

# 2020 Marketing Consideration

Prepared by



# WE MOVE BRANDS FORWARD



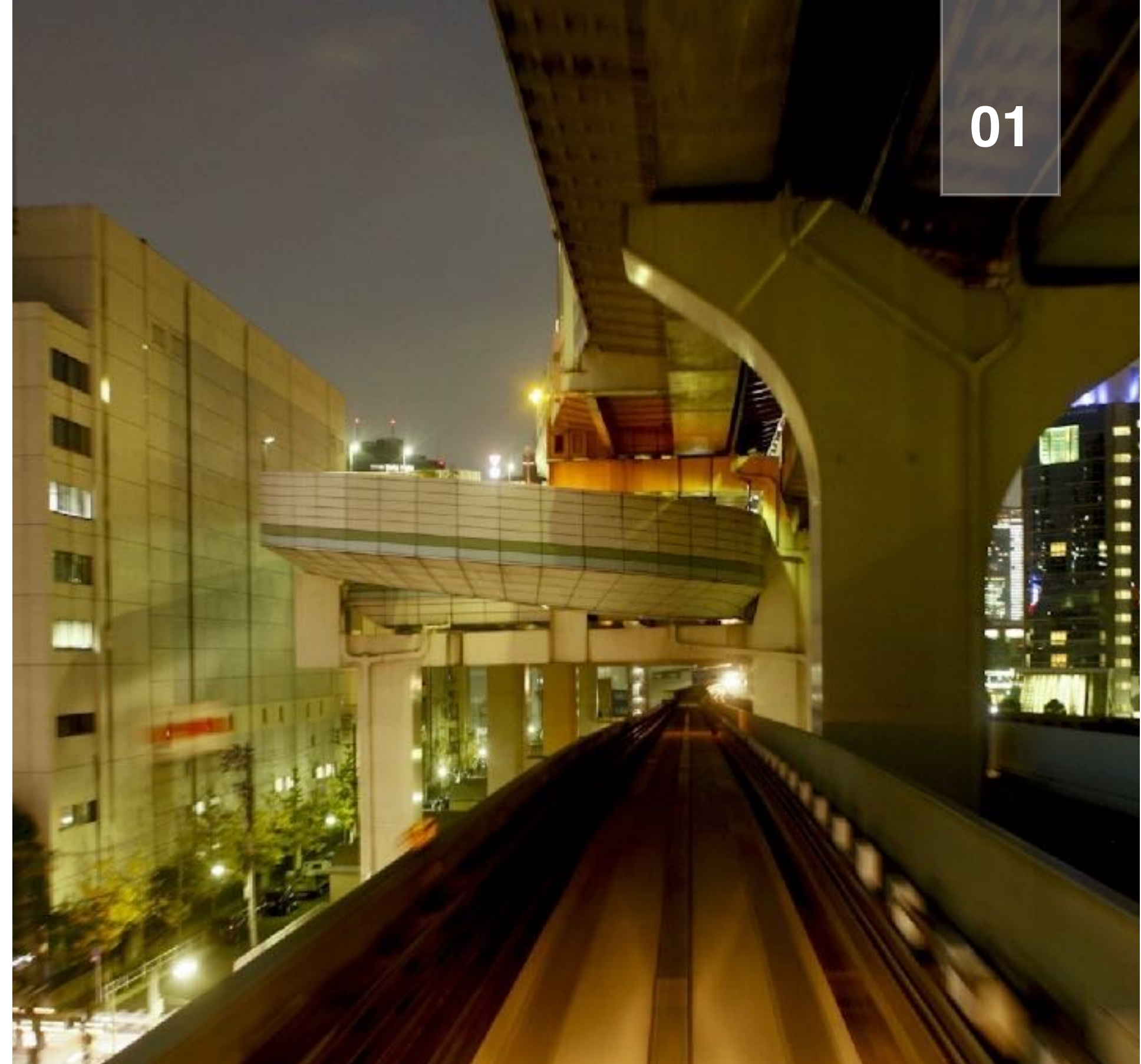
Animal Marketing a leading *À la carte* boutique agency focused on creativity thinking, strategic marketing and digital intelligence to activate brands and motivate people. AMI delivers creative agency services to clients who have typically shied away from working with agencies for fear of agency fee structures.

Simply offering services people need most without the overhead expense & unnecessary layering most agencies deploy.

Brands big & small are beginning to realize that big agency services are becoming more & more irrelevant. Whether B2B or B2C, the fundamentals stay the same. Understand your target & what drives their purchase decisions.



COMPELLING CONTENT CREATORS  
DRIVING ENGAGEMENT  
RESULTING IN BUSINESS



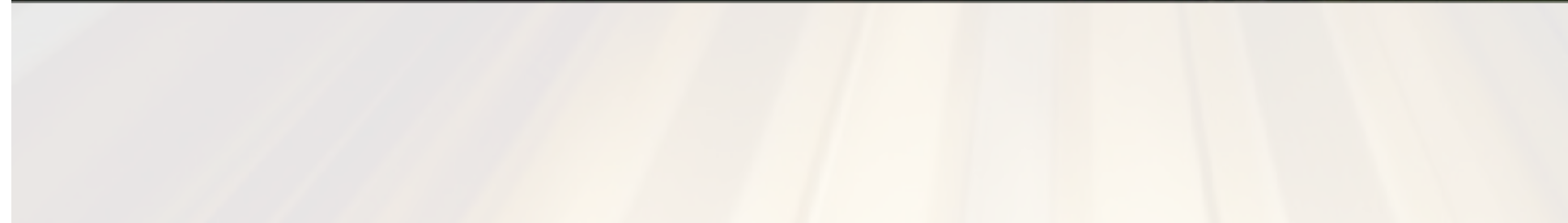
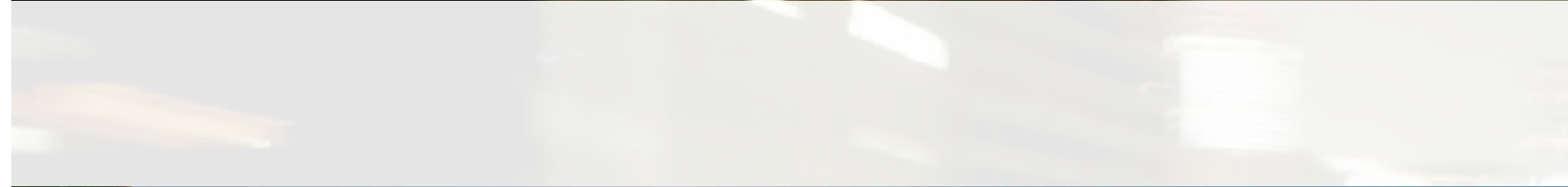


# GENERATING MEANINGFUL ENGAGEMENT



Sometimes we miss the fact that we are not just competing against other brands anymore. We are competing with all the content that is out there, from streaming services, to user-generated content to influencers. Consumers have never been so selective.

Following best practices on social and digital is important, but that's not what is going to make your campaign successful; creativity is.



# OUR FOUNDER



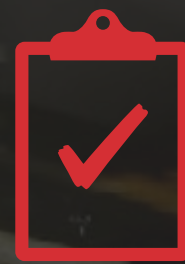
**Edgar Davis**  
Executive Director

Entrepreneurial Executive with over 20 years experience leading a successful Marketing, Media and CPG Company. Responsible for driving hundreds of millions in sales for many of North America's largest organizations. With a particular focus on the Sports, Beverage, CPG, and Retail Industries. Led many innovative first-to-market campaigns for these organizations, & remains a leading practitioner of creative marketing.



# WHAT WE DO

CREATIVITY - ATTENTION TO DETAIL - VALUE - RESULTS



## MARKETING STRATEGY

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Everything begins with building a blueprint. No campaign can move forward or be executed properly without a plan of attack. Working side by side, we assure that everyone is on board and of one mind. Collaboration is the key to building a strategy everyone understands and supports



## DIGITAL MEDIA PLANNING

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Traditional media is becoming more and more irrelevant for many businesses; but the digital landscape is ever expanding. With that comes a lot of uncertainty on how to navigate your brand successfully through new territory. We are proficient in all social media platforms and can lay the course that best suits your brand.



## CREATIVE CONTENT

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Here is where the fun happens! Whether we're relaunching a brand or producing a series of videos, combining all of our brand marketing knowledge with our love of design is how we arrive at content that engages your target audience like never before. We love to think creatively and gain you the attention your brand and business deserves.

# HOW WE WORK

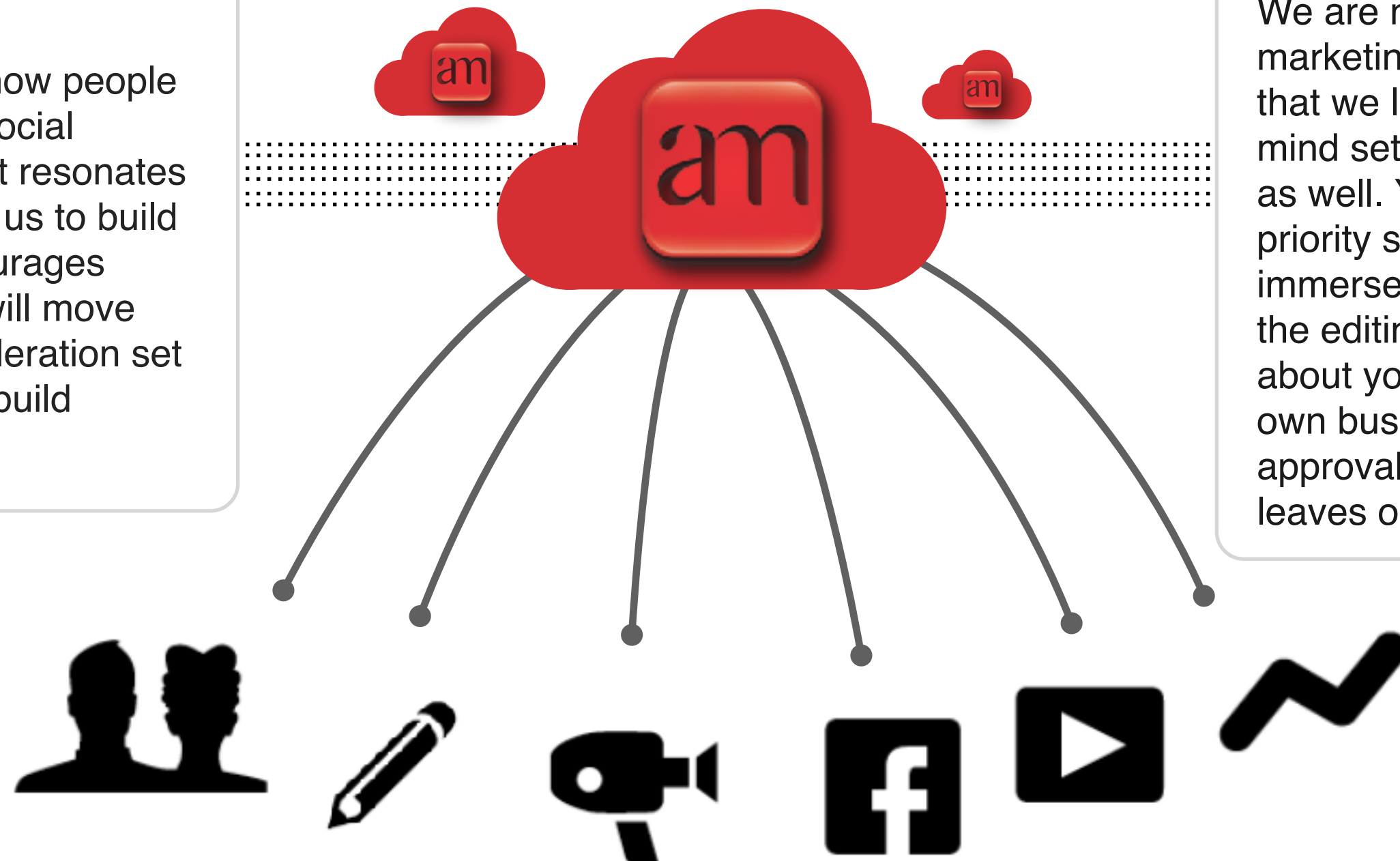
ASK QUESTIONS, LISTEN, CREATE, MEASURE

## STUDENTS OF HUMAN BEHAVIOUR

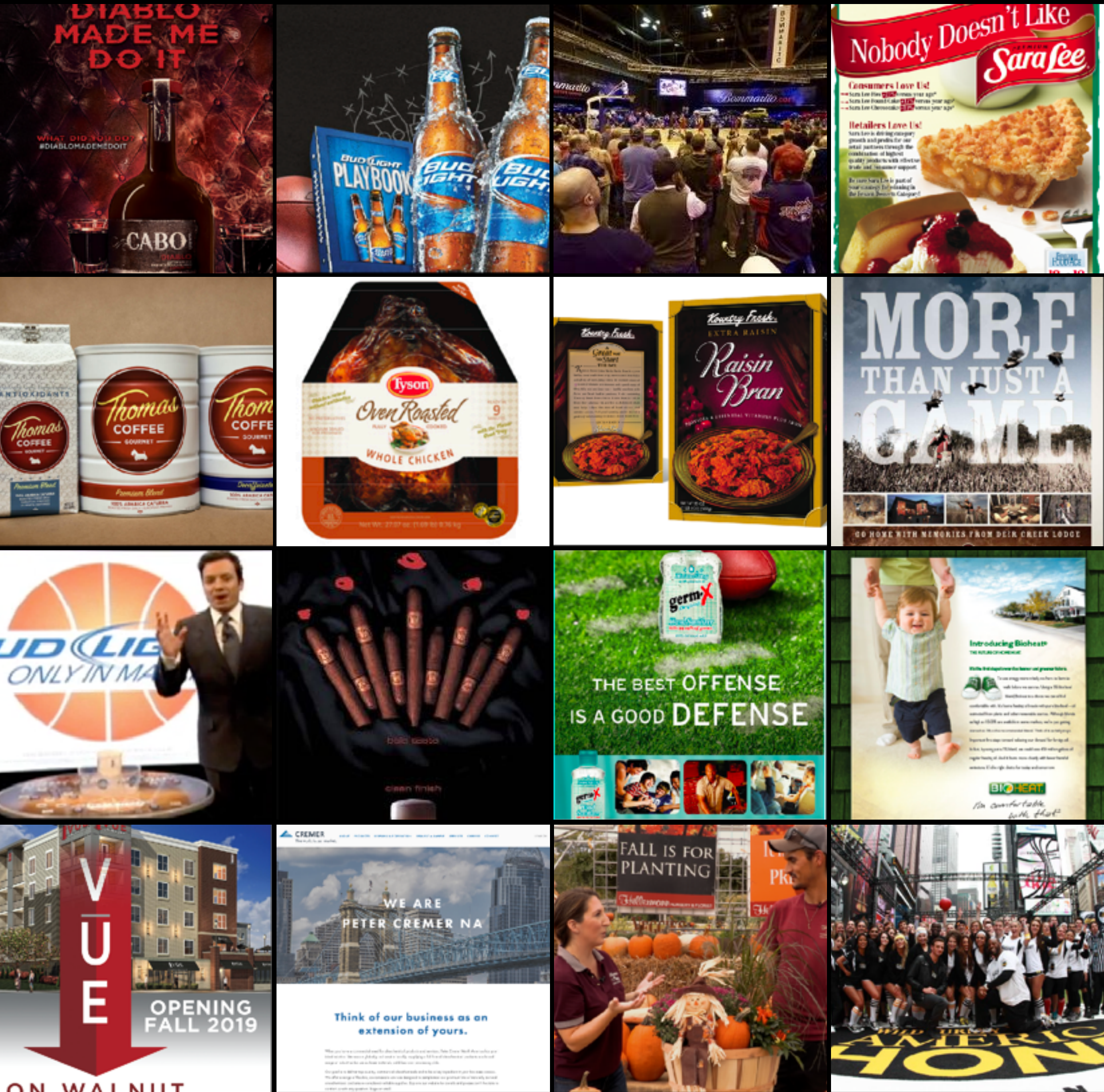
We pay close attention to how people behave while engaged in social media. Understanding what resonates with specific targets allows us to build effective content that encourages engagement in ways that will move your brand into their consideration set and hopefully drive trial or build loyalty.

## WE THINK DIFFERENTLY

We are not a color by numbers marketing agency and because of that we look at things in a different mind set. We are doers of the work as well. You are our number one priority so you will find us on set or immersed in the design or lost in the editing room because we care about you like we care about our own business. Our stamp of approval is on every concept that leaves our door.







# WE CREATE STUFF THAT WORKS

Brand Launch

Consumer Promotional

Brand Partnerships

Programmatic Advertising

Marketing Strategy

Video Production

Digital Media Buying

Social Media Execution



# MARKETING PLAN

TRADITIONAL / ANALOG - DIGITAL - EXPERIENTIAL - PR - INCENTIVE

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## STRATEGY IS THE MOST IMPORTANT STEP TO THE PROCESS

Everything begins with building a blueprint. No campaign can move forward or be executed properly without a plan of attack. Working side by side we assure that everyone is on board and of one mind. Collaboration is the key to building a strategy everyone understands and supports. Today's consumers are looking for relationships with brands & experiences that mean something to them.



# MARKETING ACTIVITY

TRADITIONAL - DIGITAL - EXPERIENTIAL - PR - INCENTIVE

## TRADITIONAL / ANALOG

- TV
- Radio
- Print
- Direct Mail
- OOH (billboards)

Print would be the only traditional form of marketing we recommend. Even then, only in a very targeted application. ie. **Print ad in trade publication** that reaches a specific target with a very specific message. *Possibly congratulating the team for an award just won.*

Many brands are shifting their spend away from the traditional forms of media due to the high cost and lack of true engagement with their customers and most importantly potential customers. *Think of Traditional media as a one way conversation with you talking at your customers*



# MARKETING ACTIVITY

TRADITIONAL / ANALOG - DIGITAL - EXPERIENTIAL - PR - INCENTIVE

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## DIGITAL

- Content Marketing
- Social Media - LinkedIn, Facebook, Instagram, Pinterest
- SEO - Search Engine Optimization
- SEM - Search Engine Marketing
- PPC - Pay Per Click
- Email Marketing
- Programmatic

*Digital marketing used to be seen as purely social media marketing. It's actually much more. Social is a big part of it but now **Content Creation** is seen as its own form of media.*

*Digital marketing and experiential marketing are the fastest growing segments within the marketing industry today.*

*Today's consumers are looking for relationships with brands and experiences that mean something to them.*



# MARKETING ACTIVITY

TRADITIONAL / ANALOG - DIGITAL - EXPERIENTIAL - PR - INCENTIVE

## Content Marketing

### What exactly is content marketing?

Content marketing is the strategic marketing approach of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

In short, instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.

Content marketing is good for your bottom line — and your customers

Specifically, there are three key reasons — and benefits — for enterprises that use content marketing:

- Increased sales
- Cost savings
- Better customers who have more loyalty

*Content is the present – and future – of marketing*

### Marketing is impossible without great content

Regardless of what type of marketing tactics you use, content marketing should be part of your process, not something separate. Quality content is part of all forms of marketing:

- **Social media marketing:** Content marketing strategy comes before your social media strategy.
- **SEO:** Search engines reward businesses that publish quality, consistent content.
- **PR:** Successful PR strategies address issues readers care about, not their business.
- **PPC:** For PPC to work, you need great content behind it.
- **Inbound marketing:** Content is key to driving inbound traffic and leads.

What if your customers looked forward to receiving your marketing? What if when they received it, via print, email, website, they spent 15, 30, 45 minutes with it? What if they anticipated it and shared it with their peers?

# MARKETING ACTIVITY

CONTENT STRATEGY - ACTIVATION - MEASUREMENT

## CONTENT STRATEGY PROCESS





# MARKETING ACTIVITY

TRADITIONAL / ANALOG - DIGITAL - EXPERIENTIAL - PR



## Social Media

ENGAGEMENT • ENGAGEMENT • ENGAGEMENT

Probably the most overused word in the industry today.

That's because in today's world of non-stop noise targeted at consumers, people have become increasingly skeptical and critical of marketing messages.

Words like... ENGAGEMENT, AUTHENTIC, RELEVANT, VALUABLE & VALUE, are all words often used when building a social media strategy

Going way beyond Facebook. Facebook is undeniably huge with literally over 8 billion engagements a day.

There is no question that Facebook will be a big part of how we distribute content and drive engagement.

However, most companies barely understand how leveraging LinkedIn and YouTube can drive engagement in much more targeted and extremely measurable ways.

LinkedIn is a great B2B lead driving form of media with extremely low cost

YouTube is actually a search engine and is ranked just behind Google. Doing a great job of creating quality video content will actually improve our SEO performance without paying large fees to SEO agencies.

Addressing key questions your customers have through our content will boost the likelihood we show up when they search for answers.

# MARKETING ACTIVITY

TRADITIONAL / ANALOG - DIGITAL - EXPERIENTIAL - PR - INCENTIVE

## Promotional

### Promotional, Value Add & Incentive

Promotional merchandise drives customer interest in your business. Promotional items are seen as one of the most effective marketing methods for business & brand promotion.

Promotional products are an incredibly powerful marketing tool since they allow a brand to connect with consumers by engaging their senses.

The right bundled Value Add provides additional value or reason for a customer to choose your product over another & elicit positive emotional attachment. A Promotional

Incentive is a type of bonus or added benefit a client receives in exchange for doing business with a company. Small and big companies use Promotional products to expand market reach & keep customers engaged with their brand. Increased sales.

*"Promotional products are as effective today, if not more, than 10 years ago,"*

Numbers don't lie – promotional products work.

A 2016 study by the Advertising Specialty Institute (ASI) explains everything you need to know about the effectiveness of promotional products. According to the study, most people keep promotional products for an average of eight months.

Yes, we live in a digital world. As such, online marketing seems to be the only thing marketers think of when trying to attract new business. I am even guilty of it myself.

With so many marketers focusing their marketing efforts online, promotional products have been neglected as a way to promote a business. Unfortunately, those of us who have abandoned the practice of using such items are missing out.

Branded giveaways and other promotional products have always been simple gifts: small promotional trinkets used by a company to promote a product or service. Think of them as a little souvenir that you can put on your desk to remind you of the company that gave them to you.



# MARKETING ACTIVITY

TRADITIONAL / ANALOG - DIGITAL - EXPERIENTIAL - PR

## User-Generated Content (UGC)

### What exactly is UGC?

User-generated content (**UGC**), alternatively known as user-created content (UCC), is any form of content, such as images, videos, text and audio, that have been posted by users on online platforms such as social media and wikis.

86% of millennials believe UGC is a good indicator of the quality of a brand.

50% of consumer's want a brand to tell them what content and share, only 16% of brands.

10X more views UGC gets on Youtube than content created and uploaded by the actual brand.

Partnership for streamlining community content management for large and small brands



# MARKETING ACTIVITY

TRADITIONAL / ANALOG - DIGITAL - EXPERIENTIAL - PR

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## PR

- Earned Media vs Unearned Media
  - Earned media is exposure gained through activity picked up by media without paying for the exposure.
  - This can have a big effect on awareness and driven by solid PR efforts
  - PR strategy benefits from our content and solid PR opportunities help create compelling content.

***Similar to Experiential, AMI has a relationship with a PR firm that is small but mighty. AMI will once again quarterback the PR activity, help scope the project and manage the agency to maximize the impact the activity can have.***



# ACTIVATION PLAN

ACCOUNT SERVICE & CREATIVE

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## ACCOUNT SERVICE

- Account service time is dedicated to strategic consulting, coordination and management of project and reporting results of activity

# ACTIVATION PLAN

ACCOUNT SERVICE & CREATIVE

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## CREATIVE SERVICES

- Includes, concept development, copy writing, designing work, shooting video and or still images, editing and final production and delivery of all files to the appropriate channel.