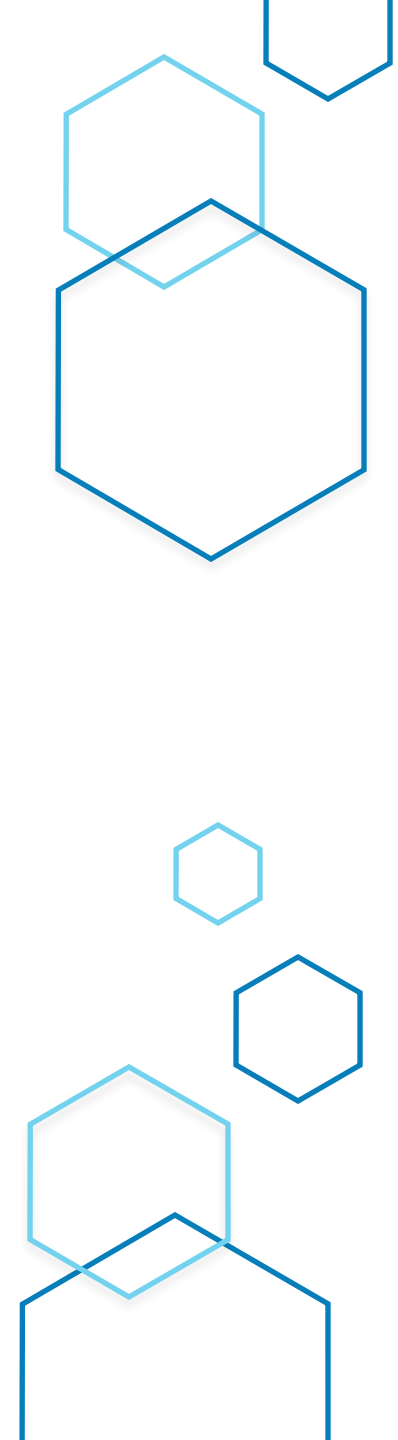
RESOLVING ISSUES

OPEN AND HONEST COMMUNICATION

We believe in open communication and a solution-focused mindset. If issues arise, we address them head-on:

1. Immediate identification and assessment of the issue with relevant team members.
2. Collaborative problem-solving, ensuring your input is considered in any resolution plan.
3. A clear action plan with timelines and responsible parties to rectify the situation quickly.

Our goal is to resolve issues swiftly while maintaining the integrity of the project and the partnership.



UNDERSTANDING YOUR INVESTMENT

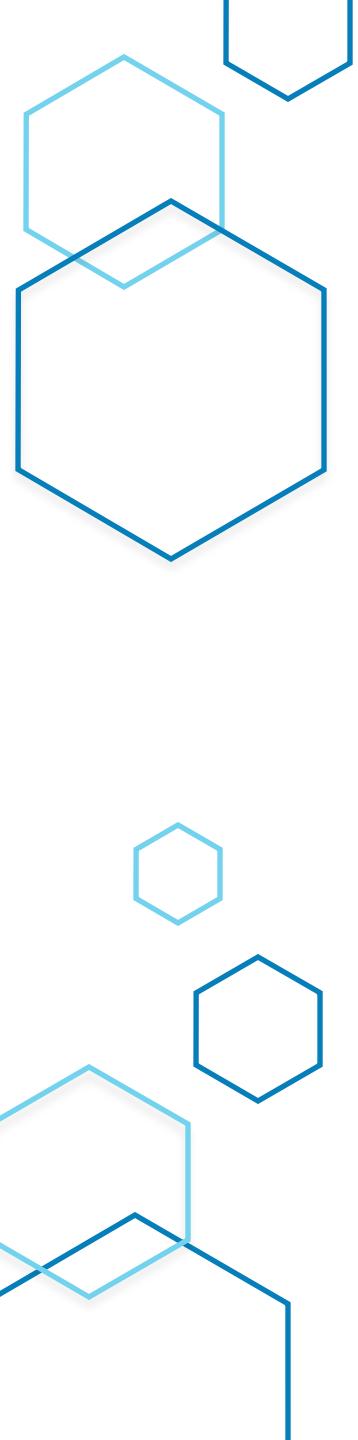
COST BREAKDOWN



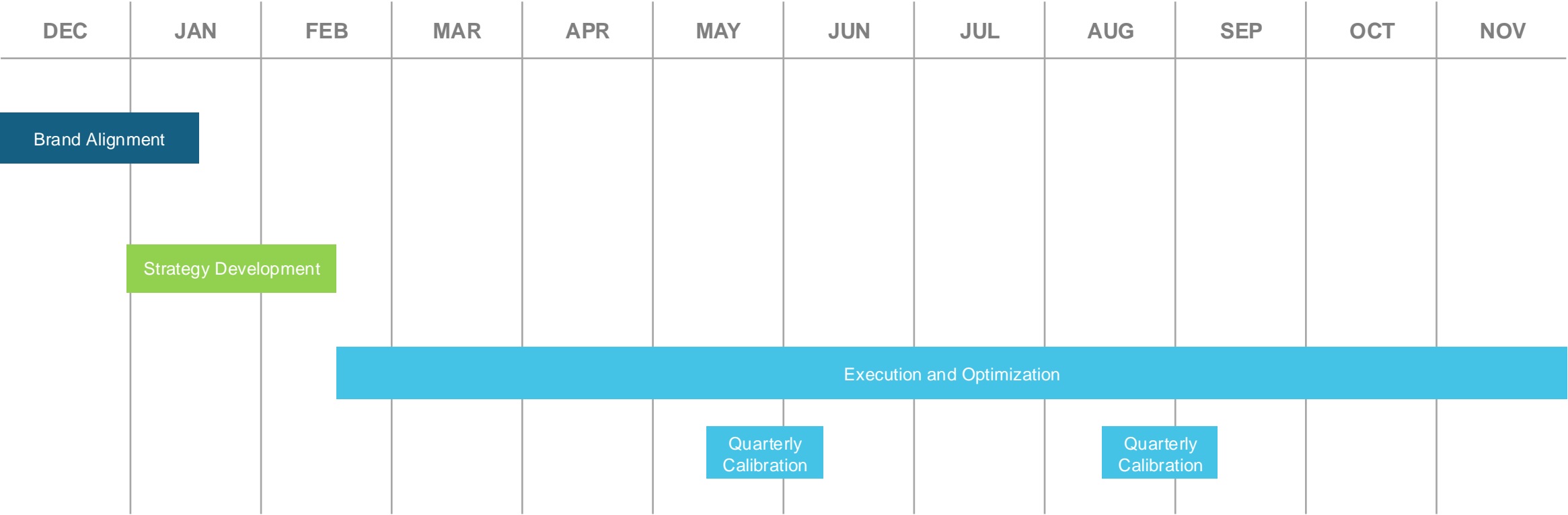
INVESTMENT OVERVIEW

The upfront cost of the discovery and strategy phase is \$36,000. This will result in a strategic approach and plan to effectively message and target your buyer personas. The execution of our integrated marketing programs start at \$10,000/month and are scalable based on your business needs.

We have structured our agency and services to offer tremendous value to our clients, with access to specialists in all facets of marketing, including creative, programming, content, PR, media, SEO, social, and data and insights.



HIGH-LEVEL TIMLEINE





UNLOCK *a true*
PARTNERSHIP.



Creative Group®

X



E L E M E N T



GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.

goelement.com

2081 Profit Place
De Pere, WI 54115



APPENDIX

BERRES BROTHERS

We created an immersive brand experience that helped set this Wisconsin coffee brand apart from its competitors. 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.



LACLARE CREAMERY

We crafted 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 brand 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 optical shop with many pairs of glasses hanging on display racks.

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.

FRESH-LOCK

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.



1855

We helped 1855 Black Angus Beef showcase strong consumer demand to strengthen their relationships with a key retailer and attract new partnerships. To support their shift from foodservice to consumer, we developed a social media strategy centered around building community and activating loyal brand ambassadors. The results? A 50% sales increase in the first two years, over 4.3 million impressions, 32.6 thousand new followers, and a 132% boost in engagement.



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
- Tradeshows, 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.

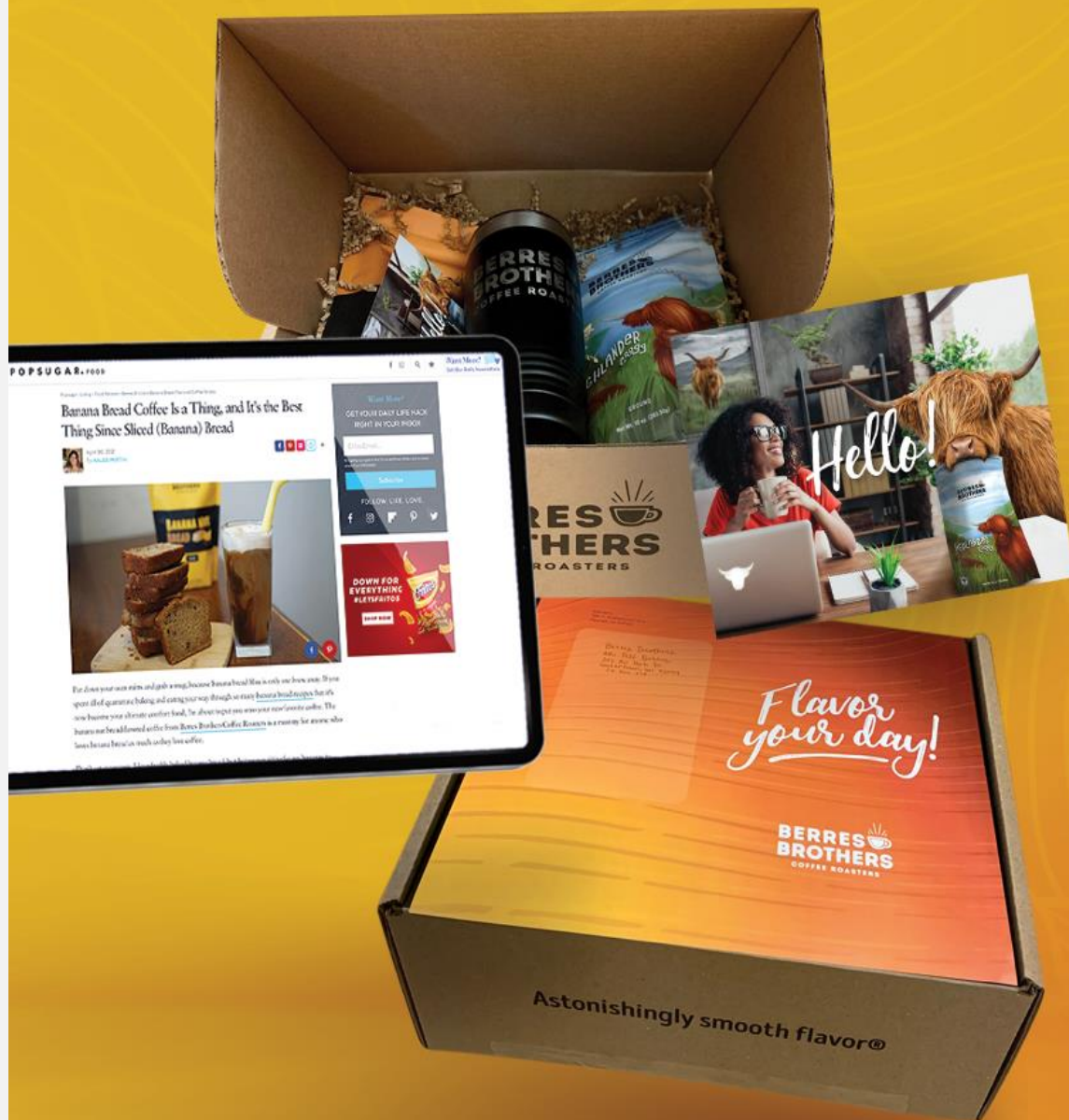
- Video
- Optimized Blog Content
- Educational Resources
- Success Stories
- Email Marketing
- Social Posts
- Landing Pages



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.

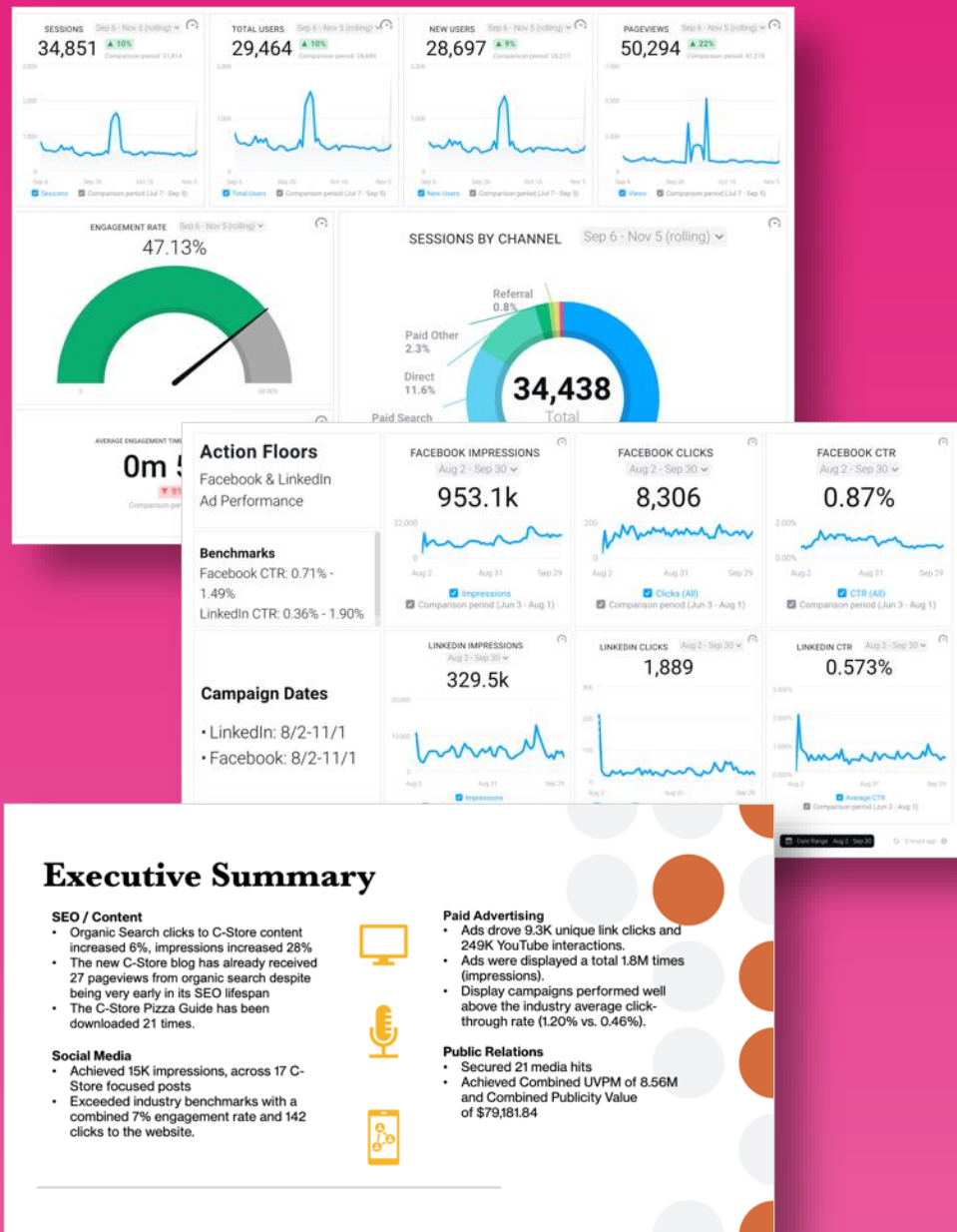
- Earned Media
- Community Relations
- Events and Cause Activations
- Industry Partnerships
- Branded Content
- Contributed Articles
- Influencer Campaigns
- Media List Development
- Press Releases



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