

## Category Innovation

# “Experience. Transformation.”



## Sun Chemical

With a legacy spanning over 200 years, Sun Chemical is a leader in color technology. Starting from the early days of ink on paper to the latest breakthroughs in pigments, packaging, and coatings, Sun Chemical has remained at the forefront of the industry. Today, in response to heightened pressure for corporate responsibility and sustainability, customers are seeking an industry thought leader capable of making measurable contributions towards achieving their sustainability goals and meeting these rigorous benchmarks. “Experience. Transformation.” is Sun Chemical’s bold declaration for disrupting the brand packaging industry. Through vibrant, whimsical paper sculptures, we convey innovation and expertise, rooted in the simplicity of ink on paper.

Print ads directly generated

22,321 4,828,202

website sessions

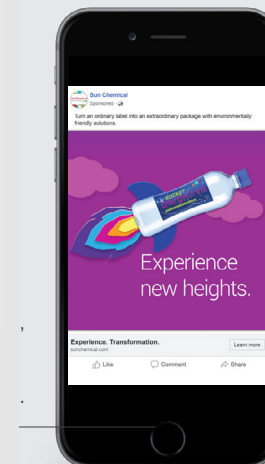
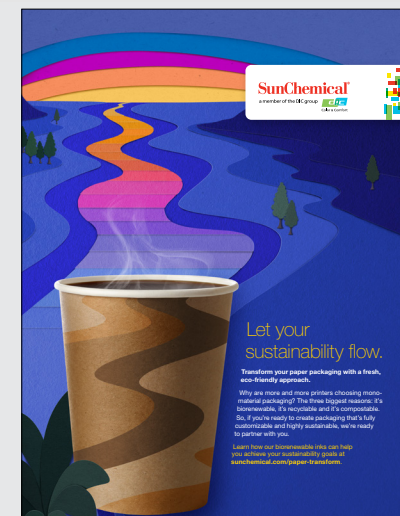
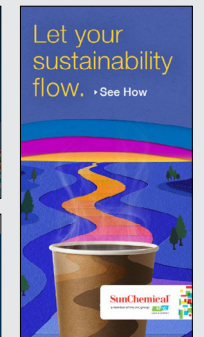
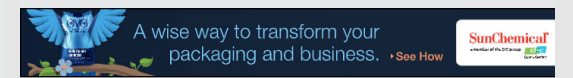
impressions created by paid search, paid social, email and e-newsletters

29,161

clicks

800+

downloads



**Lead Generation**

# “More Than a Uniform.”

## Carhartt Company Gear™

Carhartt has always been a brand consumers know and love. But for business decision-makers looking to purchase uniforms, Carhartt's business segment – Carhartt Company Gear – was relatively unknown. Adding to the challenge, Carhartt offered a premium solution, but many buyers were defaulting to the cheapest option. So, we started with research that uncovered a powerful truth. Business decision-makers care about their crews. And crews who have the right gear feel safe and perform at their best. Which can lead to better retention, increased loyalty and drive business success. This thinking drove our strategy: to not just sell Carhartt workwear, but help customers see Carhartt as a business advantage. One that's backed by 130-year legacy of innovation, makes the toughest jobs more manageable and creates a sense of pride for employees and employers alike. For the crews putting in the work and businesses who depend on them, it's more than a uniform. It's a Carhartt.

**7.5m**  
video views

**225k**  
site visits

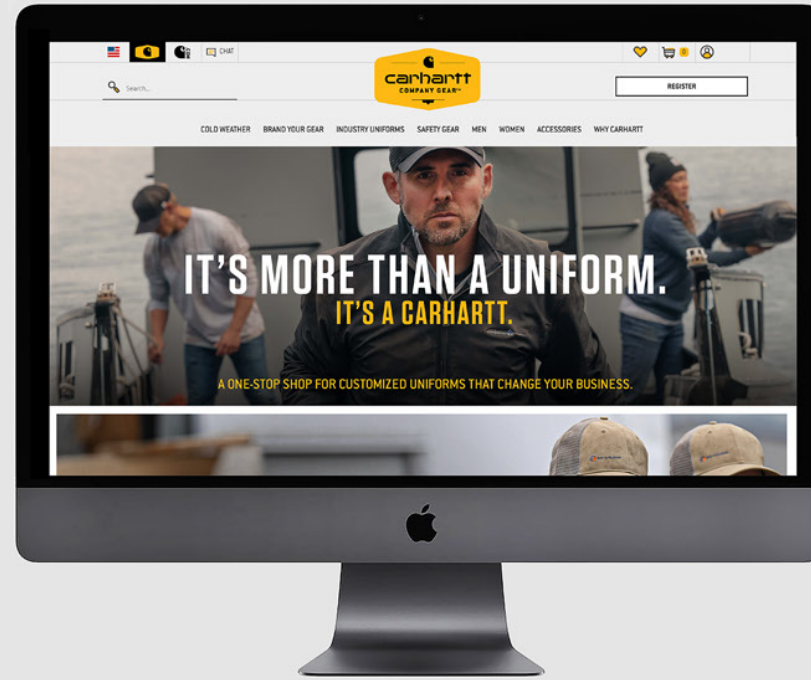
**15k**  
trade show visits

**8k+**  
qualified leads

**Combined efforts of sales and marketing**

**95%**  
increase in revenue

**149%**  
increase in sales



**MOWER**  
Making Fierce Friends®



## Building Brand Equity

# “We Journey Together”

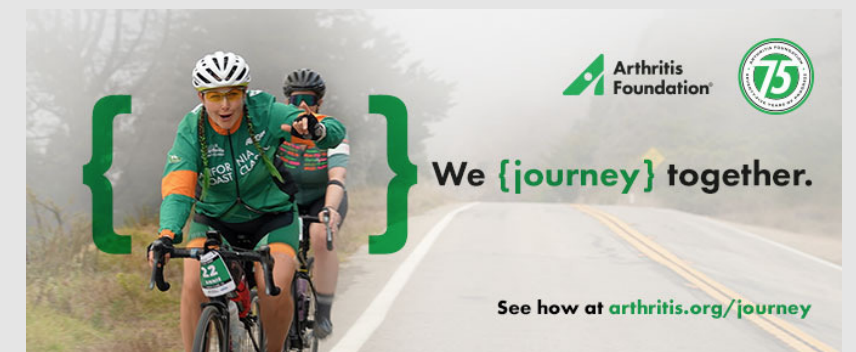
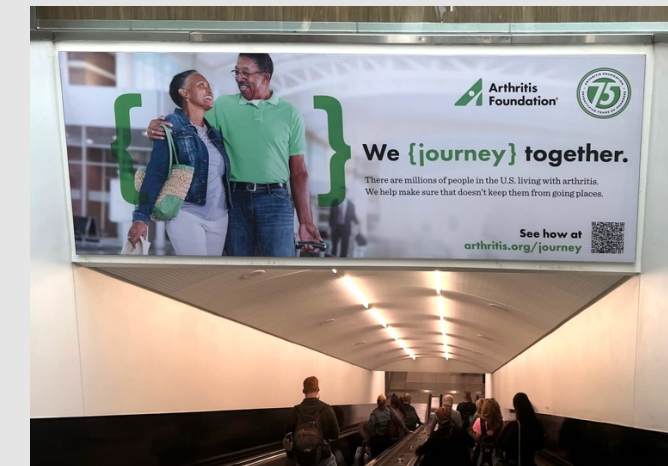
## Arthritis Foundation

For 75 years, the Arthritis Foundation has led the fight to conquer arthritis for hundreds of thousands of adults and children in the U.S. They provide support groups, advocate for better health policies and laws, fund leading-edge science and research, and deliver expert knowledge and insights - all to turn the obstacles that arthritis causes into opportunities. Yet less than 15% of arthritis patients and caregivers were even aware of the Arthritis Foundation, revealing that arthritis is a hidden disease and people just power through it.

Our strategy is to raise awareness among audiences who don't know that the Arthritis Foundation exists and let them know that the Arthritis Foundation has the resources to ensure that no one has to go through an arthritis diagnosis alone.

We created “We {Journey} Together” to define the individual journey for each person living with arthritis and to let the entire community see themselves in the execution.

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**+53%**

**in active monthly users  
YoY in May (Arthritis  
Awareness Month)**

**38m**

**campaign  
impressions**

**50,559**

**visits to the campaign  
landing page via paid  
digital media channels**

**46,617**

**new users to the  
site via paid digital  
media channels**

## Changing Audience Behavior

# “Drone Safety Zone” Racing Game



## FirstEnergy

FirstEnergy knows how essential drones can be for their own business and their customers, but is also very aware of how dangerous power lines and electrical equipment are to drone operation. Because these accidents can cause injuries, power outages and even death. We needed to alert and educate these “drone daredevil” pilots to avoid these dangers. But do so in a way that would actually capture their attention.

We created the FirstEnergy “Drone Safety Zone” Racing Game to challenge drone pilots to engage in dynamic digital game play. Pilots get to customize their drone and virtually compete with others through an arena filled with electrified obstacles, learning to fly safely while avoiding danger.

We launched with a fully integrated media mix, behaviorally targeting audiences with a high propensity for gaming and drone use. Serving CTV to users streaming on gaming consoles, targeting those shopping for drones and identifying mobile devices that had drone-flying apps. We also used AI to identify social media audiences with drone interests.

Our expertise in changing audience behavior is driving results way past our goals. Proving safety can score big when you know how to play the game.



# 140m

impressions  
in 7 months

# 228k

landing page  
visits

# 238k

Drone Safety Zone  
game site sessions

# 55k

people completed a drone  
electrical safety education  
course during gameplay