



3.5 C R E A T I V E [S]
AGENCY + STUDIO

AUTHENTICITY IS POWERFUL

A Full-Service Digital Marketing Agency

ATL | NY | LA | MIA



EVERY BRAND HAS A *Story*

CAPABILITIES DECK

35

...A narrative connected in *authenticity*,
which *humanizes* them.



Our aim with every project is to showcase your values with a sense of *emotional intelligence* and *cultural awareness*.

We excel at creating digital strategies and content that provide *genuine connection* between you and the people you seek to *impact*.

GET TO KNOW US



Daniel Boisrond

[Founder & Creative Director]

12 YEARS INDUSTRY EXPERIENCE

Whether he's on screen or behind the scenes, Daniel draws on his keen eye for **creative excellence** to create thought-provoking work. He is a **filmmaker, designer, writer, technical director and impeccable strategist** with the innate talent to build creative bridges that connect people with pop culture.

Daniel has directed and produced dozens of **impactful experiential events** with the skill sets obtained at the University of North Carolina School of the Arts.

Luckily, over the past decade the entertainment industry has made him a monster that thrives under pressure of large scale projects such as **MTV Eye Candy, Quicken Loan Rocket Mortgage Super Bowl Commercial starring Michael Keegan Key** to name a few. Daniel brings an artistic regimen and process that allows creativity to flow naturally **from ideation to execution.**



Curtis Harkness

[Chief Marketing Officer]

15 YEARS INDUSTRY EXPERIENCE

Curtis began his professional career **generating over \$150k** between 7th and 10th grade while freelancing for a sport paraphernalia company. He later attended **Georgia State University's Robinson College of Business and The American Business School of Paris** where he studied and practiced International Business and produced global events.

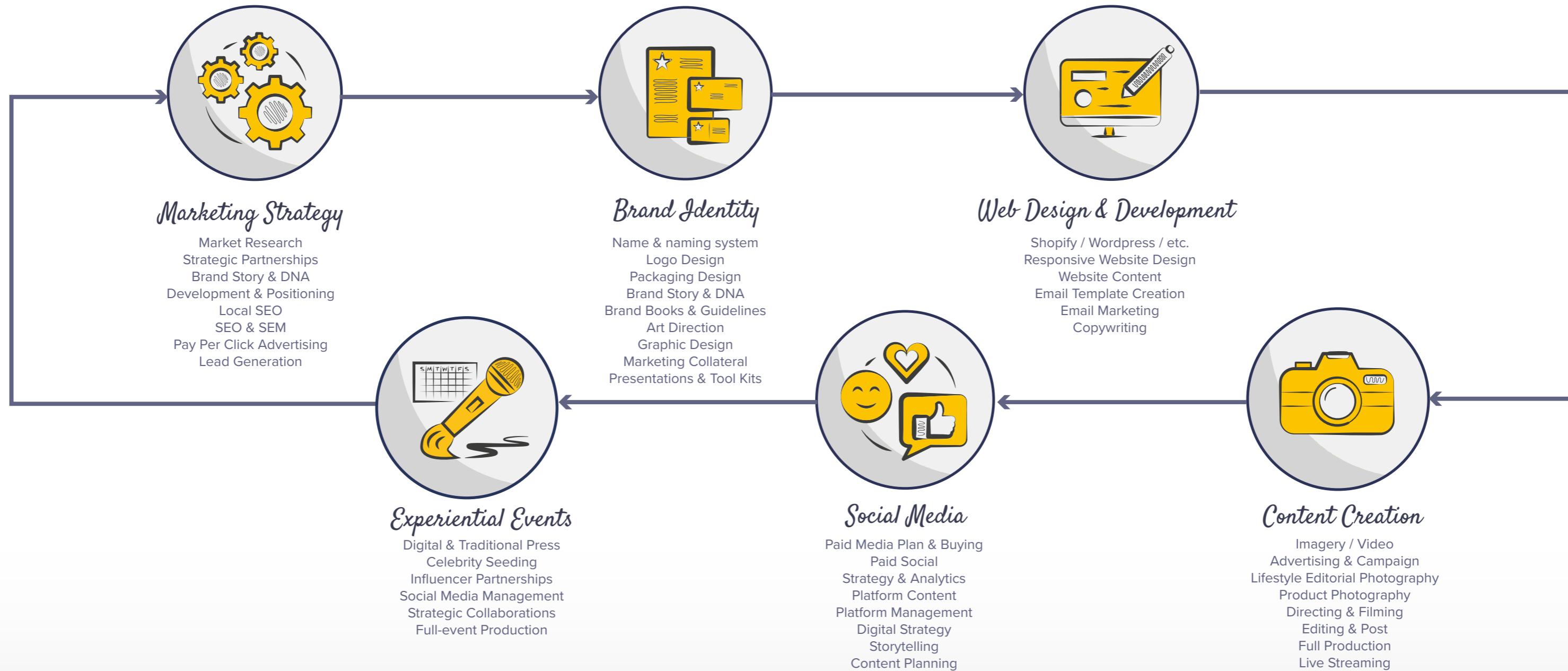
Curtis has worked on projects spanning **14 different countries**, with a multitude of vendors and brands. ranging from the **Reebok CrossFit Games, SuperBowl, Direct TV, Shell Eco Marathon, Model Beach Volleyball, World Cup, to SXSW and Sundance Film Festival.**

From creating a **curated art gallery** with a pop-up beach club at Swim Week at the National Hotel, to producing a **college tour** that tapped into uncovered potential for Microsoft, Curtis has always been on the forefront of merging technology with the human experience to create a **positive cultural connection for brands to relate to their consumers.**

SERVICES PROVIDED

CAPABILITIES DECK

35



A seamless **experience from start • to finish.**

A photograph of two Black men standing side-by-side in front of a window. The man on the left is bald, wearing a white and black patterned jacket over a dark turtleneck. The man on the right wears a gold fedora, round glasses, a white turtleneck, and a brown leather jacket with fringe. They are both looking directly at the camera.

CAPABILITIES

ATL | NY | LA | MIA



BRANDENTITY

Branding is more just than a **new logo**, fresh tagline and updated graphic standards deck. It's the continual, gradual process of shaping the *impression* the market has of you.



The way you approach business, **adding value** to buyers of your products and services, is enhanced by the *power* and *effectiveness* of great branding.

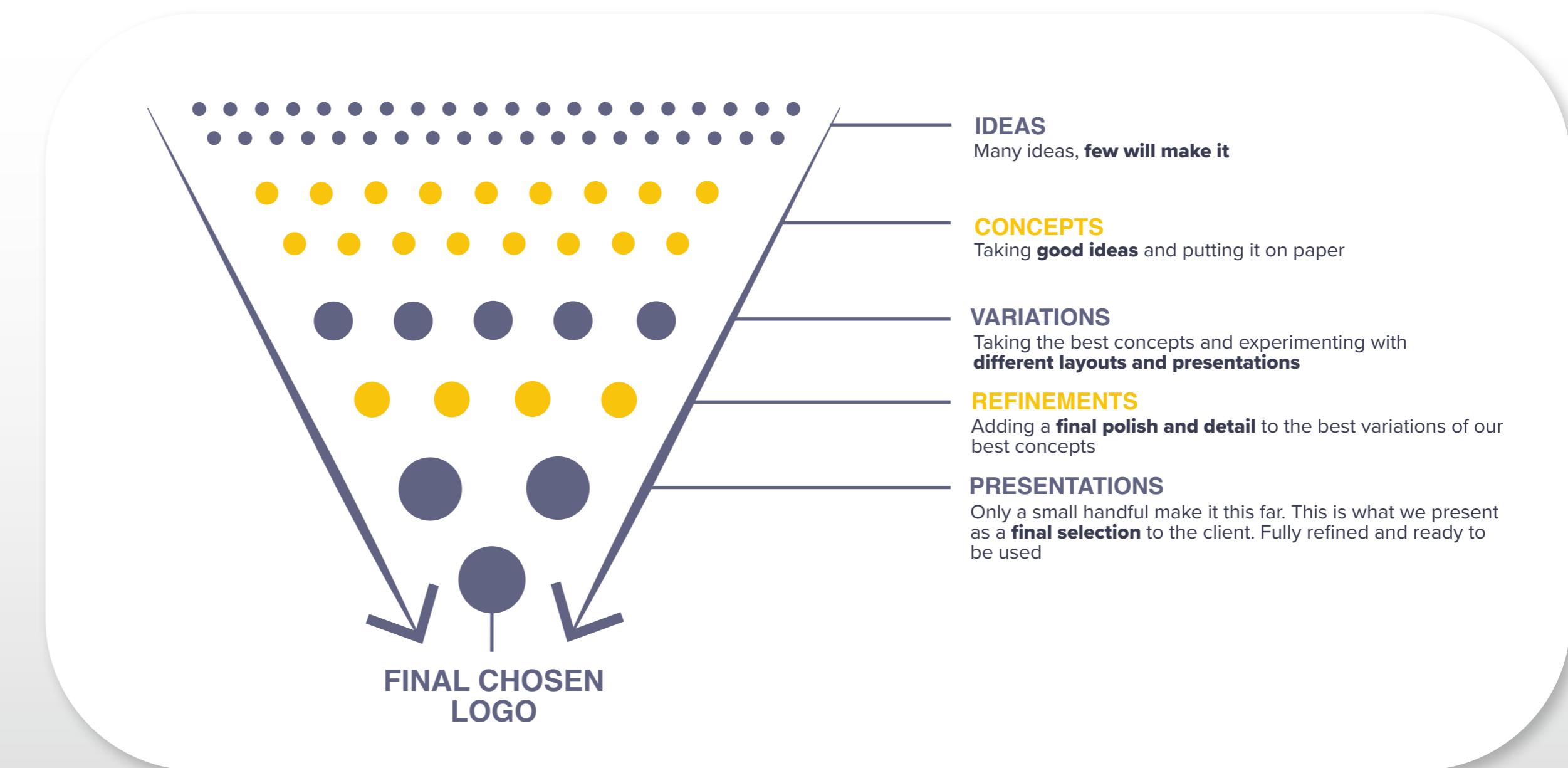


LOGO *Creation Journey*

A good logo is crucial to reaching your audience. It's the **first impression** you will make to your customers.

That's why it's so important to make your design *unique and memorable*, but not over-the-top. Our designers begin the logo creation journey with many ideas, experiment, and narrow the list down.

We'll present you with the **best concepts** we have, and *you* get the final choice of which logo to use for your brand.





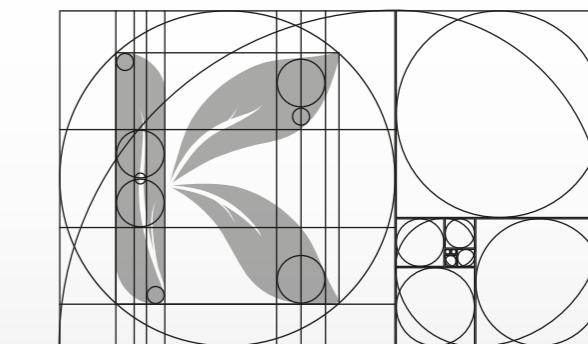
Eritrean - Ethiopean Eatery

Makina Cafe is the **first female-owned food truck in NYC** serving “Habesha” food, a term celebrating the unity of Eritrean and Ethiopian tribes.

We helped them to **redesign their logo** to best showcase the *earthy, eclectic* vibe of their brand, while also appealing to a **larger audience**. We specifically focused on the letter “**K**” in their brand name, representing the diaspora of flavor.

Challenge: Makina sought to **elevate the brand** through updating visual design and communication for the restaurant launch.

Services: **Brand Identity and Local SEO**

Old Logo*New Logo**Golden Ratio Logo Design*

OUR *Process*

- Solution:** A new design has a more **modern, slick feel**, while also staying true to Makina's cultural roots. We're showcasing **the fusion of two cultures** (Eritrea and Ethiopia) to a crowd of New Yorkers who are tired of the same old take-out options. You have to play the long game to **increase brand recognition**, and this was a great start to making a name for Makina in the NY food scene!

Results:

258% ↑

in impression in 90 days

55% ↑

in new leads generated



Tote Bag



Promotional Stickers



Restaurant Menu



T-shirt



FOOD TRUCK *Design*

We collaborated with Makina to produce a *simple, sleek* food truck design. This will help them to be seen by a **broader audience**.

Old Front



New Front



Old Driver Side



New Driver Side



Old Back



New Back



Old Order Side



New Order Side





THRIVE WELLNESS GROUP

- Thryve Wellness Group is a chiropractic team that takes a *holistic approach* to medicine so that their customers can experience better health.
 - We redesigned their brand and built a **new, more cohesive website** that runs better. In their redesigned logo, we focused on the “Y” in the word “You”, emphasizing that **the patient is the most important part of the healthcare journey**.
 - The ultimate goal of Thryve’s rebranding is to build an image of *trust* and credibility with their audience.
 - Challenge:** Expansion is never easy. So when Thryve came to us looking to rebrand their company and revamp their website to speak better to their new potential customers, we knew exactly where to start.
- Services:* Digital Marketing Strategy, Brand Identity Refresh, Website Redesign & Content Creation

Old Logo

THRIVE
Wellness Y Group

New Logo

THRIVE
WELLNESS Y GROUP



OUR Process

Solution: After initial investigation we realized that they didn't have an adequate digital marketing strategy. So we built one. After we set the strategy to **create their funnel**, we were ready to begin their rebrand with a strategic mindset that allowed us to **use our creativity to its fullest**. We were able to create a beautiful **brand identity and a UX/UI optimized site** that they have implemented and have started to reap the benefits.

Results:

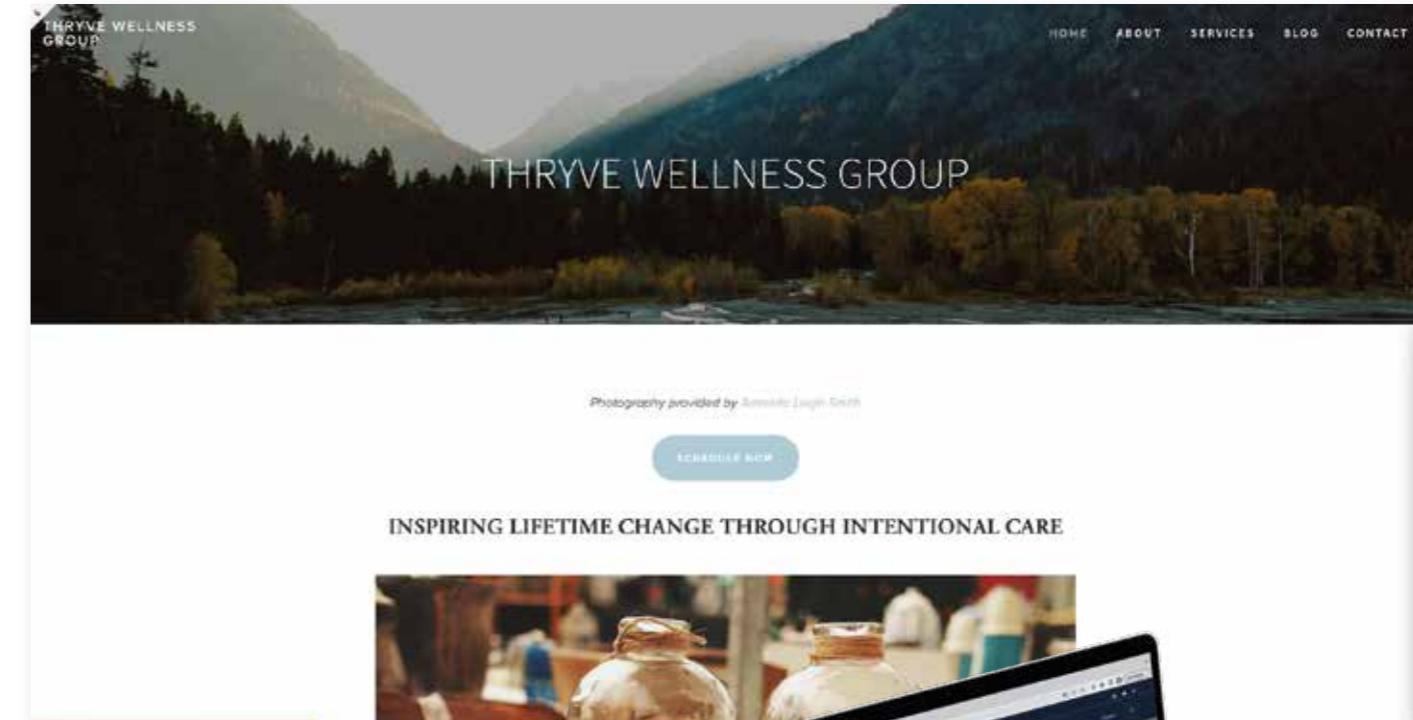
30%

Boost in visitors

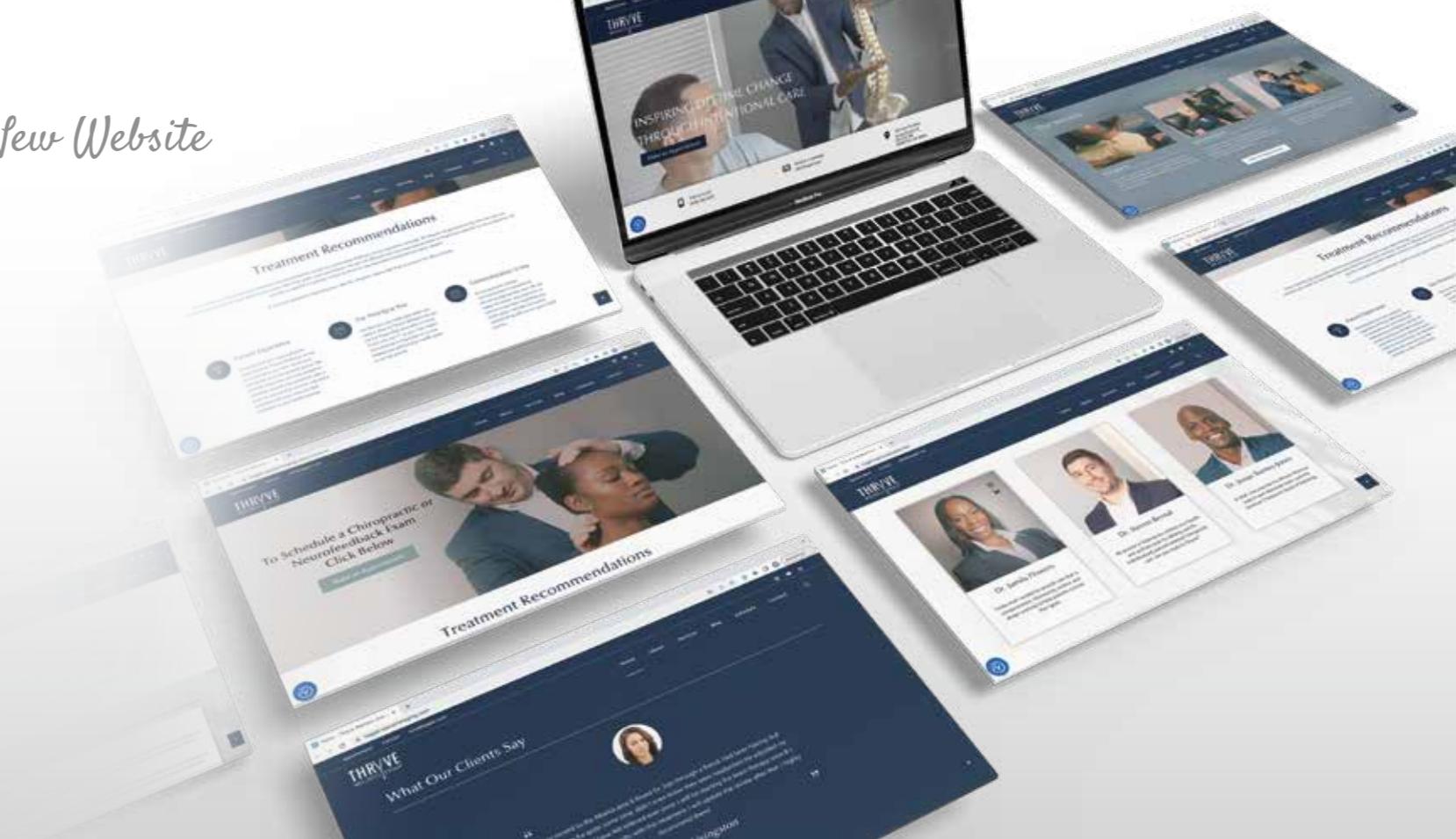
75%

Increase in loading speed

Old Website



New Website



Logo Variation

THRIVE
WELLNESS GROUP

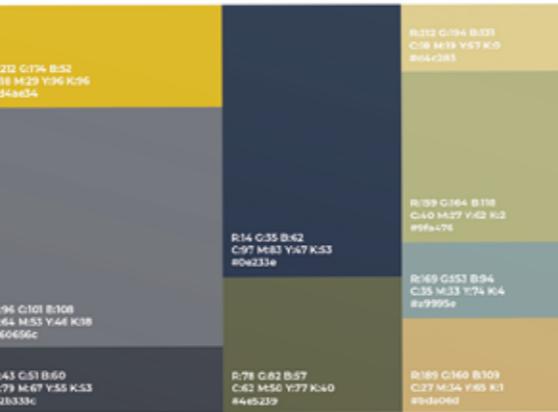


THRIVE
WELLNESS GROUP



Colors

Gold: Tradition, Wisdom, Prosperity.
Gray: Calm, Peace, Trust.



Typography

Optima

Regular / Italic / Bold / Bold Italic / ExtraBlack

Ag

Sans Serif
Modern, Trusting, Traditional

Thryve Business Cards





DOG&CO.

- We worked with Dog & Co (a quality pet supply store) to help them *redefine their brand*. We crafted a dog tag logo that has a **clean, modern look, simple and approachable to customers**. We also helped them solidify the **psychology of colors** for their brand and their **typography**, and we made some illustrations, applying their brand identity to stickers, t-shirts, and more.

We summed up the simple essence of their brand with a single sentence, "*Dog & Co. translates the human experience into dog.*"

- Challenge:* Dog & Co (a quality pet supply store) wanted to **reimagine their brand to appeal to a larger audience**. While also **optimizing their online presence** while preparing to move their flagship location without losing customers.

Services:

- Brand Redesign**
- Local SEO Services**
- Digital Marketing List**

Old Logo



New Logo



Old Illustrations



New Illustrations



OUR Process

- Solution:** We created a digital marketing strategy that included a customer journey. This allowed us to understand who were **the true target markets**. After finding them and creating the strategy to reach them, we were able to **optimize their SEO presence**.

After optimizing we were able to craft a dog tag logo that has a clean, modern look, simple and **approachable to customers**. We also helped them solidify the psychology of colors for their brand and their typography, and we made some illustrations, applying their brand identity to stickers, t-shirts, and more.

Results:

54%↑

Sales attributed to organic search

36%↑

Online Store Orders



Box Packaging



Store Bag



Treat Bag Packaging



SOCIAL MEDIA

Your **one-stop** shop to simplify your social media strategy and deliver a *clear message* to your audience. Work with us to:

- Run Smart Ads ✓
- Generate New Leads ✓
- Get Branded Content ✓
- Schedule Your Posts & More ✓





SOCIAL MEDIA 100% TAILORED TO YOUR NEEDS

Finding it difficult to stay on top of social media?

We'll do the hard work of growing your audience and keeping them engaged.

Work with us to:

- ✓ Make a good strategy that you're happy with
- ✓ Write interesting posts that resonate with your audience
- ✓ Bring in new customers who haven't heard of you

Sit back and watch as people interact with your posts and new followers come running in.





ALTISIMO LIVE!

- Our agency produces live stream events that **connect audiences to brands** through **virtual experiences**. Here we hosted a livestream Latin music & pop culture festival **benefiting the farmworkers' pandemic relief funds.**
- Challenge:** Creating a way to raise funds for the US Farmworkers during the early stages of the Pandemic, while being under stay at home orders.

Services:

- Project Management**
- Branding and Graphic Design**
- Website Design**
- Social Media Strategy**
- Video Production**
- Paid Media**
- Artist Management**
- Livestream Event Production**





OUR Process

- Solution:** We built a strategy using all the available live stream platforms and **we identified key influencers** who would bring their followers into the event.

We hosted a livestream Latin music & pop culture festival benefiting the *farmworkers' pandemic relief funds*. The goal of this campaign was to reach the **widest audience possible** to benefit the farmworkers' pandemic relief fund.

- Measurable outcomes:**

569.7M

users reached
(FB, IG, YT, TW)

1.9B

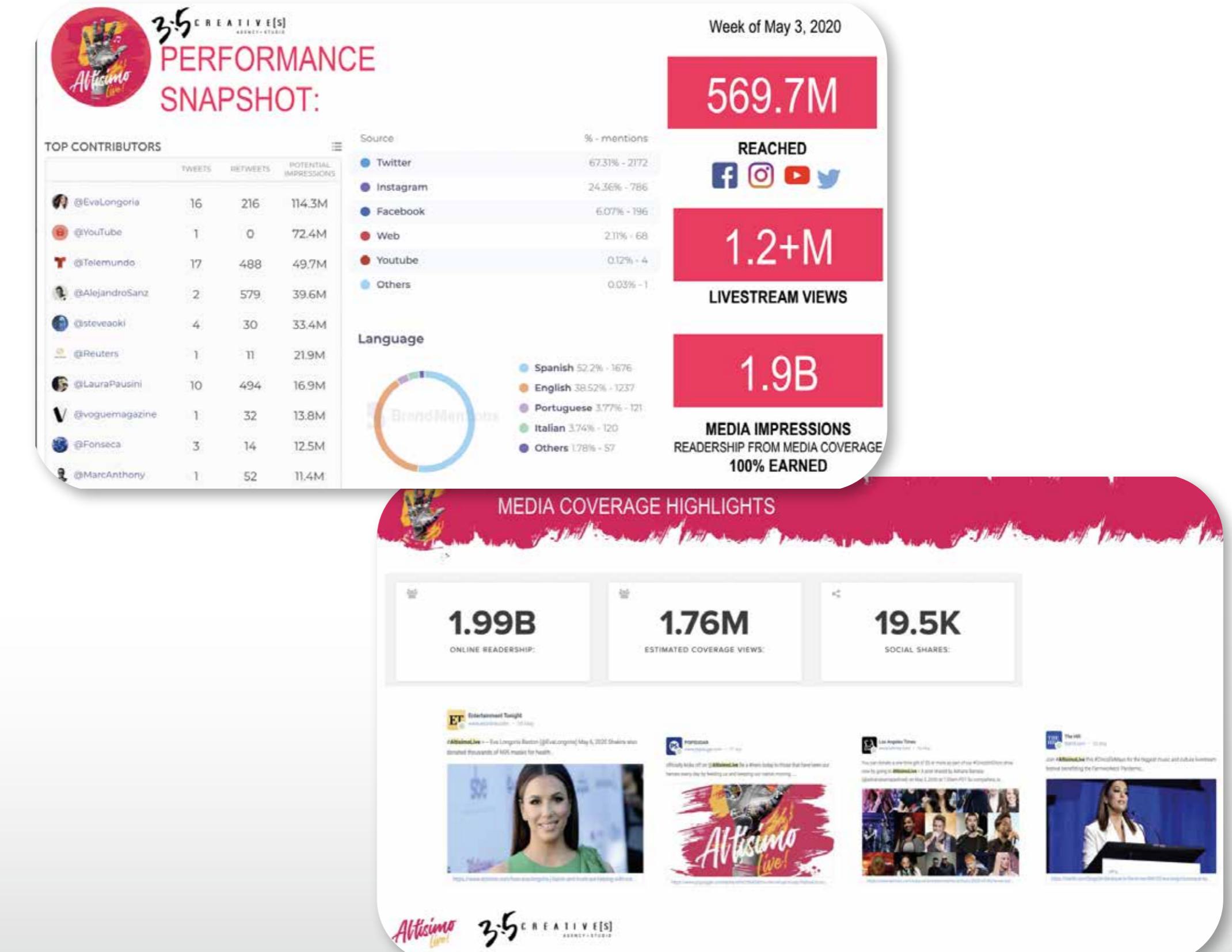
Media Impressions

\$1.5M

Raised for farmworkers

1.2+M

Livestream Views





DIGITAL MARKETING STRATEGY

Outshine the competition!



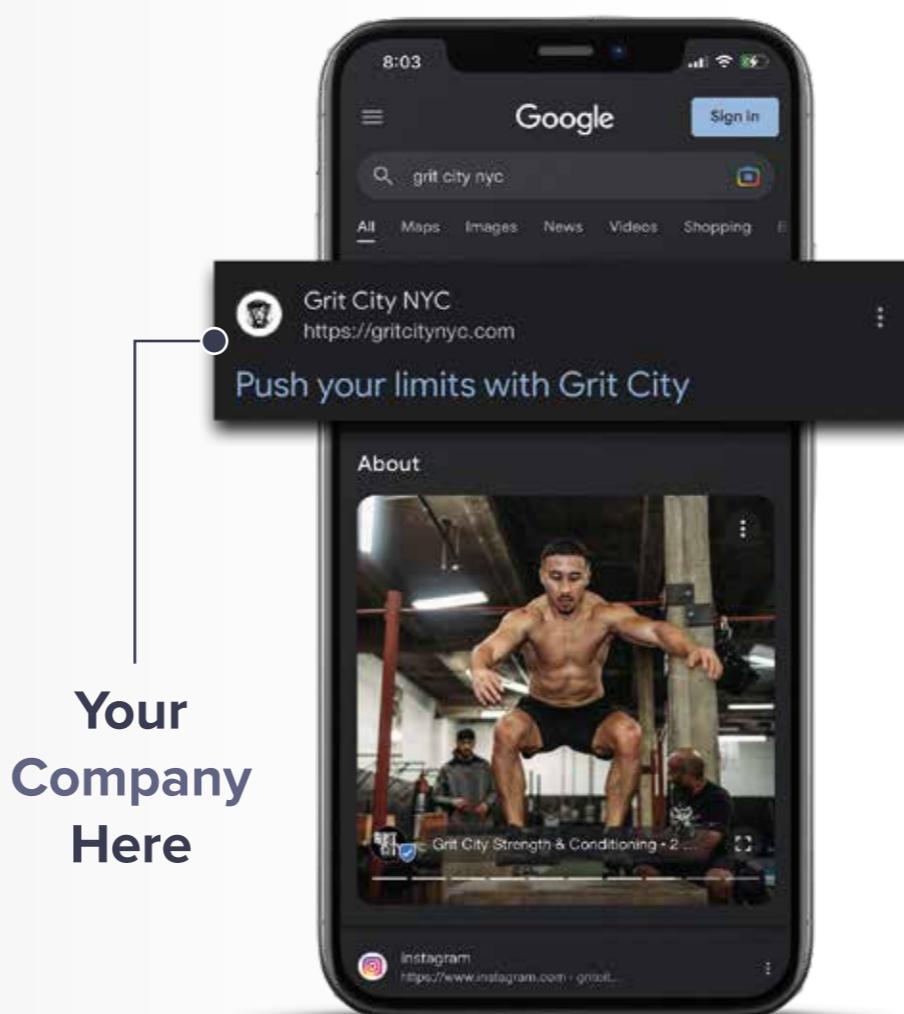


DIGITAL MARKETING STRATEGY

Our time-tested strategies will help you get **front and center** on Google searches, no matter your industry.

We'll research the competition and figure out **top keywords** to help you create a **custom marketing strategy**, so that your audience can find you.

And we'll collaborate with influencers who can help get your brand seen by **ideal customers**.



ATTRACT



CONVERT



SCALE



HGTV needed help casting for a new TV show, and the 3:5 team delivered. As shown on the next slides, we used **digital marketing strategies** to promote the casting opportunity to a **very specific target market**.

Challenge: HGTV was looking to cast real-life homeowners for “**Rico to the Rescue**”, a show about a home renovation expert who helps families turn nightmare projects into beautiful houses. HGTV wanted to **use digital marketing strategies to find qualified contestants**, but didn’t know where to start.

Services:

Digital Marketing strategy

Landing Page design

Google and Facebook advertising.

Landing Page Design & Development



Campaign Banner



Google Ads





OUR *Process*

Solution: We **designed a landing page** for potential contestants to learn more about the show and apply to have their homes renovated, free of charge. We **set up Google ads and banner ads for Facebook** to funnel people to the landing page and fill out the submission form. This way, people could learn more about the new show, and even if they weren't a qualified applicant, they could refer friends and family members who needed home renovation help.

- ✓ We created audiences based on key demographic details – age, gender, income, interests, etc.
- ✓ We used the same target keywords as we did in the Google search campaigns.
- ✓ We carefully selected particular websites to display the banner ads so that only qualified applicants would see it.
- ✓ We tested two ways of showing the ads – 1) based on the audience's interests, and 2) based on the audience's past behavior on the websites where we were showing the ads.

Results:

125,000

Target audience impressions on the advertising campaign

1,700

Clicks on the landing page

39

Submissions

We ended up with **39 form submissions—a solid pool of qualified applicants to help the show get started.**



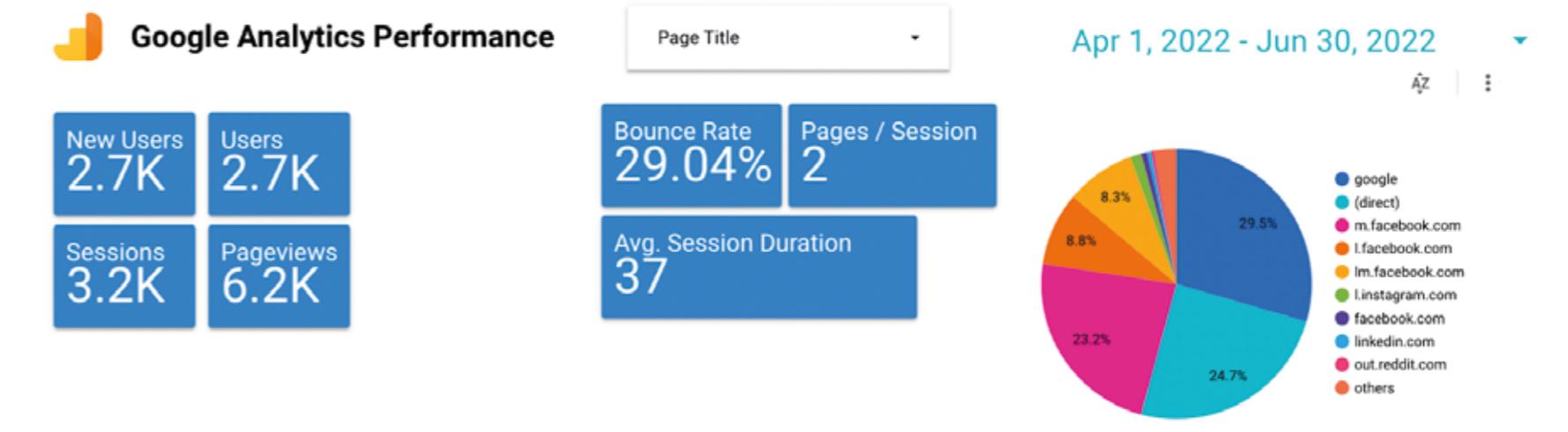


LANDING PAGE *Analytics*

- ✓ 2.7K users clicks
- ✓ 6.2K page views
- ✓ 3.2k sessions
- ✓ 29.04% bounce rate
- ✓ 2 pages/session

The landing page received **6.2K page views** since it launched in April (April 1st to June 30th). We also had **39 submissions** come through.

What worked: The overall campaign received **125,781 impressions** (paid + organic efforts). The landing page reflected the campaign purpose well and resulted in a **low bounce rate and good clickthrough rate**, which indicates the ads and organic efforts **aligned with the page well**.



Landing Page Performance

Rank	Source / Method	Page Title	Landing Page URL	Sessions	Users	New Users	Avg. Session Duration	Bounce Rate
3.	(direct) / (none)	Home - Watt Pictures	/	347	287	285	00:00:32	91.07%
4.	(direct) / (none)	Denver Homeowners Renovation Show Casting Wa...	/denver-casti...	256	183	176	00:02:15	1.17%
5.	l.facebook.c...	Denver Homeowners Renovation Show Casting Wa...	/denver-casti...	77	75	74	00:00:08	0%
6.	l.facebook.co...	Denver Homeowners Renovation Show Casting Wa...	/denver-casti...	46	45	43	00:00:20	2.17%
7.	l.instagram.co...	Denver Homeowners Renovation Show Casting Wa...	/denver-casti...	30	25	21	00:00:12	0%
8.	google / organic	Denver Homeowners Renovation Show Casting Wa...	/denver-casti...	28	17	10	00:02:13	7.14%
9.	google / organic	Jason Watt - Watt Pictures	/portfolio/pr...	27	22	20	00:00:53	59.26%
10.	google / organic	Glenn Manacker - Watt Pictures	/portfolio/20...	19	19	18	00:00:23	42.11%
11.	linkedin.com / ...	Home - Watt Pictures	/	16	13	10	00:00:01	93.75%
12.	l.instagram.co...	Home - Watt Pictures	/	13	12	11	00:00:08	92.31%
13.	(direct) / (none)	Sam Shinn - Watt Pictures	/portfolio/pr...	10	3	3	00:00:22	90%
14.	google / organic	Greg Stern - Watt Pictures	/portfolio/pr...	9	9	8	00:00:23	33.33%

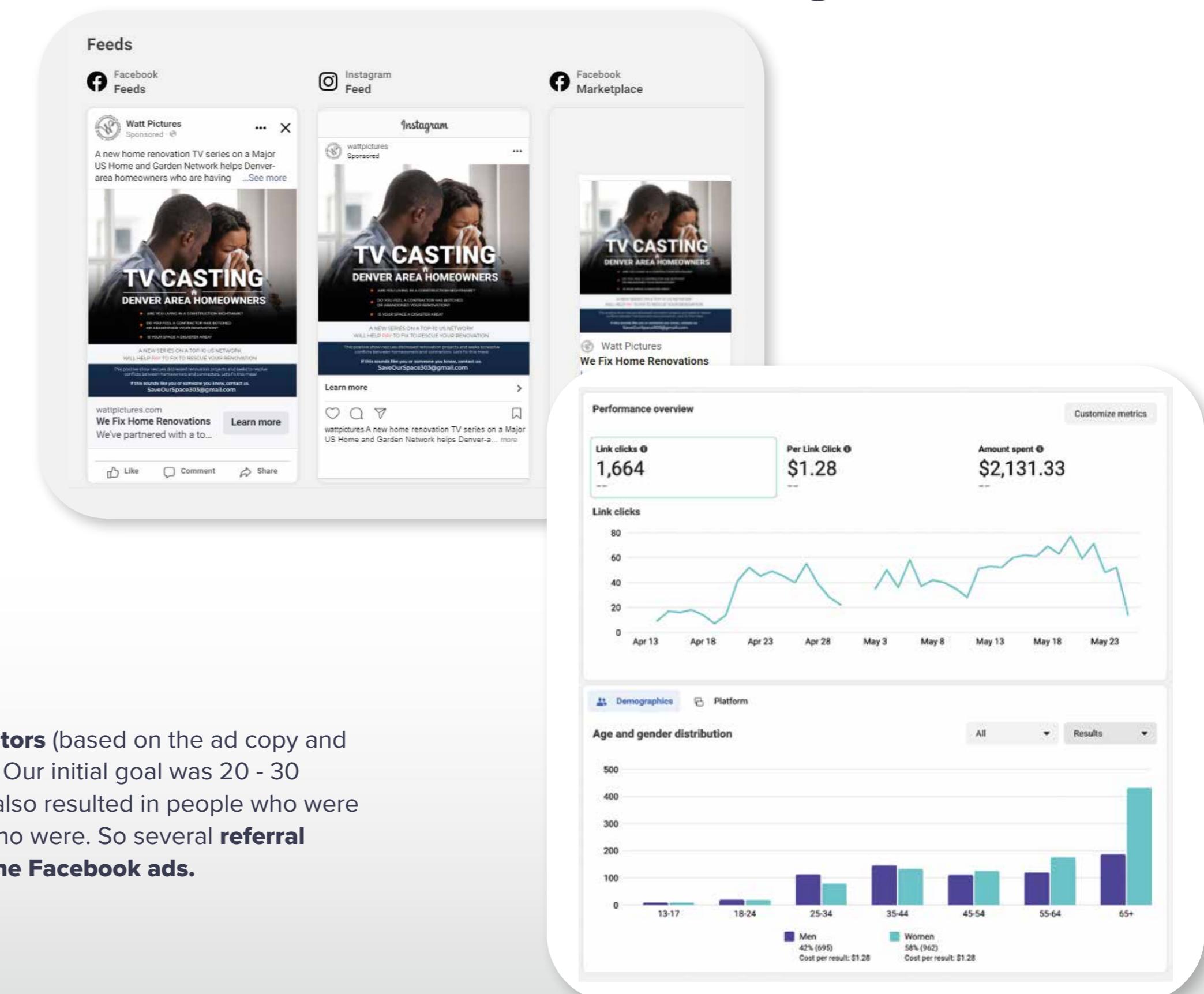
1 - 100 / 1408 < >



FACEBOOK ADS - ALL TIME

Analytics - APRIL AND MAY MTD (MAY 25TH)

- ✓ \$2,166.28 total spend
- ✓ 1,730 clicks
- ✓ 293,244 impressions
- ✓ \$1.25 cost per click
- ✓ 2,369 post engagements
- ✓ 45 reactions
- ✓ 14 saves
- ✓ 38 shares
- ✓ 8 post comments



What worked: The campaign **consistently drove qualified visitors** (based on the ad copy and image copy) to the landing page. **The traffic converted as expected.** Our initial goal was 20 - 30 submissions, which we landed slightly higher with 39. The campaign also resulted in people who were not necessarily qualified passing on the opportunity to their friends who were. So several **referral submissions** were received as well, with **the original source being the Facebook ads.**



CONTENT CREATION

Content is king! 

Creating stellar content that showcases your brand's personality while offering value to your ideal customer.



CONTENT *Strategy* CREATION

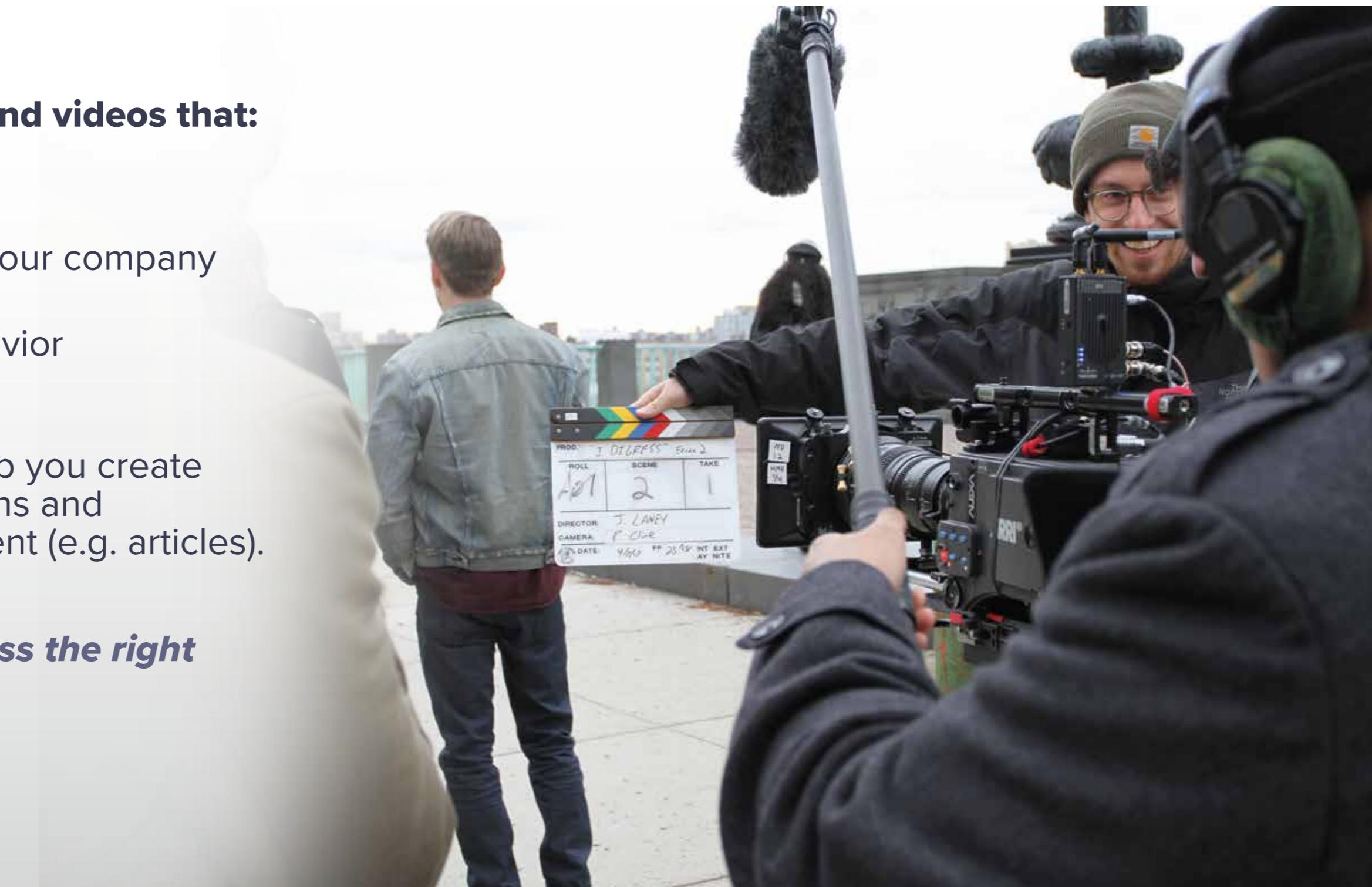
Video Production

Our team will help you to create content and videos that:

- ✓ Attract new customers
- ✓ Engage them with the unique qualities your company has to offer, and...
- ✓ Influence their thinking and buying behavior

Based on your marketing strategy, we'll help you create longer pieces of content (e.g. Q & A Sessions and podcasts) as well as shorter pieces of content (e.g. articles).

We'll properly distribute the content across the right social media channels.





CONTENT CREATION Services

- ✓ **SOCIAL MEDIA POST DESIGN**
- ✓ **STATIONERY**
 - Letterhead Only
 - Letterhead + Business Card
 - Full Stationery Suite
- ✓ **T-SHIRT DESIGN**
- ✓ **POSTER DESIGN**
- ✓ **BOOK DESIGN**
 - Average Length
- ✓ **MAGAZINE**
- ✓ **FLYER OR AD DESIGN**
- ✓ **BILLBOARD**
 - Digital Billboard
 - Print Billboard
 - Large Unique Custom Billboard (like you would see in Times Square. Fixed, non-animated)



Apparel Design



Post Template Design



Billboard Design



HAV WTR Product Shot 2022

WEB DESIGN & *Development*



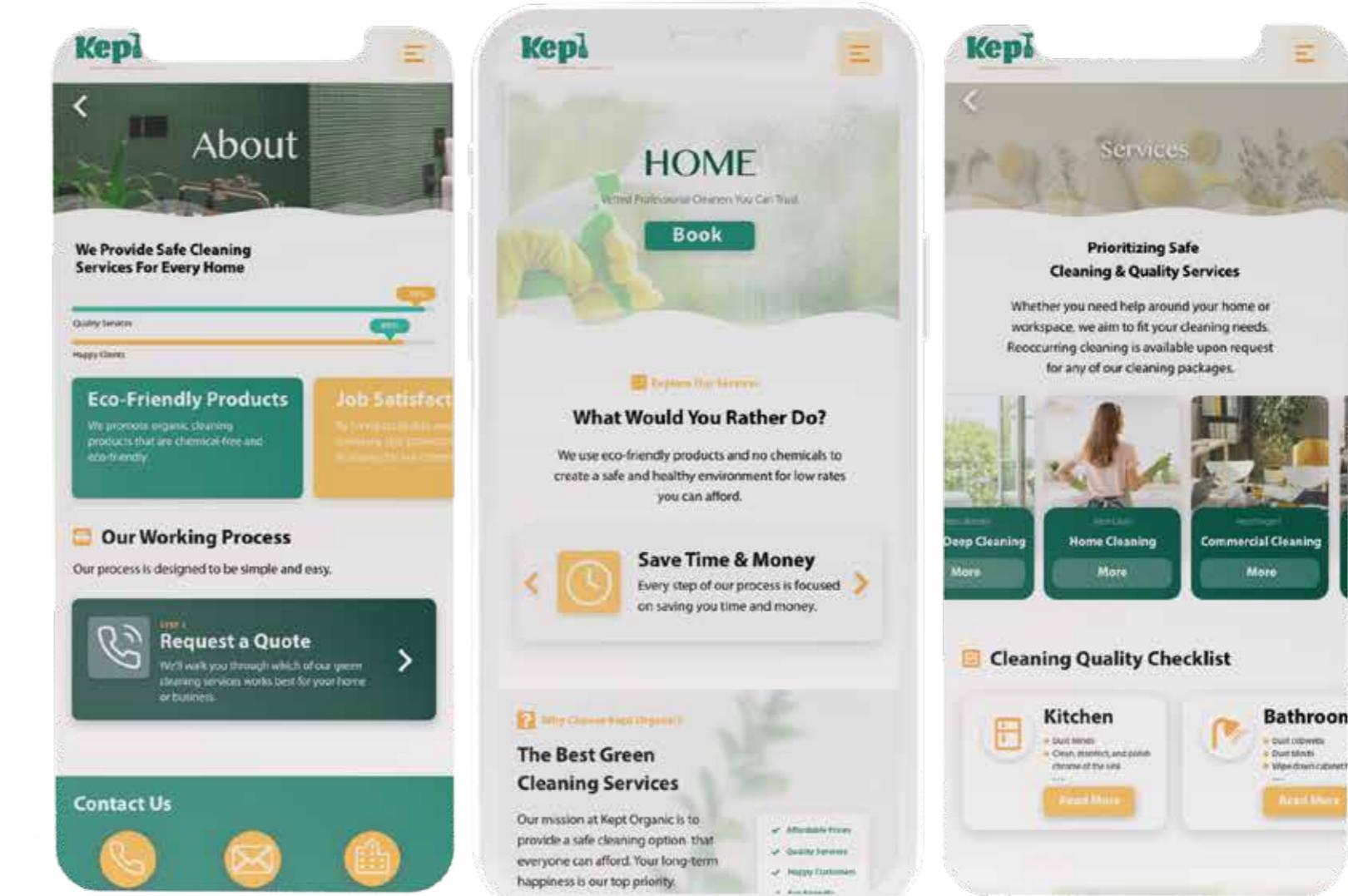


WEBSITE DEVELOPMENT

Ready to wow your audience and share your brand with the world?

You need a website to:

- ✓ Reach more customers
- ✓ Get new leads
- ✓ Be seen on search engines
- ✓ Be contacted easily
- ✓ Build trust and credibility



KeptOrganic Website



Through extensive **market research** and a well-crafted **brand identity**, the 3:5 team will help you create a dazzling website that highlights the key features of your brand and **inspires customers to take action**.

We'll review the websites of competing companies so that your site can be **unique and bold**. We'll make your website easy to find and navigate.

We'll bring your ideas to life in a way that resonates with your **target audience**.

So, why leave business growth to chance? Work with us, so that we can help you **connect with the right audience and achieve your goals!**

GRIT CITY

Case study



GRIT CITY STRENGTH & CONDITIONING

- Grit City is located in the Bronx, NY, this CrossFit gym is focused on not only **challenging their audience**, but **inspiring them** to push themselves to their limits. After moving to a new neighborhood, Grit City needed **entirely new branding**.

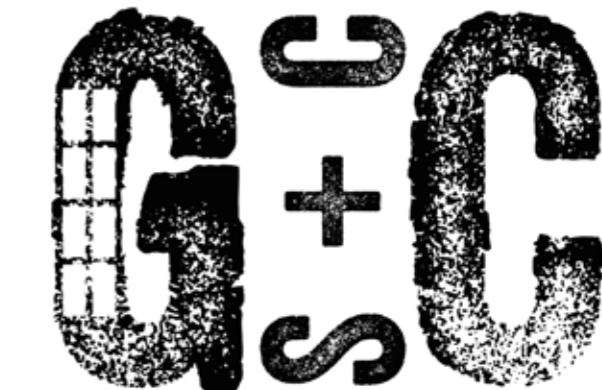
Challenge: We had to **rethink everything**. Along with a move to an entirely different neighborhood, a rebrand and a pandemic, we had to create a strategy for an **entirely new and different target demographic**.

Services: Marketing Strategy, Brand Identity, Website Design and Development, Social Media Campaign Management, Content Creation, Clothing Design & Printing.

Old Logo



New Logo



OUR Process

Solution: With **extensive marketing research** we were able to form an effective campaign which came to the conclusion of **moving and marketing in the Bronx**. This was a bold move because on the outside it didn't look like a great possibility of success. Even in the middle of the pandemic, we've helped Grit City **sell more fitness gear** (that we designed and created) and their **membership numbers have continued to grow**.

Results:

400% ↑

In membership

90% ↑

Membership retention

100% ↑

Leads Generated

Old Website



New Website



Coaches



MEET OUR TEAM
EXPERT TRAINERS



TESTIMONIALS

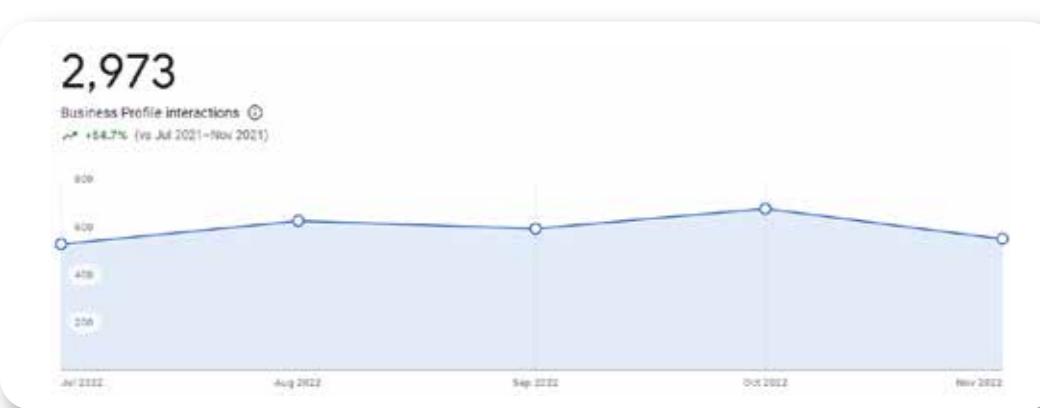


"I have been a member of Grit for a little over a year. My experience at Grit had been a rewarding experience. Grit is a great place to workout with members of the community who support and encourage your fitness goals. In addition, they want to see you put forth your best efforts."

...

GMB ANALYTICS

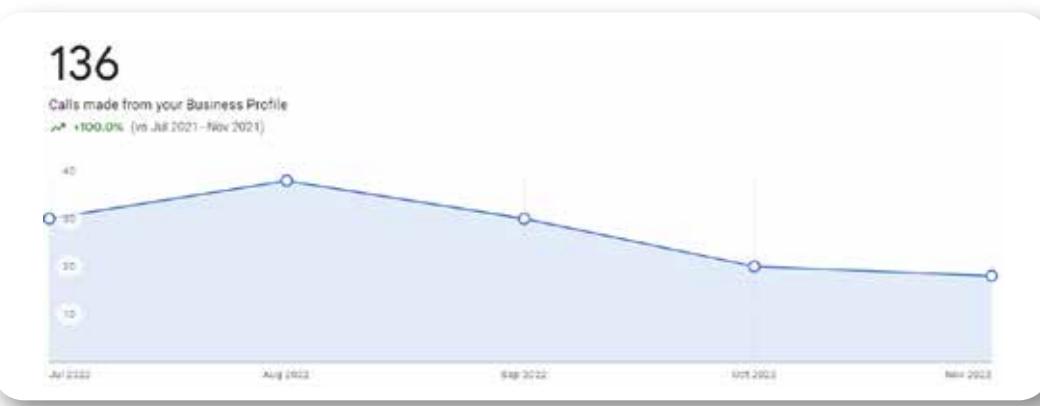
Timeframe: JULY 2021 - NOV 2021



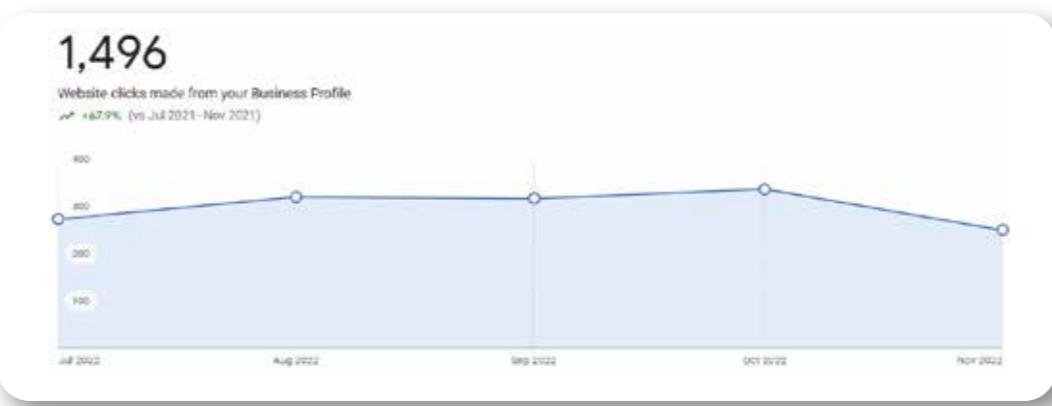
2,973 people interacted with Grit City's GMB listing



1,337 people hit the “Directions” button on GMB to see how to get to the Grit City gym



136 people called the phone number on the GMB listing



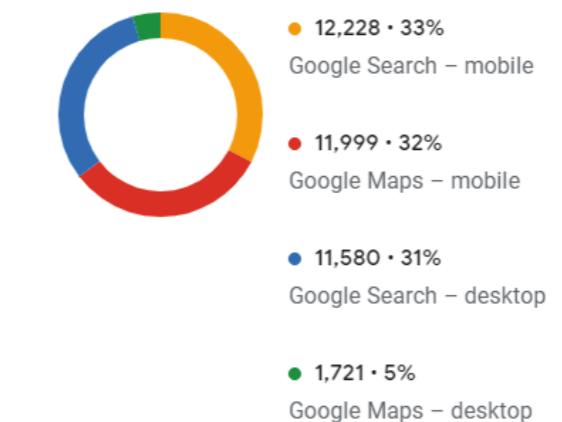
1,496 people clicked on your website after seeing the GMB listing

37,528 people viewed the Grit City business profile

👁️ People viewed your Business Profile
↗️ +58.3% (vs Jul 2021–Nov 2021)

Platform and device breakdown

Platform and devices that people used to find your profile



24,504 Google searches showed the Grit City listing

🔍 Searches showed your Business Profile in the search results
↗️ +66.4% (vs Jul 2021–Nov 2021)

Searches breakdown

Search terms that showed your Business Profile in the search results

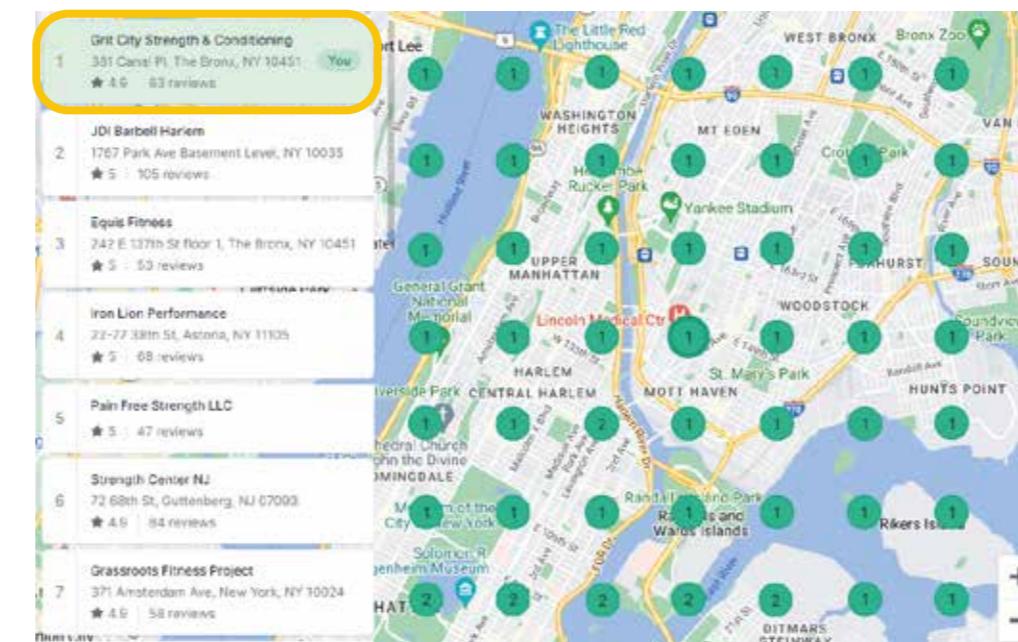
1. grit	10K
2. gym	7,239
3. gym near me	1,136
4. gyms	1,005
5. strength training	676

SEMrush Heatmaps (NOV 2022)

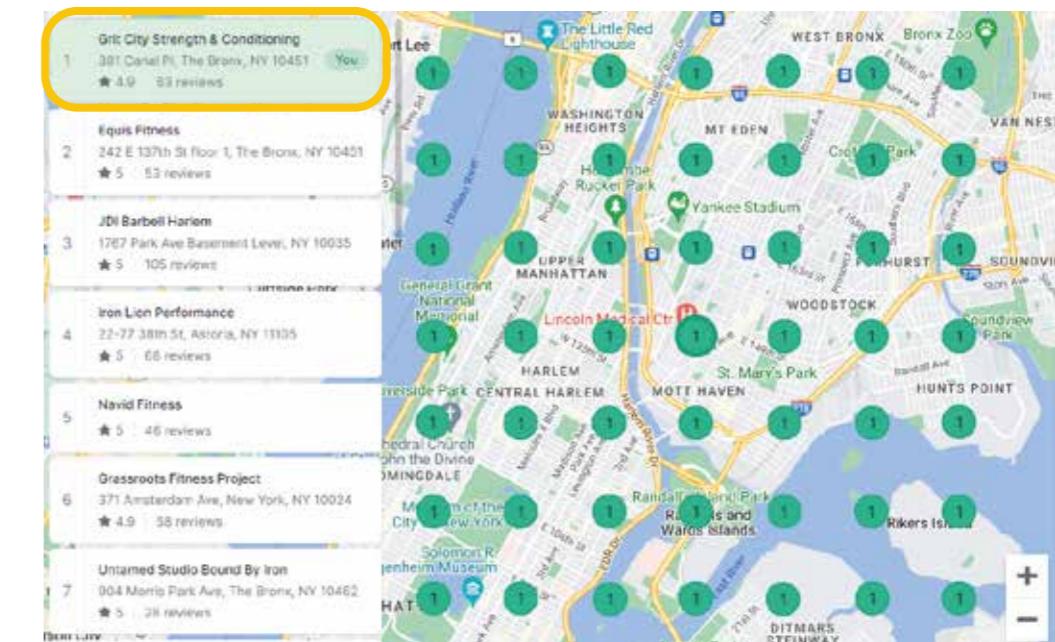
Our SEO experts use SEMrush Heatmaps to track **keywords** on a local level, and see how your company is comparing with your *local competitors*. This allows us to see how your business is ranking so that we can constantly keep your business **easy to find**.



Keyword: "GYM NEAR ME"



Keyword: "STRENGTH TRAINING"

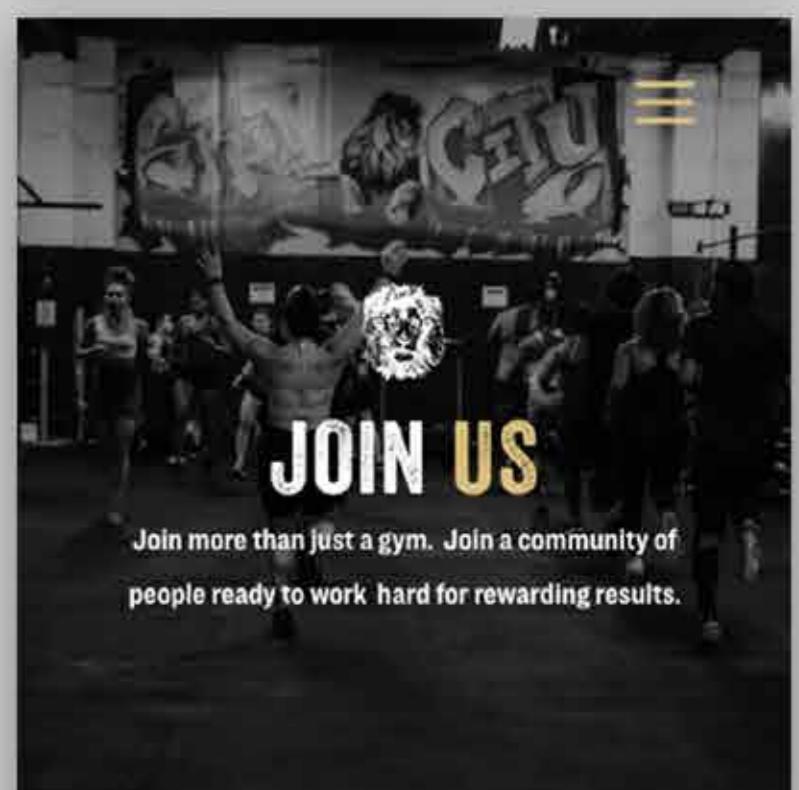
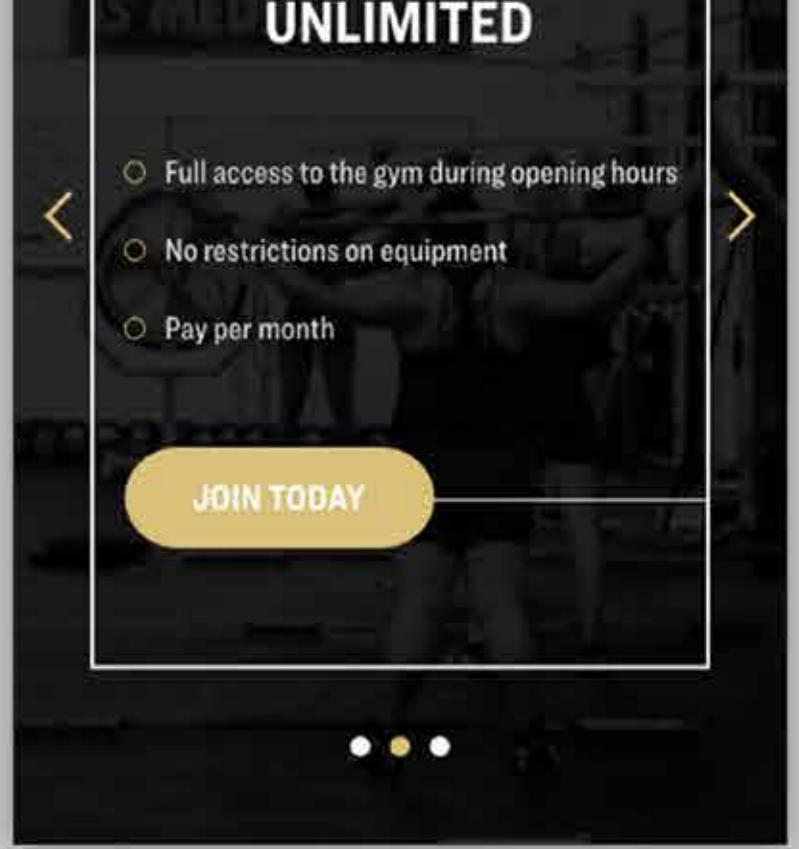


Keyword: "STRENGTH AND CONDITIONING"

UNLIMITED

- Full access to the gym during opening hours
- No restrictions on equipment
- Pay per month

JOIN TODAY

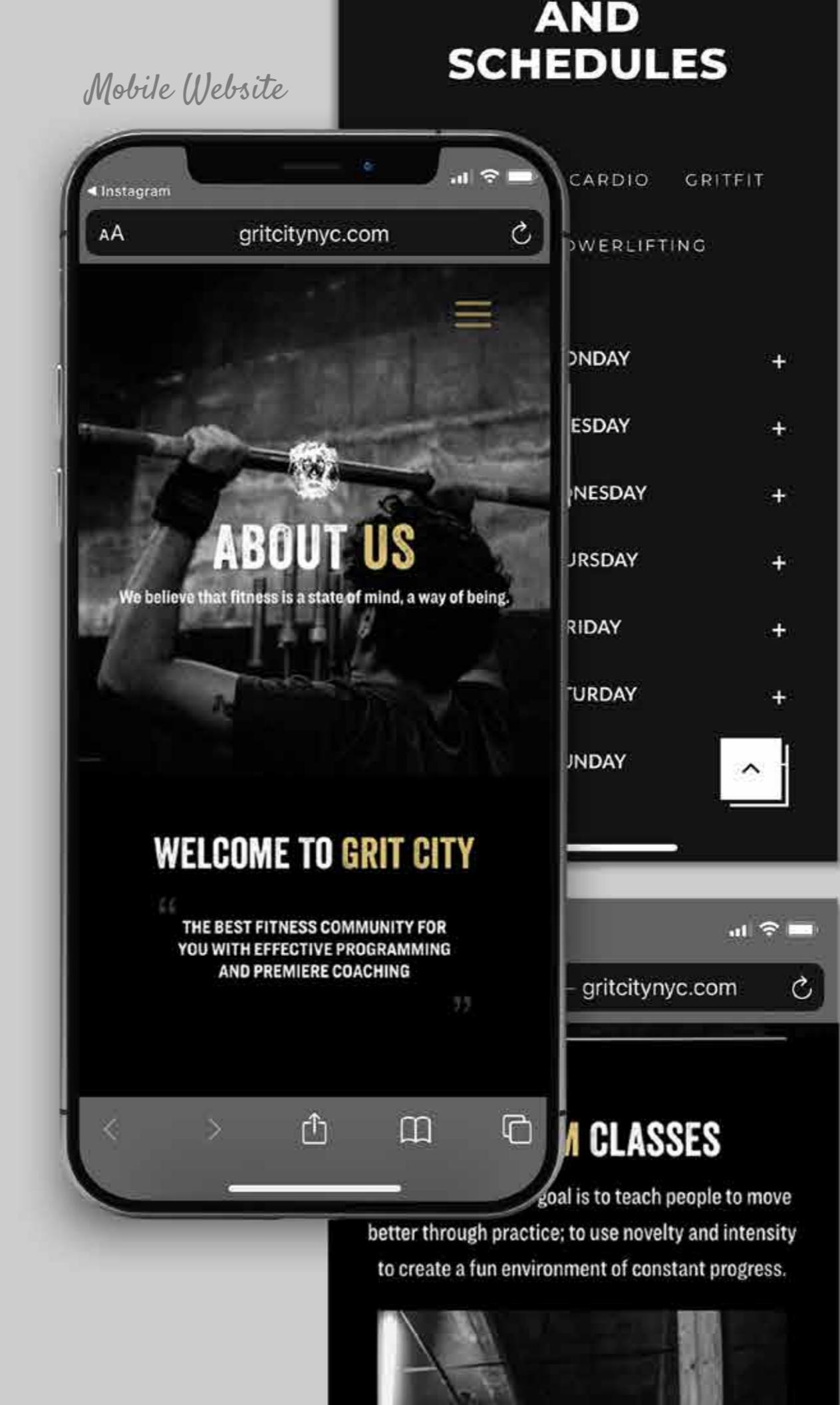


SPECIFIC CLASSES WHAT YOU NEED

Our philosophy and goal is to teach people to move better through practice; to use novelty and intensity to create a fun environment of constant progress.

**AND
SCHEDULES**

Mobile Website



ABOUT US
We believe that fitness is a state of mind, a way of being.

WELCOME TO GRIT CITY

“ THE BEST FITNESS COMMUNITY FOR YOU WITH EFFECTIVE PROGRAMMING AND PREMIERE COACHING ”

CLASSES

goal is to teach people to move better through practice; to use novelty and intensity to create a fun environment of constant progress.







We send your content into the digital ecosystem and make it do what you need it to do so you can **focus on your business.**



We mark your territory online so **your brand stands out among the rest.** There's no need to blend in.



We capture & create content that evokes the messages you want and **what your audience craves.**



Every Brand Has A Story

"A narrative connected to authenticity, which humanizes them."

A narrative connected to authenticity, which humanizes them.
Our aim with every project is to **showcase** your values with a sense of **emotional intelligence** and **cultural awareness**.
We excel at creating experiences and content that provide a genuine connection between you and the people you seek to impact.
A narrative connected to authenticity, which humanizes them.
So that you can scale your business without having to worry about marketing.
Pull customers in like a magnet with your authentic copy.
We'll help you build relationships, not just create transactions.



Digital Marketing & Creative Service

Setting A New Standard In Creative Excellence



DIGITAL
MARKETING



BRAND
IDENTITY



WEB DESIGN &
DEVELOPMENT



SOCIAL MEDIA
MANAGEMENT

[BOOK A FREE STRATEGY SESSION](#)

Our Mission

We Save You Time And Money By Offering A Full Spectrum Of Services. By Working With Small, Tight-Knit Teams We Can Provide You With A Unique And Personalized Service You Won't Find Anywhere Else. Our Team Helps Push The Limits Of Every Campaign, Ensuring We Deliver The Best Possible Results For Your Brand. Our Creative Department Is Highly Experienced In Digital Marketing, With The Skills To Balance Fact-Based Content With Uniquely Creative Ideas That Capture The Attention Of Target Audiences.

Let Us Handle Marketing Strategies, Rebranding, Digital Designs, Social Media Management, And Website Development, So You Can Focus On Becoming A Better Brand.

Our Services

One Stop Shop



BRANDING



DIGITAL DESIGN



MARKETING

Name & Branding System

Logo Design

Web Design & Development

Shopify / WordPress Etc.

Market Research

Strategic Partnerships

Data Analysis & Insights



Lead YOUR INDUSTRY



Control YOUR BRAND CLIMATE



Record & track YOUR GROWTH

LET'S CREATE A *lasting* IMPACT

BOOK A FREE CONSULTATION

Curtis Harkness

Chief Marketing Officer

curtis@35creatives.com



@35CREATIVES | 35CREATIVES.COM



3.5 C R E A T I V E [S]
AGENCY + STUDIO

LET'S CREATE A *lasting* IMPACT

Work with us so that you can grow your business stress-free.

Why wait? Get in touch today to schedule a consultation and learn how we can help maximize the potential of your brand. To set a meeting, visit **35creatives.com** or email **CURTIS@35creatives.com!**



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