



ALLIANCE
creative group

DIGITAL & EXPERIENTIAL MARKETING CAPABILITIES

January 2017



LANDSCAPE

Today's customers are more connected than ever. They live between offline and online experiences, and look to friends and peers to inform their choices and opinions.

They are busy and the marketplace is cluttered. Capturing and keeping their attention can be a challenge. **So, how do you truly build a long-lasting relationship with your customer? Let a proven partner show you how.**



ABOUT

WHO WE ARE

Alliance Creative Group (ACG) is a full service marketing agency with core competency in Product Development, Digital & Experiential Marketing, and Custom Software Development.

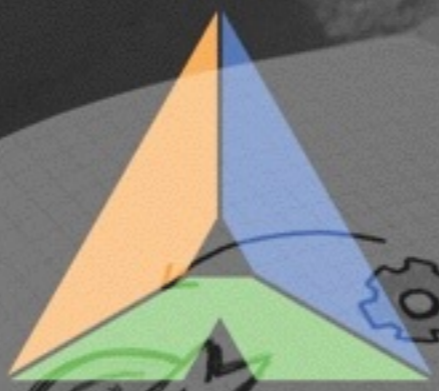
For more than 18 years, we've worked with highly recognized brands and **connected their products and services to their customers through seamless online and offline experiences.**

WHAT WE DO

Our focus is to help clients better engage with their customers in an authentic and relevant way, while adding value to their business and future marketing objectives.

We leverage a unique blend of brand strategy, creative design, social media, search marketing, technology, and live experiences to **reach new customers, track their journey, segment the data, and convert them to advocates.**

SERVICES



OUR SERVICES

Brand Strategy

- Brand Identity Development
- Brand Positioning Development
- Consumer Exploratory Research
- Customer Prospecting
- Ethnographic Research
- Ideation Workshops
- Product & Concept Testing
- Product Launches
- Quantitative & Qualitative Research
- Target & Opportunity Identification
- Usability Testing

Experiential

- Event Marketing
- Grassroots Marketing
- Product Sampling & Placement
- Sponsorship Activation
- Street Teams
- Celebrity Meet & Greets
- Grand Openings & Product Launches
- Fashion Shows
- Concerts & Live Engagements
- Corporate, Social & Charitable Events
- Workshops & Networking

Technology

- E-commerce
- Digital Strategy
- User Experience (UX)
- Information Architecture (IA)
- Web Design & Development
- Content Management Systems (CMS)
- Customer Relationship Management (CRM)
- Mobile Design & Development
- Custom Software Development
- Big Data Storage & Optimization
- Cloud Services Infrastructure, Platform & Apps

Creative & Design

- Art Direction
- Brand & Program Identity
- Content Creation
- Experiential Events
- Graphic Design
- Integrated Campaign Ideation
- Printing & Packaging
- Strategy & Planning
- Digital Ads

Social Media

- Content Development
- Customized Social Media Measurement
- Influencer Outreach & Activation
- Lead Capturing
- Paid Social Media Planning & Buying
- Social Listening, Insights & Audits
- Social Media Marketing
- Social Strategy

Search Marketing

- Analytics
- Automation
- Content Marketing
- Organic - Search Engine Optimization (SEO)
- Paid Search - Search Engine Marketing (SEM)
- Performance Marketing

EXPERIENTIAL SERVICES

We create comprehensive live experiences to enhance and deepen the connection between our clients and their customers. Our experiential services also include:

Planning & Production

- Event Concept Creation
- Event Budget Development
- Brand Strategy
- Production Management
- Sound & Lighting Design
- Run-of-Show Schedule
- Risk Management
- Logistics & Permitting
- Security
- Gift Bags & Premiums
- Photo & Video Production
- Invitation Design
- Direct Mailing

Creative

- Environmental Design & Production
- Event Brand Messaging
- Collateral Design
- Copywriting
- Web/Microsite Development
- Social Media Campaign Dev
- Graphic Design

Staffing, Talent, Vendor & Sponsorship Acquisition

- Staff Sourcing & Interviewing
- Staff Hiring & Training
- Day-of Management
- Position Identification
- Talent Negotiations
- Vendor Partnership Negotiations
- Hospitality Services
- Sponsorship Acquisition
- Sponsorship Activation
- Sponsorship Platform Dev
- Sponsorship Negotiations

Marketing & Measurements

- Online Promotions
- Email Marketing
- Interactive Event Technology
- Press Release Creation & Distribution
- Photo & Video Documentation
- Customer Insights
- Recap & Event Feedback
- Reporting

OUR APPROACH

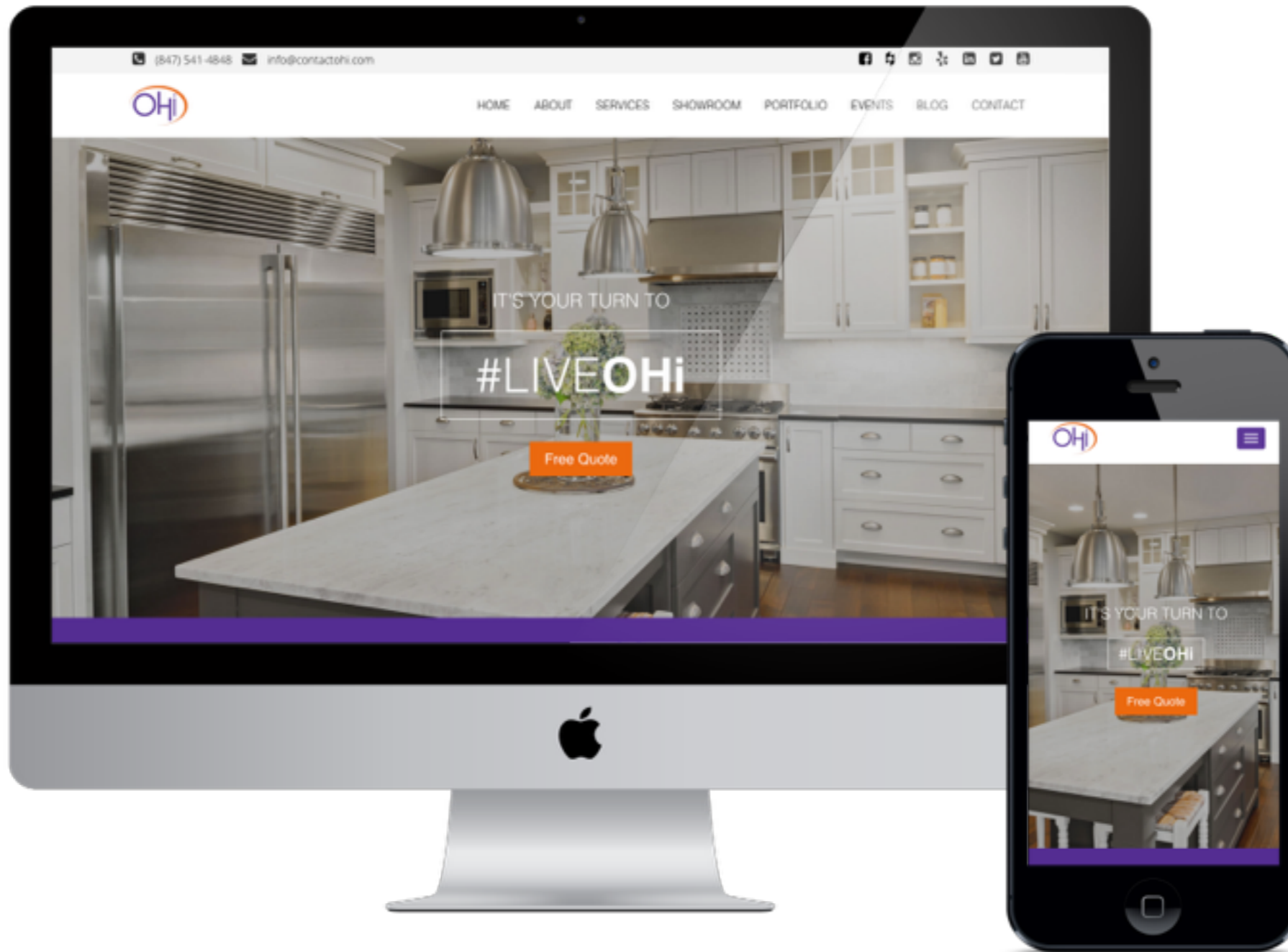
We apply our expertise in four focus areas and across twelve core disciplines:

Discovery	Strategy	Production	Distribution
Research	Ideation	Design	Digital
Insight	Planning	Content	Social
Analysis	Measurement	Platform	Experiential



WORK

OUR WORK



OHi - Multifaceted Digital & Physical Marketing Campaign

Art Direction // Content Creation & Ideation (Photo, Video, Copy) // EDDM // Magazine Ad Designs // Billboard Design // Website Design & Development // Google AdWords Management // Social Media Marketing and Management (including Ad Spend) // Analytics Management // Customer Segmentation // Email Newsletter Creation & Management // Custom Service Integrations // Trade Show Signage Design & Print Collateral // SEO

contactohi.com



OUR WORK



Play Hard Hoops - Online Marketing Campaign

Photo & Video Content Creation // Art Direction // Commercial Scripting & Voiceover
Mobile-Responsive Microsite Design & Development // Lead Capturing
Hyper-Local Targeted Social Ad Spend (Deployment & Management)

skills.playhardhoops.com

OUR WORK



Spin-Digger - Custom Packaging + E-commerce Website

Product Packaging Design & Printing // Mobile-Responsive Website Design & Development w/ E-commerce
Functionality // Content Creation (Including Copy, Photos, and Videos)
CRM Development w/ Customer Interaction Tracking

spindigger.com

OUR WORK



LF Juice - Action-Based Marketing Campaign

Customized Mobile Digital-Scratch Off Creation // Customer Data Capture w/ Segmentation Mobile-Responsive Landing Page Design & Development // Social Media Marketing w/ Hyper-Local Targeted Social Ad Spend // Content Creation (Photo, Video & Design) // Performance Measuring & Optimization

play.lfjuice.com

OUR WORK



Acquaviva Winery - Multifaceted Digital Marketing Campaign

Drone Video Capture // Photography // Graphic Design // Wine Label Printing // Online Brand Awareness
Strategy // Customer Segmentation // Mobile-Responsive Landing Page Design & Development
Paid Ad Spend Management (including Audience Targeting)

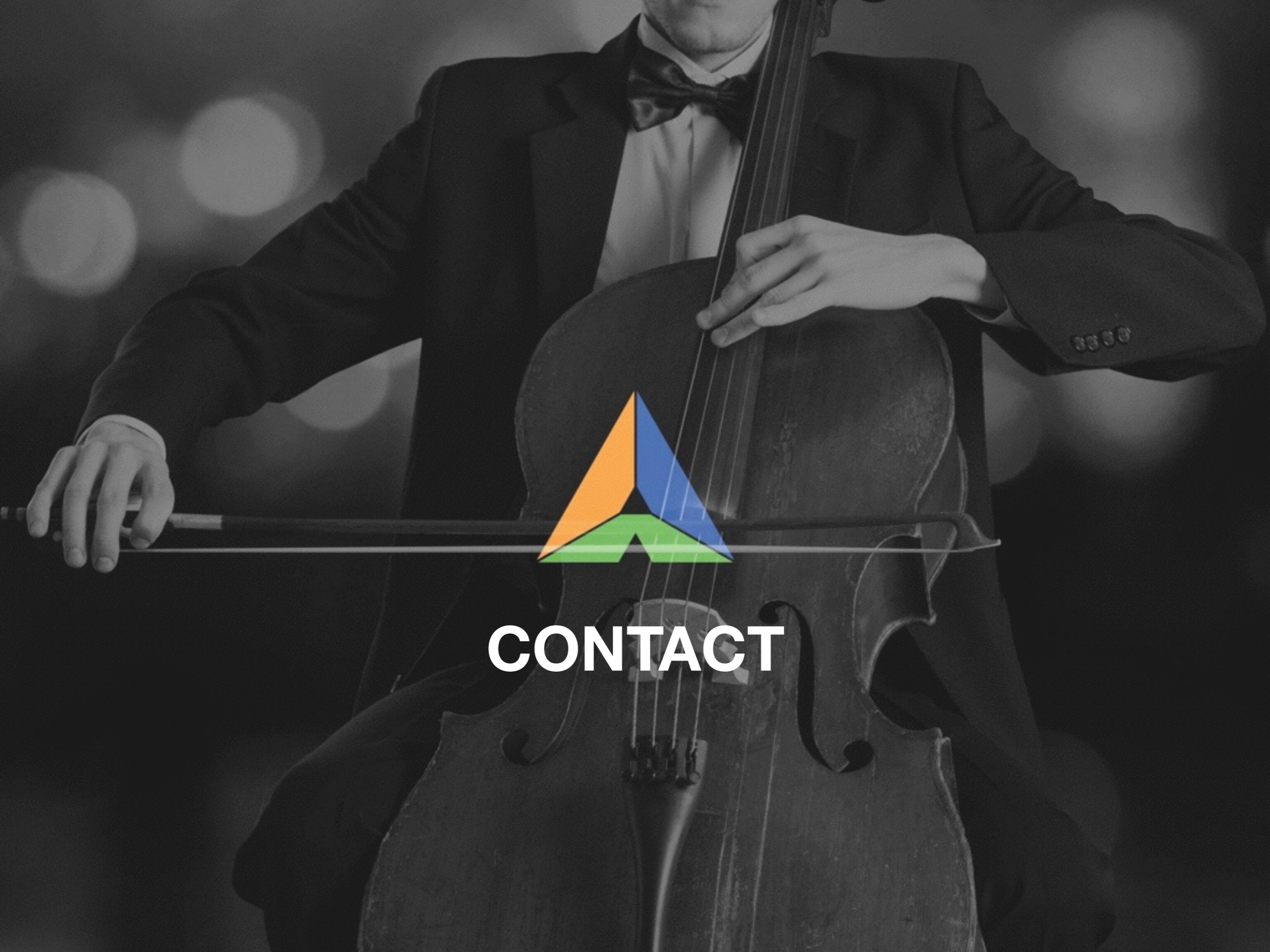
weddings.acquavivawinery.com



CLIENTS

OUR CLIENTS





CONTACT

Ready to get started?

Click [here](#) to schedule a call.

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CONNECTING PRODUCTS TO CUSTOMERS

AllianceCreativeGroup.com