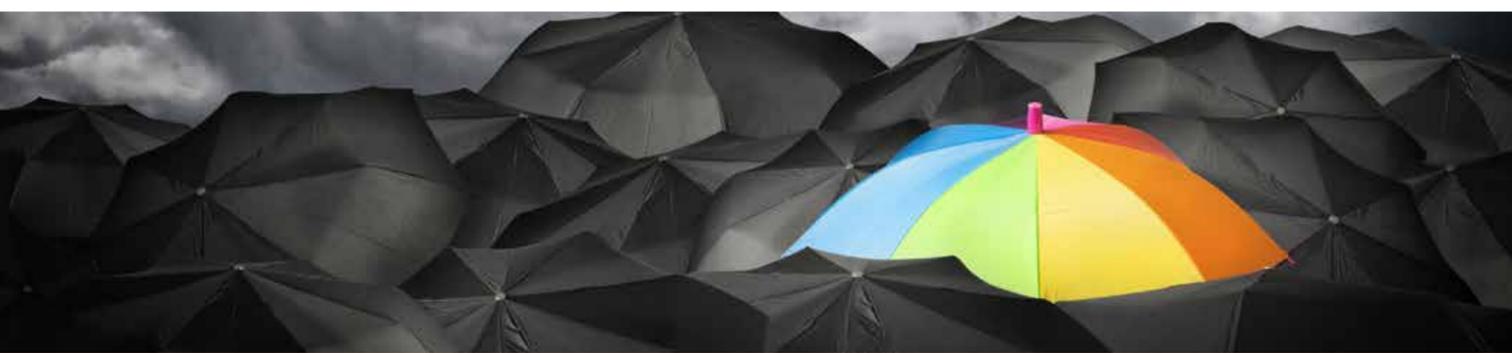


GET NOTICED

THIS ISSUE:

- Outstanding Clients
- What's KNOO?
- Standing out in the Digital Landscape



MATTHEW WILSON, VP/CREATIVE

Fundamentally, marketing is all about standing out. When everyone else is zigging, look for the zag. The last thing you want to be is just like everyone else. And this is a job we take seriously every day we show up to work for our clients.

Here are a few recent examples of ways we've helped them get attention in a noisy world.

3 WAYS WE HELPED OUR CLIENTS STAND OUT



First, we recreated a touching wedding dress video for Prestige Cleaners

Never overlook the power of a story. Essentially, storytelling is marketing.

When we heard about a bride who wanted her grandmother's antique wedding dress altered and Rosa, a seamstress who has worked at Prestige Cleaners for decades, we knew it would make great video.

Rosa is truly a master. To her, she's not just altering the size of a dress. She's impacting the most important day of a person's life.

We simply put the two in front of camera and told the story. We filmed them talking about the experience and finished it off with beautiful closeup shots and a simple bed of music.



Second, we went big with outdoor for Torden

In November we were fortunate enough to help launch Torden, a high-end vaping company. They wanted to come out with a bang so we started looking for big opportunities. Nothing measured up to Times Square for New Year's Eve. Within 72 hours, we had an approval and five animated boards completed and out to the media company. With a turnaround time like that, you might expect to see any number of things go wrong but fortunately, it went off without a hitch.

Times Square is chock full of bright, flashy billboards, splashes of neon color and any attempt to draw attention. We utilized the brand's sophisticated look and created black and white boards that used mystical vape smoke as transition to reveal the product.



Third, we played in the Puppy Bowl for Fulton Homes

For years, Fulton Homes has been one of the only local advertisers in the Super Bowl. This year, they decided not to support the NFL. Rather than going dark, we came back with a better strategy: announce to the Valley that this year, Fulton Homes' "bowl of choice" is the Puppy Bowl (yes, it's a thing). The best part was shooting the TV spot.

You'll have to watch it to find out, but we think you'll love it. The Puppy Bowl is featured on Animal Planet. Catch the spot and let us know what you thought of it.

Regardless of your budget, brand or product, the one common denominator in marketing is to make a splash. And there are as many ways to do it as there are people in the world. It just takes a little strategy and, of course, using your knoodle.

WHAT'S KNOO?

At knoodle, growth has been the name of our game lately. We are bringing in new clients all the time such as **Chas Roberts A/C & Plumbing**, **Torden Brands**, **fsboTECH.com** and the **34th Annual My Nana's Best Tasting Salsa Challenge**, put on by the **Arizona Hemophilia Association**.

New clients mean that we get to bring in new people, which means we have a new dynamic in the office that challenges us and gives us all new energy! Is that enough "new" for you?

Our new faces are **Jacqueline Ochoa** who is in Account Services, comes to us from Arizona State University. Jackie graduated with a double major in Marketing and Media Analytics. Jackie, works closely with Sandra our Director of Client Services and is always on top of the research and planning phase when we're pitching those all-important new clients. She is likely the first person you see when you visit us.



We've also brought on three interns: **Karla Hernandez** (public relations), **Jeff Otto** (design) and **Mar Sandoval** (video).

Karla is getting familiar with all of our clients and their amazing stories, which is certainly a lot to take in. Her background at CBS Radio has prepared her well for reaching out to members of the media to give our press releases that extra bit of attention that they deserve.

Jeff and Mar come to us from the Art Institute one of our favorite places for creative interns. Jeff's assets are his strong design skills and collected demeanor. Mar has a passion and enthusiasm that will propel her into her career as a videographer and editor. We're very excited to help both of them along their career path.

We are happy to see our knoodle family growing in 2018!



HOW TO STAND OUT IN THE DIGITAL LANDSCAPE

BENJAMIN BAILEY, DIGITAL DIRECTOR

The digital ad space is still, in a lot of ways, the wild west. It seems like every day there's a new platform, regulation, statistic, or direction that effects your digital advertising dollars. With that in mind, here are three tips that always apply when it comes to standing out in the digital advertising world!

1. Targeting- When it comes to digital advertising, targeting is key. Think of your digital ad as a billboard on a freeway, but you

get to decide who is driving on that freeway. Do your research and make sure you are serving your ad to the right target or targets!

2. Message first, platform second - Think about what your message is and then look at the available digital platforms. Is Lead Generation your goal? Then Facebook may be your sweet spot. Want to massive brand awareness? A robust retargeting campaign is a great option. Know what you want your ad to accomplish before you decided where you are placing it.

3. Think outside the box - Digital is not the place to "play it safe." Go big or get lost in the clutter. You have to think of something that not only appeals to your target, but an ad that will drive them to take an action. Too often, companies take the same marketing they are running through traditional outlets and stick it online. Just because a commercial performed well on TV does not mean you should plaster it all over your digital platforms.