**WHO WE ARE:**

Advertisers are faced with daunting new realities when considering the various media they might use to get their messages across. Traditional media are losing control over their audiences. That means that advertisers can no longer feel secure that their ads on TV, on the radio or in print are going to receive mindshare. Gone are the days when television and radio programmers enjoyed captive audiences who happily sat through ad after ad, or planned their schedules around favorite shows. Consumers, especially consumers in younger demographics, now demand more and more control over what they watch, read and listen to, and thus more control over the advertising they might be exposed to.

Consumers are weary of being talked “at” by brands. They want choices, selections, not to be told “what to do.” The only way a marketer can stay ahead of their consumer base is to engage them in conversations.

In addition to traditional marketing tactics, as media and consumer consumption habits fragment ever more pervasively into the digital realm, traditional successes become less valuable.

Finally, as the country comes out of an economic slump, businesses have grown weary of the traditional marketing agency mantra that “branding tactics cannot be measured.” The result of which causes many companies to slash “unmeasurable” marketing spending and hire more sales staff, giving them the metrics they need to justify “spending money to make money.”

We are launching this to shatter that myth.

Through the use of our Active Branding™ methodology, tactics are used to actively drive revenues through measurable methods while building and strengthening the customer’s brand experience AT THE SAME TIME. Not just traditional “brand” advertising. We build the program around the client and their goals, REGARDLESS of the tactics. Kind of like a doctor will prescribe the best possible solution for your health regardless of whether he/she offers it from their office—referring you to labs, specialists, etc.

Active Branding is a logical, measurable method to marketing. No longer are you throwing money into a black box hoping there’s an outcome. Before we jump to expensive traditional media campaigns, we start with measurable tactics so we can test messaging. Starting with digital, then direct or drip marketing and finally a more expensive media campaign if necessary.

**Phase 1 – Planning and Messaging Development**

Identifying what makes client great, who needs to hear that story, and general tactics for telling that story.

**Phase 2 – Deeper Target Understanding/Research**

Listening to the marketplace through targeted research and analysis, testing the validity of the assumptions we developed in Phase 1.

**Phase 3 – Internal Brand Alignment**

Before taking the message to the market, we do an internal gut check to see if our message is truly supported by the business processes, people and culture.

**Phase 4 – External Brand Alignment**

Applying the new brand to digital tactics (website and search engine optimization) provides a fluid, low-risk way to test its validity. This is also a time to apply other tactics in smaller doses, or mini-campaigns, to mitigate risk before committing larger dollars and resources.

**Phase 5 – Brand Campaign**

All the work up to now has been to mitigate risk and optimize the strategy, messaging and tactics before investing too heavily in printing, media and other outside vendor costs. With a solid, field-tested plan in place, we go to market with an effective blend of tactics, measure the results, and tweak the campaign along the way.

**OUR FIRST TACTIC**However, first and foremost, we are a digital expert. Websites are no longer just electronic brochures. They are active marketing tools that build brands and drive traffic, probably more cost effectively than any other tactic.

So we focus on creating websites with a less frustrating user experience, drive traffic through SEO/SEM and build brand through social media marketing.

It used to be, your brand was led by your television campaign. Now it’s led by your online presence.

In short, we engage customers. Through their searches online, through social media, through drip marketing. We figure out what you’re great at and then go out and tell the world about it.

**KEY THOUGHTS:**

Engagement

We show you how to have conversations with your customers, not just preach to them.

We believe in the intelligence of people. They are smart enough to figure out when they’re being “marketed” to. So we keep it honest.

**Our mission: Success from significance**

Clients: You cannot engage your customer unless you have become significant to their life in some manner.

Business: You spend most of your life at work. We are already a significant portion of our employees lives, so we promise to make significant differences through empowerment, working environment, culture, learning, extracurricular activities, benefits, etc.

Employees: Every employee will strive to become significant to our clients—make their lives easier, every day. Make them look good for their bosses and companies. By becoming significant to them, they remain loyal customers. And every team member will be required to provide the same level of “service” to their co-workers.

Personal: Every employee, client, vendor will be encouraged to make a significant difference in their own lives and the lives of the people around them (especially their families), including the community. For example, employees will be “required” to take their vacations. They will be offered paid “Community Days” where they can take a paid day off to work for a charitable/not-for-profit organization.

POSSIBLE NAMES:

NAME: Praxis

**Praxis** is the process by which a theory, lesson, or skill is enacted, practiced, embodied, or realized. "Praxis" may also refer to the act of engaging, applying, exercising, realizing, or practicing ideas.

WHY: This is what we do. We analyze, then apply.

NAME: Sympatico

**Simpatico** means agreeable, likable, being on the same wavelength : congenial, sympathetic.

WHY: We believe way too many companies are talking “at” their customers instead of seeking to identify “likenesses” and relevant meaning to their lifestyle. Engage in conversations instead of talking at your customers.

NAME: Matchstick

**Matchstick** is a simple, common household device used to ignite a flame.

WHY: A small, seemingly insignificant item can cause a conflagration