



ALLIANCE
creative group

STOCK SYMBOL: ACGX



CONNECTING PRODUCTS TO CUSTOMERS
CREATIVE PACKAGING & DIGITAL ENGAGEMENT



We believe the **SIMPLEST PROCESS**
creates the **GREATEST RESULTS.**

ACG HELPS **YOU** ACHIEVE GREAT RESULTS IN **3 SIMPLE STEPS**



**CREATIVE
PROCESS**



**DIGITAL
ENGAGEMENT**



**PRINT &
PACKAGING**



DISCOVERY

MARKET
RESEARCH

INTEGRATING
CREATIVE

CREATIVE PROCESS

STRATEGY

IMPLEMENTING
IDEAS

CREATING
DESIGN
ASSETS

BRAND
CREATION &
MANAGEMENT

STRUCTURAL DESIGN



PROJECT VISION
& STRATEGY

PROTOTYPES

VMI, LOGISTICS
& SUPPLY CHAIN
MANAGEMENT

PRINT & PACKAGING PROCESS

PRODUCTION
PLANNING

ASSEMBLY
& KITTING

PROOFS

PRESS APPROVALS

COLOR
MANAGEMENT



LEAD GENERATION

WEBSITES
& E-COMMERCE

DIGITAL
EXPERIENCE

SOCIAL MEDIA
& ONLINE
COMMUNITIES

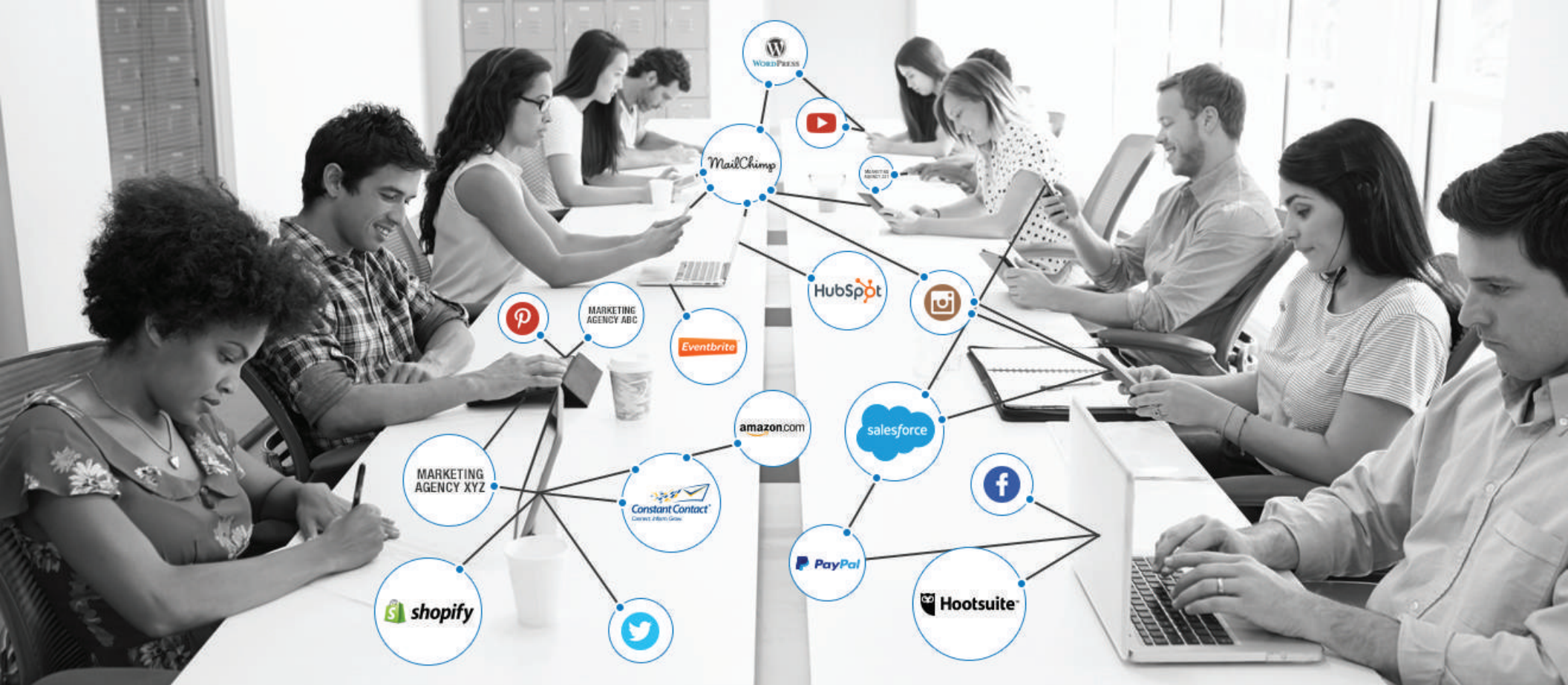
DIGITAL ENGAGEMENT

MOBILE APPS

SURVEYS,
CAMPAIGNS
& CONTESTS

LOYALTY & REWARDS

LIVE
EVENTS



TODAY'S FRAGMENTED MARKETING PLATFORMS CAN BE OVERWHELMING!

BRANDS USE MULTIPLE PLATFORMS TO MANAGE CUSTOMERS, REWARDS, EVENTS, NEWSLETTERS, SOCIAL MEDIA, AND MORE

IMAGINE IF YOU COULD EASILY ENGAGE WITH YOUR CUSTOMER THROUGH MULTIPLE CHANNELS, ALL FROM ONE CENTRAL INTERFACE

IMAGINE IF YOU COULD SEE THE WHOLE RELATIONSHIP IN ONE PLATFORM

WELL, NOW YOU CAN.

WE HAVE THE FIRST PLATFORM TO BRIDGE CRM, MARKETING AND SALES INTO A SINGLE, SEAMLESS CUSTOMER ENGAGEMENT SUITE

A man in a grey suit is seen from the back, sitting at a desk. He is looking at a computer monitor. The monitor displays the PeopleVine logo, which consists of a green icon of three overlapping squares followed by the word "PeopleVine" in a bold, black, sans-serif font. The background is a bright, out-of-focus office window with greenery outside.

PeopleVine

THE SIMPLEST CLOUD-BASED CUSTOMER ENGAGEMENT MARKETING PLATFORM TO HELP BRANDS CONNECT, ENGAGE, TRACK, AND BUILD BETTER BRANDED CUSTOMER EXPERIENCES



 **PeopleVine**



REVOLUTIONIZING THE WAY OUR USERS CONNECT TO, LEARN ABOUT
AND BUILD VALUABLE RELATIONSHIPS WITH THEIR CUSTOMERS
ACROSS EVERY DEVICE



WHO DO WE HELP?



HOSPITALITY

AUTOMOTIVE

SPORTS & ENTERTAINMENT

BEAUTY & FASHION

CPG

TRAVEL & LEISURE

HEALTH CARE

CHARITIES

MANUFACTURING

FAITH BASED ORGANIZATIONS

HEALTH & FITNESS



PRODUCT CREATION: UBER

OBJECTIVE

Create a high-end welcome/starter kit for UBER drivers that delivers an easy to follow instructional presentation & premium user experience. Included in kit: iPhone, instruction booklet, UBER driver light, cables & accessories.



SOLUTION

Structure: 2 piece telescoping set up box, 3-panel hinged folder with recessed cavity to house iPhone and slots for UBER driver light.

Processes: 3-color black + 2PMS - soft touch aqueous - foil stamping - soft touch laminate - spot UV - litho lamination - die cutting - gluing

LOYALTY CONTEST & GAMIFICATION: ZIPCAR

OBJECTIVE

Zipcar wanted a fun way to incentive their clients and build brand loyalty.



The image displays the Zipcar gamification interface across three devices: a laptop, a tablet, and a smartphone. The interface is filled with various achievement badges, each with a unique icon and name, such as 'KING OF THE ROAD', 'BUSY BEE', 'SOCIAL BUTTERFLY', 'WEEKDAY NINJA', 'TEXTY', 'COLLEGE', 'STAY ASSY', 'WORKER BEE', 'MOONLIGHTING', 'EARLY BIRD', 'QUEEN BEE', 'BLOCKBUSTER', 'SWABSTER', 'FIRST TIMER', 'WEEKEND WARRIOR', and '#NAME DROP'. The central text reads 'earn the crown by racking up points'. Below the badges, there are icons for 'rules' (a magnifying glass) and 'reserve' (a car icon), with corresponding text: 'Get the scoop on the game and prizes.' and 'Time to earn badge! Book a Zipcar.' The laptop screen shows a 'my points' section with a table of points earned. The tablet screen shows a 'Leaderboard' table with columns for Rank, Username, Points, and Status. The smartphone screen shows a similar interface with a large 'Z' logo.

Rank	Username	Points	Status
1st	Jordan G.	17,289	Completed
2nd	Tony P.	1,150	Completed
3rd	Kevin B.	790	Completed
4th	Jordan G.	790	Completed
5th	Jordan G.	485	Completed
6th	Samuel W.	390	Completed

Date Earned	Activity Completed	Points Earned
1/1/2015 11:11	Book a Zipcar	+100 points

SOLUTION

The campaign created a friendly contest where clients received points and badge levels based on car rental usage and increased Zip car's rentals.

PRODUCT CREATION: WELLNX

OBJECTIVE

Wellnx needed a 2-pack carton and display solution.



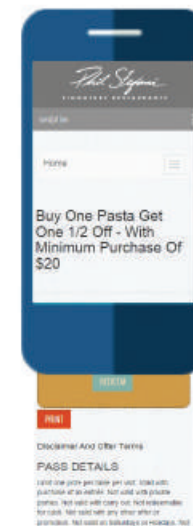
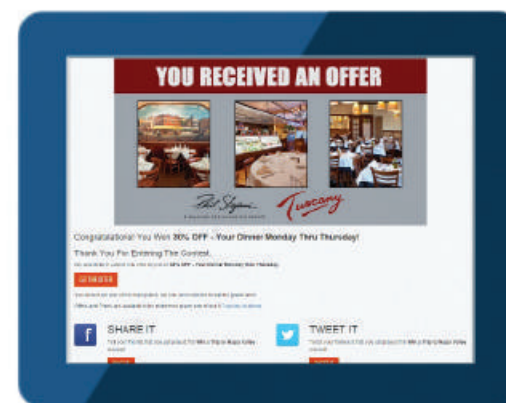
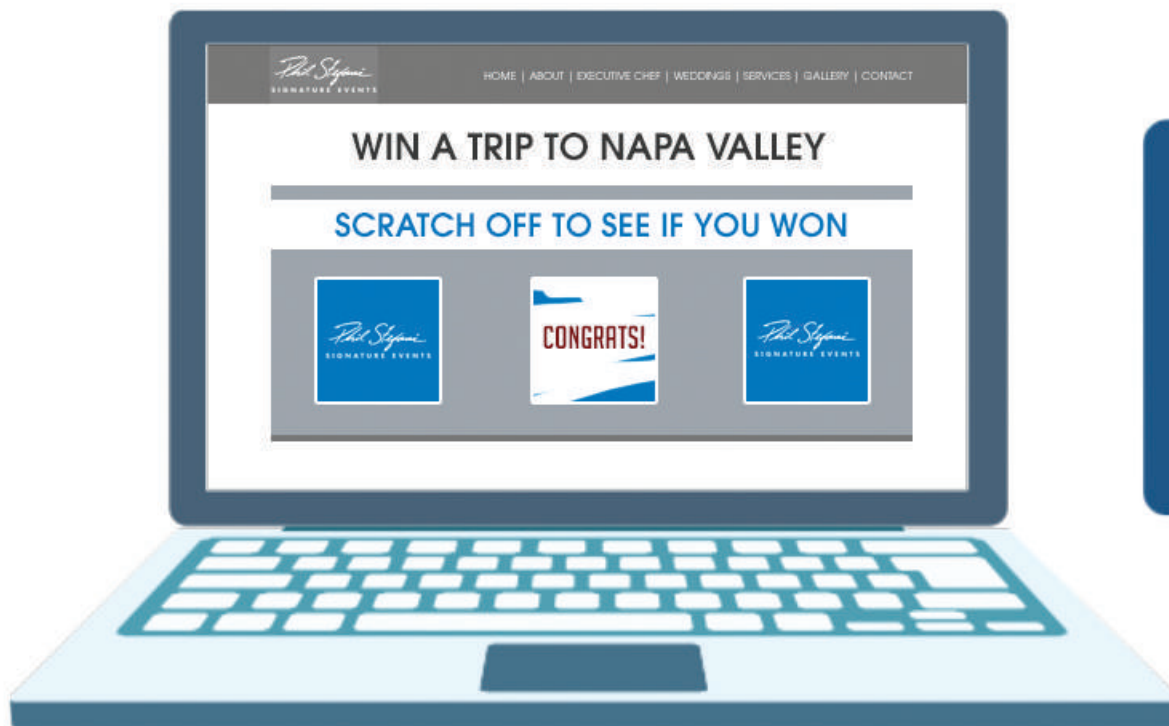
SOLUTION

ACG created a twin pack folding carton printed 6/C+UV with unique 6/C pressure sensitive label with high gloss laminate for bottles and designed a corrugate power wing display to hold 16 twin packs.

LEAD GENERATION: PHIL STEFANI

OBJECTIVE

Stefani wanted to drive engagement and increase lead generation.



SOLUTION

The online instant scratch off campaign drove new traffic online and in the restaurant.

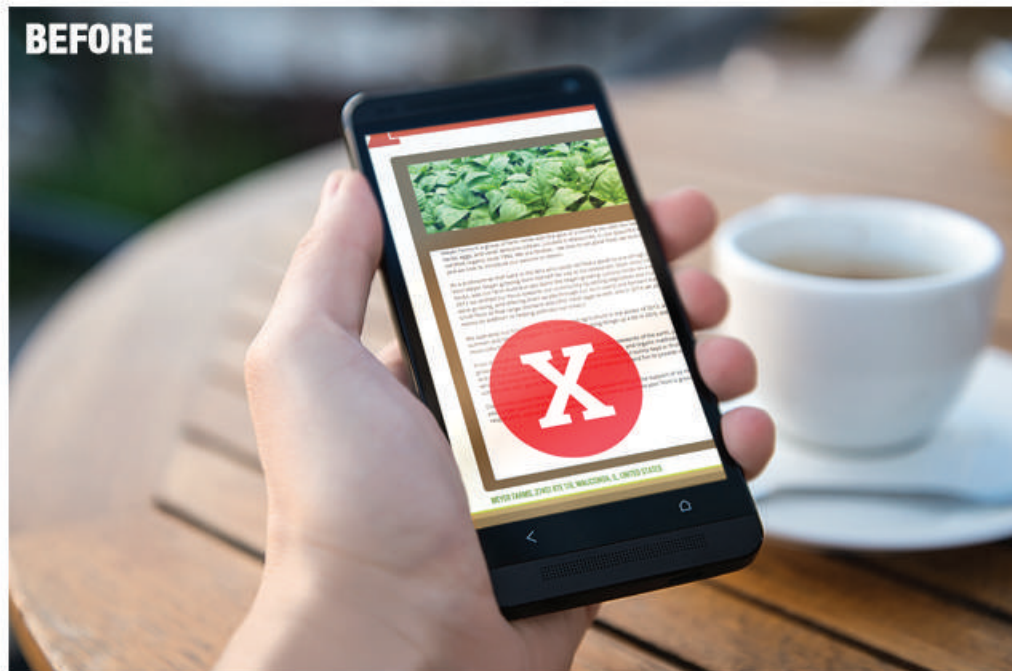
DIGITAL MARKETING: MEYER FARMS

OBJECTIVE

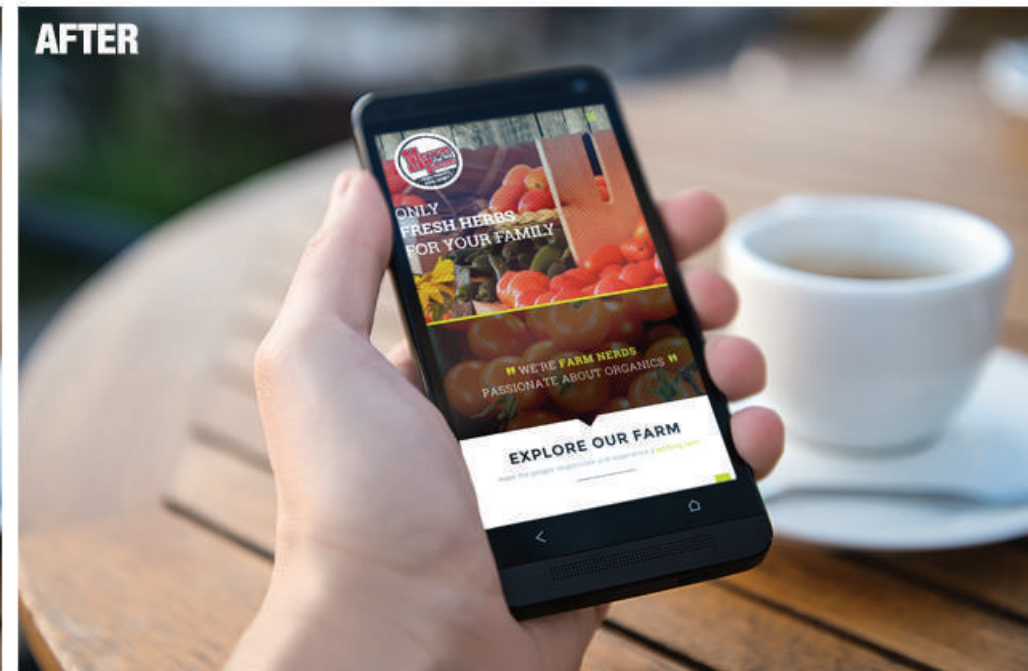
Meyer Farms was concerned that their website was not ready for Google's significant search algorithm updates that would effect their website ranking and overall internet relevance.



BEFORE



AFTER



SOLUTION

ACG created a responsive website that is optimized for use on various channels including mobile devices.

FEATURED CLIENTS



U B E R





Green Giant *Fresh*



ACQUAVIVA WINERY

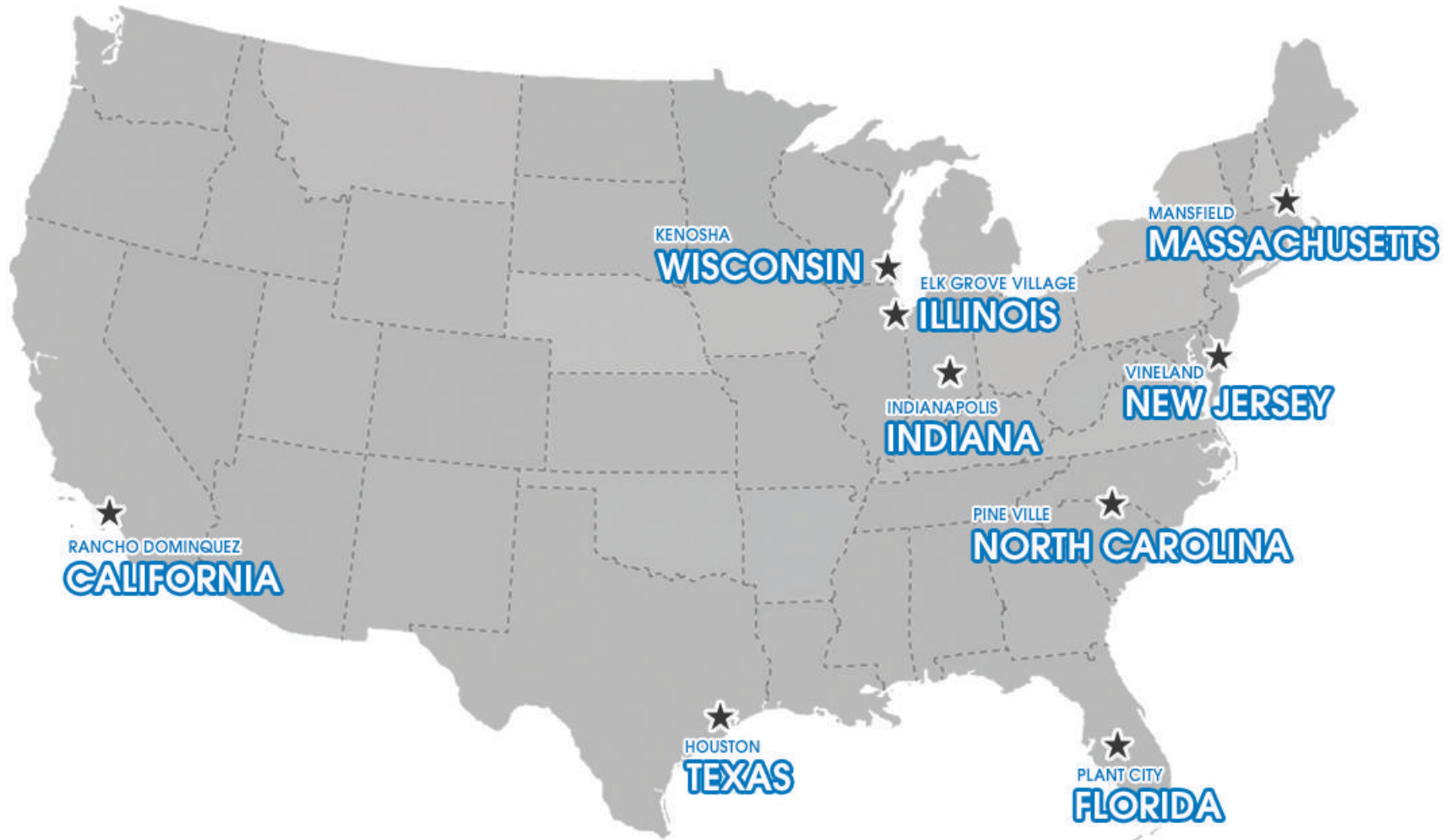


Mrs. Prindable



FEATURED CLIENTS

LOCATIONS AND LOGISTICS



YOUR SIMPLIFIED PROCUREMENT PROCESS

- INTUITIVE SUPPLY CHAIN
- NATIONAL DISTRIBUTION FACILITIES
- PROCUREMENT MANAGED SERVICES
- MANAGED INVENTORY
- DIVERSIFIED VENDOR NETWORK
- PACKAGING & FULFILLMENT SOLUTIONS

Why ACG?

“ACG has been the ideal business partner in developing our design, printing and production needs.”

-C. Jeffery Wright, CEO, MBA, JD & Minister at Urban Ministries

“We have been pleasantly surprised by ACG’s flexibility, turn-around time and absolute customer focus, they have become a valuable strategic business partner.”

-Ivan Vulicevic, Senior Vice President of Wellnx Life Sciences, Inc.

“ACG has been an excellent design and packaging partner during the past 4 years to help us succeed.”

-Joe Brandonisio, Vice President of Operations at Acquaviva Winery

“They really thought about our business and provided a solution tailored to us.”

-Tony Paske, Regional Marketing Manager at Zipcar



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