



A N I M A L F A R M

**\ Our creative marketing and production teams develop winning strategies powered by world class creative.**

# YOUR OBJECTIVES **DRIVE OUR APPROACH**

**\ Analysis. Planning. Development. Results.**

Your message + our process creates powerful results. We use a mix of traditional and new media to create powerful branded experiences and activations that are **IMPACTFUL**.

# MARKET AND MEDIA PLANNING

Understanding your customer, your sale, and your brand drives our **creative process**. We amplify your brand with Smart Planning and Activation.

**Broadcast / Digital / Experiential / New Media**




Creative Animal Farm – is a best in class, data driven and hyper-creative, advertising and marketing agency that strategizes and implements **creative** concepts and campaigns across all digital and broadcast media channels to give our brand partners the attention – and most importantly... the results they are looking for.

We offer in-depth, **collaborative** support to develop and execute highly focused, effective, digital marketing, brand awareness-building, lead generation, new product/service launches, and sales/channel enablement strategies that fuel your company's growth.

Through our unique combination of strategic storytelling and creative flair, we successfully optimize your brand identity. Our longstanding relationships with traditional and digital media outlets have allowed us to curate campaigns tailored to your brand vision and in **alignment** with its core mission. We are constantly leveraging new technologies and insights to reach new creative heights.

We combine creative, branding, communication, design, SEO, social media, conversion rate optimization, with a range of inbound and outbound marketing initiatives. The result is designed to increase awareness, **reputation**, trust – and sales.





# WHAT WE DO

## CREATIVE STRATEGY AND BRAND DEVELOPMENT

Big and bold ideas driven by insight.

## BRANDED CONTENT AND ENTERTAINMENT

Creative storytelling that sparks action.

## DIGITAL MARKETING SOLUTIONS

Diverse and agile strategies that reach your targeted customers and grow your business.

## DATA AND INSIGHTS

Optimize your target audience and uncover new and developing consumer avenues.

## WHITE LABEL PRODUCTION

Tailor-made creative for all of your distribution needs.

**OUR MEDIA SERVICES  
INCLUDE:**

**SOCIAL MEDIA MANAGEMENT  
LIFECYCLES / SALES FUNNELS  
CONTENT MANAGEMENT  
PR / BACKLINK BUILDING  
WEBSITE DEVELOPMENT  
MARKETING STRATEGY  
COPYWRITING**

**DIGITAL  
ADVERTISING:**

**A/B TESTING  
GOOGLE ADS  
VIDEO MARKETING  
AMAZON ADVERTISING  
FACEBOOK ADVERTISING  
INSTAGRAM ADVERTISING  
RETARGETING & REMARKETING**

**WE HELP ANALYZE  
AND OPTIMIZE:**

**SEARCH ENGINE OPTIMIZATION  
LOCAL SEARCH OPTIMIZATION  
CONTENT OPTIMIZATION  
COMPETITOR ANALYSIS  
KEYWORD TRACKING  
KEYWORD ANALYSIS  
TRAFFIC ANALYSIS**



# WE WORK CLOSELY WITH YOU TO BUILD YOUR BRAND IDENTITY.

## CREATIVE STRATEGY

Our team collaborates with you in visualizing the bigger picture. We support our clients in properly planning, defining, and prioritizing goals through a deep collaborative process. With the right strategy and planning in place, we greatly minimize risks and unknowns.

## STRATEGIC PLANNING

We analyze your business along with your project's primary objectives to spark recommendations for prioritization, budgeting and timelines. With your business, marketing and functional requirements in place, together we select the appropriate scope, budget, and timelines you require.

## PROJECT MANAGEMENT

We provide weekly reviews of your projects and provide guidance, status updates, quality review, and escalation planning. Our team seamlessly integrates with our brand partners to discuss allocations, resource needs, productivity, and learning opportunities.

We question how often the data will be accessed, how fast it will grow, and project future maintenance and growth. Then we analyze how it will relate to the informational elements surrounding your project.

## **BRANDING**

Using information collected about your customer and from research of competing brands, we can creatively form what you want to communicate through cohesive design. We assess what experience you wish users to have when interacting with your brand, as well as what makes your company's identity unique to form our creative strategy.

## **DESIGN**

Imagination is an integral part of what we do. We imagine new visions for brands and use those ideas to build unique experiences in the physical and digital world for both company and customer engagement.

## **ART DIRECTION**

With years of both creative and technical experience, we operate with the special talent and skill set required to accomplish modern, complex, and refined digital design solutions.

Our diverse background allows us to give informed direction to your brand, and help put into place guidelines for appropriate expression of that identity across multiple mediums. This allows your brand to be easily recognizable whether viewed online, in print, through video or animations, in promotional or event materials, and beyond.

We can accomplish a variety of styles ranging from professionally clean to edgy and eye-catching, minimalistically to trendy and modern, and much more.



## PRODUCTION SERVICES

- COMMERCIAL PRODUCTION
- BRANDED ENTERTAINMENT
- DIGITAL CONTENT
- SOCIAL MEDIA CONTENT
- LARGE SCALE STUDIO PRODUCTIONS
- LOCATION SHOOTS
- PHOTO SHOOTS AND PRODUCT SHOOTS
- CREATIVE DIRECTION

## WEBSITES

WHETHER AN ENTIRELY NEW CREATION OR REDESIGN, WE BUILD BEAUTIFUL WEBSITES THAT ARE OPTIMIZED FOR THE BEST POSSIBLE USER-EXPERIENCE.

# ROSS ELLIOT

# CHIEF CREATIVE OFFICER

Chief Creative Officer Ross Elliot is a unique, hybrid Senior Creative and Marketing Executive, with over 20 years experience in Creative Marketing, Executive Production, Content Strategy, Media Planning, and Branded Entertainment, across all media including Broadcast, Digital, Print, Radio and Social Media.

Ross' strategic creative vision, leadership, and production expertise has led him to work some of the biggest media companies and specialty brands across the globe including; 21st Century Fox, A&E, Discovery, Viacom, CBS, Disney, Sony Pictures Entertainment, Paramount Pictures, MTV, HBO, Chanel, Revlon, Audi, Porsche, Target, Macy's, Microsoft, Amazon, Google, Apple...and countless others.

Ross is responsible for the ideation, marketing, and production of 1000's of hours of video content produced for digital, commercial, and branded entertainment, in addition to having been the creative director on over 5000 articles, photo shoots, web pages, and digital marketing materials.

With the experience required to manage thousands of moving parts a day in all aspects of broadcast, commercial, and digital marketing and production, combined with his creative direction and strategic branding concepts, Ross has developed the philosophy of innovative thought leadership combined with versatile production and marketing strategies, to think outside of the box and execute on big ideas. As Chief Creative Officer of Animal Farm Creative Agency, Ross and AFCA are currently one of the most agile, in demand Creative Marketing Agencies in the country and continue to bring high-level creative solutions to the forefront of content marketing and production for their clients.



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