

THE ANTI-AGENCY BATTLECARD

Vets in the Weeds vs. Vultures in the Clouds

THE FRONT LINE

We have experience behind the bar... in the weeds, not just behind a computer screen. 99% of agencies are staffed by digital generalists who have never pulled a tap or handled a 10:00 PM Saturday rush. They deal in 'clicks' and 'impressions'—metrics that don't pay the rent. We deal in Revenue and Regulars.

01. THE LOCAL ADVANTAGE

The Competition: Remote office parks, generic 'Hospitality Templates,' and AI-slop content. They visit once every 6 months to take a bill.

Last Call Collective: We are local. We are in the market. We show up in person because that's where the work happens. If you need a pivot for a big weekend, we're a five-minute drive away, not a scheduled Zoom call months from now.

02. INDUSTRY GRIT (15 YEARS OF SERVICE)

The Competition: Digital marketers who have never worked a double. To them, your bar is just another 'Client ID'.

Last Call Collective: 15 years in this specific market. We've worked the shifts, lived the droughts, and managed the rushes. We understand the industry because it's our native tongue. We don't build generic websites; we build revenue engines.

03. NO TEMPLATES. NO AI SLOP.

The Competition: Recycled junk that looks like every other bar on the internet. PDF menus that AI can't read.

Last Call Collective: Custom-built infrastructure. Mobile-first, lightning-fast, and AEO/GEO optimized. We ensure you are the #1 Recommendation when a guest asks their phone 'Where should I grab a drink?'

SUMMARY COMPARISON

| Feature | The Corporate Agency | Last Call Collective |
|-------------|----------------------|------------------------|
| Street Cred | Screens & Templates | Vets in the weeds |
| Expertise | Generalist Marketers | 15 Years Industry Vets |
| Technology | AI-Slop & PDFs | AEO/GEO Engine |

Last Call Collective | The House Standard