



Mary Cannon Gearing

VICE PRESIDENT, GLOBAL MARKETING
RICH PRODUCTS

We were thrilled with the Rich's Home positioning and brand design work. It is such a pleasure working with you all, your passion and creativity is a terrific fit for us. So thank you very much for your partnership and commitment.

Melissa Autilio Fleischut

PRESIDENT AND CEO
NEW YORK STATE RESTAURANT ASSOCIATION

NYSRA has worked with The Martin Group for several years and most recently on our successful statewide campaign to bring back alcohol to-go. The Martin Group pushed us to think outside the box and utilize new and fresh strategies. The team is outstanding, and we would not have succeeded without them.

Mark Maidment

VICE PRESIDENT, BRAND
NEW ERA CAP

I've worked with some of the best agencies in the world, but The Martin Group has always stood out. We can consistently rely on their team to deliver creative, compelling work that keeps eyes fixed on our brand and our caps.

Mark Talarico

VICE PRESIDENT, SALES
ASICS

Personally I would like to thank all of you for the amazing support and incredible work you executed for ASICS and Foot Locker Inc. Everyone at The Martin Group should be super proud of the work and creativity you showed not only to the consumer but to the entire athletic industry. First class all the way!

Kerry Smyth

CREATIVE SERVICES MANAGER
WEGMANS

Losing The Martin Group would be like losing our right arm. We could not do what we do without you.

Thomas Quatroche, Jr. PhD

PRESIDENT & CEO
ERIE COUNTY MEDICAL CENTER
CHAIR
HEALTHCARE ASSOCIATION OF NYS

The bottom line is that The Martin Group truly listens to understand and capture the culture of our organization and the reason the community chooses us for care.

Christopher Luise

CEO
ADNET TECHNOLOGIES

I've worked with a lot of agencies over the years. The professionalism and creativity of your team are on a whole other level.

John Pitts

DIRECTOR OF COMMUNICATIONS
AND MARKETING
OLV HOMES OF CHARITY

No matter what we presented to the team, you all accepted the challenge and went above and beyond to accommodate our wishes. I want to say thank you for being more than an agency... you were all partners in the process.

Jody L. Lomeo

PRESIDENT AND CHIEF EXECUTIVE OFFICER
KALEIDA HEALTH

The Martin Group has supported Kaleida Health for ten years as our marketing and advertising agency of record. As a trusted partner, they have helped us build and maintain a reputation as the premier healthcare system within the many communities we serve. They continue to be there for us in a smart and effective manner.

Karen L. Merkel

CORPORATE COMMUNICATIONS
NATIONAL FUEL

With the launch of National Fuel's "Fueling Tomorrow Today" microsite and campaign, I would be remiss if I did not sing the praises of your team. They are a group of hard-working, creative, accommodating, and diligent men and women who I so appreciate for their talents, their intelligence, and their STAMINA.

Leslie DiStefano

DIRECTOR OF COMMUNICATION
AND PUBLIC RELATIONS
SAMARITAN MEDICAL CENTER

Since selecting The Martin Group as our advertising and marketing agency through a competitive RFP process, we've had a very productive relationship. It was critical for us to elevate our brand and maintain a distinction between us and our local competition, while using research to improve brand perception all around. We definitely found that in The Martin Group.

Carly Strachan

COMMUNICATIONS OFFICER
THE RALPH C. WILSON, JR. FOUNDATION

I had so many people tell me how touched and moved they were after seeing the event branding and visuals for Mr. Wilson's 100th birthday announcement and celebration. They fit the right tone of remembrance of an extraordinary man....and of HOPE for the future of our two great regions. We had one opportunity to get this right and according to Mrs. Wilson—we put on an unforgettable 'Super Bowl' series of events.

why martin?

// The Martin Group not only took the time to understand our unique needs, but they also delivered tailored strategies that truly set them apart. Their understanding of digital marketing strategies, meticulous attention to detail, unwavering commitment to our success, and ability to stay focused on tasks were exceptional.

Throughout our partnership, The Martin Group fostered a collaborative and friendly working environment, where our input was valued and incorporated into the execution of collateral and ads. Their creative solutions not only elevated our online presence but also significantly enhanced our brand visibility and engagement with our target audience. Their strategies encompassed a comprehensive range of digital channels, employing cutting-edge techniques that ensured optimal results.

Overall, The Martin Group's professionalism, expertise, and dedication to our success were remarkable. They truly went above and beyond to deliver, and I highly recommend their services to any organization seeking to elevate its digital marketing efforts. //

– Evan Pierce

ASSOCIATE DIRECTOR FOR ACADEMIC AFFAIRS,
NIAGARA UNIVERSITY

Niagara University.

Taking graduate enrollment to a higher degree.

Challenge

In Spring 2021, for the first time in its history, Niagara University needed to create a campaign aimed specifically at graduate students. Facing factors such as a renewed interest in remote learning and the pandemic-era mindsets that led professionals to consider new paths, Niagara had—and needed to react to—opportunities to raise both awareness of and inquiries into enrolling within selected graduate degree programs, which ranged from business administration to education to cybersecurity.

Solution

Building off of an established and longstanding relationship with Niagara University, The Martin Group team began by hosting a strategy session with the University's leadership, marketing team, and program deans. This yielded a host of insights, including the type of prospective graduate student who would be most sought

after in enrollment goals: working professionals with a wealth of experience looking to take their next step. These lifelong learners had unique challenges (family responsibilities, full-time careers, higher standards for ROI, and more), and would be best served by the flexible environment and breadth of programs belied by Niagara University's intimate size. With reaching these individuals at its core, our team next developed a brand brief and comprehensive paid media plan ahead of creative exploration. Our creative team developed the concept of "To a Higher Degree," speaking to prospective students for whom experience and eventual advancement are highly valued. The campaign saw us enrich the meaning of a "higher degree" to point to the tangible yet aspirational benefits of choosing Niagara University, and came to life in a robust, full funnel of tactics, including: social media advertising, native advertising, digital streaming and video

ads, search engine marketing, custom landing pages, retargeting ads, and more.

Results

Through working with The Martin Group, Niagara University has been able to reach a wide swath of prospective graduate students located across New York State, Northwestern Pennsylvania, and Northern Ohio. Final results from the one-year campaign include 40.5 million ad impressions, over 131,000 website sessions, a wealth of phone calls to admissions offices, and thousands of qualified leads. Our enrollment conversion rate improved from 15% to 18% by the end of the campaign, meaning nearly 1 in 5 leads gained during this timeframe ended up enrolling in the university. This important campaign laid a solid foundation and benchmark for NU to continue to build upon their graduate program marketing and advertising.

THIS IS A
higher degree
OF LEARNING

Take your career higher
 Request more information
 about our graduate programs.

**The graduate programs
 of Niagara University**

At Niagara University, our graduate programs bring new meaning to the idea of a higher degree.

By combining exceptional resources and education with a

First Name*
 Last Name*
 Telephone*
 Email*

YouTube

**A HIGHER DEGREE OF
 influence**

Why Niagara?
 33 views · Jan 28, 2022

Niagara University
 1.17K subscribers

Becoming a member of the Niagara family instills in students a heightened sense of purpose through robust student life, service-learning, and study abroad experiences. That's The Power Niagara.

DISLIKE SHARE SAVE SUBSCRIBE

12:41

NU Niagara University
 Sponsored

Earn a Master's in Finance from Niagara University—
 with supportive faculty to guide you.

**A HIGHER DEGREE OF
 Success**

NIAGARA-UNIVERSITY.COM
A Higher Degree of Success
 Find out what sets NU apart. [Learn More](#)

76

Like Comment Share

11:21

NU Niagara University
 Sponsored

**IMPACT
 thrives**

[Learn More](#)

1:15

Search

Heather Argus and 23 others

NU Niagara University
 29.9K followers
 Promoted

Stay a step ahead with an M.S. in Information Security & Digital Forensics from Niagara University...see more

**A HIGHER DEGREE OF
 potential**

M.S. INFORMATION SECURITY & DIGITAL FORENSICS [Learn more](#)

Explore a career in cybersecurity.
 niagara-university.com

51

Like Comment Share Send

John Mackowiak likes this

Home My Network Post Notifications Jobs

12:10

Not Secure — niagara-university.com

NIAGARA UNIVERSITY

**ALL THE PATHS TO
 a higher degree
 OF ACHIEVEMENT**

Whether you're looking to take the next step as an educator or make the leap into this influential field, our graduate programs can help you get there:

[REQUEST MORE INFO](#)

YouTube

CAREERS

grow

[SIGN IN](#)

Niagara University results

40.5M+

impressions

18%

enrollment conversion rate

32%

application conversion rate

3K+

leads

131K+

website sessions

Excelsior University.

Driving leads in a crowded landscape.

Challenge

National college enrollments are shrinking, and an increasing number of online education programs are entering the market. Excelsior University (formerly College)—a pioneer in distance education and leader in online learning—sought to differentiate themselves from their competitors, clearly communicating their value to become the school of choice for their target student population. The Martin Group was brought in to expand brand awareness, grow alumni engagement, and increase qualified leads through targeted digital advertising, conversion rate optimization tactics, cohesive media planning, content marketing, and strategic branding initiatives.

Solution

Measuring the current positioning of the college and exploring internal culture were key to solidifying a strategic foundation from which to launch a cohesive brand awareness and enrollment campaign. Internal and external

perception research studies, creative concept testing, and digital marketing audits were performed in collaboration with Excelsior key stakeholders and marketing teams. Our efforts indicated that a significant population of adults who seek college degrees aren't served well by a traditional higher education experience. This group wants to earn their degrees as efficiently as possible amid their full-time commitments, with a drive to capture advancement and opportunities in a new or current field.

The Martin Group translated these insights into a fresh brand position: Life Happens, Keep Learning. This tagline highlights Excelsior's key offering of college credit for past experience and training, in addition to its core component of flexible, student-centered online learning. Targeted messaging and a fresh creative look were developed and refined across multiple communication platforms to support Excelsior's lead generation and enrollment campaigns while seeding brand throughout.

This included improvements in digital marketing, digital user experience, and content development that would support lead generation from new inquiries (focusing on a sales funnel of awareness, consideration, and conversion). After a thorough advertising and audience analysis, national target audiences were narrowed and aligned with key program initiatives to optimize overall digital campaign performance monthly and yearly.

Results

Following elevated targeting and lead generation tactics, Excelsior budgets were maximized, and waste eliminated. Deliverables included SEM, display, social media advertising, organic social media, retargeting, marketing automation, email nurture campaigns, landing pages, content marketing, SEO, ad creative, and direct mail—all of which contributed to the most important campaign result: 3,700 enrollments.

YOU CAN COMPLETE YOUR DEGREE—WHILE YOU KEEP UP WITH LIFE.

Learn more at excelsior.edu.

30+ ONLINE PROGRAMS
MAXIMUM TRANSFER CREDIT
REGIONALLY ACCREDITED
NOT-FOR-PROFIT

EXCELSIOR COLLEGE
Life Happens. Keep Learning.™

EXCELSIOR COLLEGE

LIFE HAPPENS. KEEP LEARNING.™

Complete your degree while balancing work • family • budget • life.
Transfer more credit | Complete your degree sooner | Lower your total cost

YOU'VE GOT THIS.

Program Level:

Area of Study:

EXPLORE ONLINE PROGRAMS

GET MAXIMUM CREDIT FOR YOUR NAVY TRAINING

Choose from 50+ online degree programs

GET STARTED

EXCELSIOR COLLEGE

YOUR WHOLE FAMILY IS IN THE MILITARY

That Means Shared Sacrifice—and Benefits

When your spouse is in the military, in many senses, you are, too. There's a shared sacrifice for our country, and often for your career. Excelsior College makes it easy and affordable for you to pursue an online degree while your spouse is deployed. We have a variety of programs, including a Master of Business Administration program, that can help you advance your career while your family is away.

EXCELSIOR COLLEGE

LIFE HAPPENS. KEEP LEARNING.

More transfer credit for faster degree completion

EXCELSIOR COLLEGE
excelsior.edu

Excelsior College
January 18, 2018

Excelsior College Degrees at Work: See how Terry Evans, Cybersecurity graduate is putting his four degrees to work running his own business and see the advice he has for his fellow Excelsior students.

DEGREES AT WORK

CEO of Cybersleuth Investigations, Inc.
TERRY EVANS

Degrees At Work: How Terry Evans Turned Four Excelsior Degrees Into a Career Fighting International Cybercriminals

3 Shares

THE BUFFALO NEWS

LIFE HAPPENS. KEEP LEARNING.™

With credit for past education and professional training

MIKE HARRINGTON: IN DISMISSING PHIL HOUSLEY, JASON BOTTERILL PUT HIMSELF ON THE CLOCK

Know It Now

1. Awarded offered in boy's death from a stray bullet.
2. Who will replace Housley as our next local coach of the Buffalo Sabres?
3. How Tyler Kraft connects with fans from a 100-mile radius in Cleveland Park house.
4. Suburban plans apartments, hotel (for Leonardo DiCaprio, Bennett Oracle Charter).
5. Sabres' TV ratings way up from last season. 5th year degree which coming off season.

EXCELSIOR COLLEGE

10 Tips to Get More Out of Your Online MBA Program

TABLE OF CONTENTS

- Tip: More Tips Page 2
- Program Benefits Page 3
- Course Overview Page 4
- Contact Excelsior Page 5

Start with more credit

Our MBA requires 36-40 credits. We waive up to 9 approved credits. Transfer up to 24 approved credits.

Work around your schedule

Complete courses online when it's convenient for you. Designed for working adults and non-traditional students. Maintain your busy life and gain real-world experience.

Program Outcomes

Upon completion of an Excelsior College Master of Business Administration, you will be able to:

- Prepare and deliver effective written and oral communications to shape organizational culture, resolve conflict, and convey information to diverse audiences.
- Apply quantitative and qualitative business analysis techniques to solve problems and support management and strategic-level decisions.
- Demonstrate transformational leadership skills through the ability to set direction and work with multiple constituencies with divergent needs, including ethical obligations and social responsibility.
- Develop an action plan to continuously improve and sustain one's knowledge and skills in strategic leadership.
- Recognize problems in business settings and propose solutions with a team of colleagues.
- Analyze complex, interdisciplinary change and opportunities for organizations, including setting direction, aligning, and motivating employees.
- Appraise risk and develop entrepreneurial solutions for sustainable innovation that delivers economic and social value.
- Evaluate how global environments impact changing business practice.
- Analyze cultural differences and how these differences affect best practices in management.
- Integrate empirical research and management theories for the purpose of strategic planning for profitability, including trends of economic recession.

Program Educational Objectives

Upon completion of an Excelsior College Master of Business Administration, within a few years of graduation, you will be able to:

- Design, implement, and evaluate the efficacy of solutions for complex business problems.
- Engage in lifelong learning for professional, career, and personal development.
- Lead and work effectively and efficiently in diverse team settings and maintain a high level of performance in a professional business environment.
- Communicate effectively and efficiently to various audiences in a timely and professional manner.
- Demonstrate leadership and initiative to ethically advance organizational goals and objectives.
- Demonstrate accountability, leadership, mentoring skills, and management in one's chosen career.

Master of Business Administration 36-45 CREDITS

FOUNDATION COMPONENT (Required)	Credit Hours	CONCENTRATION COMPONENT	Credit Hours
Economics	3	Accounting	9
Organizational Behavior	3	Financial Statement Analysis	3
Quantitative Analysis	3	Corporate Financial Reporting and Disclosure	3
TOTAL CREDITS FOR FOUNDATION	9-19	Approved Accounting Elective	3
		Human Resources Management	3
		Leadership and Development	3
		Global Business Environment	3
		Information Technology	3
		Leadership	3
		Managerial Finance	3
		Marketing	3
		Operations Management	3
		Project Management Principles and Applications	3
		Strategy and Policy Capstone	3
TOTAL CREDITS FOR CORE COMPONENT	27	TOTAL CREDITS FOR CONCENTRATION COMPONENT	9

Excelsior University results

2.2M+

impressions from brand awareness campaign

56%

conversion increase year over year

80%

CPL decrease year over year

3.7K

new enrollments

50+

media campaigns

56.6K

clicks

PaintCare. Covering New York State with a fresh coat.

Challenge

PaintCare, a national nonprofit organization focused on safely and simply recycling leftover paint, engaged The Martin Group to help announce the expansion of its program into New York State. Geared toward both households and businesses, the program promoted the responsible recycling of leftover paints, stains, and varnishes through their network of partner drop-off sites.

Following a successful soft launch, the following year, PaintCare wanted to go a step further to increase awareness, specifically by pushing an overarching message meant to reduce paint waste: “Buy Right. Use it Up. Recycle the Rest.”

To keep PaintCare, its services, and its mission top of mind among N.Y. consumers, partners, and elected officials, The Martin Group was tasked with delivering this new message to targeted audiences across multiple mediums.

Solution

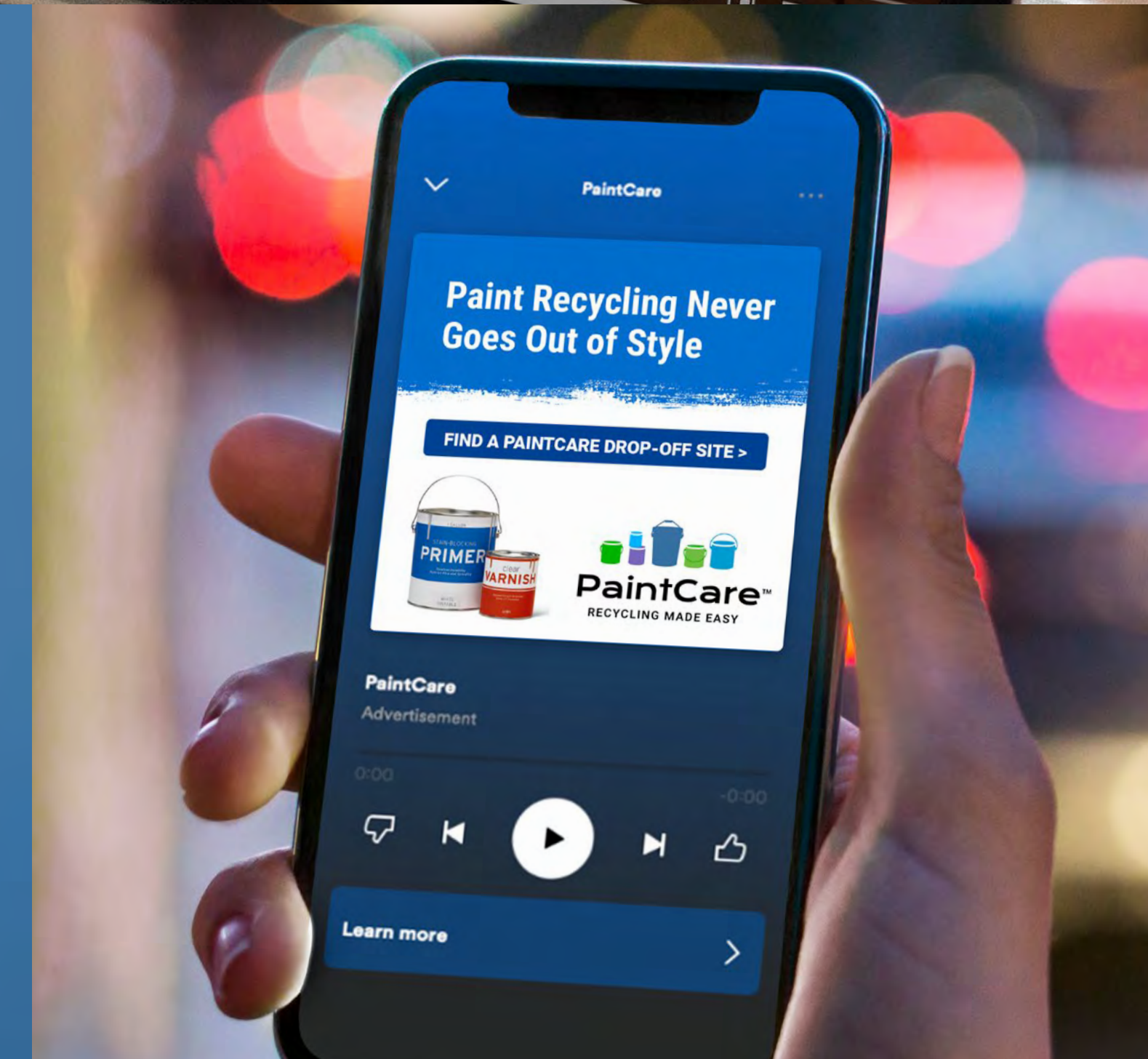
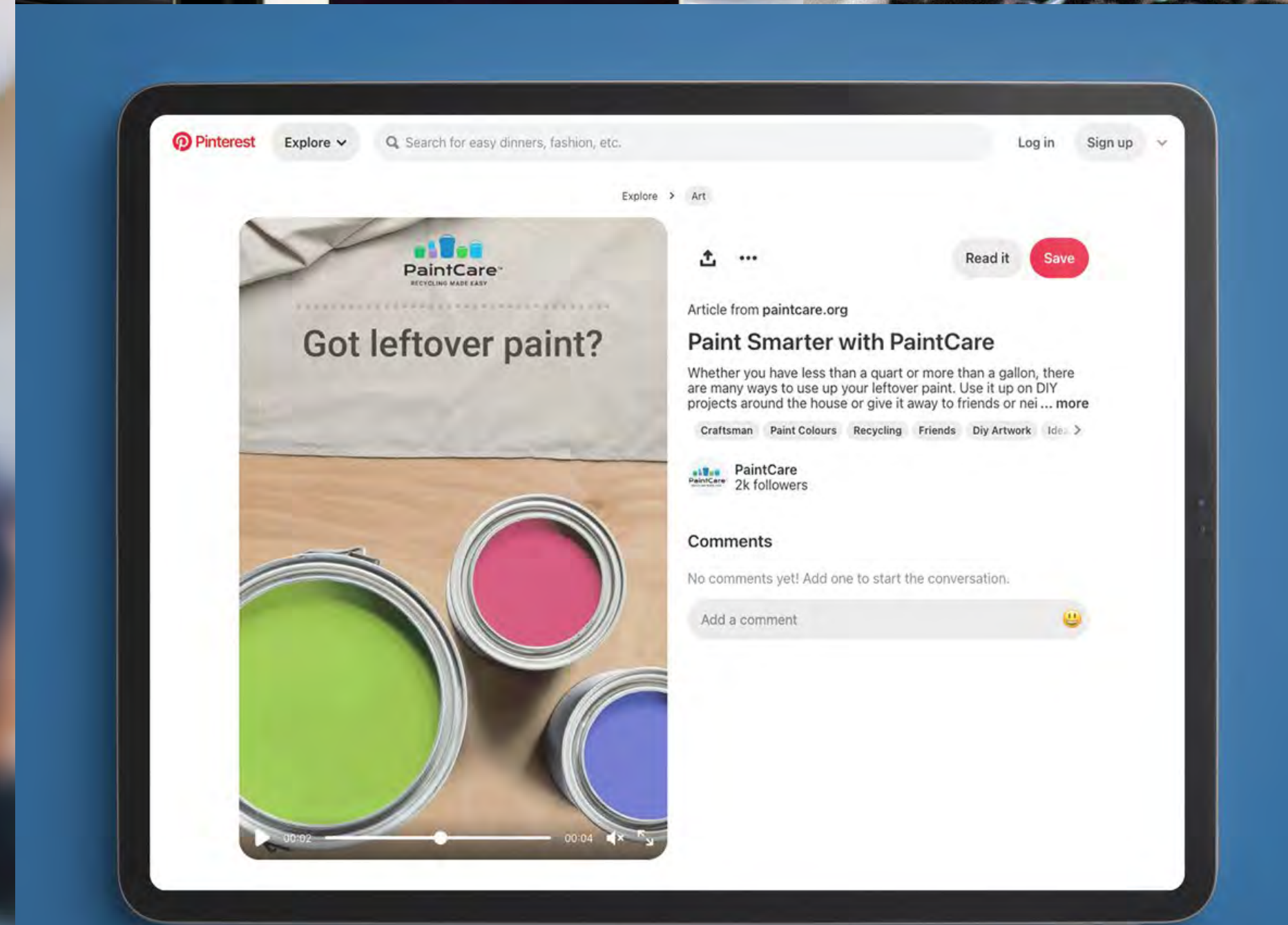
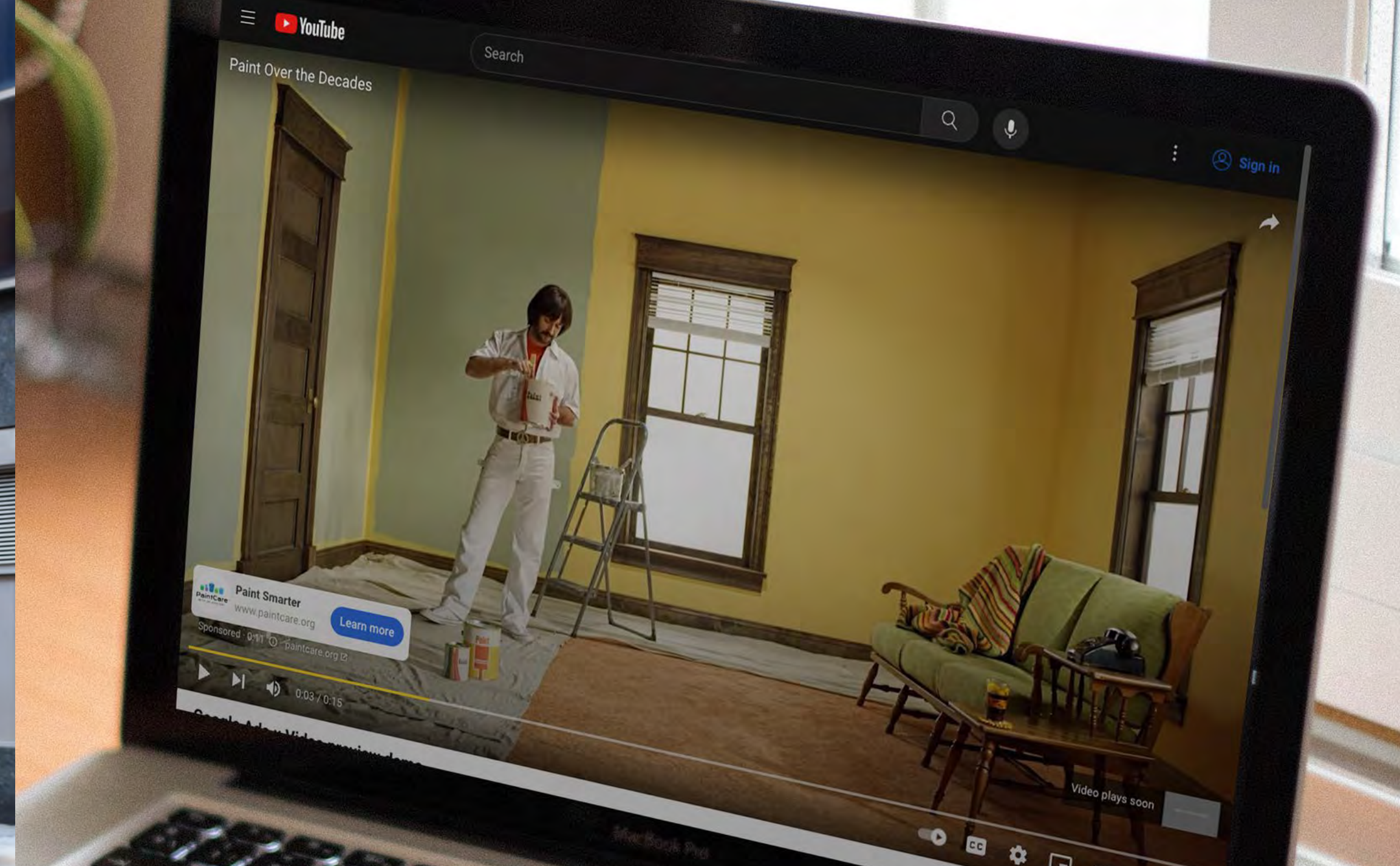
We needed to drive both awareness and education messaging about proper paint disposal and recycling, and ultimately, move more consumers toward conversion using traditional and digital tactics. So we crafted a multi-faceted paid media program that also utilized earned media opportunities across the state, including announcing higher education partnerships and multiple market launches.

The entire integrated campaign covered several traditional and digital tactics including television, radio, print, outdoor, streaming audio, OTT video, paid social media, and more. And on the public relations side, we amplified their milestone achievements on the national newswire with follow-up phone calls to key targets in each major PaintCare region for a larger statewide push.

Results

Traditional methods delivered the most impressions, while digital was designed to drive traffic to the campaign’s landing page. With a strategic audience mix, the B2C campaign delivered more than 145M impressions and 400,000 landing page visits. The B2B campaign geared toward paint professionals, contractors, and property managers brought in 8.3M ad impressions, 60K ad clicks, 1.47% ad CTR, \$32.18 CPM, and \$1.67 CPC.

While the numbers were outstanding—including 690K digital ad clicks and 329K new website users—the tangible results are what truly stood out. In total, over 1M gallons of paint were collected and 300 retail partners joined the PaintCare program as a result of the integrated campaign. This was a true testament to The Martin Group’s ability to translate client goals and objectives into comprehensive marketing campaigns and deliver clear results.



PaintCare results

1M+

gallons of paint collected

300

new retail partners
established

145M

digital ad impressions

400K

website sessions

690K

digital ad clicks

329K

new website users

First Merchants Bank. Strengthening a bank's acquisition strategy with SEM.

Challenge

First Merchants Bank came to The Martin Group for assistance with their paid search efforts in personal banking. Based on 2021 data, their previous search engine marketing initiatives had a high average cost per acquisition (CPA) for new checking account customers. Our team's task was to increase the number of incremental personal checking accounts opened online during the campaign period. Our secondary objective was to drive down the average cost to acquire new online personal checking accounts from SEM, based on 2021 benchmarks.

Additionally, our team was tasked with achieving four tertiary objectives. One, driving new primary checking customer acquisitions by utilizing intent-based messaging and highlighting brand differentiators to in-market shoppers. Two, maintaining a low CPA in a highly competitive industry within First Merchants Bank's five key markets. Three, creating a strong pipeline of new,

qualified leads to add to the bank's inbound primary relationship acquisition sales funnel. And four, meeting and exceeding audience performance benchmark data through continued campaign and landing page optimization.

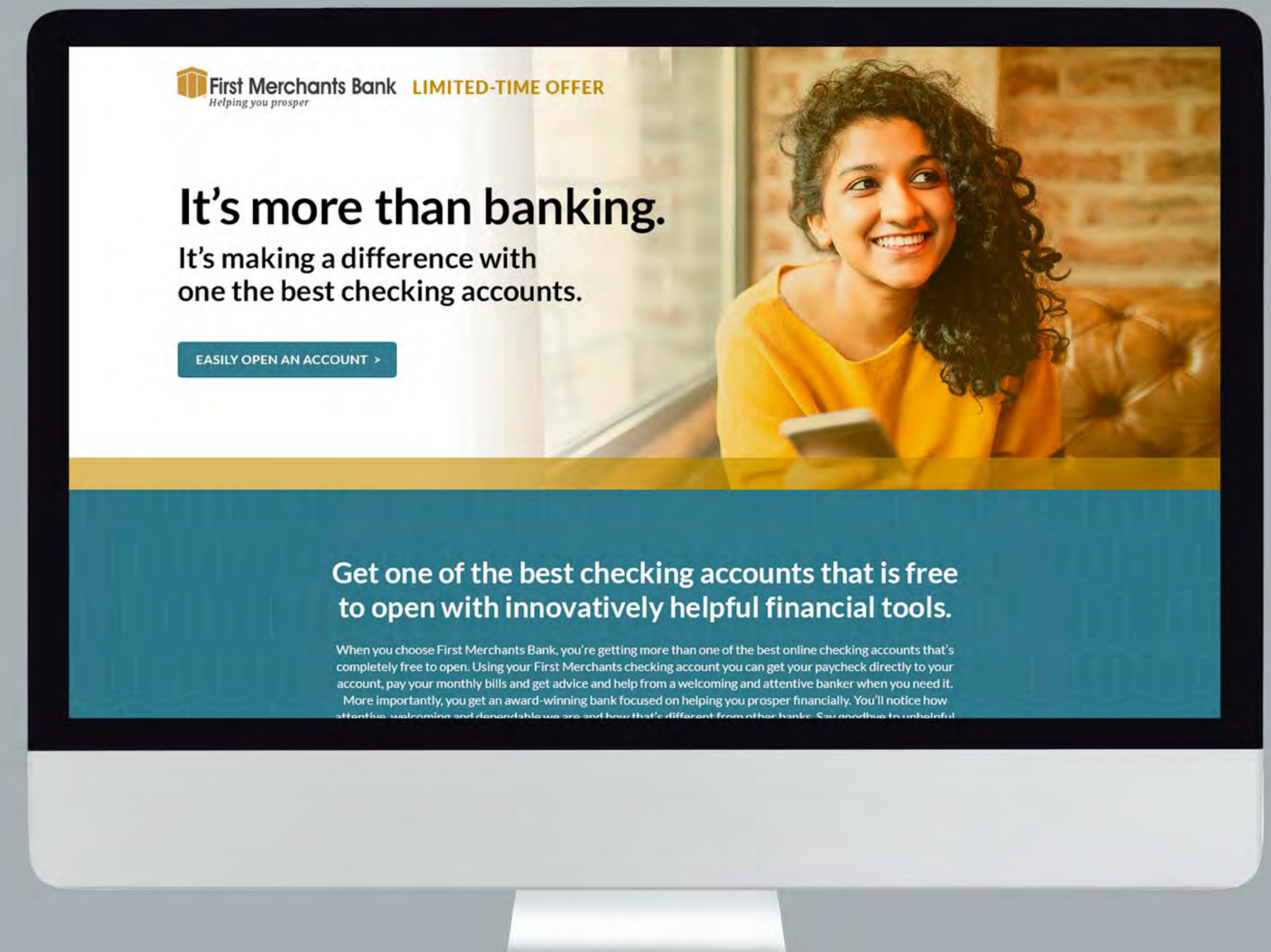
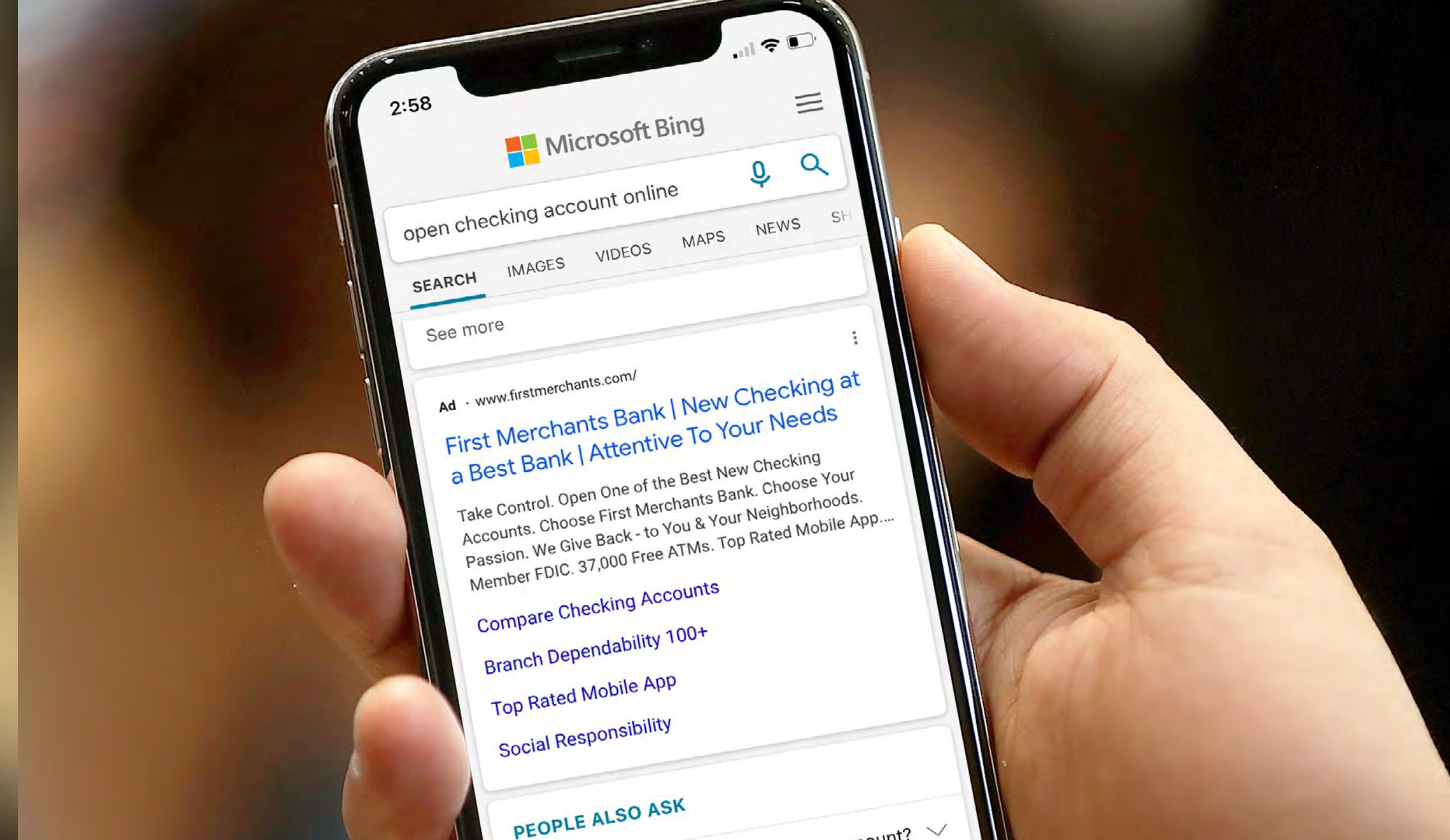
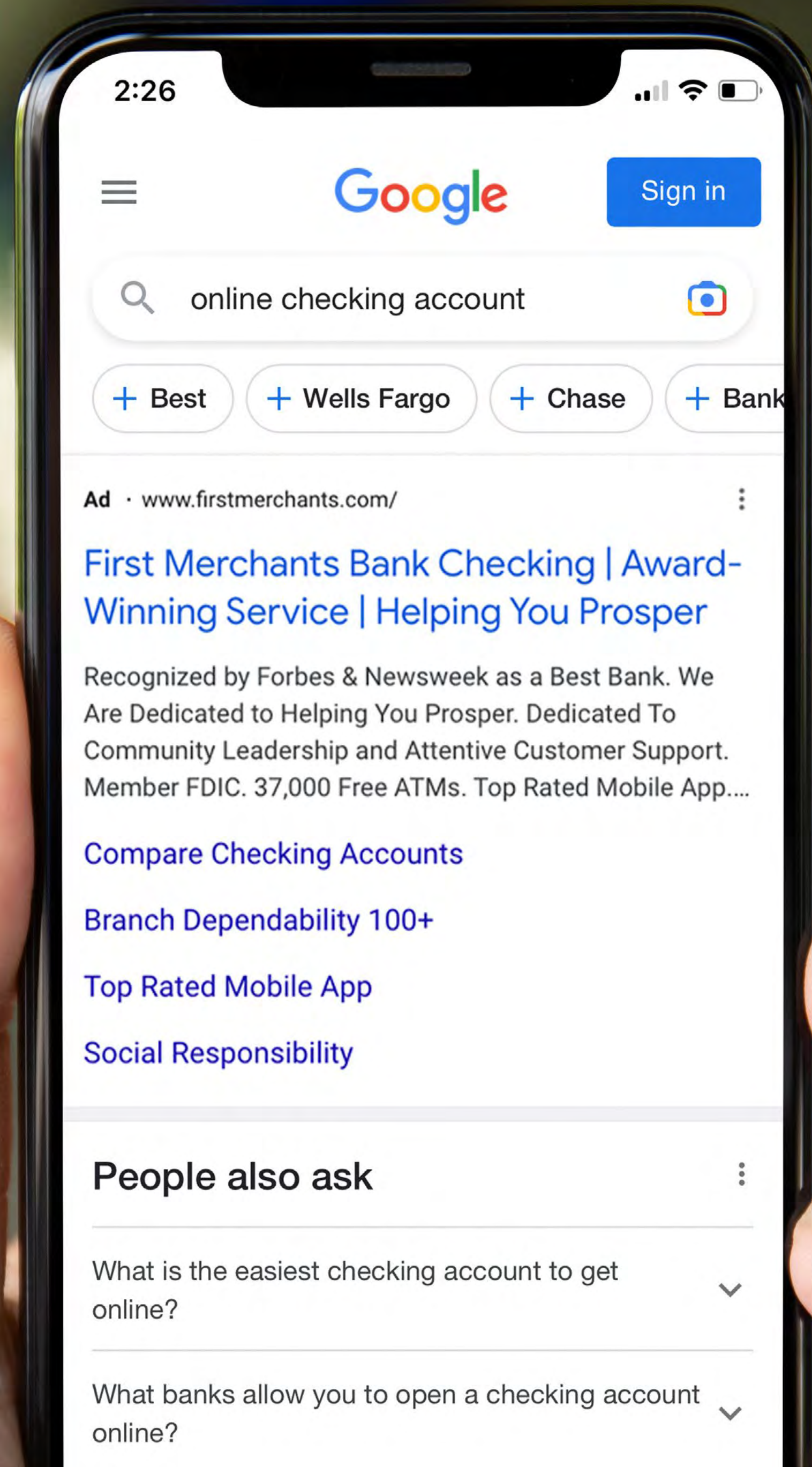
Solution

After much discussion on how to best position the campaign for success, we decided to focus on the bank's brand differentiators, including recognition as a top bank in the Midwest by Forbes and Newsweek for outstanding customer service. On top of leveraging social proof, this messaging strategy helped decrease low-intent prospects by focusing on value-based brand differentiators rather than sign-up bonuses (which historically attracted lower-value customers). By conducting thorough market and keyword research, The Martin Group was also able to identify opportunities within each key market to reach high-value customers while maintaining a low overall cost per acquisition.

We used a range of strategies to meet our campaign objectives through SEM ads on Microsoft Bing, SEM and display ads on Google Ads, landing pages, interstitial pop-ups, and a series of automated emails to nudge and nurture leads. Our team prioritized Microsoft ads over Google ads to reach qualified prospects in key markets while keeping search volume high and competition low. We made keyword, ad content, bid, and budget optimizations consistently within markets to leverage ad budgets most effectively. We segmented ad groups by intent (IBAG strategy) to reach in-market customers who were searching for specific product attributes. And we utilized landing page interstitial pop-ups and automated emails to nudge and nurture prospects through the funnel, encouraging them to apply for an account.

Results

The "Best Checking" Brand Differentiator SEM Campaign made a huge impact on the bank's acquisitions and associated costs, significantly improving upper funnel performance and reducing promo code-related fees for customers.



First Merchants Bank results

18 to 19

accounts opened per day
during SEM campaign
(versus 10 to 11 pre-SEM)

1506%

reduction in CPA in Q4 2022
(over Q4 2021)

384K+

new website visitors were
driven by ad campaign

49.5%

increase in online checking
accounts opened MoM

608

estimated new accounts
opened during campaign

Note: Results do not include accounts opened in branch.

New Era Cap. Helping to build a powerhouse global brand.

Challenge

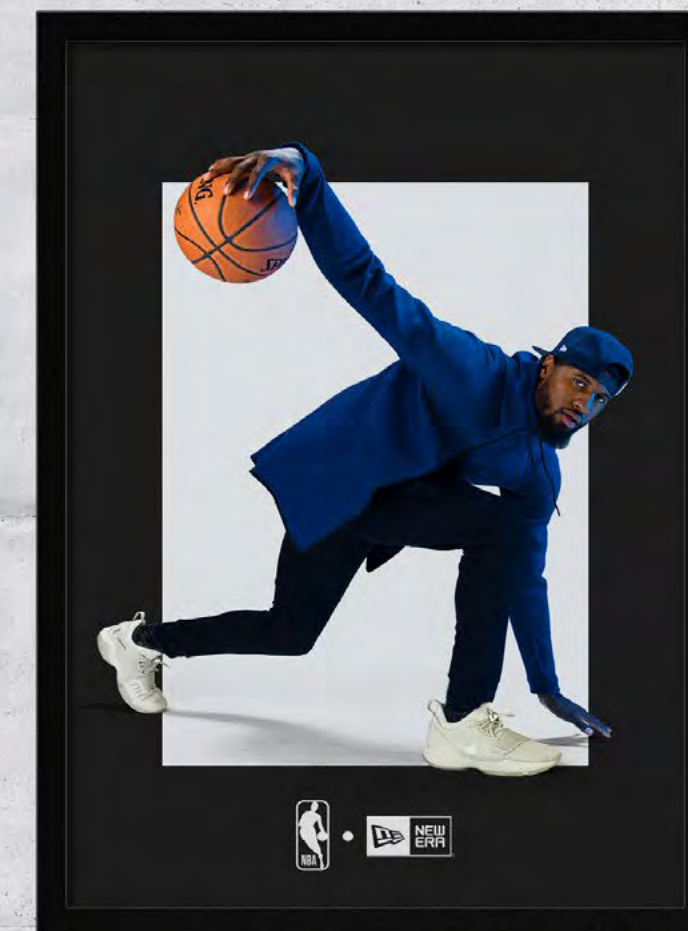
Known by many as one of the world's best headwear brands, New Era Cap is a leading global manufacturer of sports-licensed caps and apparel that serves fans and fashion enthusiasts alike. When New Era Cap first came to The Martin Group, they needed help leveraging the world-class reputation they had built since their founding to take their business and their brand to new heights.

Solution

It's a partnership that's grown stronger and more streamlined with each passing project, with our team providing assistance across New Era's internal departments, individual sports leagues (MLB, NBA, NFL, MLS, etc.), and product lines. Evolving and adapting to meet New Era Cap's ever-changing needs, our team always steps up to bat, whether we're managing an intricate production shoot, churning out a multitude of finished assets, pitching national media around signature product drops, or collaborating on high-level campaigns viewed by millions of people.

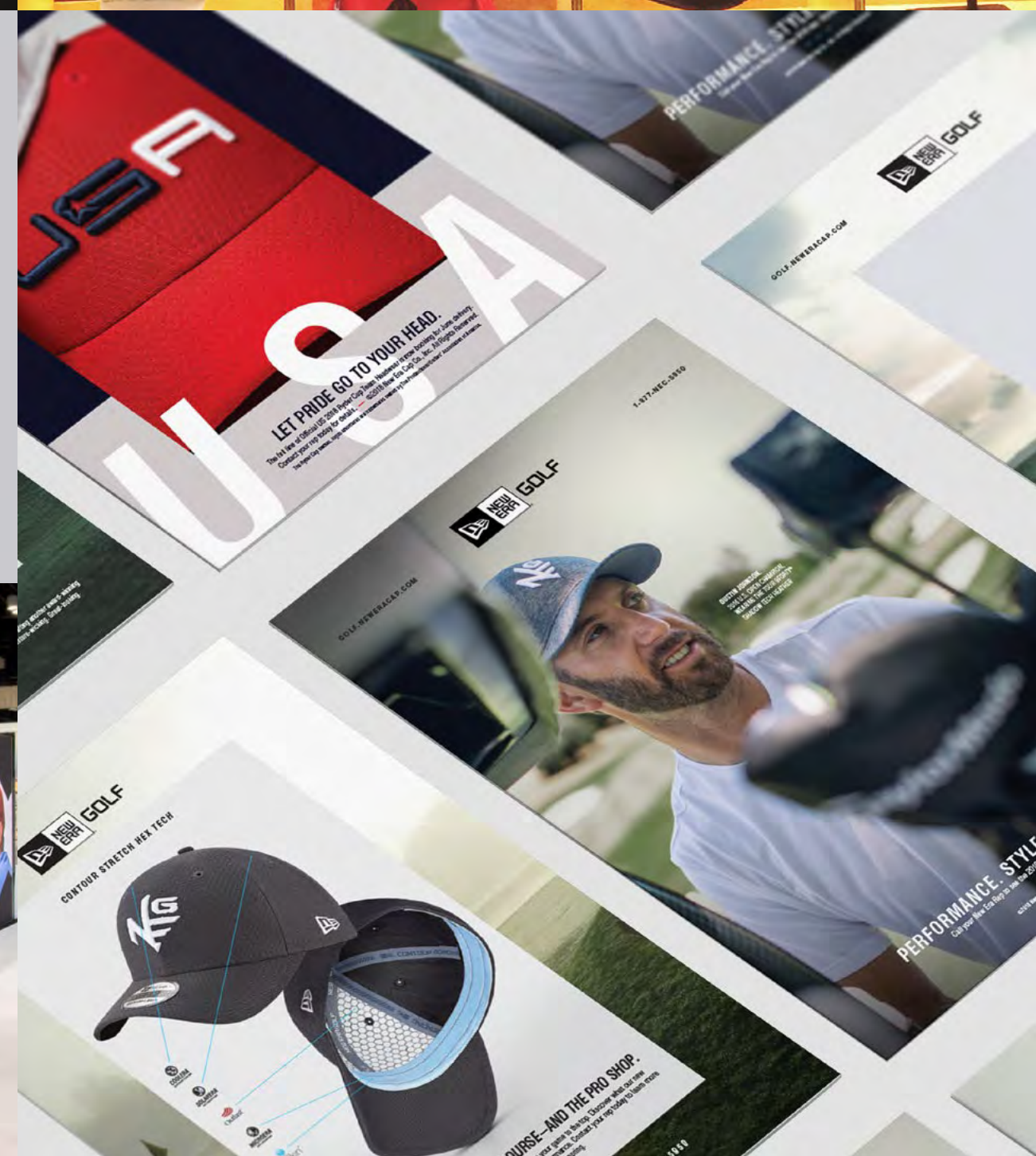
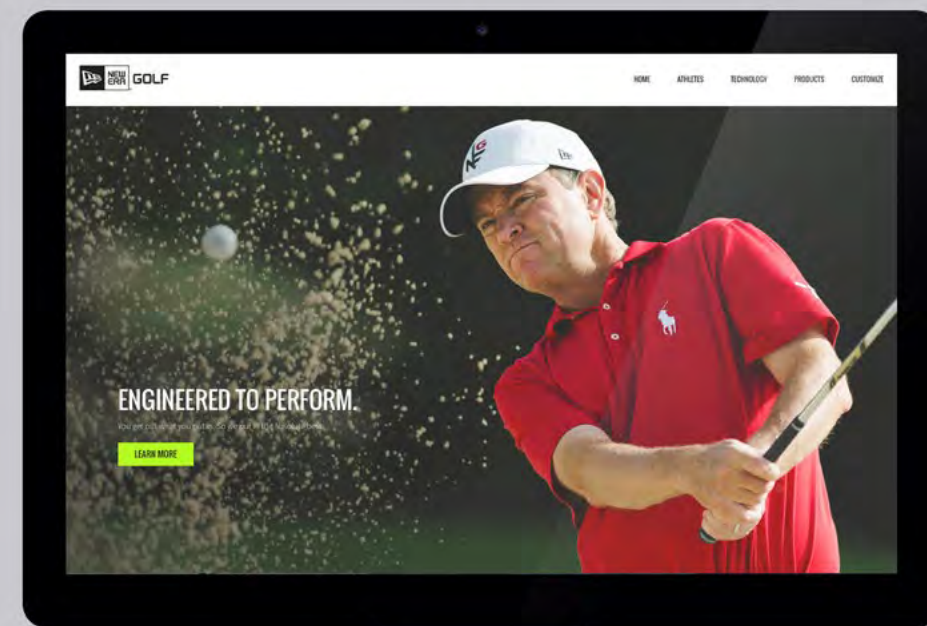
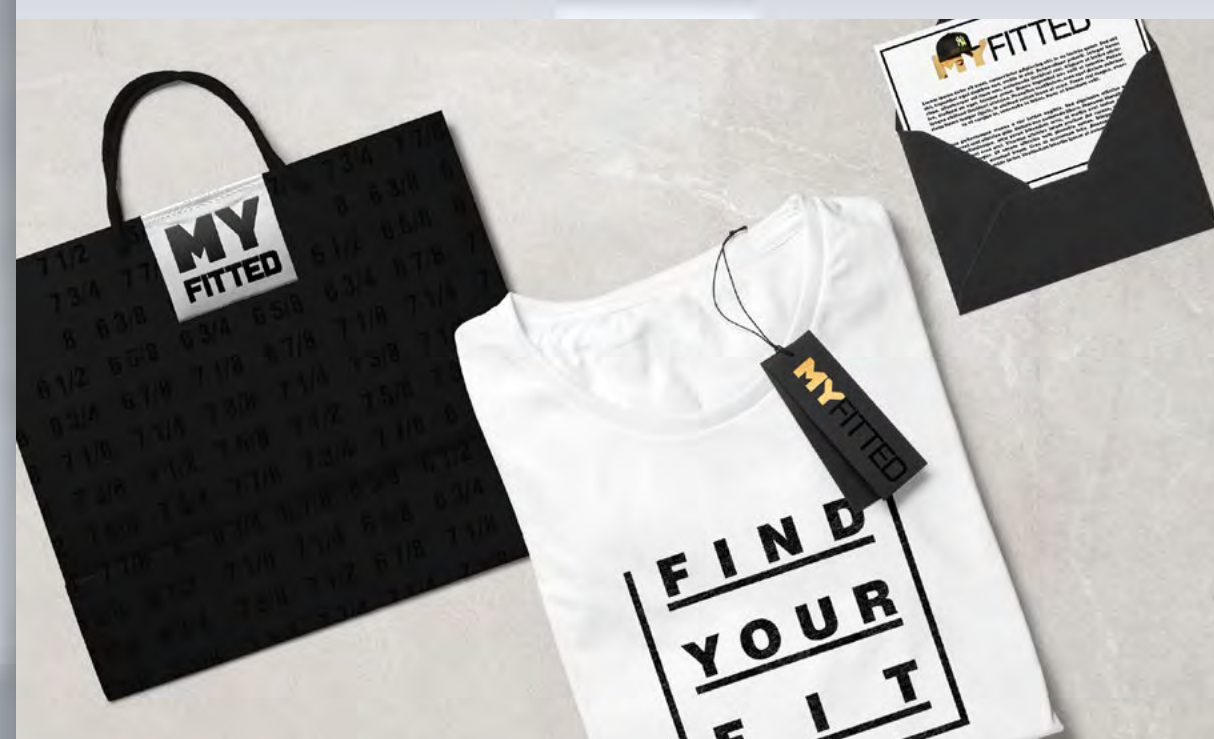
Results

Together, our teams have pushed the boundaries of what a sports apparel brand can be, from home-run campaigns like Fit For Glory and This Is The Cap to hard-hitting efforts like our work supporting the NFL Combine and Super Bowl 50. But more than that, our work has demonstrated that when innovative ideas meet invested teams, nothing is out of reach.



FIND
YOUR
FIT

FITTED



New Era Cap results

21

years of partnership

40+

programs supported with
creative execution each year

4

league partnerships
(NFL, NBA, MLB, MLS)

1,700

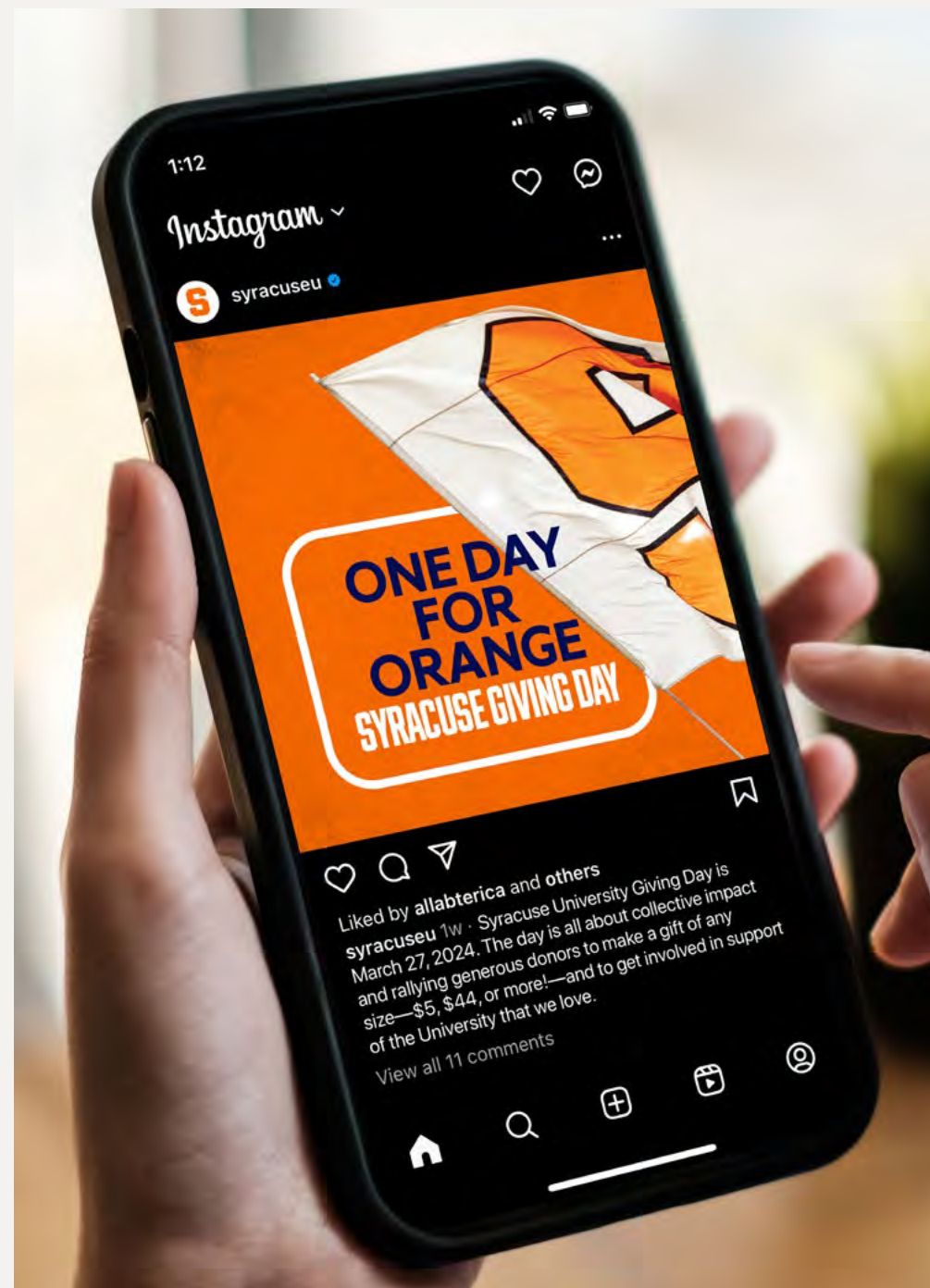
assets executed for largest
single program annually

10+

photography/video shoots
produced each year

Education

SYRACUSE UNIVERSITY // 2024 GIVING DAY CAMPAIGN



SYRACUSE GIVING DAY. IT'S GO TIME.

WE NEED YOU TO BOOST THE 'CUSE ON MARCH 27!

ONE PERSON. ONE ACTION. ONE DAY FOR ORANGE.

It starts with one. One person who chooses to drive innovation, advance research and provide opportunities for the next generation of changemakers. One gift can make all the difference.

Your gift matters. Gifts of all sizes combine to make a collective impact. We can't do it without you.

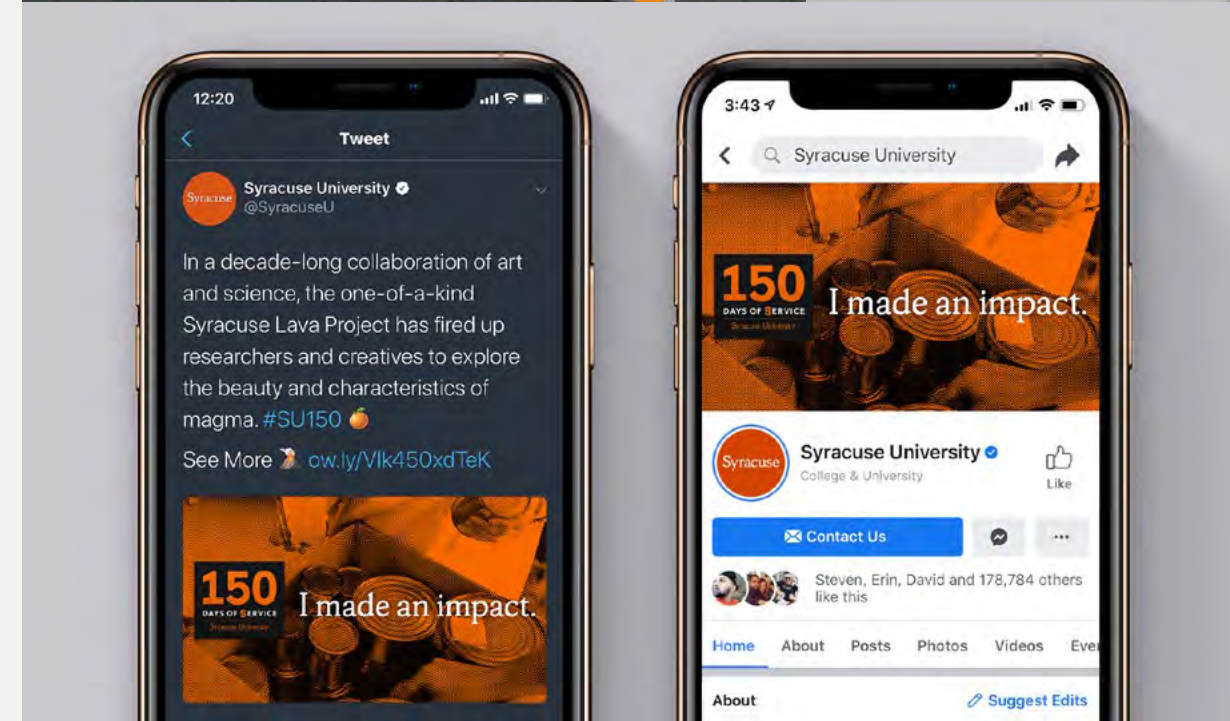
LET'S SHOW THE WORLD WHAT ORANGE CAN DO—TOGETHER.

- \$25 can purchase classroom materials.
- \$44 can support research.
- \$100 can help a student study abroad.
- \$500 can cover a tuition gap to keep someone on campus.

SCAN THE CODE OR MAIL IN YOUR GIFT IF YOU PREFER!

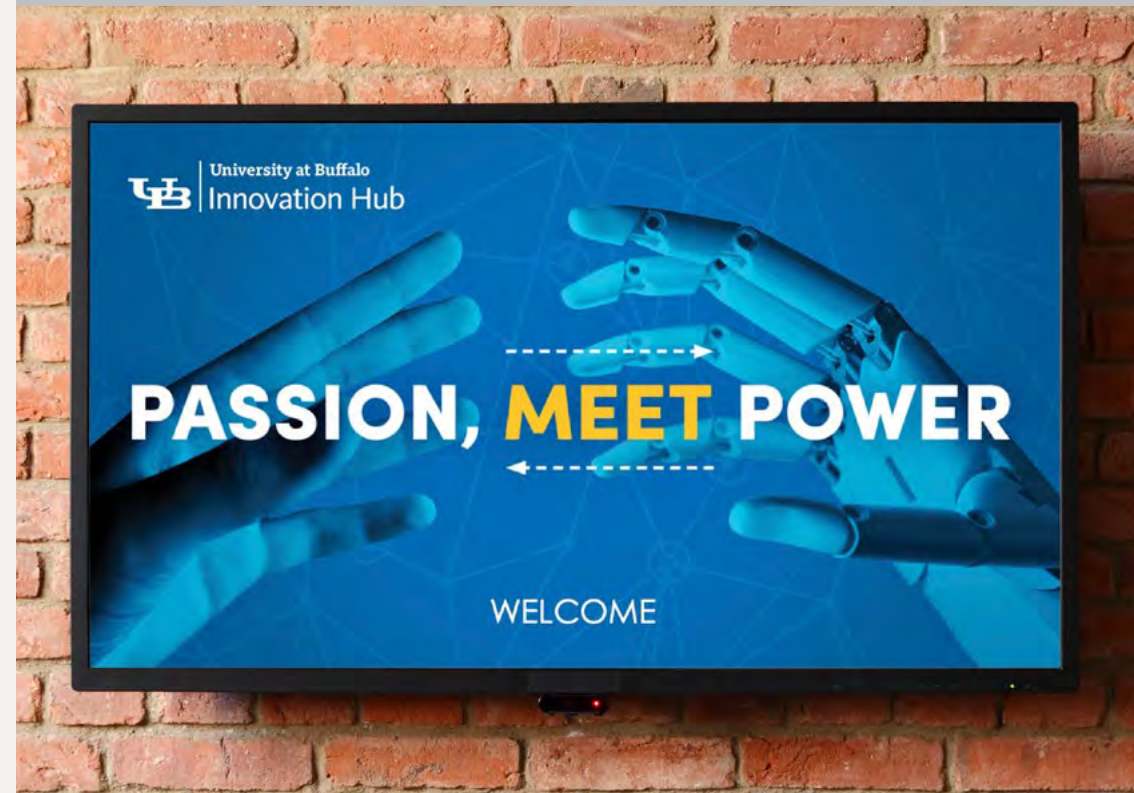


SYRACUSE UNIVERSITY // 150 YEAR ANNIVERSARY CAMPAIGN



Education

UNIVERSITY AT BUFFALO // INNOVATION HUB CAMPAIGN

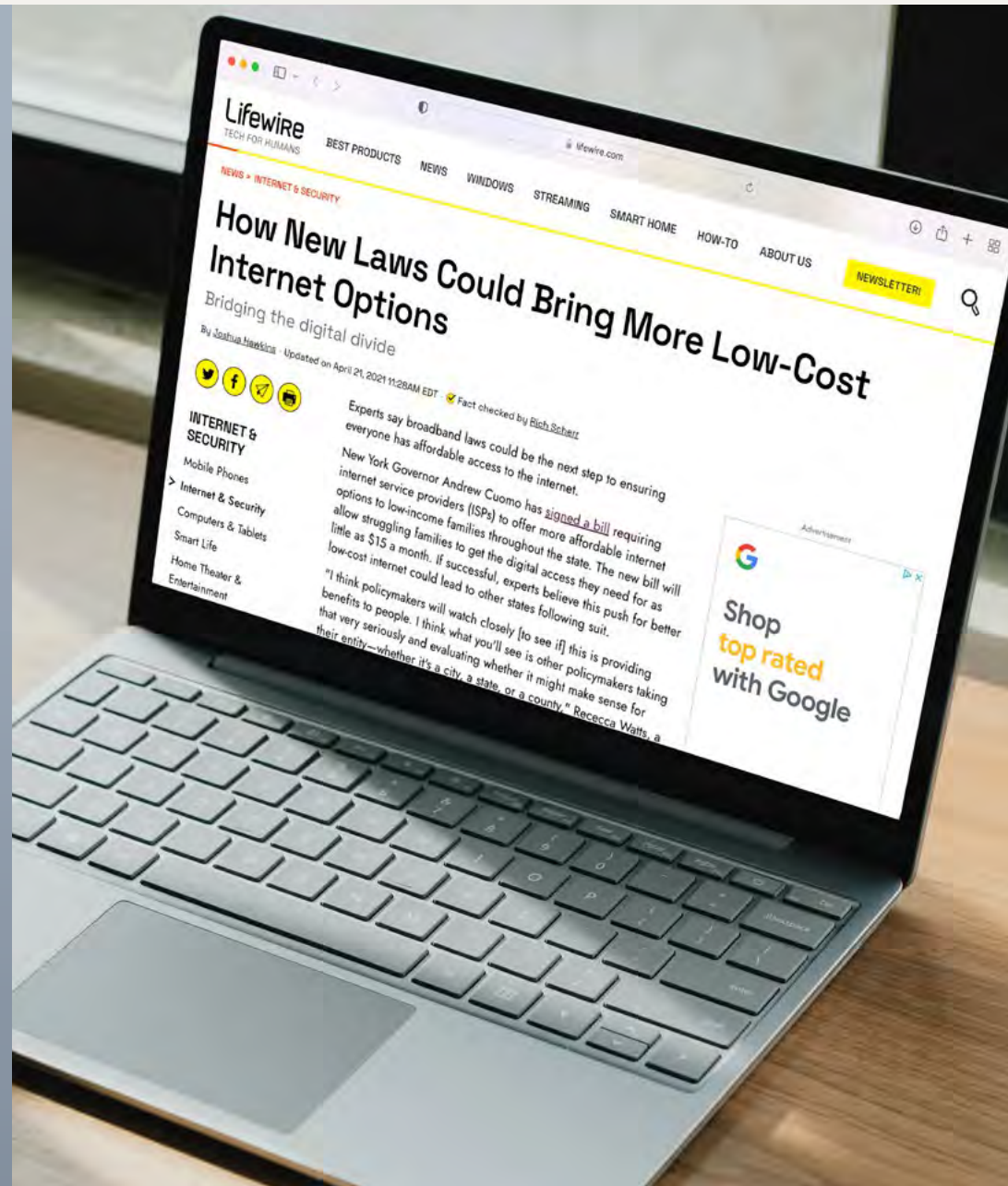


UNIVERSITY AT BUFFALO // CAMPAIGN CONCEPTS AND COLLATERAL

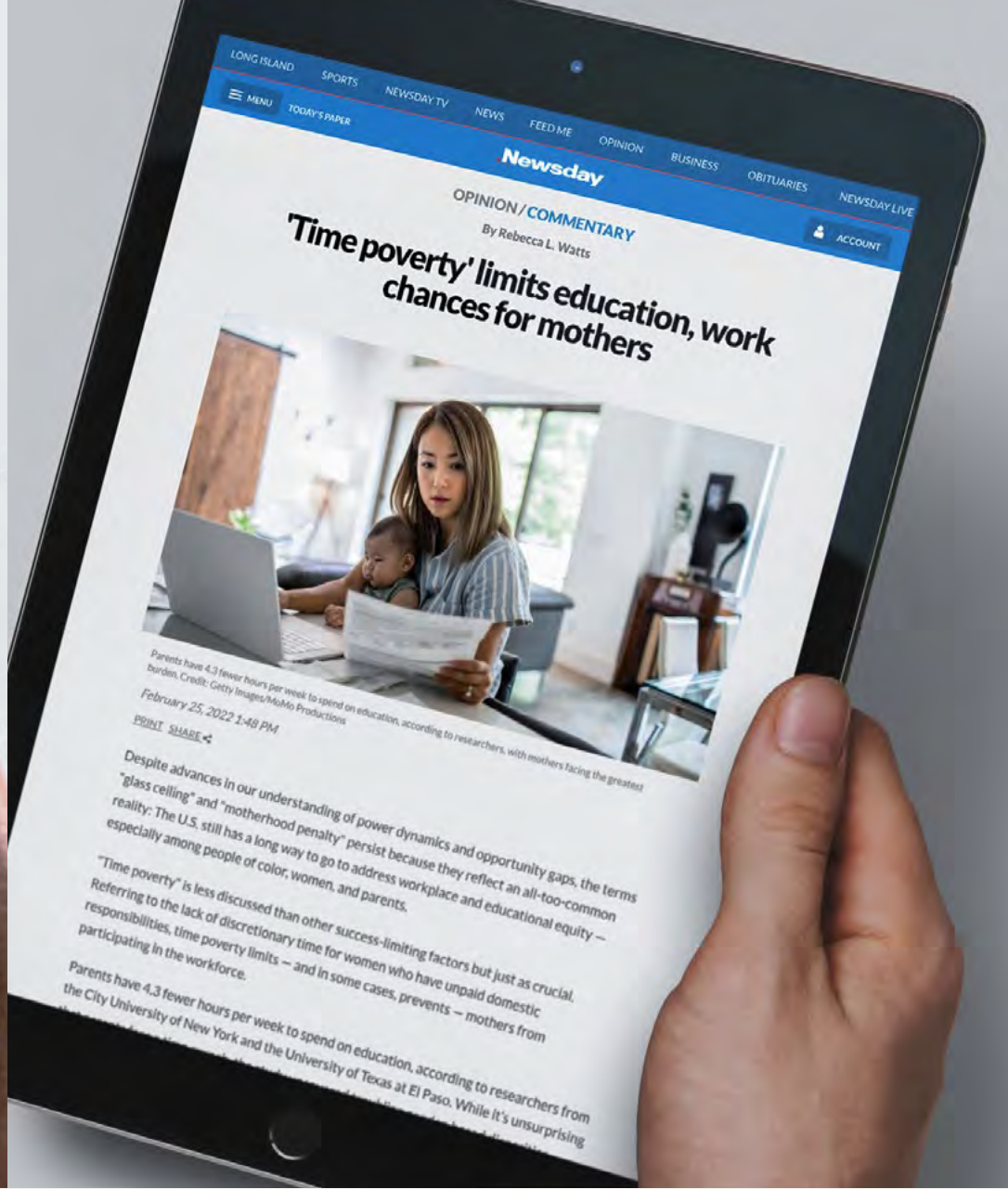
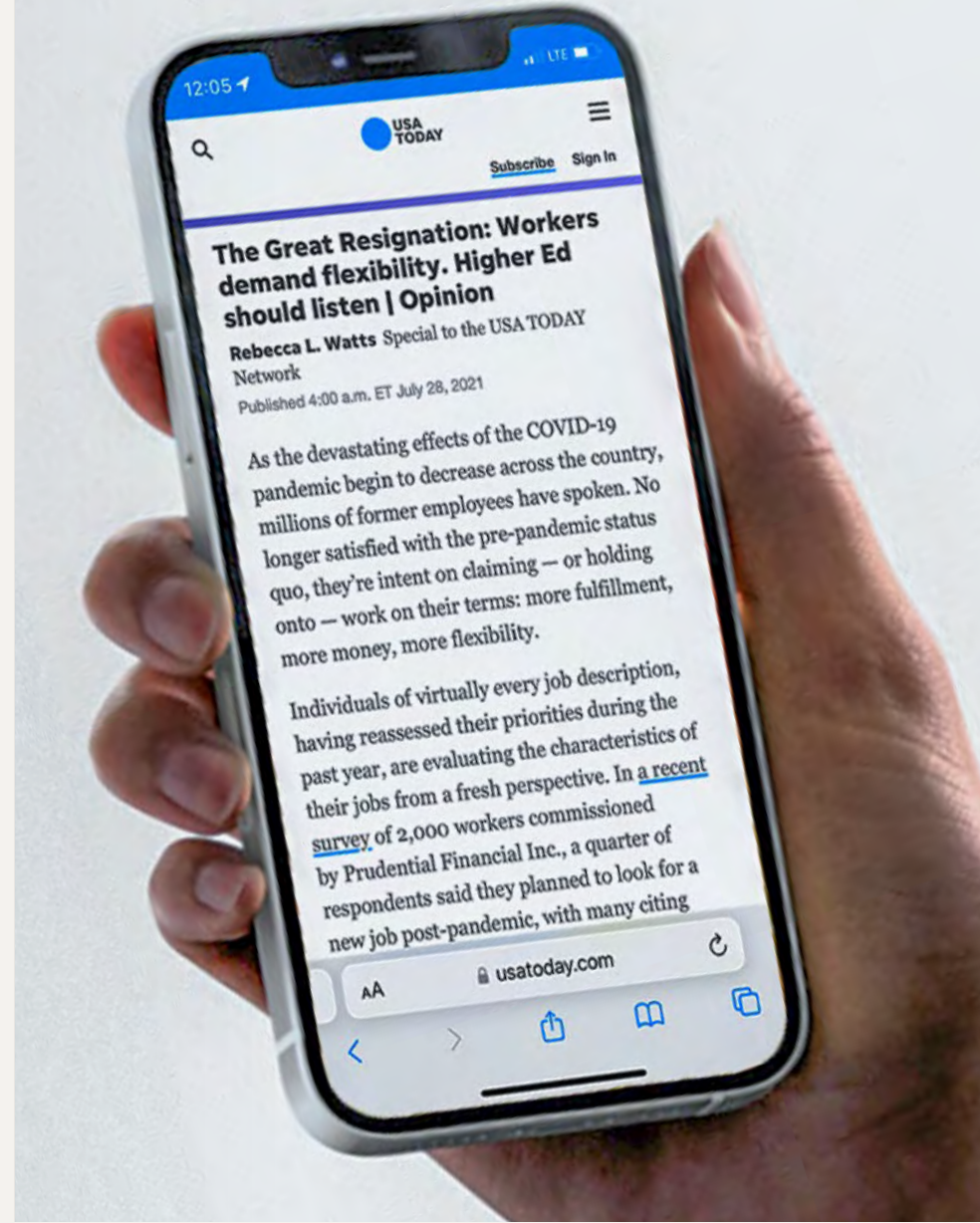


Education

WESTERN GOVERNORS UNIVERSITY // PUBLIC RELATIONS

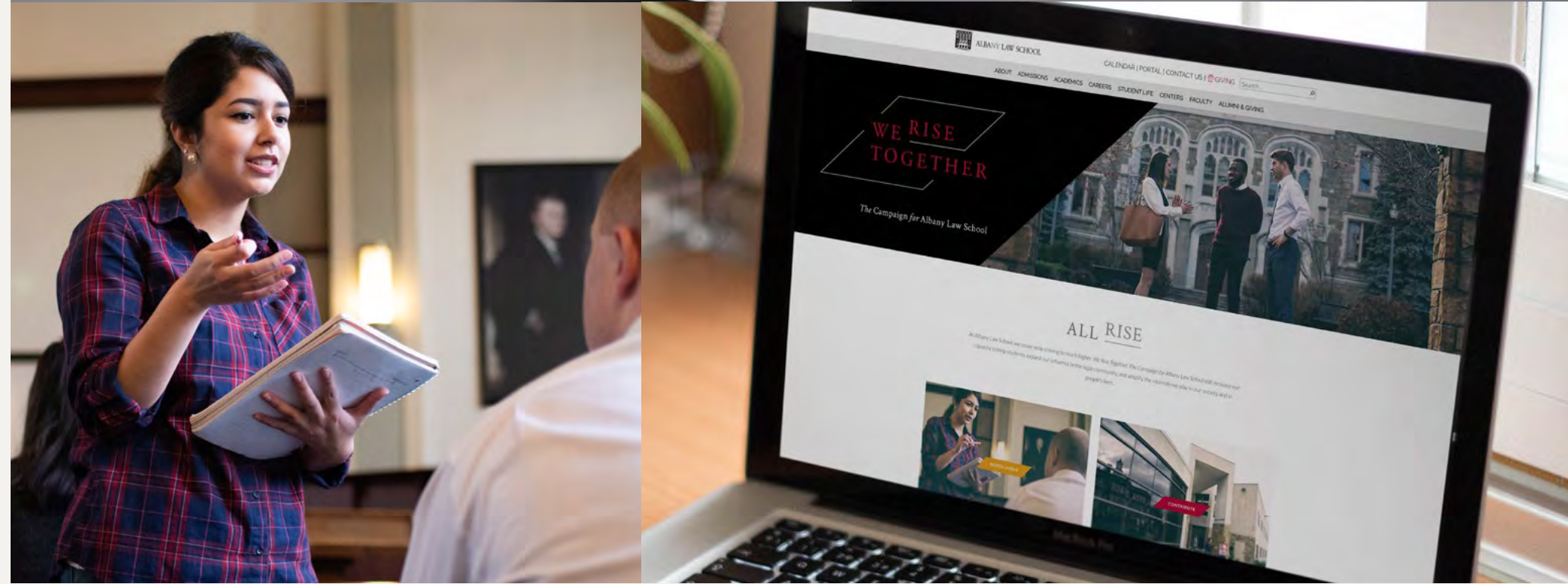


WESTERN GOVERNORS UNIVERSITY // PUBLIC RELATIONS

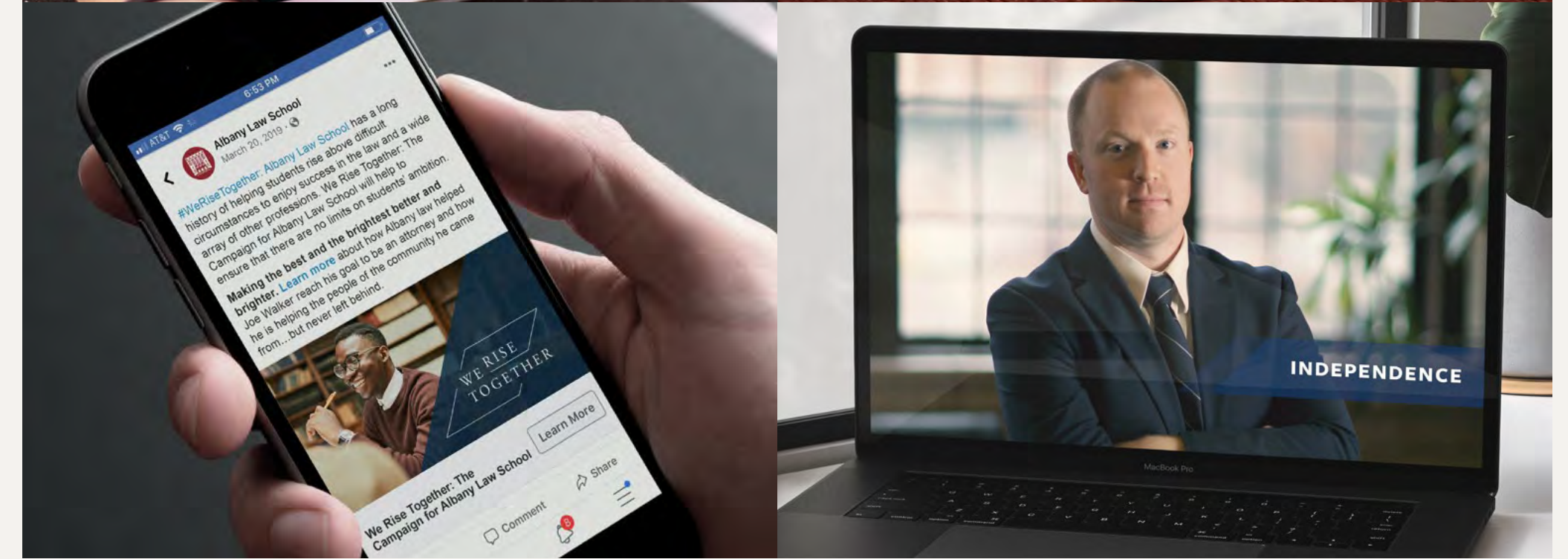
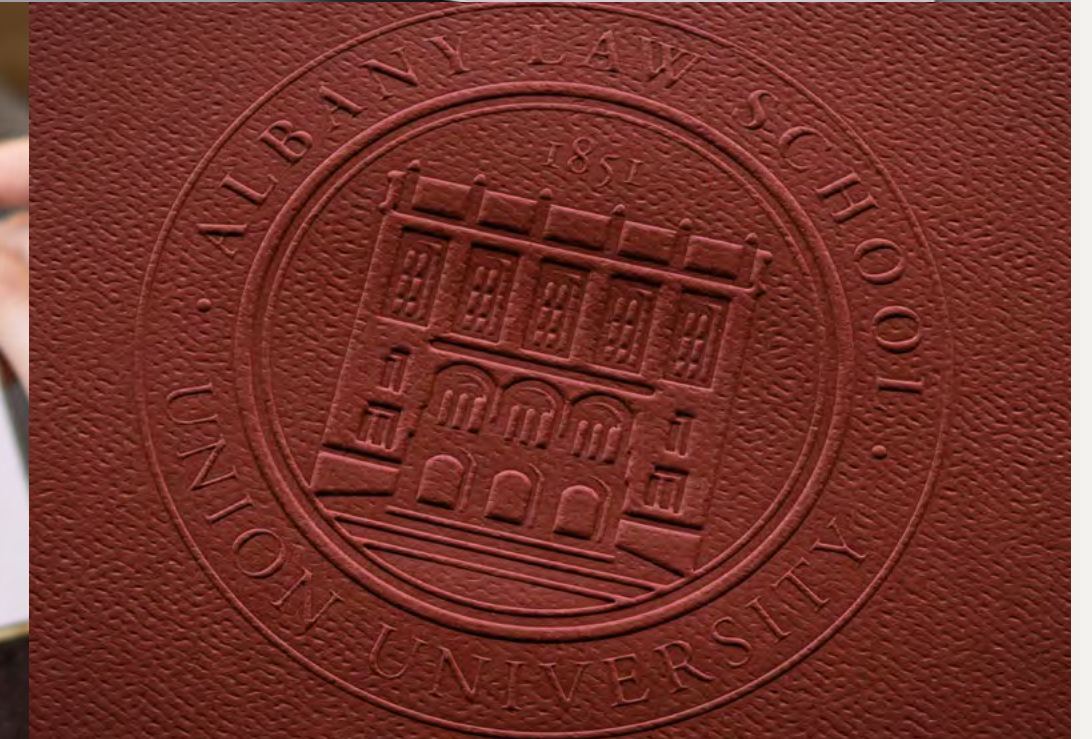


Education

ALBANY LAW SCHOOL // DEVELOPMENT CAMPAIGN

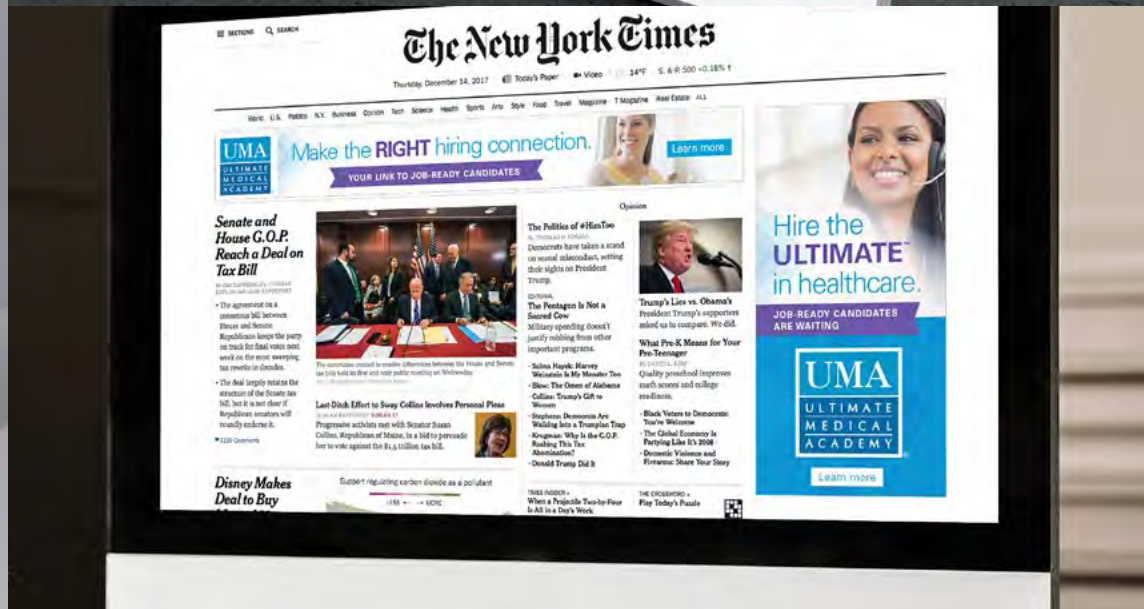


ALBANY LAW SCHOOL // DEVELOPMENT CAMPAIGN

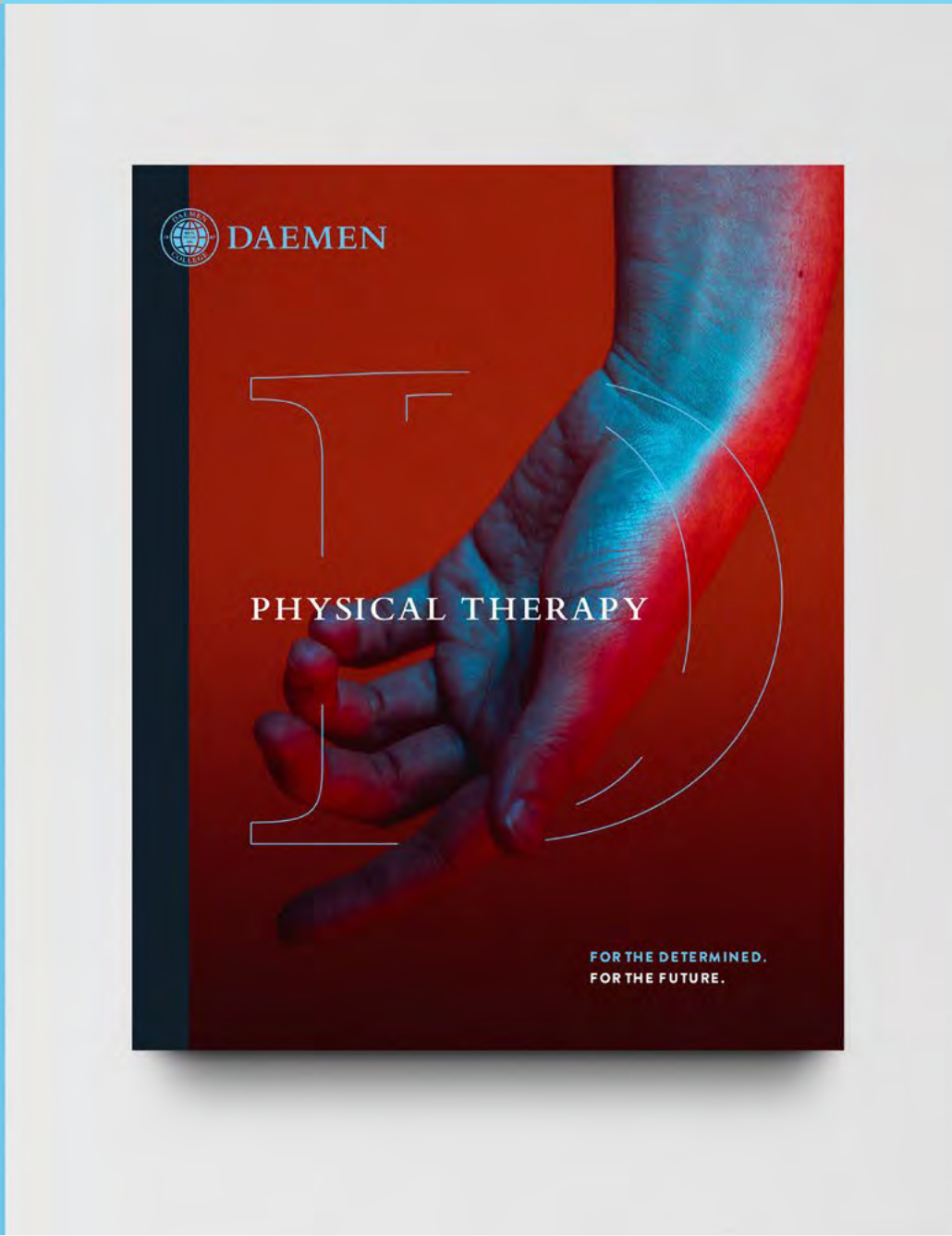
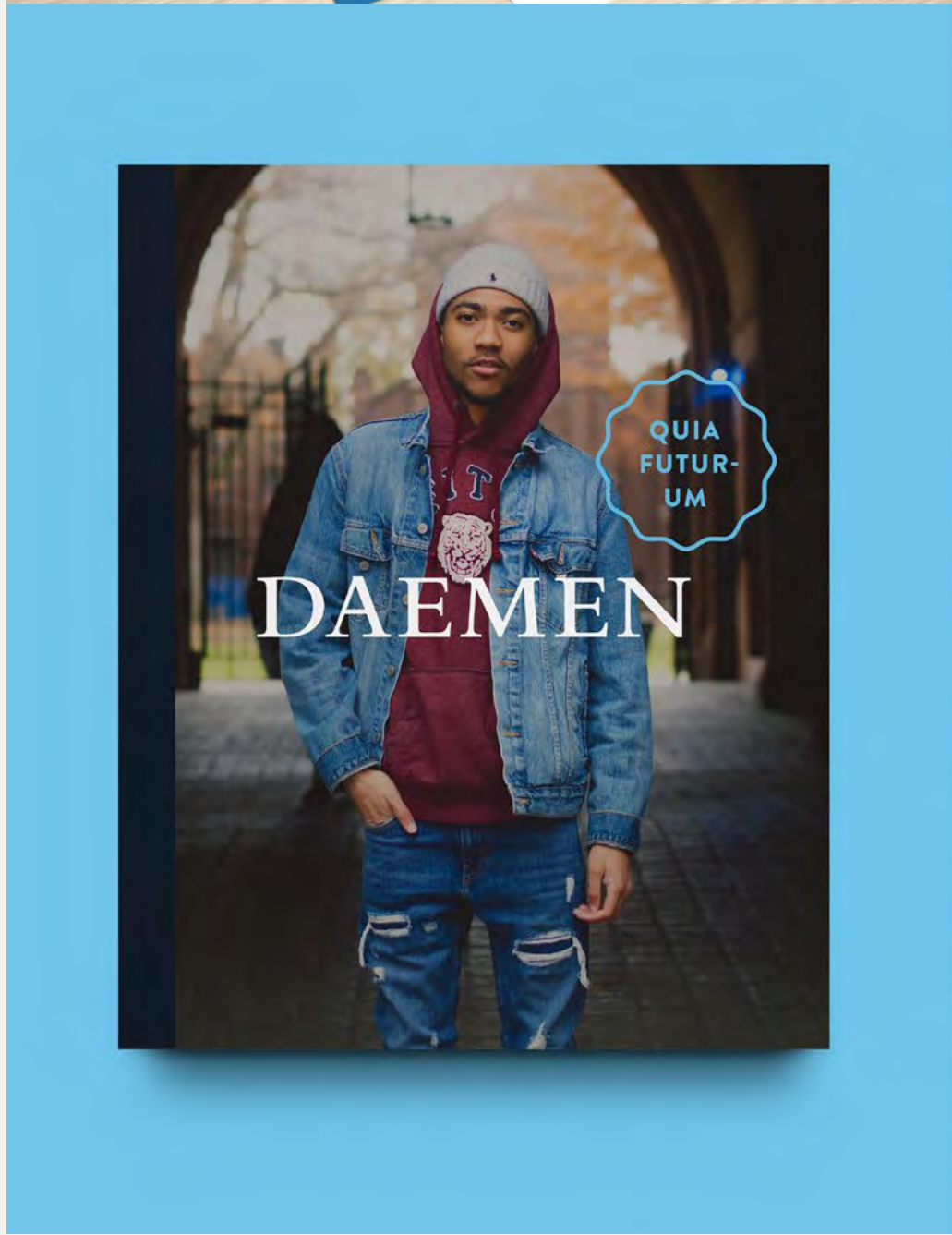


Education

ULTIMATE MEDICAL ACADEMY // ENROLLMENT CAMPAIGN

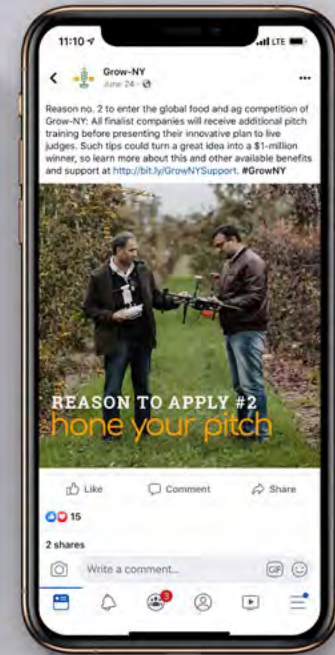


DAEMEN COLLEGE // BRAND CAMPAIGN

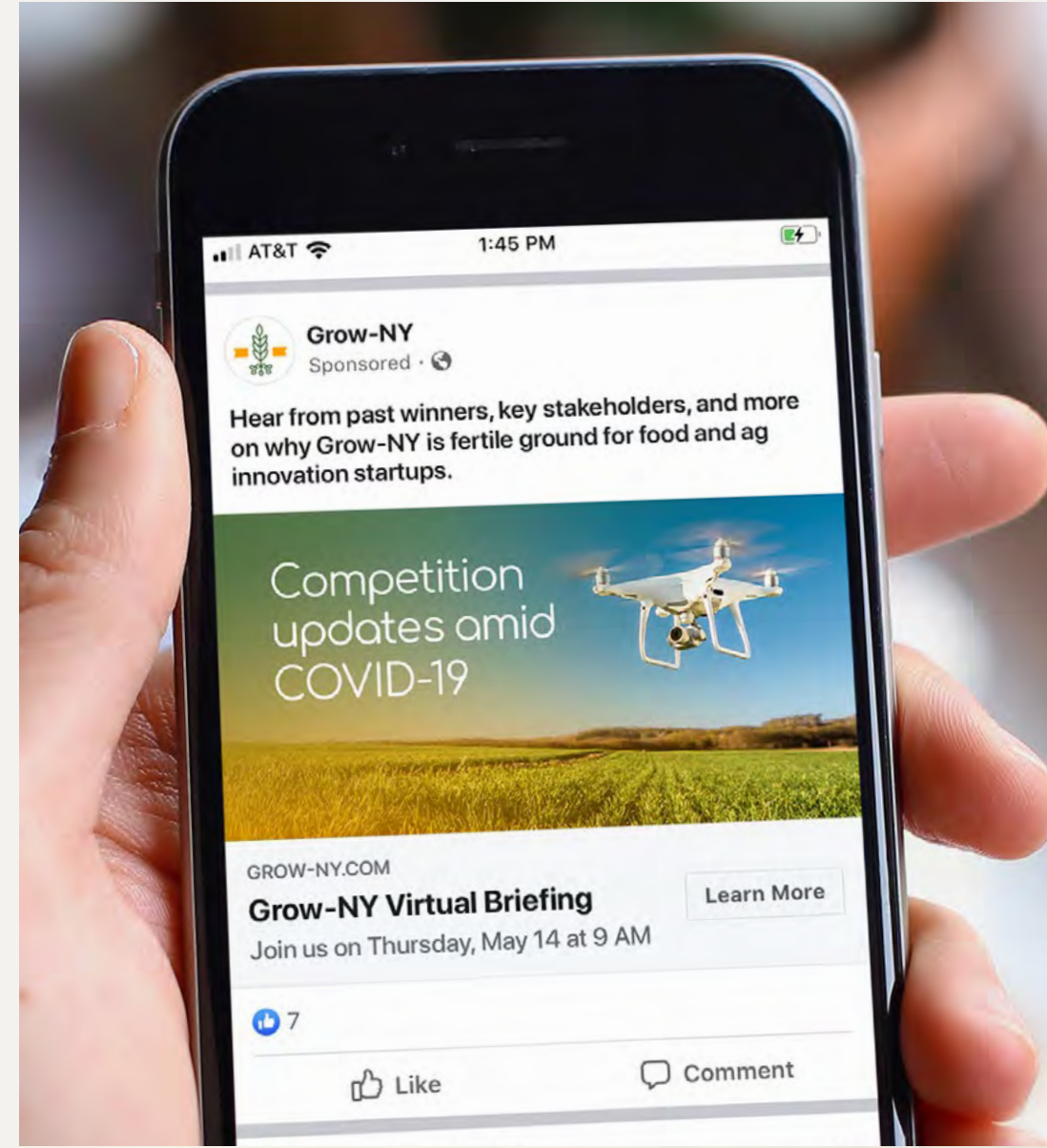


Education

CORNELL UNIVERSITY // GROW-NY COMPETITION BRANDING AND COMMUNICATIONS



CORNELL UNIVERSITY // GROW-NY VIRTUAL PRESS EVENT

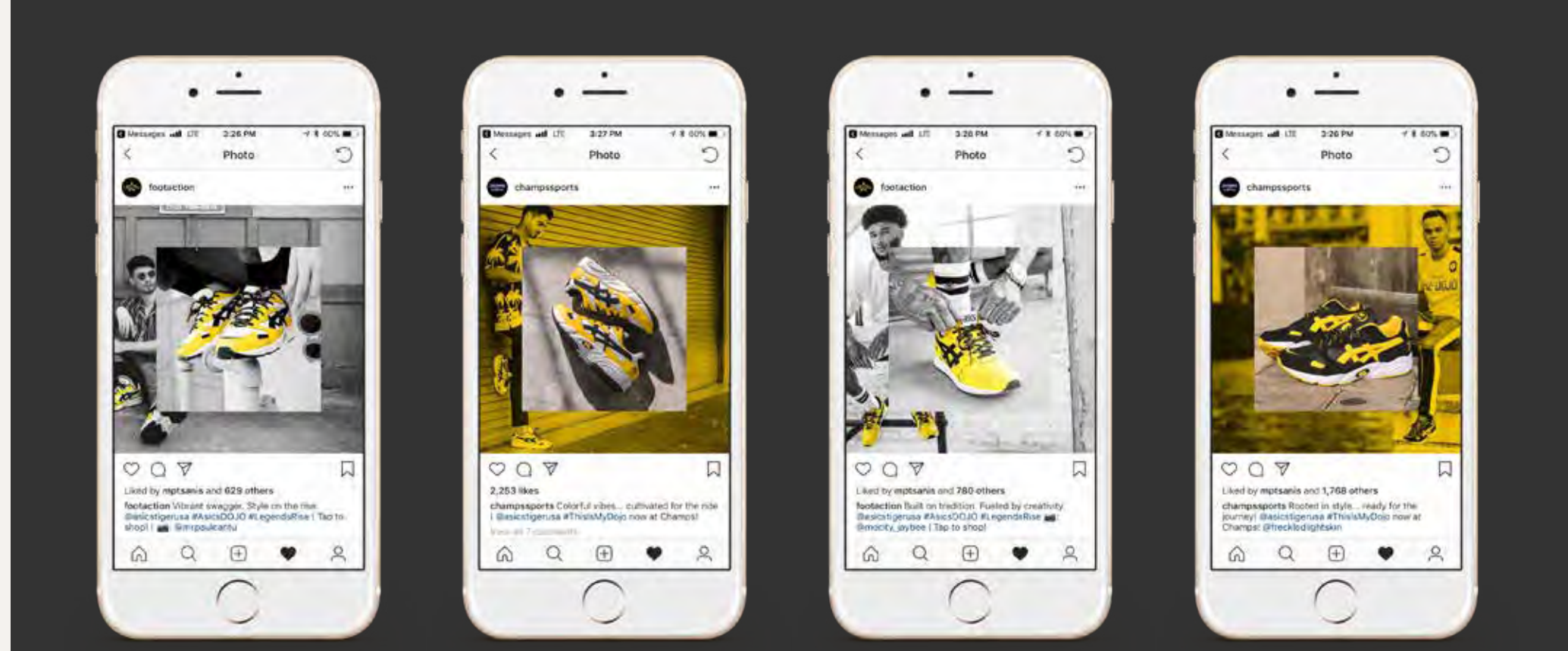


Sports

ASICS // DOJO PRODUCT LAUNCH

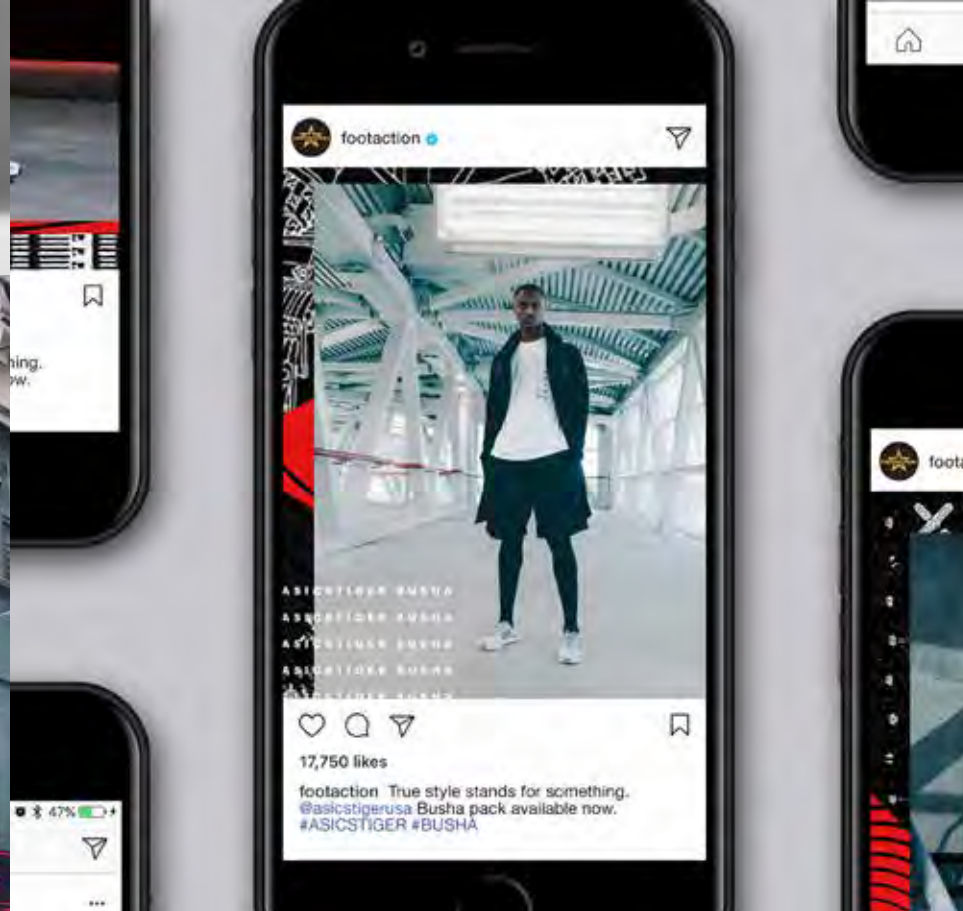
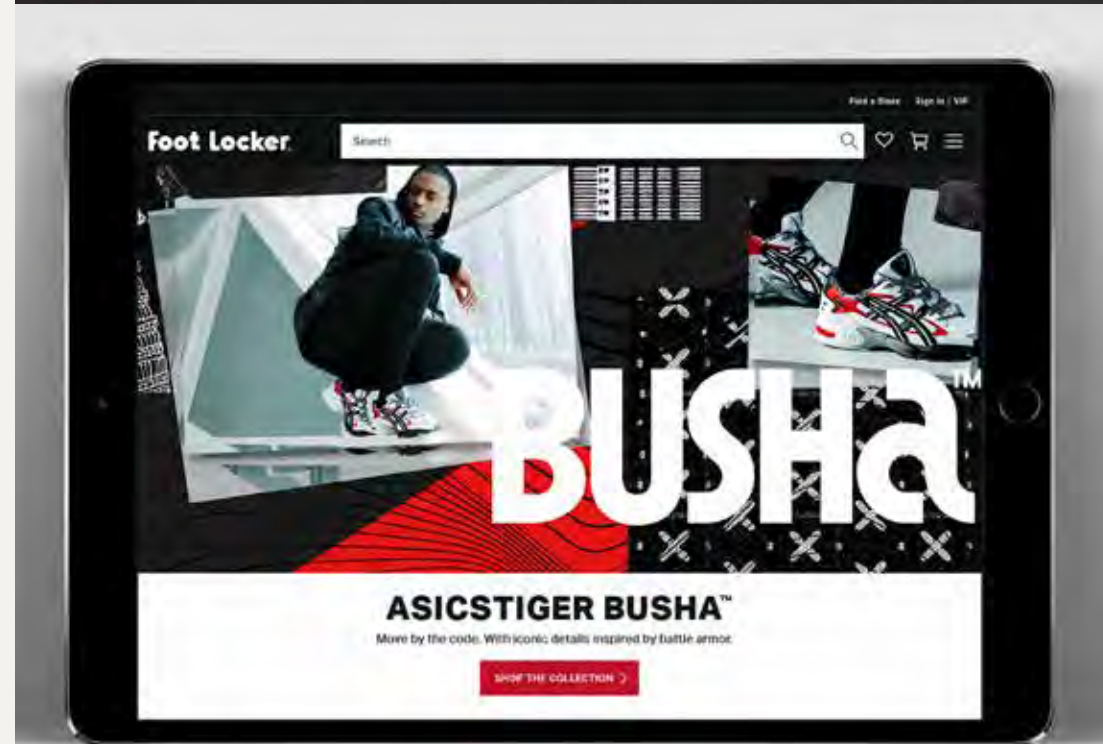


ASICS // DOJO PRODUCT LAUNCH

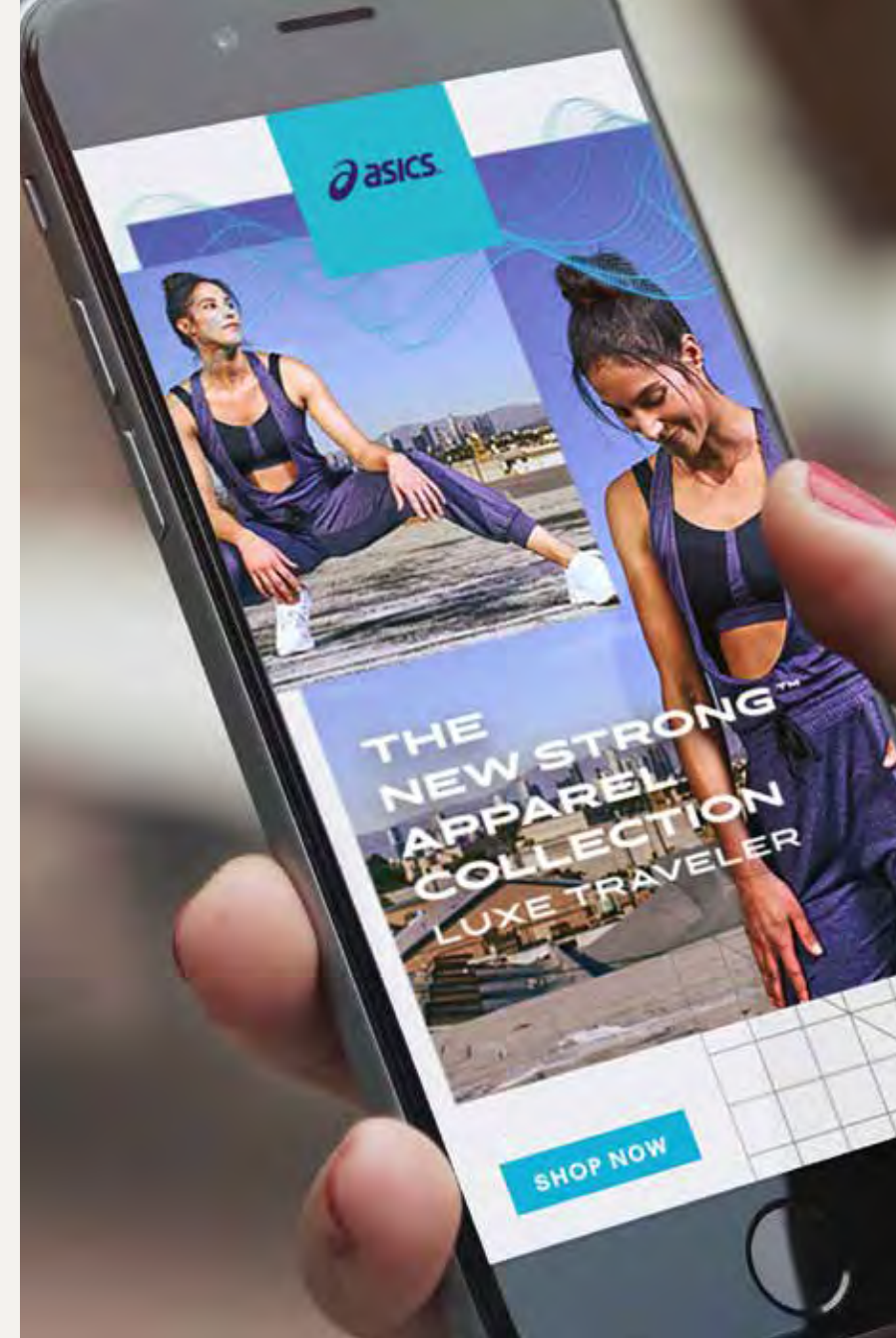
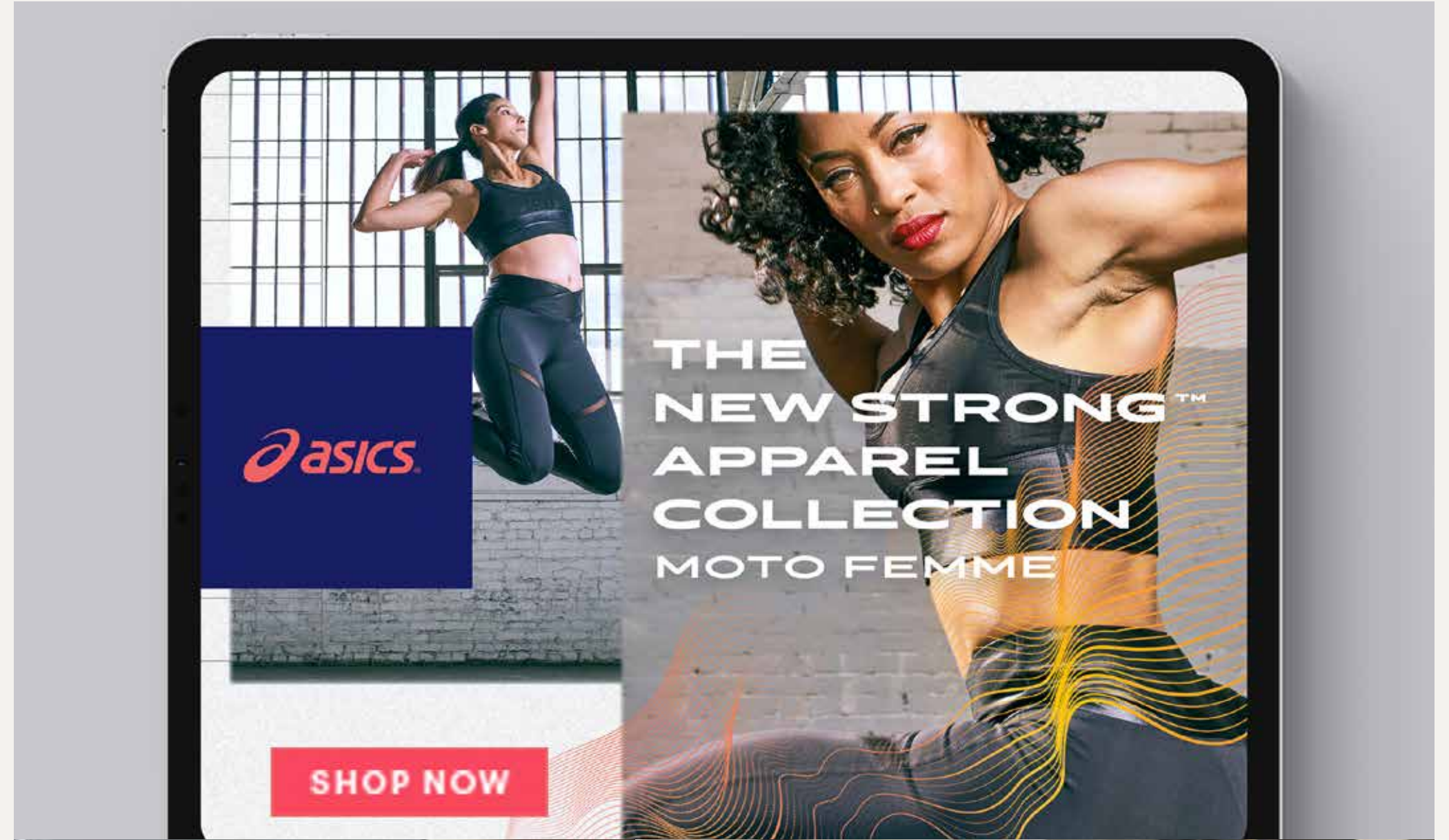


Sports

ASICS // BUSHUA PRODUCT LAUNCH



ASICS // THE NEW STRONG ACTIVATION

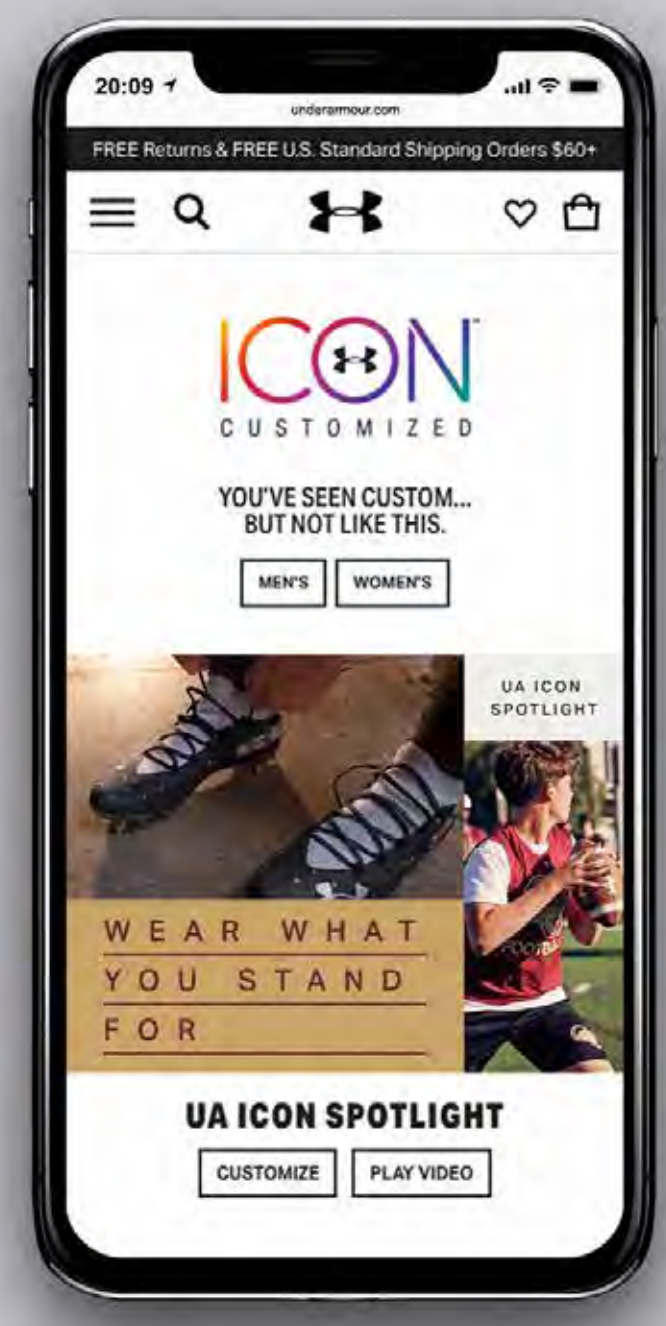


Sports

UNDER ARMOUR // ICON CAMPAIGN

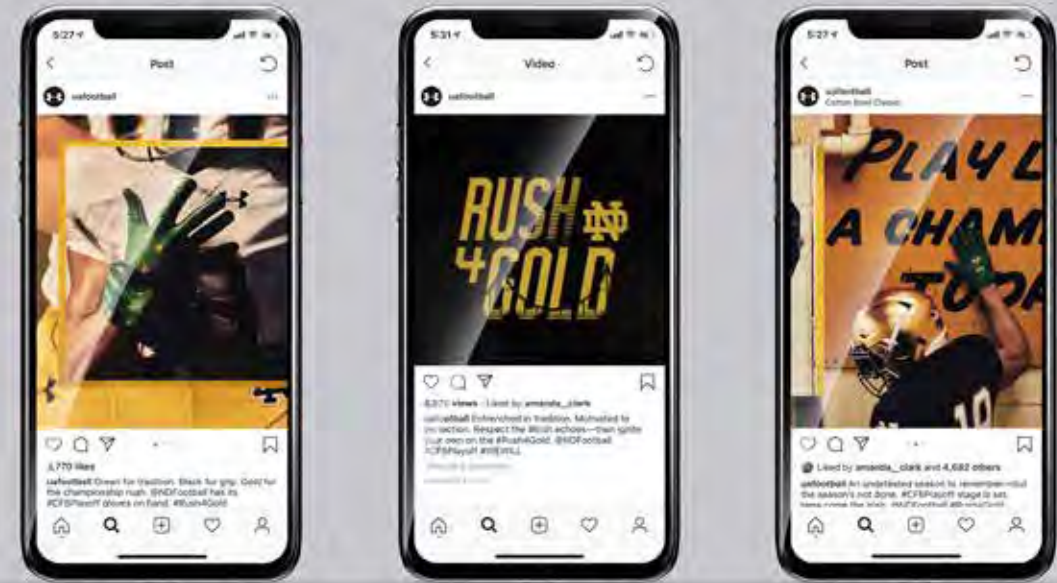


UNDER ARMOUR // ICON CAMPAIGN

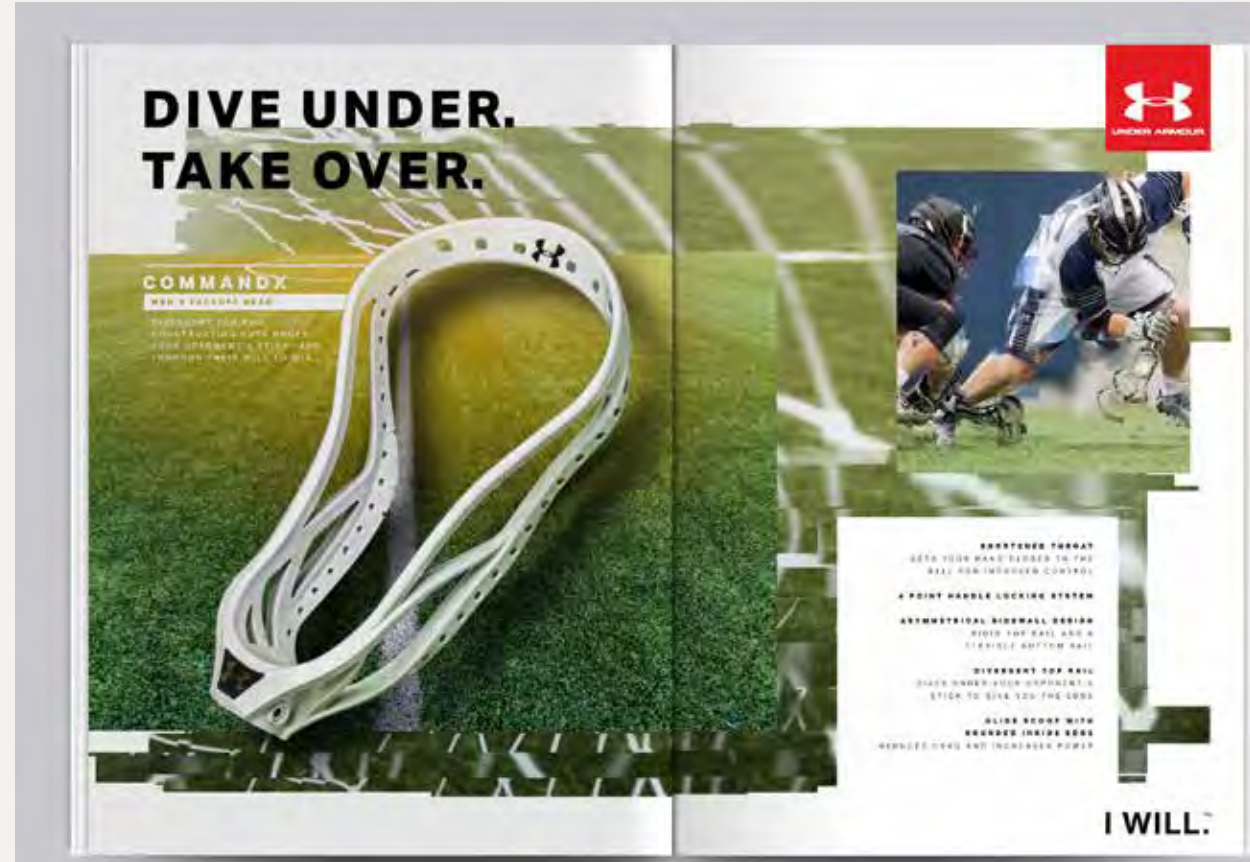


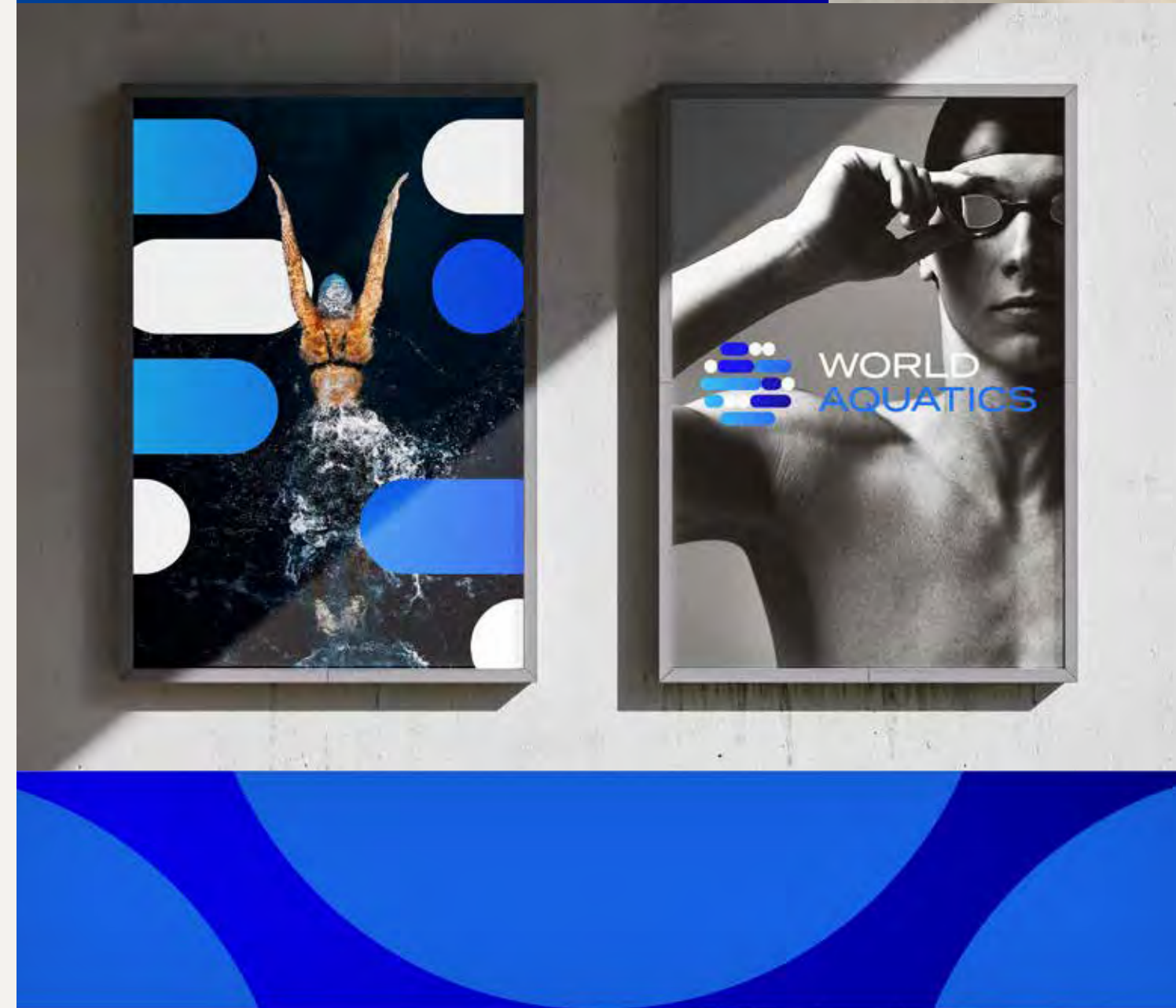
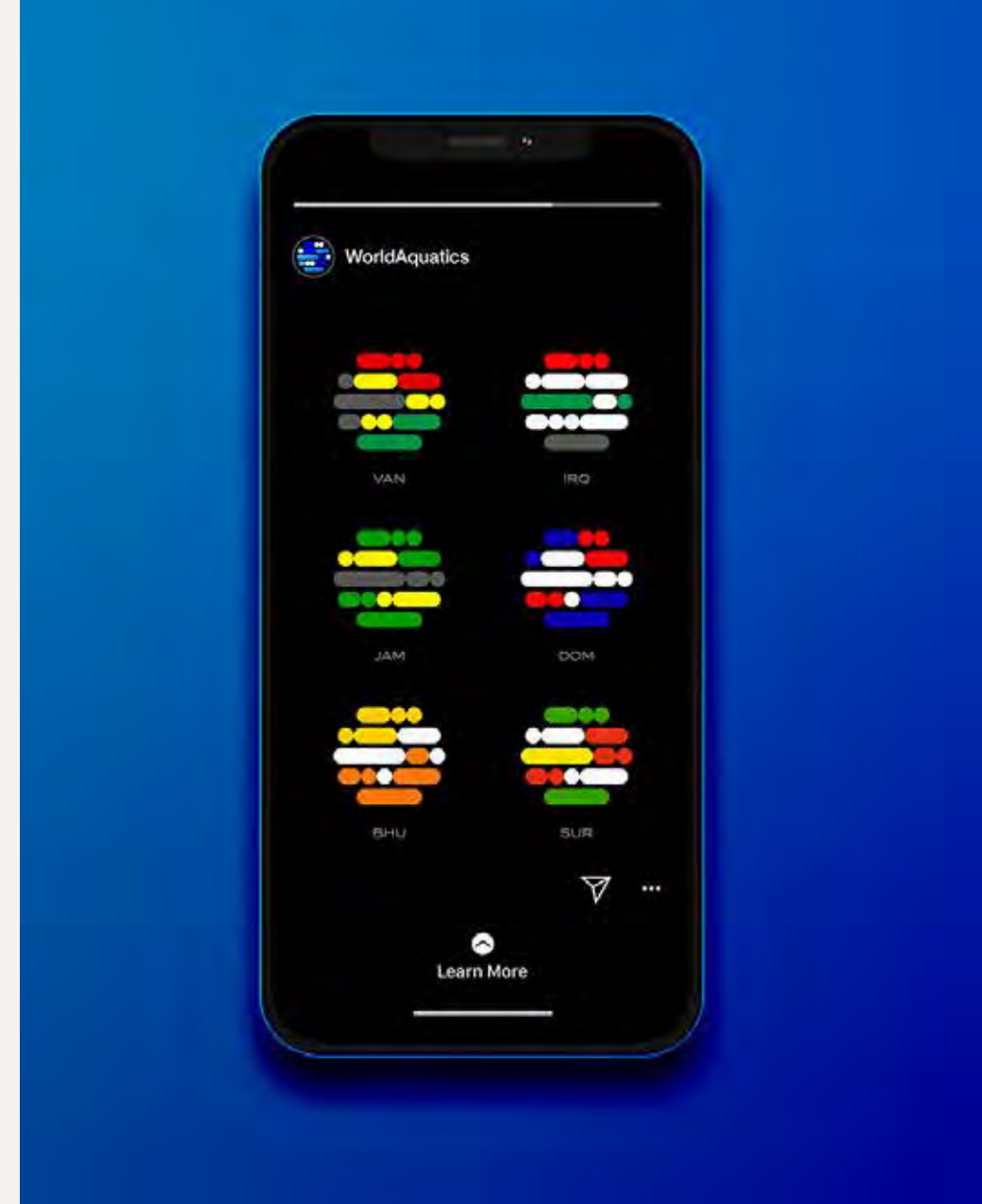
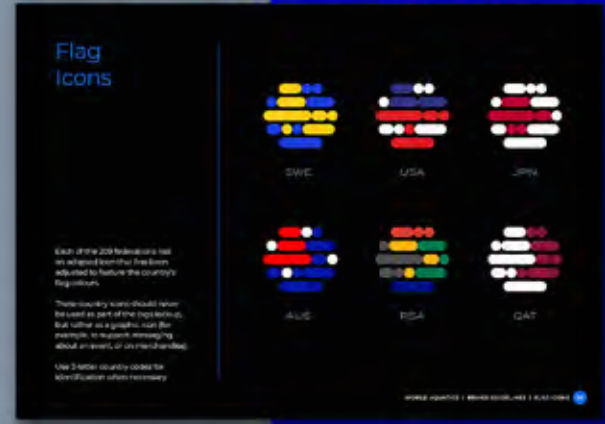
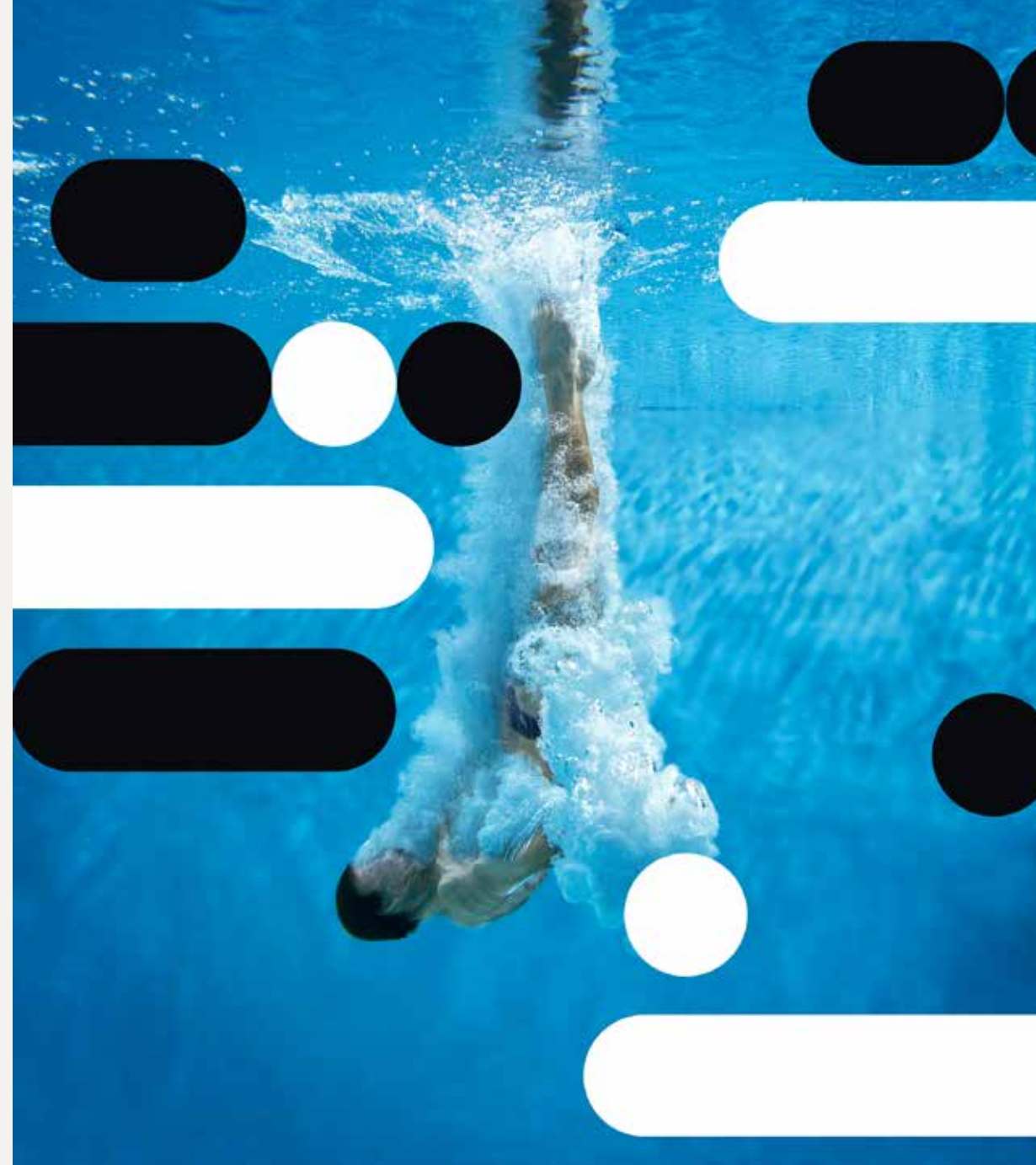
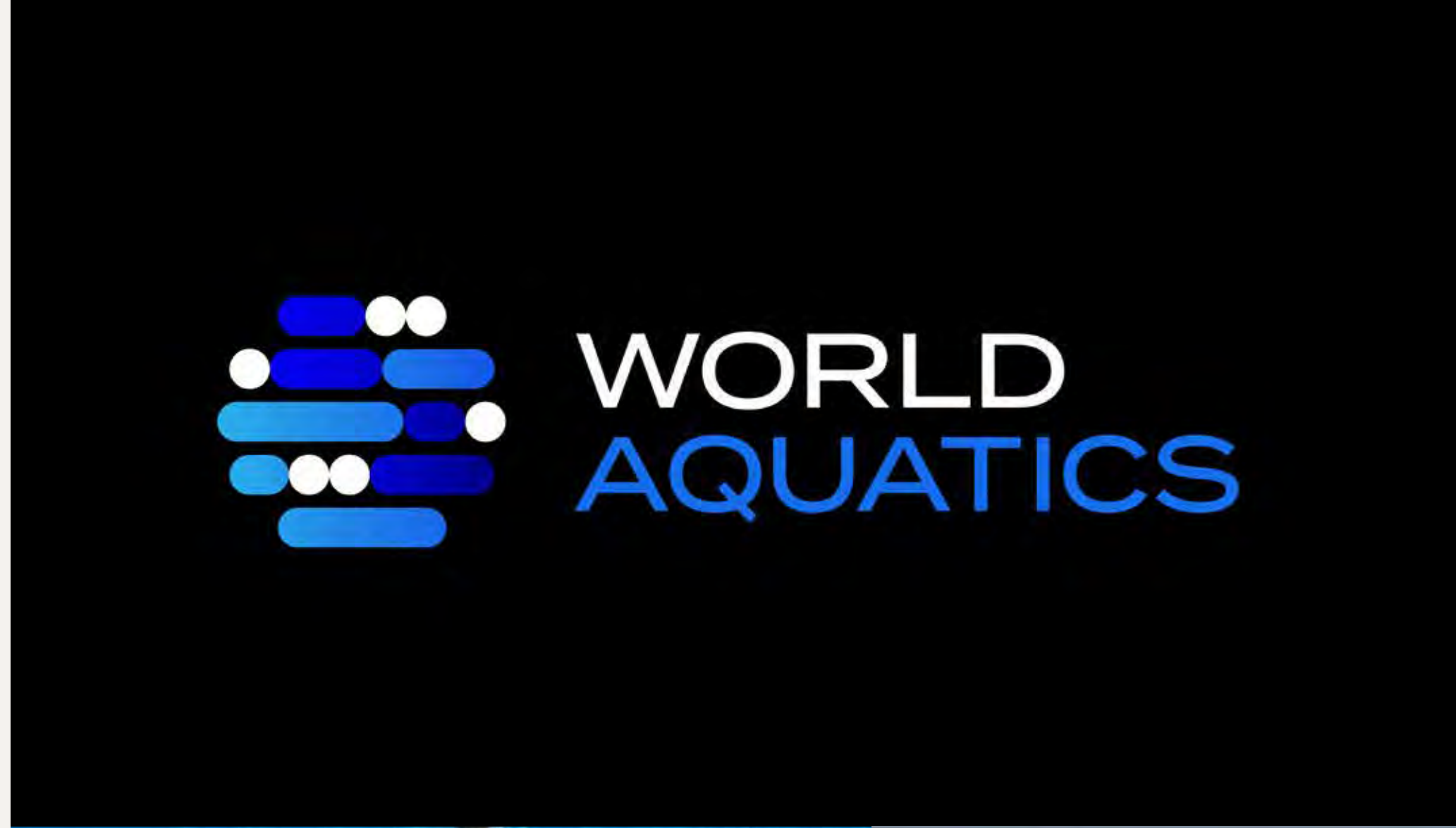
Sports

UNDER ARMOUR // NOTRE DAME SEEDING BOX AND SOCIAL MEDIA



UNDER ARMOUR // LACROSSE CAMPAIGNS



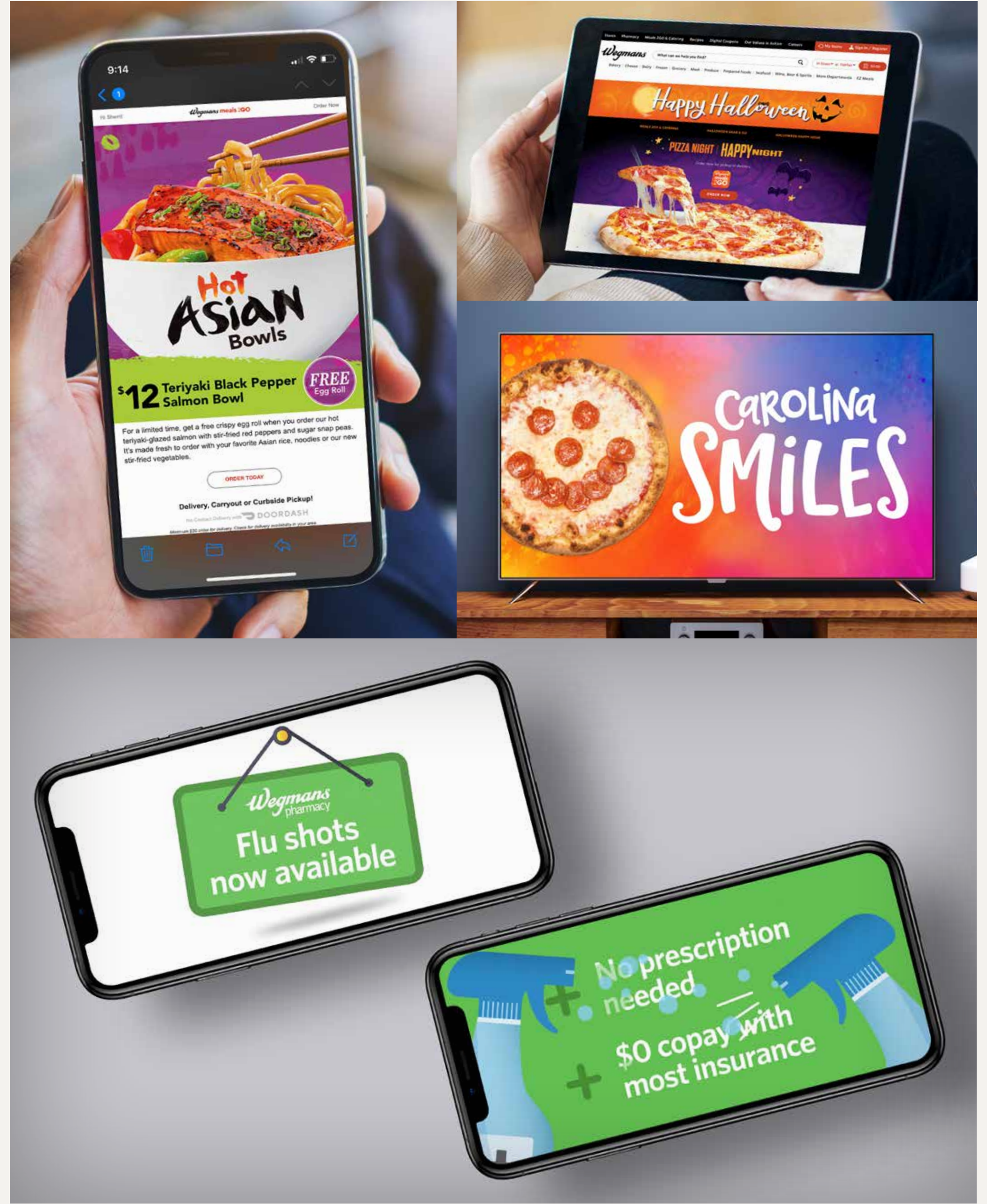


Food & Beverage

WEGMANS // DIGITAL WORK

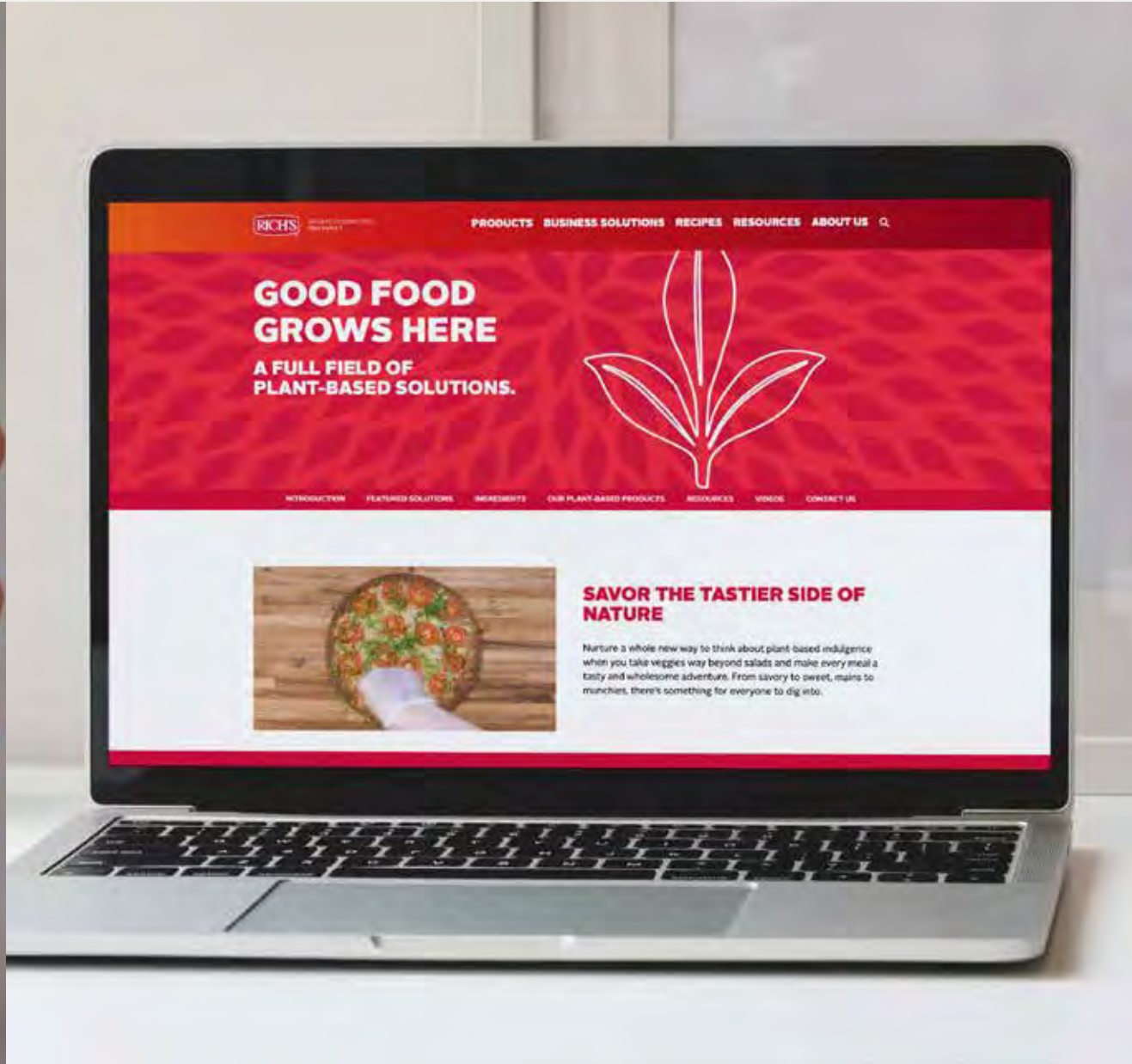
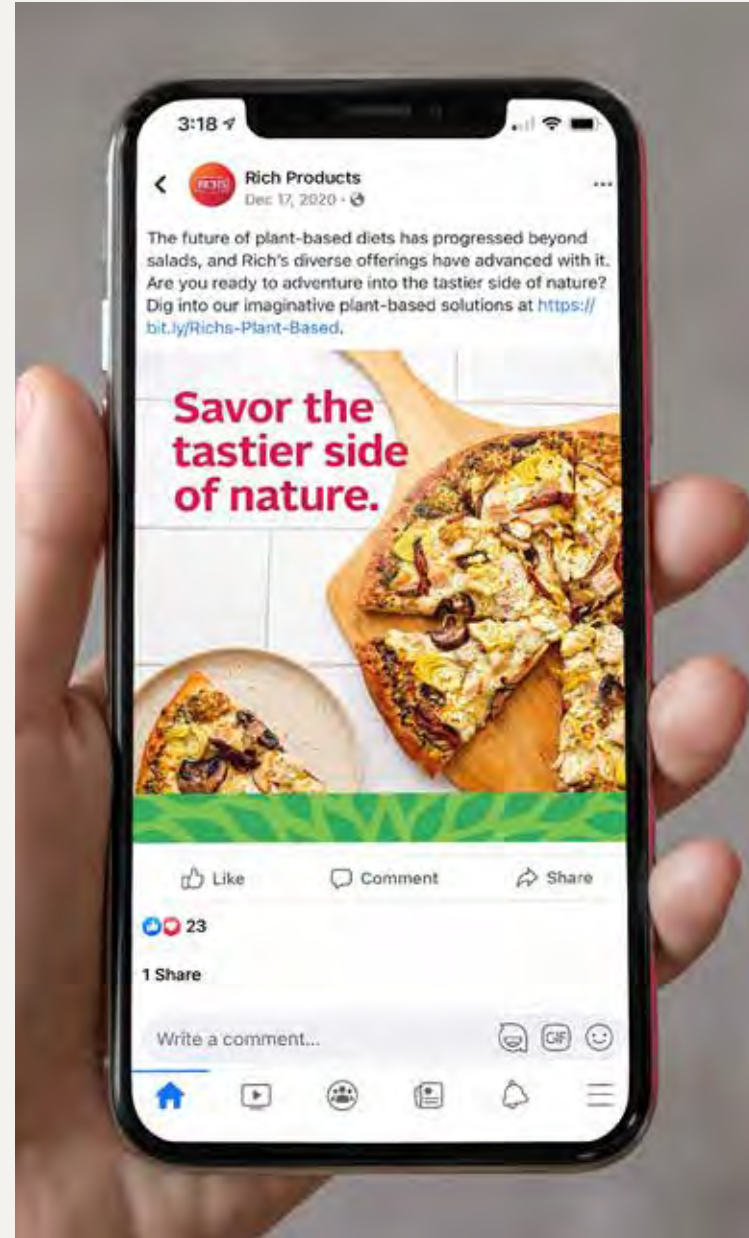


WEGMANS // DIGITAL WORK

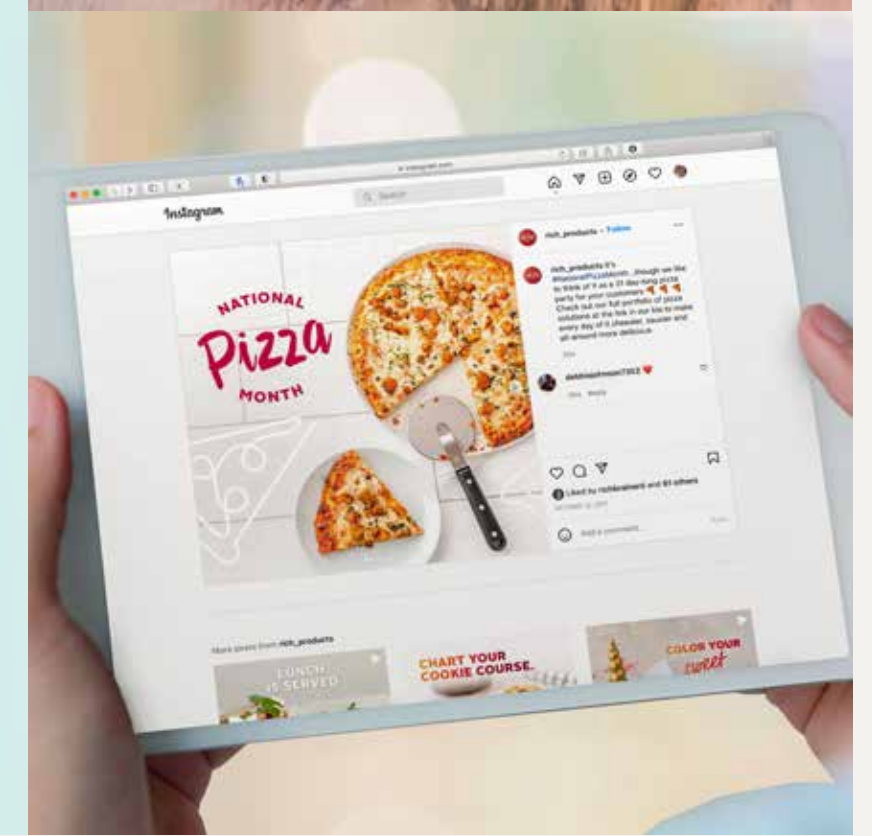
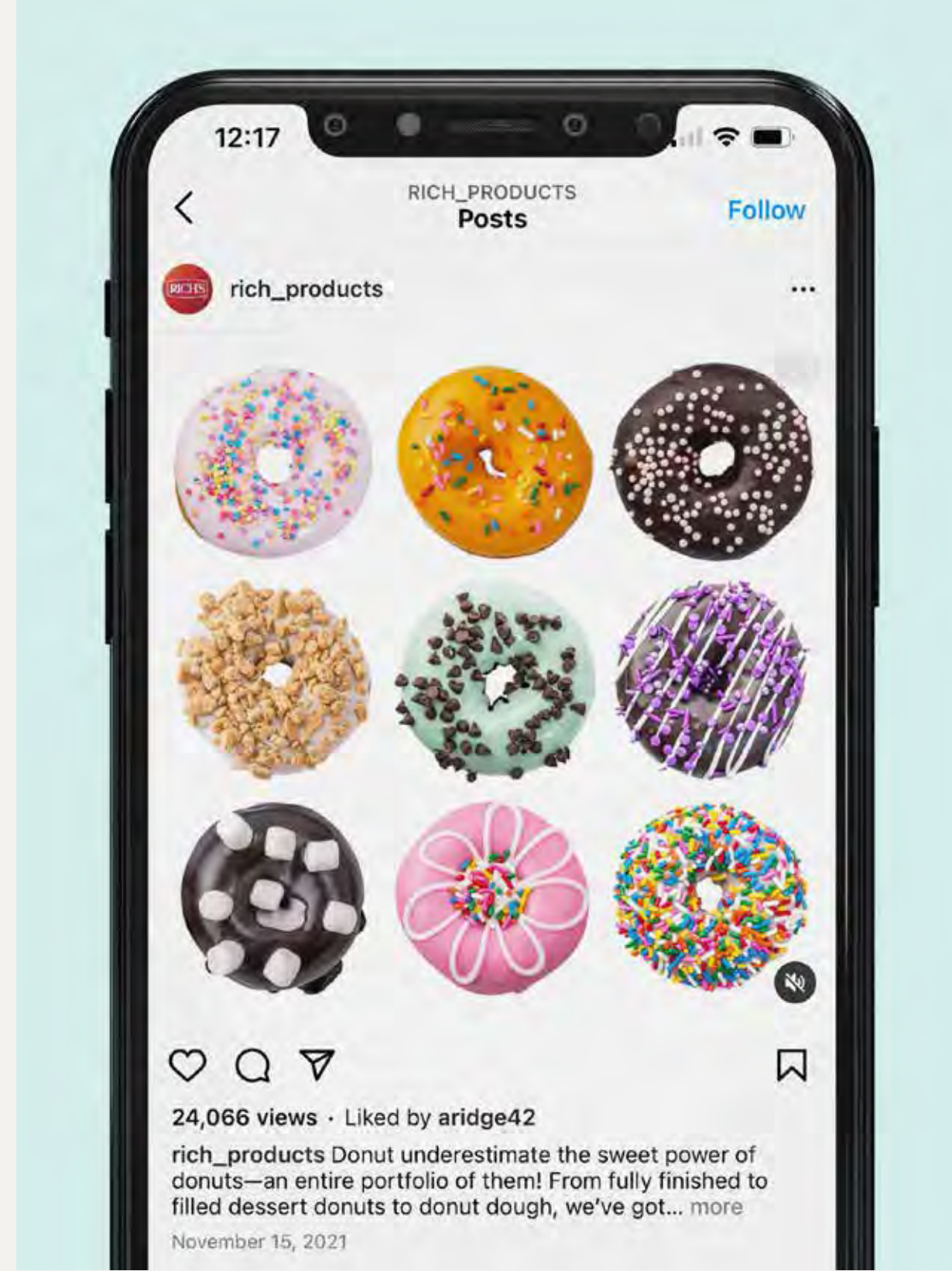


Food & Beverage

RICH PRODUCTS // PLANT-BASED CAMPAIGN

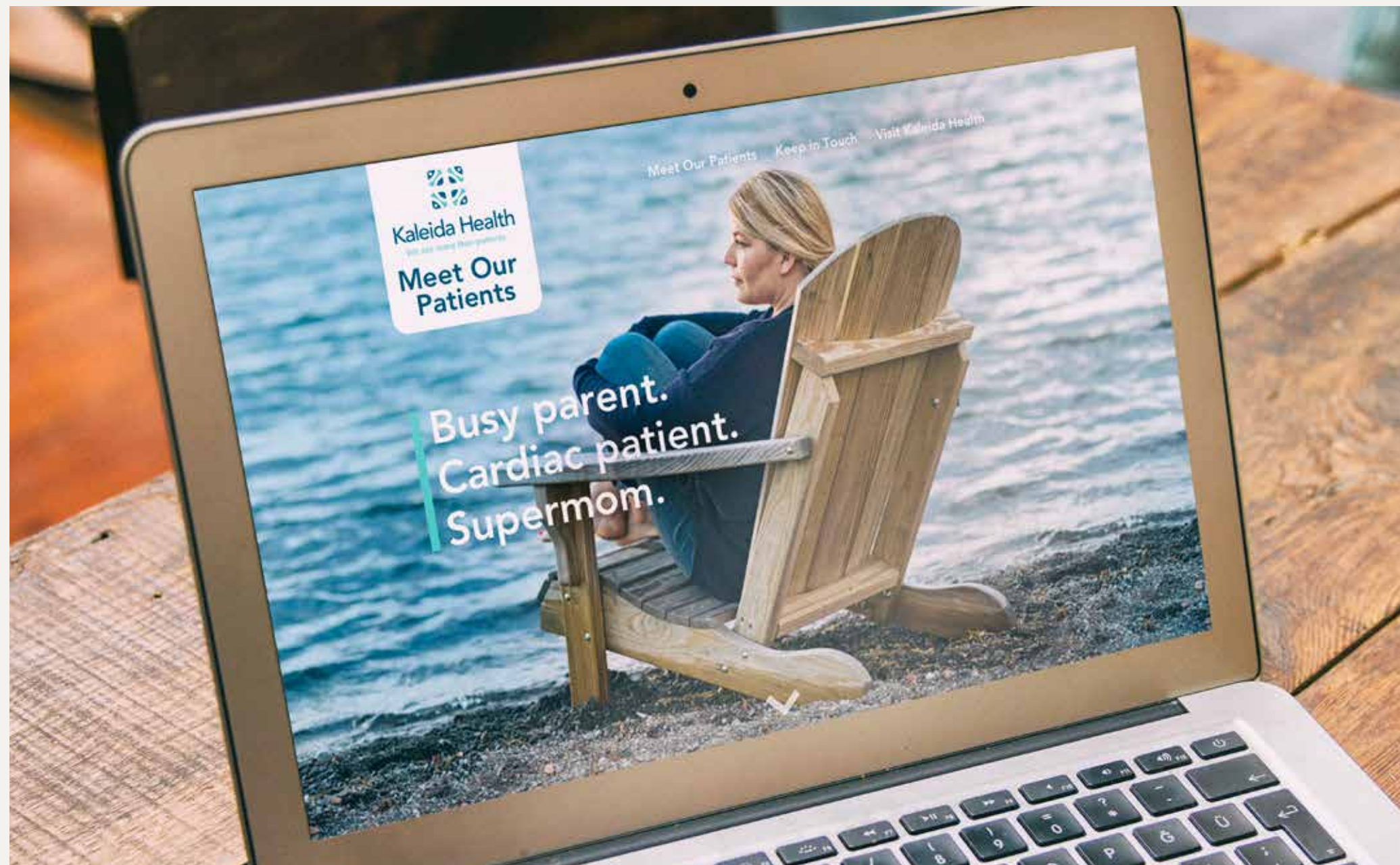


RICH PRODUCTS // SOCIAL MEDIA



Healthcare

KALEIDA HEALTH // "MEET THE PATIENTS" CAMPAIGN

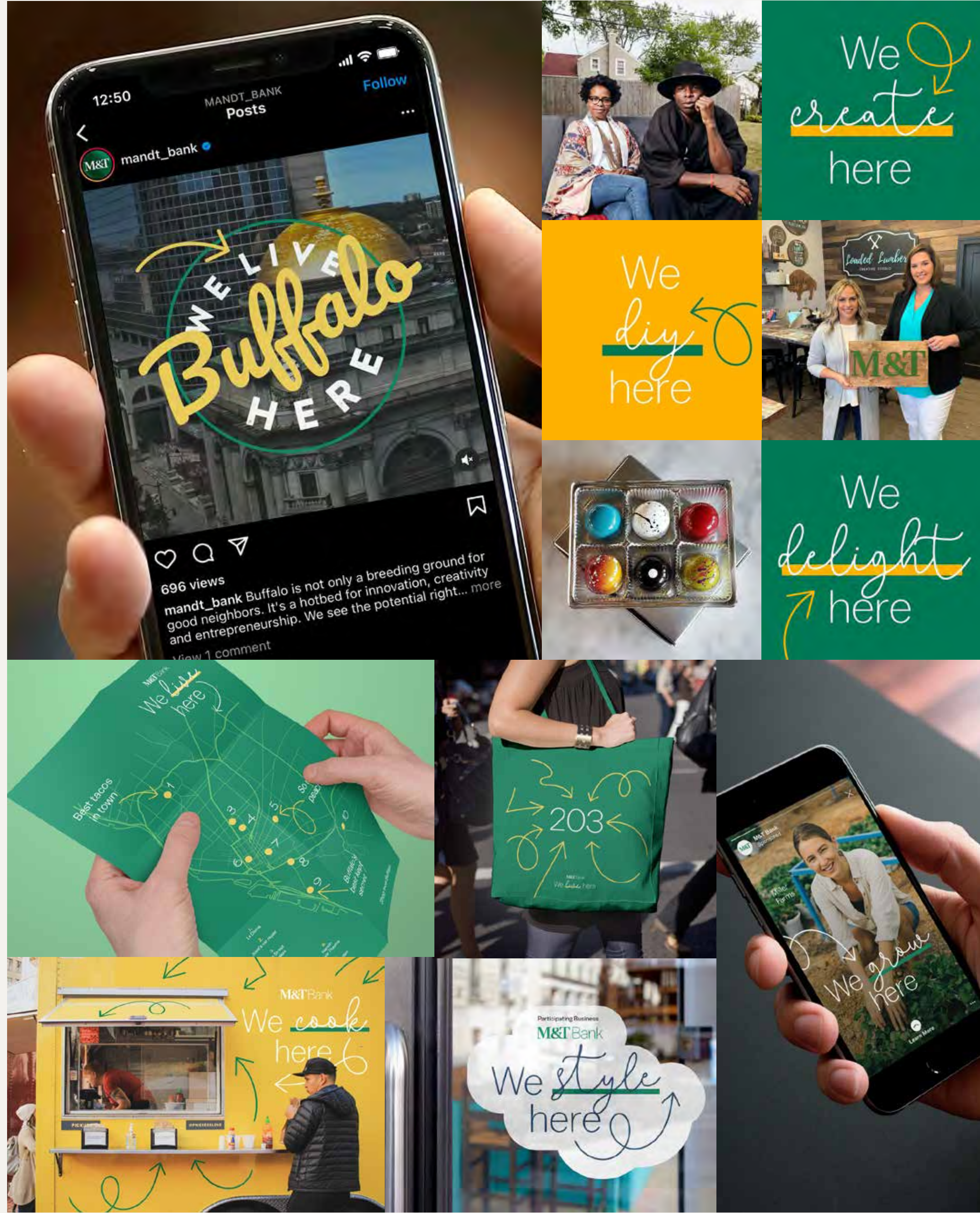


KALEIDA HEALTH // "MEET THE PATIENTS" CAMPAIGN

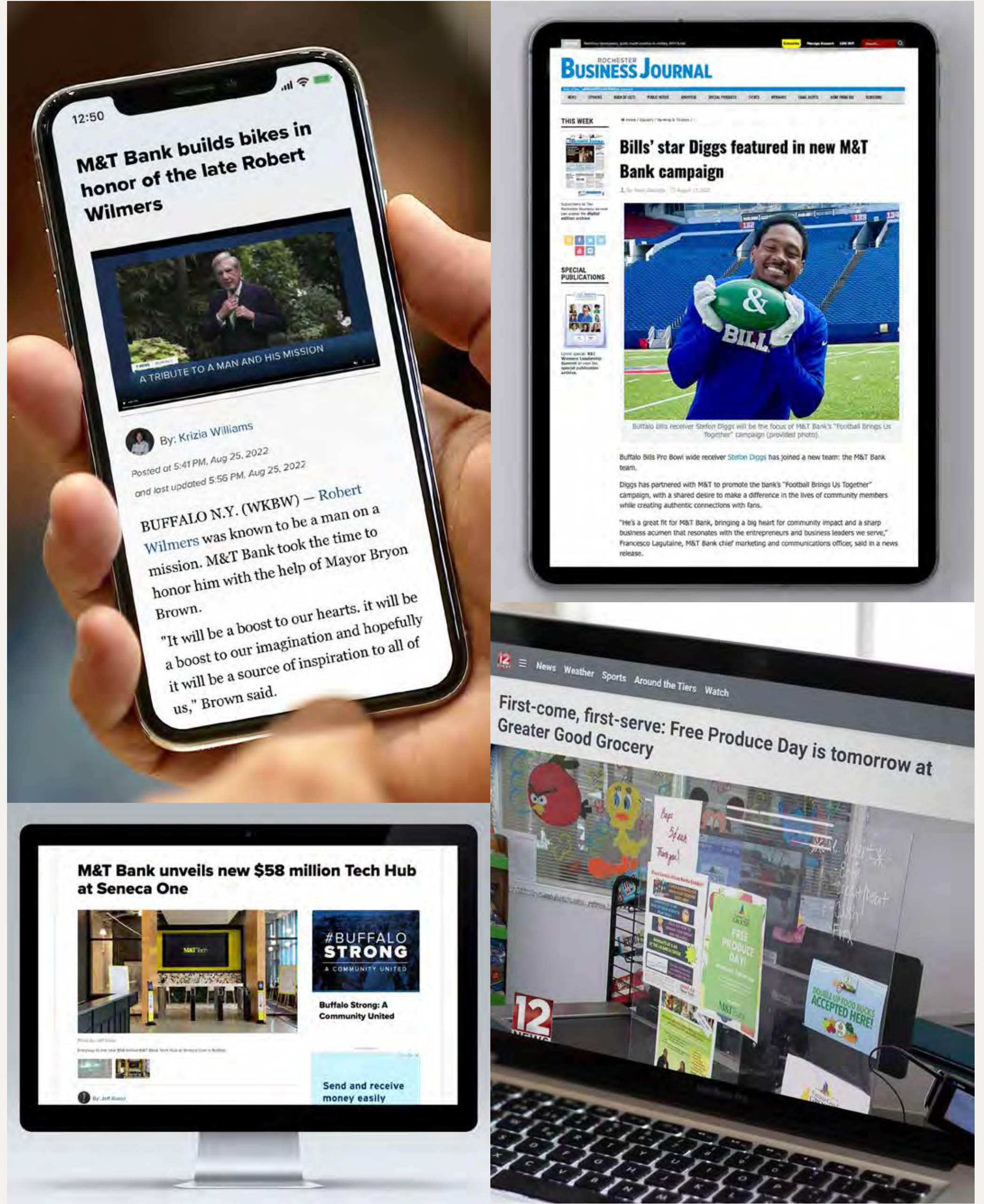


Financial

M&T BANK // "GO LOCAL" CAMPAIGN

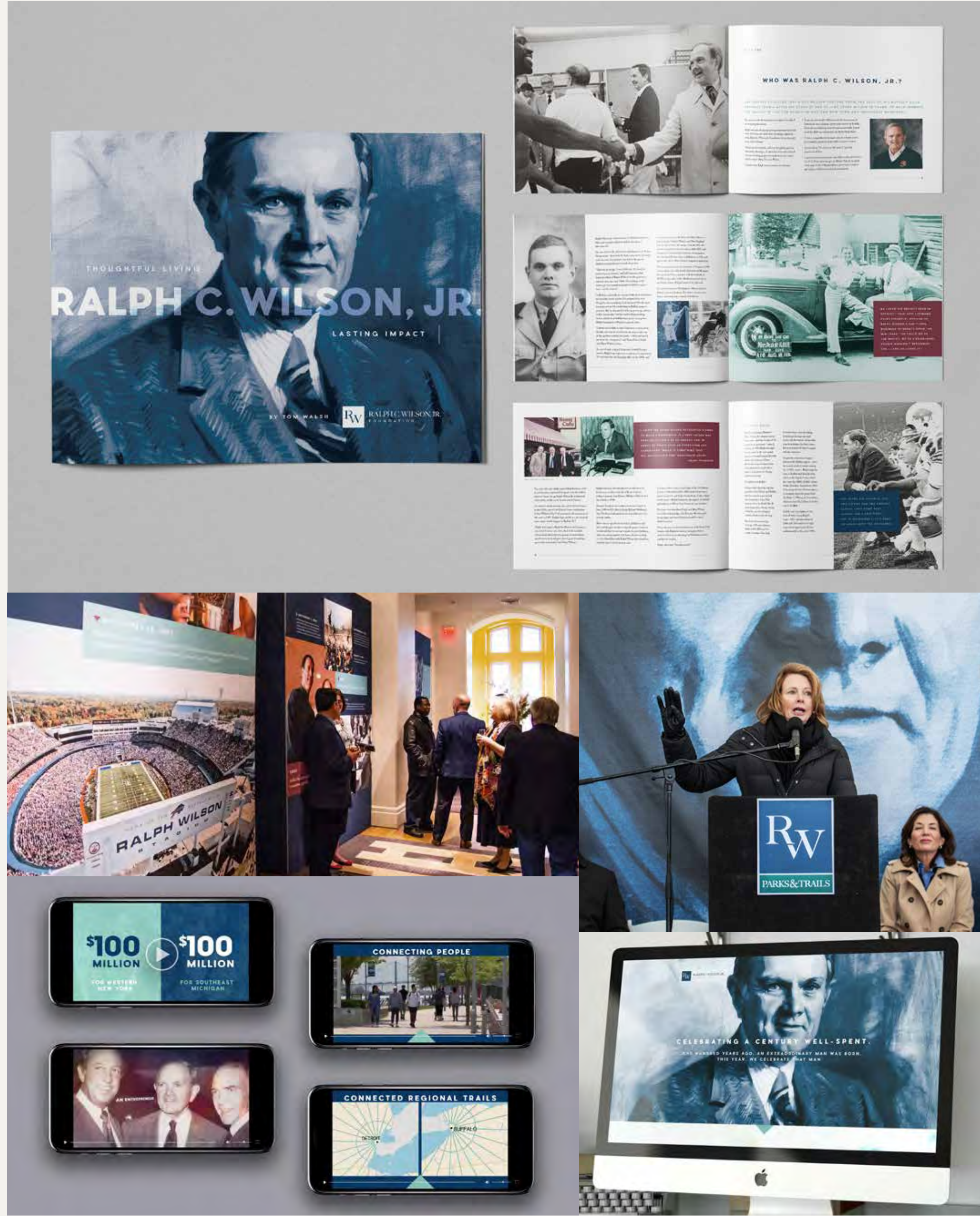


M&T BANK // PUBLIC RELATIONS



Nonprofit

RALPH C. WILSON, JR. FOUNDATION // RW100 EVENT BRANDING AND PROMOTION

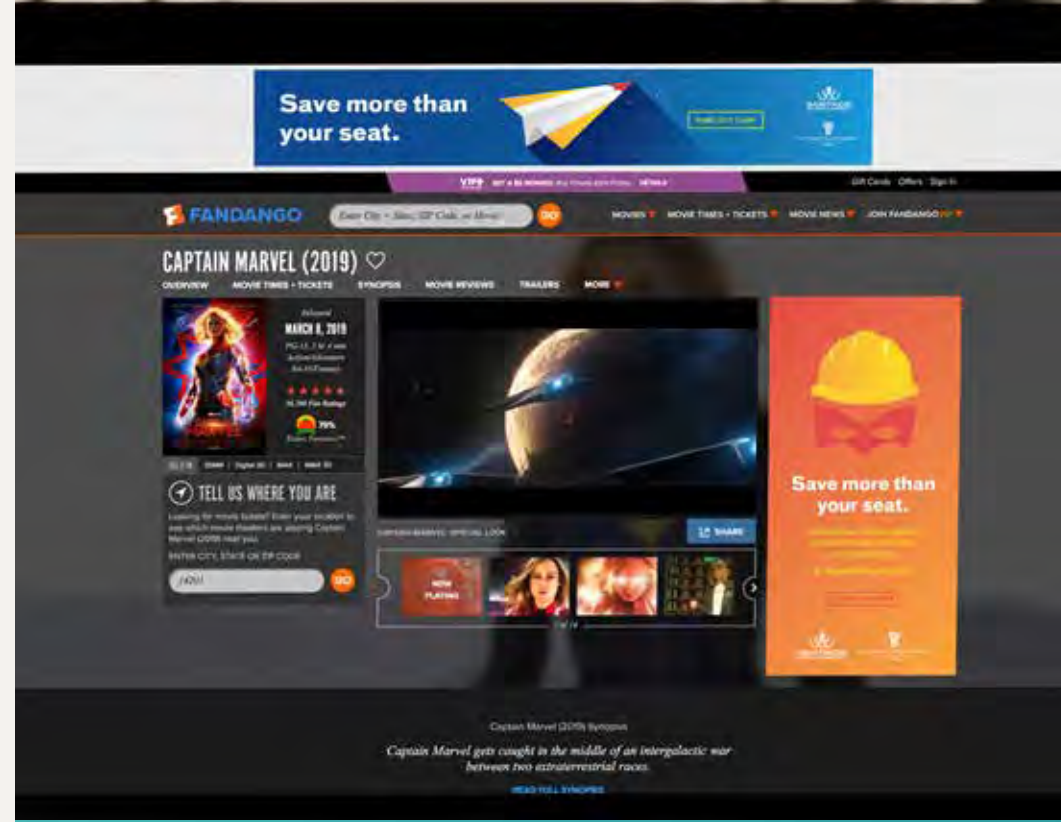
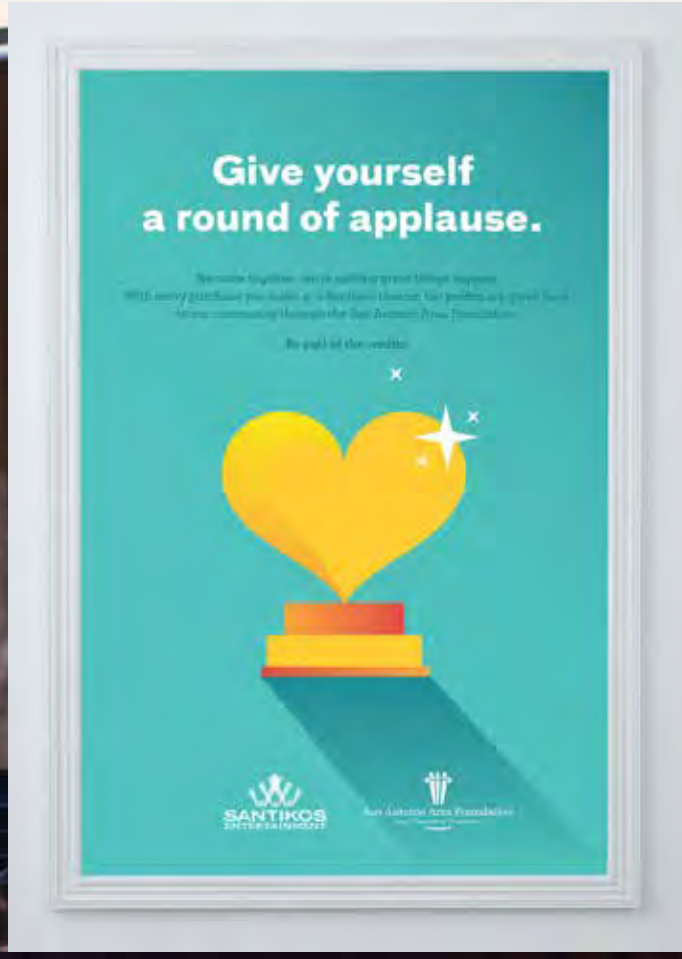


RALPH C. WILSON, JR. FOUNDATION // "BUILT TO PLAY" CAMPAIGN

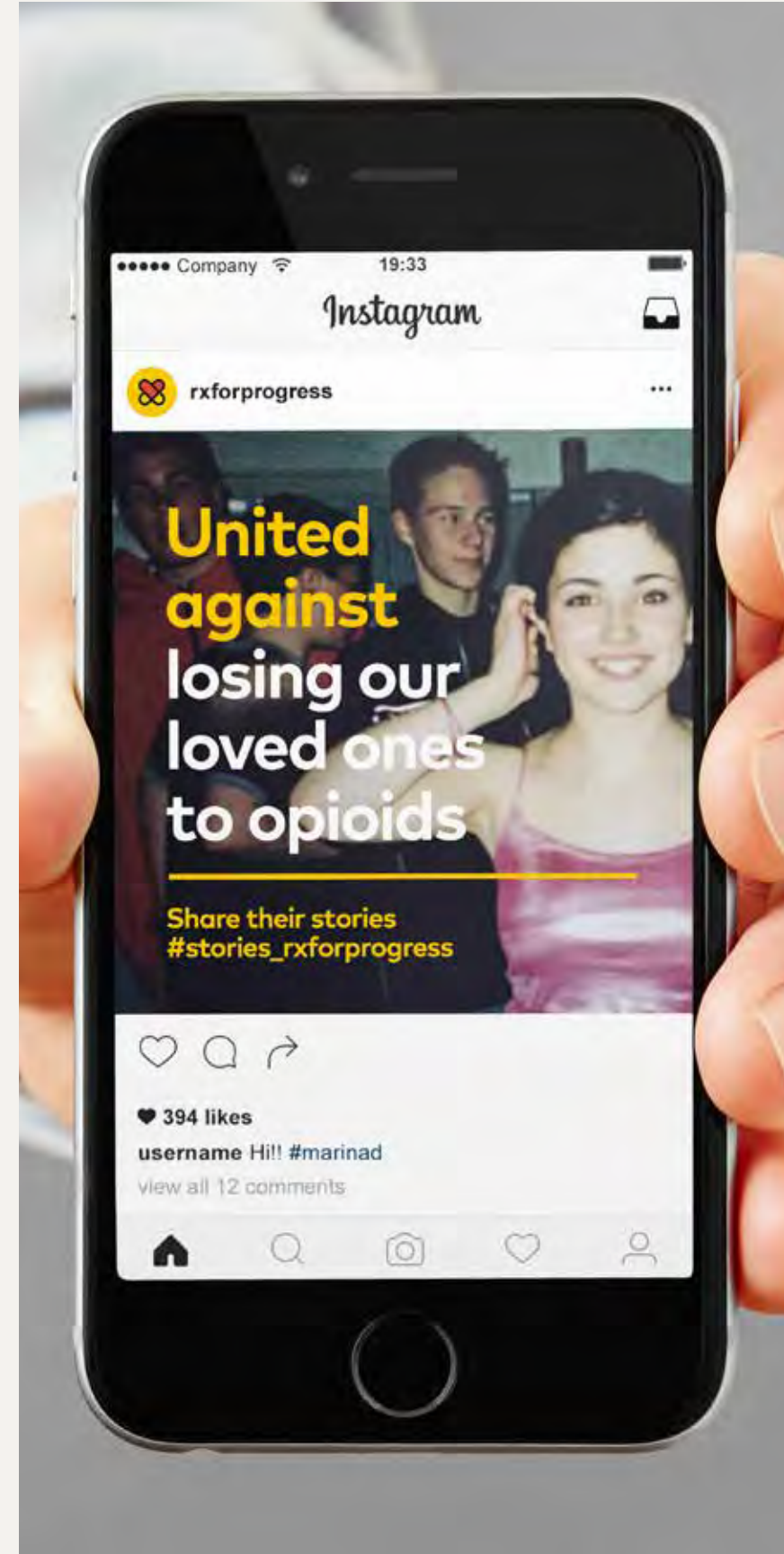


Nonprofit

SANTIKOS // BRAND CAMPAIGN



PRESCRIPTION FOR PROGRESS // OPIOID AWARENESS CAMPAIGN



Nonprofit

NATIONAL WOMEN'S HALL OF FAME // RIGHT TO RUN 19K



NATIONAL WOMEN'S HALL OF FAME // "VOTE YOUR MAIN STREET" CAMPAIGN

