



**LEAD**

We believe we're here today because you want to **LEAD**.



And our agency partners, with an average of **15 years each** in the agency business, know how



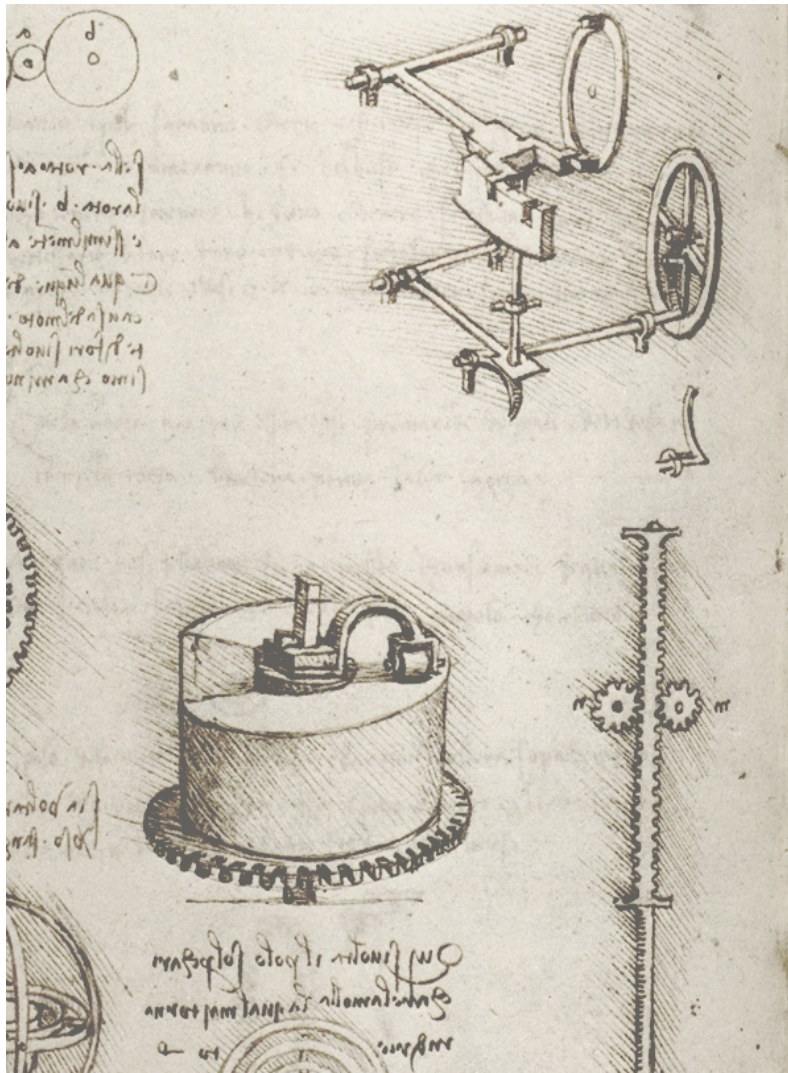
It's really pretty simple. We've learned that there are **5 qualities** that industry leaders have in common.



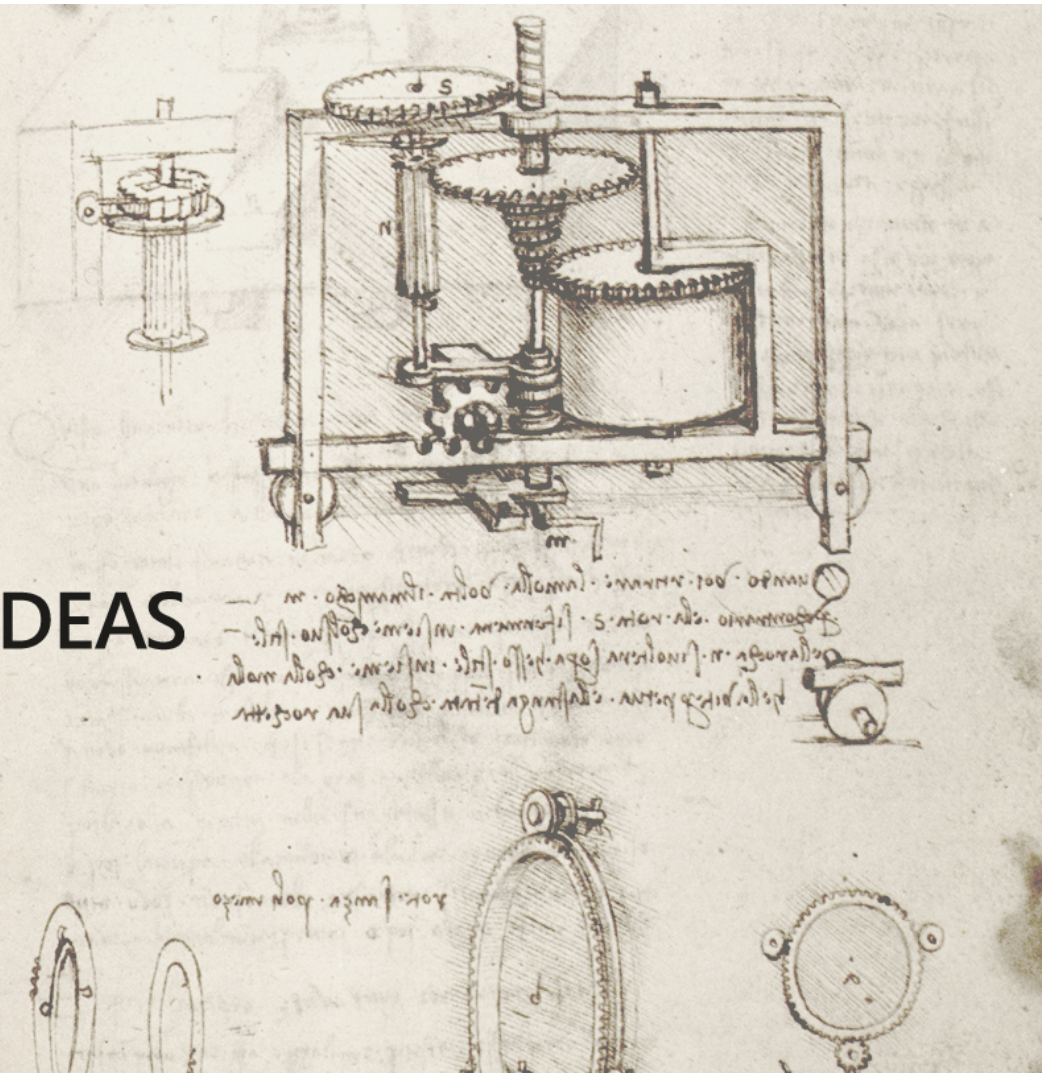
FOCUS



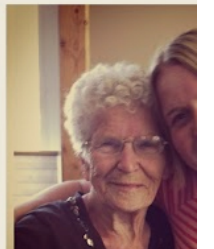
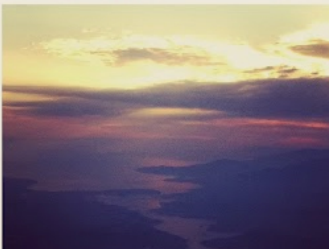
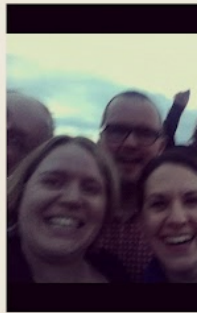
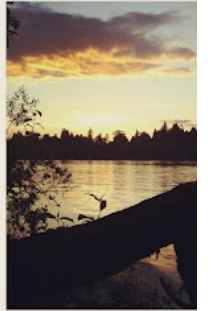
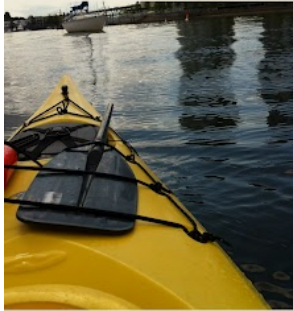
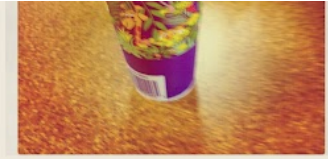
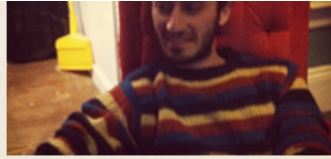
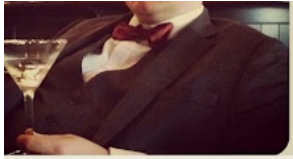




## IDEAS

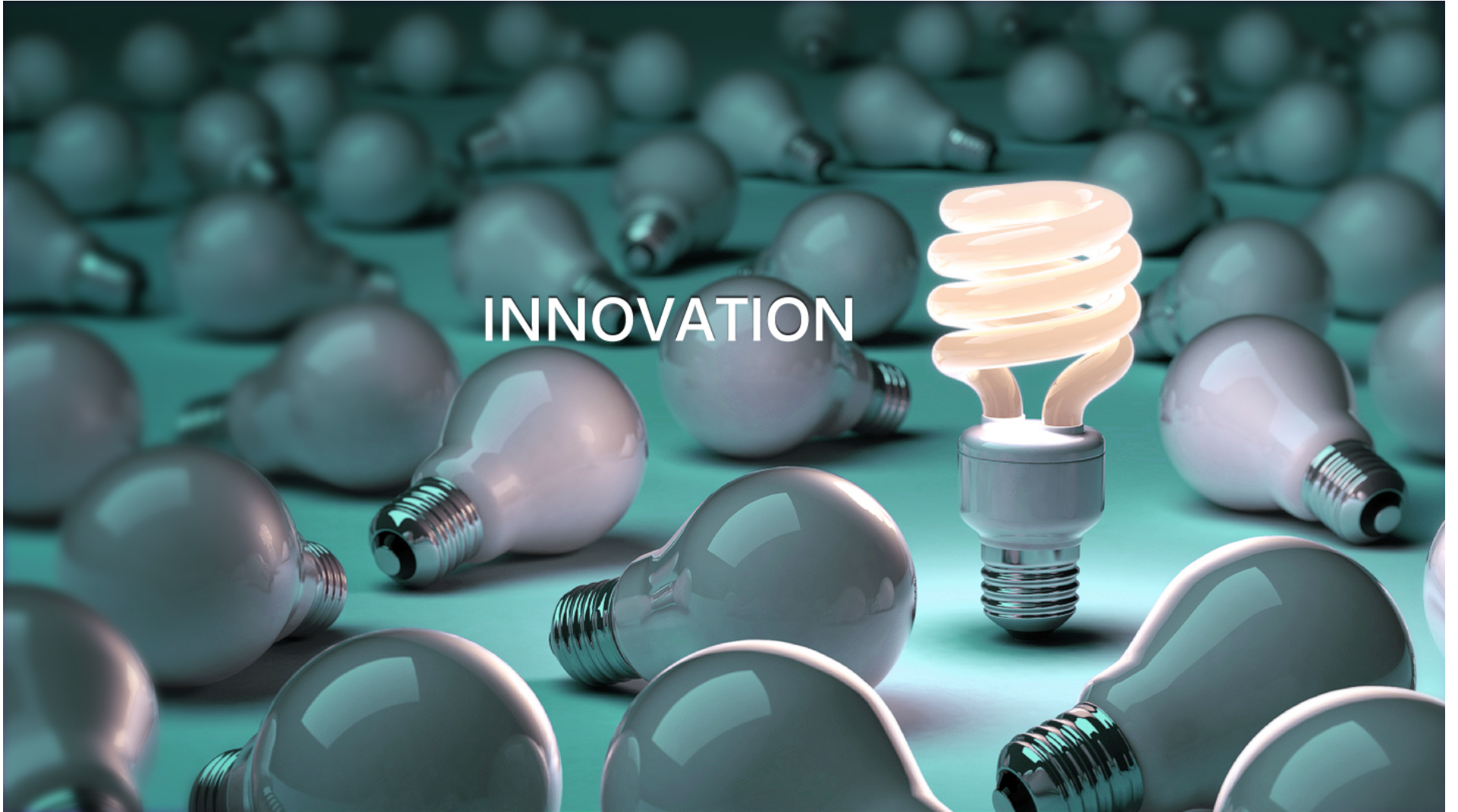








INNOVATION







COMMITMENT

So we deconstructed the traditional agency model that no longer leads businesses, and rebuilt it with these qualities at our core to drive **breakthrough results**.

OUR MODEL

Everything we do together has **focus**:

- Getting you to market faster than your competition
- Winning business at key moments your customers are in love with you
- Keeping them in love with you by nurturing their needs and desires



## We partner with people driven by ideas.

- We internally fund great ideas through our Leading Edge program.
- We save a portion of our profitability to make our partners more profitable.
- We reward loyal partners with research, development or campaign projects.

You need **people**, not process, working for you.

- “LEAD Lore” is our program for establishing a transparent dialog with you from day one.
- You have immediate access to everything we think, everywhere we are, and everyone we work with.
- We introduce you to game-changers, and hope you will return the favor someday.

We provide **innovation** natively because we live it.

- Improve process in a matter of days, not weeks.
- Source the new breed of knowledge workers:
  - Technology people engineering traditional campaigns to explore across social networks
  - PR people who are guerilla video experts driving top Google placements
  - Designers who test subtle shifts in a user's experience to rocket business results.
- We employ these types on your behalf.

## Our **commitment** as a partner takes three forms.

- Value: Services at our cost supplemented by a cut of the results we drive together.
- Retained: Discounted long-term work that buys industry exclusivity and confidentiality.
- Project: One-off, traditional agency engagements that let us prove ourselves.

**SOLUTIONS**

We are partners in success, working together on “**solutions**” not “services”

Our solutions **focus** on what every leading business is challenged with today:

- Brand Affinity
- Customer Activation Time
- Customer Lifetime Value
- Revenue Acceleration

- Our souls are **social**, the influencer of all media that grows Brand Affinity
- Our live are in our pockets, making **technology** key to Customer Activation Time
- Humans respond to great **design**, which turn raises Customer Lifetime Value
- Business must rally around customer-centered **strategy** for Revenue Acceleration



## Solutions: Social

- Social listening
- Content engagement calendar
- Brand-community connection planning
- Social experience design

## Solutions: Technology

- Analytics platform management
- Cross-device experience architecture
- Multi-channel marketing integration
- Application development

## Solutions: Design

- User-centered ideation
- Full-service digital and physical design
- Moments-based campaign development
- Transmedia storytelling

## Solutions: Strategy

- Multichannel analytics and planning
- Brand and launch planning
- Customer response optimization
- Customer loyalty and retention

CULTURE



## Partner Passion Team

Your personal concierge to the agency who will be in continuous contact with you throughout the year to ensure you are happy and relay back to our teams how we can constantly improve.

## Jargon-free Zone

We are active listeners – we are obsessed with truly understanding not only you but your customers. We pride ourselves in our ability to communicate with our partners effectively and engage audiences. If everyone understands each other, we create clear expectations, goals and messaging.





**LEADERSHIP**



ADVANCE



A photograph taken from the perspective of someone in a vehicle, looking out over a wide, dry dirt road that stretches into the distance. The sun is low on the horizon, creating a bright orange and yellow glow that fills the sky and casts long, soft shadows. The sky is a mix of light blue and orange, with a few wispy clouds. The landscape is flat and arid, with sparse, low-lying green bushes and shrubs scattered along the sides of the road. In the bottom left corner, a portion of the vehicle's frame, including a black metal bar and a blue-painted section, is visible. The word "AHEAD" is written in a large, white, sans-serif font, centered horizontally over the middle of the dirt road.

AHEAD