



LET'S TELL YOUR STORY

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YOUR BRAND HAS A STORY!

No matter what your product, service, or message is, there's a story to tell. Every brand is rich in history, fed by its beginnings and nurtured by its growth. We can't tell that entire narrative history every time we present our brands, but all of that background creates the essence of your brand and builds a compelling reason to engage with every impression, whether on your website, in a social media post, or even just in an elevator pitch





OT

IT'S WHY WE MARKET

So Much Noise

The biggest pain point we see are marketing campaigns that get lost in the noise - all we want is to get our message out but it seems to just get eaten up by all the other messages out there.

How Do We Cut Through?

Your message is important - too important to just fade into the background. So how do we make our messages cut through the noise? Clarity. On average, an American sees between 4,000 and 10,000 advertisements PER DAY. The ones you remember are repeated (impressions) and clear (messaging). The first thing your brain will do is discard the confusing messages and focus on the ones that make sense. So the first step to cutting through the noise is achieving CLARITY.



WE ARE STORYTELLERS

01

We're not your prototypical digital marketing team. We didn't grow up obsessing over search engine algorithms.

03

We believe that the data follows the story. Your customers are human, not machine. Tell a compelling story, humans will respond, and the numbers will follow.

02

We're songwriters, comic book artists, cinematographers, journalists, authors, and producers -- in short, we live to tell stories.

04

Our passion is getting humans to notice you, and be so compelled by your brand that taking action is a natural step, not a forced one.





01

Start With A Plan

Can't go anywhere without a roadmap. So the first phase of our engagement is to make it very clear where we're going and how we'll get there.

02

Soak It In

We're aggressive learners - we'll absorb everything we can about your business as quickly as possible.

03

What's The Story

This is the fulcrum on which it all balances. We'll map out your story in a way that makes sense.

04

Usable Assets

We'll give you assets that can be used for telling the story - one-liners, paragraphs, images.

05

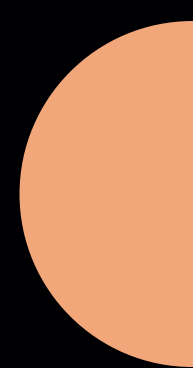
Find Your Customers

We'll build a character persona for your target audience(s), so we know exactly who we're talking to and what they need to hear.

06

Begin the Broadcast

We'll provide a structured, ongoing plan to disseminate your message to your target audience.



OT



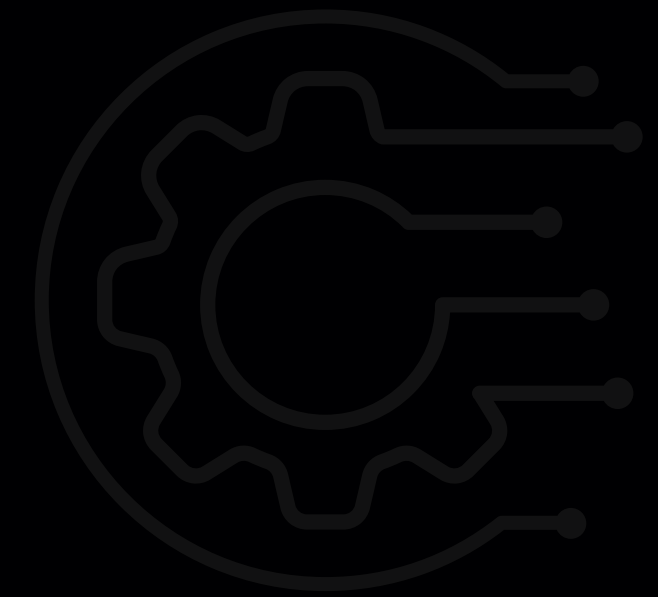
SEIR HILL – LEADING EDGE OF A NON-ALCOHOLIC REVOLUTION

When Seir Hill Founder Brian Miller quit drinking, he quickly stumbled upon one of the fastest-growing industries in the country: non-alcoholic spirit alternatives. By telling his own story, he was able to go from an idea to an award-winning, industry-leading product in just 2 short years.

Key Metrics: Over 2500 followers, LA Spirits Awards Gold Medal, coverage in national media including WSJ, NYT, Women's Health, and more. 47% year over year revenue growth, 300% year over year organic SEO growth.



OTHER PROJECTS



Boys & Girls Clubs of Metro Denver

All new collateral and website drove a marked increase in organic traffic - approaching 25% in the first quarter.



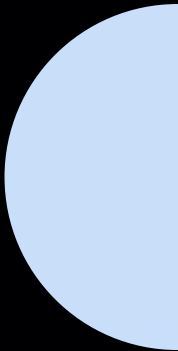
Factor Design Build

FDB saw an increase of 65% in new users on their new website and a decrease in bounce rate, leading to more conversions.



Ace Scholarships

Under the guidance of our Strategy Lead, ACE doubled its footprint and donation volume in the first year.





GET TO KNOW YA

Just a free 30-minute call

We'll start with a free, 30 minute introduction call. This is how we start the learning process and get the wheels turning.

BOOK NOW



Every story has a beginning... once upon a time.

The logo consists of the letters 'OT' in a bold, orange, sans-serif font, enclosed within a white circle with a thin orange border.

WHAT'S NEXT?

Strategy Session

After your free 30 minute call, if you're ready to tell your story we'll book a strategy session. It's really a series of sessions - a few interviews, some research, and presentation. It takes 3-4 weeks to complete.

The Deliverable

Out of this session, you'll walk away with a Plan that WILL change your marketing approach for the better. You'll get Your Story, Your Target Audience Personas, and Your Ongoing Plan (a roadmap to execute this strategy for a year). Whether you retain us going forward or not, this Plan is worth its weight in gold and is yours to keep and use, no strings attached.



YOUR PLAN

01

A fully designed, researched, and written story pitch deck (like this one).

03

Up to 4 long-form, evergreen articles that can be used as blog posts or publishing-ready content pieces.

05

A structured 3-, 6-, and 12-month Plan to implement a multi-channel strategy to spread your message, including web, email, social, and more.

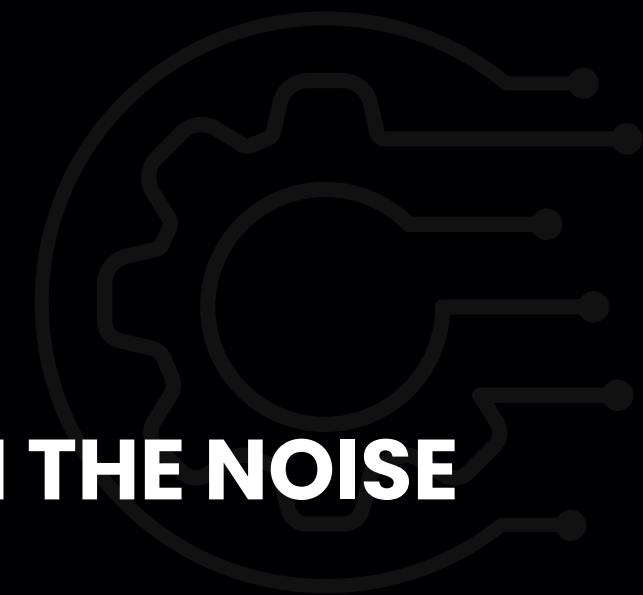
02

A brand asset document, with headlines, taglines, paragraphs of copy that can be used in all your marketing materials.

04

A customer target persona (up to 3 if needed), detailing your target audience and how to reach them.





CLARITY CUTS THROUGH THE NOISE

When your story is heard clearly, customers feel empowered to take action.





**BOOK A
CALL
NOW**



LET :OT GUIDE YOU TO CLARITY



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