

Redirect

REDIRECT, THE STORY

A Short-ish Short Story About Our
Agency & What We Do

Perhaps you're considering hiring us.
Possibly you were scouring the internet, ran
across Redirect, and are trying to figure out
who we are. Or maybe you just found this
in an abandoned alley (cool pickup dude!)
Regardless, hi 🖐️, we're Redirect.

Did you notice the title of this handy little book? Sure, as Redirect
"The Marketing Agency," our name is just a boring proper noun, but in the
title here we're using it as a little play on words, both a noun and a verb. And
that's because verbs denote action — and we're all about taking action.
Creating marketing campaigns that get results. Producing engaging
video content. Telling and imagining great brand stories. **BOOOOOOOOM.**

ACTION!

So, if the prospect of taking action scares you, go ahead and redirect this
book straight into the nearest trash can. But if the idea of using marketing
and creative content to grow your business gets your blood pumping like
us, then turn the page and let us introduce you to who we are, how we think,
and how we can get your business redirecting cash — in a totally legal, non-
money laundering kind of way.

Chapter Two

REDIRECT

(the boring proper noun)



Alright, Who Are You People?

Redirect is an independent, creative + digital marketing agency based in Salt Lake City, Utah that helps organizations scale, grow, and win the fight to stand apart and above its competitors in a results-focused world.

We're a bit of an enigma in the agency world, by design. A creative studio with full digital marketing capabilities and a digital marketing agency that understands powerful creative is the one true difference maker. We're a small, hands-on team that possesses the capabilities of a large agency.

We're creators and storytellers. Crafting compelling content and creative that abandons the generic and helps companies elevate communication above the competition to grab a piece of their audience's most valuable resource: attention. Because boring ads, token social media posts, or marketing that just simply exists doesn't drive sales, revenue, or elevate business. And sure, we're great at measurable return-on-investment, but we're also great at creating brand stories that are unquantifiably beautiful, whimsical, and impactful. Sometimes, it's a first impression that's simply measured by your gut. Subjective? Yeah, but so is love. And maybe that's the point. Because what we do best is create content that people love.

Fancy pseudo-manifesto aside, all we are is a creative and digital marketing agency that's dedicated to producing measurable and meaningful results that drive sales, engagement, or whatever the metric might be. Because after all, if we're not creating value that can be measured, what are we even here for?

Fine, But How Do You Solve My Business Challenges?

Nothing is harder to define than what we do. Do we build websites? Yes. Create brands? Sure. Place digital ads? Absolutely. Sometimes organizations are looking for one specific thing, but sometimes they just need help making more money or need more customers. So, in LinkedIn terms we:

Plan Strategically

- Brand Audit + Research
- Brand Strategy + Positioning
- Brand Voice + Messaging
- Campaign Concept
- Campaign Strategy
- Go-to-Market Strategy
- Lead Generation Strategy
- Market Analysis + Research
- Stakeholder Management
- Website Strategy

Create Ambitiously

- Art Direction + Graphic Design
- Brand Identity
- Content Creation
- Copywriting
- Creative Direction
- Digital Product Design
- Environmental Design
- Illustration
- Motion + Animation
- Naming
- Packaging Design
- Photography
- UI Design
- User Experience (UX) Design
- Video

Deploy Noticeably

- Advertising
- Brand Guidelines
- Broadcast
- Digital Advertising
- Direct Mail
- Email
- Event
- Infographics
- Out of Home
- Paid Media
- Print
- Public Engagement
- SEO
- Social
- Website Development

Got All That? Great.

But really, Redirect is just a team of strategists, creatives, marketers, and more, working together to produce measurable results for companies and organizations like yours. And also for companies and organizations not like yours.

Other marketing agencies won't tell you this, but we all operate pretty much the exact same way. No agency has some "special proprietary process" that only they know about to magically make your brand or marketing better. And, sometimes the only reason marketing agencies have a lot of awards to flashily dangle in front of you is because they pay to enter contests and focus more on creating "award winning work" than doing what's right for the clients (sadly some of us have seen this first hand). We all use different variations of the same tools and we all have the same roles filed to differing degrees.

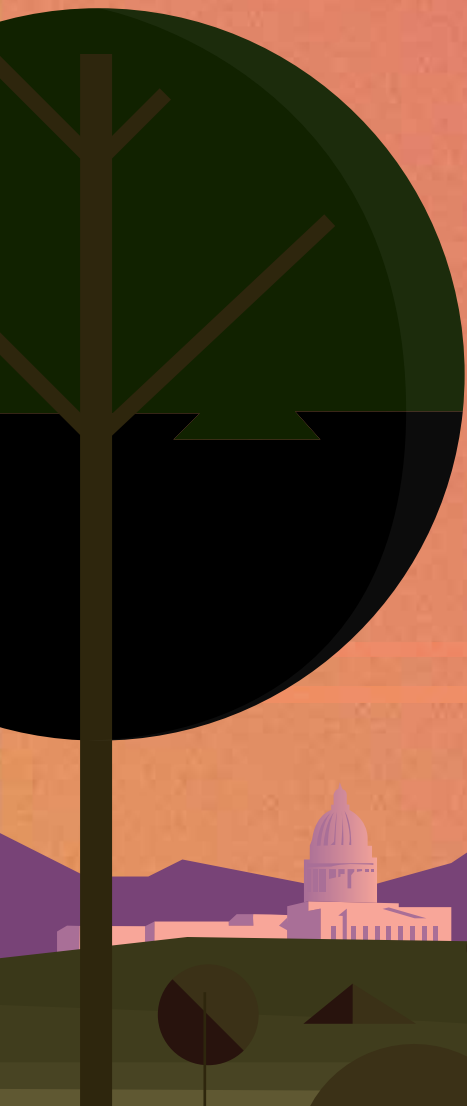
So what's the differentiator? The talented people that fill those departments and are coming up with the game changing ideas to execute through those tools. That's it. And at the end of the day, we'll put our people up against literally anyone else. We even know how to use the word literally in a proper way. Bonus points.

SALT LAKE CITY

Our office is located in Utah's Capitol. You're not from here like us? Oh boy, we're going to bet that means you instantly have an opinion on the city we call home. Yeah, we've heard the jokes—we've even made a few ourselves. Sure, some here might be a little too stuck in their ways to create innovative, game changing marketing and creative work. But where isn't that true? Most of the things you think you know about our city aren't true in fact. We do have bars and breweries here—a fair amount, in fact. A couple are even our clients. No, we don't all roll in minivans completely covered with stick figure families. And multi-spouse marriage, well, that's only been outlawed for 150 years.

To put it simply, our team is totally different from your preconceived notions. We promise. After all, in the face of constant stereotype, it takes a sense of humor and a spirit of nonconformity to thrive.

But why does that matter to you? Well let's not dance (not illegal in Utah by the way) around this with coded language and just get straight to the point. Since we choose to live in mid-size metro we can produce incredible results with the highest quality creative and marketing just like those big agencies on the coast, but for a considerably less cost. That's like having a \$30 éclair and eating it too, or something.



Chapter Two

CREATIVE



What is Creative?

Strategic creative is the workhorse of any successful marketing campaign. It's that ethereal quality you can't quite describe or quantify; you simply feel it. And that's why great creative is so important. Because brand choices aren't made rationally, they're made emotionally—often in a matter of seconds. Consumers don't just buy a brand, they join it. Studies show that emotive campaigns outsell informative campaigns on every business metric:

17%
more profit¹

30%
greater market share¹

19%
higher sales¹

Another way to look at it, **emotionally connected consumers represent:**

306%
higher lifetime value²

5.1 YEARS
of brand loyalty (vs. 3.4 years)²

Still not convinced of its importance (dude, seriously)?

According to a Nielsen report, creative plays the single largest role in driving sales.³

This study found that creative is two times as important as the next contributing element, reach. That means that great creative is twice as important as having people actually see your message. We personally think this makes no sense, but hey—that's math.

Simply put, the best way to achieve an effective marketing campaign is with highly creative work. Storytelling matters, more than anything else.

¹Broadbent (2012). The Ogilvy & Mather Guide to Effectiveness. Retrieved from <https://www.slideshare.net/OgilvyWW/the-ogilvy-mather-guide-to-effectiveness-15522166>

²<https://www.prnewswire.com/news-releases/new-retail-study-shows-marketers-under-leverage-emotional-connection-300720049.html>

³Nielsen (2017). When it comes to advertising effectiveness, what is key? Retrieved from <https://www.nielsen.com/us/en/insights/article/2017/when-it-comes-to-advertising-effectiveness-what-is-key/>

But, What is Great Creative?

Now you're excited and ready to create something—but not too fast. There's a big difference between just making something and making something great. In order to construct the emotive, attention-grabbing creative that drives real results, you need to follow a few simple rules.

Be Original. Be Unique. Be Memorable. Be Brave.

We can not stress this point enough. It's that thing you learned about in business school, competitive differentiation. If you want someone to purchase what you're offering you need to offer them something they can't find elsewhere. This principle works the same when it comes to creative.

If you look the same and sound exactly the same as everyone else, especially your direct competitors, why would a potential customer think you're any different from anyone else?

That sounds nice in practice, but when it comes to reality it gets tricky. To really be creative you have to step outside the status quo and create something that is uniquely your own. And producing great creative can be scary and uncomfortable! When you go beyond copying the latest trend or just doing what has always been done, there are no similarities to lean on. You're in uncharted territory. It takes courage to push innovative ideas forward and color outside the lines. No one remembers people that simply fit in and blend to the background, creative works the same. But take it from us, pushing the boundaries to create something memorable is worth it.

CREATIVE RULE OF THUMB

*The best marketing
doesn't feel like
marketing*

Keep It Simple.

As marketers, our job is to boil a brand down to its core. To hack through the messaging minutia until we're left with the most important pieces. That sounds a bit, serial killer-y, but we promise it's not.

Consumers are constantly bombarded with brand messages. In fact, Americans are exposed to anywhere between 4,000 and 10,000 advertisements a day.⁴ Compound this with the fact that consumer attention spans are dwindling, and it's clear that straight-forward messages are the only way to successfully capture an audience's attention in the 21st century.

Know Your Voice.

You know your brand and what it stands for. Now you need to make sure everyone else does too. You can do this by utilizing your brand voice. Take every opportunity to convey your company's personality—every communication, every touch point, every customer interaction. Establish a distinct brand voice and use it. Unless "Borderline Dead Aunt Ethel" or "Helpful Robot" is your brand voice, you probably shouldn't sound like them. Your consumers want to interact with YOU, a human person at a real company.

We'd even argue your brand voice is nearly more important than what your message is. Let's do a little exercise. Close your eyes. Imagine Kristin Chenoweth saying "I like cupcakes". Lovely. Relaxing. Ahhhh. Ok, now, imagine Jeffery Dahmer saying "I like cupcakes". 🤪. Brand voice matters.

Use Strategic Weirdness.

"You can't judge a book by its ham sandwich". This sentence makes no sense, right? But it interrupts your thinking. That's because it's exercising a part of your brain called the Broca area which helps readers predict what's coming. Interrupt this expected pattern, and you catch your audience's attention. It's a golden rule of storytelling—you have to shock a bored brain into paying attention. You don't need to be silly or over-the-top, but you do need to stand out. If your creative doesn't avoid the expected clichés, and bore your audience to death, it's time to go back to the drawing barge.

OK, PAY ATTENTION, THIS IS THE MOST IMPORTANT PAGE IN THE BOOK

The problem with most creative is that it's the exact opposite of what it claims to be. Creative. Generic genericism forgotten more quickly than it can be remembered. Personality void brand stories and design that simply just exists to check a box. The culmination of an organization's paralyzing fear that being different is too scary and instead simply looking and sounding like everything else is the safe way to go. But how is being unnoticed going to help your organization? This doesn't mean your creative has to be silly or stupid to stand out, but it means it absolutely must be unique and disruptive or risk being ignored.

Chapter Three

DIGITAL MARKETING



Now you have unique creative that looks great with a compelling story that potential customers can't ignore. But you need to get your message in front of the right audience, and at the right time.

Too many companies try to capture the attention of an inattentive audience with ineffective tools. They serve a buffet of disjointed messages and delivery tactics, throwing out ideas and waiting to see what sticks.

We avoid this at all costs. Instead it's imperative to create strategic marketing plans that focus on delivering a cohesive message to each unique consumer. With a litany of tools at our fingertips, we work to get your message in front of the people needed to meet specific brand goals. Want a little insight on some of the biggest marketing delivery methods? Well here you go:

Email

Annoying sales email. Delete. Another annoying sales email. Delete. The idea of sending yet another marketing email into the world may seem about as beneficial as playing Russian roulette with a bazooka—no one's going to win.

But we're here to prove you wrong! Email is still an effective way to market products and engage customers. After all, you wouldn't have so many emails in your inbox if they weren't working.

For every dollar spent on email marketing, there is an average ROI of \$38.⁵

Email marketing drives more conversions than any other marketing channel, including search and social.⁶ It's a low-cost, highly-effective way to get your message in front of people who actually want to read your message. Boom!

⁵ Direct Marketing Association (2015). National Client Email Report. Retrieved from <https://www.emailmonday.com/dma-national-client-email-report-2015/>

⁶ Monetate (2012). Email's Value Remains Strong, But Could It Be Better? Retrieved from <https://monetate.com/blog/emails-value-remains-strong-but-could-it-be-better/>

Video

There's a reason why so many media companies are pivoting their content platform exclusively to video. People are watching more video content—and in more places—than ever before.

By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017.⁷

Producing high-quality video content used to be a huge monetary burden. Hiring an advertising agency to write scripts, cast talent, shoot on fancy film cameras, and hand edit content—those costs added up fast. Plus, once you went to the trouble of creating video content, the delivery options were extremely limited. You had TV, and it had three channels. You probably don't need Alfred Marshall to explain to you why this wasn't a cost-effective plan.

Video content is no longer reserved for big companies with big budgets. With better digital cameras, advanced compression technology, more accessible editing systems, and the proliferation of high-speed internet and LTE cellular networks, video is considerably more affordable to produce and deliver than ever before.

Content Marketing

You know what people love these days? Content. And not just any content—unique, personalized brand content.

Content marketing is—you guessed it—the act of creating content. But we take it a step further. In our eyes, content marketing is the creation of valuable, relevant, and consistent content designed to attract and retain specific audiences. This content can be delivered through a variety of media types like the aforementioned video, as well as infographics, blogs, podcasts, ebooks, whitepapers, and more.

82% of consumers feel more positive about a company after reading their custom content.⁸

You could say that happy, engaged prospects are

(•_•)

■-■- <(•_•)

content

(■_■-)

YYYYYYEAAAHHHHHHH!!!!

Text CSI: Miami
meme pun
=
good content.

Simply put, content marketing is about producing assets that both inform and delight. Imagine a world where you could advertise your business without annoying your prospects or interrupting their day-to-day life. What if your customers could actually enjoy reading about what you're promoting? That's the beauty of content marketing done correctly.

⁷ Cisco Annual Internet Report (2018–2023) White Paper. Retrieved from <https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html>
<https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html#ng-but-could-it-be-better/>

⁸ Demand Metric (2013). A Guide to Marketing Genius: Content Marketing. Retrieved from <https://www.demandmetric.com/content/content-marketing-infographic>

Social

Yeah, we know, your grandma is the only person hanging out on Facebook these days. But while Nana's stirring up political discourse and accidentally posting pictures of her forehead, companies are distributing hyper-targeted, hyper-effective ads across all sorts of social platforms.

Social media networks now know more about their users than any other method of distribution. After all, your audience has already told these networks all about the things they love, hate, and love to hate. This information allows for extremely detailed segmentation, which means your message won't be wasted on people who aren't interested in what you have to say. Don't believe us? Studies suggest that social media significantly increases purchasing decisions.

In four out of five tests, social media used in conjunction with another marketing medium drove more sales than any other tactic.⁹

Efficiency like that almost makes you want to finally figure out what Funimate is.

Digital Advertising

Programmatic. Native. Retargeting. PPC. CTR. CPM. WTF? Digital advertising terminology can be dizzying in the ever-changing arena that is the internet. But don't let the initial confusion deter you—online marketing is a quick and cost-effective way to find users who are already searching for the services you offer. They're ready to make the jump, you just need to tell them where to land.

Yes, plenty of people complain about being blasted with online ads. They may even say they're ignoring them... that is, until they discover a product that perfectly meets their needs. When this union occurs, it shows that digital advertising is the perfect medium for the perfect sales conversation. A match made in digital heaven.

⁹ Ifan Kamal and Walter Carl (2011). Does Investing In Social Media Create Business Value? Retrieved from <http://preview.ourwork.gr/ogilvyone/Ogilvy-Social%20Media.pdf>

Content Marketing

You just heard about a cool new brand. What's your first move? You go straight to the internet and check out their website obviously.

Your website is often a consumer's first impression of your brand—and we all know that you don't get a second chance to make a first “damn this brand is cool.” Your site is like your first day at a new school. Except every day you're in a new school filled with judgmental pre-teens. We hate to say it, but that back-to-school outfit really does matter.

75% of users admit that they make judgments about a company's credibility based on their website's design.¹⁰

You have just the blink of an eye to deliver what's become today's most important first impression. No matter what device someone is using to find your website, you need to deliver an engaging, consistent message—or risk being thrown in the metaphorical cafeteria garbage.

And more!

That's the “big stuff” we do here at Redirect, but we work with just about every media platform and distribution method you can think of. From the traditional—direct mail, loyalty programs, newspaper advertisements—to the forward-thinking—augmented reality, voice ads, guerrilla marketing, the metaverse—we use whatever it takes to accomplish your brand goals.

Have another tool or marketing method in mind? Well yeah, we're experts at that too.

¹⁰ Stanford Web Credibility Research (2002). Stanford Guidelines for Web Credibility. Retrieved from <http://credibility.stanford.edu/guidelines/index.html>

You've Done This Before, Right?

We've definitely done this before. In our nearly 20 years in business we've helped companies from almost every sector see results. In fact, here's a long list of select clients that you're totally going to read through.

Accent Design Hawaii
AdventureMed
Alder & Tweed
Alliance One
Artemis Health
Assisted Living Locators
Attune Wines
Augason Farms
Brick Canvas
Bridge Communications
Cadence Homes
CCI
Celtic Bank
City Creek
Central Valley Water
Channel Signal
Chenoweth Wines
Clark Planetarium
Continental Bank
Cowboy Cauldron
Creminelli
D.R. Horton
Dakota Pacific
Days of '47 Rodeo
Daybreak
Descente
Deseret Book
Diathrive
Dominion Energy
Eastern Arizona College

Eccles Theater
Eisenhower Health
El Camino Health
Energizer
Everest Sales Systems
First Advantage
First American Exchange
Forsey's
Galileo Financial
Girl Scouts of Utah
Girls on the Run
Glass Packaging Institute
Golden Spike Foundation
Habit Burger Grill
Helix Recruiting
Hines
Hive Eats
Holly Frontier
House of Marley
Housing Connect
IASIS Healthcare
Inside Real Estate
Intermountain Healthcare
Interior Worx
Judge Memorial High School
Kiitos Brewing
Kirton & Mconkie
Kosters Cash Loans
KUER
Loan Remedy

Lehi City
Marin Health
Market Street Grill
Maverik
Mrs. Fields
Myriad Genetics
Novva
Nush
O2 Utah
Omniture
Pago
Park City School District
Parsons Behle & Latimer
Philosophy
Placemedia
Pluralsight
PrePass
Progressive Leasing
Proper Brewing
Puget Sound Energy
Reagan Outdoor
Regal Wine
Ridgeview Capital
Rio Tinto
RLL
Rural Utah Project
Salt Lake City
Salt Lake City International Airport
Salt Lake Country Club
Salt Lake County

SLC Golf
Salt Lake County Library
Smith'sTix
Sound Plastic Surgery
South Salt Lake City
Summit County
TCBY
Teleperformance
Thackeray
The Cotton Bottom
Tracy Aviary
Transtex
Trio
TurnPoint FX
Unishippers
University of Utah Brain Institute
Urban Land Institute
Urban Plates
USTAR
Utah Education Network
Utah Dispute Resolution
Utah State Bar
Utah Division of State History
Utah Outdoor Association
Vidgo
Ward Molloy
Westminster College
Westport Capital Partners
Western Governors University
Worldwide Express

Chapter Four

LONE PEAK PRODUCTIONS



Lone Peak Productions is a full-service video production agency headquartered in Salt Lake City. And they happen to be our sister agency. Lone Peak does all sorts of cool stuff from live video to animation to editing to sound design to photography to script writing to color grading. But while we can type up those fancy terms, it's probably just better for you to see and hear what they do:

lonepeakproductions.com

So you might be wondering...how do I explain Lone Peak Productions to my boss?

"Well, they produce dynamic and engaging video content that can help tell our company's brand story without the two-week Los Angeles production or Hollywood budget. And without the soul-sucking commute on the 10. Or the earthquakes. Well, maybe the occasional earthquake. They can work here locally with us, or they've also produced projects from every corner of this county. That sounds amazing right?"

Ok, but how do I describe Lone Peak Productions to my Gram Gram? "

They make pictures and words move on screen. Yes just like the talkies. But like on our phones and tvs and computers. Right cause you can do that on phone now. No I don't know what live mode is. Just click in the upper right and hit off. No you're in the Notes app. Can we do this later?"



Chapter Five

CASOT WINE & WORK



Remember that whole “spirit of nonconformity” thing we described earlier? Well of course we practice what we preach. Ever heard of an agency’s office that is a wine bar? For that matter, have you ever heard of a wine bar that’s a marketing agency?

Now you have.

casotwinework.com

The pandemic came and like the rest of the world we adjusted to working from home. But along the way we realized that working from anywhere was something to be loved. We still needed a home for collaborative work and client meetings, but why pay for a physical space and only use it occasionally from 8 to 5? So instead we had a radical idea, one that kept the real estate busy 18 hours a day. Our hybrid office during the day, and a wine bar during the evening.

You could say, we’re people who like to think outside of the boxed wine.

Ok we’ll see ourselves out.

In Conclusion

At the end of the day it's all so much more than just a sum of campaign parts. It's about standing out in a sea of sameness. Being the needle instead of the haystack. It's about using the right tools, and knowing how to use the right tools, so you can deliver the right message to the right people at the right time (we keep hammering that point home like it's important or something).

It's about aligning your brand so you can confidently tell consumers, in one unified voice; we've got exactly what you need.

So think of us as your partner in crime. We'll be the Bonnie to your Clyde, the Butch Cassidy to your Sundance Kid, the Spy to your Spy. Because ultimately, Redirecting Your Marketing is about pairing our skills, experience, and passion for the different with your unique offerings. And above all, it's about taking the action needed to move your business forward in this digital world.





Our Office at Casot Wine + Work
1508 South 1500 East
Salt Lake City, Utah 84105

redirectdigital.com