

WELCOME TO

ELEMENT



WE ARE ONE TEAM HELPING YOU REACH YOUR GOALS

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

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

Google
Partner

 Google Analytics
Certified Professional

 Google AdWords
Certified Professional


CERTIFIED PARTNER


SECOND WIND
BE a Better Agency



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



BRANDS WE WORK WITH





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



EVERYTHING STARTS WITH STRATEGY.

IT CONNECTS BUSINESS GOALS TO MARKETING ACTION
ENSURING IMPACT, NOT JUST ACTIVITY.

THE COST OF UNCLEAR MARKETING DIRECTION

When strategy is missing, everything can suffer.

- ✓ Wasted Budget
- ✓ Inconsistent Messaging
- ✓ Lack of Direction
- ✓ Slower Growth





ELEMENT CAN BRING STRATEGIC VISION

INTEGRATED MARKETING ALIGNS YOUR STRATEGY, MESSAGING,
CREATIVE AND MEDIA AROUND ONE CENTRAL PLAN.



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.

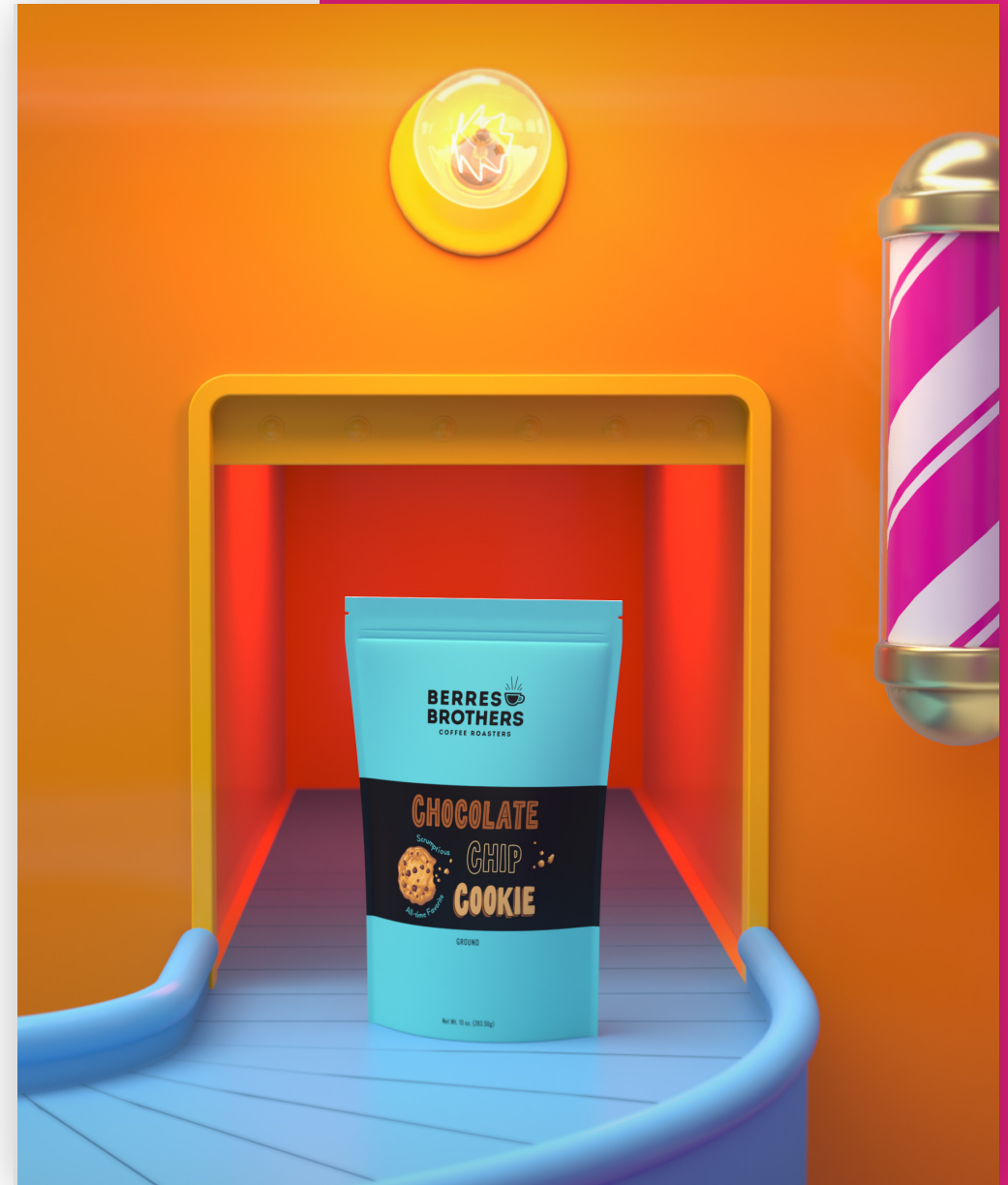
By understanding your customers' journeys, we can craft experiences that resonate deeply and foster trust. Think of it as building a relationship where every conversation is meaningful, and every gesture counts.

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.



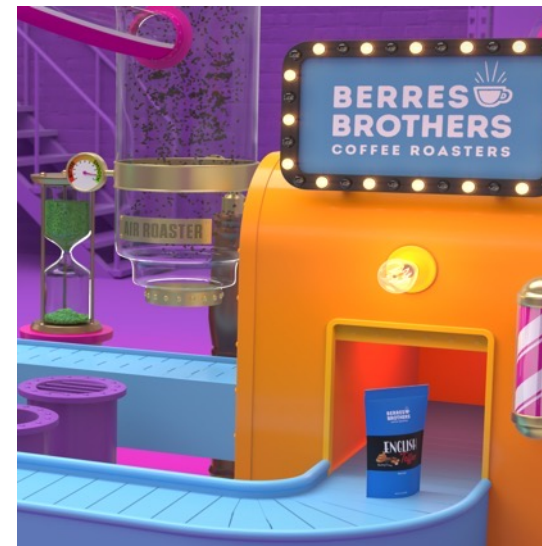
INTEGRATED MARKETING

WHERE STRATEGY ALIGNS WITH EXECUTION

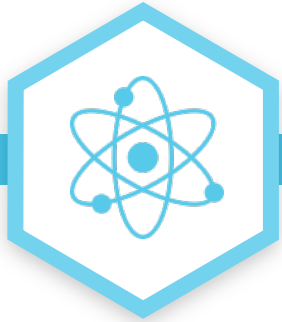
Our integrated approach brings together all channels – paid, earned, shared and owned – to ensure your brand shows up consistently, wherever your audience is.

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.

Execution is the hardest part of the equation; it's what separates the good from the great and takes a powerful team of specialists to drive performance across all channels.



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

FUELING YOUR NEXT PHASE OF GROWTH

ON A PATH TO SUPPORT WALMART SALES ... AND BEYOND

GETTING TO KNOW YOU

- ✓ Define your business and marketing goals
- ✓ Understand your brand's position
- ✓ Audit your current marketing efforts
- ✓ Review the competitive landscape
- ✓ Identify the target personas



GETTING TO KNOW YOUR AUDIENCE

- ✓ Align the brand message with your persona's needs & motivations
- ✓ Deliver the right message in the right place and at the right time
- ✓ Ensure consistency of voice and message throughout their experience/buyer's journey

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

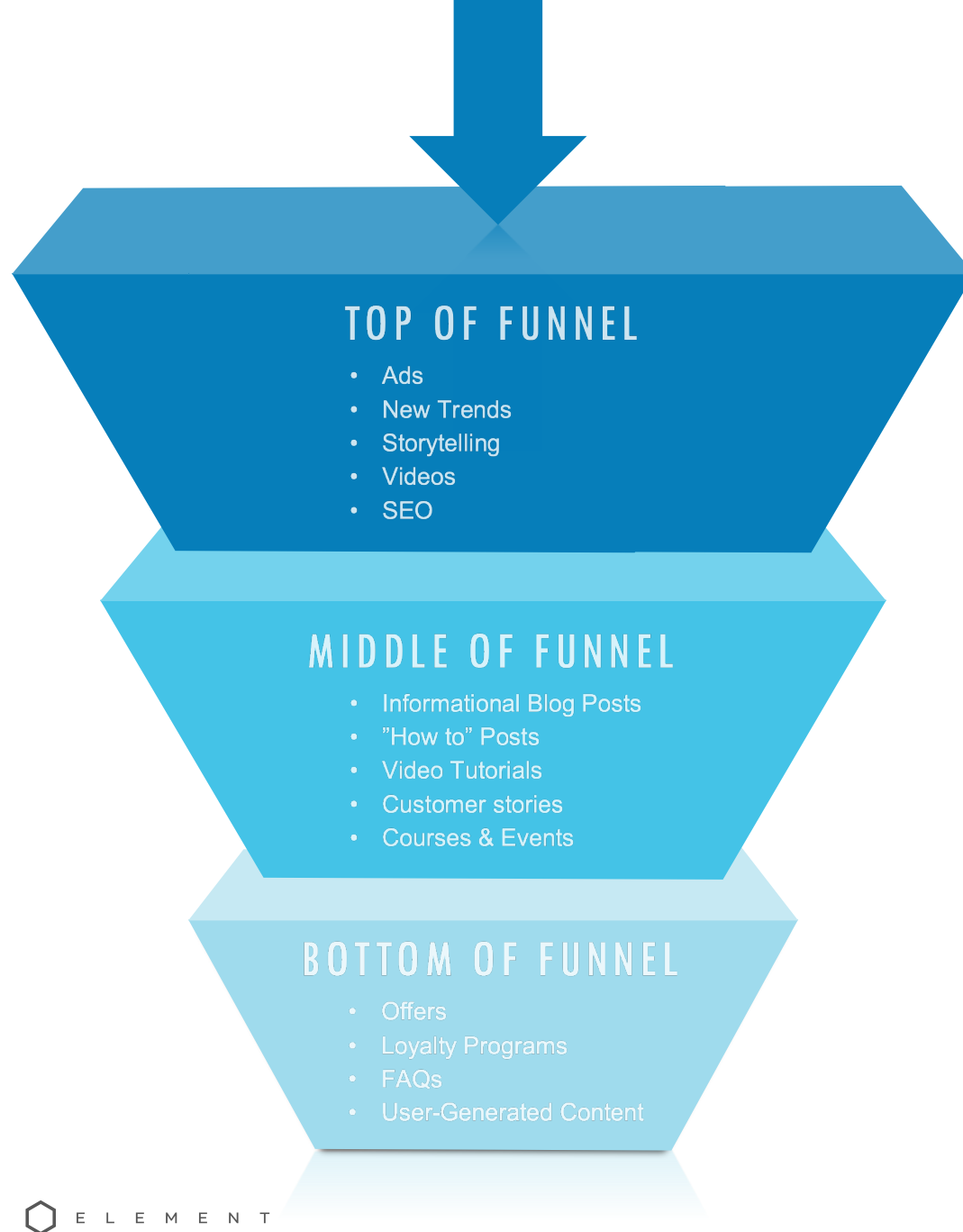
Example Messages:

- 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.



DRIVING FULL-FUNNEL ACTIVITY

Today's path to purchase isn't linear. Customers discover, compare, and decide on their own terms, often across multiple touchpoints. A full-funnel marketing approach ensures we're present and persuasive at every stage of that journey.

- Awareness fuels action. Without brand-building at the top and middle of the funnel, bottom-of-funnel tactics become less efficient over time.
- Retail intent starts earlier. Customers often decide *what* to buy before they decide *where*.
- Paid media drives conversions but gets costly without support. Targeting Walmart locations helps boost in-store sales, but without upper-funnel efforts, those conversions become more expensive and harder to scale.
- A well-balanced funnel strategy sets the foundation for long-term growth, driving both immediate retail sales and sustained brand preference.

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**.



MAKE YOUR MARKETING BUDGET WORK HARDER

WITH INTEGRATED MARKETING EXPERTS

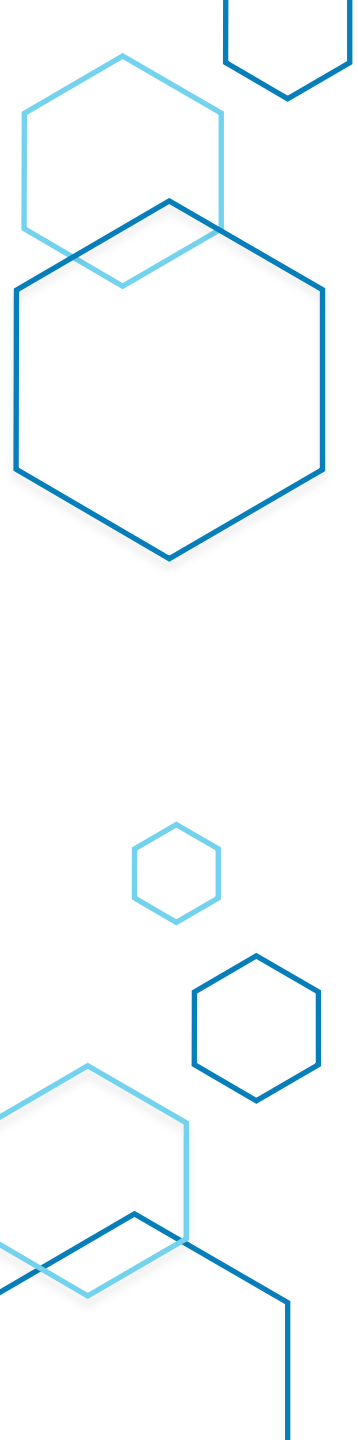


BEHIND THE NUMBERS: THE ENGINE FOR GROWTH

The **Discovery & Strategy Phase** is a one-time investment of **\$36,000**, designed to deliver a clear, actionable roadmap tailored to your buyer personas — ensuring every message, channel, and tactic works toward your growth goals. This typically takes 90-days.

Our **integrated marketing programs** start at **\$12,500/month**, with flexibility to scale based on your evolving business needs.

What sets us apart is the **value built into every engagement**. You gain access to a full team of specialists — across creative, content, media, SEO, social, PR and data — all aligned to drive measurable impact and long-term success.



THE DETAILS

DISCOVERY & STRATEGY PHASE

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:

1. Discovery

- Three Facilitated Strategy Sessions
- Three Personas with Needs-Based Matrix
- Marketing Landscape Audit
 - Website & UX Audit
 - SEO & Content Review
 - Social & PR Analysis
 - Paid Media Audit
- Competitive Analysis Across Three Key Players
- Market Analysis and Prioritized Market Segmentation

2. Development

- Creative Campaign Concept
- Messaging and Brand Positioning
- Buyers Journey
- Internal and External Team Alignment

3. Activation

- Marketing Communications Plan
- Quick Wins Planning & Execution
- 12-Month Execution Roadmap & Funnel Alignment
- Measurement Strategy & Benchmark Report
- Live Data Dashboard & Calibration Sessions

EXECUTION LEVELS

LEVEL ONE:

SEO & PAID

- Integrated strategy aligned with personas
- Paid media creative
- Paid media management and optimization
- A/B testing and targeting optimization
- Continuous campaign monitoring
- Paid media reporting with actionable insights
- Implementation of SEO audit recommendations
- Ongoing monthly SEO maintenance
- Calibration and performance review sessions
- Earned media program (PR)
- Live data dashboard

\$12,500 per month

LEVEL TWO:

ELEVATED DIGITAL FOOTPRINT

Everything in Level One, plus:

- Strategic content editorial calendar
- Monthly optimized website content (e.g., blogs, landing pages)
- Social media content development support
- Affiliate earned media program
- Premium content

\$15,000 per month

EXECUTION BUILT AROUND YOU

Please note: Exact deliverables will be finalized after the strategy is defined, allowing us to completely tailor the scope to your exact needs, helping you lead the food preservation category and drive in-store sales at Walmart. Outside expenses, such as media placement costs, are not included.

SUCCESS STORIES

A man and a woman are seated at a wooden dining table, smiling and eating. The man is wearing a white short-sleeved shirt with thin vertical stripes. The woman has long, dark, curly hair and is wearing a light purple short-sleeved top with a small dot pattern. They are surrounded by various dishes including bowls of rice, meat, and vegetables, plates of pizza, and small bowls of dips. There are also several glasses, some with a textured pattern. A large green plant is behind them, and a framed poster of minerals is on the wall to the left. The LACLARE CREAMERY logo is centered over the image.


LACLARE
CREAMERY®



THE SITUATION

HUNGRY FOR NATIONAL BRAND RECOGNITION

LaClare Creamery, a regional niche brand, wanted to attain national recognition for its unrivaled goat cheese. Produced with high-quality goat milk sourced from local Wisconsin farmers, the brand distinguished itself as a best-in-class cheese made by people who truly care. Their overarching objective was to expand retailer distribution and boost product sales on a national scale.





THE STRATEGY

EDUCATE, ENCOURAGE, INSPIRE & ENGAGE

With a drive to increase retail sales and distribution, we:

- Developed a differentiated brand that improves consistency and elevates LaClare's market position
- Increased awareness and generated excitement for the brand through paid partnerships
- Educated and inspired audiences through meaningful content that is also optimized to strategically increase the brand's total digital footprint
- Leveraged National Goat Cheese Month to establish the brand as the dominate player within in the industry

HOW WE HELPED

Integrated Strategy: Content, Brand
Asset Creation, Creative, Digital,
Social, PR, and Web Development

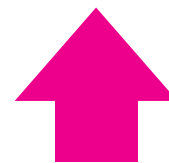




THE SUCCESS

CULTIVATING VICTORY

Elevating the brand through a cohesive marketing approach, LaClare Creamery has become the undisputed G.O.A.T. in its industry.



LEADING THE INDUSTRY
IN SALES GROWTH

13^x

SOCIAL MEDIA
AUDIENCE GROWTH

48^{STATES}

BRAND MENTIONS HIT
NATIONAL REACH

300%

INCREASE IN
WEBSITE TRAFFIC

“

Not only did we gain website traffic, but we also increased our social media following. Just in the first three months, Facebook grew by 86% and Instagram grew by more than 25%.”

Patrick Considine, National Sales
Director, LaClare Creamery



Clarter
~~LACLAIRE~~
THE G.O.A.T.

THE SITUATION

ELEVATING GOAT CHEESE INTO POP CULTURE CONVERSATION

LaClare Creamery was approached with an opportunity to participate in the rollout of Lil Wayne's new album *Tha Carter VI*, creating an unexpected moment of alignment with an iconic figure in music. While Lil Wayne's brand doesn't traditionally overlap with LaClare's core audience, the opportunity still presented undeniable value: cultural relevance, expanded reach, and the chance to introduce goat cheese to a new demographic.



THE STRATEGY

INCREASE ENGAGEMENT THROUGH AN UNEXPECTED PARTNERSHIP

When presented with a chance to promote the launch of Lil Wayne's album *Tha Carter VI*, Element jumped in to help LaClare step into a cultural moment and conversation. It needed to come together in a matter of days, align two distinct brands and, of course, pack some creative punch.

Goat recognize G.O.A.T. was born.

This campaign came to surface in a number of ways:

- Temporarily rebranding the website and social profiles to reflect the album drop
- Using smart, subtle humor to spark curiosity and drive organic buzz
- Actively engaging with fans on social, receiving engagement from major brands like the Green Bay Packers, Baltimore Ravens, and Republic Records
- Creating custom copy and content that integrated naturally across LaClare's social channels and website



THE STRATEGY

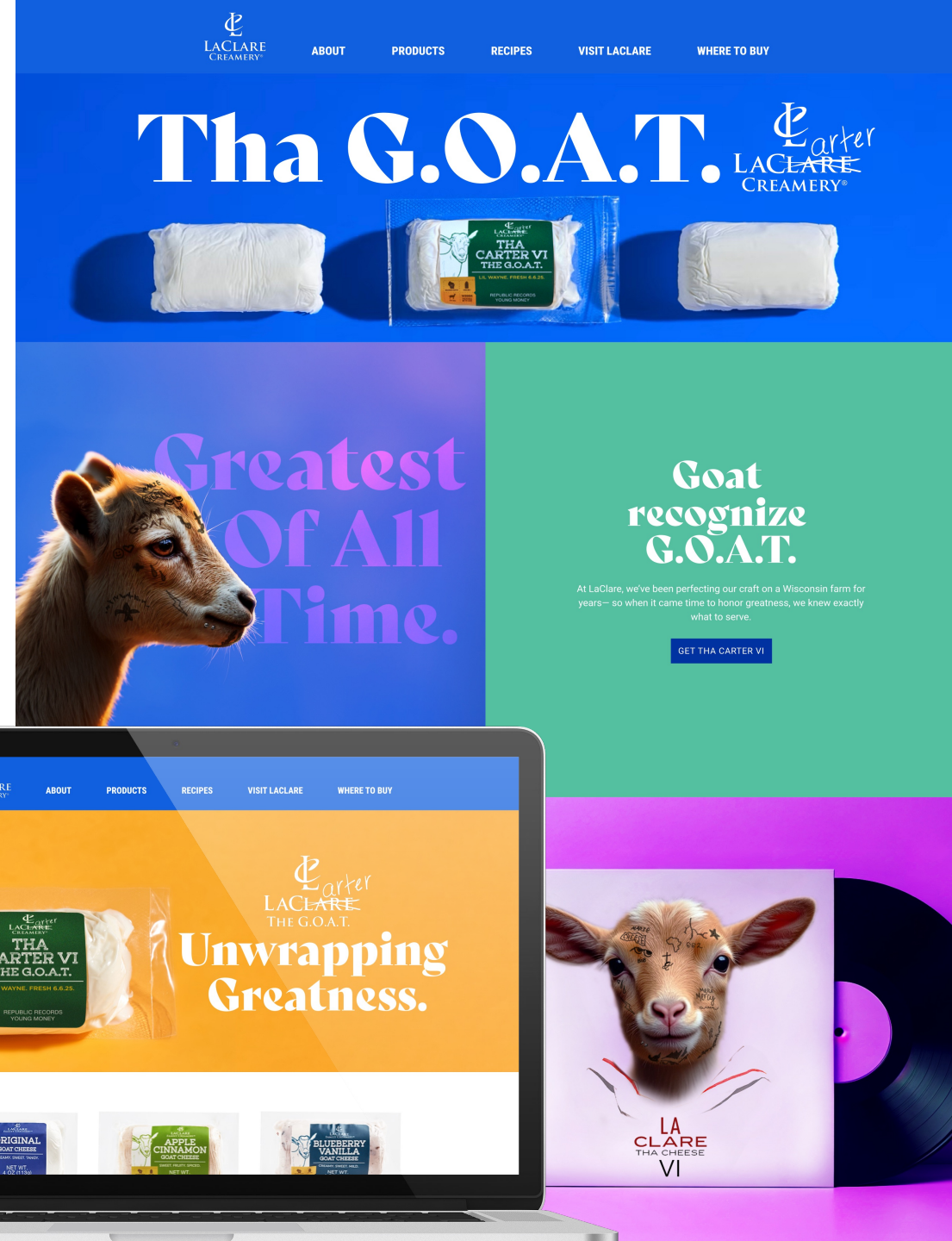
INCREASE ENGAGEMENT THROUGH AN UNEXPECTED PARTNERSHIP

Venturing into uncharted territory wasn't a blind leap of faith. The opportunity was carefully evaluated to ensure we were building our client's reputation, and not harming it. Element assessed the opportunity and:

- Ensured the collaboration could stretch LaClare into new cultural territory without compromising brand authenticity or alienating existing fans of the brand
- Aligned messaging and tone across social media, web, and campaign copy to reflect both LaClare and Lil Wayne's identities and created high-impact creative to go along with it
- Confirmed the website's technical readiness for a potential influx of high-volume traffic
- Assessed the PR landscape to identify potential risks or backlash, and prepared proactive response messaging

HOW WE HELPED

Branding, Creative, Content,
Social, PR, and Web



KAYTEE®



**POLLY WANT
TO SHOP AT
TARGET?**

KAYTEE®

THE SITUATION

INCREASE SALES AND PRESERVE SHELF SPACE AT MAJOR RETAILER AS NEW BRANDS ENTERED THE MARKET

Kaytee had established itself as a market leader in bird and small animal food supplies since its inception in 1866.

To not only sustain but grow their presence in the market, particularly in Target stores, Kaytee needed a plan to counter an increase of competition while maintaining strong relationships with other mass retailers.



KAYTEE®

THE STRATEGY

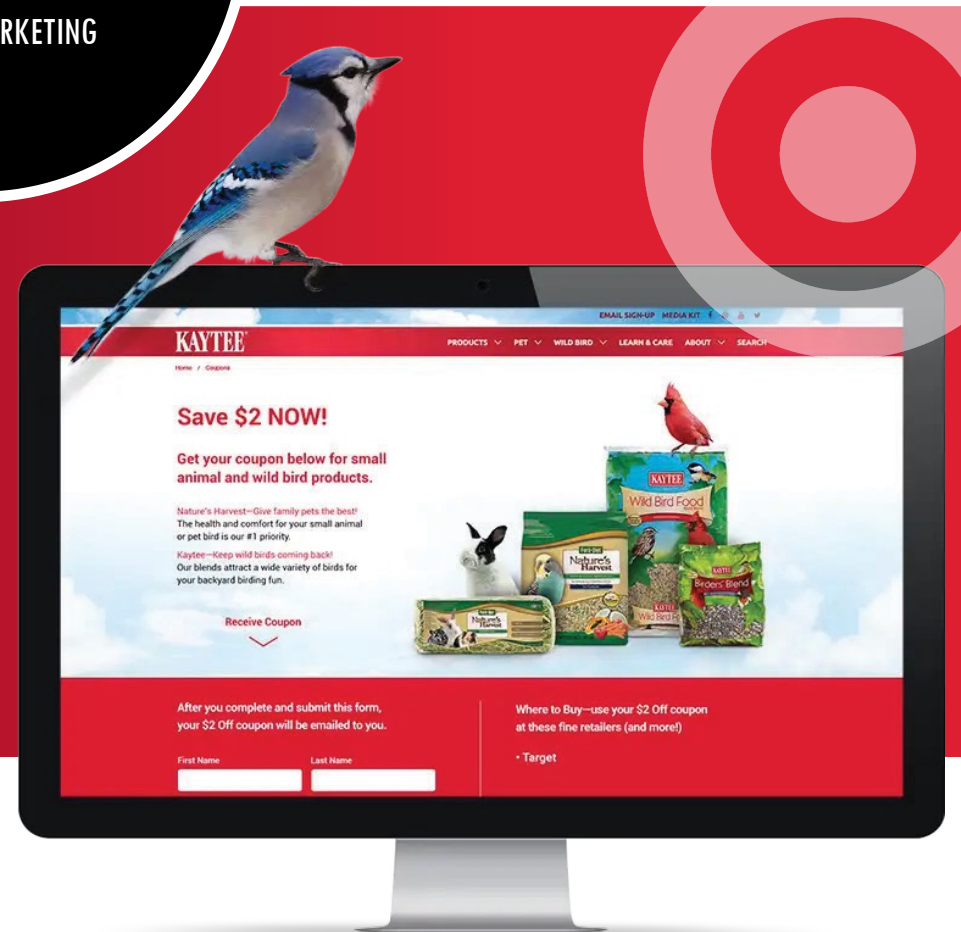
DEVELOP A CAMPAIGN TO ELEVATE AWARENESS AND REENERGIZE SALES

Element helped Kaytee protect their spot on the store shelf by:

- Creating a strategic, integrated campaign that included audits of existing marketing efforts, a competitive analysis, and the development of target buyer personas.
- Launching a multichannel social media effort, targeting small pet owners and backyard birdwatchers, leveraging influencers and digital display campaigns with an enticing retail coupon focused on behavioral and remarketing strategies.
- Developing co-branding with Target to connect the dots on where consumers could find and purchase Kaytee products.

HOW WE HELPED

STRATEGY, CAMPAIGN DEVELOPMENT,
CREATIVE, DIGITAL + SOCIAL MEDIA,
SHOPPER MARKETING



KAYTEE®

THE SUCCESS

RETAIL SALES SOAR

The digital campaign, in partnership with Target, had consumers flocking to Kaytee. Realizing significantly boosted sales of small pet products and wild bird food, the campaign delivered results and renewed awareness for the brand.

3%

SALES INCREASE AT
TARGET STORES

68%

ORGANIC SOCIAL MEDIA
CONVERSION RATE

41%

INFLUENCER CAMPAIGN
CONVERSION RATE

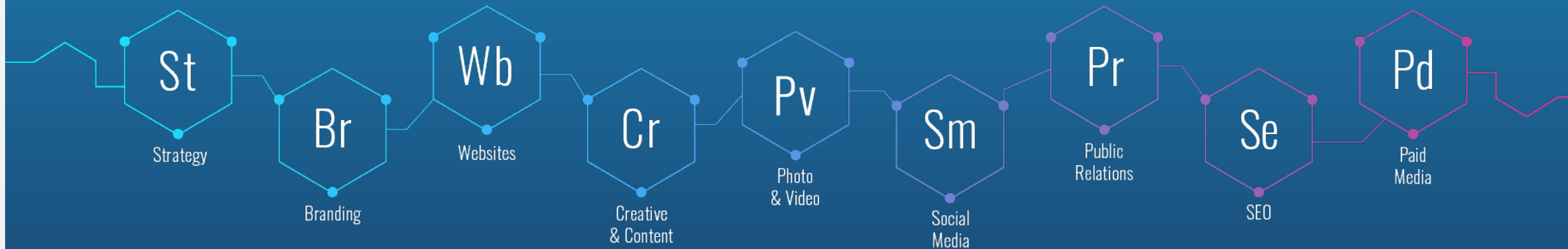
5%

PAID MEDIA
CONVERSION RATE



SERVICES

FULLY INTEGRATED MARKETING



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

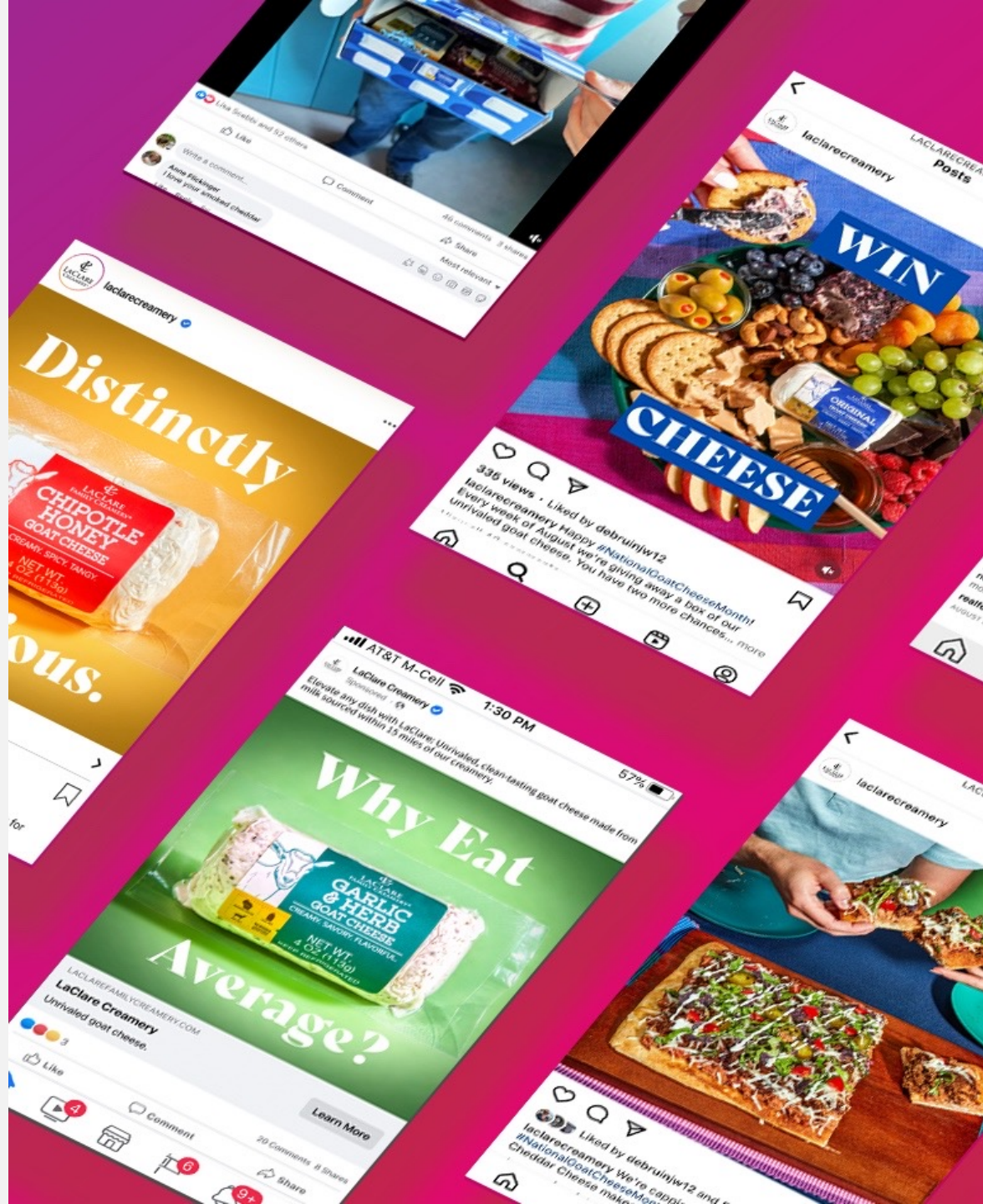


STRATEGY

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

Cutting through the clutter and engaging your audience requires a deep understanding of your target audience and pairing that with your brand's unique value proposition.

At Element, we work at a high level to deliver your brand identity through impactful creative that's aligned with your goals. Translation? We get creative. You get results.

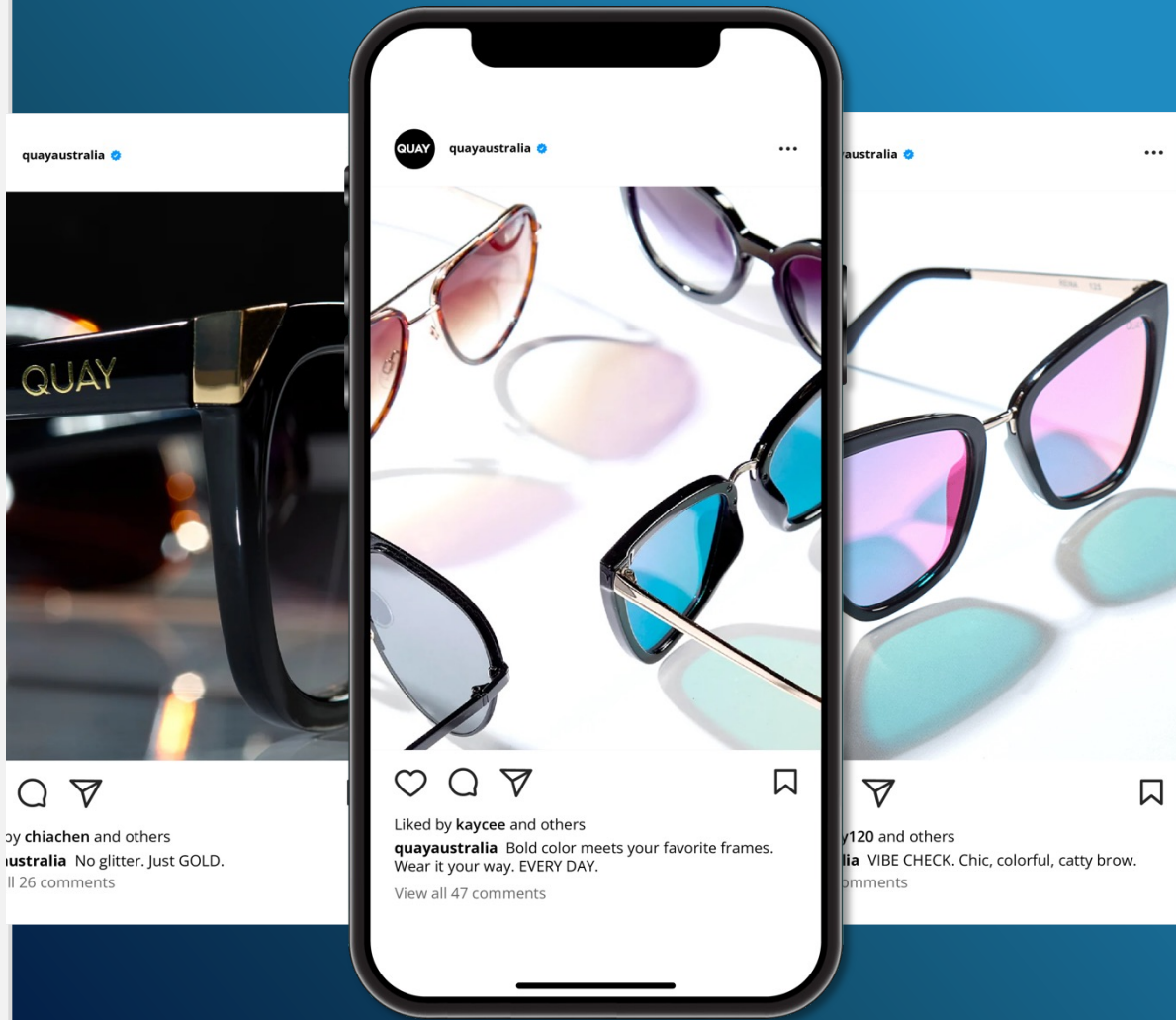
- Brand Identity Assets
- Campaign Concepts
- Traditional and Digital Design
- Direct Mail
- Tradeshows
- Environmental Graphics
- Media Assets (outdoor, digital, radio, TV, etc.)



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.

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



SOCIAL MEDIA

With social, authenticity is everything. It's where your brand builds trust, showcases personality, and connects meaningfully with your audience. With a focus on strategic creativity, we align your brand with the latest trends and create stories that resonate.

- Platform-Specific Strategy
- Social Content Capture and Creation
- Social Listening and Trend Monitoring
- Hashtag and Keyword Optimization
- Influencer and Ambassador Partnerships
- Paid Social Advertising





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

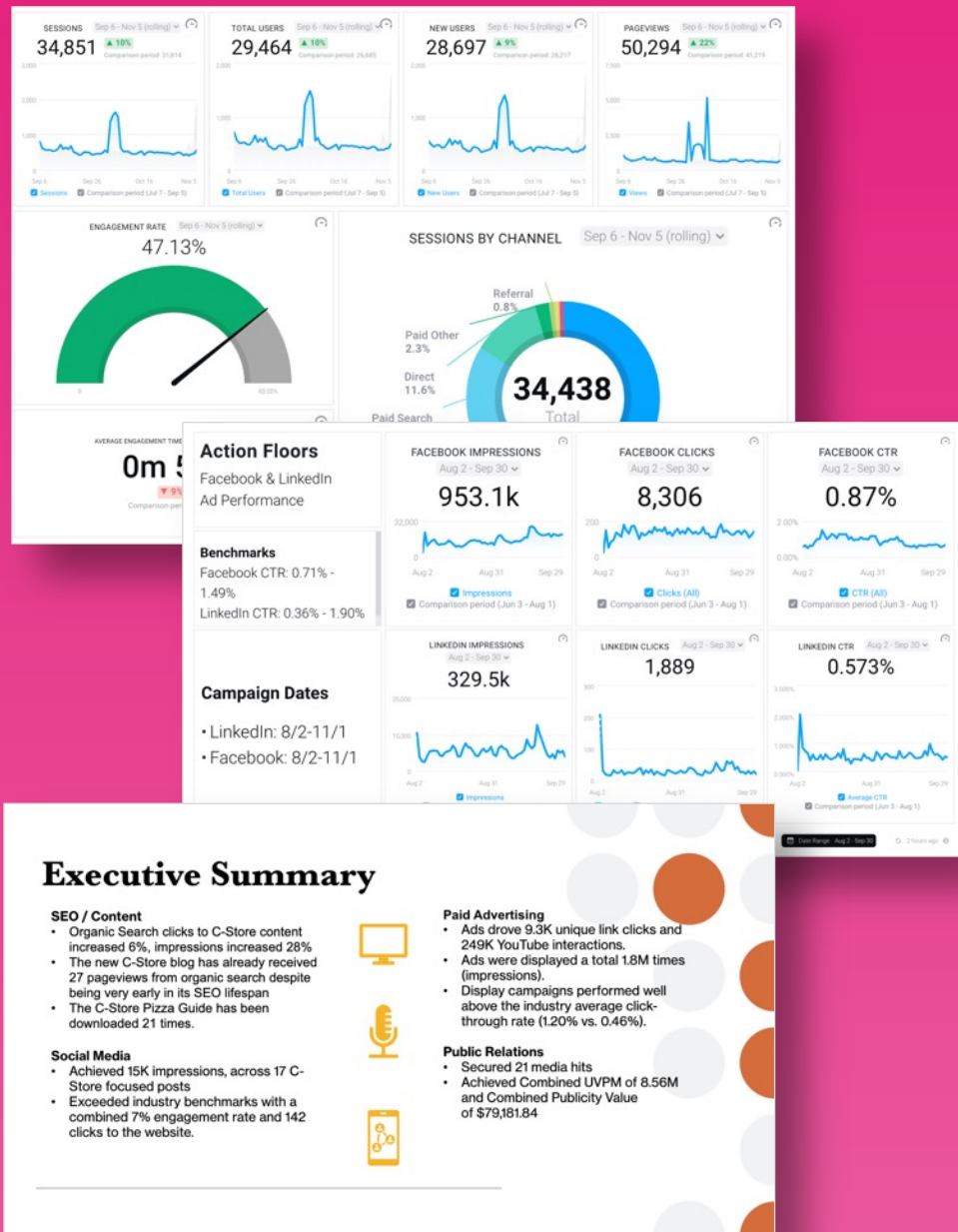
Whether you're looking to give your site a refresh or build a new site from the ground up, our expert team has your back. We use the right blend of technology and branding to create a powerful user experience with your brand.

- 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





GREAT WORK. BOTTOM LINE.
LET'S GET STARTED.

