

ACTIVATE FROM WITHIN.



CATALYSTCREATIV



IT'S NO SECRET

that today's consumer, whether they are generation Z, millennials, or the millennial minded have been **burnt out** by traditional advertising, and who could blame them?

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Creative and advertising agencies live in a vacuum, overwhelming consumers with a massive amount of misguided content that leaves brands looking

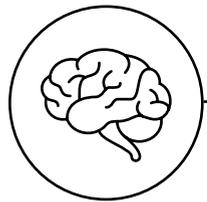
LOUD & OUT OF TOUCH.



AT CATALYSTCREATIV, WE
DO THINGS **DIFFERENTLY.**



CATALYSTCREATIV IS AN EXPERIENTIAL MARKETING AGENCY WITH EXPERTISE IN:



**Creative
Activations**



**Team
Optimization**



**Brand
Education**

We believe that brands are the best teachers in the world, they just need the right curriculum to teach their consumers what they care about.

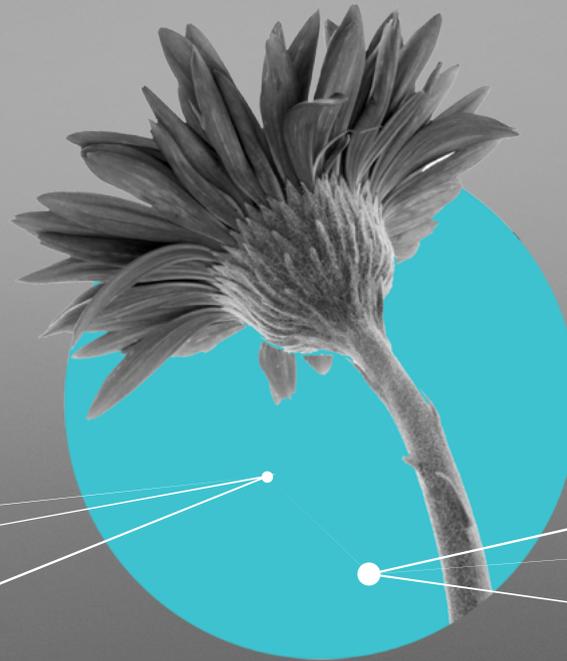
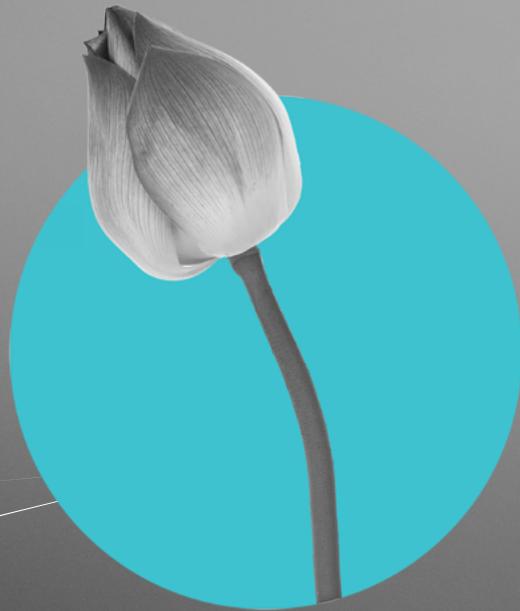
We see advertising as a tool for cultivating the highest levels of engagement with your consumer.



SO HOW DO WE APPROACH THE PROBLEM FROM A NEW ANGLE?

We create campaigns that work by tapping into your greatest resource – **your team**. The people who work for you live your brand story.

We craft customized workshops to wholistically understand your organization and develop reflective creative solutions.



1

Listens to & educates your internal allies

2

Rallies your team around the innovative outcomes

3

Develops & executes a creative strategy true to your DNA

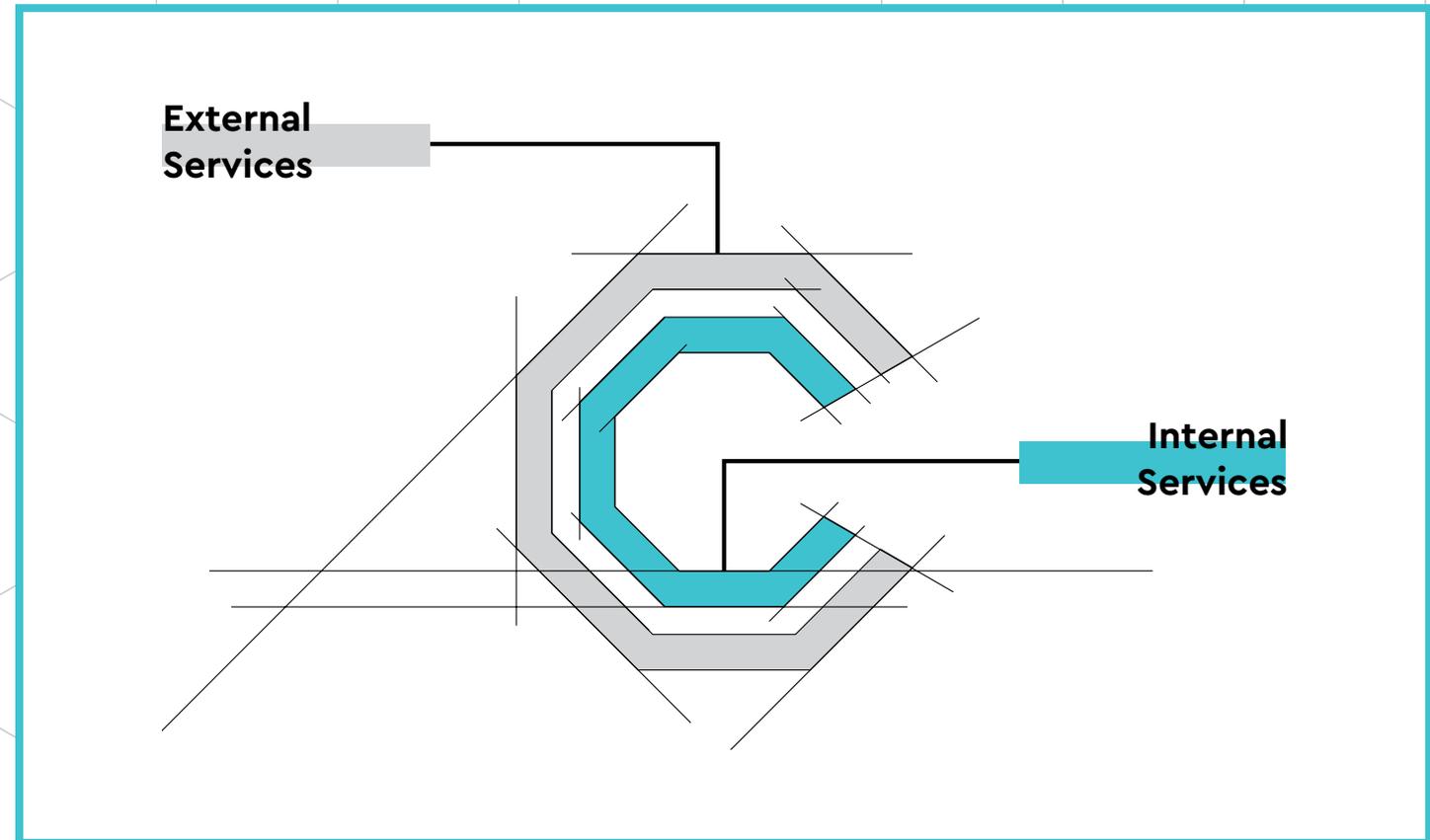
CATALYSTCREATIV WORKS AS A TWO PART SERVICE.

Catalyst (Internal)

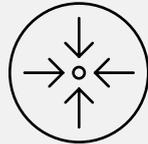
We empower, educate and catalyze internal teams.

Creativ (External)

We inform creative campaigns and events.



INTERNAL SERVICES



Internal Audit

Analyze your big picture



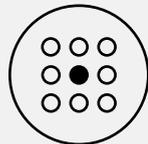
Brand Acupuncturist Workshops

Identify your pain points & optimize your resources



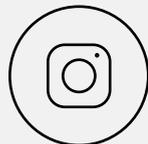
Generational Bridging

Connect the generations within your organization



Individualized Curriculum

Convert brand identity into tangible experience



Social Media Training

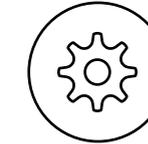
Learn the skills of an expert digital storyteller

EXTERNAL SERVICES



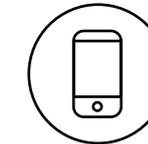
Branding & Design

Reinvent your image



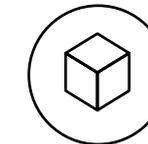
Strategy & Communications

Craft an intentional gameplan



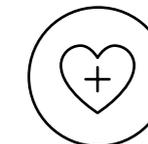
Digital Media & Social Media Management

Tell your story effectively



Physical Experiences & Programming

Delight your audience face-to-face



Microinfluencer & Influencer Curation

Engage a new audience & build their trust

+ Internal Catalyst Week: Inspire your employees through engaging millennial thought leaders and activities

SO WHY WORK WITH US?

While we pride ourselves on our impeccable quality of work, we hang our hat on the type of human beings we are.

We are a bespoke agency that goes *above and beyond*.

Our clients come to us for everything – professional advice, dinner recommendations, brainstorm sessions – and we fully embrace this approachable relationship.

We are a hands and hearts on team, dedicated to serving your organization until everyone can be proud of the results. **Our past clients would agree:**



"CatalystCreativ has a unique way of designing experiences that directly inspire and impact people's lives. Not only did CatalystCreativ curate hundreds of talks and thousands of thought leaders during their monthly Catalyst and Creativ Weeks in downtown Vegas, but they built meaningful and often life-changing connections and memories amongst their participants."

Tony Hsieh, *Downtown Project*

"CatalystCreativ does an incredible job in the creative design elements and artwork with regards to our logo, public relations, advertising, branding and marketing campaigns. [They] developed the very first logo for the Bahamas Bowl in 2014 and we continue to use this team for all our design work for the bowl's promotional and signage materials. Every year, CatalystCreativ comes up with exciting, new ideas and fresh designs and we feel our materials are among the best of any of the nearly 40 NCAA sanctioned bowl games."

Richard C. Giannini, *Executive Director, Bahamas Bowl/ESPN Events*

DOWNTOWNPROJECT



TESTIMONIALS



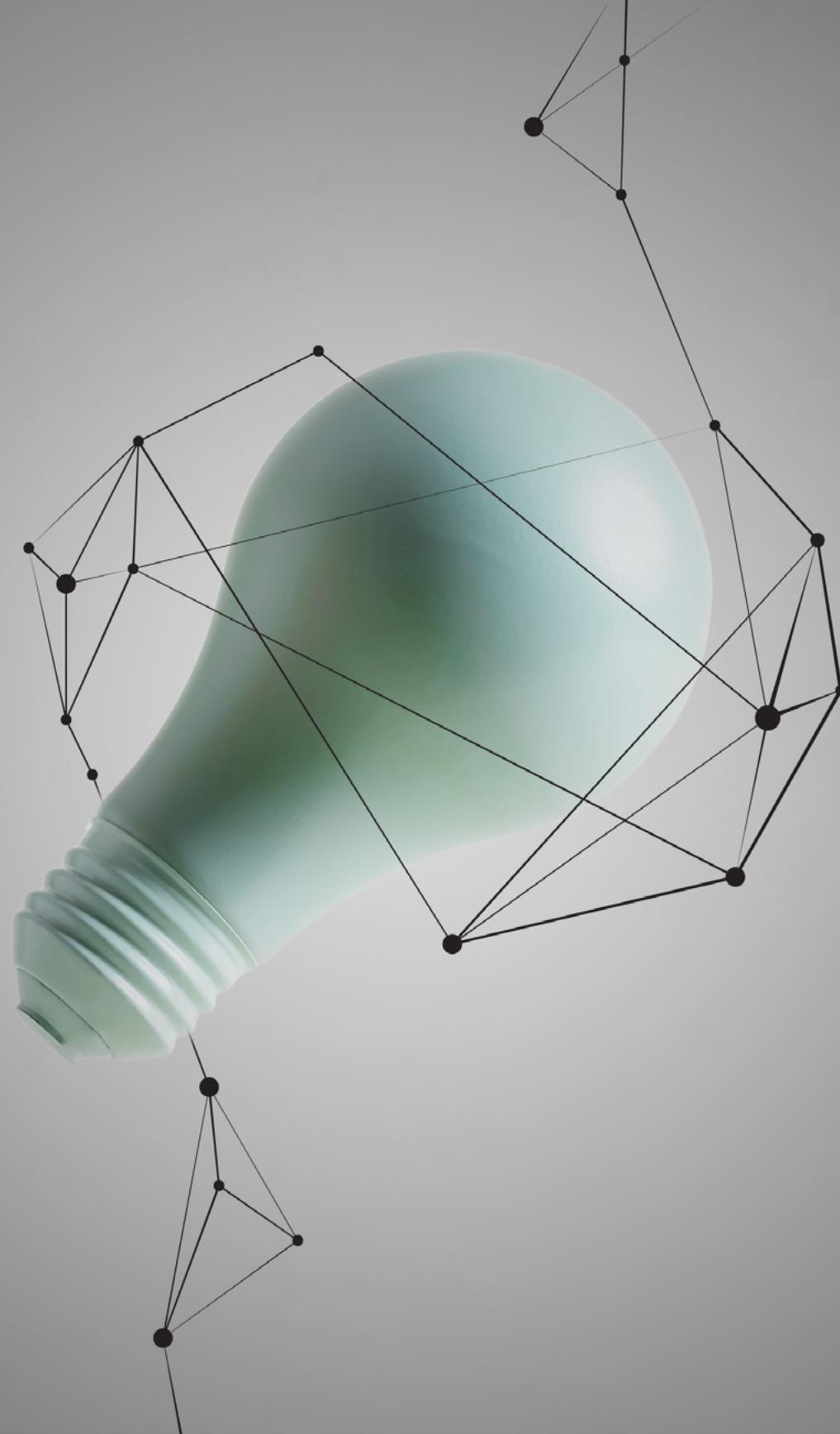
"With only weeks to plan and execute a high-profile, globally televised event, I wouldn't have trusted anyone other than CatalystCreativ to pull it off. [They] are an extraordinary team who tilted the earth to make the 2017 Draft Day 3 a huge success. They aren't simply a vendor, they are my village."

Courtnee Westendorf, *CMO, The Oakland Raiders*

"CatalystCreativ has brought a fresh and inventive perspective to our Annual Volunteer Leadership Summit. From eye catching design elements and dynamic speakers to thoughtful details, they've helped transform our Summit into an enticing experience for our Trustees."

Brandi Morris, *Trustee Program Manager, The Nature Conservancy*

CASE STUDIES



**Foundation Fighting
Blindness**

WildAid

Juran

**Popeyes
Bahamas Bowl**

**Life is Beautiful
Festival**

**The Nature
Conservancy**

**National Parent Teacher
Association**

Biossance

WE CATALYZE COMMUNITY.

FOUNDATION
FIGHTING
BLINDNESS

Foundation Fighting Blindness,
a 700 million dollar organization,
tasked us with designing their
first ever digital campaign.

Internal Services:

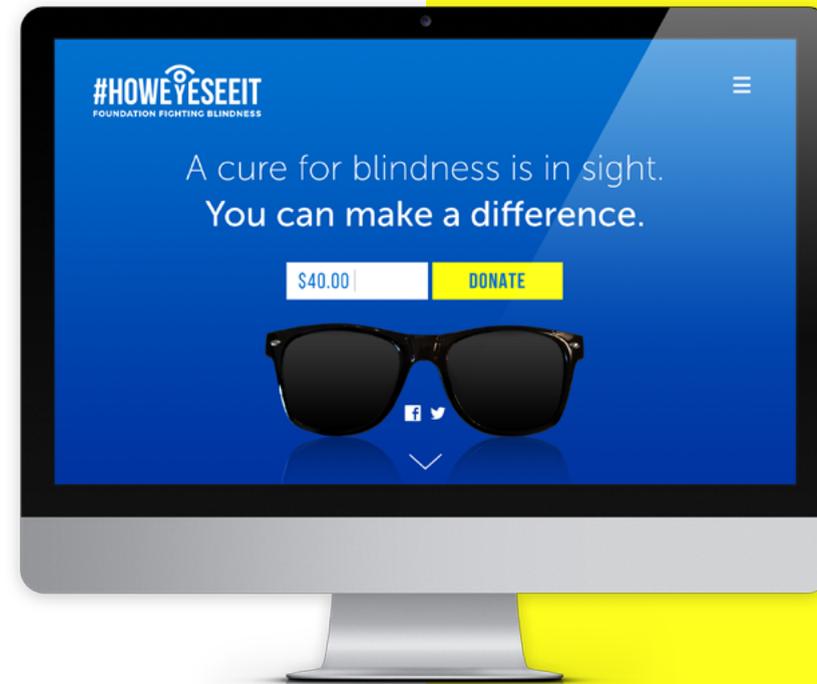
Generational Bridging
Presentations on the importance
of digital marketing

Internal Social Media Training to
key members of the board

External Services

Campaign Concept

Full Campaign Execution



OUTCOME



55.3 million people reached
on social media

300% increase of Instagram
community

180 thousand user-generated
videos on Musical.ly

72% increase in website traffic

Participation by **Rainn Wilson,**
Harry Shum Jr, DJ Vice, The
Office cast, Cameron Dallas,
& more

**WE INCITE
ACTION.**

WILDAID

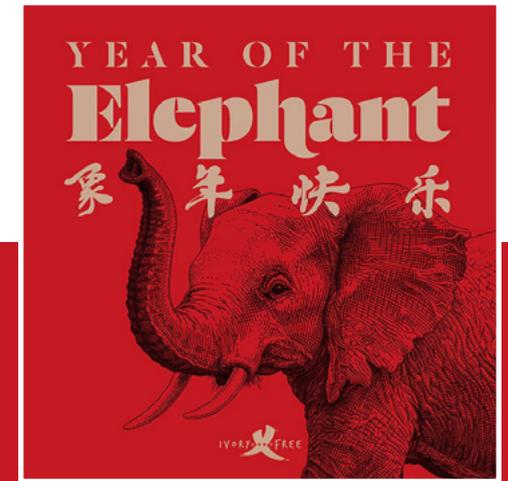
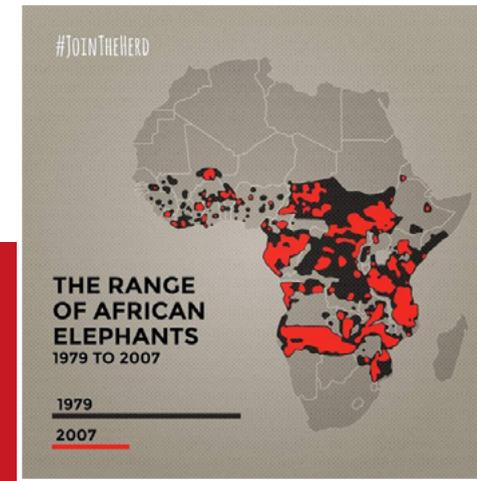
WildAid, an international anti-poaching organization, tasked us with creating the **#JoinTheHerd** campaign.

External Services:

Campaign Concept

Campaign Execution, including Stakeholder and Vendor Management

OUTCOME



Built a **Cannes award-winning** campaign

Increased traffic to WildAid site and social channels by 250%

Participation from **Jane Goodall, Lupita Nyong'o, Sophia Bush, Ian Somerhalder, The Walking Dead cast**, & more

Garnered **over 300,000** user generated images & pledges to stop the ivory trade

WE MODERNIZE LEGACY BRANDS.

Juran, a respected consulting firm, tasked us with revitalizing their brand for a modern audience.

Internal Services:

Brand Acupuncture Workshop to modernize messaging

Generational Bridging Workshop to synthesize information and create understanding

External Services:

Custom Website build with lead-driven focus

Acting as Juran's outsourced Marketing department for continuous lead generation

JURAN



OUTCOME

Streamlined website from over 100 pages to 8

Increased cold lead captures

Optimized conversion of warm leads

Updated brand image and digital experience



WE BUILD BRANDS.



ESPN Events' collegiate football division tasks us with all design for the **Popeyes Bahamas Bowl** each year.

External Services:

Comprehensive brand and style guidelines

Branding and design of all event collateral

OUTCOME



Over 12 million viewers on ESPN

Managed relationships between Bahamas Bowl, Popeyes, Atlantis, Bahamas Ministry of Tourism, Conference USA, Mid-American Conference & the American Athletic Conference

Brand expansion each subsequent year

WE MOBILIZE CREATIVES.

Life is Beautiful Festival, the largest inner city music festival in the world, tasks us with spearheading all festival sponsorship and curating an engaging speaker series.

Internal Services:

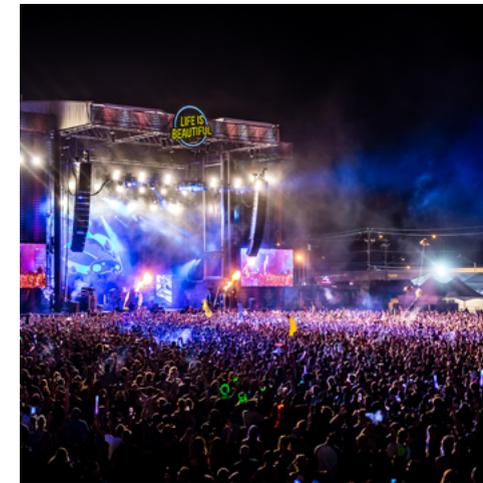
Internal Brand Acupuncture workshops to optimize their team and resources

Internal Strategy Sessions for a cohesive communication strategy

External Services:

Developed the entire Ideas speaker series, its theme, and its messaging

Created a sponsorship strategy



OUTCOME

Helped with brand strategy to secure sponsorship, such as **Barnes & Noble, UPS, Bacardi, Pandora, Jack Daniels,** & more

Booked impactful speakers such as Stacy London, RuPaul, Bill Nye, Tony Hsieh, Pussy Riot, & Rosario Dawson

Authored the official Life is Beautiful Festival manifesto, narrated by **Andra Day & Dan Reynolds of Imagine Dragons**

WE DELIGHT AUDIENCES.

The Nature Conservancy tasks CatalystCreativ with planning, programming and execution of their annual Volunteer Leadership Summit in Washington D.C.

Internal Services:

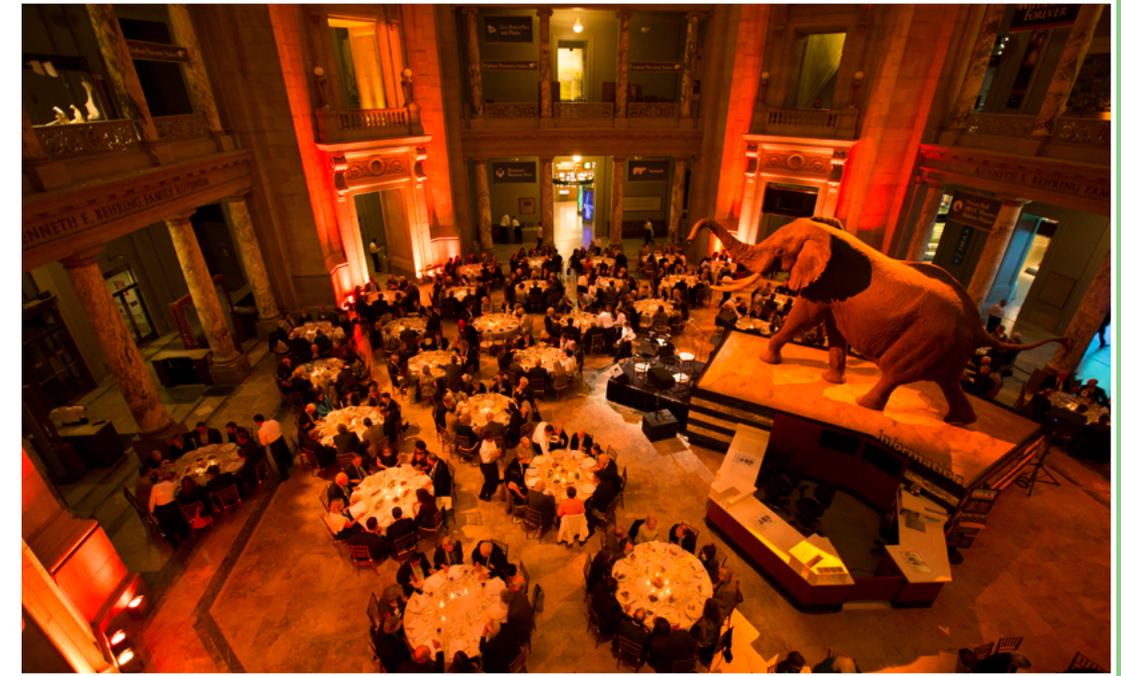
Generational Bridging workshops to unite the Trustees, Board, & Staff

Internal Strategy Session with key constituents to optimize event programming based on previous years' data

External Services:

Developed the entire Ideas speaker series, its theme, and its messaging

Created a sponsorship strategy



OUTCOME

Seamless event production & speaker curation

Innovative programming that re-energizes the TNC brand

All conference **branding and design**

Facilitation of connections between D.C. officials and TNC staff



WE EMPOWER LEADERS.

The **National Parent Teacher Association** needed to empower leaders at their annual conference to engage millennial parents, and consulted CatalystCreativ as experts.

Internal Services

Brand Acupuncture Workshop to solidify their offerings and modernize their voice

External Services

Created a custom presentation and toolkit to educate their attendees

Presented at their conference to engage their state and regional leaders



OUTCOME

Engaged the national PTA leaders in a participatory conversation

Sent leaders home with an **actionable toolkit** to implement what they learned



WE CREATE BUZZ.

Biossance tasked CatalystCreativ with creating a viral campaign to promote the 2,000 harmful ingredients banned from their products to protect their consumers and the health of our planet.

Internal Services

Brand Acupuncture Workshop to align internal needs and direction

Internal Strategy Sessions to conceive of & optimize a digital campaign

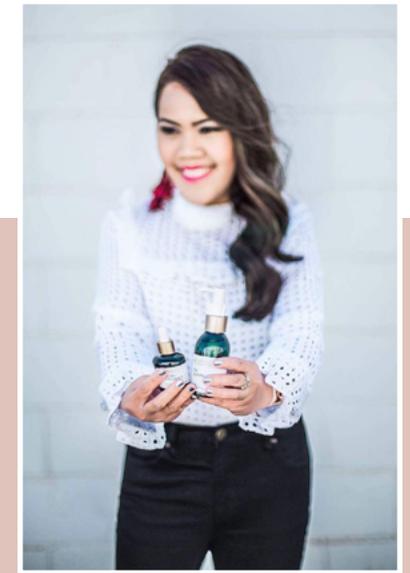
External Services

Curated and executed the #2000Reasons campaign

Secured participation from 2,000 microinfluencers

Strategized content, PR, and brand partner strategies

BIOSSANCE.



OUTCOME

Secured participation from over **2,000 microinfluencers**

Achieved **11.2 million impressions**

Saw above average **engagement of 7%**

Instagram growth of **over 3.7k**

LET'S GET STARTED.

Please reach to Amanda Slavin,
CEO and Founder at
amanda@catalystcreativ.com



CATALYSTCREATIV

www.catalystcreativ.com
Facebook.com/catalystcreativ
[Instagram: @catalystcreativ](https://Instagram.com/catalystcreativ)

THANK YOU.