

Appleton Overview





APPLETON CREATIVE OVERVIEW

Appleton Creative is an award-winning marketing and advertising agency in Orlando specializing in branding, print, website design and development, digital marketing, media buying and video production. Working with local, national and international clientele, Appleton has helped both B2B and B2C companies grow and flourish for almost 30 years, developing a reputation for responding to client needs with strategic marketing plans and projects.



Appleton Creative is the only advertising and marketing firm that has been accepted as a member of Commercial Real Estate Women (CREW) due to the tremendous amount of work we produce for the real estate, development, appraiser, banking and investment markets over the years.



UNIVERSITY OF CENTRAL FLORIDA

Recently, Appleton was recognized by UCF Town & Gown, a community relations organization dedicated to strengthening relationships between UCF and the Orlando community. Dr. John C. Hitt thanked Appleton Creative for the charitable marketing support we continue to provide for the council.

AWARD-WINNING

Appleton has been recognized with hundreds of regional, national and international awards and accolades.



FPRA





GOOD APPLES INITIATIVES

As part of Appleton Creative’s goodwill initiatives, Good Apples exists to donate 20% of our services and contributions to organizations in our community, as well as organizations and events to which our team devotes its time and efforts. This is above and beyond any personal contributions made.

2016 Contributions Included:

- Children’s Burn Foundation of Florida
- Seniors First
- Kids Beating Cancer
- The Orlando Repertory Theater
- ATHENA*PowerLink*
- Zebra Coalition & Pulse Nightclub
- Orlando Health’s Dragon Boat Festival
- Orange County Public Schools, Anti-Bullying
- Victim Service Center of Central Florida
- Coalition for the Homeless of Central Florida
- Pet Alliance of Greater Orlando
- Share the Care
- St. James Cathedral School
- Habitat for Humanity of Greater Orlando
- Victory Cup Initiative

— **The City of Orlando Giving Tree** was conceptualized by Appleton at a city hall brainstorming session, among many other ideas, to better our community. Determined by the public, The Giving Tree was voted as the winning concept that would be granted the funds to bring it to fruition. Each year, the Central Florida community can contribute to The Giving Tree by purchasing a paper heart that hangs on the tree with proceeds benefiting the highlighted organization.

CHARITABLE PARTNERS





APPLETON AWARENESS GALLERY

Appleton Creative established the Appleton Awareness Gallery within our offices as a way to bring appreciation and awareness to local causes through art. Each exhibit showcases a body of work inspired by a specific cause in need. We believe that art should be enjoyed and appreciated, and hope that the meaning behind the art will create an increased recognition of our community's needs.

Featured in the main gallery is the Giving Circle™ art piece, a custom made installation that highlights moments that embody the spirit of giving so as to remind us that everyone can make a difference.

Since 2011, Appleton has promoted causes through the Awareness Gallery including Pet Alliance of Greater Orlando, the Zebra Coalition and the Children's Burn Foundation of Florida. The Appleton Awareness Gallery is open to the public Monday through Friday from 9 a.m. to 5 p.m.

As we move into 30 years of business, we embrace giving as the circle of life that promotes continual growth in our world.

PAST SHOWS AND FUNDRAISING EVENTS

Zebra Coalition "Lives of a Different Stripe" Art Exhibit

Pet Alliance of Greater Orlando "Finding Furever Homes" Art Exhibit

Coalition for the Homeless of Central Florida Art by Coalition Children

Hilton Grand Vacations "Global Week of Service" Art Exhibit

Pancreatic Cancer Action Network "PurpleLight" Art Exhibit

Beacon College "Lighting the Way" Student Art Exhibit

Foundation for Foster Children "Blue Hope" Art Exhibit

Pasadena Villa "Realize Real Lives" Art Exhibit

Juvenile Diabetes Research Foundation "Cure Me" Art Exhibit

Great Oaks Village "Awareness Art" Exhibit

City of Orlando Interactive Giving Circle

Upcoming: **Children's Burn Foundation of Florida**

CAPABILITIES



STRATEGIC PLANNING

As a client-agency team, we develop expert insight into your brand and build a creative strategy that fits your values and target market. Strategic planning helps you identify which customers to focus on, your key objectives and best ways to inspire effective action.

AREAS OF EXPERTISE:

- Market Research
- Marketing Plans
- Campaign Planning
- Assessed Growth Plans



BRANDING & MESSAGING

If you want to build a successful, sustainable business and a brand that will inspire loyalty, you have to start with your story. Our goal is to create a connection each time the customer hears your name, sees your logo, attends one of your events, visits your website or reads about you in the news and on social media.

AREAS OF EXPERTISE:

- Logos, Naming & Full Brand Development
- Brand Guides
- Brand Collateral
- Campaign Theming



WEBSITES & SEO

Your website is one of your most powerful marketing tools, capable of representing not only a company, service or product, but also ideas and values. Because of this great potential, Appleton finds it critical to house its web design, programming and online marketing departments under one roof.

AREAS OF EXPERTISE:

- Responsive Web Design & Development
- Web, Video & Email Hosting
- Ecommerce & Content Management
- Search Engine Optimization (SEO) & Custom Reporting
- Microsites & Landing Pages



DIGITAL MARKETING

Online marketing is a constantly evolving field focused on getting your audience to interact with your brand. Strategic planning, strong creative and a team dedicated to working within the immediacy this medium thrives upon will bring you the success in the digital space you deserve.

AREAS OF EXPERTISE:

- Social Media Marketing
- Eblasts & Enewsletters
- Content Marketing
- Banner Ads & PPC Campaigns
- Infographics



VIDEO & FILM

Speak to your audience and record your history in the most captivating way possible through visual storytelling, videography and motion graphics. Video is a great way to engage with people because it's visual, easy to digest, and available and shareable across all channels.

AREAS OF EXPERTISE:

- Commercials
- Motion Graphics
- Corporate Videos
- Fundraising Videos
- Web Video Streaming/ Hosting



TRADITIONAL MARKETING

Even with more consumers migrating to the consumption of digital content, they still place more trust in traditional marketing. Creating an active and strong brand through print allows consumers to hold tangible pieces of your brand in their hands.

AREAS OF EXPERTISE:

- Brochures
- Direct Mail
- Annual Reports
- Trade Show Displays



PUBLIC RELATIONS

Establishing a strategic public relations strategy lays the groundwork for successful decisions and a positive relationship with the public. Get people talking about your name and products or services, monitor obstacles to consumer buy-in and identify new growth opportunities.

AREAS OF EXPERTISE:

- Public Relations Plans
- Brand & Product Launches
- Media Advisories
- Press Releases
- Events
- Reputation Management



MEDIA BUYING

Media buying is a fine art comprised of leveraging relationships, creative thinking and research. Advertising techniques can range from the tried-and-true print to experimental, new platforms such as influencer marketing. Successful media buying means securing enough spots to reach your audience without overstepping your budget or overwhelming your audience on only one platform.

AREAS OF EXPERTISE:

- Online Advertising & PPC
- Billboards
- Print Publications
- Radio
- TV, PSAs



ENVIRONMENTAL
BRANDING

Designing a three-dimensional space that reflects your brand positioning and identity allows your team to live your brand. It's a powerful way to enliven and encourage employees, visitors, clients and prospects to talk about your brand's unique culture and image.

AREAS OF EXPERTISE:

- Office & Feature Space Design
- Art Installations
- Store Displays

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SUCCESS

Success in your advertising is a formula that requires the perfect combination of mediums and messages to reach your target market. When you partner with us, feel confident in knowing we have the abilities to expand your brand and elicit awareness in your community, all while adding to your bottom line.

SUMMATION:

Strategic Planning
+
Compelling Creative
+
Community Awareness
=
Return on Investment

HOLISTIC APPROACH TO BRAND ADVERTISING

Every brand has some connection to people’s lives that can be made into a good story. A well-told brand story defines and shares your brand values and passions. It communicates where you came from and where you’re going in a way that leaves people thinking, “I want to be a part of this.”

Holistic brand advertising uses the customer decision journey to reinforce your unique and authentic brand story. Throughout this journey, we identify the moments and formats that best influence consumer decisions to ensure your brand is there every step of the way.

As a full-service agency, Appleton Creative is uniquely qualified to engage in long-term campaigns that tell these stories across a variety of channels. Because all our departments are under one roof, campaigns retain their consistency and strength of brand at a lower cost and faster schedule for our clients.

PROJECT WORKFLOW & QUALITY CONTROL

Appleton’s workflow consists of six core pillars that make it possible to meet tight deadlines while still delivering a quality solution.



COMMUNICATION

Our creative culture welcomes ideas from all members of the client-agency team. To facilitate communication, we assign our clients a dedicated account manager. This person acts as the primary point of contact and keeps track of all project deliverables and schedules. When a milestone requires additional client input, hard costs or a change in schedule, the client is immediately notified.



RESEARCH

Research is the foundation for everything we create. Each project is defined through a creative brief process with stakeholders, during which goals and deliverables are established. Prior campaigns are examined and assets are collected and archived. When necessary, Appleton conducts market and competitor research.



STRATEGY

Appleton’s team uses the research collected to best target key audiences and pair various marketing formats (web, video, print, PR, etc.) with their most impactful phase of the customer journey.



DESIGN

For creative writing, design, animation or video, a minimum of two different creative concepts or treatments are produced and presented. They are then refined into a final treatment via a series of feedback sessions with the client’s representative.



PRODUCTION

Daily schedules and workflow are overseen by your project manager to ensure all production milestones are being met in a timely manner. Quality is a top priority. All deliverables go through a series of quality control checklists and require sign-off from no less than two team members who were not directly part of the project’s production.



ANALYSIS

Appleton encourages the opportunity to measure the success of each project. Your success is our success. Where possible, we like to demonstrate ROI with goals that are specific, measurable, attainable, relevant and time-based (“SMART”).

- Specific
- Measurable
- Achievable
- Realistic
- Timely

COLLABORATIVE APPROACH

COLLABORATION IS THE PATH TO SUCCESS

INTRODUCTIONS AND KICK-OFF: Creating a campaign is a process, and in order for it to be successful, we rely on close client-agency collaboration. At Appleton Creative, we start all new projects with a discovery session and detailed project brief. This is a time to research, ask questions, understand and sometimes even challenge existing assumptions.

APPROVAL PROTOCOL: Before beginning work, we always garner client approval of our direction and have multiple checkpoints throughout development to ensure we're meeting our shared goals.

TIME TRACKING: Appleton works daily on a very detailed time tracking system that breaks down all projects by task, phase, round and description for every project. This includes correspondences with all parties involved. Every project can produce a report for any type of review.

TEAM PORTAL: We keep our process as open and transparent as possible via project management tools such as Basecamp. This is a virtual space which will house the milestone calendar(s), assignable to-do lists and discussion forums. Every party can have custom controls for participation and notification.

HOW WE KEEP YOU INFORMED

Project status should never be a mystery, which is why Appleton employs multiple tools for client communication:

- Team & individual meetings/calls
- Screencasts
- Team portal, Basecamp for project management (open to other existing software if that is more agreeable)
- File sharing & online previews
- Weekly status reports from Appleton

LARGE-SCALE TEAM COLLABORATIONS

GOLF CHANNEL

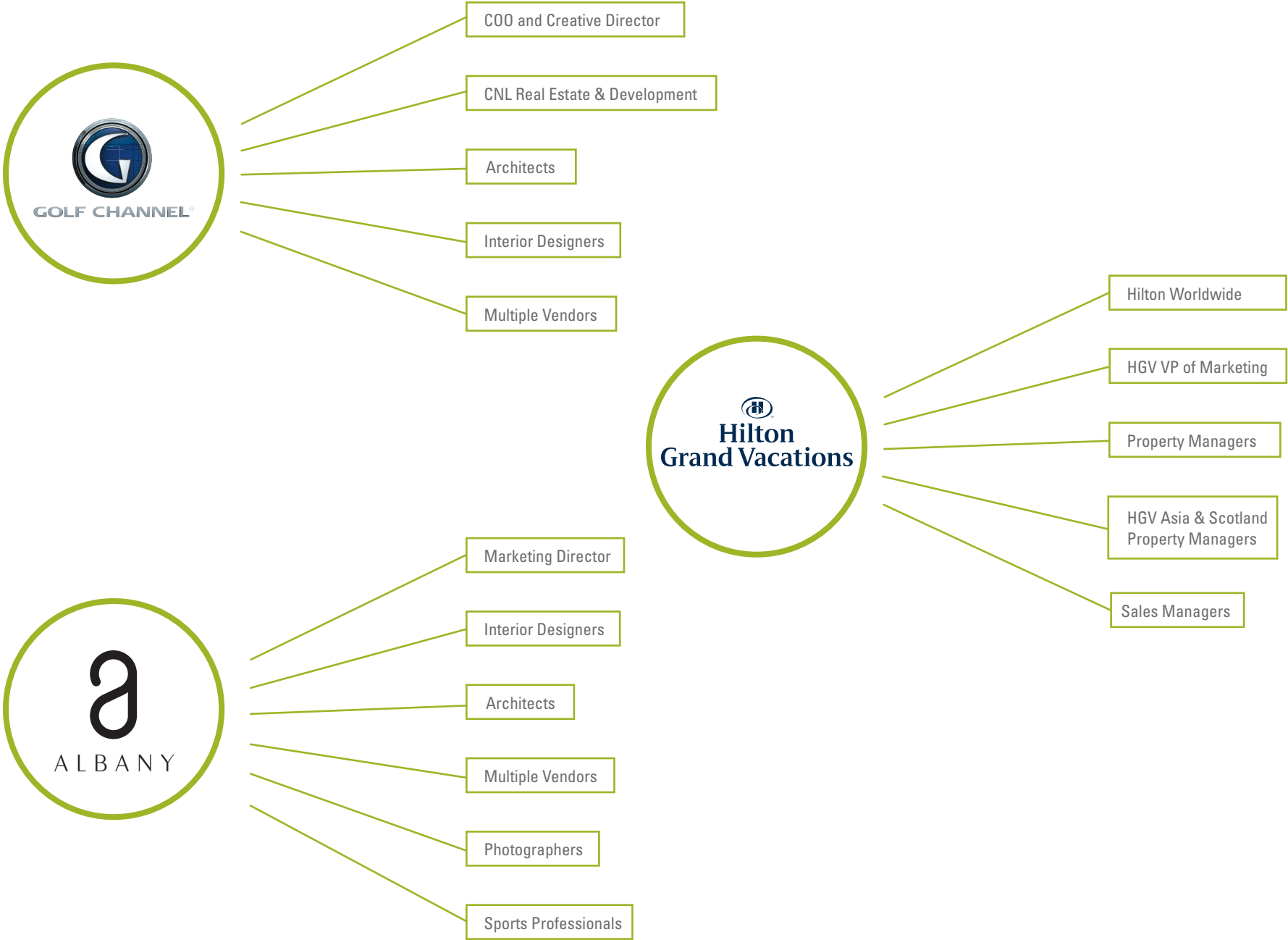
Appleton was hired by Golf Channel to brand their new 40,000 square foot addition to their headquarters. We themed conference rooms with golf course designers and designed halls with amazing 3D collage installations. The result was an extremely happy client and design awards.

HILTON GRAND VACATIONS

Appleton worked with longstanding client Hilton Grand Vacations to create new naming and logo icons, logo lock-ups and secondary colors for Hilton Grand Vacation properties around the world. The results received client and team member accolades and multiple design awards.

ALBANY, THE BAHAMAS

Appleton was tasked with creating all collateral to promote the Albany Bahamas private development founded by Joe Lewis, Tiger Woods and Ernie Els. Since there were no properties at the onset, we were tasked with creating the feel of what Albany would be with the architects and renderings. We created several large custom binders, newsletters, brochures and a website. The results received high praise and multiple design awards.





CLIENT TESTIMONIALS

“I can’t say enough about how well the presentation and video went. The final work product was superb and reflective of the professionalism and precision of working with you and your team at Appleton. It was flawless.”

– Mark Wang, *President*
Hilton Grand Vacations

“Appleton Creative has greatly helped us to refine our message and convey to consumers the value of the REALTOR® brand. With an in-depth understanding of our target audiences, the experienced team of professionals at Appleton Creative developed unique messaging and media-mix strategies for each group, increasing consumer engagement and brand awareness.”

– Laura Haag, *Vice President of Communications & Marketing*
Orlando Regional REALTOR® Association

“We thank Appleton Creative whose talent and support have been instrumental in telling Orlando’s Dragon Boat story through their amazing marketing efforts. From the logo to skinning our boats festively, developing fund raising collateral, social media and creating videos, everything brought great benefits to this organization.”

– Andrea Eliscu, *Founder*
Orlando Dragon Boat Club and Dueling Dragons at Orlando Health

“Appleton Creative has many strengths as a full-service marketing and advertising agency. It was important to us that our website and videos have a consistent message, look and feel. We are pleased with the end results. Appleton really helped us articulate our story and the Seaside difference.”

– Gideon T. Haymaker, *Chief Executive Officer*
Seaside National Bank & Trust

“The talent and experience at Appleton is unsurpassed. I am thrilled with all the magazines, mailers and various promotional work they have created for us. They are creative, focused and timely, and they nail it every time. They are ahead of the technology curve at every turn and created both our sites to be not only visually impactful, but also highly functional and user-friendly.”

– Mark Hayes, *President*
Isleworth Country Club Realty and Stockworth Realty

“The Appleton team not only created all of our brands from concept to completion and marketing collateral, they designed an amazing website with comprehensive search engine optimization. This has allowed us to completely eliminate pay-per-click expenses, while increasing our organic SEO business impressively. Our website visits have increased by 266% in less than 2 years.”

– David Nissen, *MBA, FACHE, Co-Founder, VP, Managing Director*
Pasadena Villa, properties in Florida, Tennessee and North Carolina

“Appleton Creative has been AAA’s partner in a wide variety of projects for nearly two decades and we appreciate their skills, professionalism, timeliness and consistent ‘can do’ approach.”

– Darlene Entringer, *Director of Brand Management*
AAA