



WELCOME TO

ELEMENT

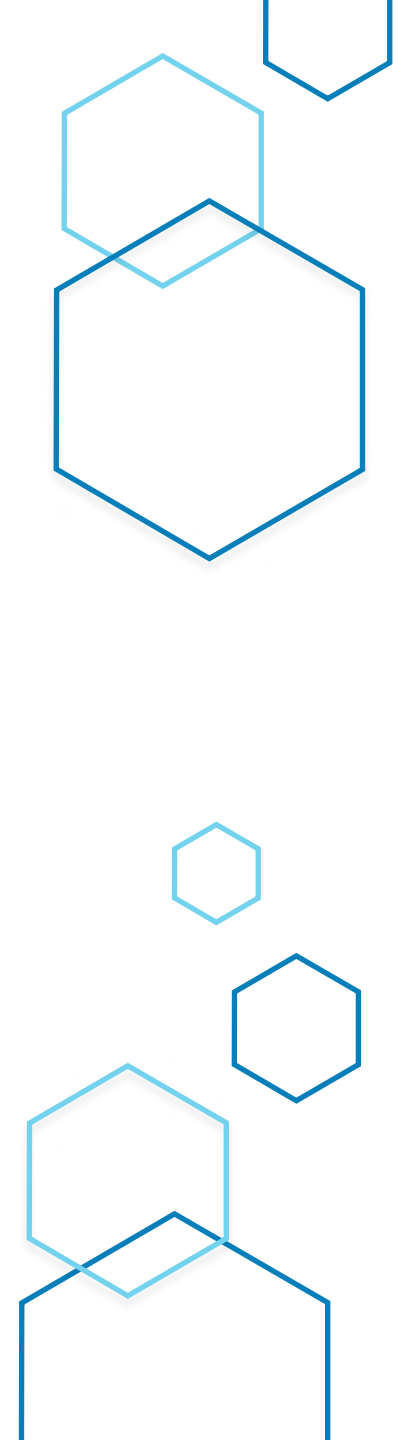
A PARTNERSHIP TO HELP YOU GROW

We recognize Innovations STEM Academy's commitment to fostering a dynamic and inclusive learning environment, where students from diverse backgrounds can thrive in STEM education. Your dedication to preparing the next generation of problem-solvers and critical thinkers is inspiring and aligns closely with our strategic approach to delivering results-driven marketing campaigns.

We are excited for the opportunity to collaborate with Innovations STEM Academy to help elevate your brand and expand your reach. Our marketing approach will focus on reaching caregivers of school-aged children in Sparta, WI, and the surrounding areas, ensuring your message resonates with a diverse audience, including Spanish-speaking families. By delivering the right message through the most effective channels—whether digital, print, outdoor, or broadcast media—we will help grow your applicant pool and attract students who are eager to engage with your innovative programs.

We understand the importance of connecting with both students and their families in a meaningful way, especially as you seek to build a more diverse student body. Our strategy-first approach, paired with impactful creative services, will highlight your school's mission and achievements, ensuring Innovations STEM Academy stands out as a top choice for education in the region.

Together, we will develop and execute a comprehensive marketing/media campaign that supports your goals, increases community awareness, and strengthens your position as a leader in STEM education.





HELLO

 ELEMENT

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BRAND ALIGNMENT

RIGHT MESSAGE. RIGHT AUDIENCE. RIGHT TIME.



THE NEED FOR BRAND ALIGNMENT IS MORE IMPORTANT THAN EVER

Authentic relationships are pivotal for modern brands, as those that earn and sustain trust are positioned for growth and lasting success. Understanding your target audience's journey and creating meaningful experiences are key to building trust and strategically connecting with your audience.

WHY THIS APPROACH?



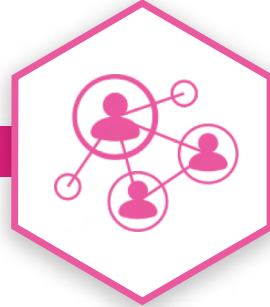
ONE STRATEGY

Ensures your marketing efforts are driven by a single strategy and defined business goals



UNIFIED VOICE

Strengthens your brand's message and unifies your brand voice across all marketing channels



CONSISTENCY

Builds connections and promotes consistency at every touch point



CLARITY

Improves the data analysis and transparency of marketing activities



RESULTS

Maximizes your reach, impressions, and your overall ROI on your marketing spend

INTEGRATED MEDIA APPROACH

ALIGNING STRATEGY + MARKETING + MEDIA.

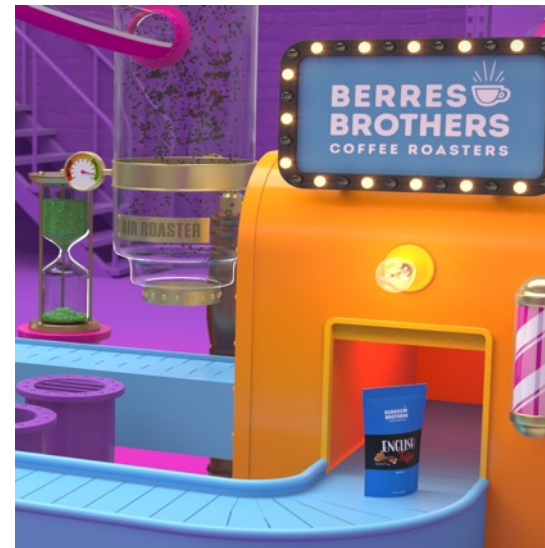


CONNECT THE DOTS

BRIDGING STRATEGY AND EXECUTION

Execution is the hardest part of the equation; it's what separates the good from the great.

Since 2003, we've been dedicated to refining our methods and enhancing our integrated marketing and advertising services to meet the needs of sophisticated industries and business models. With our continuous growth and adaptability, we provide the expertise necessary to navigate complex marketing challenges and achieve exceptional results.





APPROACH OVERVIEW

- Element incorporates over 25 years of media buying experience with cutting-edge AI technology and human insight to provide multichannel marketing solutions for our clients.
- Aligning media strategy within the PESO model (Paid, Earned, Shared, Owned) ensures that paid media is working to drive broader business goals and sales objectives.
- With real-time data, we optimize performance and transform fragmented media efforts into cohesive strategies that deliver clear, measurable results and drive meaningful business outcomes.

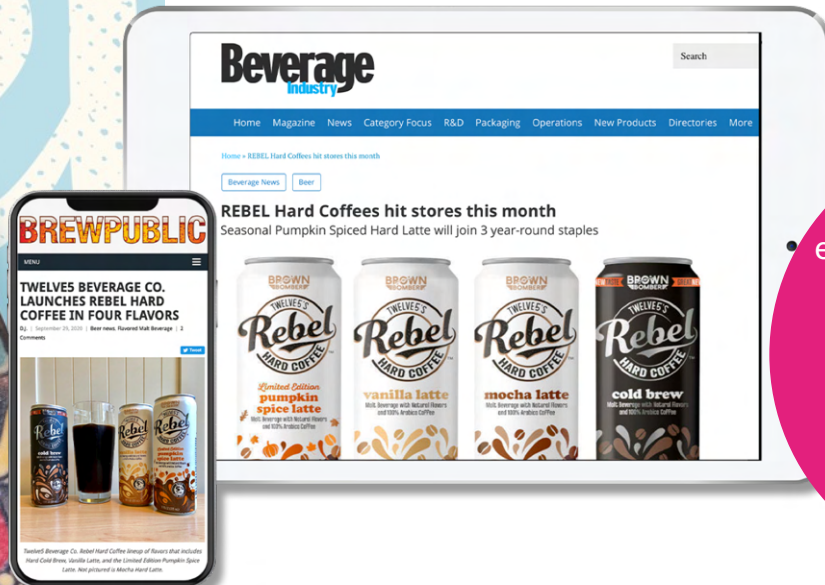


RAISE
SOME
REBEL

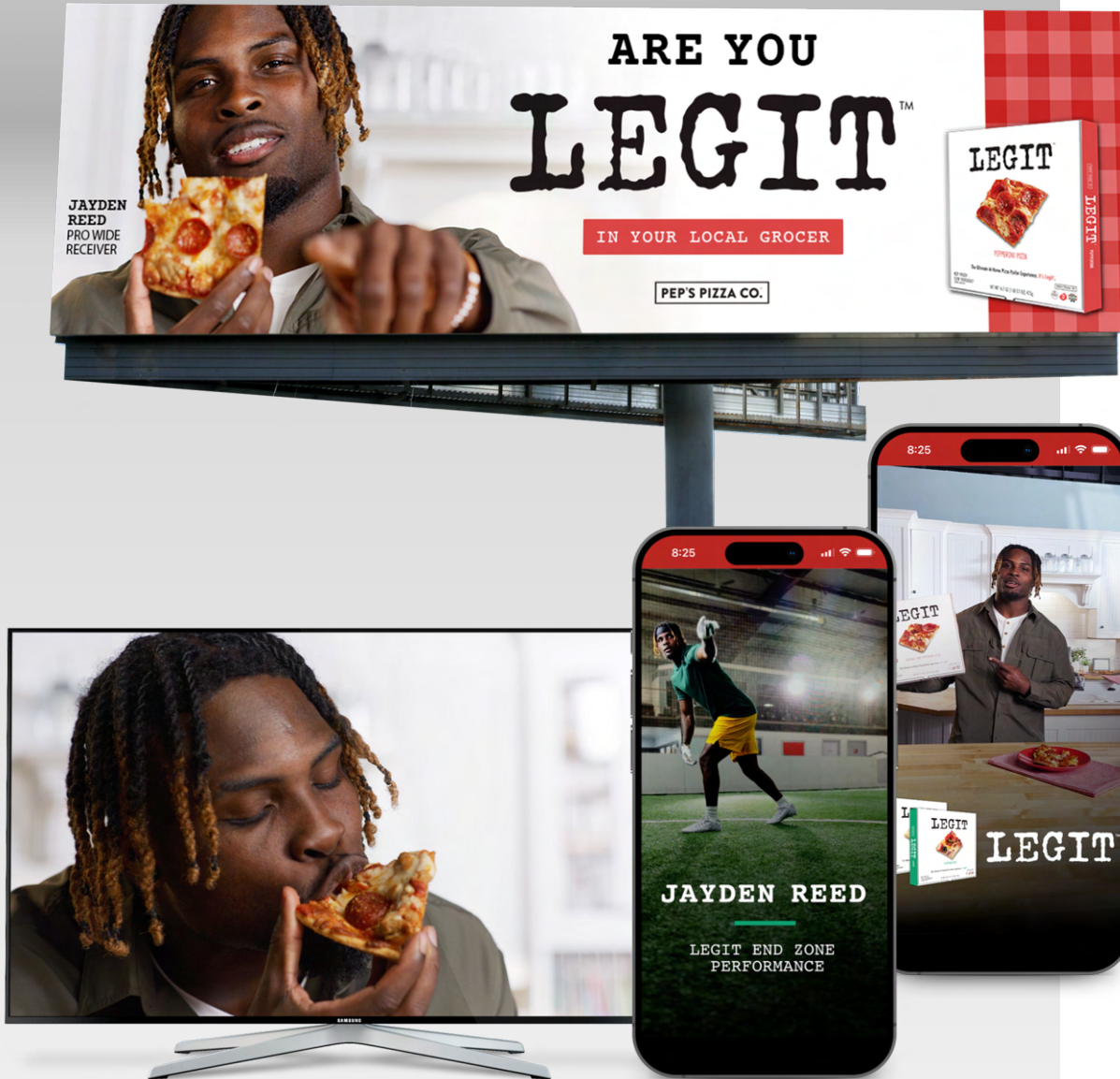


ONE-TEAM APPROACH

- Element's dedicated in-house media team focuses on creating cohesive media strategies that align on a single goal, ensuring consistent quality and better results.
- Our killer creatives connect dynamic and engaging assets with targeted media strategies to deliver a consistent brand experience that resonates with your audience at every touchpoint.
- Our team excels at identifying connection points, integrating media types, optimizing budgets, and maximizing impact.

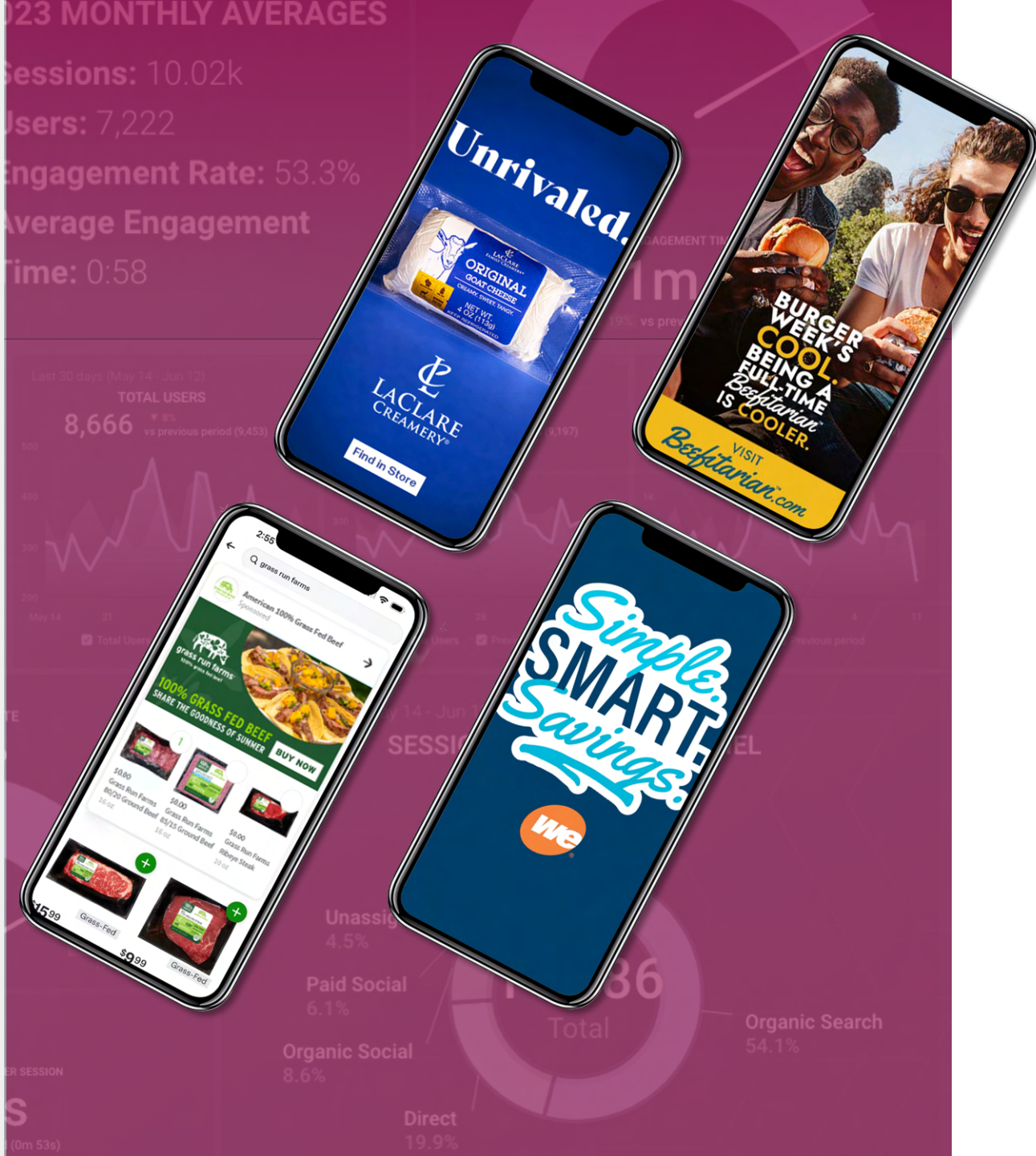


Utilized an earned media strategy to capture the attention of new distributors and retailers in industry publications receiving more than \$50k in placements.



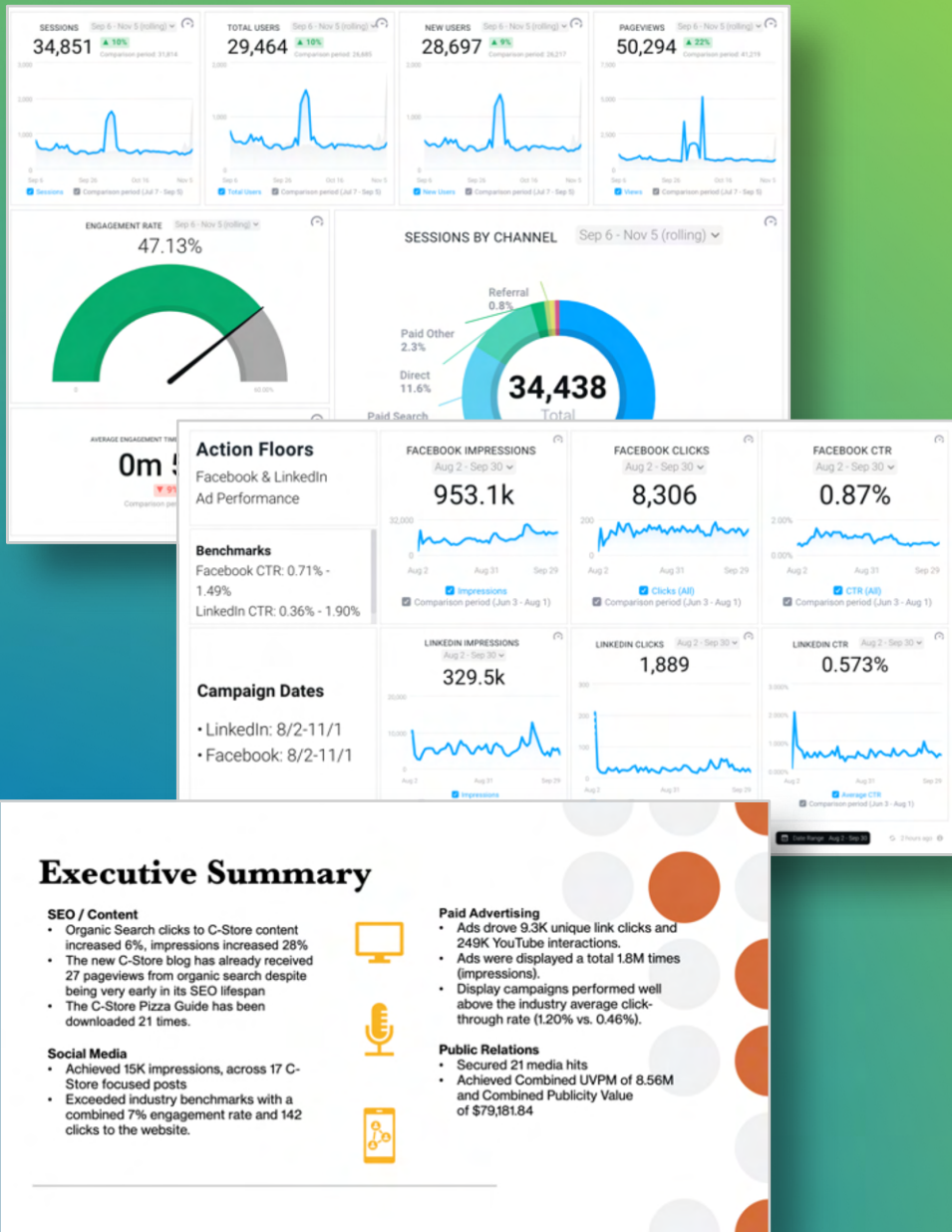
UNIFIED MULTI-CHANNEL CAMPAIGNS

- Align your messaging across social media, print, out-of-home and digital platforms to engage your audience at every stage of their journey.
- A strategic fusion of traditional and digital media to meet your customers where and how they consume media each day.



TARGETED AND IMPACTFUL REACH

- Utilizing advanced targeting technologies, we zero in on your ideal customer and deliver tailored messages that address their specific needs and interests.
- We leverage AI-enhanced technology to pinpoint and amplify your brand's visibility where it matters most.



ADVANCED TRACKING AND OPTIMIZATION

- Harness live digital dashboards to drive strategic decisions and maintain your competitive edge.
- We leverage our customized tracking, data-driven insights and innovative technologies like AI, to optimize media investments and drive measurable success for brands.
- We create defined KPIs and OKRs based on your business goals to ensure we measure success in a meaningful way.

STRATEGIC REPORTING FOR MEANINGFUL RESULTS

ARCHITECTURE

Provide the foundation on which future reporting is built, and part of the strategic planning process that includes brand goals and objectives.

HYPOTHESIS

Generate questions and hypotheses specific to execution that occurred within the specified reporting period. Areas of focus may include the performance of a campaign, new content, or channel of interest (in addition to the KPI reporting included in all deliverables).

ANALYSIS

Report progress against brand objectives and KPIs. Our team will also include answers to business questions raised as part of the hypothesis generation session.

ILLUMINATION

Understand the drivers of results and why they matter. Bringing in additional context provided by the internal SMEs will help drive to the relevant insight (this is where recommendations begin to take shape).

ACTIVATION

Recommend actions based on findings from the illumination phase. These are developed using the cross-functional expertise of the team and presented for your approval.

FASTER, CLEARER RESULTS



ENERGIZE YOUR
CREATIVE

- Element's team has spent years developing long-standing relationship with media vendors that allow us to negotiate the best rates and media placement for our clients.
- We have a unique understanding of media because we are the trenches negotiating media all day long for a variety of clients across different industries, giving us a better understanding of emerging trends, market media costs and opportunities.
- By collaborating with a dedicated media partner, you will stay ahead of the latest consumer behaviors and media trends, ultimately maximizing your media budgets.

A POWERFUL TEAM OF EXPERTS

DEEPLY ROOTED IN WISCONSIN'S UNIQUE CULTURE.



EDUCATION INDUSTRY EXPERIENCE



UNIVERSITY of WISCONSIN
GREEN BAY



LAKELAND
UNIVERSITY



NORTHEAST
WI Technical College



MORaine PARK
TECHNICAL COLLEGE

KEEPING IT REAL

ATTITUDE IS EVERYTHING

Element believes in working hard with internal and external collaboration to produce the very best solutions and align marketing with sales.

We've found that our down-to-earth culture and our direct and honest communication are appreciated. It's what we call **Get Real**, and it's how we developed many long-term, trustworthy partnerships.





KURT SIEVERT

CREATIVE DIRECTOR

He oversees campaign vision and direction, ensuring impactful, visually compelling, and strategically aligned creative solutions.



The most dangerous phrase in the English language is: We've always done it this way.

BRANDS I'VE WORKED WITH:

Gillette



HERSHEY



JODY BENNETT

DIRECTOR OF BRAND STRATEGY

She leads the development of innovative brand strategies that resonate with your audience, bringing your products to life.



Be fearless in the pursuit of what sets your soul on fire.

BRANDS I'VE WORKED WITH:





NIKKI PEROUTKA

MEDIA DIRECTOR

With over 20 years in media buying and strategic planning, she is leading the industry with an integrated media approach.



Success is about anticipating change, embracing it, and leading the way forward.

BRANDS I'VE WORKED WITH:

OH SNAP!
pickling co.
.....



KOHLER.



DEREK BLASZAK

NEW BUSINESS & DIGITAL DIRECTOR

He blends digital expertise with strategic new business initiatives and relationships to take every brand he touches to new heights.



Marketing without data is
like driving with your eyes
closed.

BRANDS I'VE WORKED WITH:

SAVERNE
FRENCH INSPIRATION. CULINARY CREATION.



**FARMER'S
FRIDGE**



KATIE BRAMSCHREIBER

DIRECTOR OF ACCOUNT SERVICES

She has a knack for building solid client relationships based on trust and ensures the delivery of high-quality strategy aligned with your objectives.



People don't care how much
you know until they know
how much you care.

BRANDS I'VE WORKED WITH:



ONE TEAM MADE FOR REAL RESULTS

ALL UNDER ONE ROOF

Element has assembled the best team of pros in all marketing disciplines, giving you the power and bandwidth you need to reach your goals.

- **Team of 35 full-time marketing & media experts**
- Celebrating over 20 years in business
- Average tenure of our top 10 accounts is 8.2 years
- Office located near Green Bay, WI with several employees located within Greater Milwaukee.



OUR CREW

Strategy Masterminds

Killer Creatives

Content Gurus

Website Wizards

Digital Ninjas

PR Pros

Media Mavens

PROJECT PLAN

GUIDING THE PATH FORWARD.



THE PLAN

PHASE ONE:

DISCOVERY & STRATEGY

Goal: Develop a comprehensive media strategy tailored to your target audience

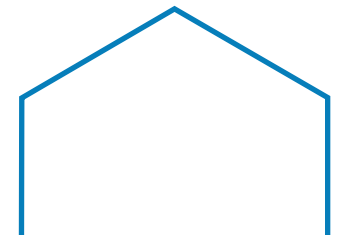
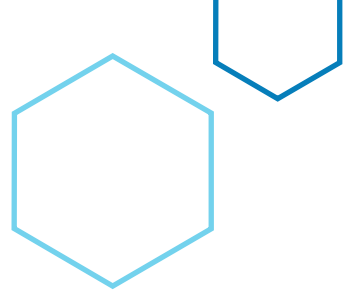
Estimated Timeline: 2-3 weeks

- **Research & Audience Analysis**

- Conduct research on caregivers of school-aged children in Sparta, WI, and surrounding districts.
- Identify channels to reach both English and Spanish-speaking families.
- Assess the media landscape, including digital, print, outdoor, social, and broadcast options.

- **Strategy Development**

- Create a media plan to include targeted outreach and culturally relevant strategies for diverse audiences.
- Determine the budget allocation for each media channel.
- Plan timeline for the launch of the strategy.



THE PLAN

PHASE TWO:

CREATIVE DEVELOPMENT & EXECUTION

Goal: Execute the media strategy with high-quality creative and placements.

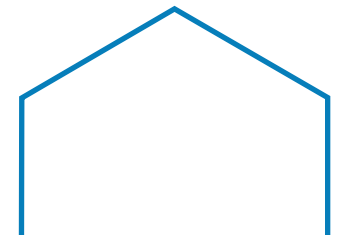
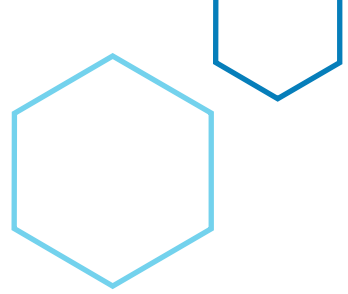
Estimated Timeline: 3-4 weeks

- **Creative Services**

- Design all media materials for digital, social, outdoor, broadcast, and/or other channels based on strategy.
- Ensure creative assets are culturally inclusive, particularly for Spanish-speaking audiences.
- Review logo needs.

- **Media Placements**

- Setup and launch media campaigns in targeted channels based on strategy.
- Implement any necessary tracking and analytics to report on success.



THE PLAN

PHASE THREE:

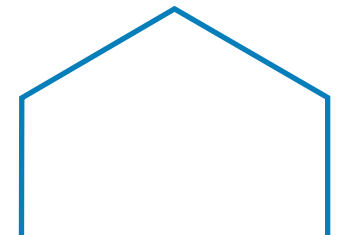
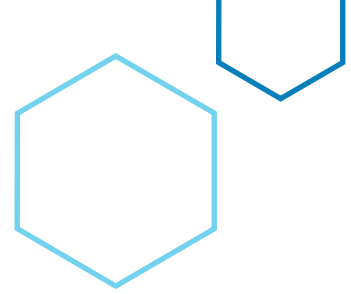
REPORTING + CAMPAIGN OPTIMIZATION

Goal: Measure and optimize performance for continued growth.

Estimated Timeline: 16 weeks

- **Monthly Metrics Reporting**
 - Provide monthly reports tracking the success of each media channel.
 - Track impressions, clicks, conversions, audience engagement, and other metrics passed on KPIs and OKRs.
 - Analyze the reach among all demographics, including Spanish-speaking families.
 - Optimize media placements based on performance.
- **End of Campaign Review + Insights**
 - Review overall campaign performance at the end of campaign.
 - Provide recommendations for future marketing efforts based on results.

Please note that a detailed scope of work will be provided if selected as your partner. The SOW will outline exact deliverables, timelines, and a recommended \$75,000 budget allocation breakdown.



PROVEN PARTNERSHIPS

TRUSTED RESULTS.



REFERENCES

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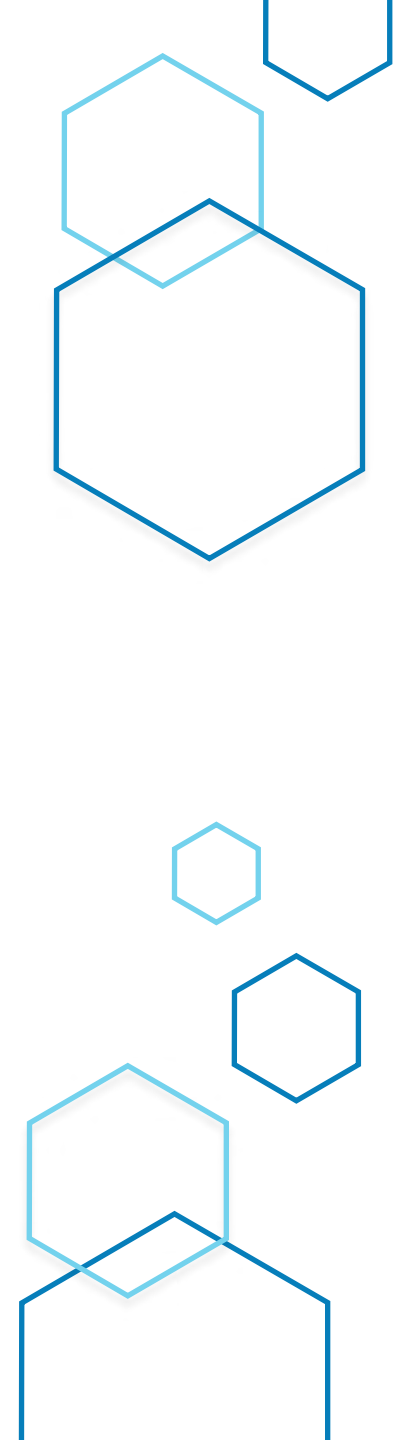
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GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.

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