

Case Study 1



Client: Halloween Horror Nights 20, 21 & 22

Goals: Grow brand awareness, excitement, and attendance for the theme park's Halloween oriented events. Grow engagement year-over-year and develop strategic partnerships & national promotions for the Orlando event.

Strategies: Developed international sales opportunities with top Tour & Travel companies, hotels & resorts, and media outlets. Engaged with potential customers on social media and create promotional opportunities with local and national companies to increase awareness.

Results: Attendance increased by 12% in 2010, 23% in 2011, and 17% in 2012 and as engagement increased so did the footprint of the event. By 2013, the event had expanded to include haunted houses in both Orlando theme parks.



Case Study 2

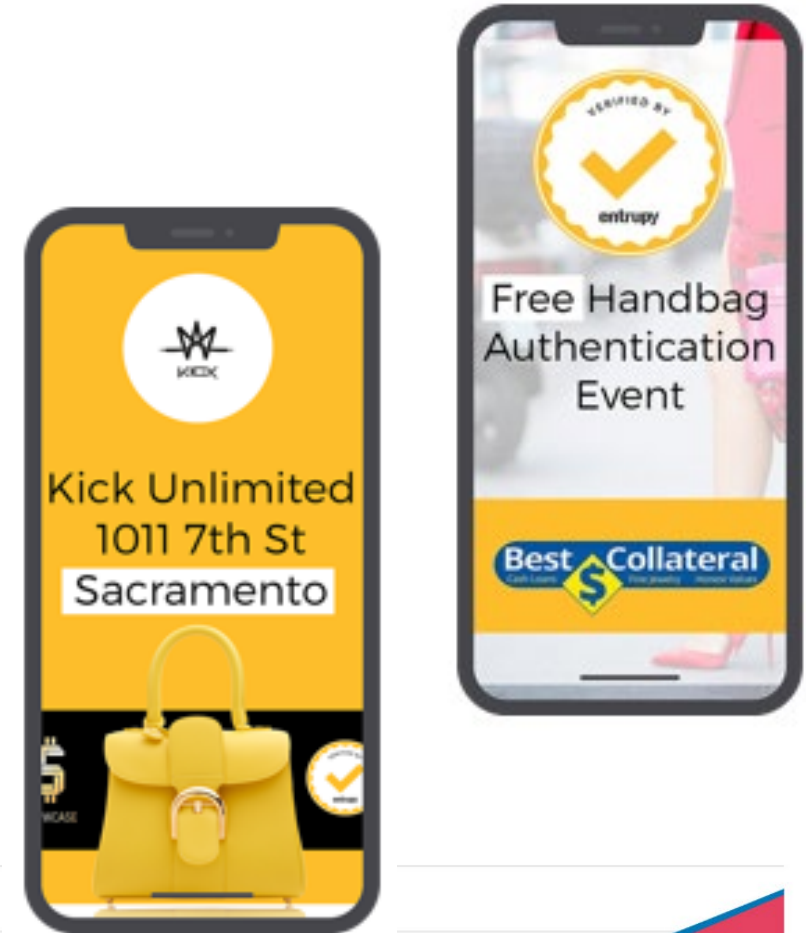


Client: Entrupy

Goals: Raise brand awareness, drive traffic, and increase fan base and service subscriptions.

Strategies: Helped the client adopt an “always on” approach to building organic growth. Create effective posts that catch the eye of prospective users/vendors, and build deeper relationships with existing luxury brand customers.

Results: Increased their brand awareness through social media. They achieved an increase of 63% in their audience growth.



IMPRESSIONS PER MONTH



Case Study 3



Client: Dodge Ram

Goals: Raise brand loyalty within the agricultural sector, drive traffic, and showcase power & strength of the brand and the vehicle.

Strategies: Featured local farmers in an emotional campaign showing daily use of the vehicle while highlighting reliability. Developed a campaign to go head-to-head with national minivan advertisements. Built alternative messaging for women with children.

Results: Brand sales jumped 9.3% in the first four months of the year in the U.S. led by Dodge's truck business, which surged 37.7% following the introduction of the targeted campaigns.



Case Study 4



Client: E.C.D. Automotive Design

Goals: Rebranding campaign including new website design & development, content creation, SEO, pay-per-click management, social media management, and a PR campaign that included a launch event in Malibu, California for two new vehicle styles.

Strategies: Cross channel digital rollout including coverage by national and international media coverage.

Results: We generated over 1 BILLION media impressions for the company while pushing organic search growth by over 30% and increasing sales by 21%!

