

# CAPE & BAY

INDELIBLE BRAND STORIES.  
COAST TO COAST.



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## CAPE & BAY OVERVIEW

Among all the conversations you'll have today, this exchange is intent on rising above the rest. It's determined to more closely align with your mindset and resonate well beyond the effects of that third cup of coffee. Because after all, we are on the same quest.

You may articulate our shared goal as, "Increase awareness and add meaningful value to the brand." And Cape & Bay defines it as, "A potent and collaborative partnership." However, we have come together in this moment to advance transformative ideas.

Bold, progressive, indelible ideas have the power to change, well, everything. And at Cape & Bay, we are passionate about unifying people around those big ideas and innovating technology to keep us connected. We define this unique approach to amplifying opportunities—& Culture.

& is the intersection of your distinctive brand vision and our exceptional core competencies. & is also expansive and leverages every occasion to bring you compelling new ideas that strengthen your relationships with audiences. & is holistic and wholly integrated, by embracing every touch-point across the target's experience.

Additionally, multifaceted & Culture is inclusive and diverse. Cape & Bay is a minority-owned business and an eclectic collection of contrasting life experiences, ethnicities, POVs & professional expertise. Our team is comprised of individuals who have shaped the narrative for prodigious brand stories such as Target, Harley-Davidson and Mazda. And we have imparted the exact same unyielding enthusiasm & capabilities for brands whose logos you'll never see splashed across your TV screen, with more than 300% ROI.

We shine the brightest developing & executing for people-centered strategies brought to life by fresh, inventive and ingenious execution. Deeply personal and evocative content made even more effective & compelling by cutting-edge cultural implementation. We fearlessly pioneer adaptive and expansive new technologies with our client partners to drive value & touch lives.

# UNLEASH THE TRANSFORMATIVE POWER OF &.



# CAPABILITIES & EXPERTISE

- Web Analytics & Data Mining
- SEO & SEM/PPC
- Paid Social & Platform Management
- Design & Art Direction
- Brand Planning & Positioning
- E-Commerce & Reporting
- Street Smarts & Agility
- Multi-Cultural & Experience Targeting
- Analytics & Automation
- AR & Experiential
- Mobile Strategy & Optimization
- Health & Fitness
- Creative Strategy & Execution
- Connectivity & Reach
- Blogs & Podcasts
- SaaS & PaaS
- Direct Response & Digital Performance
- Programmatic & Integrated Automations
- Brand Recall & Lift
- Energy & Enthusiasm
- Events, Activations & Promotions
- Public Service & CSR
- Industry Leadership & Proactivity
- UX/UI Design & Optimization
- Content Database & DAM
- Web Apps & Chatbots
- Higher Ed & Job Placement
- Awareness & Share of Mind
- Video & Production
- Email Marketing & List Building
- Front & Backend Web Development
- Travel & Tourism
- Chemistry & Communication
- Transparent reporting & clear attribution
- Digital Fluency & Integration
- Responsive & Adaptive Design
- Healthcare & Public Health
- VFX & Animation
- Consumer Profiling & Analysis
- Candor & Respect
- Outdoor Recreation & Sports



# BRAND & CATEGORY EXPERIENCE

Life is a mystery. And one of our favorite oft-asked questions is, “Who the bumfuzzle is Cape & Bay?” An indispensable part of that answer is the collective professional experience our team brings to the conversation.

Presented on this page are some of the business verticals & brand stories we’ve had the distinct pleasure to help shape. & Culture being the magnetic force that it is, we bring all of this learning, perspective & acumen to our partnership.



# TECHNOLOGY & INNOVATION

These days, the bigger our world becomes the faster we move toward greater individualization. Advanced technologies are enabling us to keep improving audience engagement & experiences. With more highly targeted channel strategies sustained by more meaningful brand relationships.

Out of Cape & Bay's human-centered ideology, we're custom-built for this digital age. Developing inspiring & empowering user journeys that amplify emotional connections to your brand. And by creating omnichannel content and campaigns that compel people to feel & then act.

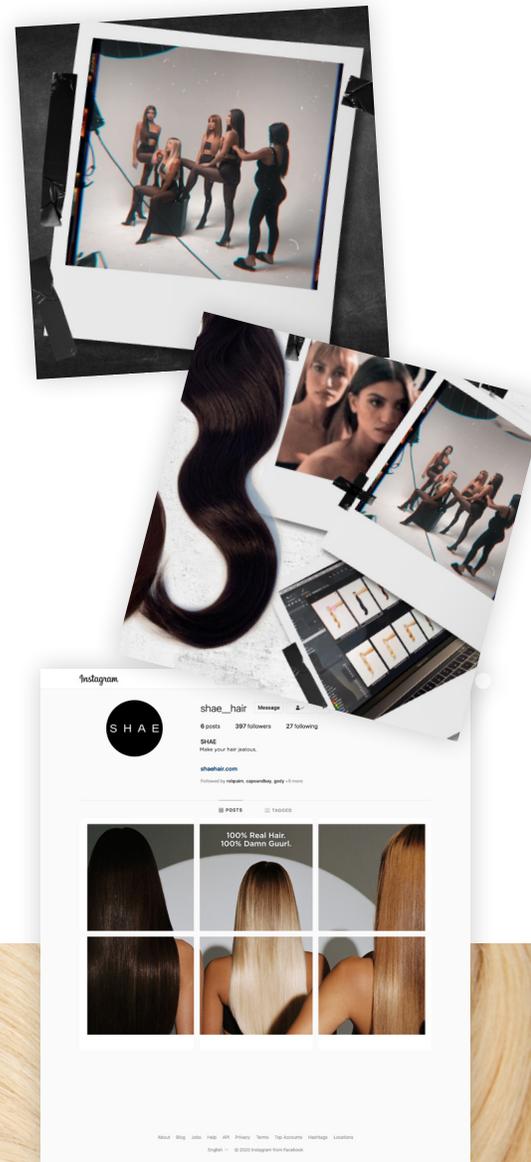
Naturally, we're fluent in every digital and web language and dialect. Whatever the system, application, integration or functionality, we offer the kind of expertise that simplifies complexity. However, simplicity and efficiency are not the only hallmarks that separate Cape & Bay from virtually every other agency on your radar.

Our Dev Studio has the in-house capabilities to deploy the most cutting-edge technologies to bring shiny new

concepts to life. We aren't required to siphon-off budget by contracting with third-party vendors to execute innovative ideas. This ensures our shared vision is efficiently implemented & integrated and nothing gets lost in translation.

Furthermore, within our & Culture sensibilities we're adept at inventing next-level technologies. In exactly the same way the & symbol is a break from the uniformity of language that plays by the rules, Cape & Bay doesn't play by regular agency rules. We will not limit our big thinking merely because today's technology isn't adaptive or doesn't exist.

The exceptional talent in our Dev Studio gleefully pioneers scalable, game-changing new technology. From interactive prototyping to transactional platforms, from proof-of-concept demos to AI to content personalization, we're ready to create the right tools that add value & advance your brand.



# INFLUENCERS & ADVOCACY

While marketing traditionalists were doubting the validity of Influencer impact on brand strategy, Cape & Bay was aggressively building our Rolodex. Whether social-media stars, media celebrities, musicians or athletes, your campaign is one call away from a more authentic connection to the organic audiences of today's most effective Influencers.

Now more and more budgets are being shifted to Influencer marketing, with estimated spend at \$15 Billion by 2022. With a B. One big reason is that among consumers 18-35, more than 90% trust Influencers more than they do your institutional messaging.

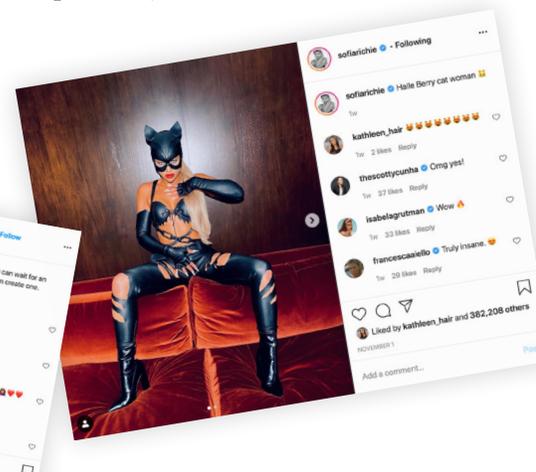
And because Cape & Bay has been invested in Influencer Campaigns since the beginning, among the distinct advantages we're able to offer is access. We've forged long-standing personal relationships, which usually enables us to achieve agreements without agents or middlemen. Saving significant costs, time and complexity.

Additionally, one-to-one access allows Cape & Bay to work directly with Influencers to ideate around your messaging goals. And nobody is more savvy about what will connect and resonate with their followers than the Influencers themselves. Assuring your messaging delivers the kind of legitimacy that impels audiences to act. And, working alongside the actual Influencers helps us bring more added value and bonus opportunities to your campaign.

Furthermore, our team has had great success uniting several Influencers in our network to advocate for one integrated

campaign across platforms. Which can dramatically spike awareness and buzz, especially for time-sensitive campaigns such as promos, giveaways or contests, or campaign-specific hashtags. And the momentum generated from a social blitz can increase shares and engender a brand movement. That kind of engagement will expose your campaign to new audiences, and can vastly improve your SEO. All of which further exemplifies the potency of our & Culture mindset.

Cape & Bay will work within your messaging strategy to leverage posts that work conceptually for your brand and the unique voice of the Influencer. And you may be surprised by the A-listers who are enthusiastically all-in. Naturally, we'll provide the analytics for actual ROI at any scale, so your team will also be fanatically, unequivocally all-in.



**DESIGN  
CONTENT  
MOBILE  
DIGITAL**



# SEO & OPTIMIZATION

In today's digital world, ranking highly on Google and other search engines is the best way to garner brand recognition, consumer trust, and access new customer audiences. Effective and cost-efficient SEO begins with thorough keyword research, content planning and an on-page/off-page strategy. This optimizes your website content to rank in the top organic results on search engines in order to funnel highly converting traffic.

A holistic approach to SEO does more than optimize for a handful of keywords, but rather embraces the full scope of target audience search by focusing results on directly

answering queries. Including short-tail "golden goose" keywords, long-tail searches, evergreen keywords, newly trending terms, and beyond.

All C&B websites boast stellar SEO rankings for strategic keywords. And obviously, your highest ROI customer is the one who is already looking for you. The SEO Specialists at Cape & Bay make sure you show up where they're searching. You'll pay considerably less for your digital marketing over time and you'll be able to optimize well beyond your budget as these kinds of strategies take hold, and your brand consistently ranks at the top of the search results.

Additionally, as you take on more traffic your domain authority will expand, automatically inducing search engines to index your brand based on

the relevance of your content. Once again proving, content and strategic keyword optimization can have a huge impact on your bottom line.



**The best charity is one that keeps giving.**

Through Syrian Forum USA, you'll provide children immediate needs like food, shelter, and healthcare. You'll help establish the foundations of a prosperous future through education, job training, and more. These children deserve a future. They deserve to feel secure. They deserve a chance.

[DONATE TODAY](#)



The humanitarian crisis in Syria has ravaged the nation. As a result, **+2.5 million** children are now homeless.



# CREATIVE STRATEGY & DEVELOPMENT

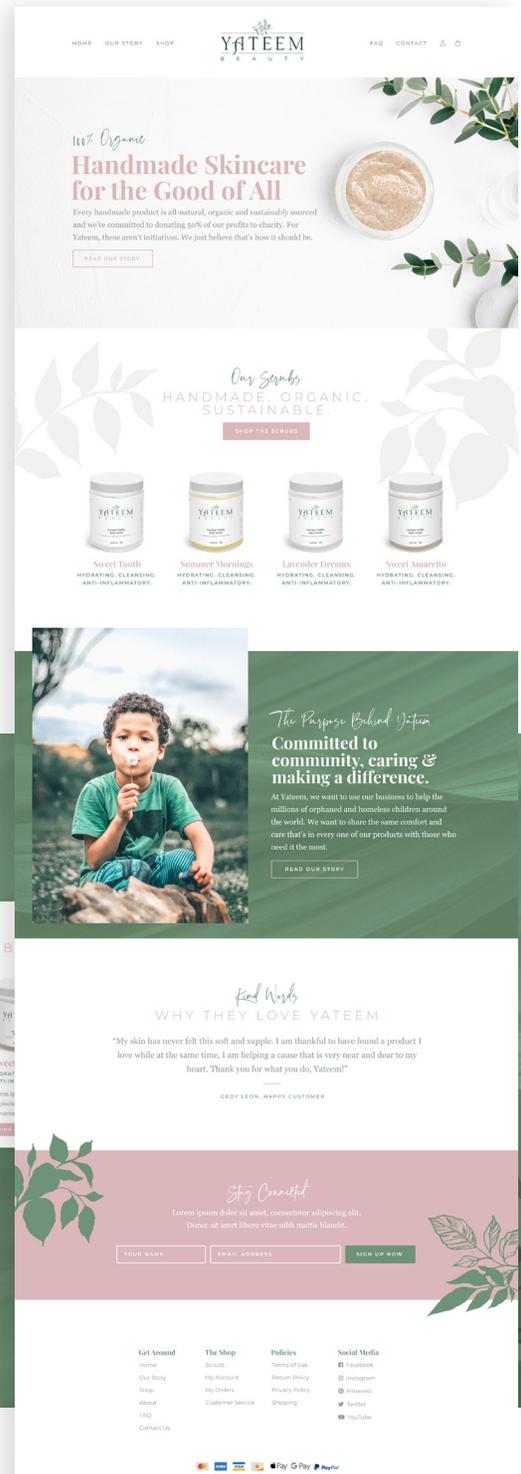
Traditionally, agency creatives enjoy cultivating a little magic or voodoo around the art of the creative process. Yet in truth, the most potent & imaginative work is the result of thoroughly disciplined thinking.

The most stellar creative teams want tightly defined strategies borne out of evocative insights about our audiences. That's why inclusive and collaborative & Culture invites you into the Cape & Bay creative process. Our experience has demonstrated again & again the efficacy of work informed by your team's unique client perspective.

Your comprehensive understanding of the dynamics impacting the brand will significantly shape strategy, concepting & execution. Together, we will definitively answer the million-

dollar question: what is the personal value of the brand for your target?

And we then endeavor to capture some lightning in a bottle. What those fresh ideas are & where they come from only one's Muse can say. The space between musical notes, the smile on a kangaroo, the noosphere? We're excited to begin that exploration with you.



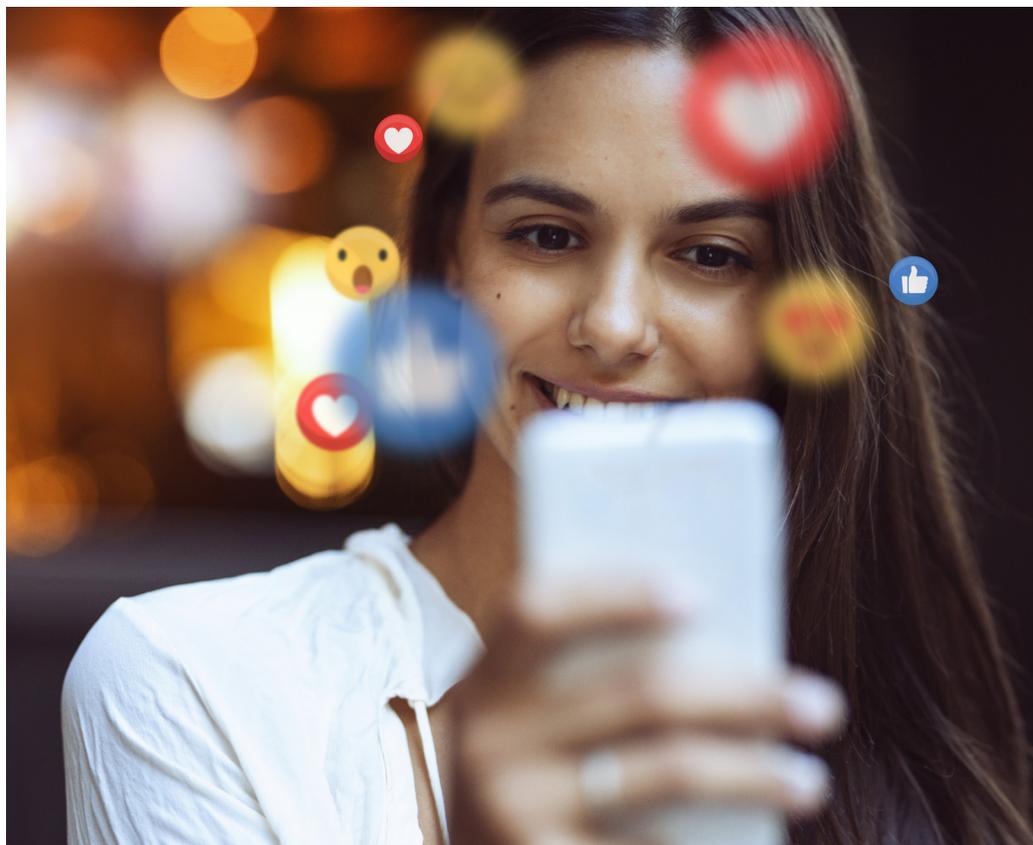
## PAID SOCIAL

As part of an exclusive relationship Cape & Bay has secured with iHeartMedia, you can rely upon the resources of its subsidiary Unified—the foremost player in social media for data insights and programmatic ad placement. Unified has placed over \$9B across social media platforms using its data-targeting capabilities, and purchases \$2B annually through its unique programmatic system.

Unified is the only data insights and purchasing platform deeply connected via API [Application Programming Interface] to all nine major social platforms — Facebook, Instagram, Pinterest, Snapchat, YouTube, Reddit, Twitter, LinkedIn and TikTok. With

proprietary access to all nine APIs, Unified is able to analyze the backend of the platforms for deeper data integration and evaluation. Enabling our teams to create more robust targeting capabilities and providing the opportunity to optimize programmatic purchasing among the social networks in real-time.

What's more, iHeartMedia also has the platform-targeting capabilities to create smart audio plans that can target business decision-makers. For one client partner, iHeartMedia was able to reach about 89% of business decision-makers nationwide.



## LASSO CASE STUDY & SUCCESS

### Challenge

Lasso's compression socks mimic ankle taping to provide athletes with much-needed support without restricting performance. This innovative sports compression technology helps prevent injury, enhances endurance and aids in recovery.

And like any new technology, lack of awareness was the main challenge when Cape & Bay began our partnership with Lasso. Yet, we soon learned most customers who did visit the site were not converting. The original CMS was built for speed. And created a site that was difficult to navigate, lacked mobile optimization, and didn't credibly communicate the performance advantages of new sock compression technology.

### Strategy

After analyzing all of the existing data, we redefined Lasso's primary target audience. And then redesigned the Lasso site to be significantly more user-friendly on mobile--since that comprised the lion's share of traffic.

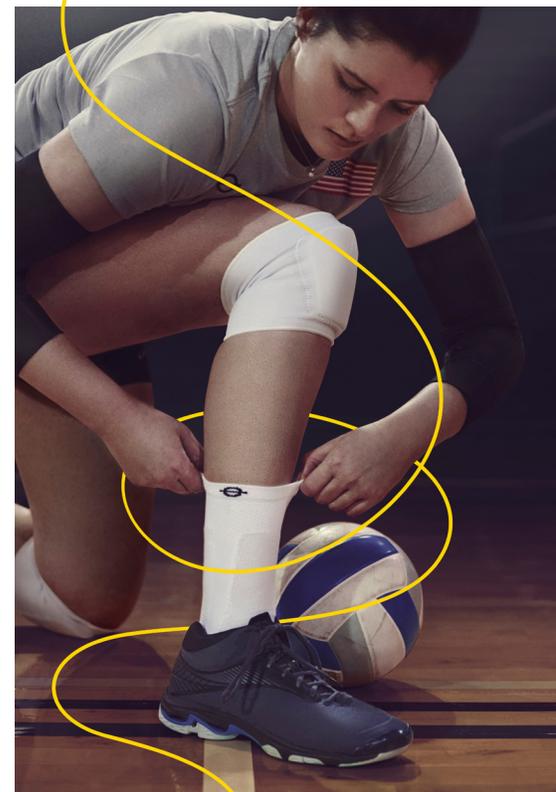
Additionally, we utilized targeted SEO and content creation aligned with paid advertising across a variety of platforms such as Facebook and Google. Plus, we worked to build trust among the medical community, trainers and athletes by integrating outreach from earned media & social influencers.

### Results

Immediately after Cape & Bay refined audience targeting and implemented new messaging, sales took a quantum leap. Not only were athletes and trainers converting, we engendered enough trust for customers to purchase multiple pairs of compression socks, for themselves and others.

Partha Unnava, CEO of Lasso says, "We had a product but lacked identity. Going from 1500 units in monthly volume to 2MM annualized in 13 months isn't growth ... it's a rocket ship. Cape & Bay took us on a ride we can't imagine having been on without them."

LIKE FLIPPING  
A SWITCH.  
IMMEDIATELY  
LASSO SAW AN  
182% INCREASE IN  
ONLINE SALES.



# SEEDERSHIP CASE STUDY & SUCCESS

## Challenge

seedership is an innovative digital platform that enables small businesses to share all the good they achieve in their communities through automated, interactive dashboards. And the plan was to work all of the predictable Corporate Social Responsibility SEO keywords that would yield results on par with industry standards.

However, never willing to simply accept good enough within our & Culture sensibilities, together our SEO and Brand teams dove in deeper and identified a crucial imperative. All those typical and expected corporate keywords were yielding demonstrably fewer qualified small business prospects, and requiring much more investment to achieve brand objectives.

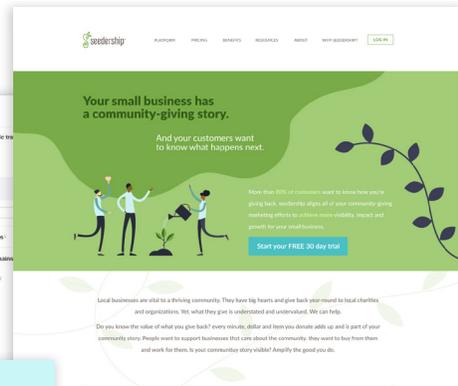
## Strategy

So we shifted the paradigm to leverage different high-volume keywords that would resonate more deeply with small business owners. And by optimizing messaging focused on why giving back to one's community is more personally motivating to customers, we were able to add exponential value to the seedership brand promise. Revealing less-competitive, higher-intent keywords that drove new-target traffic and increased on-page performance metrics.

## Results

For instance, we were able to increase page views by 40.62% while decreasing the bounce rate. In addition, the reframed content and messaging strategy lifted traffic to blog pages by 300.27%, while maintaining high on-page engagement metrics such as increasing time on site by 129.05% and increasing pages per session by 11.76%.

# TRAFFIC TO SEEDERSHIP BLOG PAGES INCREASED BY 300%.



# TRUFIT ATHLETIC CLUBS CASE STUDY & SUCCESS

## Challenge

Longstanding client TruFit Athletic Clubs serves demographically diverse Texas with over 30 locations. And prior to partnering with Cape & Bay, club member acquisition relied upon referrals, events and guerilla marketing. With that outreach, the TruFit site was an afterthought, with sleepy content and a prohibitive CMS. In addition, the data showed TruFit had virtually zero success with digital activation. Which resulted in 3 years of halted revenue growth, and an inability to attract and acquire new customers at a reasonable cost.

We were challenged with combatting the peaks and valleys of TruFit's monthly sales with consistent and predictable growth online. Simply put, we needed to strive to achieve the antithetical goals of both dramatically increasing acquisition volume while at the same time radically decreasing acquisition cost.

## Strategy

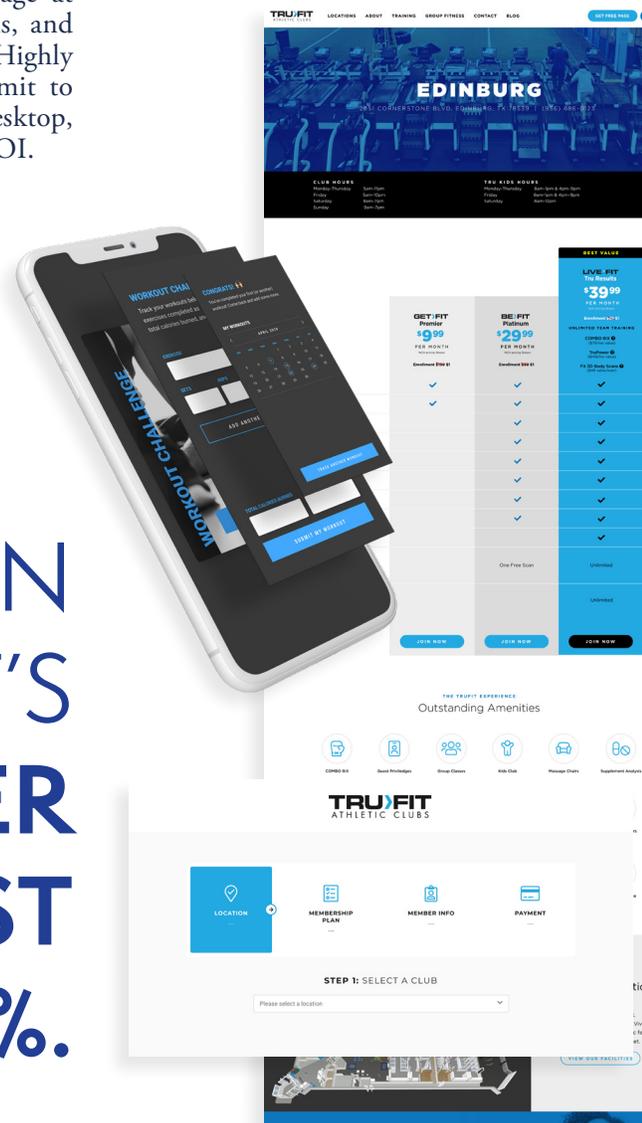
Utilizing a combination of deep-data analysis, along with our highest-value customer behavioral trends and scalable content marketing strategy, we were able to transform TruFit's business in less than one year.

Cape & Bay was able to pinpoint tailored offers to specific customers who were most likely to engage at those times, on those channels, and drive them to the new site. Highly motivated targets would commit to membership on mobile or desktop, yielding the highest possible ROI.

## Results

TruFit increased online acquisition 15X, while reducing costs 352%. Plus, online acquisition jumped from 1.2% to 17% of total sales volume. And organic revenue growth continues to improve, expanding 21% month-over-month from targeted health and fitness segments.

SITE OPTIMIZATION  
INDEED. TRUFIT'S  
ONLINE CUSTOMER  
ACQUISITION COST  
DECLINED BY 352%.



# CAPE & BAY



THANK YOU