



*Redirect*

# REDIRECT, THE STORY

An Honest, 100% Human Written,  
Short-ish Short Story About Our Agency

Version 2 – June 2023



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 Creative & Digital 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. Redirect the story... get  
it? And that's because verbs denote action — and we're all about  
taking action. Telling and imagining great brand stories. Creating  
marketing & advertising campaigns that get results. Producing  
engaging video content. Developing remarkable brands that last.

**BOOOOOOOOM. ACTION!**

Taking the action needed to stand out and stand above your  
competition takes guts. It takes the bravery to be different, to be  
unique, to be one of a kind. So, if the idea of using creative and  
marketing to grow your business gets your blood pumping like us;  
then turn the page and let us introduce you to who we, how we think,  
and how we do it. But, if the prospect of taking action scares you, then  
we'd recommend that you find the nearest trash can and redirect this  
book straight into it.

# REDIRECT

(the boring proper noun)

## Chapter One



## Who Are We

Redirect is an independent, full-service **creative & branding + 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 are creators and storytellers who craft compelling creative that abandons the generic and helps companies elevate their communications above the competition in order to grab a piece of their audience's most valuable resource: attention. Because boring advertising, token social media posts, mundane video content, or generic brand stories and marketing that just simply exists to check a box doesn't drive sales, increase revenue, or build business. And sure, we're great at measurable return-on-investment, but we're also great at creating brand stories that are unquantifiably beautiful, engaging, 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 and brands that people love.

## What We Believe

We stay small on purpose. We will never be a marketing factory; knowing clients only by invoice numbers. Ours is **people helping people** business.

Nothing is more important than **unique creative** for every project, no matter how large or small. 'Make once and sell to many' isn't for us.

Marketing campaigns only succeed through **transparency and earned trust**.

We **demand greatness** from our creative. Nothing less will do.

We **only succeed if you succeed**.



## Let's Talk a Bit More About Those Beliefs

**We stay small on purpose. We will never be a marketing factory; knowing clients only by invoice numbers. Ours is people helping people business.**

We are not a factory. We're not here to churn out logos and send it off via email, never putting a face to an invoice number. Our plan isn't to get as many projects as fast as possible and turn them around ASAP. We are a boutique corner shop, not a factory. Doing the work, the creating, is what gets us going and keeps us loving the work. It's cliché sure, but the relationships make the business. It makes the work, work. Because for us without truly diving in and understand the who and the why, we can never properly create the how.

**Nothing is more important than unique creative for every project, no matter how large or small. 'Make once and sell to many' isn't for us.**

We hate generic and amateur creative; the majority of the logos and website and marketing you see around you everyday. The terrible, soulless, joyless creative that pollutes our space everyday makes our world a worse place. We know, that's dramatic, but it's how we feel. Some agencies work hard to efficiently scale themselves through something called 'make once, sell to many'. Organizations that only do websites for cities, or dentists, as an example. Their goal is to create easily modifiable templates or processes so they can quickly make small design changes, charge, and move on. And there is nothing necessarily wrong with that (as long as they're honest with you, which they aren't always). Sometimes this max efficiency, utilitarian, cheaper soulless design is what the needs of an organization are at the time. But this isn't who we are, it's not our game. Every project we take on is completely custom, completely from the ground up. Do we have processes we work through? Of course. There are basic frameworks we work within. But here there's no 'take from another project', there's no 'let's start on this base and modify'. Every single project is just like every single organization: unique.

**Marketing campaigns only succeed through transparency and earned trust.**

Honesty is a policy. We're not afraid to tell you what we think, or try and push you if we think what we're doing is wrong, and we don't hide results. Our digital marketing campaigns run with custom dashboards to see real-time results and long-tail explanations of why and how we're spending money. Trust is given and then earned, and we take that seriously.

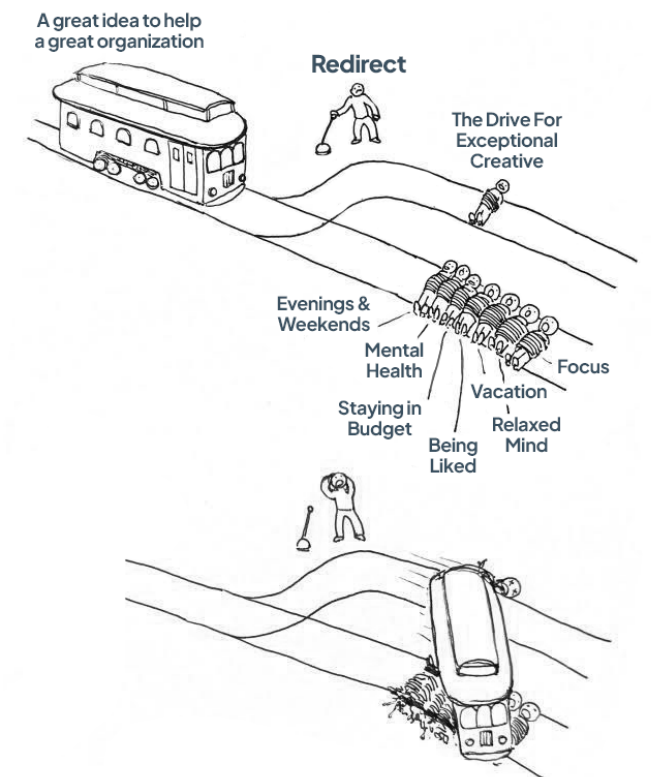
**We demand greatness from our creative. Nothing less will do.**

As you read on (you should read on, this is a fun and helpful little book) you'll notice we absolutely hammer a point home: there's a difference between creative that's just there, and great creative. This difference between the generic box checking "we got something up" creative and the unique, noticeable "wow" creative can be the make or break between campaigns that are successful and dollars that are wasted. It is at our core to strive towards every single project, no matter how big a budget or small, being absolute top-level creative quality. It doesn't matter if it's a major rebranding, or a singular digital ad in a trade newsletter, it must be great. And we're trying to tell our story honestly in this book, so let's be honest: our work is all we are. It's what we sell to gain new clients. "Look at what we've done" is all we have and when we are striving for the absolute best creative we can produce, even if that means overrunning budget or working weekends and nights, we do it in large part for a kind of selfish reason. But we're really not... because at the end of the day it's all an exercise in helping our client's reach their goals. Because the other thing we use to sell ourselves? That would be results.

**We only succeed if you succeed.**

This one's pretty self-explanatory isn't it? We only win the fight, together. Period.

### THE CREATIVE AGENCY PROBLEM



*Sometimes, this is what the strive for creative greatness feels like, but we think it's worth it.*



## Fine, But How Do You Solve My Business Challenges?

It's really hard to define 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 and they need help with the how.

We live at the intersection of creative & marketing



The greatest and most impactful creative in the world is meaningless unless it is seen by the correct audience. And, putting your message in front of the right people, at the right time is pointless unless the creative is noticeable, unique, impactful, and resonates with them emotionally. This is why we are both a creative studio and a digital marketing agency. The combined expertise needed to help an organization make change, deliver messages, and drive action.

### 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

## What Makes Us Different

But in reality, we're just a team of strategists, creatives, and more, working together to produce measurable results for companies and organizations like yours. And also for companies and organizations not anything like yours.

### Process Without The Fake Process

Other marketing agencies probably won't tell you this, but we all operate basically the exact same way. There is no agency that has some "special proprietary process" that only they know about to magically make your brand or marketing better. We know that their BrandBLASTER 4D™ process sounds incredibly important, but it's nothing more than a con, fanciness praying upon organizations who don't know any better (and why would they, it's not their business) to make what they do sound more intricate and advanced. Every agency does things subtly different whether it's branding, websites, digital marketing, but the fundamentals upon which brands are built always remain the same, no matter what they pretend to call it.

### Check Out Our Empty Trophy Case

We don't flaunt award-winning work, because our purpose is not to be self-aggrandizing, it is to help our clients achieve their goals. The reason some creative & 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). "How can we win an award for this" is not our purpose. The next time an agency tells you that "We're the best marketing agency according to Clutch" or "we won a bunch of awards from the American Advertising Foundation", ask yourself, how would people in Washington DC understand the intricacies of an organization and how detailed plans helped solve it? They don't. "oh that's pretty" is the depth of how those things work.

### So Then, What's The Differentiator?

All of us agencies use different variations of the same tools and we all have the same roles and basically do the same thing. So what's the differentiator? The talented, smart, people that actually care about doing it right 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 creative, digital, and account 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 the State of Utah's capitol. Oh you're not from here? 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. Come on people, lame stereotypes, really?

**To put it simply, our team is totally different from your potential 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.

Why do we live here? Because we love it here. Because it's a large enough small city and large city that's still small. It's the fastest growing state for a reason, and it's not just for the reason you're thinking.

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 less cost. Great creative and marketing doesn't just happen in New York, or San Francisco, or London or wherever. It happens in every city and every place, it just needs to be found. But when you do...that's like having a \$30 éclair and eating it too, or something.



# CREATIVE

## Chapter Two



## 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. Brand choices aren't made logically, they're made emotionally. Here's an example: buying a car. You can go online and get the sizing, the engine performance data, the colors, etc. So why do dealerships still exist? Because you to test drive the car, you have to "feel" it. After all the research the decision is emotional. Consumers don't buy brands, they join them. Studies show that emotive campaigns outsell informative campaigns on every business metric:

**17%**  
more profit<sup>1</sup>

**30%**  
greater market share<sup>1</sup>

**19%**  
higher sales<sup>1</sup>

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

**306%**  
higher lifetime value<sup>2</sup>

**5.1 YEARS**  
of brand loyalty (vs. 3.4 years)<sup>2</sup>

Still not convinced of the importance of creative (dude, seriously)?

**According to a Nielsen report, creative plays the single largest role in driving sales.<sup>3</sup>**

This study found that creative is two times as important as the next contributing element, reach. You could interpret that to mean that game changing creative is twice as important as having people actually see your message. We personally think this makes no sense, but hey—that's math.

### CREATIVE RULE OF THUMB

*Good marketing offers us a view of the world.  
Bad marketing offers us a product to buy.*

– Simon Sinek

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

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

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

<sup>3</sup>Nielsen (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 to check a box and making something great. Something that moves the proverbial needle and drives action and sales. 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. Keep it different. Make a difference.

## 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 them?

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, and being cowardly only works for the Wizard of Oz lion. Creative is the same. But take it from us, pushing the boundaries to create something memorable is worth it.

### Keep It Simple, Smarty.

Consumers are constantly bombarded with brand messages. In fact, Americans are exposed to anywhere between 4,000 and 10,000 advertisements a day.<sup>4</sup> Compound this with the fact that consumer attention spans are dwindling (humans have a lower attention span than gold fish, gulp). And, over half of Americans read at below a 6<sup>th</sup> grade level.<sup>5</sup> Simplicity in message delivery is king.

<sup>4</sup> Forbes (2017). Finding Brand Success In The Digital World. Retrieved from <https://www.forbes.com/sites/forbesagencycouncil/2017/08/25/finding-brand-success-in-the-digital-world/>  
<sup>5</sup> <https://www.crossrivertherapy.com/research/literacy-statistics#:~:text=Nationwide%2C%20on%20average%2C%2079%25,older%20are%20illiterate%20in%202022.>

### 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 run by humans.

We'd even argue your brand voice can be more important than what your message actually 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 stupid, 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.

## Taking Action

At the end of the day, we're doing all of this because we want people to take action. Buy your product, signup for a newsletter, hop on a sales call. Action! But getting there is a multi-step process that requires great creative and great marketing.



If you never catch your audience's attention, nothing else happens. You can do this two ways, blitz the market with ads with such a high-level of frequency it can't be ignored (i.e. expensive) or with creative that gets noticed. This leads to a prospect recognizing and remembering your brand. After all your killer BOGO sale doesn't matter if they don't remember who they're buying from. Then you can deliver your message and tell the grandiose brand story. When all that is done... you guessed it, you'll lead your prospect to action!



**OK, PAY ATTENTION, THIS IS THE MOST IMPORTANT SPREAD IN THE BOOK**

The problem with most creative is that it's the exact opposite of what it claims to be. Creative. Most creative is generic genericism forgotten more quickly than it can be remembered. Personality void brand stories and design that simply exists because a box needed to be checked. The culmination of an organization's paralyzing fear that being different is too scary and instead simply looking and sounding like everyone else is the safe way to go. But if people can't tell why you're different and what you stand for, why even exist?

**Fortune never, ever favors the meek.**



# DIGITAL MARKETING

## Chapter Three



## Getting Out There

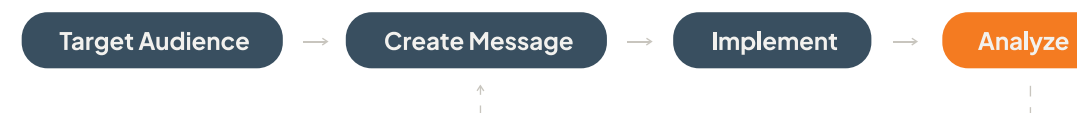
Now you have unique creative with crafted messaging that looks great and tells a compelling story potential customers can't ignore. But, you need to get your message in front of the right audience, and at the right time.

It's important to set the ground rule that we don't know everything, and we don't pretend to know everything. We use our years of experience and expert knowledge to make some really good guesses at the outset, but in today's digital world no agency should be giving you the Don Draper "this is your campaign deal with it" attitude. Today, thanks to the internet, truly Al Gore's best invention, we're able to analyze data real-time and make quick adjustments to campaigns so we're spending money wisely and effectively. Messaging not performing like we thought it would? Let's change it up. A tactic not producing results? Let's change it up. It's imperative that we're always trying to fine tune and improve campaigns to follow where the markets and the people are going.

### OUR DIGITAL ETHOS

*Test, test, and never let it rest.*

### The Optimization Cycle



This is where it gets a little tricky though. Too many agencies & 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. Full on Jackson Pollock mode, wildly flinging dollars around. Everything we do in the creative or digital marketing space is still beholden to strategic plans that focus on delivering a cohesive message to each unique consumer. Nuance may change, a word or two may change, but marketing and brand strategy always must remain constant.

With that out of the way, do you want a little insight on some of the biggest marketing delivery methods? Of course you do.



## Email

Annoying sales email. Delete. Another annoying sales email. Delete. The idea of sending yet another 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.<sup>6</sup>

Email marketing drives more conversions than any other marketing channel, including search and social.<sup>7</sup> It’s a low-cost, highly-effective way to get your message in front of people who actually want to read your message. Boom!

## Video

There’s a reason why so many 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 made up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017.<sup>8</sup>

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 (although sometimes its absolutely worth the expense). 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. We love *Leave It To Beaver* as much as the next person, but sometimes your product wasn’t right for Ward Cleaver’s advice.

Video content is no longer reserved for big companies with big budgets. With digital cameras right on your phone, advanced compression technology, more accessible editing systems, and the proliferation of high-speed internet and 5G cellular networks, video is considerably more affordable to produce and deliver than ever before.

## Content Marketing

You know what people love these days? Content. They can’t get enough of that sweet, sweet content. And not just any content—unique, personalized brand content. Content marketing is—you guessed it—the act of creating content. 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.<sup>9</sup>

You could say that happy, engaged prospects are

( • \_ • )

■ - ■ - < ( • \_ • )

content

( ■ \_ ■ - )

YYYYYYEAAAHHHHHHHH!!!!

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.

<sup>6</sup> Direct Marketing Association (2015). National Client Email Report. Retrieved from <https://www.emailmonday.com/dma-national-client-email-report-2015/>  
<sup>7</sup> 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/>

<sup>8</sup> 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>  
[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/](https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html)

<sup>9</sup> Demand Metric (2013). A Guide to Marketing Genius: Content Marketing. Retrieved from <https://www.demandmetric.com/content/content-marketing-infographic>



## Social Media

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 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.<sup>10</sup>

Right now social media is in its “smoking moment”, under attack from multiple government entities, because of what they perceive to a mental health threat to our communities. Will it remain a go to avenue in the future? Maybe. Maybe we’ll need as agencies to pivot to other media down the line. But for now, the efficiency in advertising social media creates 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.

<sup>10</sup> Irfan Kamal and Walter Carl (2011). Does Investing In Social Media Create Business Value? Retrieved from <http://preview.ourwork.gr/ogilvyone/Ogilvy-Social%20Media.pdf>

## Websites & Interactive

You just heard about a cool new brand or maybe you’re looking for a specific problem you need solved by a specific need. What’s your first move? You go straight to the internet and land on an organization’s website, obviously.

Your website is more often than not 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.<sup>11</sup>

You have just the blink of an eye to deliver what’s become today’s most important first impression because everyone is judging the book by its cover. 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!

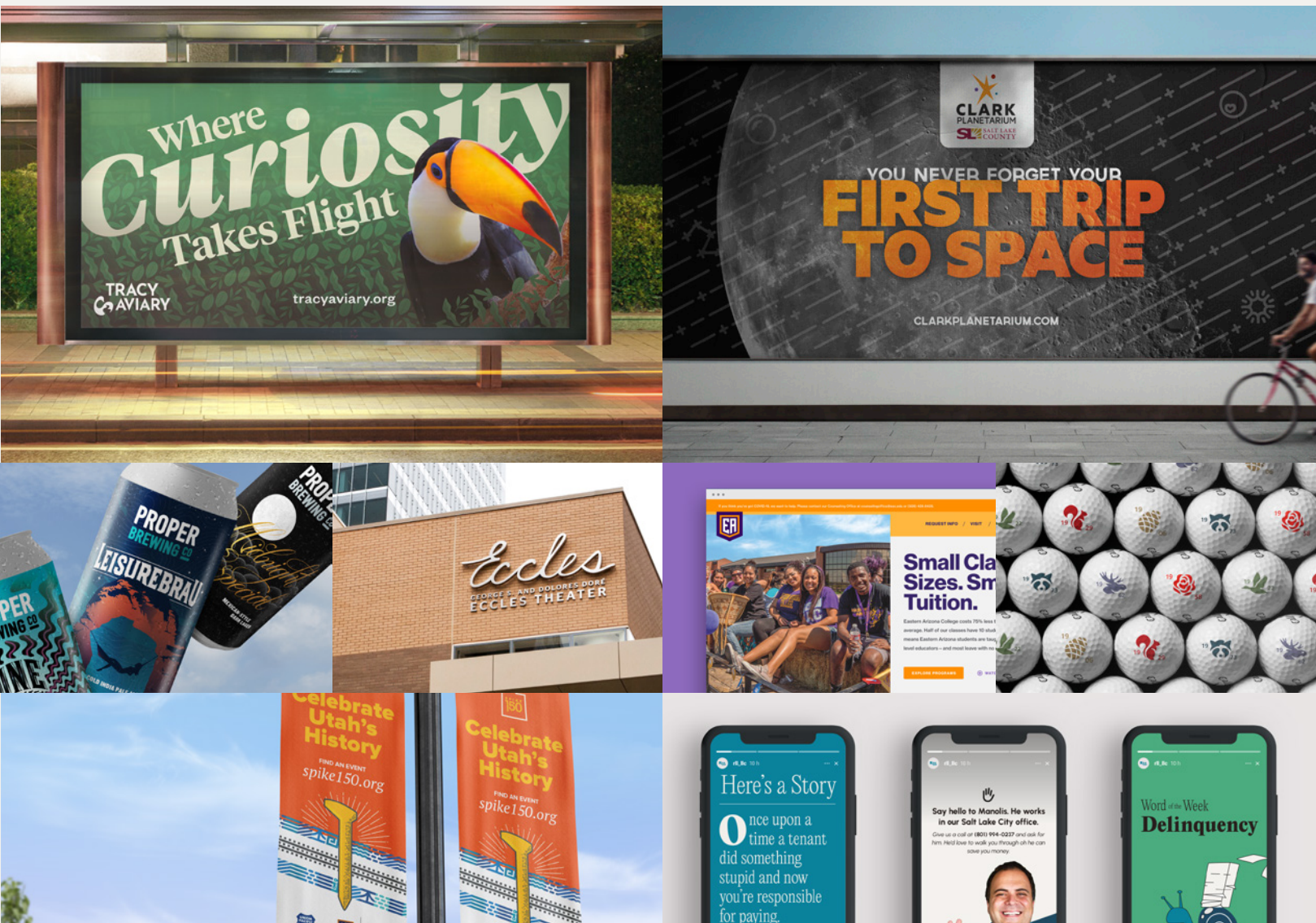
That’s the “big stuff” we do here at Redirect, but we work with just about every media platform and distribution method you can think of. From the traditional—direct mail, loyalty programs, newspaper advertisements—to the forward-thinking—augmented reality, voice ads, and guerrilla marketing—we use whatever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

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

<sup>11</sup> Stanford Web Credibility Research (2002). Stanford Guidelines for Web Credibility. Retrieved from <http://credibility.stanford.edu/guidelines/index.html>

# PUTTING IT TOGETHER

## Chapter Four



## You've Done This Before, Right?

This is not our first rodeo. For nearly 20 years we've helped hundreds of organizations of all sizes and industries launch, scale, and grow through engaging creative, or with data-driven digital marketing, or better yet, by combining both including:

ESTD.  
2004

Accent Design Hawaii	El Camino Health	Mellow	Smith'sTix
AdventureMed	Energizer	Midvale City	Sole Fitness
Alder & Tweed	Everest Sales Systems	Moran Eye Center	Sound Plastic Surgery
Alliance One	First Advantage	Mrs. Fields	South Salt Lake City
Artemis Health	First American	Myriad Genetics	Summit County
Assisted Living Locators	First American Exchange	Nomi Health	TCBY
Attune Wines	Forsey's	Novva	Teleperformance
Augason Farms	Galileo Financial	Nush	Thackeray
Brick Canvas	Girl Scouts of Utah	O2 Utah	The Cotton Bottom
Bridge Communications	Girls on the Run	Omniture	Tracy Aviary
Cadence Homes	Glass Packaging Institute	Open Mountain Energy	Transtex
Candle Warmers	Golden Spike Foundation	Pago	Trio
Carrier Sales	Habit Burger Grill	Park City School District	TurnPoint FX
CCI	Helix Recruiting	Parsons Behle & Latimer	Unishippers
Celtic Bank	Hines	Peterson Wealth	University of Utah Brain Institute
City Creek	Hive Eats	PFL.com	Urban Land Institute
Central Valley Water	Holly Frontier	Philosophy	Urban Plates
Channel Signal	House of Marley	Placemedia	USTAR
Chenoweth Wines	Housing Connect	Pluralsight	Utah Education Network
Clark Planetarium	IASIS Healthcare	PrePass	Utah Dispute Resolution
Community Memorial Health	Inside Real Estate	Progressive Leasing	Utah Lions Eye Bank
Continental Bank	Intermountain Healthcare	Proper Brewing	Utah State Bar
Cowboy Cauldron	Interior Worx	Puget Sound Energy	Utah Division of State History
Creminelli	JBL	Reagan Outdoor	Utah Olympic Park
D.R. Horton	Judge Memorial High School	Regal Wine	Utah Outdoor Association
Dakota Pacific	Kiitos Brewing	Ridgeview Capital	Utopia Fiber
Days of '47 Rodeo	Kirton & Mconkie	Rio Tinto	Vidgo
Daybreak	Kosters Cash Loans	RLL	VLCM
Descente	KUER	Rural Utah Project	Wasatch Arts Council
Deseret Book	Loan Remedy	Salt Lake City	Ward Molloy
Diathrive	Lehi City	Salt Lake City Intl. Airport	Westminster College
Dominion Energy	Lindon City	Salt Lake Country Club	Westport Capital Partners
Eastern Arizona College	Marin Health	Salt Lake County	Western Governors University
Eccles Theater	Market Street Grill	SLC Golf	Workman Nydegger
Eisenhower Health	Maverik	Salt Lake County Library	Worldwide Express

And producing results like:

First American Exchange

**TRIPLED RETURN-ON-INVESTMENT DURING OUR TWO-YEAR CLIENT ACQUISITION CAMPAIGNS, LEADING TO AN INCREASE IN NEW EXCHANGES.**

Eastern Arizona College

**INCREASED NEW STUDENT INQUIRIES 142% IN THE FIRST TWO MONTHS**

Vidgo

**35% INCREASE SUBSCRIBERS IN THE FIRST FIVE MONTHS.**

Parsons Behle & Latimer

**DIGITAL CAMPAIGNS FOR THE BIRTH INJURY TEAM LED TO APPROXIMATELY \$68 MILLION IN NEW REVENUE OVER FOUR YEARS.**



# LONE PEAK PRODUCTIONS

## Chapter Five



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. The power of video as a storytelling medium will only continue to rise over time and Lone Peak Productions has been creating stories that move people since 1979. While that sounds fancy, it's probably just better for you to see and hear what they do yourself:

[lonepeakproductions.com](https://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 in 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. Yeah I know Lindsey is a nice girl and single, yes, what does that have to do with video? Can we do this later?"

# CASOT WORK & WINE

## Chapter Six



Remember that whole “spirit of nonconformity” thing we described earlier? Well of course we practice what we preach. Have you ever heard of a creative & marketing agency with an 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](https://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 not feared. Unless you’re heavily invested in commercial office space for your company, or you’re a middling middle manager with no real purpose other than bossing people around, that is. We still needed a home for collaborative work and client meetings, but why pay for a physical space and only use it occasionally from 8:30 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 an award-winning wine bar during the evening.

Want to drop buy for a glass of rosé and talk creative and marketing? Let us know, our doors are always not always open. But we have keys, we can open it.

Unique huh? You could say, we’re people who like to think outside of the boxed wine. Hahahaha, get it? 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, personality filled, 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, when we work together to redirect the story in your favor it's about pairing our skills, experience, and passion for results with your unique offerings. **And above all, it's about taking the action needed to move your organization forward in this digital world.**







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

**801.613.0902**

**[redirectdigital.com](http://redirectdigital.com)**