



**CHIEF/MARKETER**

**2000**

THE TOP MARKETING AGENCIES OF 2019



## 2019 CASE STUDIES OF EXCELLENCE

The CM200 features editorial listings and coverage of agencies spanning 11 categories, including Experiential, Sports & Entertainment, Promotion, Retail/Shopper, Digital/Content, Social Media, Design and Innovation, B2B Demand Gen, B2B Brand Engagement Marketing, B2B Experiential Marketing and Martech. Editorial profiles include details on core capabilities and specializations, examples of outstanding work, insights on culture and people, client examples and RFP contact information.

Chief Marketer's editors accepted submissions from across the country for the CM200 earlier this fall. Winners were selected based on several criteria including: insightful client testimonials; outstanding case study submissions; high caliber, consistent work across programs and clients; innovative and creative executions; and bold and inspiring concepts and ideas that are moving the industry forward. The 200 agencies selected for this year's inaugural program are thought leaders in their craft and representative of the best of the marketing industry.

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## BRAND BRINGS UNITY FOLLOWING AN ACQUISITION

ICF had recently evolved from a government-focused consultancy to a global, publicly-traded consulting firm serving both commercial and public-sector clients. After acquiring a major marketing communications agency, it needed a new brand to unify its disparate businesses through a compelling value proposition that signaled how all the pieces fit together to benefit clients.

## RESEARCH LED THE WAY.

We conducted a 360-degree research program to understand what ICF stood for in the minds of its most important constituents, including employees, clients and prospects. Through surveys and in-depth interviews, we learned that ICF is most admired for its ability to translate its clients' aspirations into reality. Whether through highly specialized consulting or award-winning digital communications, ICF contributes to outcomes that are hugely transformative for clients—and for society at large. How transformative? ICF helped launch the widely adopted and admired EnergyStar conservation program. It developed the first-ever website devoted to HIV awareness. It created an integrated marketing program for Belize that strengthened the country's tourism industry—and revitalized the country's entire economy.

## UNCONVENTIONAL INTELLIGENCE.

ICF's success in these and many other endeavors rested on two principle pillars: its ability to tackle highly complex challenges, and the unconventional perspectives and backgrounds of its people. The company's expertise in program management enables it to take on tough, multidimensional projects that other firms can't handle. And its people—Ph.D.'s, MBA's, anthropologists, psychologists, sociologists and other "ologists"—bring an unmatched multidisciplinary approach to every assignment that enables them to challenge conventional wisdom and find solutions that others overlook.



## BIG THINGS MADE POSSIBLE.

The new brand reflects ICF's ability to overcome seemingly insurmountable challenges. Crystallized in a powerful phrase, "We make big things possible," the brand carves out a defensible position among a crowded field of pure strategy firms and niche-focused technology and digital players. Along with supporting messaging, it communicates that ICF gets the job done, no matter how seemingly impossible.

The visual brand supports the strategy. The new logo incorporates multiple rays emanating from a single source, suggesting the amazing diversity of talents and backgrounds of the company's people. The design language uses dramatic photographs to symbolize the "big things" made possible by ICF juxtaposed with more intimate images of people collaborating with colleagues and clients.

## GAINING TRACTION.

The new brand was launched internally and externally at a global event that coincided with ICF's tenth anniversary as a public company. It was rolled out in a new website, advertising campaign, and through environmental branding at the company's global offices. The response has been very positive. The company's consultants are including brand language in their new-business pitches and gaining significant traction with prospects. Employees across the company, including at its marketing subsidiary, have discovered that the brand inspires their own work...and underscores for clients the limitless possibilities of working with ICF.

# EDGE MARKETING



## DESCRIBE YOUR AGENCY IN 100 WORDS OR LESS?

Today's marketplace is dynamic, fast paced and often difficult to navigate. At EDGE we use our experience, knowledge and connections to break down those hurdles to create differentiated brand experiences, designed for a borderless retail world, that seamlessly engage audiences across channels in order to simplify choice at the moment of buy.

We do this for consumer brands and customers that seek an experienced yet agile marketing partner, with retail expertise, who can remove complexity, drive behavior change and compel purchase of their brand. A startup at heart, we love to roll up our sleeves and Get. Stuff. Done.

## WHAT IS THE CULTURE LIKE AT YOUR AGENCY?

We are determined to be an agency that is not only focused on delivering superior results and building strong relationships, but that is also a great place to work. We foster a culture of "we" where our associates have a voice in a supportive environment, with values that represent our humanity and integrity.

Our ethos - Heart, Hustle, Respect, Courage and Creativity – was naturally born out of EDGE's culture. It's how we support each other, and our community.

## WHAT SETS YOUR COMPANY APART AS A LEADING AGENCY?

Our heritage, which we feel is one of our greatest points of difference, is our ownership by Advantage Solutions. By way of this relationship, we are rooted in over 50 years of retail prowess – connected to every retailer on and off line. We leveraged this retail knowledge and deeply penetrated relationships throughout US and Canada to be one of the first true shopper marketing entities. Today, we have evolved alongside Advantage Solutions to stay ahead of what is the fastest paced and most disruptive environments that we've seen to date. Commitment to technology, placing solutions over services and utilization of data and insights are what position us to throttle our programming and our clients' businesses ahead of the competition.

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## HOW HAS YOUR AGENCY EVOLVED OVER THE LAST FEW YEARS?

We have had a transformative few years at EDGE, shifting from a specialization in traditional shopper marketing to truly becoming an omni-channel marketing agency. Here are some ways we've evolved EDGE:

Embedding of shopper media professionals in our cross-functional teams to ensure our programs reach consumers and shoppers at the right moment and place to ensure highest responsiveness.

Enabling the widespread application of analytics to inform decisions and drive performance success across our client businesses.

Creating and adopting technology via proprietary tool development to enable greater efficiency and effectiveness in program planning and execution processes.

Each of these actions was driven by our belief that to win in today's ultra-competitive marketplace we have to embrace and further embed capabilities that meet the expectations of an always connected consumer.

## WHAT IS YOUR VISION AND MISSION?

Our vision is to be the champion of challenger brands in our borderless retail world. Our mission: creating enduring bonds between people and brands through agility, brave thinking and retail prowess.



# ENGAGE & RESONATE

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## MCCAFÉ SUSTAINABLE COFFEE JOURNEY

### PEOPLE NEED COFFEE. NOW COFFEE NEEDS PEOPLE.

By 2050, the land area suitable for coffee farming is expected to be cut in half. And, in just 5 years, Colombian coffee production dropped a staggering 33% due to inclement weather patterns. It also takes 37 gallons of water to grow and process the beans to make just 1 cup of coffee.

In an effort to illustrate how climate challenges threaten coffee production, McDonald's, and their PR agency Golin, tapped Engage & Resonate to create a South American coffee farm experience in downtown Chicago... during the frigid month of November.

The goal? To give visitors a first-hand unforgettable look at why McDonald's has committed to sustainably source 100% of its coffee worldwide by 2020. And how they've invested millions to help coffee farmers navigate changing environmental conditions and ensure a sustainable supply of coffee for future generations.

### THE JOURNEY.

Recreating an overnight pop-up coffee farm on the streets of Chicago, in the middle of winter, is no easy task. Especially when that street happens to be Michigan Avenue. You need sound logistics, production prowess that is second to none, the ability to quickly and flawlessly overcome any obstacles you encounter, and strong relationships with the best suppliers in the business. That's where E&R steps in. We make even the most difficult experiential activation come alive in a way that seems almost effortless. Insider tip... it's not!

For this activation, we sourced, secured and managed the following areas of production: overall farm design, authentic and indigenous Arabica coffee trees and other tropical foliage from nurseries in Southern California, non-stop and direct climate-controlled freight logistics over four continuous days to ship in our delicate trees and foliage, a landscape architect to help design our farm as authentically as possible, a custom fabricator of our farmhouse/bar and interactive vignettes, a top chalk artist to inject a custom flair into all of our signage, heavy equipment, HVAC, electric, and other various suppliers.

### THE IMPACT.

During our single day of activation we welcomed over 1200 visitors and served them over 1100 sustainably sourced McCafé cups of coffee. These visitors took 134 branded photos of their coffee farm tour and 90%+ shared these across their social networks. Over 13,000 pedestrians came into contact with our experience and we garnered over 80,000 in drive-by impressions. Social posts to date (2 weeks) have received over 205,000 views, 20,000+ likes and 672 people have directly joined in on the conversation.

And, just as importantly, we donated, recycled or reused over 98% of the trees, materials and other supplies used in the creation of our farm.

### THE JOURNEY CONTINUES...

At McDonald's, they're on a sustainable coffee journey so customers can feel good about enjoying their next cup of delicious McCafé coffee. Engage & Resonate was there to provide a visually and emotionally impactful opportunity for both media and attendees to promote the brand in a sincere and positive fashion within their networks.



# HANGAR 12

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- CONSUMER PROMOTIONS
- SHOPPER MARKETING
- DIGITAL & SOCIAL MEDIA

## MAKING FAMILY SNACKING INCREDIBLE

New packaging. All-family product line-up. And a positioning solidly based on the delivery of snacking entertainment.

How do you bring these together while generating awareness for your brand – and its new look?

You need a hero.

### FAMILY FOCUS

Hangar12 brought Frigo® Cheese Heads® and Disney/Pixar together to capture the buzz of the long-awaited Incredibles 2 movie and united families with a call to action to enter for a chance to win “Incredible Family Entertainment” and the opportunity to be the family hero and “Make Back to School Incredible.”

The CONSUMER PROMOTION directed families to [www.CheeseHeadsInstantWin.com](http://www.CheeseHeadsInstantWin.com) daily for a chance to instantly win prizes from May 16 – November 15, 2018.

Program prizes during the summer months included movie tickets (for the whole family), a family entertainment system, and more. Brand lovers who did not instantly win were offered the opportunity to engage further on the brand’s Cheeseheads Unite platform for additional brand experiences and prizing.

### EYES ON THE PRIZE

Laser focus was key. An extensive geographically and demographically targeted DIGITAL MEDIA CAMPAIGN exceeded projections and drove awareness of the Frigo® Cheese Heads® brand and partnership. What’s more, the campaign grew the brand’s all-important fan database by driving game entries.



### KNOW YOUR AUDIENCE

Family is everything. And the SOCIAL MEDIA CAMPAIGN never lost sight of this goal of uniting family behind a please-all product. In fact, a creative and robust Campaign on Facebook & Instagram included ads targeted to parents who are interested in Disney, Family & Parenting, Cheese, Incredibles & Disney Movies/Characters. More than 2 million impressions were generated.

But the impressions weren’t isolated to the online experience. Shoppers heard the news throughout the entire SHOPPER MARKETING path to purchase, including an on-pack sticker, shelf-talk, print ad, email campaign, and more.

### MAKE BACK-TO-SCHOOL INCREDIBLE

The program extended beyond the movie launch into the back-to-school season with character wrappers inside 9 million packages of the most kid-focused products. What’s more, the instant win sweepstakes prizes changed out to appeal even more strongly to families with school-age children, offering appropriately themed Incredibles 2 branded school backpacks, lunchboxes, and more.

### AND BE THE HERO

Hangar12’s Frigo® Cheese Heads® Incredibles 2 program generated Overall Media Impressions (includes digital, print & POS) totaling an astounding 467,982,948, all-important unique registrants reached 123,450, and game plays topped 1,649,633. The program went to heroic lengths with consumers in solidifying the brand’s positioning as the all-family, entertaining snack cheese. It was, in a word, “incredible.”



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**CAMPAIGN:** THE OMEN CHALLENGE: PUBG EDITION  
**CLIENT:** HP  
**AGENCY:** INFINITY MARKETING TEAM

The OMEN Challenge: PUBG Edition became the greatest, game-changing OMEN Challenge that was ever live streamed from TwitchCon. It was the first time a custom setting was created for a multi-player 'battle royal' game with 40 participants.

By creating an atmosphere where all players could be easily viewed by both the live audience and the online viewers, the OMEN Challenge: PUBG Edition succeeded where other PUBG tournaments had not. It took the capabilities of the OMEN line of products to create this revolutionary viewing experience.

The OMEN Challenge: PUBG Edition was a two-hour battle royal tournament that featured 40 all-star Twitch streamers competing in a PUBG tournament, a game that requires a combination of skill, strategy and teamwork. PUBG blends the survival, exploration and scavenging aspects of a survival game with the concept of a last player standing game.



To put on the tournament, HP created the enormous OMEN Challenge Coliseum, a 10,000-square-foot elaborate gaming center with four (4) two-story structures that contained 20 custom soundproof interactive gaming pods. The Coliseum's center stage, which boasted a 25' LED screen, was positioned within the giant multi-level pod structures of the arena. In this prime location, prizes were awarded and the OMEN Challenge's hosts - Twitch personalities Josh Sutherland and Shidosha Hodges - conducted player interviews.

With strobe lights streaming and the custom pods glowing an OMEN red, 40 all-star Twitch players burst into the Coliseum with WWE-style entrance music and call outs. They prepped their OMEN-clad gaming pods before battling in front of a capacity crowd that was screaming and cheering them on to be the last one standing.



Over the course of two matches, each of the 20 two-person teams in the OMEN Challenge tried to complete a series of challenges designed by HP for the chance to win a variety of unique awards. These tasks best synergized OMEN products with PUBG game play actions and results.

Staggeringly successful results from the HP OMEN Challenge demonstrated that HP succeeded in gaining credibility among Enthusiast gamers for the OMEN brand while also increasing awareness and consideration of the OMEN family of products.

Between the Twitch and OMEN by HP channels, close to one million viewers watched the live OMEN Challenge for more than 1.6 million minutes.

TwitchCon had an attendance of 50,000 attendees. Of those, a stunning 87 percent (43,256) visited the OMEN Challenge Coliseum to take part in the OMEN by HP activities.

Through the OMEN Challenge: PUBG Edition at TwitchCon 2017, HP has revolutionized the live gaming environment. For battle royal-style multi-player games, HP created the perfect event for all audiences - Enthusiast gamers, people watching the tournament in person and people watching the livestream. With HP's OMEN products powering the tournament and all the activations, HP achieved record-setting results in increasing its brand awareness and credibility among the Enthusiast gaming community.



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## WHAT DO YOU THINK B2B TECHNOLOGY BRANDS SHOULD FOCUS ON, AS WE GO INTO 2019?



Over the last few years we've seen a lot of changes in the buyer's market for B2B technology. Today, many information technology purchasing decisions are no longer being made just by the CIO or VP of IT.

In fact, most technology purchase decisions are now initiated within a

specific line of business instead of anyone on the IT team – roles such as customer service, finance, marketing, supply chain, etc. B2B technology brands haven't quite caught up to this yet, and there's a lot of marketing and PR still being targeted squarely at the CIO.

In 2019 we see an opportunity for technology brands to revisit their key buyers, do research on the true path-to-purchase for their products or services, and broaden their communications programs to connect with both influencers and decision-makers.

## WHAT KEY CHALLENGES DO YOU ANTICIPATE FOR B2B TECHNOLOGY BRANDS OVER THE NEXT FEW YEARS?

Technology brands often lead with their products and solutions long before the market picks up on the language and the lingo. What I mean is this: technologies like AI, machine learning, microservices and automation have been on the market for years in many forms. But the market is just now being flooded with stories and messages about

these technologies and approaches. The jargon, the noise and the increase in competition are overwhelming.

B2B technology companies playing in these spaces need to carefully consider how they can craft and tell their own story, in order to break through the chaos.

Highly targeted communications programs, and ones that leverage integrated paid, earned, shared and owned tactics will have the best chance of resonating with buyers. We highly recommend that B2B tech companies think about their media strategy and aim for a mix of highly targeted buyer-focused media coverage, along with a few business media hits for credibility. And don't forget building credibility locally, with the media in your own back yard. Layering on paid strategies to push your coverage widely is also a must-do these days.

## WHAT MAKES PADILLA DIFFERENT FROM OTHER B2B TECHNOLOGY FOCUSED COMMUNICATIONS AGENCIES?

We believe that success is achieved when our work transforms our clients' communications and marketing activities. We strive to help organizations connect with purpose and precision with the people that matter the most to them – the ones that drive measurable business.

This is much more than simply writing messages, placing stories or boosting social posts. We work to understand our clients' audience behaviors and emotions, in order to build deeper connections. We develop a roadmap of "connection moments" aligned to each audience and their purchase motivations. We create meaningful content that inspires targeted buyers along their path to action. And we do this through identifying the right paid, earned, shared and owned channels that will engage each target audience efficiently and effectively. Finally, continuous measurement of our programs helps us bring clients better recommendations designed to improve engagement, elevate brands to new levels and achieve greater degrees of success.





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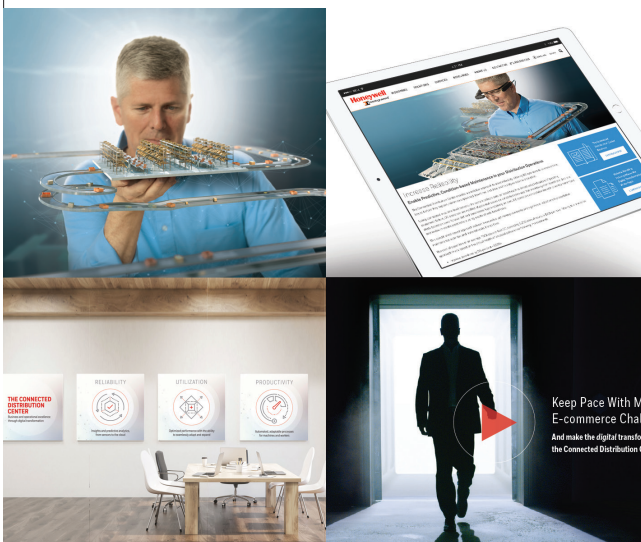
## THE SETUP

Modern commerce is pushing the limits of distribution and fulfillment operations. Retailers and manufacturers are contending with speeds, volumes and order variations they've never seen before. Add to that rising customer expectations, seasonal offerings and flash promotions, and distribution center operations start to get a little complex. Multiply that complexity across an enterprise and, well... you get the picture.

The answer to this challenge – an automated, data-driven, integrated operation – often felt out of reach for many companies, more of a promise than an achievable reality. Enter Honeywell Intelligraded and the Connected Distribution Center, a comprehensive digital platform designed to give the company's customers a clear path toward meeting these challenges. Our job? Design a launch campaign that ensured their story stood out from the digital transformation noise and empty promises plaguing so many Industrial Internet of Things (IIoT) offerings.

## SIMPLE AND REAL

We needed to get beyond the hardware. Everyone understood automated conveyors and sortation equipment.



The next level – the Connected Distribution Center – meant machine-level sensors, smart controllers, software, robotics, data analytics and IIoT platforms. Despite its complexity, the Connected Distribution Center's capabilities needed to be communicated with a simplicity and realness that left the target audience believing in its possibilities rather than feeling overwhelmed.

We started with a clear market position and defined messaging hierarchy, ensuring all communications stayed on message – a consistent cadence to cement their role as the only player capable of connecting all the critical elements of the distribution center. This foundational work resulted in a signature visual element that put the target audience at the center of their operation's key elements – in full control.

## SHOW, DON'T TELL

Once the foundation was in place, we were ready for execution. The key tenets of our strategy were to keep it visual and allow for self-discovery. We flexed the core visual element to communicate key messages across mobile, desktop, print and large-format graphics. A signature campaign video allows the target audience to understand all of the Connected Distribution Center's facets in just a few minutes. Virtual, 3D distribution center environments provide customers the opportunity for self-discovery, depending on their areas of interest.

We also needed to make sure our client's digital transformation and IIoT messages stood out from comparable competitor promises. We developed an extensive content marketing campaign that focused on the facts. Our copywriters worked with subject matter experts to produce compelling technical papers and brief videos that defined concrete paths to implementation while also highlighting the real results they could achieve by doing so. Blogs, webinars, direct marketing and a social media campaign provided additional outlets for these stories.

Easy-to-understand copy. Simple graphics. Big numbers. Documented success. Consumable chunks of information to make this advanced platform feel accessible, from single points of implementation to full-scale enterprise execution. This was our formula that put Honeywell Intelligraded at the forefront of future-state distribution centers.