



Mower.com Redesign

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Less than 15 seconds – that's the average amount of time someone spends on a website. This statistic is one reason we fully rewrote, redesigned and reprogrammed our website to bring one main message to the top of users' minds. And that's, "Mower is a unique marketing, advertising and public relations agency that turns brands into friends."

To bring friendship to the forefront clients', employees' and community members' minds, we filled the site with the same kind-spirited words, light-hearted jokes and non-biased wisdom you'd get from a close companion. We re-wrote and designed 100+ case studies to sound more like we were sitting down with someone over coffee. We humbly highlighted our employees, agency capabilities, awards and accomplishments. And we proudly put our benefits and corporate social and environmental policies on the front pages. We even hid some fun Easter eggs that we won't dare give away that easily.

In short, we made our site feel like someone was reaching out and giving the user a handshake, a fist pump, a hug or a point in the right direction. Because isn't that really what we're searching for?

FEATURED

Creating deep emotional connections between people and brands.



MacBook

mower

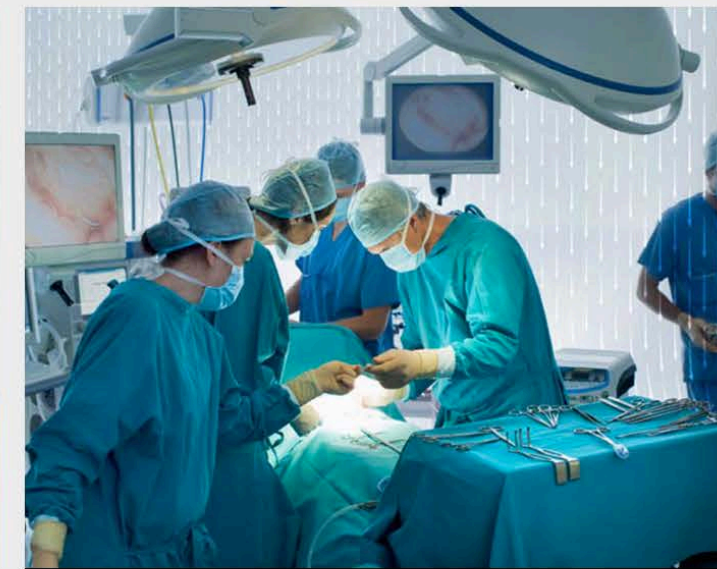
Work About News Careers Contact

It's what's on the inside that counts

Detroit Diesel



Avangrid
Public Affairs Campaign



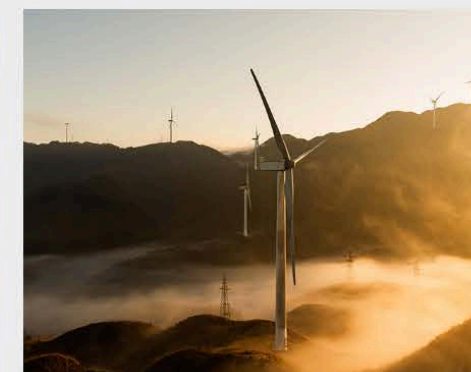
Carrier
Look at Air Differently



Green is the New Well



Is your website well-positioned for the new Google Page Experience?



Use These Steps to Clearly Site Your Next Facility



Kingspan
"Thin is In" Product Launch



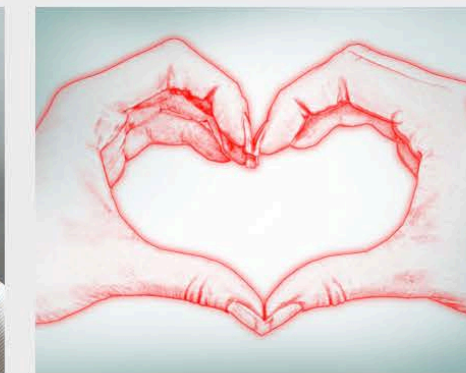
Buffalo Philharmonic Orchestra
Feel the Vibes Campaign



National Grid
Electric Vehicle Great Escape



Community Banking and the Return of Relationships



Reveal opportunities behind every obstacle.



The Pandemic Has Changed The Media Landscape—Maybe Forever



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MODULAR CONTENT BLOCKS TO SHOWCASE WORK AND INSIGHTS

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Work

Over the years, we've become experts in building powerful connections between brands and people across an interesting variety of industries. Chances are, we're well connected to yours.

B2B Marketing **B2C Marketing** **Building & Construction**
Cars & Trucks **Energy & Sustainability** **Financial Services**
Healthcare **Technology** **Travel & Tourism**

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Advertising **Branding** **Content**
Data & Analytics **Design** **Digital**
Media Planning & Buying **Performance Marketing**

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Media Planning & Buying **Performance Marketing**

MULTIPLE WAYS TO SORT AND VIEW WORK

Work Section



Healthcare



Technology



Travel & Tourism



Hey! Our name is pronounced Mōw-rrr,
like this thing I'm riding.



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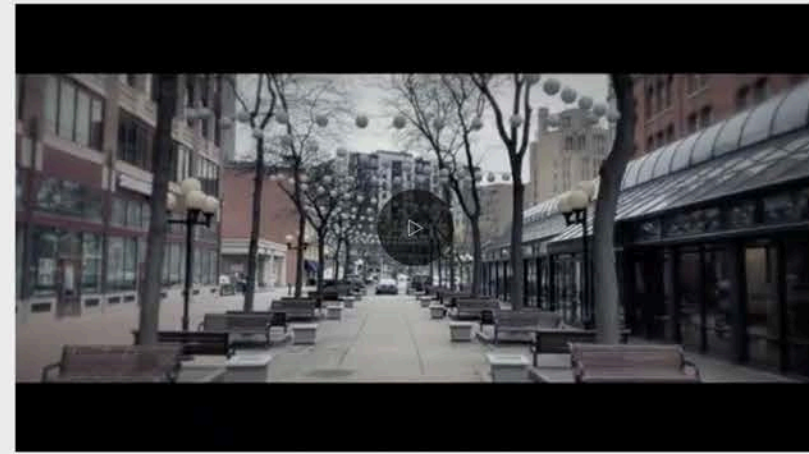
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MacBook



The City of Syracuse
An uber-interactive campaign puts an entire community back in business.



COVID-19 made something go missing from the streets, restaurants, shops, entertainment venues and businesses in every city of America. It was us.

For the progressive city of Syracuse, New York, the community needed a message that said, "We need all of YOU back." So when the city lifted its lockdown, we partnered with the Downtown Committee and a group of local leaders to encourage the community to get back out there and—safely and responsibly—"Put the 'U' Back in Syrac, se."

Before we go on, we recommend watching the case study video above for all the facts and feels on this project.



The photo op that said open for business.

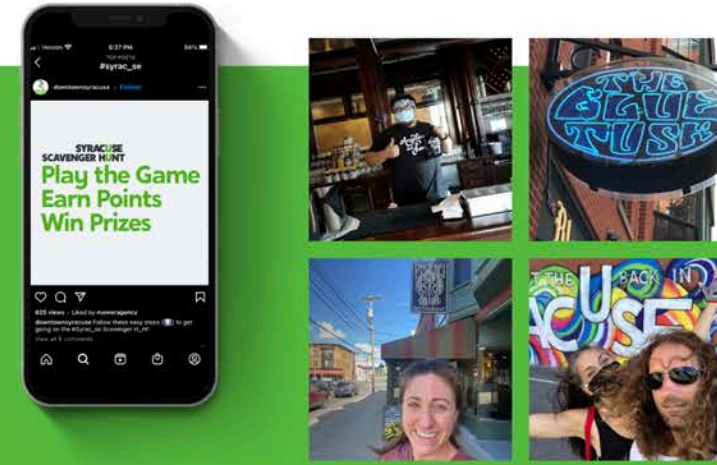
We launched the Put the 'U' Back in Syrac, se campaign by unveiling a massive, interactive mural, which was introduced to the community at a press conference with the mayor, county executive and several local business leaders. As the centerpiece of the campaign, it attracted a lot of attention. It was the site for more than a dozen media interviews—and hundreds of heartwarming photos. From Syracuse? Then be on the lookout for the evolutions of this artwork that continue to pop up around town.



One man's treasure is another man's social tactic.

Simultaneously, we announced an online scavenger hunt—using a mobile app that sent players on over 60 missions across the best restaurants, retail, parks and entertainment spots in the city for a chance to win Syracuse-inspired prizes.

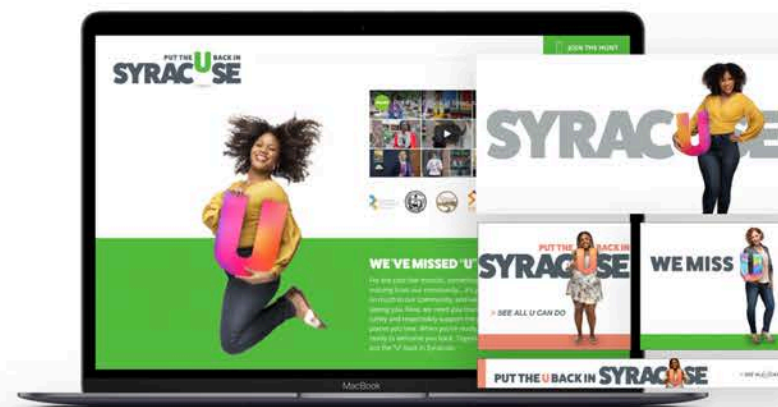
As users were hunting for treasure, they were also creating a treasure of user-generated content—helping promote the campaign in another authentic, grass-roots way.



Revive the 315.

To continue the campaign, we had a media mix of TV, radio, outdoor, programmatic banners, a website and a series of social videos which consisted of the letter "U" being designed in more than 30 diverse ways to match the diverse community members who were holding their personalized letter.

We also gave business owners free launch kits including window clings, posters and social media support—of course stopping to indulge ourselves in the tastes, sights and smells they offered. (Name a better trade—we'll wait.)



That's cool, but where's the "U" in results?

Last we checked, our impressions were at 289,800, our visits to ubackinsyracuse.com were at 7,167 and we had 500 scavenger hunters. We have 300+ #Syrac, se shares on our socials, our organic video views are at 3,415 and we've achieved a 94% positive sentiment. So yeah, we'd say we pulled out all the stops. But hey, this is just what you do when a friend has a big announcement. Baby shower, engagement, promotion, entire city opening back up...it's your duty to pull off a celebration like no other—and we're already looking forward to rolling out phase two of the campaign. Stay tuned.

289,800
Impressions

7,167



289,800

Impressions

7,167

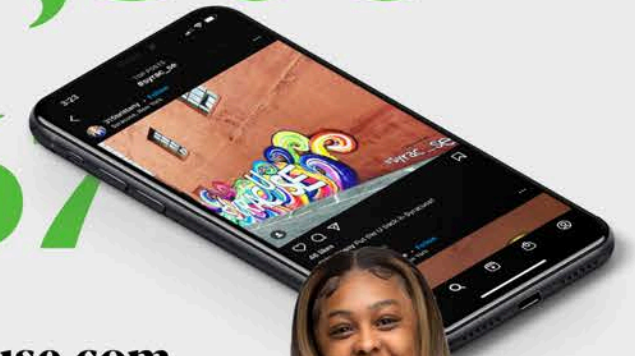
**Visits to
 ubackinsyracuse.com**

300+
**#Syrac, se shares on
 social**

500+
Scavenger hunters

3,415
Video views

94%
Positive sentiment



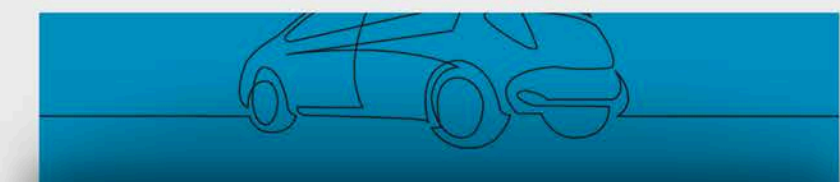
We turn brands into friends.

"Put the 'U' Back in Syrac, se" was a branding effort to build consumer confidence. In addition to successfully driving traffic to local businesses, the campaign helped to demonstrate loyalty by communicating the Downtown Committee of Syracuse is working hard to support its members. The community really embraced this campaign and, as a result, now trusts the Downtown Committee as the resource to know what's open and how to safely return to the places they love.

Key Brand as Friend® drivers:



Ford - Fiesta & Edge Launch



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- Cars & Trucks
- Energy & Sustainability
- Financial Services
- Healthcare
- Technology
- Travel & Tourism



Careers



Our People



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Creating deep emotional connections between people and brands.

