

OUR SERVICES

We're different – just like you. *Our principals have been a part of creating and placing over \$100M in creative for winning campaigns, each piece designed to achieve a specific result. We don't believe in cookie cutters. Our approach is unique, innovative and tailor-made.*

PHILOSOPHY

In an age of clutter with hundreds of TV and radio stations, we believe in media campaigns that cut through. Simple story-telling and crisp moving images are paramount to winning voter support.

Sounds simple, right? But many advertising campaigns still try to tell voters what to think, rather than creating an ad the audience connects to. Our relentless focus on disciplined research yields effective messaging and a 3-D approach that connects powerfully with voters. Before we craft the ad strategy and spots, we first "solve the puzzle" or "crack the code" of the election dynamic and determine how to win.

SERVICES

STRATEGY: **We see the big picture.** We collaborate with top pollsters to identify winning messages. Our cutting-edge approach creates a message that resonates with the public, consumers, and voters on an emotional level. We create one core message document that guides all campaign communication and materials and utilize gantt charts to identify key events and phases of the campaign. We help campaigns drive events, rather than the other way around. This allows us to stay on the offensive as the race unfolds.

CREATIVE: **Your spots will stand out.** Our team will develop a strategy to effectively communicate your best messages to target audiences. We always take a creative approach, producing emotional and memorable spots with high production value. After developing the core message document and strategic plan, our team will present a creative memo containing spot concepts to begin the creative development.

PRODUCTION: **We produce award-winning spots.** We work out of the largest full-service media production facility in the Midwest, with the capacity to create and place stunning ads nationwide. We collaborate with Emmy award-winning producers, editors and sound engineers who create the highest quality spots within your budget and timeline. Once the ads are edited, we'll test them for maximum impact, tweak as needed, and track their effectiveness as they air.

MEDIA BUYING: **We utilize the best technology and data** to develop the most strategic and efficient media plans to ensure your money goes the farthest towards reaching your targets. In addition to placing your ads, we provide a competitive tracker that outlines the movements of the opposition in real-time, allowing for quick, strategic adjustments.