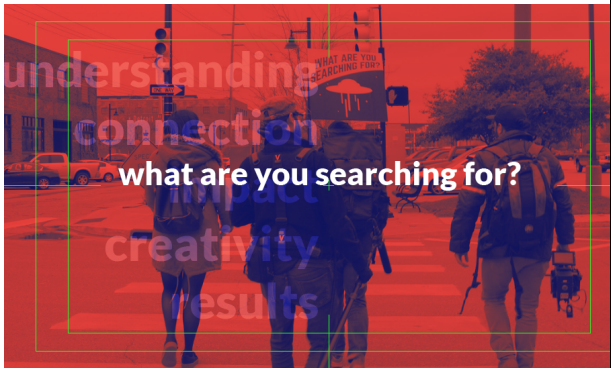
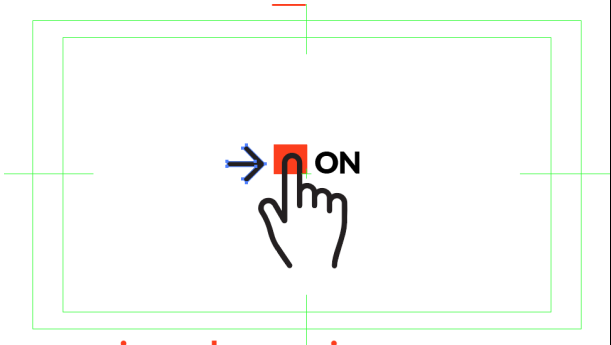
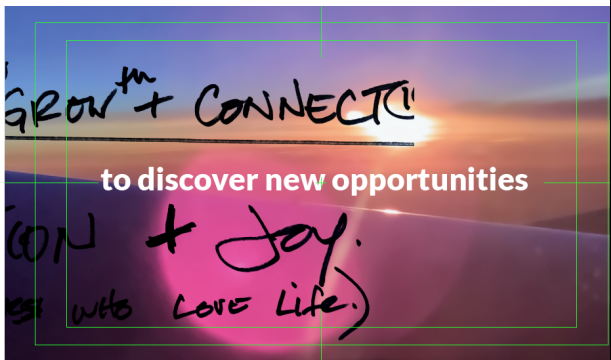


45' sec AGENCY REEL OUTLINE

We want to introduce the viewer to our agency in a sophisticated, energizing and fun manner. Unlike traditional agency reels, we want to walk the viewer through the various stages of our approach to the work, highlighting the value we place on every aspect of our practice. From discovery and immersion to curious- "what if? thinking", on to expert execution, monitoring and reporting (results), this reel should tell the story of a team that is highly dynamic, energized, creative and business savvy. **We want to show the range, quality and depth of the work we do.**

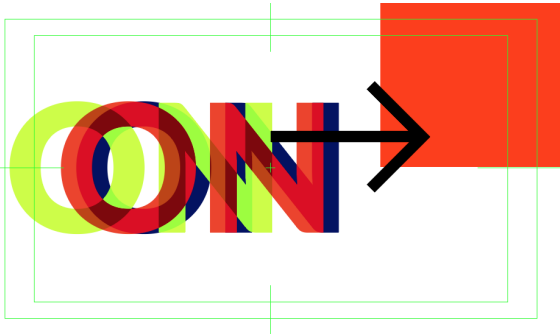
General Story Line

Opening	Immersion & Discovery	What if Thinking, Curiosity & Exploration	Execution, craftsmanship, design expertise, etc.	Monitoring, reporting - RESULTS	Strong CTA / Closing
Strong-intriguing statement: What are you searching for?	IMAGES OF FOCUS GROUPS, STICKY NOTES MAPPING PERSONAS SLIDERS / STRATEGY SESSIONS ETC	MAN IN THE STREET road maps, connection briefs, etc SKETCHING, MOODBOARDS/ DESIGN FILES (Galveston Bridge type ideas...) MEETINGS,	FINISHED WORK: ID SYSTEMS, WEBSITES, ADS, SM POSTS, SIGNAGE/ ENVIRONMENTAL, ACTIVATIONS, BLOGS MOTION GRAPHICS, VIDEO / SM CONTENT ETC.	ANALYTICS, FINANCIALS, ENGAGEMENT STATS, MORE WORK SAMPLES	CURIOUS? LOGO ANIMATION SIGNOFF URL

		- Client Map? - Media channels montage?
	- Understanding - Connection - Impact - Creativity - Results	- Agency Stats? - Images of Dallas, Tulsa, Denver, etc? -
	- Curiosity curve - Whiteboard writings and diagrams -	

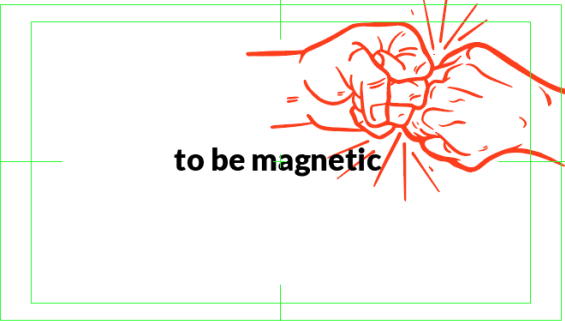
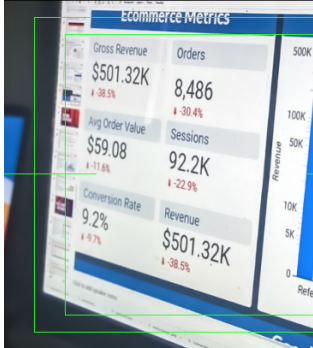
And dig deeper	- Man in the street images - Mobility studies - Audience segmentation - In market behind the scenes	- Raleigh Immersion work sessions - Las Colinas Immersion - Interview footage or stills - Analytics (data) - Lake County trip - Ulster trip - Martin County trip - Decorah trip
to be curious		
		- Galveston Bridge - Hate Wall - Brooklyn mural -

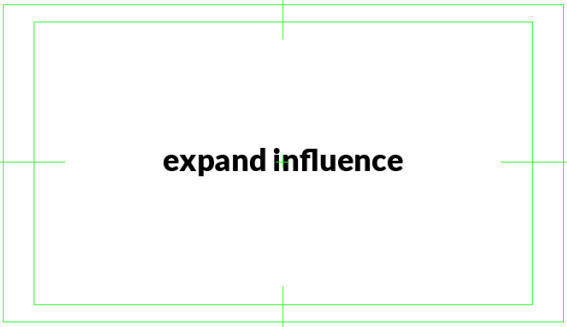
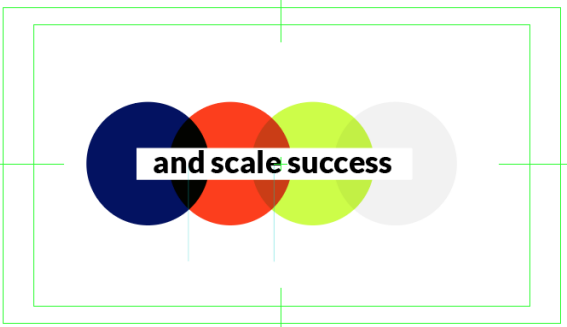
finding YOUR truth



Creative Work:

- Mingo Press (mailers + digital campaigns)
- Bravado (?)
- PSO (watts campaign)
- Ulster County (identity + ad campaign)
- Lake County (identity)
- Martin County (identity + ad campaign)
- Bellevue
- Iowa City (identity + ad campaign)
- Mother Road Market (identity + signage)
- McCurtain County (video + design)
- Ardmore (video + design)
- CareerTech

 to be magnetic		Website Work: - Bootlegger - Decorah - Lake County - Martin County - Mingo Press
 make new friends		- Watts Campaign -
 deepen connections		Tupelo rock-paper-scissors video

 expand influence		
 and scale success		
 ON like a giant.	Infinity loop	

 medium giant A MEDIA + MARKETING COMPANY	- URL? -	
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