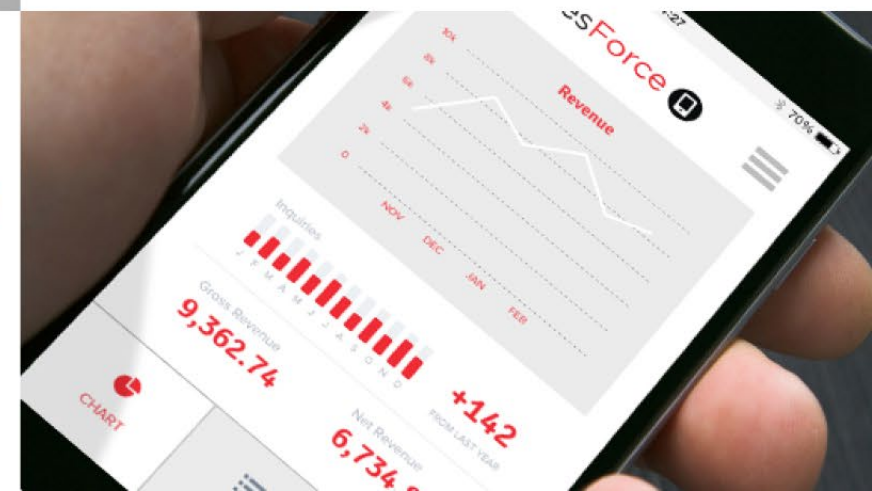
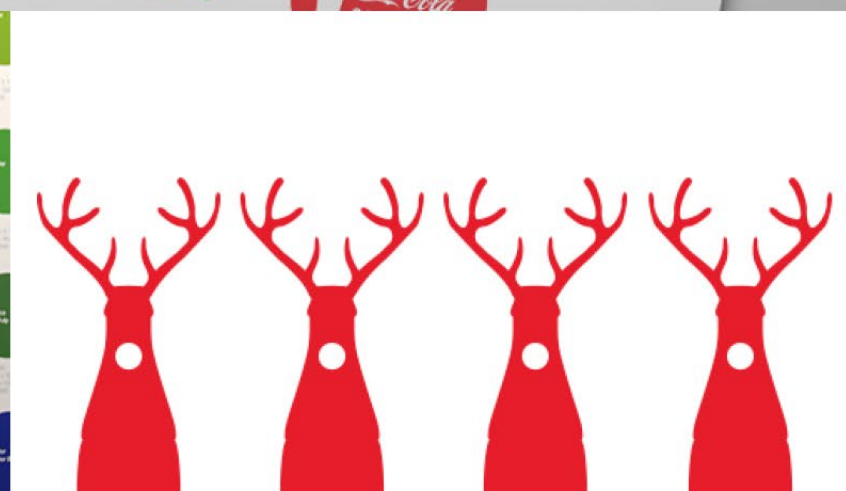








DO SOMETHING  
**AMAZING**







## Why eKOfreshment?

Supported by a \$100 million research investment, eKOfreshment is paving the way to a greener future with new technologies that will eliminate the use of hydrocarbons and significantly reduce gas emissions.



1.9MM units placed globally  
[VIEW OUR PROGRESS](#)



281 models are currently certified  
[VIEW OUR PROGRESS](#)

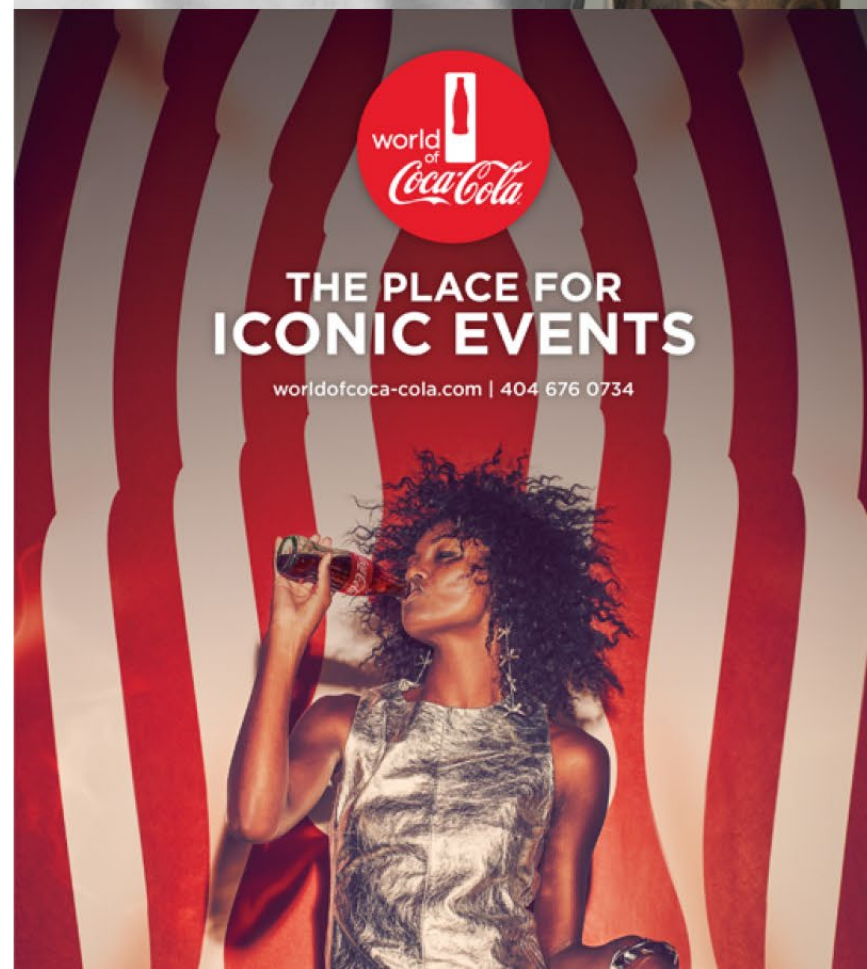
### eKOfreshment News

[View More News](#)

Countries Get Down to Business on Phasing Down HFCs  
2016 ...[Read More...](#)









# TCCC LEISURE TRAVEL APP

*Our team developed a mobile application to provide TCCC associates with an easily-accessible means of booking leisure travel.*

VIEW PROJECT





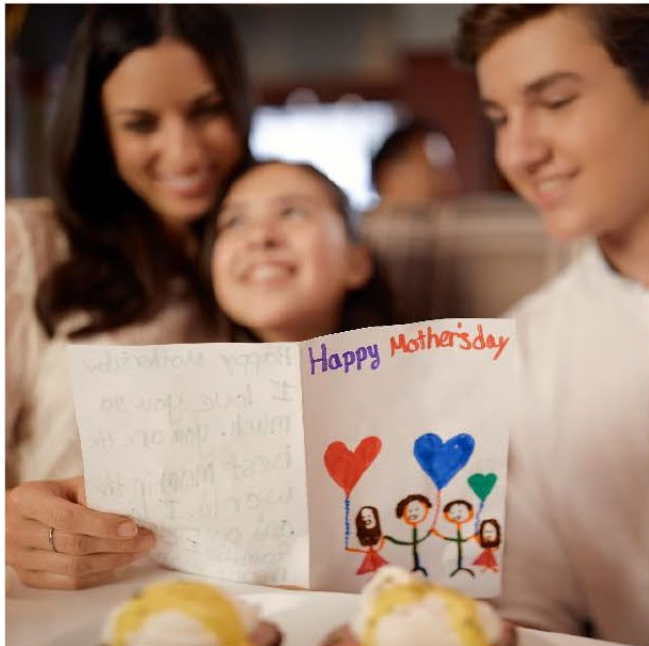






*celebrate*  
**YOUR SUPERHERO**

OPEN EARLY AT 10AM ON MOTHER'S DAY, MAY 12TH  
 WITH THREE-COURSE BRUNCH STARTING AT \$30.



Belle Glos, notes of citrus  
 combine with apricot and sweet  
 spices for a rosé every bit as

*unique and dynamic  
 as Mom.*



*cheers to*  
**YOUR SUPERHERO**

Make this Mother's Day hers for the taking, stirring, and shaking.

**BUTCHER  
 BLOODY MARY**

garnished with  
 charcuterie selects

\$X

**BELLE GLOS  
 PINOT NOIR BLANC**

featuring notes of citrus  
 and sweet spice

By the bottle, \$X  
 By the glass, \$X

**BERRY  
 MIMOSA**

infused with a  
 mixed-berry sorbet

\$X



LOGO SYSTEM

JAX BAINBRIDGE  
**EAST** FL  
TOWN CENTER

TOWN  
CENTER

*take the world  
by storm.*

—  
EAST  
—  
NO  
PLACE  
LIKE HOME

EAST

BAINBRIDGE  
TOWN  
CENTER  
**EAST**

BAINBRIDGE

**EAST**

TOWN  
CENTER

EAST

T  
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*live your best life.*

T  
C

—  
EAST  
—

TOWN  
CENTER  
**EAST**

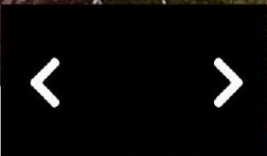
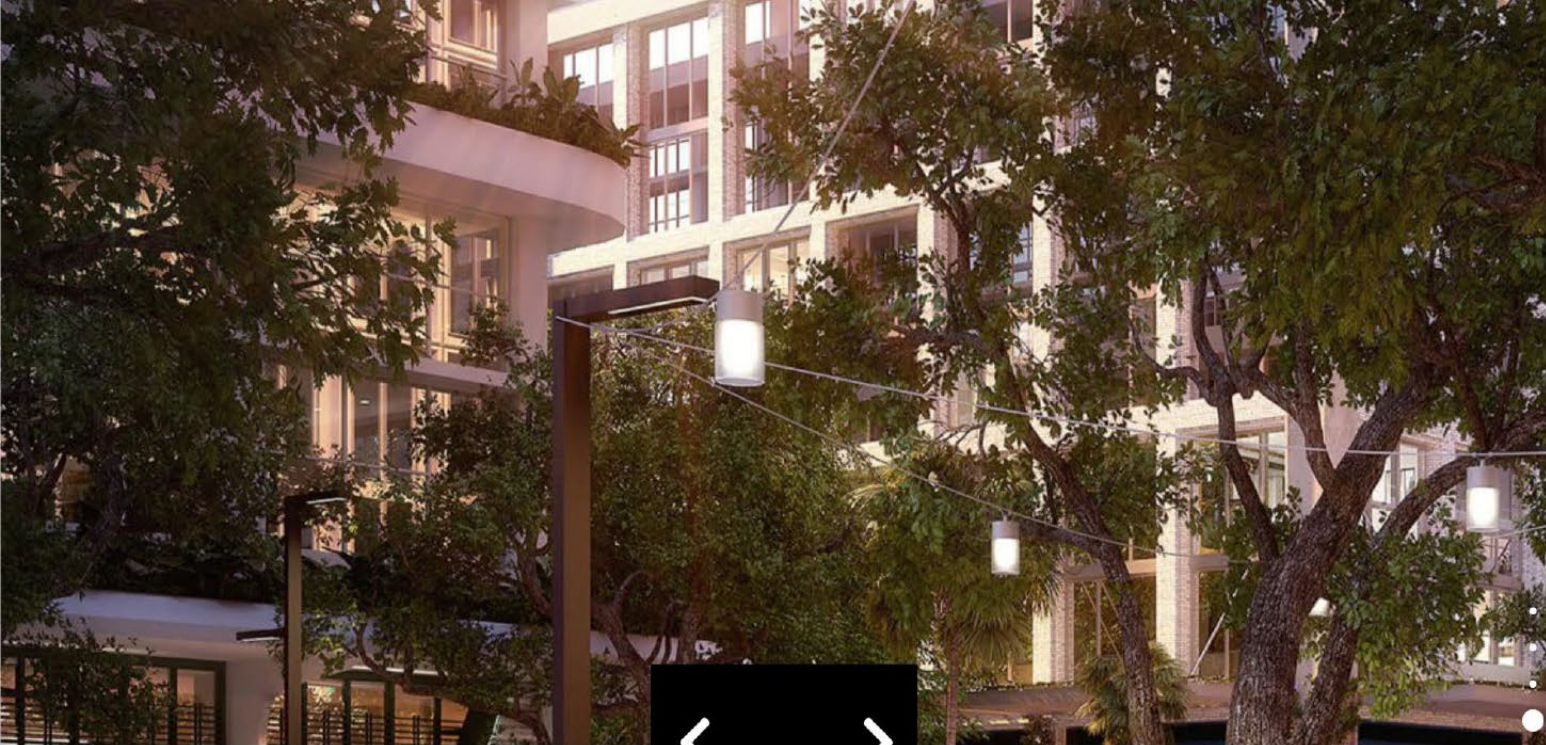
TAKE  
THE WORLD  
BY STORM

BAINBRIDGE  
**EAST**  
TOWN CENTER









# A New Kind of Gathering Place —

Each EDITION hotel is refreshing and original—designed for nuanced, enchanting, and truly memorable experiences.



WATER STREET  
TAMPA

THE  
TAMPA  
EDITION®



## A First for Our City —

As Water Street Tampa's first five-star hotel, The Tampa EDITION will be the cultural focal point of the Water Street Tampa neighborhood.









# Digital Marketing Trends Report 2020

# 2020

SPARXOO

Introduction

SPARXOO

## INTRODUCTION

### A new force in the marketplace.

Your guide to navigating the 2020 digital marketing landscape.

From Generation Z's sensibilities to micro-influencers to polarizing political influences, there are many forces coming into play for 2020 and beyond. The constantly changing digital marketing landscape continues to be challenging for marketers and brands.

Our 2020 Guide to Trends in Digital Marketing brings you ten core trends that will affect what's next in digital marketing and how you and your brand can navigate to success and stay on trend.

Go ahead. Dive in.

We hope you find inspiration as you explore what's next in digital marketing.

2

3

Trend 1  
Gen Z is here

SPARXOO

#### TREND 1 — GEN Z IS HERE

Ready to reach Gen Z? You have eight seconds.

Win the hearts of these fast-thinking, multiscroll swiftpies.



Eight seconds is less than it sounds. You have to win the attention of a Generation Z consumer in less than 10 seconds. That's how fast they scroll through their feeds. If you don't grab their attention in the first 8 seconds, you've lost them.

In your 2020 digital marketing strategy, make sure you're creating content that's short, snappy, and easy to consume. That's the only way to reach Gen Z.

The best part? When you create content that's short and snappy, you're also creating content that's easy to share. That's the only way to reach Gen Z.

Trend 1  
Gen Z is here

SPARXOO

#### Let your biggest fans join your brand.

Feature actual customers for your ads and testimonials.



84% of companies have a customer testimonial on their website.

#### Serve snackable content.

Get more views with short-form videos. Gen Z are heavy viewers of shorts.



70% of Gen Z users watch short-form videos on their mobile devices.

63% of Gen Z users watch short-form videos on their mobile devices.

#### Be brave with your mission.



69% of Gen Z users watch short-form videos on their mobile devices.

Be prepared to lose some of them when you share that vision.

Only 33% of Gen Z users watch short-form videos on their mobile devices.

33% of Gen Z users watch short-form videos on their mobile devices.

#### The Next Wave

Ready to reach Gen Z? You have eight seconds. Win the hearts of these fast-thinking, multiscroll swiftpies.

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