

WELCOME TO

ELEMENT





PROPOSAL OVERVIEW

PART 1. THE TOTAL BRAND CHEMISTRY™ ADVANTAGE

PART 2. MEET ELEMENT

PART 3. INTEGRATED PAID MEDIA STRATEGY

PART 4. INVESTMENT & IMPACT

PART 5. CLIENT SUCCESS STORIES

PART 6. APPENDIX

Total Brand Chemistry

OUR FORMULA FOR SUCCESS

PARTNERSHIP THAT PERFORMS

CREATIVE THAT CONNECTS

STRATEGY THAT STICKS

INSIGHTS THAT INSPIRE

PARTNERSHIP THAT PERFORMS

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

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





CREATIVE THAT CONNECTS

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

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

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

STRATEGY THAT STICKS

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

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



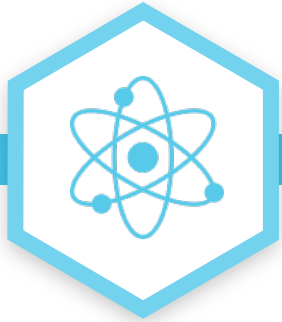


INSIGHTS THAT INSPIRE

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

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

THE ELEMENT ADVANTAGE



GET REAL PARTNERSHIP

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



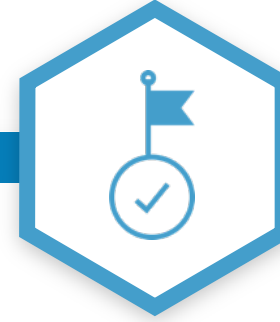
CONNECT SALES & MARKETING

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



PURPOSE-BUILT TEAM OF EXPERTS

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



OUTSIDE OF THE BOX THINKING

We approach each unique challenge with creative solutions.



DRIVEN BY RESULTS

Because what is marketing without results?

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.

Google
Partner

 Google Analytics
Certified Professional

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



15% Local
20% Regional
65% National



40% B2C
60% B2B





STUDIO FORTY FOUR

OUR VISUAL CONTENT STUDIO

Commercial Photography

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

Commercial Video

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

Other Services

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



INNOVATION & CREATIVITY

IT'S JUST PART OF OUR CULTURE

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

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

EXAMPLES OF OUR ECOMMERCE IMPACT

Maverick Blinds

Designed and launched a Shopify eCommerce experience for this newly acquired brand which positioned it to **double sales** over the next 3 years.

Berres Brothers

Implemented modifications aligned with marketing strategies, resulting in nearly **doubling daily sales** performance.

WG&R

Developed custom ERP integrations and developed a new website to **maintain market share against a larger competitor** that entered their market.

Skee-Ball

Elevated checkout experience and optimized fulfillment process through customizing a standard Shopify app to maximize sales and build internal efficiencies.



August Haven

Delivered a customized eCommerce experience seamlessly integrated with complex backend systems with focus on presentation and performance which **lifted sales 550% and increased average order value 51%** in 2023 vs 2022.

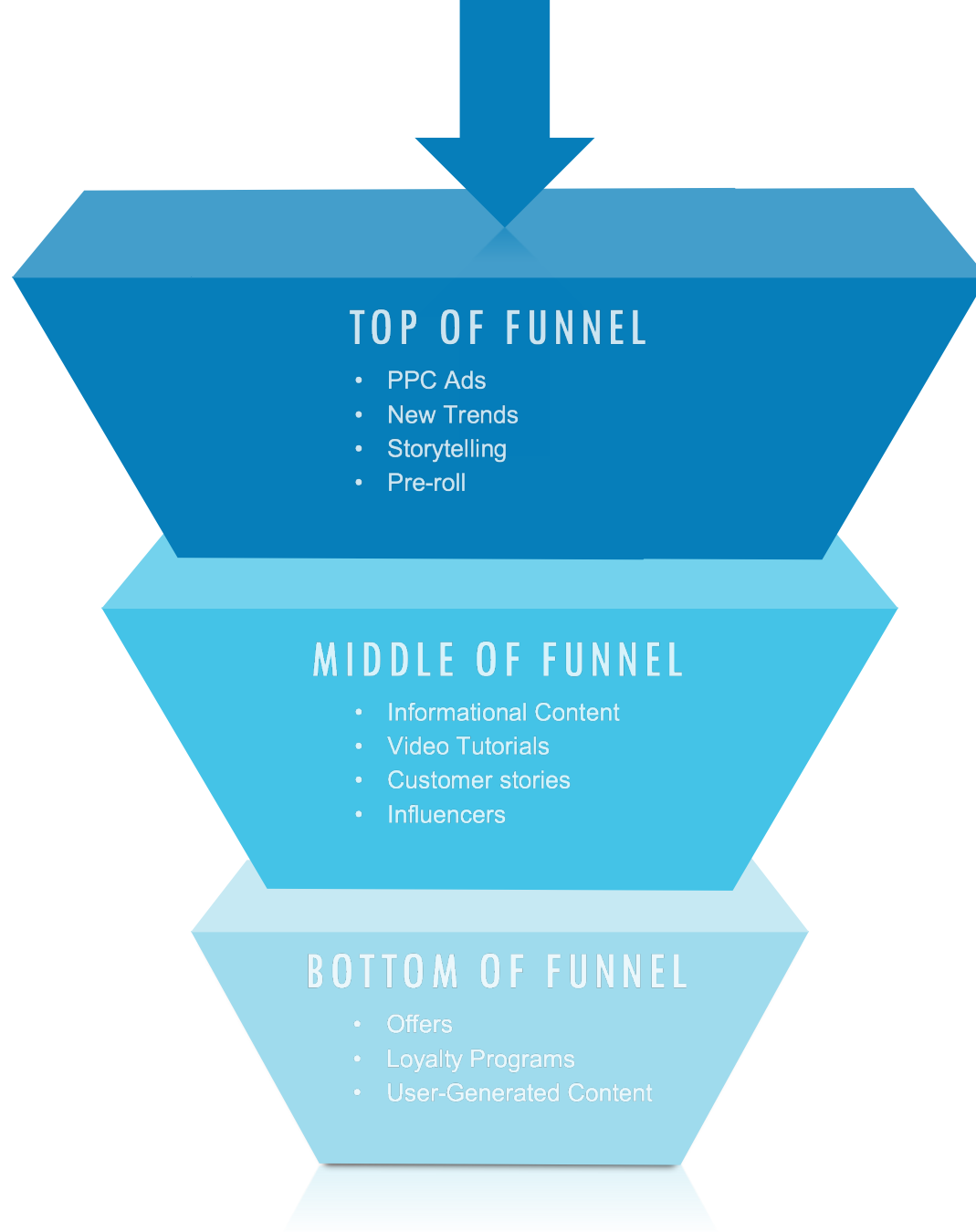
AN INTEGRATED PAID MEDIA APPROACH FOR A MODERN LEGACY

EMPOWERING ALL AMERICAN 1930 FOR THE NEXT
CENTURY OF SUCCESS



THE NEED FOR BRAND ALIGNMENT IS MORE IMPORTANT THAN EVER

Authentic customer relationships are pivotal for modern brands, as those that earn and sustain trust are positioned for growth and lasting success. Understanding the customer journey and creating meaningful experiences are key to building trust and strategically connecting with your audience.



DRIVING FULL-FUNNEL ACTIVITY

Today's customer journey isn't a straight line. A full-funnel strategy ensures we're ready for every scenario: building awareness, nurturing leads, and driving action, all at once.

- A full-funnel paid media approach gives us the right mix to engage buyers wherever they are in their journey.
 - ✓ 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
- Create meaningful engagement that drives consideration and trust with the right audience.
- Convert interest into measurable action and long-term customer relationships

OUR FORMULA TO DRIVING SUCCESS





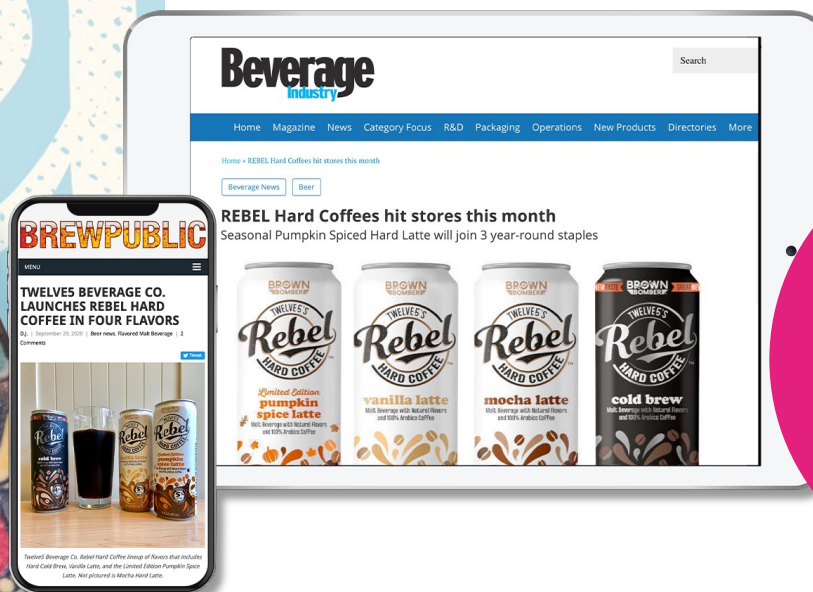
STRATEGIC INSIGHT FOR INTEGRATED PAID MEDIA

With over 25 years of media buying experience, Element combines cutting-edge AI technology with human insight to deliver multichannel marketing solutions. By aligning paid media strategy within the PESO model (Paid, Earned, Shared, Owned), we ensure every investment drives broader business goals and sales objectives. Leveraging real-time data, we optimize performance and transform fragmented media efforts into cohesive strategies that generate measurable results and meaningful business outcomes.



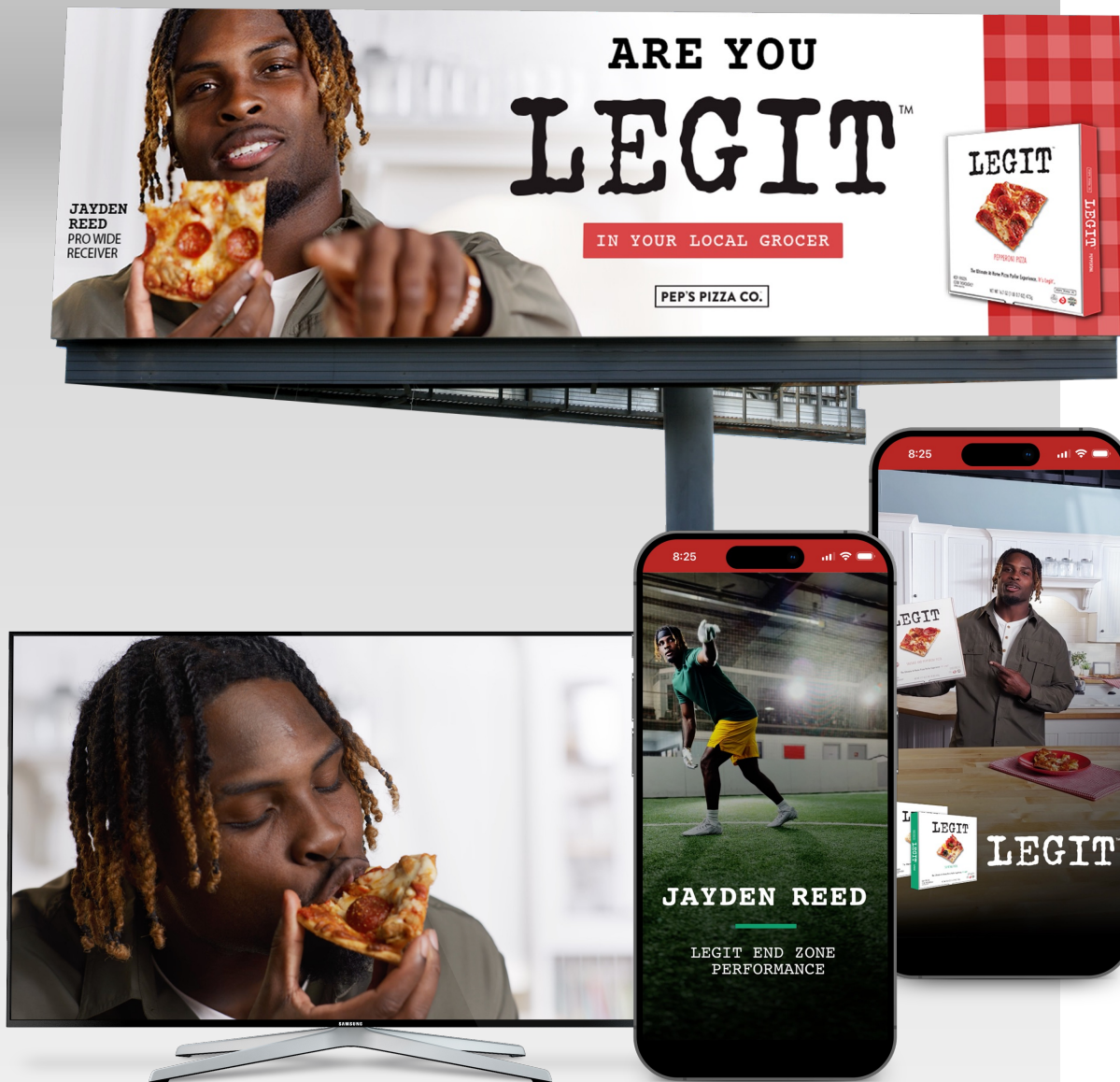
ONE-TEAM APPROACH

Element's dedicated in-house media team develops cohesive strategies centered on a single goal, ensuring consistent quality and stronger results. By combining dynamic, engaging creative assets with targeted media planning, we deliver a unified brand experience that resonates with audiences at every touchpoint. Our team also excels at identifying connection points, integrating media types, optimizing budgets, and maximizing overall impact.



Utilized a B2B earned media strategy to capture the attention of new distributors and retailers in industry publications receiving more than \$50k in placements.





UNIFIED MULTI-CHANNEL CAMPAIGNS

We align messaging **across the channels that matter most to your audience**—social, shopper marketing, traditional, or digital—ensuring each touchpoint engages them at the right time. By selecting channels based on audience behavior and persona insights, we deliver a cohesive, high-impact brand experience that drives measurable results.

2023 MONTHLY AVERAGES

Sessions: 10.02k

Users: 7,222

Engagement Rate: 53.3%

Average Engagement Time: 0:58

Last 30 days (May 14 - Jun 12)

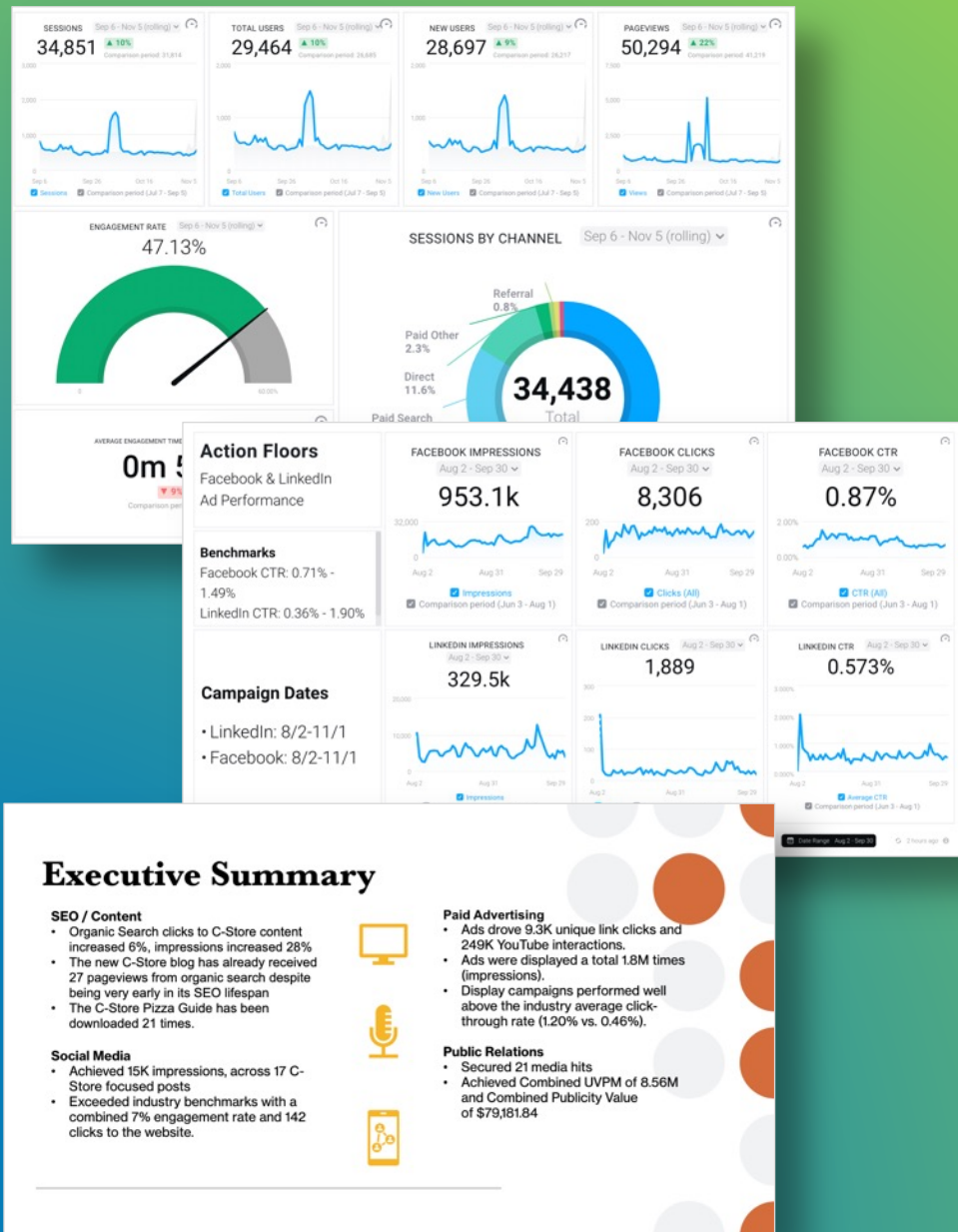
TOTAL USERS

8,666 ▼ 8% vs previous period (9,453)



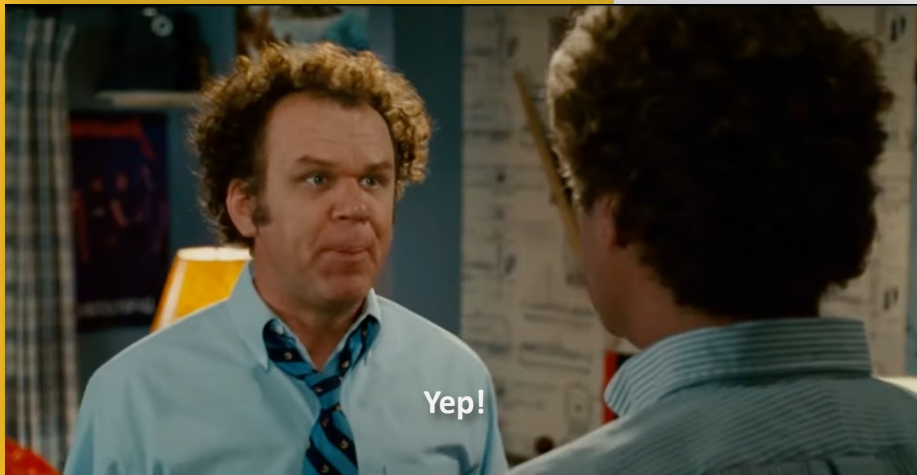
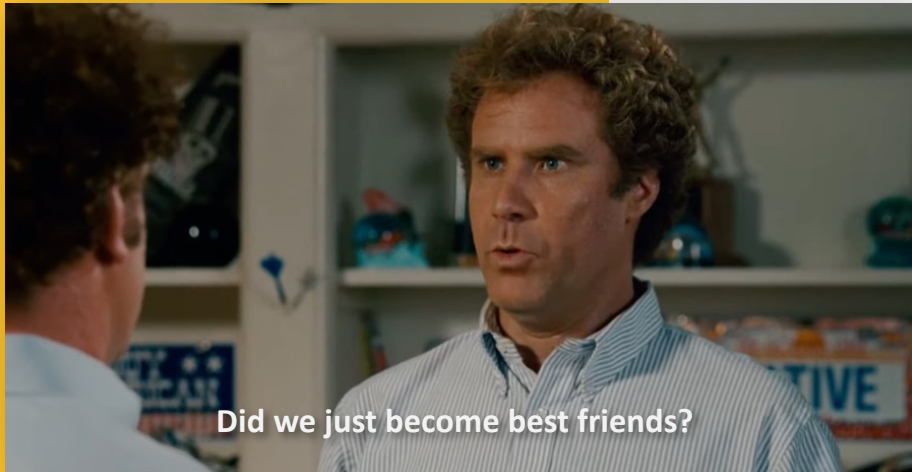
TARGETED AND IMPACTFUL REACH

By leveraging advanced targeting technologies, we focus on your ideal customers and deliver tailored messages that address their specific needs and interests. Using AI-enhanced tools, we amplify your brand's visibility where it matters most, ensuring every interaction drives meaningful engagement.



ADVANCED TRACKING AND OPTIMIZATION

Harnessing live digital dashboards, we enable strategic decision-making and help maintain a competitive edge. By leveraging customized tracking, data-driven insights, and AI-powered systems, we optimize media investments to drive measurable outcomes. Our approach goes beyond simply using AI. We design and orchestrate AI-driven stacks, connecting data and tools into unified systems. This technology allows us to move faster, extract actionable insights, and spend our time applying human-lead strategic expertise, ensuring every decision maximizes impact for your brand.



MAXIMIZING VALUE THROUGH A STRATEGIC PARTNERSHIP

Element serves as your strategic partner, providing guidance across all aspects of marketing and media strategy. By leveraging our experience across industries, we offer insights on emerging trends, audience behaviors, and growth opportunities. Acting as a trusted advisor, we help you make informed decisions, optimize campaigns, and align initiatives to your broader business goals, ensuring every investment drives measurable results.

INVESTMENT & IMPACT

ALIGNING AUDIENCES, CHANNELS, AND CAMPAIGNS TO
DRIVE MEASURABLE RESULTS FOR ALL AMERICAN 1930

STEP ONE

STRATEGIC FRAMEWORK

Our team of strategic marketers has developed a paid media–focused approach to design customized campaigns that build authentic connections with your target audiences. By deeply understanding the buyer journey and delivering precise, channel-specific experiences, we position your brand to earn trust, drive engagement, and achieve measurable growth.

\$28,000

Detailed information provided on the following slides.

SUMMARY OF INCLUSIONS:

Discovery

- Two Facilitated Strategy Sessions
- Website, UX, and Paid Media Audit
- Evaluate Conversion Paths and Landing Page UX
- Competitive Analysis Across Three Key Players
- Highlight Market White Space or Unmet Needs
- Market Analysis and Prioritized Market Segmentation

Development

- Buyer's Journey & Needs Matrix Based on Provided Personas
- Integrated Multi-Channel Paid Media Strategy Framework
- Audience Targeting Strategy
- Internal and External Team Alignment
- Quick Wins Planning & Execution

Activation (Strategic Planning Only)

- Integrated Media Plan and Flight
- 12-Month Execution Roadmap & Funnel Alignment
- Campaign Setup & Placement
- Measurement Strategy with Measurable Objectives & Channel KPIs with Website/Source ROI Tracking Setup
- Live Data Dashboard Setup & Reporting

DISCOVERY

FOUNDATION FOR STRATEGIC GROWTH

We focus on understanding the market, competitors, and customer opportunities to ensure all campaigns are grounded in insight and business objectives. This includes:

1. Two Facilitated Strategy Sessions

Establish alignment around goals, audiences, and expectations. These sessions set the foundation for a unified vision between internal and external teams, ensuring all strategy work ties back to measurable business outcomes.

2. Website, UX, and Paid Media Audit

Uncover how current digital experiences support or hinder performance. By assessing user flow, engagement, and conversion pathways, we identify friction points and opportunities to improve effectiveness across the customer journey.



...DISCOVERY

3. Evaluate Conversion Paths and Landing Page UX

Ensure each digital touchpoint for the paid media strategy moves users closer to conversion. Recommendations focus on message clarity, form design, and content structure to increase conversion efficiency and ROI.

4. Competitive Analysis Across Three Key Players

Understand where competitors are investing and how they're positioning themselves. Insights reveal opportunities to carve out unique space in the market and amplify All American 1930's advantages.

- Offers
- Loyalty Programs
- FAQs
- User-Generated Content



...DISCOVERY

5. Market Analysis and Prioritized Market Segmentation

Define which markets and audiences represent the greatest opportunity. Prioritization ensures resources are focused where they'll deliver the highest strategic return.

6. Highlight Market White Space or Unmet Needs

Identify where customer needs aren't being met, and how your brand can uniquely address them. This drives sharper positioning and more relevant campaign messaging.

- Offers
- Loyalty Programs
- FAQs
- User-Generated Content



DEVELOPMENT

A TARGETED AND ACTIONABLE STRATEGY

Translate research and insights into a roadmap for audience-focused paid media, alignment across teams, and tactical plans that deliver measurable results. This includes:

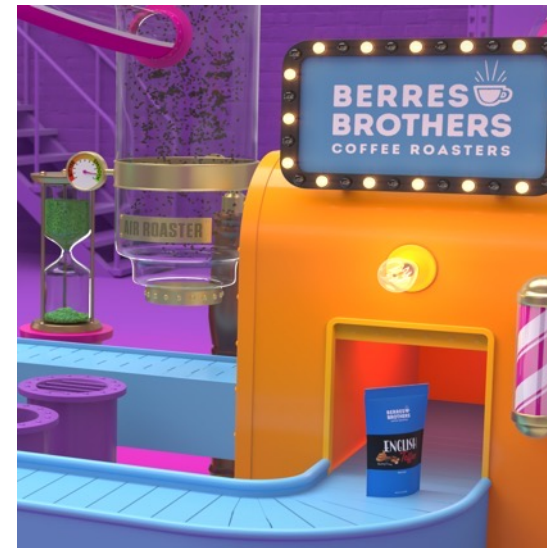
1. Buyer's Journey & Needs Matrix Based on Provided Personas

Clarify how different audiences move from awareness to purchase. This framework ensures messaging, creative, and media align to customer motivations at every stage for all team members involved.

2. Paid Media Strategy: Channel, Messaging, Campaigns

Translate insights into a strategic roadmap for activation.

Recommendations outline which channels to use, what to say, and how to say it, ensuring every campaign reinforces brand positioning and drives measurable growth.



...DEVELOPMENT

3. Audience Targeting Strategy

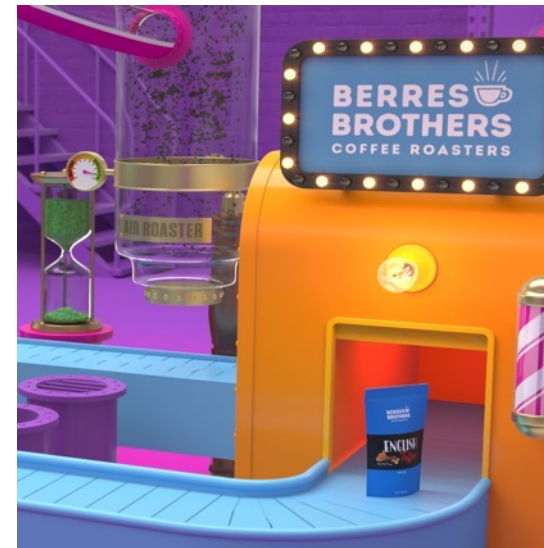
Define core, lookalike, and retargeting audiences to maximize reach efficiency, establish exclusion and negative targeting to reduce waste and improve ROAS, and map sequential messaging to the buyer's journey to create more personalized engagement.

4. Internal and External Team Alignment

Ensure all partners, from analytics to media operations, are working toward shared KPIs. Alignment eliminates silos and creates a unified go-to-market approach.

5. Quick Wins Planning & Execution

Deliver early momentum while long-term strategies take shape. These initiatives generate near-term performance improvements and demonstrate proof of concept for the broader plan.



ACTIVATION

EXECUTING, OPTIMIZING, AND MEASURING SUCCESS

Implement the integrated paid media plan with precision, continuously optimize performance, and provide transparent reporting to drive ROI and future learning. This includes:

1. Integrated Multi-Channel Media Plan and Flight

Bring strategy to life through a cohesive media mix. Every placement, channel, and message works together to create a consistent, optimized presence that builds both awareness and conversion.

2. 12-Month Execution Roadmap & Funnel Alignment

Establish a clear timeline that connects activity to outcomes. This roadmap helps anticipate seasonality, plan around key events, and maintain accountability for pacing and performance.

- Offers
- FAQs
- User-Generated Content



...ACTIVATION

3. Campaign Placement & Setup

We set up channel-specific campaigns with targeted parameters and budgets, coordinate with media platforms to ensure accurate delivery and pacing, and implement tracking pixels and tags to measure performance across all channels.

Note: We continuously monitor performance, adjusting bids, budgets, and placements to maximize ROI, reallocate spend based on cross-channel analysis, and document learnings to recommend iterative improvements throughout the campaign.

- Loyalty Programs
- FAQs
- User-Generated Content



...ACTIVATION

5. Measurement Strategy with Objectives & Channel KPIs

Define what success looks like and how it will be measured. The measurement plan ties campaign data directly to business objectives, creating a feedback loop for ongoing optimization.

6. Live Data Dashboard Setup & Reporting

Provide real-time visibility into performance. Dashboards allow teams to monitor spend, engagement, and conversions across channels. Regular reporting delivers actionable insights and post-campaign learnings to guide future strategy.

- Offers
- Loyalty Programs
- FAQs
- User-Generated Content

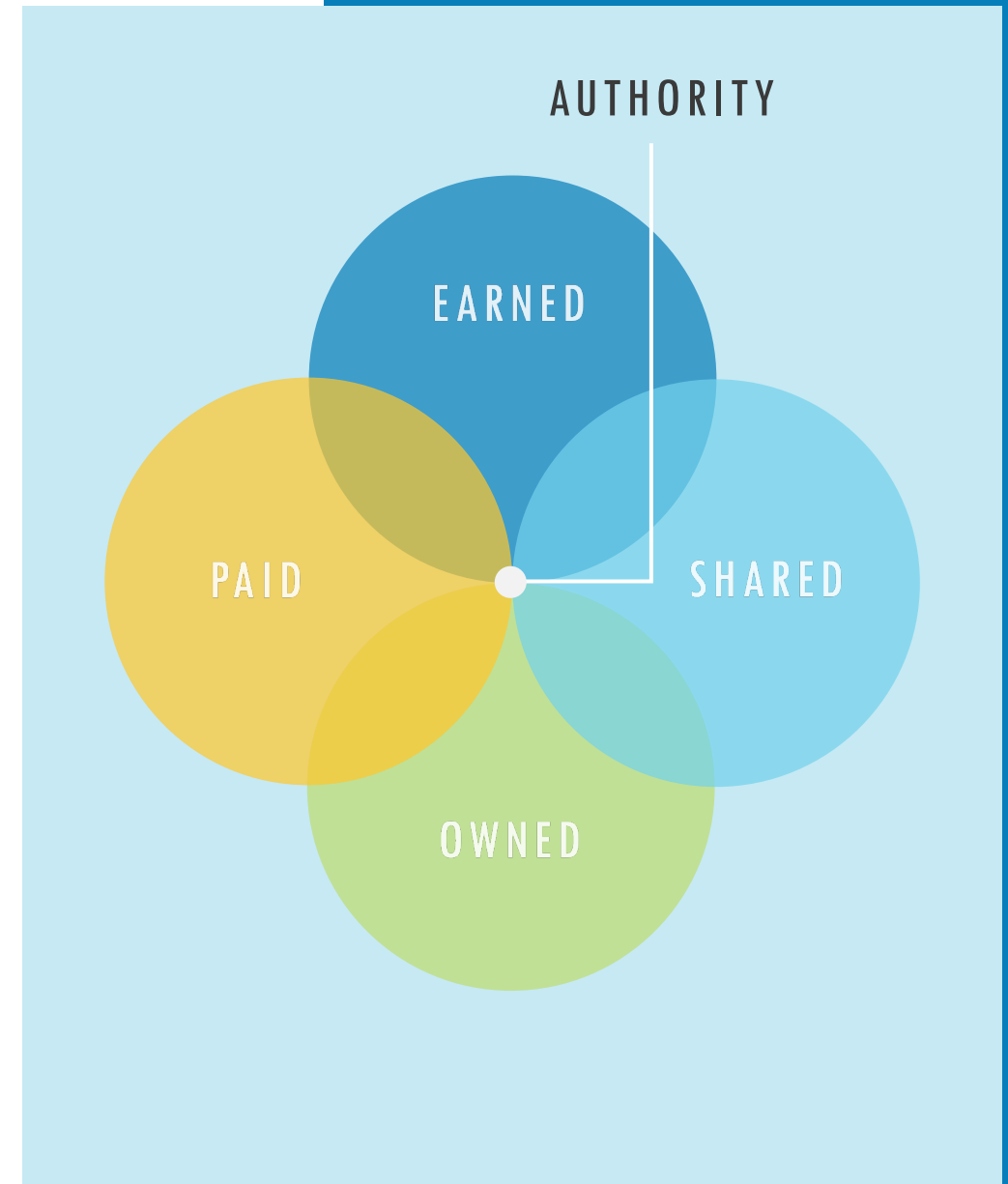


EXECUTING FOR IMPACT

CONNECTING THE DOTS AND GETTING RESULTS

Using a strategic integrated approach across multiple channels, Element ensures every effort is aligned to build brand authority and drive measurable business outcomes. Specific tactics will be determined based on the unique strategy created for All American 1930. Execution includes:

- **Defined deliverables** with campaigns, content, full website support, and assets tailored to selected investment level.
- **Assigned internal and external owners** for every initiative ensuring accountability and smooth execution.
- **Metrics and reporting** aligned to business goals, so impact is visible.
- **Flexible activation** with tactics and channels prioritized to maximize ROI.
- **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.



VALUE DELIVERED ACROSS INVESTMENT LEVELS

LEVEL ONE:

PAID MEDIA + CONSULTATIVE PARTNERSHIP

- Strategic paid media creative support
- Multi-channel paid media management and ongoing sales-driven optimization
- Continuous campaign monitoring
- Paid media reporting with actionable insights
- Calibration and performance review sessions
- Live data dashboard
- Scalable growth-aligned media spend/budget
- Website performance, editing and programming support
- Ongoing strategic marketing guidance and consultative support

\$27,500, per month

LEVEL TWO:

ELEVATED DIGITAL FOOTPRINT

Everything in Level One, plus:

- Controlled paid media A/B testing with statistical significance
- Performance-driven SEO audit and opportunity analysis
- Implementation of recommendations identified within SEO analysis
- SEO strategy development
- Ongoing SEO execution, monitoring and iterative improvements

\$33,500, per month

LEVEL THREE:

COMPREHENSIVE BRAND SUPPORT

Everything in Levels One and Two, plus:

- Strategic PR strategy and media positioning
- Story mining and consumer-focused media opportunity development
- Proactive media relations outreach
- Influencer ambassador integration
- Contributed articles and affiliate placements

\$41,500, per month

SUCCESS STORIES





grass run farms®

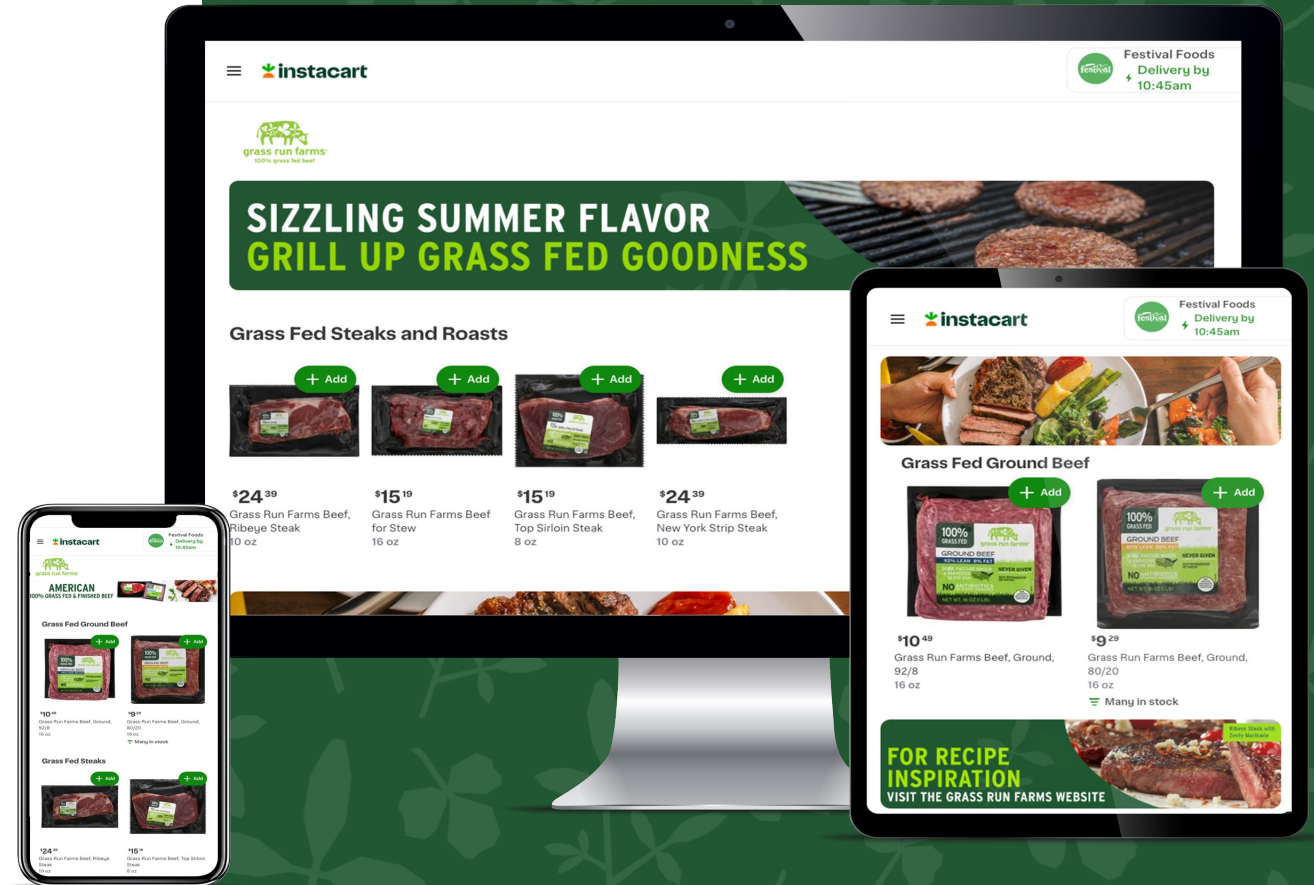
100% grass fed beef



THE SITUATION

BEEFING UP BASKET SIZES

Today's meat case is crowded, and grocery prices are rising. However, by leveraging a strategic direct-to-consumer digital marketing campaign that highlighted unique product benefits and limited-time offers, we successfully aligned with how today's consumers shop, resulting in increased sales.





THE STRATEGY

BOOST AWARENESS AND ENCOURAGE TRIAL

Element developed a direct-to-consumer digital marketing strategy leveraging online grocery platform Instacart.

- **The Right Products, the Right Offers, in the Right Place**
Analytics determined the optimal products to promote, brand knowledge helped us craft offers for cost-conscious shoppers, and in-app placements put the brand in front of customers at the point of purchase.
- **Delicious, Captivating Creative**
Stylized imagery combined with engaging copy pulled shoppers down the path to purchase. Imagery highlighted beef attributes shoppers want, while impactful, on-brand copy connected with the target audience.

HOW WE HELPED

Paid Digital, Social Media, Graphic Design, Photography, Copywriting, Data Analytics & Reporting





THE SUCCESS

FEEDING THE NEED FOR INCREASED SALES AND NEW CUSTOMERS

Driven by digital marketing acumen, compelling creative, and strategic alignment with the latest shopper trends and behaviors, Grass Run Farms' digital marketing campaign showed strong ROI and exceeded all set goals.

14.6
ROAS (RETURN ON
AD SPEND)

10.7%
INCREASE IN INSTACART
MARKET SHARE

11.1%
INCREASE IN
BASKET SHARE

52%
OF SALES WERE
NEW TO BRAND

“

We've worked with Element for years, developing and running successful integrated marketing strategies. Our Instacart efforts have been an effective tool in increasing brand awareness and sales. Plus, this approach is easy to optimize in real time and provides meaningful data.

Trevlyn Carson, Marketing
Manager, JBS USA

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

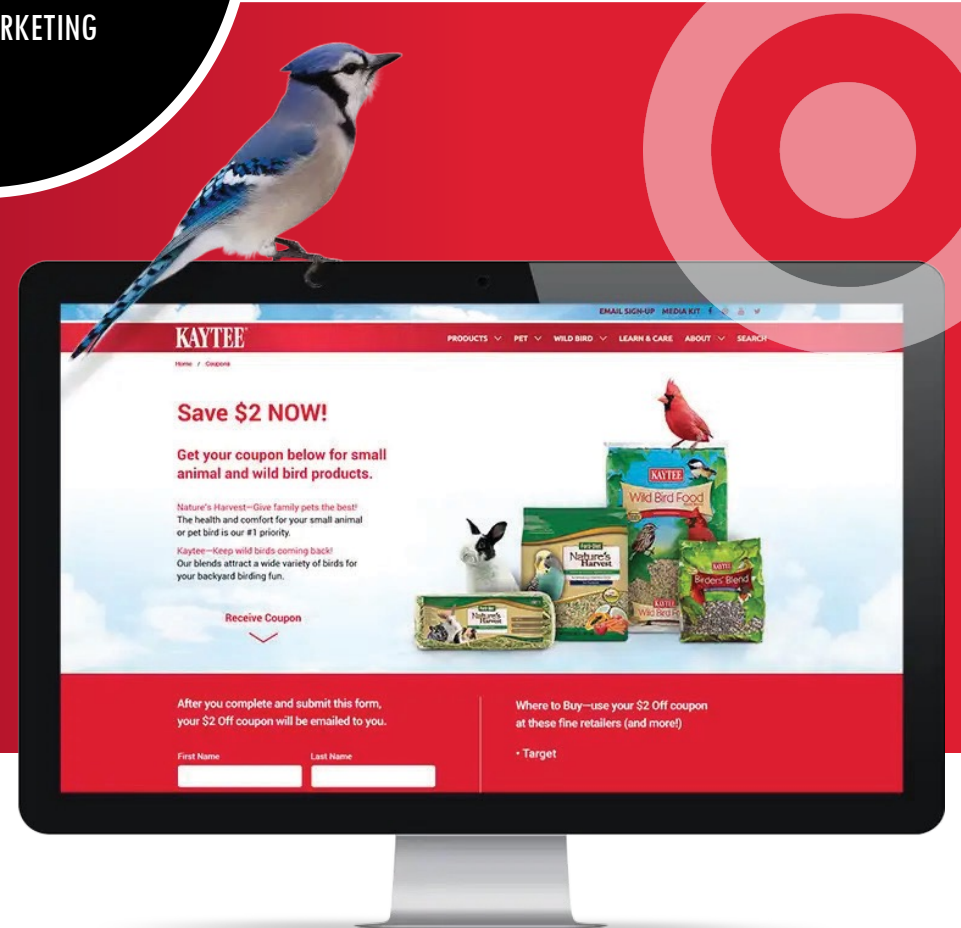
DEVELOP A CAMPAIGN TO ELEVATE AWARENESS AND REENERGIZE SALES

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



A group of people are gathered around a wooden dining table, enjoying a meal. In the foreground, a man in a white patterned shirt and a woman with long curly hair in a purple polka-dot top are smiling and eating. The table is set with several bowls of food, including rice, vegetables, and meat, along with various glasses of water and juice. A small vase with red flowers sits on the table. In the background, a large potted plant and a framed poster of minerals are visible.


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

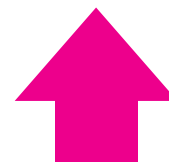




THE SUCCESS

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

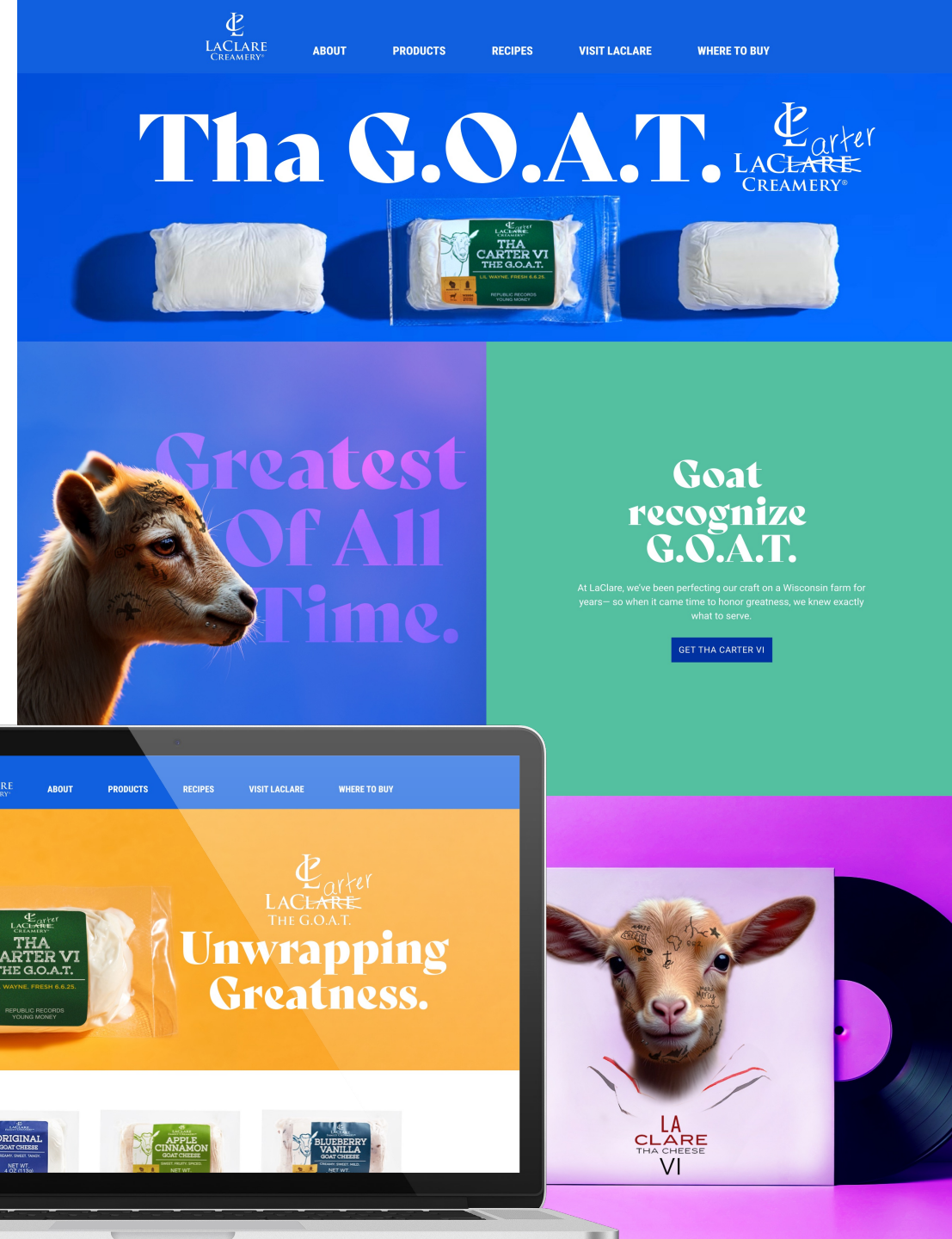
INCREASE ENGAGEMENT THROUGH AN UNEXPECTED PARTNERSHIP

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





1855[®]

G.F. Swift

BLACK ANGUS BEEF

1855.

C.F. Swift

THE SITUATION

CUT THROUGH THE NOISE TO CAPTURE THE ATTENTION OF A NEW AUDIENCE

1855 Black Angus Beef needed to demonstrate strong consumer demand to solidify relationships with a key retailer and attract new partnerships.

As a brand rooted in the foodservice industry, 1855 faced low consumer awareness. To get on-shelf, the brand had to demonstrate that it could resonate with everyday shoppers.

The challenge? **Create awareness and drive engagement—quickly.**



1855.

C.F. Swift

THE STRATEGY

GENERATE AUTHENTIC ENDORSEMENTS TO BUILD CONSUMER TRUST

To transition from a foodservice giant to a consumer favorite, we crafted a social media strategy focused on building a community. With its visual appeal and strong food culture, we leveraged Instagram as our starting point.

Identify the Right Influencers

We carefully selected food influencers who weren't just popular but genuinely passionate about high-quality beef. Their authenticity was key to creating content that resonated.

Content Collaboration

We worked closely with these influencers to craft visually stunning content. Every post was designed to tell a story that highlighted the premium quality of 1855 Black Angus Beef.

“

Our partnership with Element has been instrumental in elevating 1855 Black Angus Beef. The Ambassador program has enabled us to connect with new audiences and showcase the superior quality of our product through authentic influencer content. This strategic approach has driven significant growth in brand awareness and engagement, positioning us for continued success.

—Zandalee Van Nieuwenhuizen,
Senior Brand Manager, JBS Beef



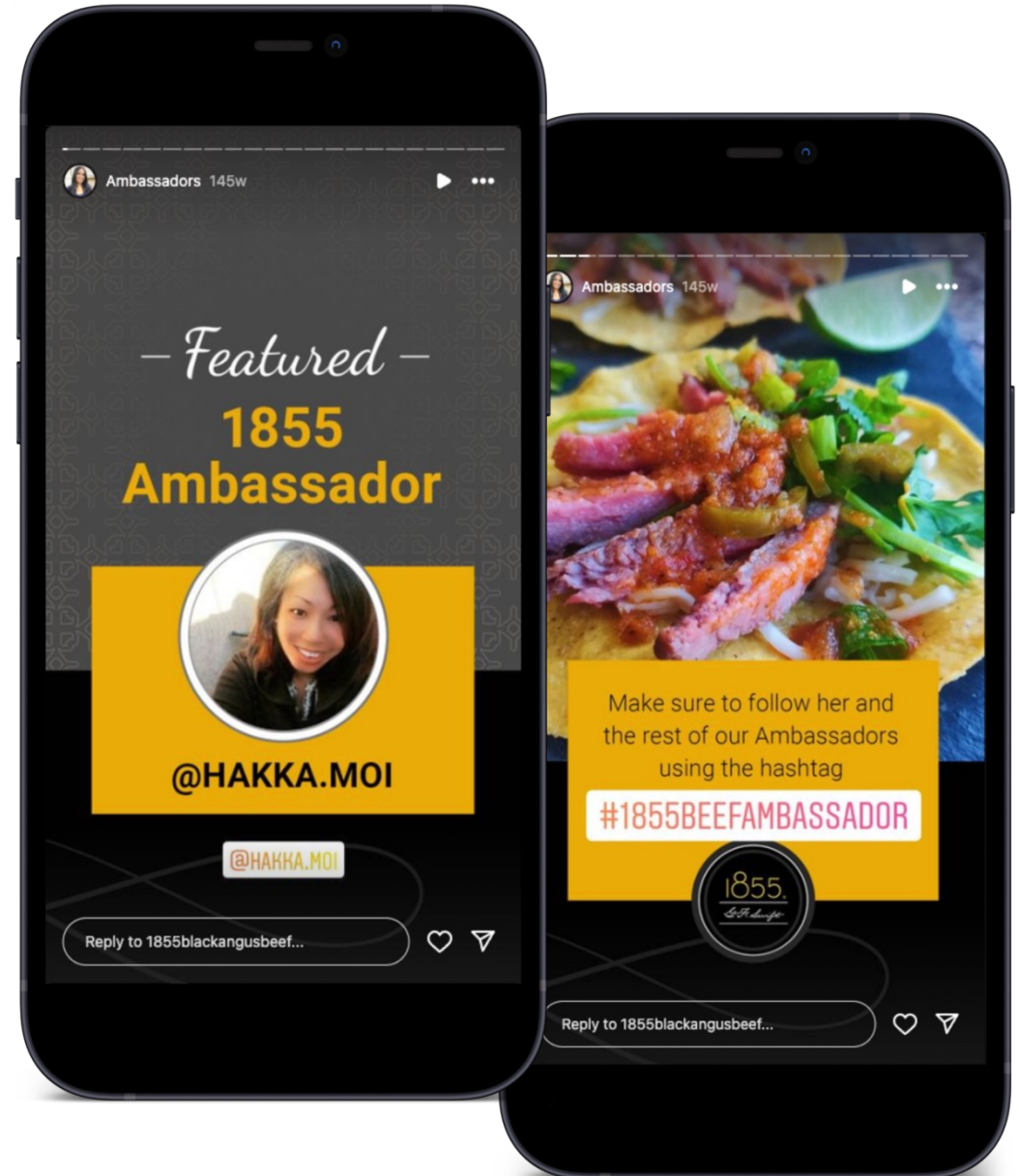
THE STRATEGY CONT'D

Leverage Engaged Audiences

By tapping into their existing loyal followings, we brought 1855 into the spotlight with an audience already interested in premium food experiences. This strategy not only increased brand awareness but also added a layer of credibility and trust.

Strategic Expansion

Once the program proved successful on Instagram, we didn't stop there. We expanded the program to YouTube and TikTok, tapping into new, engaged audiences and leveraging video content to deepen brand storytelling.



THE SUCCESS

ELEVATED BRAND AWARENESS AND RETAIL SALES GROWTH

The ambassador program boosted engagement, brand visibility, and consumer trust. As a result, 1855 Black Angus Beef saw increased sales and earned recognition as one of Supermarket News' Top 10 Trends in the meat aisle. This success highlighted the strength of our fully integrated marketing approach and secured valuable retail partnerships.

HOW WE HELPED

Social Media
Content Strategy
Influencer Management
Copywriting

4.3M

IMPRESSIONS
GARNERED TO DATE
IN 2024

132%

INCREASE IN
ENGAGEMENT RATE SINCE
PROGRAM STARTED*

32.6K

NEW SOCIAL
FOLLOWERS GAINED
SINCE PROGRAM
STARTED

50%

SALES GROWTH WITHIN THE
FIRST TWO YEARS, DRIVEN
BY A FULLY INTEGRATED
MARKETING STRATEGY.

*Figure represents an average across all social channels:
Instagram, YouTube, LinkedIn, Facebook, and TikTok.



GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.

goelement.com

2081 Profit Place
De Pere, WI 54115



APPENDIX: SERVICES OVERVIEW

A FULL-SERVICE AGENCY

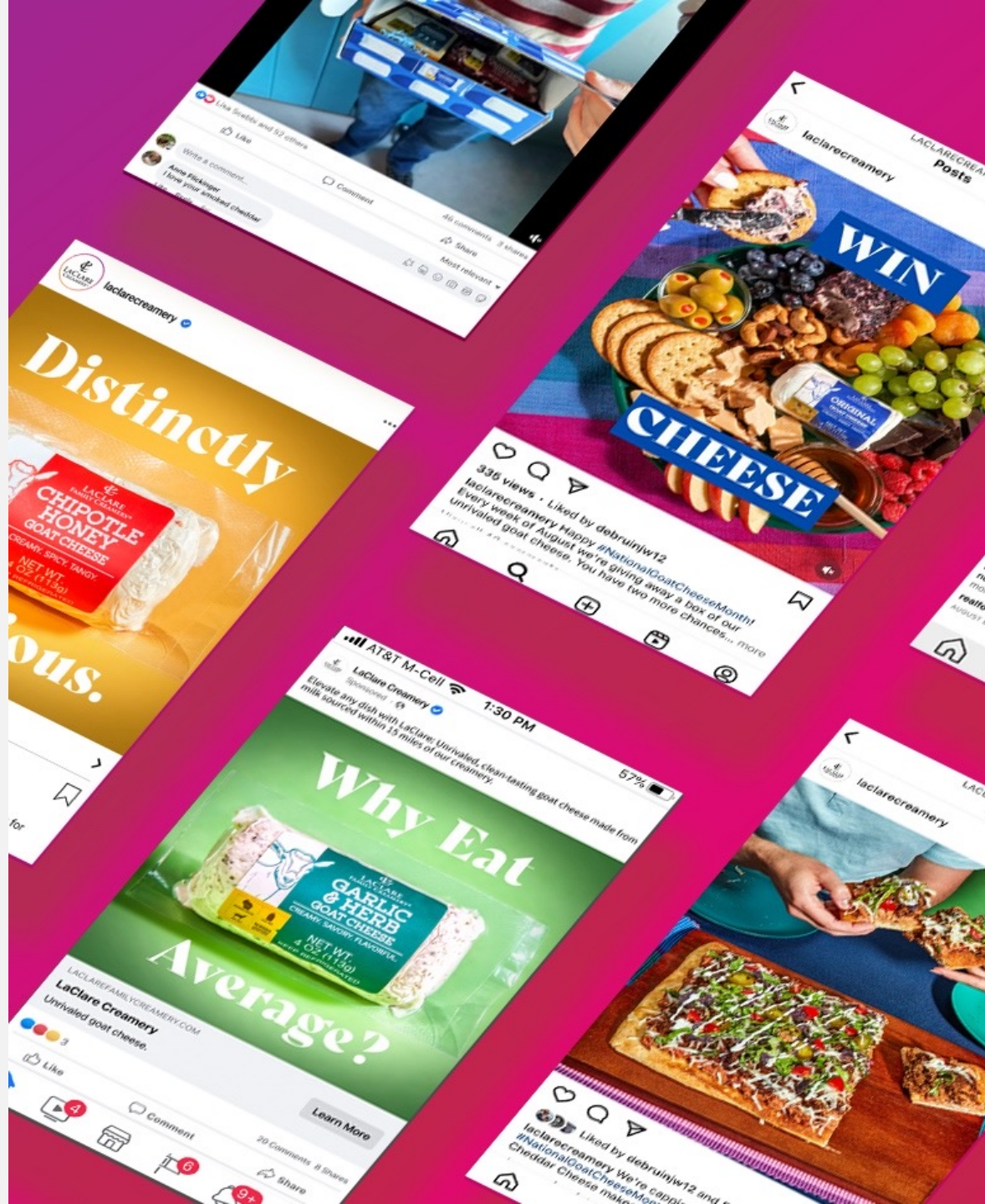




STRATEGY

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.

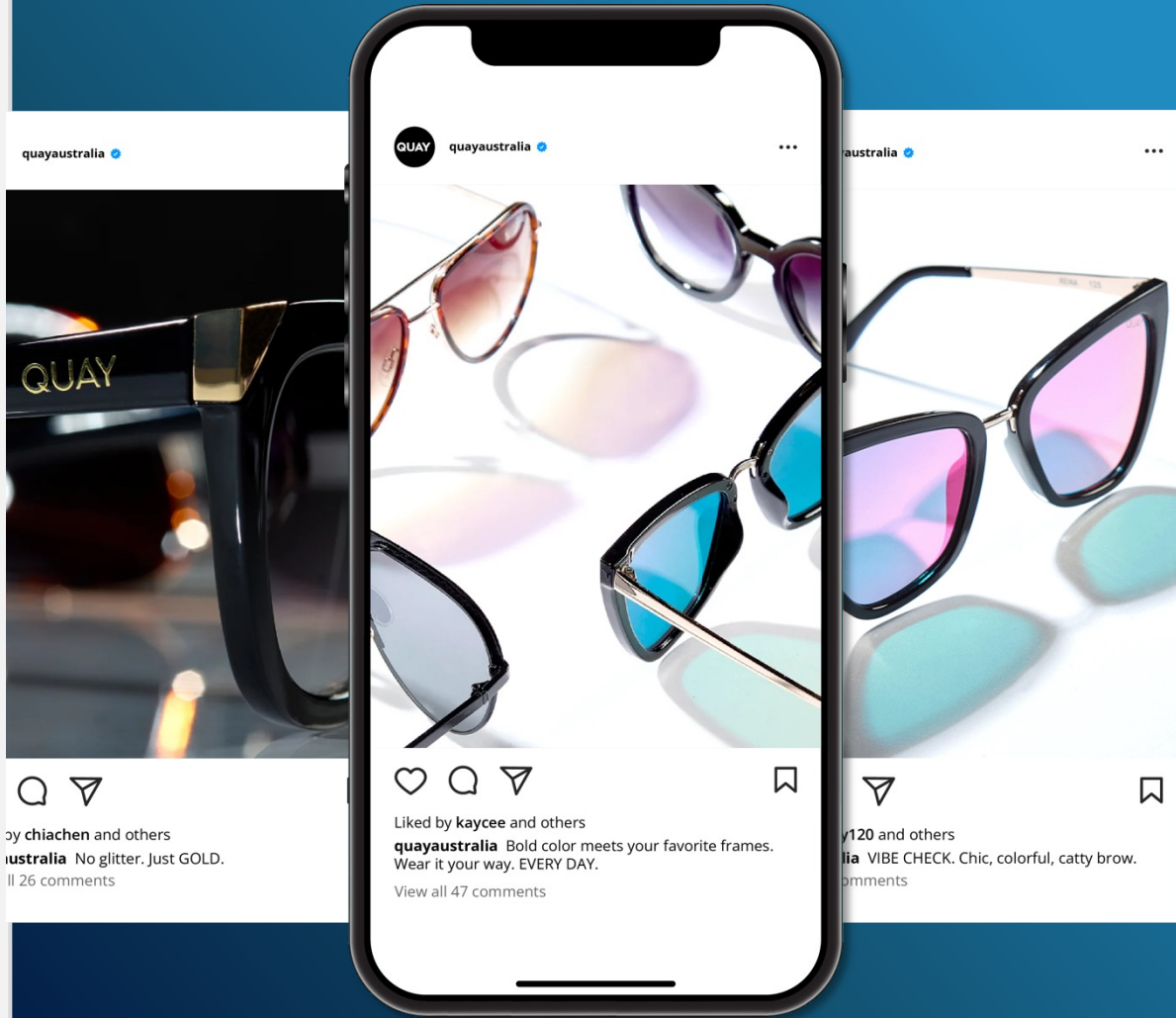
- Brand Identity Assets
- Campaign Concepts
- Traditional and Digital Design
- Direct Mail
- Tradeshows
- Environmental Graphics
- Media Assets (outdoor, digital, radio, TV, etc.)



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.

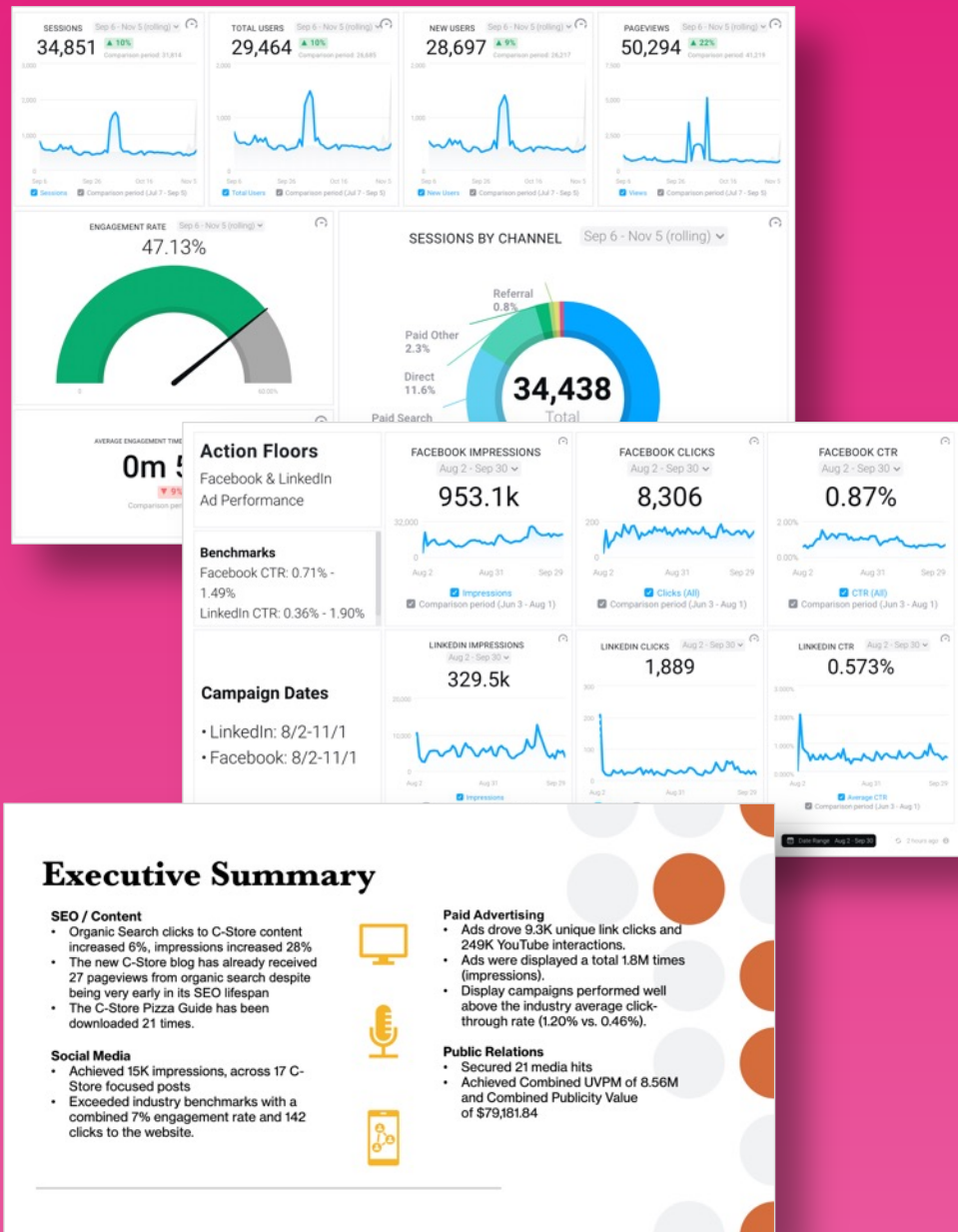
- Customized Digital Display
- Behavior Targeting
- OTT Advertising
- Social Media
- Radio, Podcasts, and TV Advertising
- Out-of-Home Advertising
- Print Advertising
- Experiential Marketing
- Sponsorship Activations
- Search Engine Marketing (SEM)



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.

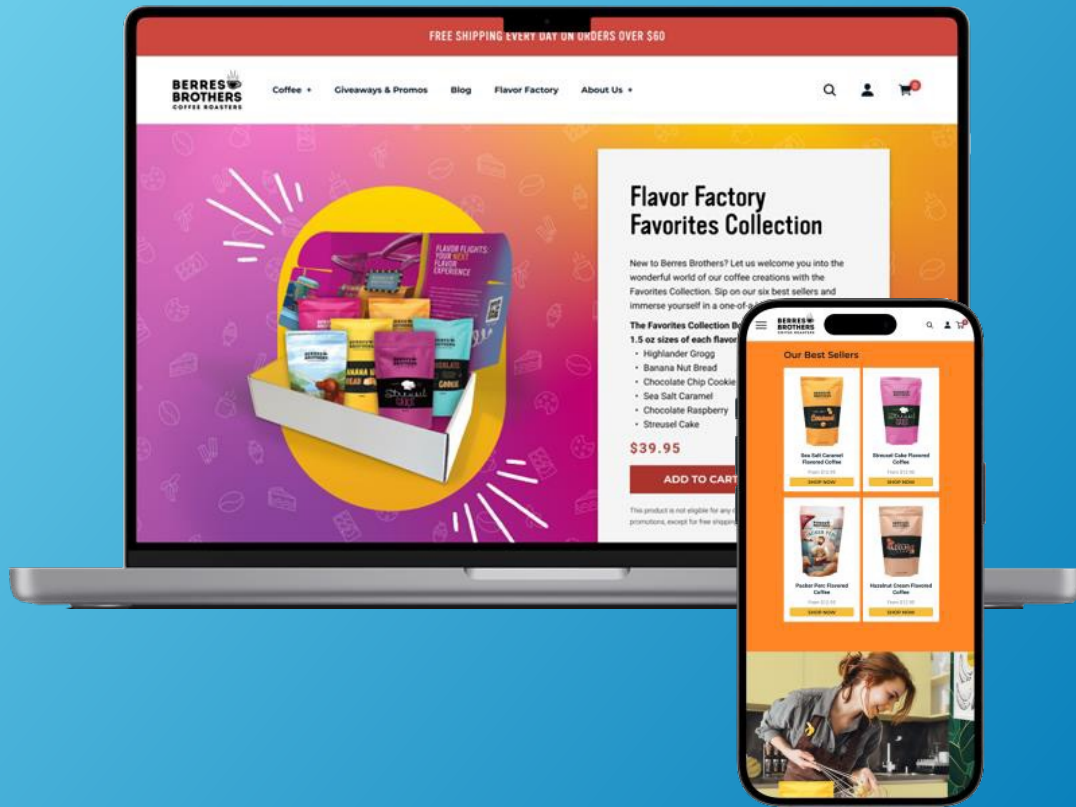
- Earned Media
- Community Relations
- Events and Cause Activations
- Industry Partnerships
- Branded Content
- Contributed Articles
- Influencer Campaigns
- Media List Development
- Press Releases



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



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