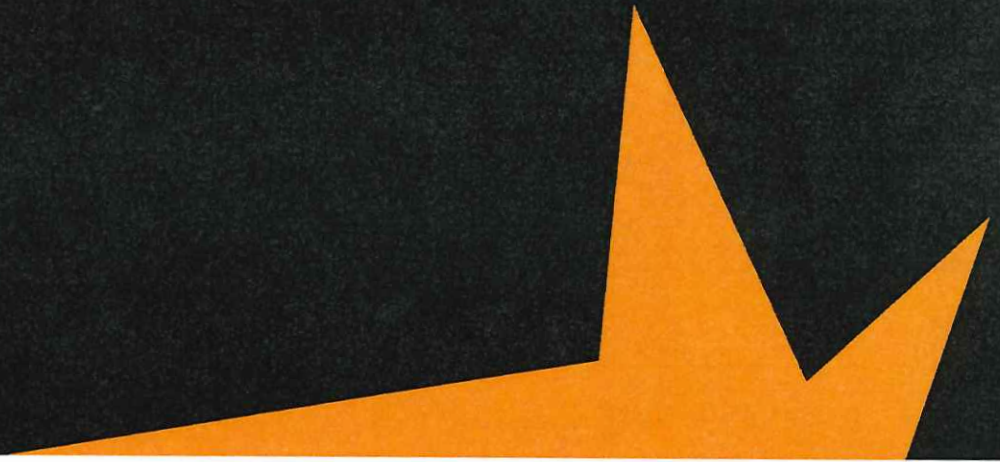


wildfire

# Proposal for Advertising Services for The Dixie Classic Fair

January 30, 2018

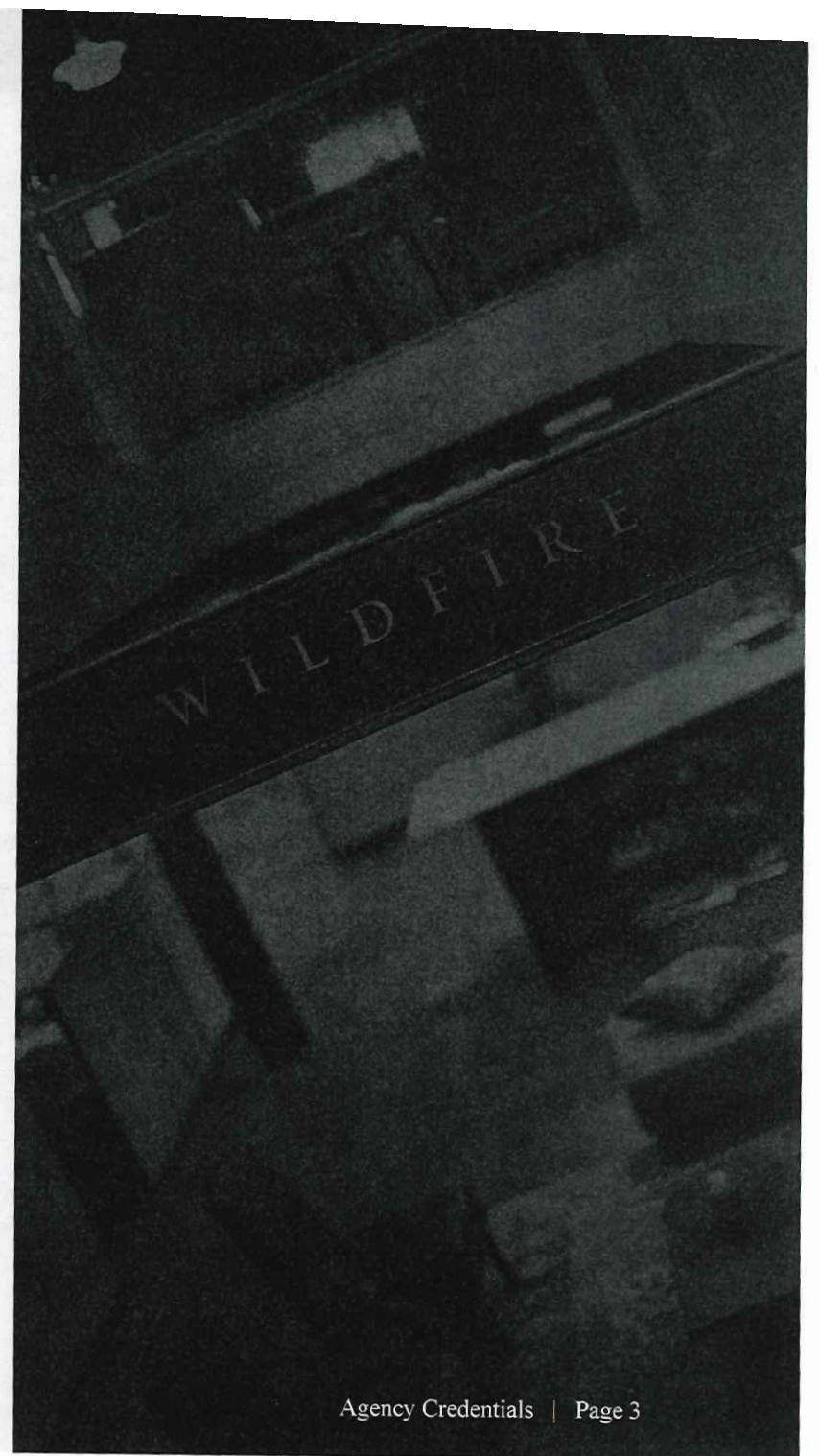


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## Agency Fast Facts

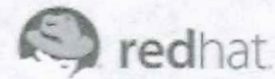
- **2002:** Wildfire founded by Brad Bennett & Mike Grice
- **2007:** Acquired historic building as new office space in the entertainment district of downtown Winston-Salem
- **2009:** Acquired Sports & Events Marketing company, with marquee clients Mondelez (Nabisco) and Hershey
- **2010:** Founded WFConnections
- **2010:** Acquired Web Development company with 50 clients; currently host/maintain 150 sites
- **2011:** Awarded Small Business of the Year by Winston-Salem Chamber of Commerce
- **2015:** Opened satellite office in Richmond, VA
- **2018:** 31 Full-Time Employees, including 8 Contract Employees working on-site with clients





HBI  
HANESbrandsINC

DIXIE CLASSIC FAIR



ForsythTech

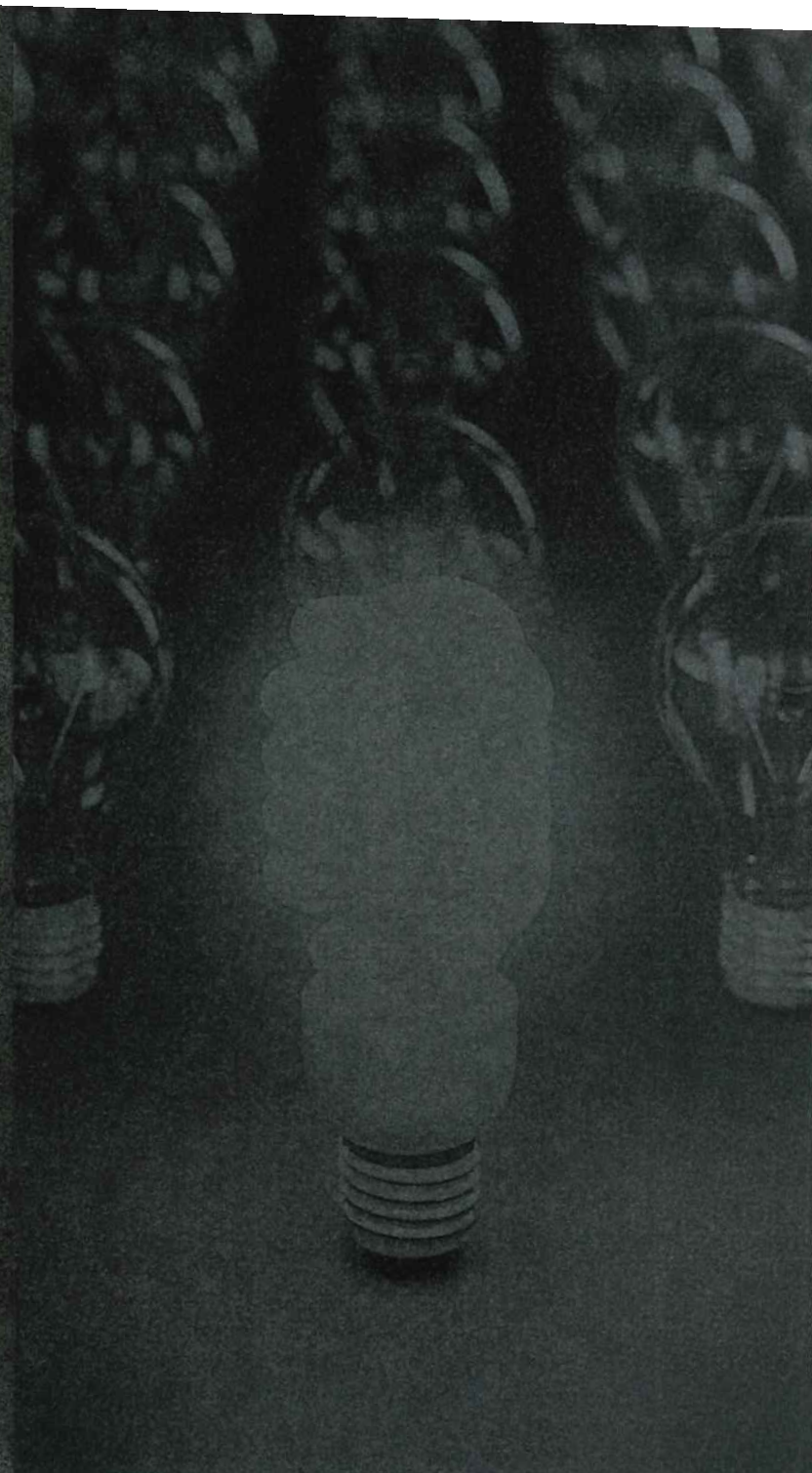


# Who We Are

Big Agency Talent and Expertise

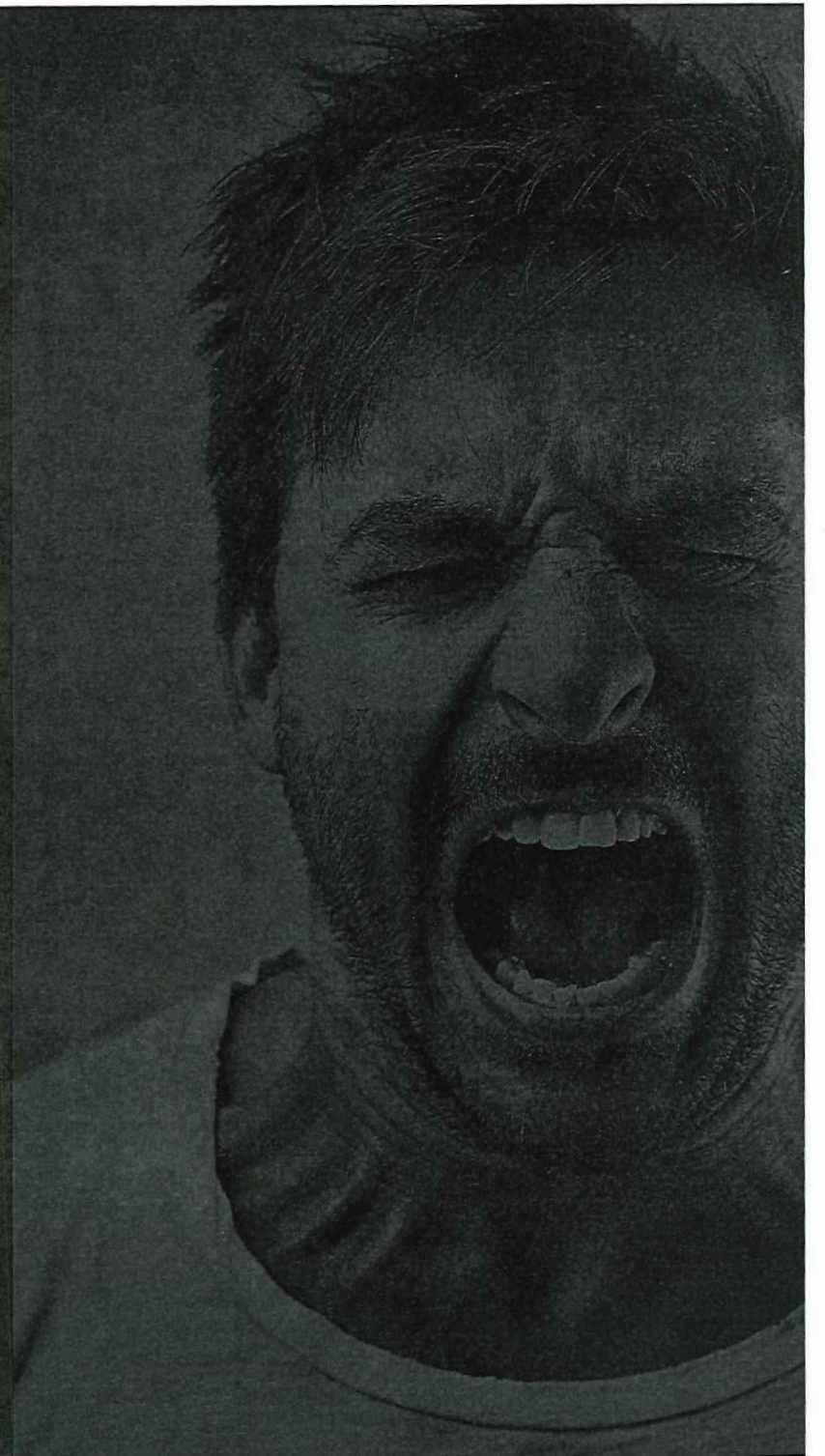
Operating as an Efficient and

Agile Boutique



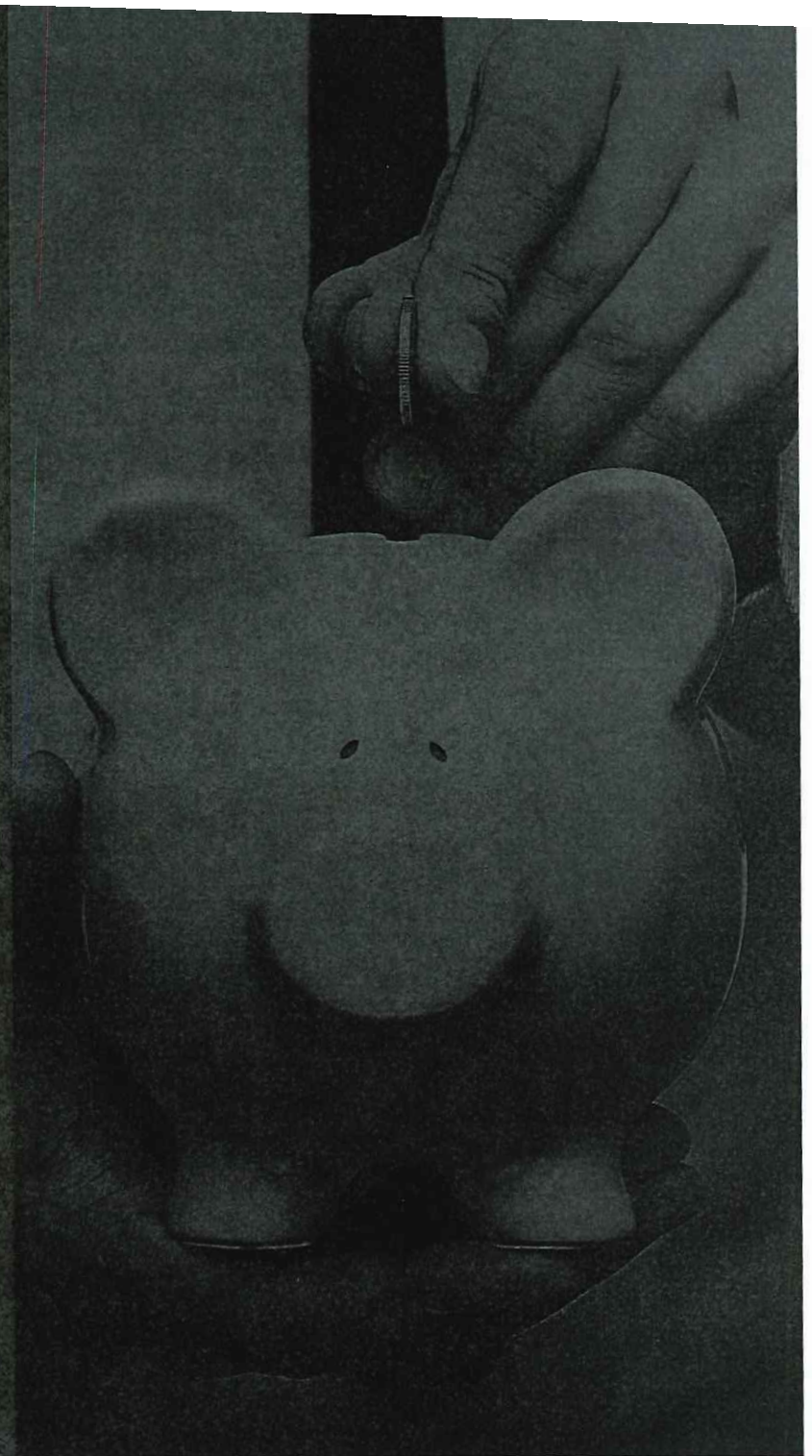
# Our Promise

We'll Grow Your Business  
While Lowering Your Blood  
Pressure



# What We Deliver

Commerce-Based  
Creative Solutions



# The Road to Commerce-Based Creative Solutions

## Insatiable Curiosity

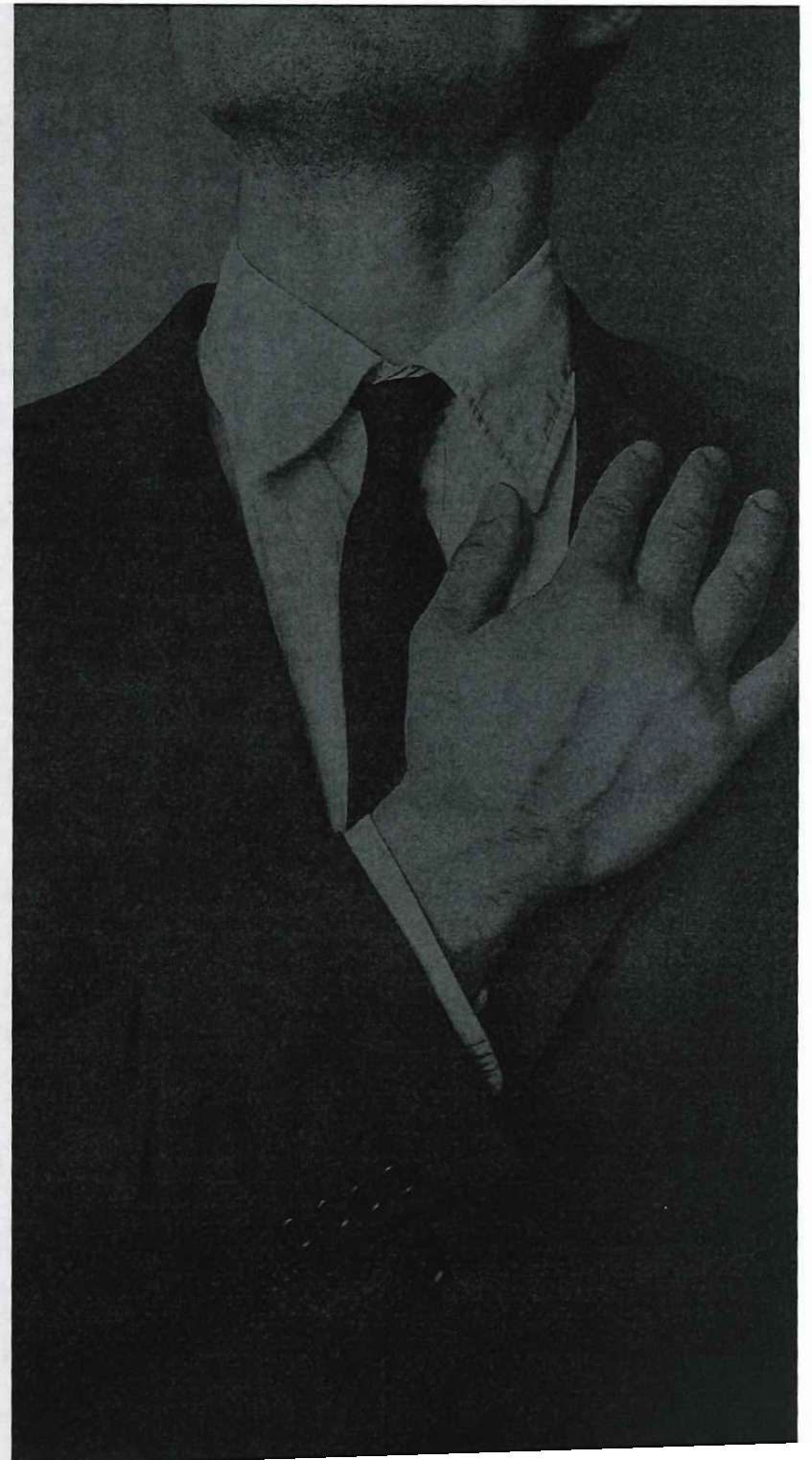
We get to know your business from the inside out, so we can operate as an extension of your team—a true partner.

## Culture of Culture

We encourage our team members to pursue their personal passions and get out there and experience life, so they can re-energize and bring inspiration and creativity to client business-building ideas.

## Collaborative Process

We embrace a simpler, more collaborative work style—minus the typical agency antics—which gives us time to focus on the more important things, such solving your business challenges.





# Our Strategic Process

## *Connective Intelligence*

### Firing Up

Making ourselves smart about your business, your consumer, your history and your brand.

### Adding Fuel

Research, if needed, to make sure that there are no gaps in our knowledge.

### Brand Fusion

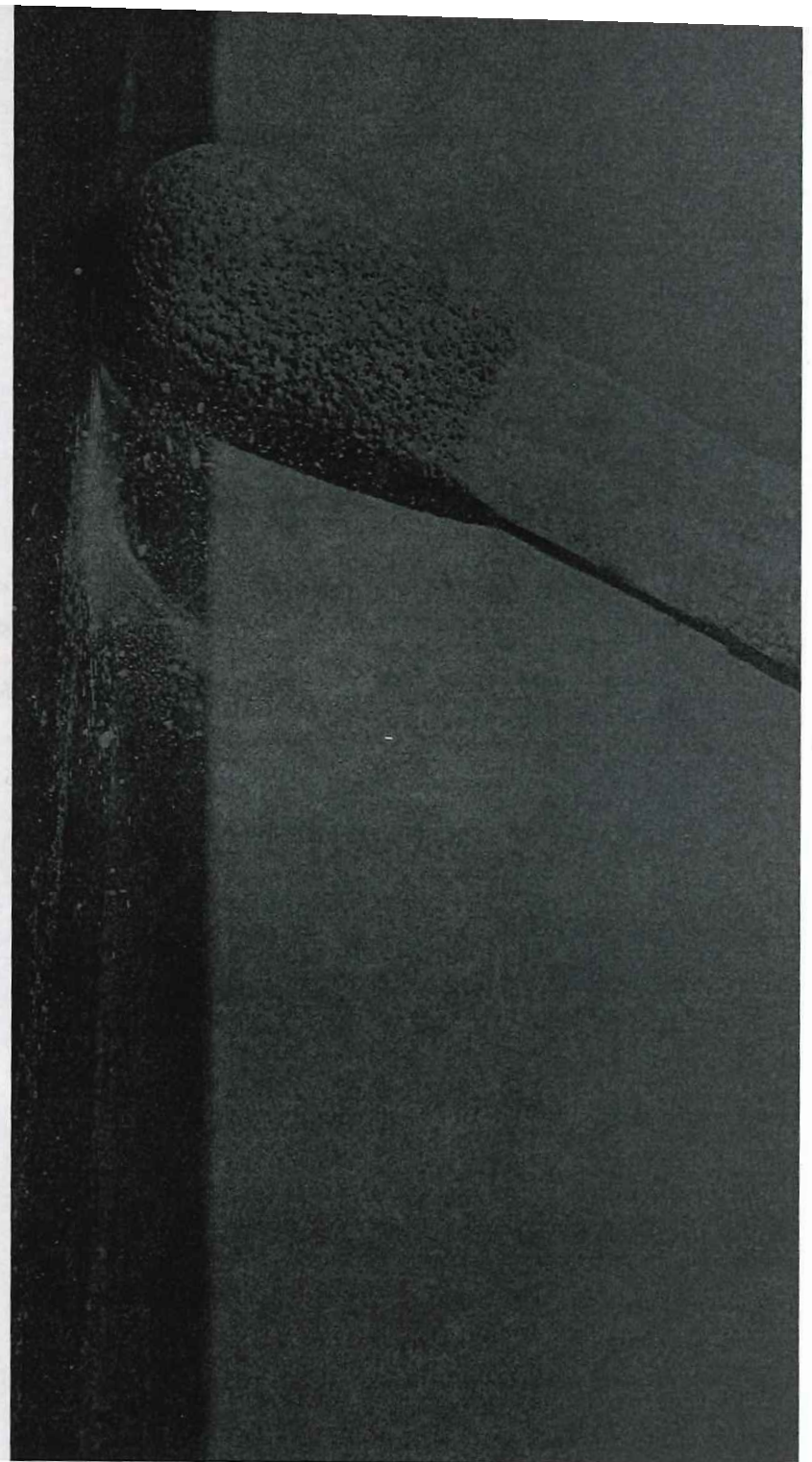
Identify the right connection point by using our proprietary positioning model.

### Hot Housing

Ideating against the strategy to identify innovative ways to connect with the consumer.

### Brand Ignition

Bringing our ideas to life in the marketplace.



# Brand Fusion

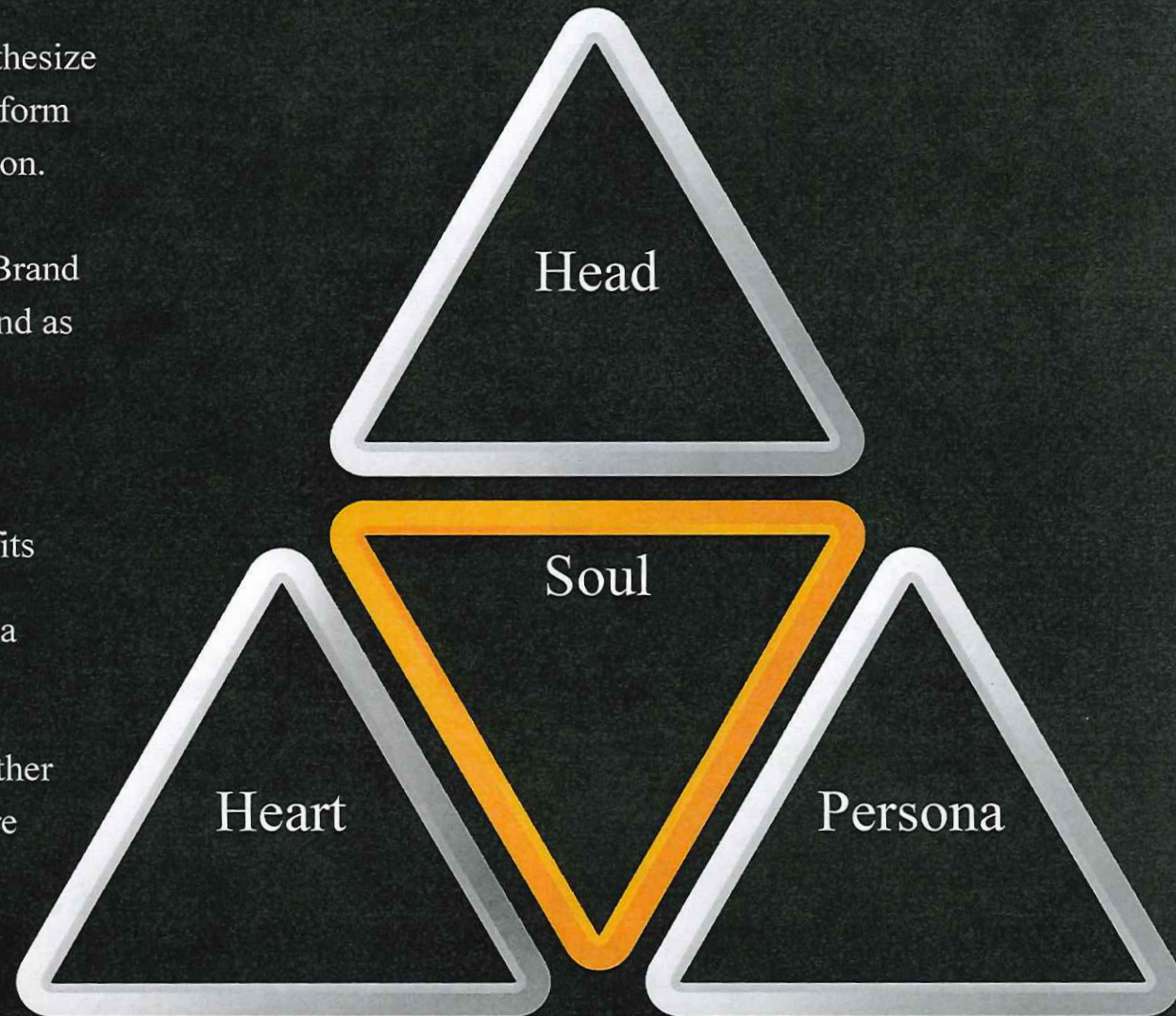
This is the stage where we synthesize all the inputs into insights to inform our creation of a Brand's position. We showcase our Brand's positioning in our Proprietary Brand Model with the soul of the Brand as its anchor.

HEAD is the rational benefits

HEART is the emotional benefits

PERSONA is the brand persona defined by archetypal theory

SOUL is the synthesis of the other three elements defining the core brand idea



# Our Talents

Consumer Insights

Brand Strategy & Positioning

Marketing to Women

Print, TV, Radio, OOH Advertising

Interactive—Design, Development, Hosting

Social Media Strategy & Community Management

Collateral

Direct Marketing

Packaging & Brand Identity

Event Management

Sports Marketing Strategy & Activation

Experiential Marketing

Sales Promotions

Guerilla Marketing

In-Store Merchandising

WOM/Buzz Marketing

wildfire



# Keystone

*Sports, Events & Experiential Marketing*

Strategic Planning

Field Marketing

Promotions

Trade Relations

Communications



# Wildfire's Team Experience

## *Events & Tourism - Local*

- Moonlight Madness 5K / United Way of Forsyth County
- Deck the Halls / SECCA
- Mental Health Ball / Mental Health Association in Forsyth County
- Annual Luncheon / Women's Fund of Winston-Salem
- Race for the Cure / Susan G Komen of NW North Carolina
- Heart Ball, Heart & Stroke Walk/ American Heart Association
- Bubblebration / Winston-Salem
- Downtown Farmer's Market / City of Winston-Salem/Downtown Winston-Salem Partnership
- GoExpo 2011 / City of Winston-Salem
- Golden Leaf / Yadkin Valley Wine
- Bicentennial Campaign / Greensboro Convention & Visitor's Center Bureau
- Women's Only 5K Walk & Run / Greensboro Women's Hospital
- High Point Challenge / High Point Visitors & Convention Bureau / High Point Parks & Recreation Department
- RiverRun International Film Festival / RiverRun
- Speed Street / NASCAR
- Southeastern Center for Contemporary Art
- Visit Winston-Salem
- Wachovia Golf Championship
- Women's Fund of Winston-Salem
- Red Apple Harvest for H.O.P.E.

# Wildfire's Team Experience

## *Events & Tourism – National or Regional*

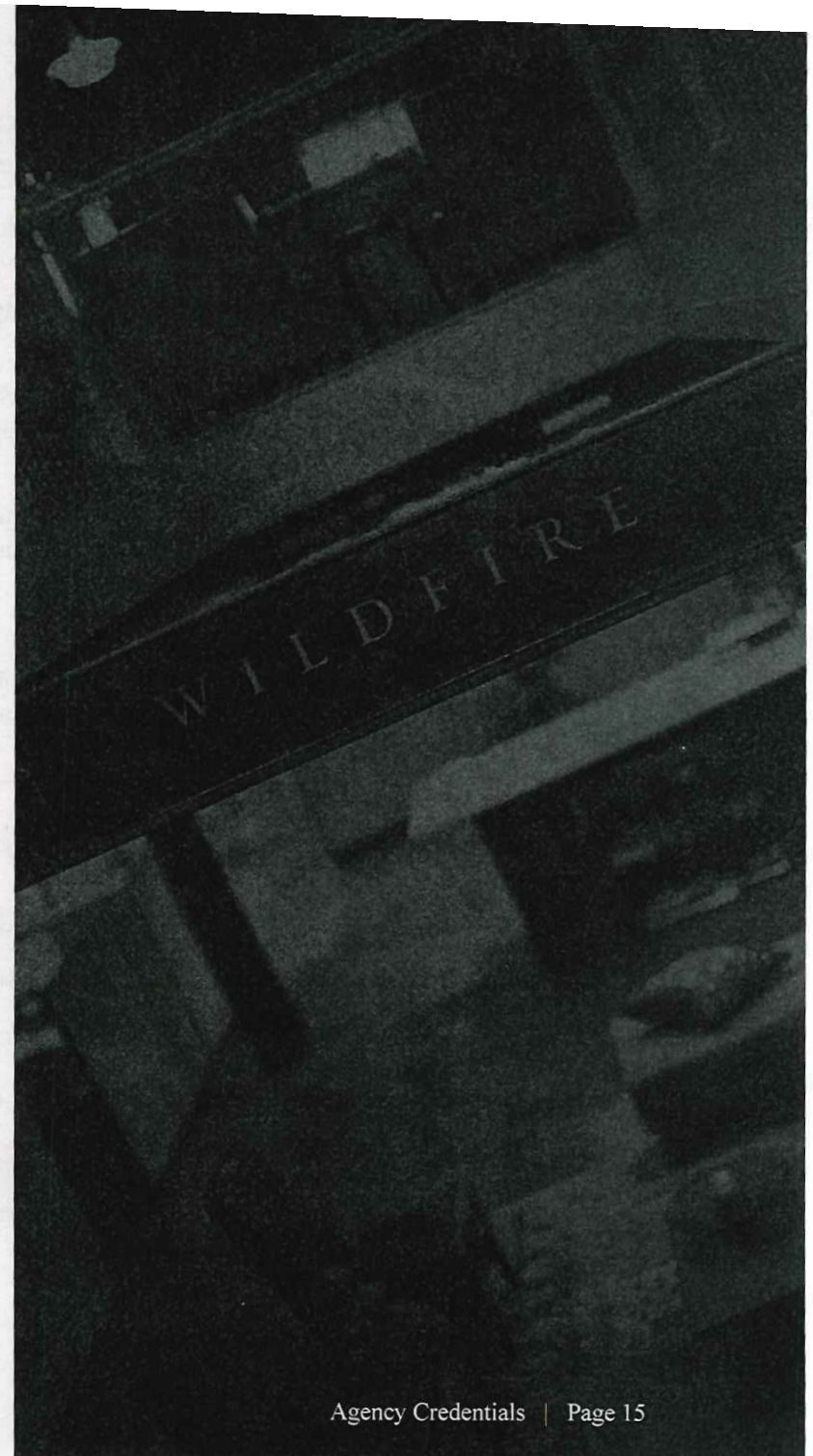
- Barely There Smart Girls Road Tour
- Cruise Line International Association
- Florida Keys & Key West
- Governor's Conference on Tourism – various states
- Greater Fort Lauderdale Convention & Visitors Center
- New York Market Week – HanesBrands Inc.
- Numerous NASCAR & IRL related events across the country
- Orange County Speedway
- Route 66 Rendezvous'
- Sue Bee Honey Tour
- First National Bank of Omaha Tour

# Firm Background

## Section 2A

Wildfire is a team of 31 marketing communications experts with big agency talent and expertise operating with the efficiency and agility of a smaller shop. We've been the Fair's marketing partner for the last 6 years.

- Lead by two Principals:
  - Brad Bennett, Chief Firestarter/Co-Founder
  - Mike Grice, Chief Pyrotechnics Officer/Co-Founder
- Within our highly talented group are individuals who bring different core competencies to our clients' business allowing us to work from strategic direction to execution to results tracking.
- A highly collaborative and connected group of individuals that are passionate about what we do for our clients – and deliver commerce-based creative solutions that produce business results.
- We work with clients from start-ups to Fortune 100s, local to global.
- Wildfire has been in business for 15 years, and is the third largest agency in the Triad.
- We specialize in delivering on our promise to our clients...to grow their business while we lower their blood pressure.



# Wildfire's Experience

## Section 2B - Experience

Clients	Tenure	Services Provided
R. J. Reynolds	9 years	Brand Strategy, Campaign Development, Promotions, Collateral, Website Design
Red Hat	4 years	Campaign Development, Internal Communications, Event Marketing
Lowe's Home Improvement	10 years	Packaging Design & Production, PR, Brand Strategy, Brand Guidelines, Marketing Activation
Lowes Foods	4 years	Brand Identity, Concept Development, Packaging, Collateral, In-store Experience
Wake Forest University Athletics	7 years	Brand Strategy, Print, OOH, Promotions, TV, Collateral, Direct Mail, In-Store Design, Interactive, Fundraising
BB&T	15 years	Brand Strategy, Campaign Development, Website Design and Development, Media Planning/Buying, Media Relations, Public Relations, Social Media Strategy/Management, Promotions
EarthKind	3 years	Brand Strategy, Campaign Development, Packaging Design, Environmental Design, Retailer Support Materials, Media Buying/Planning, Social Media Management
Hanesbrands, Inc.	14 years	Packaging Design, Video, Meeting Materials, Point of Sale, Marketing Plan Development, Social Media, Sweepstakes, Promotions, Branded Environment Design
WellPet	2 years	Packaging Design, Research & Brand Strategy, Website Development
Inmar	3 years	Concept Development, Program Development, Identity Development
Dixie Classic Fair	6 years	Concept Development, PR, Media Planning/Buying, Website Development, Video, OOH, TV, Marketing Plan Development, Social Media Strategy/Management, Promotions



# Synopsis of News Organization Experience

## *Section 2B Continued - Experience*

We use a combination of PR and paid media to obtain coverage for our clients. From a PR point of view: News outlets have radically changed their operations in the past five years. Electronic news delivery challenges a newsroom's ability to instantaneously filter and deliver news. At the same time, staff operations and production teams have been stripped of resources. Consequently, reporters more frequently rely on companies to send them news information in "cut-and-paste" bites.

No matter the industry, the keys to success are strategically thinking like a reporter, developing a news campaign that delivers unique information over a period of time to keep a brand visible, training and working successfully with spokespeople to present a reputable image, creating memorable photos and videos that tell a story, and being highly responsive to reporters.

Not every story is a good news story, so we have a depth of experience in crisis communications, that can help you manage an unfortunate situation to regain positive public perceptions.

We also use all the communications tools available to us to help tell a story. More and more frequently, communications with media outlets occur via social media. However, we are adept at orchestrating press conferences, staging visual experiences that attract cameras, producing printed materials, developing successful strategic alignments, leveraging sponsorships and cause marketing programs, and executing internal communications initiatives so that news spreads from the inside of the organization to the general public and targeted audiences desired by the fair.

We have standard news tracking programs that can be implemented to demonstrate the results of your public relations programs to key stakeholders. These programs allow you to accurately demonstrate the breadth and depth of message penetration with key audiences and put a quantitative value on the work so that future programs can be analyzed and constantly improved.

We also have a wealth of local experience with furniture companies, health care companies, consulting firms, IT companies, financial services firms, paint manufacturers, quick serve restaurant groups, beverage companies, educational institutions, foundations and non-profit organizations. For instance, the opening of the Milton Rhodes Center for the Arts put Winston-Salem on the map as a "City of Arts & Innovation," with press coverage seen by more than 621 million people around the world.

# Synopsis of News Organization Experience

## *Section 2B Continued - Experience*

From a paid media point of view: For the last three years, we have partnered with Media Makes Sense for paid media planning and buying. They have more than 40+ years combined media industry experience with thorough understanding of the Nielsen's spot monitoring methodology for TV, Cable and Radio, as well as RenTrak. (Arbitron no longer exists as it was purchased by Nielsen several years ago.) They also access comScore to maximize digital advertising spend if needed. They use various buying systems and software, including Donovan (DDS), Strata and Datatech. They work closely with us utilizing historical data, as well as the most current quantitative and qualitative data, to identify the target audience and develop the most effective and efficient communications plan.

If awarded this contract, we will continue to use Media Makes Sense or another partner of the same caliber.

# Allocation of Budget

## Section 2C

### Fees:

Media	3.0%
Public Relations	4.3%
Strategy & Creative Development	16.7%
Social Media	11.5%

### Out of Pocket Costs:

Production	3.5%
Media Buy	*61%

---

Total 100%

### Billing Structure for Fees:

1 <sup>st</sup> Quarter	15%
2 <sup>nd</sup> Quarter	15%
3 <sup>rd</sup> Quarter	50%
4 <sup>th</sup> Quarter	20%

Media expenses billed prior to cost incurred.

Production expenses billed as incurred.

Estimated budget allocation may be revised once marketing plan is determined and estimates are received from production vendors.

*\*In our allocation, the Media budget is based on \$140,300. We know from six years of execution, the fair saturates the market at \$140,000.*

# Creative Theme

## *Importance of an Annual Theme (Section 2C)*

After working with you for six years, we know that a creative theme is key to the Fair's success. For the last six years we have developed work centered around a key insight – that there are events, foods, and experiences that are only available at The Dixie Classic Fair. We feel this insight and strategy is still valid and motivating to consumers, and we will continue to explore a fresh creative theme each year.

For the 2018 and beyond campaign, we would keep the strategy and insights validated by six years of partnering with The Dixie Classic Fair, but will continue to explore a new creative look and feel.

As part of this process we do a campaign exploratory, bringing our team of specialists – a diverse group of designers, art directors and copywriters – together to identify 4-6 unique approaches to a new creative campaign concept. Our concept will:

- Reinforce and build on the strong, unique presence The Dixie Classic Fair has in consumer's minds
- Communicate a compelling message to attend and share experiences
- Fluidly translate across channels – with a consistent message tailored to the medium

Once finalized and approved, we will execute across the campaign mediums.

# Increasing Fair Attendance

## *Section 2C*

To increase fair attendance, Wildfire will employ the following tactics in the coming months:

- Continue implementing our Test, Learn, Adapt philosophy – reviewing learnings across media, messaging, and consumer engagement from 2017 fair season, and adjust and adapt for the upcoming season.
- Continue the growth of social media engagement during off season by executing messaging that keeps fair memories top of mind and fair goers engaged.
- Evaluate media mix to look for opportunity to bring renewed thinking to the media approach.
- Ensure that the new creative campaign has a clearly defined objective and call-to-action for potential fair goers, and a strong ‘ramp up’ stage in the months leading up to the fair to build awareness and excitement.
- Explore potential campaign concepts that allow increased participation from fair attendees themselves – adding a sense of ‘ownership’ to NC fairgoers to build brand loyalty.
- Brainstorm additional guerrilla and PR tactics to reach our target audiences outside of the fair season.
- Identify 2-3 key demographic segments that both Wildfire and The Dixie Classic Fair feel are currently underrepresented for fair-goers, and in 2018 and beyond devote a portion of the media and creative budget to develop targeted, high-impact awareness vehicles in the month leading up to the fair to reach these key target audiences.
- Continue to engage, and increase engagement, with consumers real-time while the fair is in town on social platforms to increase organic conversation around all the fair has to offer.

# Attracting a Diverse Audience

## *Section 2C*

Each year we create a plan that covers both broad based awareness tactics (like TV and radio) combined with more targeted messaging in digital channels. With our broadcast media, we hit local news and cable that serve demographics that align with Piedmont Triad demographic trends. When we evaluate and plan newspaper ads – we explore The Winston Salem Journal, Kernersville News, Que Pasa, The Chronicle, etc. to ensure that we are hitting both ethnically diverse and geographically different areas.

Our billboard placements are throughout the entire Piedmont Triad Region – from Greensboro to Wilkesboro – to ensure attendance does not only come from Forsyth County residents. In prior years, we have purchased radio targeted towards specific ethnic and socioeconomic markets to ensure increased awareness. We have also had radio ads translated to Spanish, and have explored the option of running digital ads towards Spanish-dominant speakers. Going forward, we would like to explore more formal partnerships with Que Pasa and the Hispanic League.

Each year as we begin the media planning process, we identify attendance goals and then plan our media mix accordingly to ensure we are meeting all objectives – both from an attendance and a diversity standpoint.

# Wildfire Responsibilities

## Section 2D

D. Wildfire has the capabilities, in conjunction with our community partner organizations (Media Makes Sense and Feisty PR) to perform all the duties and responsibilities outlined in the RFP within the timeframes, as required.

- The Account would be managed day-to-day by Crystal Nelson, Account Manager, and Evan Grossjan, Account Executive. The team would be overseen by Tory Gillett, Chief Account and Strategy Officer, along with the two Partners, Brad Bennett and Mike Grice. Crystal and Evan will coordinate a team of specialists consisting of Designers, Copywriters, Interactive, Public Relations, Social Media, Media Planning & Buying and Print & Broadcast Production.

# Character, Integrity, Reputation, Credit Worthiness, Judgement, Experience, Efficiency and Effectiveness

## *Section 2E*

E. Our Character - Committed—To delivering results for our clients, to the places we call home, and to our individual creative endeavors.

Our Integrity - Transparent—True to ourselves. What you see is what you get. Devoid of ego and drama. Honest and forthright.

Our reputation - Curious—About culture, emotions, behavior, client business, new perspectives and the world around us.

Our judgement - Humble—Proud, but not boastful. We don't take ourselves too seriously.

Our efficiency and effectiveness - Proactive—Always thinking and planning ahead. Never resting on our laurels. Each day we take an entrepreneurial approach with the belief that there is always a way to get it done—you just have to identify it or, better yet, create it.

These are our differentiated core values (Committed, Transparent, Curious, Humble, Proactive) that along with our given core values (Partners, Collaborative, Creative, Respectful, Passionate), define who we are.

You also asked about credit worthiness and experience.

Our credit worthiness – we are financially sound and in excellent standing with all of our creditor and vendors.

Our experience – We know the Fair. We've worked with the team for six years. Each year we all learn something new that will make the experience better.



# Quality of Performance and Business Practice

## *Section 2F, 2G*

F. Wildfire puts our clients' business needs at the center of all the work we do. Helping their businesses and attendance at events grow is the goal of all of our "commerce-based" strategy and creative work. It's our promise to you. Grow your attendance while we lower your blood pressure.

G. Wildfire's business practice is to comply with all applicable laws, ordinances or other contract, purchase or service agreements while working on behalf of its clients.

# References

## *Section 2H*

### **Wake Forest University Athletics**

Mike Odom

Assistant Athletic Director, Marketing and Special Projects

499 Deacon Blvd, Winston-Salem, NC 27105

### **BB&T**

Natalie Gilham

Vice President, Brand and Corporate Marketing

2400 Reynolda Rd., Fl. 2, Winston-Salem, NC 27106

336.733.0652

### **Wake Forest Baptist Health | Brenner Children's Hospital**

Karen Bush

Senior Manager, Integrated Marketing Communications

Medical Center Blvd., Winston-Salem, NC 27157

336.713.1922

# Additional Information

## *Section 2 I, J & Section 4E*

### I. Additional Information

- See Our Process Section and Our Work Section

### J. Agency Contact:

- Crystal Nelson
- 336.354.0042
- [cnelson@wildfireideas.com](mailto:cnelson@wildfireideas.com)

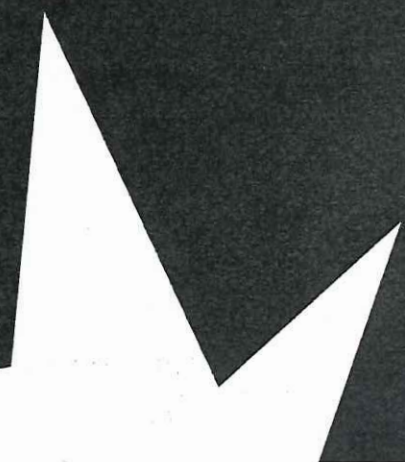
### Section 4

E. Wildfire is located in the entertainment district of downtown Winston-Salem, at 709 North Main Street. We are 2.2 miles from the Winston-Salem Fairgrounds and .8 miles from City Hall.

Note: All ideas, content and recommendations included in this RFP response are the property of Wildfire.

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# Media Highlights for Dixie Classic Fair

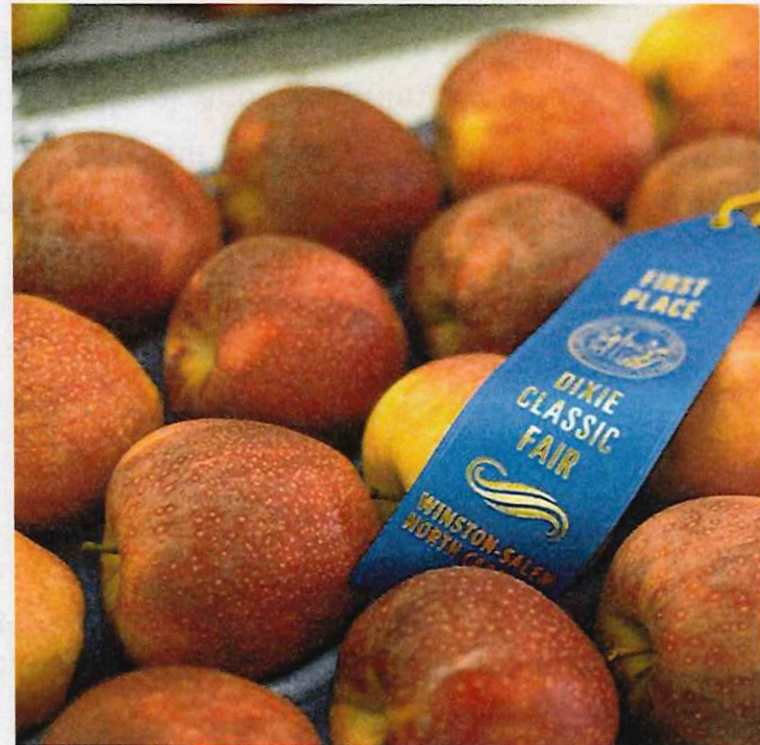


# Historic Highlights

We are extremely proud of the work we've done for The Dixie Classic Fair over the past six years. In that time we have:

- Increased day-to-day attendance (over 2013) when weather was not a factor, assisted in setting record breaking attendance on Thursday, October 9, 2014 on with 44,000 attendees.
- Also had record-breaking attendance on October 7, 9 and 11, 2015
- Orchestrated more than 1,000 print, radio and TV earned media placements.
- Awarded 8 IAFE awards for TV, Outdoor, Magazine, Radio and Web creative work.

On the following slides, we would like to remind you how every year we evaluate - and will continue to evaluate - media choices, how we monitor social conversation, how we'll execute short and long-term adjustments in messaging and media, and initial thoughts about our vision for the 2018 creative campaign.



## Dixie Classic Fair Media Mix

To reach our target demographic, we always evaluate a multi-platform media mix – combining digital and traditional media forms to reach our target demographic (AD18+, AD18-49, and AD25-54). As local and regional demographics continue to evolve and diversify, we are constantly evaluating the appropriate channels to best reach those audiences.

During the media planning process, we will evaluate:

- Local broadcast spot TV to cover DMA and increase reach, and local cable to increase frequency to cover the key counties of Forsyth, Davie, Stokes, and Surry.
- Overlaying radio across the MSA, adding to reach and frequency and lends to community support through local programming and personalities.
- Outdoor billboard opportunities – from Guilford county in the east to Wilkes in the West, and from Surry in the north to Davidson in the south, to ensure a consistent message during September and October.
- Digital advertising, particularly within targeted channels like Facebook and Instagram. We will also evaluate and incorporate content-aware digital mix to ensure that our content is shown on family-friendly web properties.

## Media Mix (cont.)

In addition to traditional and digital advertisements, every year we actively evaluate:

- Social Media, ensuring that we are saying the right message on the right channels, and developing channel-specific messaging strategy with potentially paid reach.
- SEO and SEM, ensuring that organic and paid search is fully optimized.
- New media options – new media channels, new package options, new media approaches, etc. Every month new targeting options, channels, etc. roll out into the marketplace and we stay informed to ensure that options which are relevant to the Fair can be seamlessly incorporated into our approach to ensure the highest ROI and coverage against our target markets.

On the following slides you will see a very top-line look at how we evaluate media – both the strengths and weaknesses – as part of developing an effective media plan. With a target in mind, we then deep-dive into syndicated and historic research to identify the optimal media mix to ensure our target sees a strong presence across channels.

# Media Strengths & Weaknesses

Media	Key Strengths	Key Weaknesses
Local cable (e.g., USA, TNT, TBS ESPN)	<ul style="list-style-type: none"> <li>•Geographic selectivity: ad zones.</li> <li>•Demographic selectivity.</li> <li>•Compatible ad environments.</li> <li>•Presence of most local, regional and national financial institutions.</li> <li>•Low out-of-pocket cost.</li> </ul>	<ul style="list-style-type: none"> <li>•Very low reach.</li> <li>•Fragmented.</li> <li>•Advertising clutter.</li> <li>•High cost for commercial production.</li> </ul>
Local television (e.g., NBC, CBS)	<ul style="list-style-type: none"> <li>•High reach.</li> <li>•Ad impact: sight, sound, motion.</li> </ul>	<ul style="list-style-type: none"> <li>•Must purchase entire DMA.</li> <li>•High cost for commercial production.</li> </ul>
Local newspaper	<ul style="list-style-type: none"> <li>• Strong reach; high household coverage.</li> <li>•Accommodates long, detailed ad copy.</li> <li>•Geographic targeting: zoned editions and/or Total Market Coverage products (TMC).</li> </ul>	<ul style="list-style-type: none"> <li>•Average reader age 55.</li> <li>•Ad clutter.</li> <li>•High cost for large units and color.</li> </ul>
Local radio	<ul style="list-style-type: none"> <li>•30 to 60-second copy platform.</li> <li>•Added-value promotions enhance investment/reinforce brand positioning.</li> <li>•Targeting capabilities by format selection.</li> <li>•High frequency builder.</li> <li>•Medium reach builder.</li> </ul>	<ul style="list-style-type: none"> <li>•Low ratings/fragmented.</li> <li>•Mountains constrain signal coverage.</li> <li>•No visual element.</li> <li>•Low signal power (1,000 watts) limits coverage area.</li> </ul>
Out-of-home	<ul style="list-style-type: none"> <li>•Geographic precision.</li> <li>•High frequency builder.</li> <li>•Low audience cost/thousand.</li> </ul>	<ul style="list-style-type: none"> <li>•High number of units to build reach.</li> <li>•Limited copy platform.</li> <li>•Fixed inventory may not match up with retail and dealer locations.</li> </ul>



# Digital Media Strengths & Weaknesses

Media	Key Strengths	Key Weaknesses
Corporate web site	<ul style="list-style-type: none"> <li>•Brand expression.</li> <li>•Full exposure of product line.</li> <li>•Extensive company information, branch locations, product offerings, etc.</li> </ul>	<ul style="list-style-type: none"> <li>•Low reach.</li> </ul>
Local news web sites; e.g. <a href="http://www.journalnow.com">www.journalnow.com</a> , <a href="http://www.wxii12.com">www.wxii12.com</a>	<ul style="list-style-type: none"> <li>•Younger audience.</li> <li>•Highest reach web sites in any local market.</li> <li>•Supportive editorial content around home finance.</li> </ul>	<ul style="list-style-type: none"> <li>•Banners and buttons are easily overlooked.</li> </ul>
Paid Search; e.g., Google AdWords	<ul style="list-style-type: none"> <li>•Intercepts the target when they are actively in the market for financial and/or loan information.</li> <li>•Drives consumers to the web site.</li> <li>•Geographic selectivity: zip codes, towns, counties.</li> <li>•Demographic selectivity.</li> <li>•Detailed analytics and optimization.</li> </ul>	<ul style="list-style-type: none"> <li>•Competitive category.</li> <li>•High cost per click rates.</li> <li>•Creative limitations of paid search ads.</li> </ul>
Social Media; e.g., LinkedIn, Facebook	<ul style="list-style-type: none"> <li>•Low cost.</li> <li>•Connect with affinity or specific industry groups.</li> </ul>	<ul style="list-style-type: none"> <li>•Ads can be construed as intrusive.</li> <li>•Low reach.</li> <li>•Content must be refreshed often.</li> </ul>
Mobile, Smartphone Ads	<ul style="list-style-type: none"> <li>•Targets users in the mobile phone category.</li> <li>•Geographic selectivity.</li> <li>•Content selectivity.</li> </ul>	<ul style="list-style-type: none"> <li>•Difficult to execute on a local market basis.</li> <li>•Limited creative platform.</li> </ul>

## Test, Learn & Adapt

As you are already aware, Wildfire is a strong believer of a Test, Learn, Adapt philosophy. Anything we put in market we want to evaluate, to see what works and what doesn't, so that we can be constantly improving and adapting with consumer needs, the competitive marketplace, and changes in channel usage.

Technology, media, and communication opportunities are changing rapidly. When we started our partnership with you Snapchat didn't exist – it now has 173 million active users. The media environment changes constantly, and it's important that we adapt with it.

Our Test, Learn & Adapt philosophy allows us to stay in step with a constantly evolving consumer – putting the right message in front of the right person at the right time. The technologies we employ allow us to monitor the effectiveness in near real-time.

A stagnant plan is an ineffective one. We have, and will continue, to constantly evaluate performance and consumer impact to ensure maximum ROI on owned, earned, and paid media across every touch point.

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# Social Media Highlights for Dixie Classic Fair

## Social Media – Recap

As an example of our Test, Learn, Adapt strategy – when we began working with you we had a social strategy predominantly focused around simply education and awareness of specific features. As the years have evolved, we’ve learned the content and engagement tactics that Dixie Fair attendees look to see on social – and have incorporated that into our strategy. Two years ago we transitioned to utilizing high-res, fair-specific imagery that continues to reinforce our creative theme of things you can only see and experience at the fair. In addition, we highlighted Grandstand events in real-time with set-up images, and showcased the fun and excitement that the fair offers in unique ways within each channel.

Because of these adaptations:


- Twitter impressions increased by 132.9K during peak Fair season posting from 2015-present
- Facebook followers increased by 3,377 people during peak Fair season posting from 2016-present
- Facebook page likes increased by 4,185 people during peak Fair season posting from 2015-present

# Social Media – Twitter


 **Dixie Classic Fair**  
@dcfair Follow


Join us for a squealin' good time as the Hogway Speedway Racing Pigs compete each day. You don't want to miss it!  
[#AlwaysAClassic](#) [#DCFair](#)




 **Dixie Classic Fair**  
@dcfair Follow

You know William Michael Morgan for hits like "I Met A Girl." Don't miss him on the Grandstand stage Oct. 2 at 7:30 p.m.  
[#AlwaysAClassic](#)



 **Dixie Classic Fair**  
@dcfair Follow

The rodeo is coming to the [#DCFair](#) on Sunday, October 1st and 8th. Round up your friends and get advance fair tickets today!  
[#AlwaysAClassic](#)



# Social Media – Instagram



# Social Media – Facebook

Timeline Photos

**★ ★ GET YOUR TICKETS EARLY FOR ★ ★**  
**SWEET SAVINGS**  
 ADVANCE DISCOUNT TICKETS  
 ON SALE THROUGH 9/28.

Dixie Classic Fair  
 Like This Page · September 13 · 🌐

Don't miss out on sweet savings! You have until Thursday, September 28 at 11:59 p.m. to purchase your Advance Discount Tickets for the Fair. You can purchase tickets at the fair, or you can purchase them online at [dixieclassicfair.com](#). Tickets are \$14.99 for adults and \$7.99 for children 12 and under. Tickets are available while supplies last.

23 Shares

Timeline Photos

**WHAT'S YOUR FAVORITE FLAVOR?**

I scream, you scream, we all scream for...you know the rest! What's your favorite flavor? Comment below and let us know. Vote by Friday, September 22; we'll tally the results and announce this year's Dixie Classic Fair fan favorite. The winning flavor will be made every day of the fair!

Like Comment Share

29 Top Comments

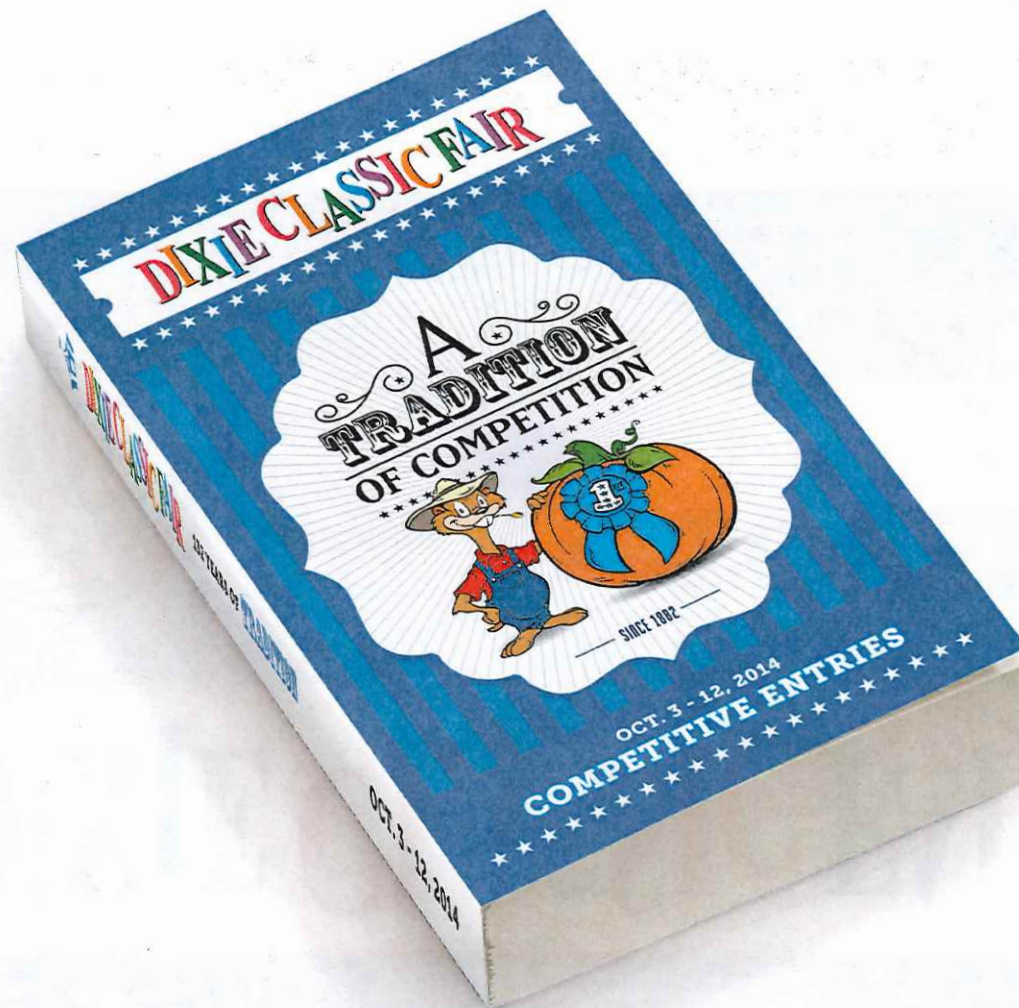
1 Share 60 Comments

- Pridgen Green** Chocolate fudge brownie or Oreo cookie  
Like · Reply · September 18 at 1:54pm
- Yvette Norman** Mint chocolate chip or cookie dough...tie  
Like · Reply · September 18 at 9:22am
- Kelley Kinder** The people and the security and the pintos and cornbread and funnel cakes and clothes to buy  
Like · Reply · 20 hrs
- Abby Ferguson** This isn't going to help, but Mayfield's Birthday Cake mixed with their Snowcream.  
Like · Reply · September 18 at 9:53am
- Kelley Bullard** Chocolate, chocolate and more chocolate!  
Like · Reply · September 18 at 12:07pm

wildfire

# Our Creative for Dixie Classic Fair





DIXIE CLASSIC FAIR



OCTOBER 3-12



DCFAIR.COM

\*\*\*\*\* OCT. 3 - 12, 2014 \*\*\*\*\*

# DIXIE CLASSIC FAIR

*Harvest some fun.*



Come on out to enjoy all of the food, competition and fun that can only be found at the Dixie Classic Fair! Learn more at [DCFair.com](http://DCFair.com) and follow us on Facebook.

SPONSORED BY **Lowes** FOODS

\*\*\*\*\* [DCFAIR.COM](http://DCFAIR.COM) \*\*\*\*\*



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# DIXIE CLASSIC FAIR OCT. 3-12, 2014

Only **350** DAYS UNTIL THE FAIR!



### HISTORY QUIZ

Take the Winston Salem history quiz for a chance to win an unlimited ride coupon!

**UNLIMITED RIDE COUPON**

### TWITTER

We're experiencing #DCFair withdrawal...

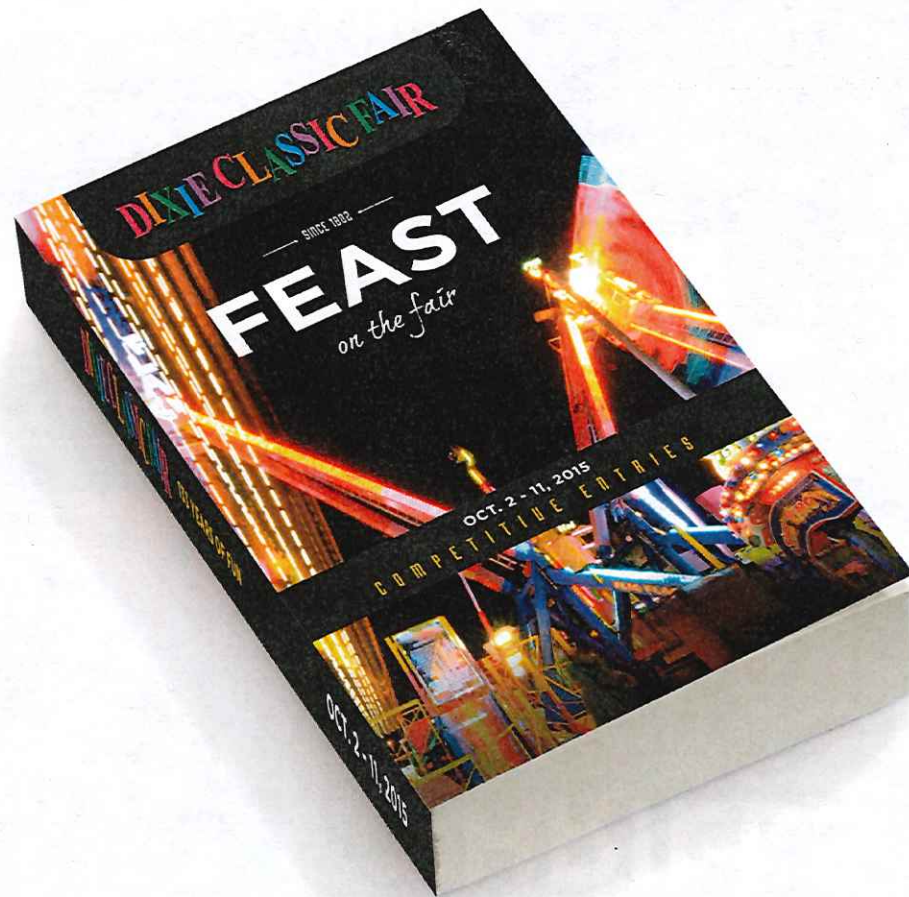
About 3 days ago from Dixie Classic Fair's Twitter via Twitter Web Client

### NEWS & EVENTS

**1 The 2014 Dixie Classic Fair Draws 300,362**

The 2014 Dixie Classic Fair Draws 300,362 Winston-Salem, N.C. (October Read on! --

**2 Fair Opens Friday, October 3rd**





# DIXIE CLASSIC FAIR



— SINCE 1882 —

**GET YOUR TICKETS EARLY**  
*and save*

Advance Discount Tickets now on sale through October 2nd.

For information go to [DCFair.com](http://DCFair.com).

**OCT. 2 - 11, 2015**

[DCFAIR.COM](http://DCFAIR.COM)

**FEAST ON THE FAIR**

# DIXIE CLASSIC FAIR

OCT. 2-11, 2015

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183  
DAYS UNTIL  
THE FAIR



## HEADLINE GOES HERE

Welcome intro paragraph auctor lacinia mi nec suscipit. Vivamus eget dui dignissim, fermentum leo nec, suscipit nunc. Etiam feugiat lacinia sapien, lacinia hendrerit orci a fermentum vitae.

### VIDEO TITLE

Phasellus facilisis, nunc in lacinia auctor, eros lacus aliquet velit, quis lobortis risus nunc, nec nisi. Maecenas et turpis vitae.



### HEADLINE TWO

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## NEWS

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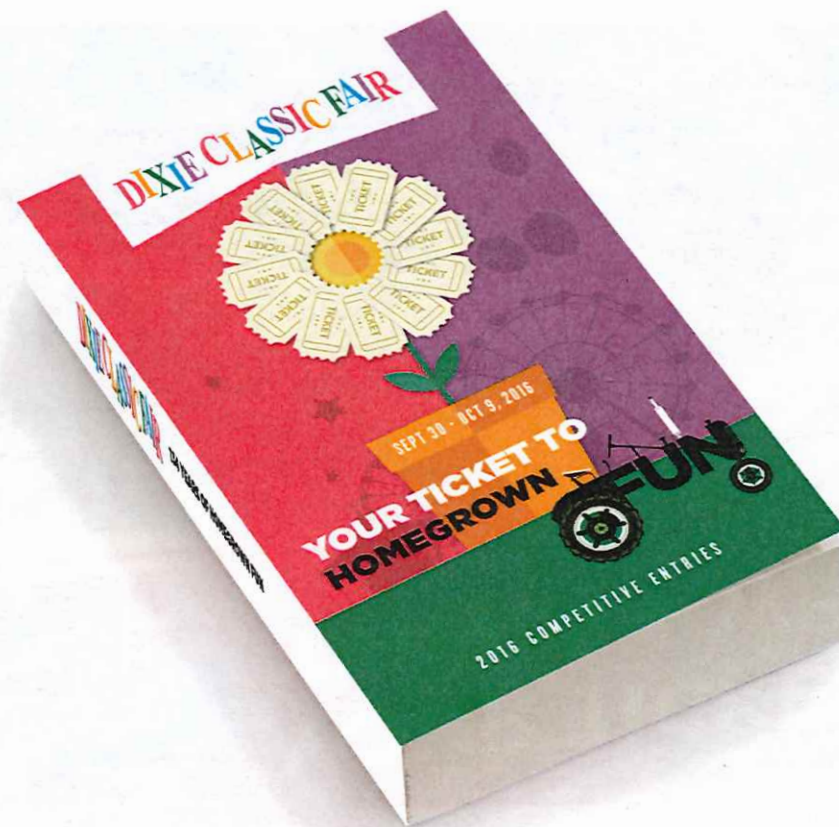
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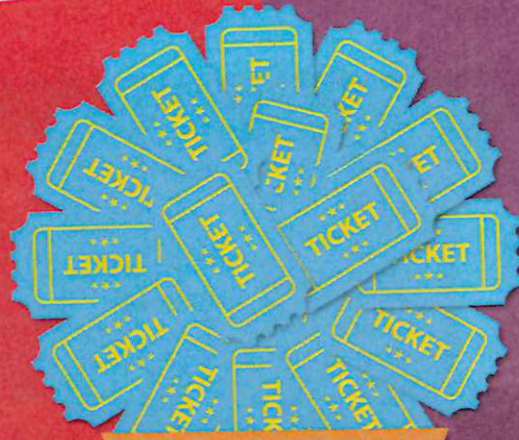
Phasellus facilisis, nunc in lacinia auctor, eros lacus aliquet velit, quis lobortis risus nunc nec nisi.







# DIXIE CLASSIC FAIR



**GET YOUR TICKETS EARLY  
FOR SWEET SAVINGS**

*On sale now through  
September 29th at [DCFair.com!](http://DCFair.com)*

SEP 30 - OCT 9 2016

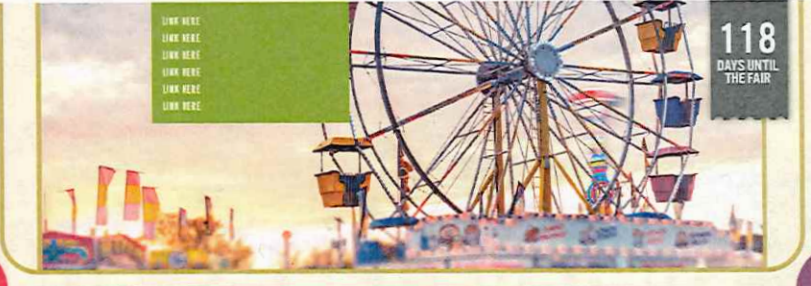
# DIXIE CLASSIC FAIR

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118  
DAYS UNTIL  
THE FAIR

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Welcome intro paragraph auctor lacinia mi nec suscipit. Vivamus eget dui dignissim, fermentum leo nec, suscipit nunc. Etiam feugiat lacinia sapien, lacinia hendrerit orci a fermentum vitae.

## VIDEO TITLE

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## HEADLINE TWO

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## NEWS

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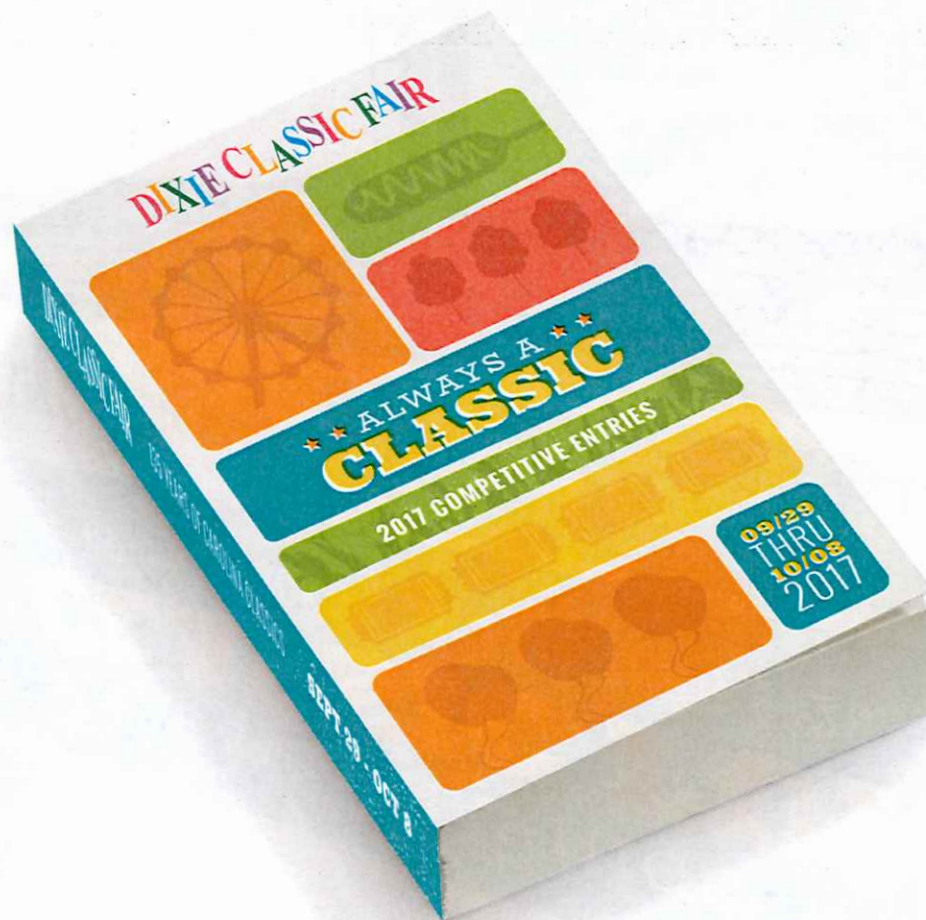
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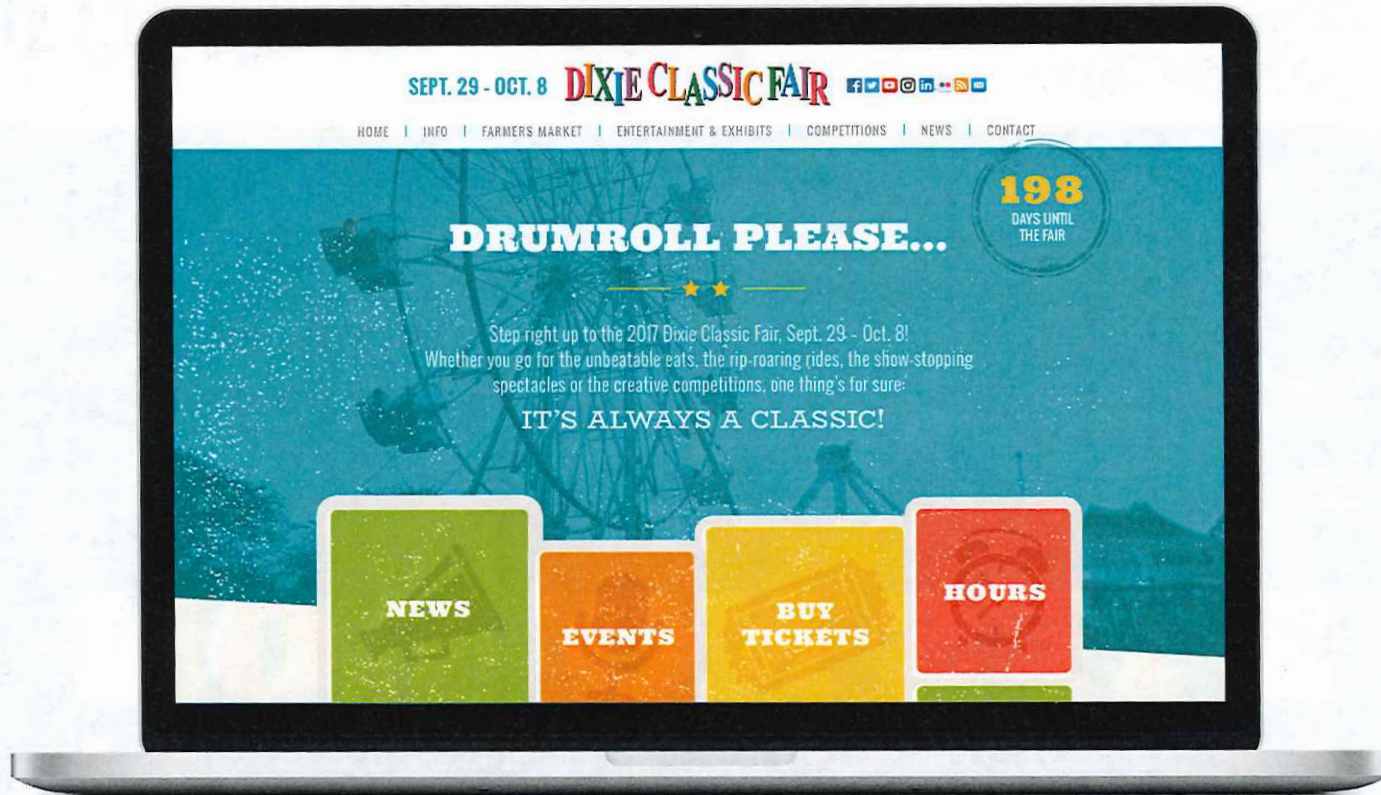
★★ ADVANCE DISCOUNT TICKETS ★★  
**NOW ON SALE**

Pay just \$25\* for Unlimited Ride Wristbands,  
\$8\* for Adult Admission and \$3\* for child admission  
now through September 28th.

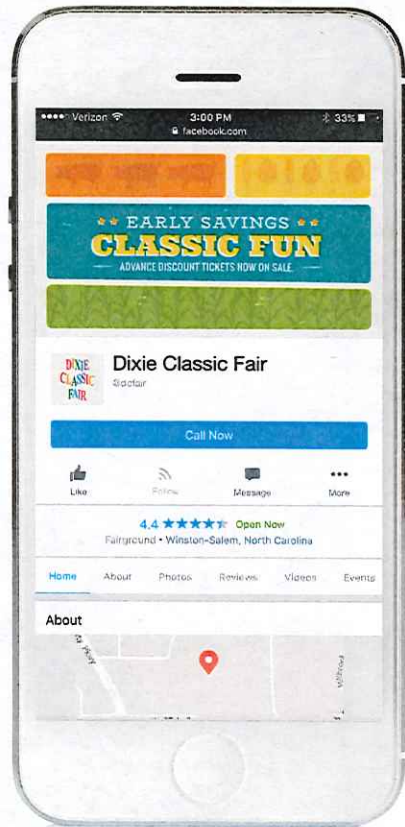
\*LOWER TICKETMASTER FEES APPLY. TO AVOID THE TICKETMASTER FEES,  
PURCHASE FROM THE BOX OFFICE AT THE FAIRGROUNDS ANNEX.

**DIXIE CLASSIC FAIR**

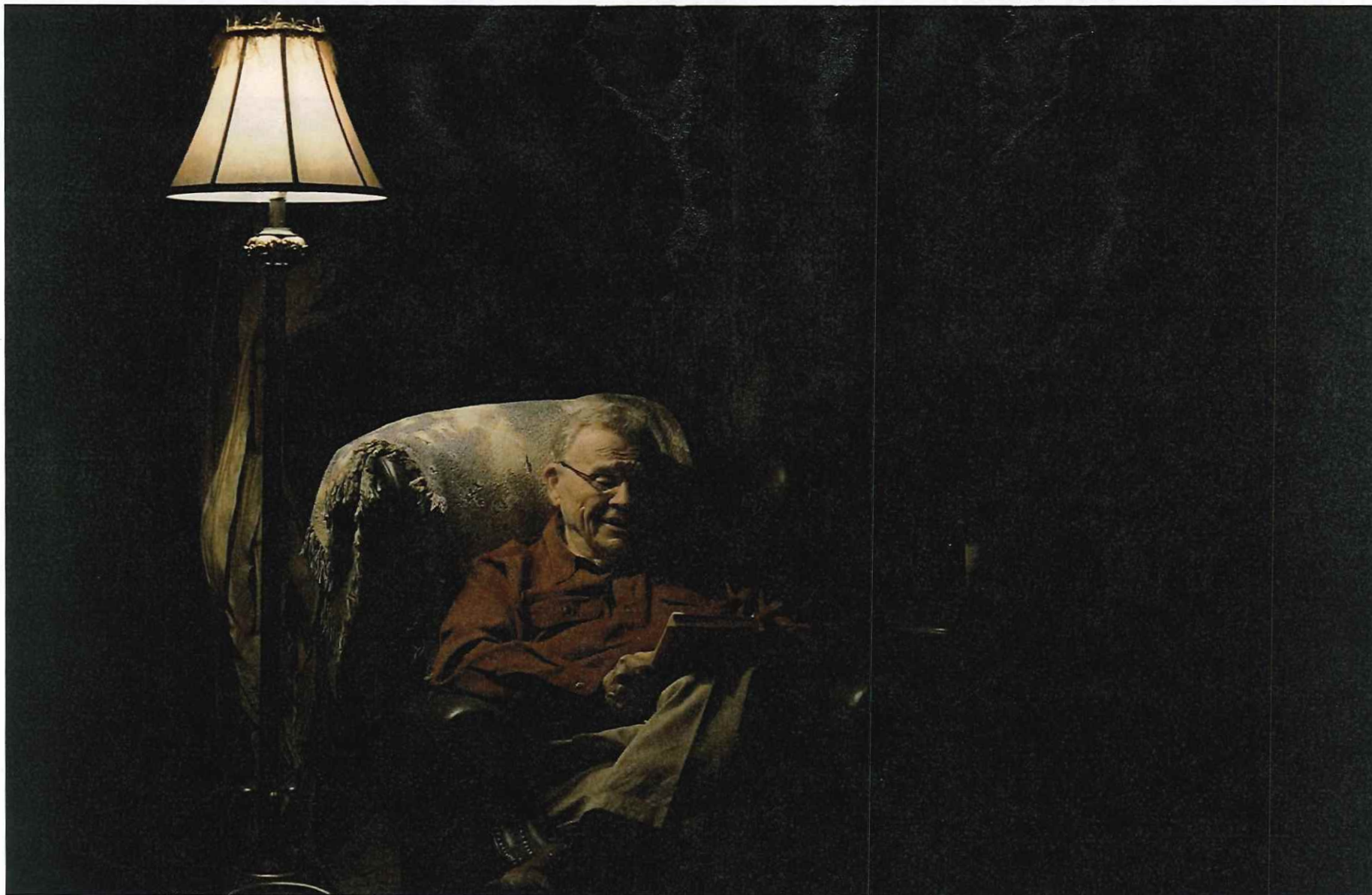
**VISIT [DCFAIR.COM](http://DCFAIR.COM)**  
for more information.

















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# Case Studies



## Wake Forest Athletics

### Background

For years, Wake Forest Athletics used several different marketing messages across their different sports programs. Their messaging was disjointed and inconsistent.

### The Challenge

Develop a strong, versatile marketing message for Wake Forest Athletics to be used across all sports programs.





## Wake Forest Athletics

### The Approach

- Complete a brand immersion session including staff from different areas – from marketing to facilities to media relations.
- Facilitate 1-on-1s with key athletic department staff and significant donors.
- Hold focus groups with students, coaches, student-athletes, season ticket holders, and donors.
- Develop and test multiple options on brand narrative
- Brand and competitive audit

### Insight

For many locals, Wake isn't their favorite team – it's their second favorite. They like that Wake Forest athletes are so visible in the community volunteering, that they actually go to class, and that they are great on *and* off the field.



## Wake Forest Athletics

### Strategy

Focus on the dichotomy of the WFU student athlete – hyper aggressive when competing, and extremely approachable and well-rounded any other time.

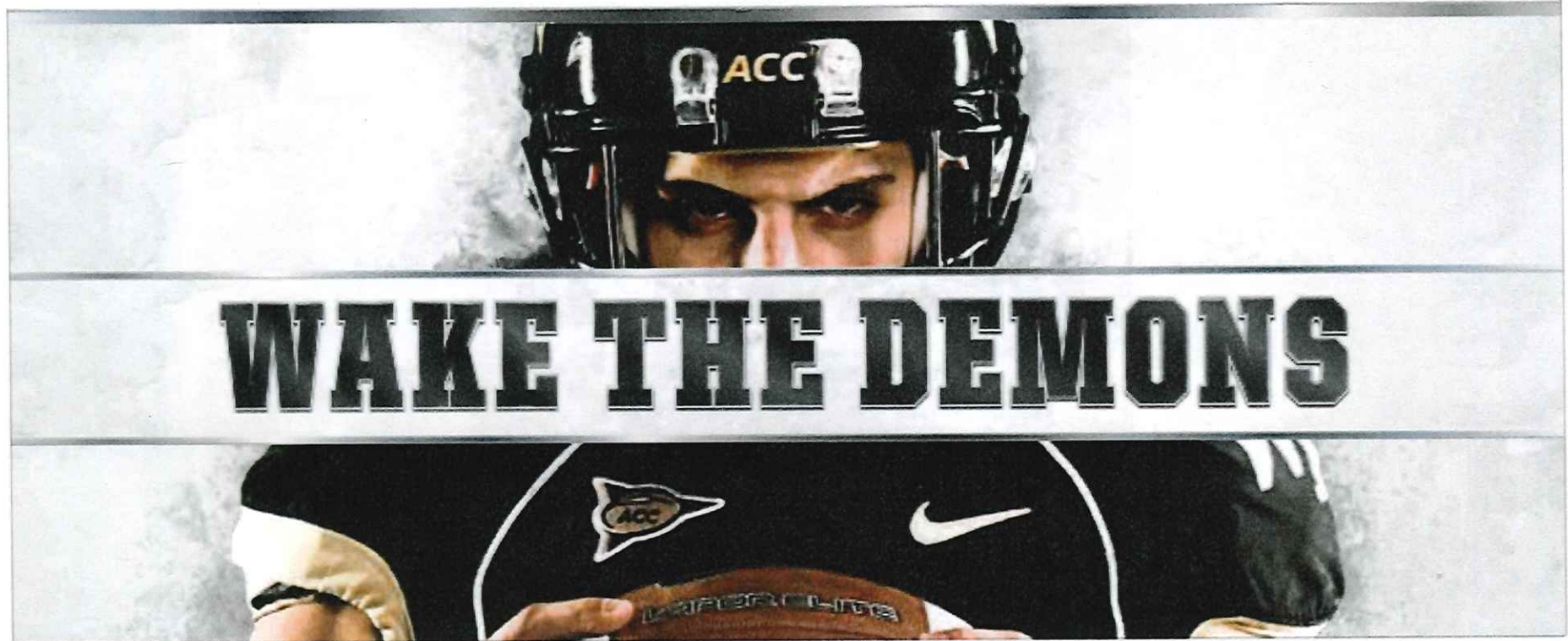
Demons on the field, Deacons off it.

### Campaign Execution

Wake the Demons.

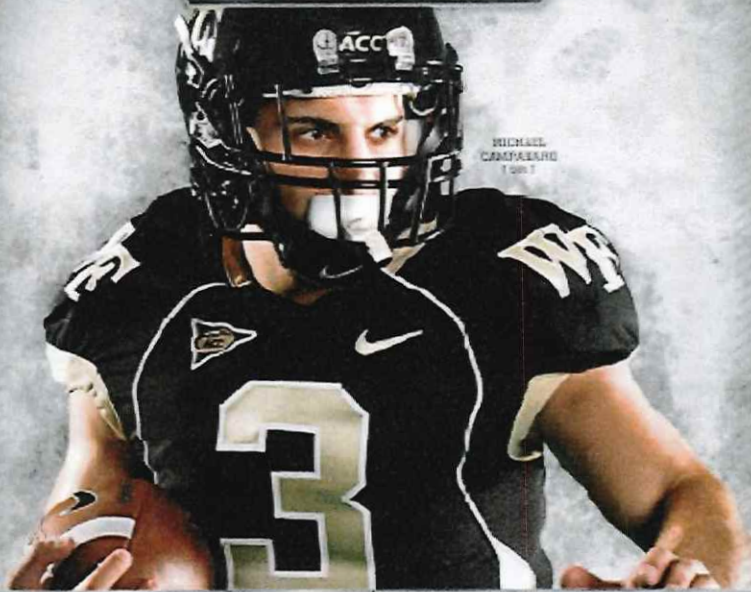
### Relevance to The Dixie Classic Fair

Creating a cohesive campaign to educate and attract new audiences.



wildfire

[ 2013 WAKE FOREST FOOTBALL ]



MICHAEL  
CAMPARANO  
QB

# WAKE THE DEMONS

[ HOME FOOTBALL SCHEDULE ]

					
8/29 Presbyterian	9/14 University of Louisiana Monroe	10/05 NC State <small>[ PAULSON WEEKEND ]</small>	10/19 Maryland <small>[ WASHINGTON ]</small>	11/09 Florida State <small>[ IRVING BLAZE ]</small>	11/23 Duke <small>[ GREEN BAY ]</small>

BB&T FIELD




To purchase tickets visit [WakeForestSports.com](http://WakeForestSports.com) or call 336.758.3322.  
Come Early, Be Loud, Wear Black and Gold. \*DUECA

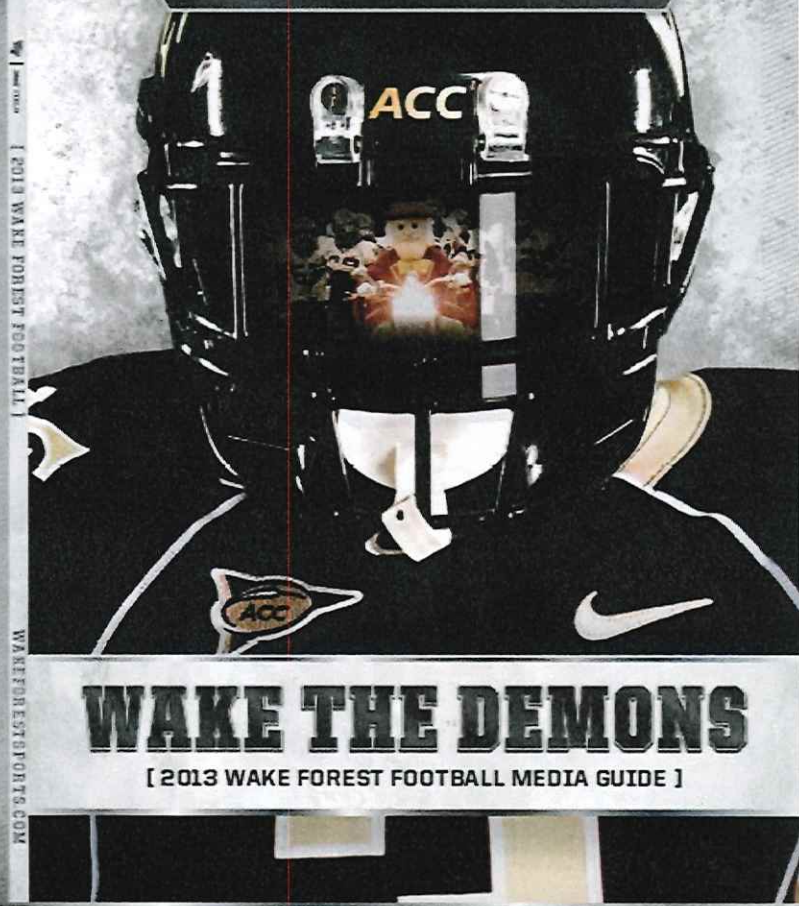


[ 2013 WAKE FOREST FOOTBALL ]

8/28		Presbyterian
9/06		at Boston College
9/14		Louisiana Monroe
9/21		at Army
9/28		at Clemson
10/05		NC State // TRAMILY WEEKEND
10/19		Maryland // NO MIDDAYING
10/26		at Miami
11/02		at Syracuse
11/09		Florida State
11/23		Duke // SENIOR DAY
11/30		at Vanderbilt
12/07		ACC Championship Game [ Charlotte, NC ]

 | ( ALL HOME GAMES PLAYED AT BBGT FIELD )  
@WTFUSports // #GoDeacs

 WAKE FOREST | BBGT FIELD



# WAKE THE DEMONS

[ 2013 WAKE FOREST FOOTBALL MEDIA GUIDE ]

WAKE FOREST FOOTBALL | 2013 WAKE FOREST FOOTBALL MEDIA GUIDE | WAKEFORESTSPORTS.COM

[ 2013-2014 WAKE FOREST BASKETBALL ]

NOV 01	BREVARD (CONNECTION)	7:00pm	JAN 11	@PITTSBURGH	12:00pm
NOV 08	COLGATE	7:00pm	JAN 15	NC STATE	8:00pm
NOV 12	VMI	7:00pm	JAN 18	@CLEMSON	4:00pm
NOV 15	PRESBYTERIAN	7:00pm	JAN 22	@VIRGINIA TECH	7:00pm
NOV 18	JACKSONVILLE	7:00pm	JAN 25	NOTRE DAME	3:00pm
NOV 21	THE CITADEL	7:00pm	JAN 29	SYRACUSE	9:00pm
NOV 26-30	2013 BATTLE 4 ATLANTIS		FEB 01	GEORGIA TECH	12:00pm
NOV 28	w/ KANSAS		FEB 04	@DUKE	9:00pm
NOV 29	vs/ USCOR VILLANOVA		FEB 11	@NC STATE	7:00pm
NOV 30	vs/ IOWA/TENNESSEE/UTEP/XAVIER		FEB 15	FLORIDA STATE	8:00pm
DEC 04	TULANE	7:00pm	FEB 18	@MARYLAND	7:00pm
DEC 07	RICHMOND	8:00pm	FEB 22	@NORTH CAROLINA	12:00pm
DEC 17	ST. BONAVENTURE	7:00pm	FEB 25	CLEMSON	7:00pm
DEC 21	UNCG	2:00pm	MAR 01	BOSTON COLLEGE	4:00pm
DEC 28	@XAVIER	5:30pm	MAR 05	DUKE	7:00pm
JAN 05	NORTH CAROLINA	8:00pm	MAR 08	@MIAMI	2:00pm
JAN 08	@VIRGINIA	7:00pm	MAR 12-16	ACC TOURNAMENT (ORLANDO, FL)	

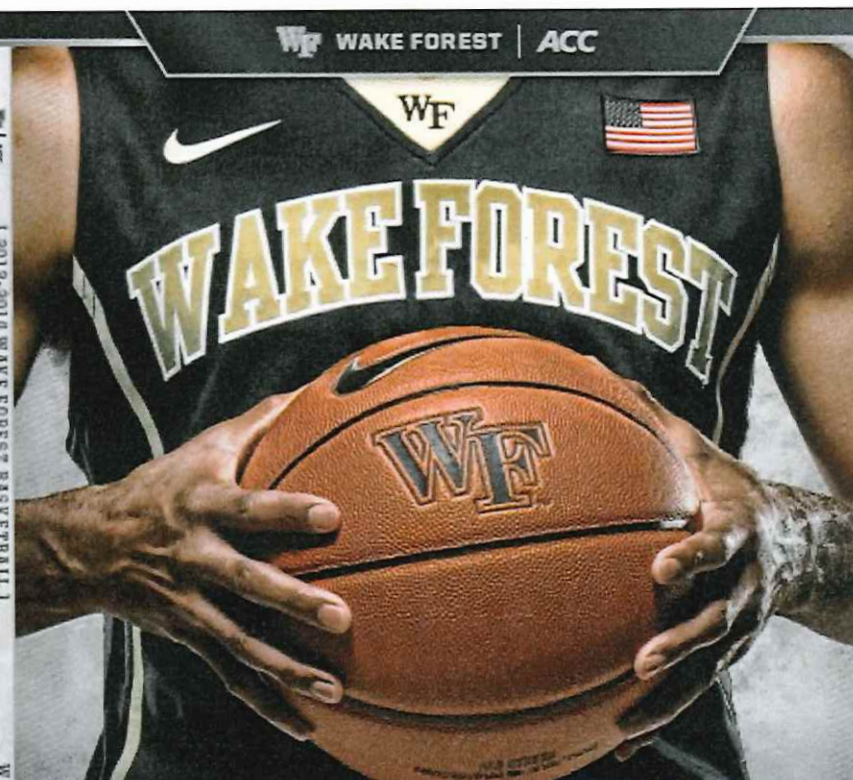


[ ALL HOME GAMES PLAYED AT LJV COLISEUM ]  
 @DemonDeacons // #GoDeacs

WF WAKE FOREST | ACC

[ 2013-2014 WAKE FOREST BASKETBALL ]

WAKEFORESTSPOUNTS.COM



# WAKE THE DEMONS

[ 2013-2014 WAKE FOREST BASKETBALL MEDIA GUIDE ]

# WAKE THE DEMONS



NOV 01	SHREVEPORT / KENTUCKY STATE	7:00 PM
NOV 03	DELAWARE	7:00 PM
NOV 05	SMC	7:00 PM
NOV 07	THE GEORGETOWN	7:00 PM
NOV 09	LANCASTER/PA	7:00 PM
NOV 11	THE CITIZENS	7:00 PM
NOV 20-22	2013 BASKETBALL ATLANTIC	
NOV 23	MEMPHIS	3:00 PM
NOV 24	STATE COLLEGE/PA	TBA
NOV 25	EVANSTON/INDIANA STATE	TBA

DEC 04	TULANE	7:00 PM
DEC 07	COCKEYVILLE	2:00 PM
DEC 07	ST. DENIS/NEW YORK	7:00 PM
DEC 09	ORINDA	2:00 PM
DEC 09	GA. STATE	6:00 PM
JAN 02	WEST CAROLINA	6:00 PM
JAN 03	GEORGIA	7:00 PM
JAN 03	SMITHSONIAN	3:00 PM
JAN 05	NC STATE	9:00 PM
JAN 07	SMITHSONIAN	4:00 PM

FEB 20	GEORGIA TECH	7:00 PM
FEB 25	INDIANA STATE	6:00 PM
FEB 26	SYRACUSE	6:00 PM
FEB 27	GEORGIA TECH	6:00 PM
FEB 28	DUKE	6:00 PM
FEB 28	NC STATE	7:00 PM
FEB 28	FLORIDA STATE	6:00 PM
FEB 28	MARYLAND	7:00 PM
FEB 28	NC STATE	12:00 PM
FEB 28	CLEMSON	7:00 PM

MAR 01	BOSTON COLLEGE	4:00 PM
MAR 02	DUKE	7:00 PM
MAR 02	MEMPHIS	2:00 PM
MAR 03	ACC TOURNAMENT (WAKE FOREST)	

COME EARLY, BE LOUD, WEAR BLACK AND GOLD.  
FOR TICKETS, CALL 336.759.3339 OR VISIT WAKEFORESTSPORTS.COM



WAKEFORESTSPORTS.COM  
ACC



## Lowes Foods In-Store Case Study

### Background

The grocery chain, founded in 1954 as a single store in North Wilkesboro, NC, now has locations throughout North Carolina, South Carolina and Virginia.

Many of these store locations were struggling. With competitors like No. 1 ranked Walmart, Food Lion, Harris Teeter, Kroger and Publix, Lowes Foods lagged far behind.

In the Raleigh market, Lowes Foods ranked 5<sup>th</sup> in market share. In the Durham-Chapel Hill area, they were a sad 10<sup>th</sup>. The combination of Harris Teeter and Kroger's shares totaled 23% of the market, equivalent to that of Walmart. With Lowes Foods stores closing their doors left and right, it was time to revolutionize the grocery shopping experience...and thus, the Originals were born.





## Lowes Foods In-Store Case Study

### Challenge

To stand out in the highly competitive grocery category.

### Approach

- State-wide cross category shop-alongs
- Category analysis
- Sales and data analysis
- Senior Leadership Interviews

### Consumer Insight

Grocery shopping is a chore.

### Strategy

Grocery shopping doesn't have to be ho-hum.

### Relevance For The Dixie Classic Fair

Create captivating, unique creative content that stands out among cluttered environment.

# Lowes Foods In-Store Case Study

## Campaign Execution

Revolutionize the shopping experience by creating dynamic in-store concepts with unique signage, fixtures, and sensory experiences.

- **Chicken Kitchen**—Grilled, fried and spit-fire roasted chicken, 'kickin chicken salad, super saucy wings and more. This is chicken you'd cross the road for.
- **SausageWorks**—If Willy Wonka had made sausage instead of chocolate, his famous factory would have been Sausageworks at Lowes Foods. There is every flavor under the sun.
- **The Cakery**—Scrumptiouslyumptiously delicious cakes made with real butter and real cream. Being square is cool.
- **Spice Bazaar**—Move over McCormick, there's a new boss in town. Passion. Desire. Allure. That's what you find in all of our herbs and spices.
- **Breadcrumb**—Delicious, artisanal breads baked to perfection. And did we mention they're hand-crafted, natural and preservative-free?
- **Smokehouse**—Some like it plain, but Smokehouse likes it hot. Enjoy daily rotations of your favorite wood-smoked meats—including beef, pork, chicken and salmon. Various woods infuse the flavor!
- **Sammy's**—Sammy's isn't your ordinary sandwich. With delectable ingredients from Smokehouse, SausageWorks & Chicken Kitchen, these are sandwiches on a whole new scale. Prepare your taste buds.





**Chicken Little Meals**

**\$3.99** each Just the right size for your chicken little. Served up with one fixin' and a tasty yeast roll.

2 Fried Chicken Legs

2 Chicken Tenders

3 Wings 

**Flock-Worthy Meals**

Perfect for flocks of all sizes.

**\$12.99** Rotisserie Chicken or 8-Piece\* Fried Chicken  
2 Large Fixin's & 4 Yeast Rolls or Cornbread

**\$24.99** 2 Rotisserie Chickens or 16-Piece\* Fried Chicken  
4 Large Fixin's & 8 Yeast Rolls or Cornbread

**\$36.99** 3 Rotisserie Chickens or 24-Piece\* Fried Chicken  
6 Large Fixin's & 12 Yeast Rolls or Cornbread

**\$6.99** 8-Piece\* Fried Chicken

**\$6.99** Whole Rotisserie Chicken

\*Equal amount of legs, breasts, wings and thighs.

**Fixin's**

Dreamy Creamy Cole Slaw  
Simply Delicious Potato Salad  
Mashed Potatoes & Creamy Steamed Broccoli  
Creamy Biscuits  
Baked Beans  
Spiced Apples  
Mashed Sweet Potatoes  
Fuzzy Wedges  
Mac & Cheese

Small **\$7.99** Large **\$8.99**

**Chicken & Fixin's**

**\$5.99** Small or Large (price varies by size)

2-Piece Fried Chicken  
Big & High or Small & High

2-Piece Chicken Tenders

Grilled Chicken Breast

Quarter Rotisserie Chicken  
Big & High or Small & High

**\$4.99** Chicken Sandwich  
Big & High or Small & High

**\$2.99** Fried Chicken Sandwich

**\$4.99** Grill-a-Mouth Mouth Fry



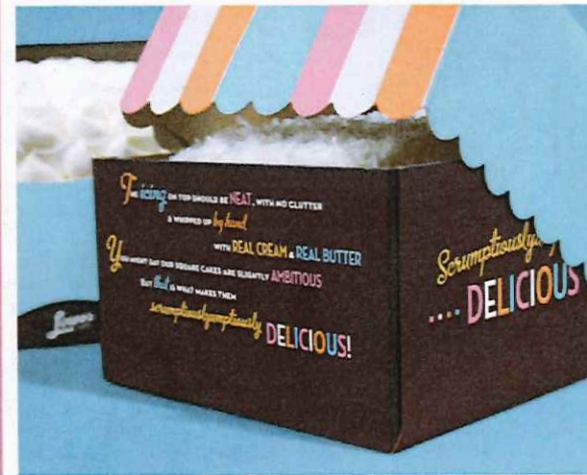
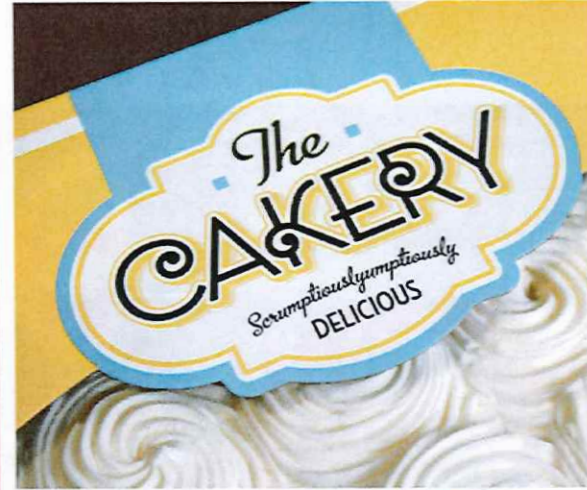
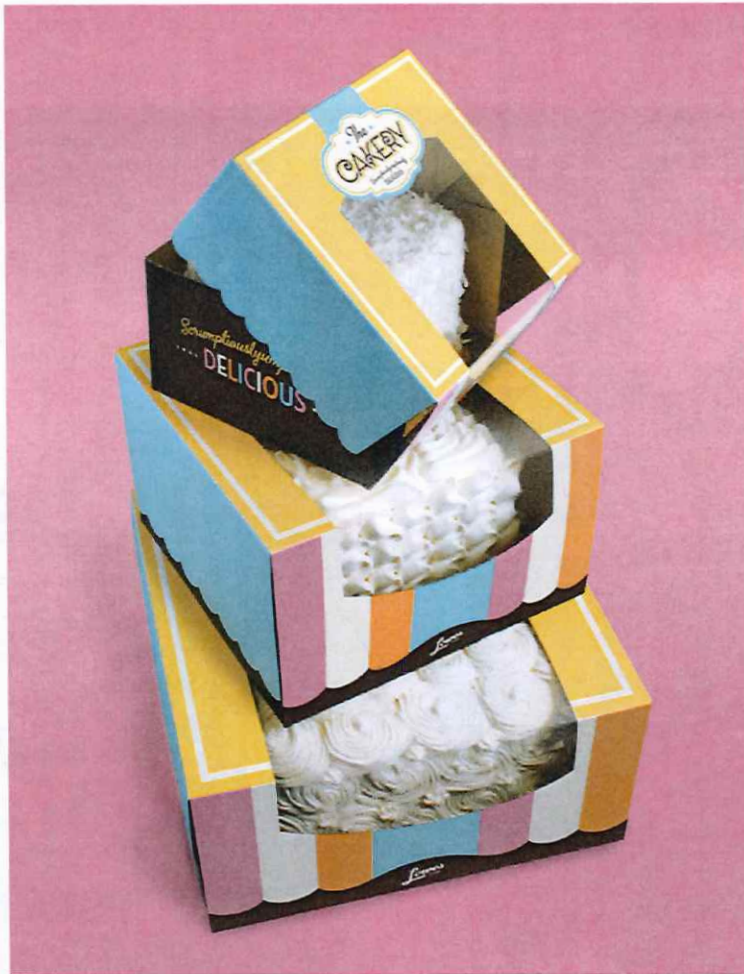






















# Lowes Foods In-Store Case Study



## Results

- Chicken sales increased 120 percent.
- Sausage sales rose several thousand percent.
- Initial roll out was in 10 location remodels and 3 new store openings – Lowes saw a basket size increase of 7% and transaction volume increase of 23%.
- Following the store-within-a-store rollout, Lowes Foods accelerated expansion and renovation of new stores - 2.5MM square feet of retail space will be remodeled in the next 4 years. 1.5MM square feet of new retail space to be built.



wildfire

# Design & Advertising





WE DO WHAT'S RIGHT BECAUSE  
**IT'S THE RIGHT  
THING TO DO.**

WE'LL INSURE FREEDOM ON BEHALF OF OUR  
CUSTOMERS AND THE COMMUNITY WE WILL  
INCREASE INNOVATION THROUGH BY  
PROVIDING THE EARLY ADOPTERS OF WHAT WE  
THINK IS RIGHT WE'LL TAKE FEEDBACK FROM  
THE COMMUNITY TO CREATE A BETTER WAY.

WE WILL ACT WITH COURAGE,  
CONTINUALLY IMPROVING OUR SERVICE  
AND SHARING THE VALUE WE CREATE.  
WE'LL BE OPEN TO SET A NEW  
DIRECTION TO INSPIRE CHANGE IN  
ORGANIZATIONS. WE'LL HAVE THE  
COURAGE TO BE THE CATALYST FOR THE  
OPEN SOURCE WAY.

**FREEDOM**

**SUSTAINABILITY**

**COURAGE**

**COMMITMENT**

**ACCOUNTABILITY**

WE'LL REMAIN  
COMMITTED TO OUR  
CUSTOMERS, THE  
OPEN SOURCE WAY  
AND OUR COMMUNITY.

WE WILL BE A RESPONSIBLE MEMBER OF  
OUR GLOBAL COMMUNITY BY REDUCING  
OUR CO<sub>2</sub> EMISSIONS, ENERGY  
CONSUMPTION, LANDFILL WASTE AND  
WATER CONSUMPTION.

WE WILL BE TRANSPARENT AND  
RESPONSIBLE IN HOW WE WORK  
WITH OUR CUSTOMERS,  
PARTNERS AND COMMUNITY.

# AROUND HERE SUSTAINABILITY IS A VERB.



Reduce, Reuse, Recycle

preference is in that order.

## REDUCE

- Reduced lighting densities limit energy consumption and CO2 emissions.
- Water-saving plumbing fixtures reduce water consumption by up to 35%, lessening the strain on public water supplies.
- Using locally sourced materials for our development projects reduces transportation distances and CO2 emissions.

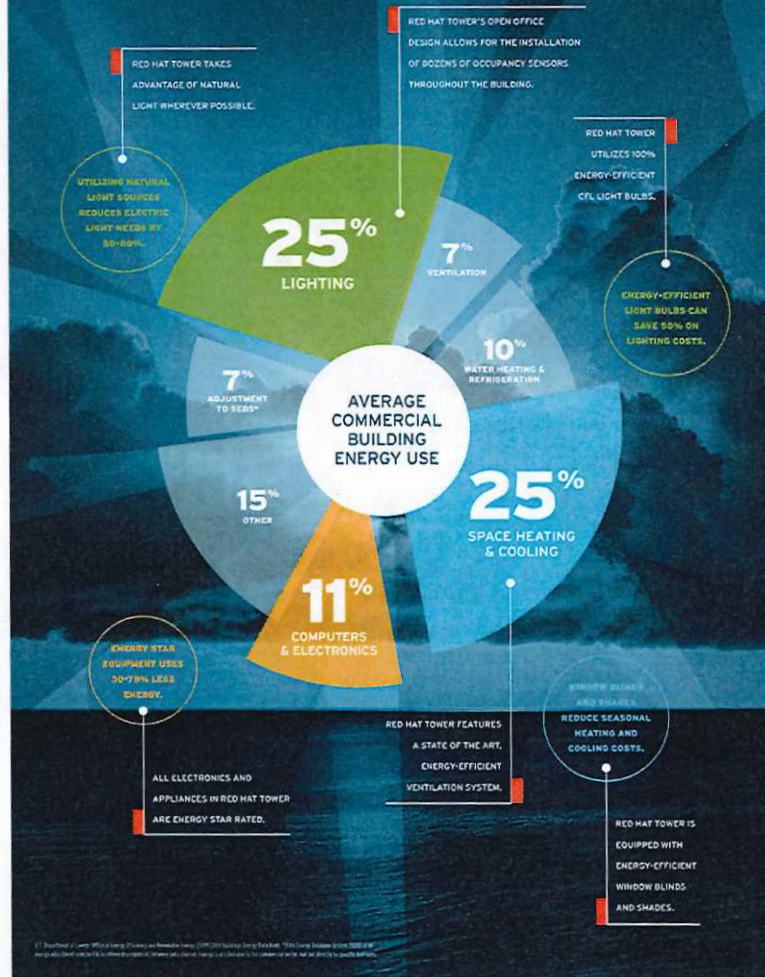
## REUSE

- Reusing buildings for our operations reduces the impact new buildings have on the environment by protecting ecosystems and reducing the amount of virgin materials required for construction.
- Reusing serviceable mechanical equipment in buildings we lease reduces the need to extract new materials, fabricate and transportation.

## RECYCLE

- By using materials with high recycled content in our development projects we minimize the need to extract, fabricate and transport virgin materials.
- Red Hat has a robust recycling program that includes paper, aluminum, cardboard, glass and batteries among other items.
- By properly recycling obsolete electronic waste, valuable landfill space is saved and greatly reduces the potential for heavy metals leaching into the water supply.

BUSINESSES WASTE VALUABLE ENERGY EVERY DAY.  
**LET'S CHANGE THAT.**



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# ALDP 2013: BUILDING A WORLD OF CONNECTIONS

Expanding Leadership Capacity and Global Networks



- Culture of Talent Acquisition
- Rotational Program
- Value of Customer (NPS)
- Talent Management
- Mentor

## NORTH AMERICA

PARTICIPANT	MENTOR	DIRECT MANAGER
<span style="color: orange;">●</span> Allison McMurray <small>Product</small>	Marco Bill Peter <small>Product</small>	L.J. Beck <small>Product</small>
<span style="color: yellow;">●</span> Chris Gray <small>Product</small>	Daniella Marie Tamirisa <small>Product</small>	Don Corbett <small>Product</small>
<span style="color: blue;">●</span> Jawahar Mehta <small>Product</small>	Mandeep Chaddha <small>Product</small>	David Levine <small>Product</small>
<span style="color: green;">●</span> Joe Anglin <small>Product</small>	Paula Heinrich <small>Product</small>	Jackie Wainey <small>Product</small>
<span style="color: red;">●</span> Kristine O'Shea <small>Product</small>	Warner Knoblich <small>Product</small>	Mark Cook <small>Product</small>
<span style="color: orange;">●</span> Perry Myers <small>Product</small>	Rick Alie <small>Product</small>	Tim Burke <small>Product</small>
<span style="color: blue;">●</span> Lee Holland <small>Product</small>	Mark Coggan <small>Product</small>	Chris Wood <small>Product</small>
<span style="color: green;">●</span> Rajeev Jaiswal <small>Product</small>	Paul Arghy <small>Product</small>	Lee Condon <small>Product</small>
<span style="color: red;">●</span> Steven Forgas <small>Product</small>	Karl Heinz Wimmer <small>Product</small>	Nathan Jones <small>Product</small>
<span style="color: orange;">●</span> Steve Garris <small>Product</small>	John Flanagan <small>Product</small>	Mandeep Chaddha <small>Product</small>

## LATAM

PARTICIPANT	MENTOR	DIRECT MANAGER
<span style="color: orange;">●</span> Sebastian Cao <small>Product</small>	Rafwan Muzil <small>Product</small>	German Soracco <small>Product</small>

## EMEA

PARTICIPANT	MENTOR	DIRECT MANAGER
<span style="color: orange;">●</span> Ayal Baron <small>Product</small>	Rebecca Smith <small>Product</small>	Itamar Heim <small>Product</small>
<span style="color: blue;">●</span> Carlos Hierqueta <small>Product</small>	Jim Telford <small>Product</small>	Karl Heinz Wimmer <small>Product</small>
<span style="color: green;">●</span> Mark Hegarty <small>Product</small>	Mark Entweller <small>Product</small>	Mark Parson <small>Product</small>
<span style="color: red;">●</span> Martin Lenthle <small>Product</small>	Graham McLaren <small>Product</small>	Philip Andrews <small>Product</small>

## APAC

PARTICIPANT	MENTOR	DIRECT MANAGER
<span style="color: orange;">●</span> Andrew Wong <small>Product</small>	Mark Cook <small>Product</small>	Sachin Shridhar <small>Product</small>
<span style="color: yellow;">●</span> Lawrence Lim <small>Product</small>	Robert Michael Esett <small>Product</small>	Ken Reilly <small>Product</small>
<span style="color: blue;">●</span> Masakyo Furudate <small>Product</small>	David Levine <small>Product</small>	Yuji Hirokawa <small>Product</small>



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— 1852 —

~ Bribe the fat man ~



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 Pittsburgh

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Dance Lehr Act II

**ANDY LANE**

choreographer

**EMERY LEONARD**

choreographer

**JOSCPH PHILLIPS**

corps de ballet, American  
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**KYLE DAVIS**

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Play; The Great Gatsby; The Day  
After Tomorrow; The Glass Menagerie

**WENDY KERR**

Major: American Studies; The Address  
Book; The Glass Menagerie; I Could Be  
Roy; Broadway's Best of 2014

**DAVE CRANFORD**

The American People; The 25th  
Annual Putnam County Spelling Bee; The  
Piano; The Glass Menagerie; The  
Glass Menagerie; The Glass Menagerie

**The History of Main Street**

**TERRIE BELLY DASH**

Major: American Studies; The  
Glass Menagerie; The Glass Menagerie;  
The Glass Menagerie

**BERNARD JAMES JONES**

Major: American Studies; The  
Glass Menagerie; The Glass Menagerie;  
The Glass Menagerie; The Glass Menagerie

**WENDY KERR**

The American People; The 25th  
Annual Putnam County Spelling Bee; The  
Piano; The Glass Menagerie; The  
Glass Menagerie; The Glass Menagerie

**CHIEF FINANCE**

**CHRIS PIRELLI**

Major: American Studies; The  
Glass Menagerie; The Glass Menagerie;  
The Glass Menagerie

**JOE BENTON**

Major: American Studies; The  
Glass Menagerie; The Glass Menagerie;  
The Glass Menagerie

**PETER HOGAN**

Major: American Studies; The  
Glass Menagerie; The Glass Menagerie;  
The Glass Menagerie

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**Auditions Dates**

**INTERNATIONAL AUDITIONS**  
September 1, 2017  
September 18, 2017  
September 27, 2017  
April 4, 2018

**USDC**  
September 1, 2017  
September 8, 2017  
September 27, 2017  
April 4, 2018

Clubhouse Priority Auditions

**Faculty/Assistant & Administrators**

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Symphony Orchestra  
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# SHE SURVIVED WORLD WAR II

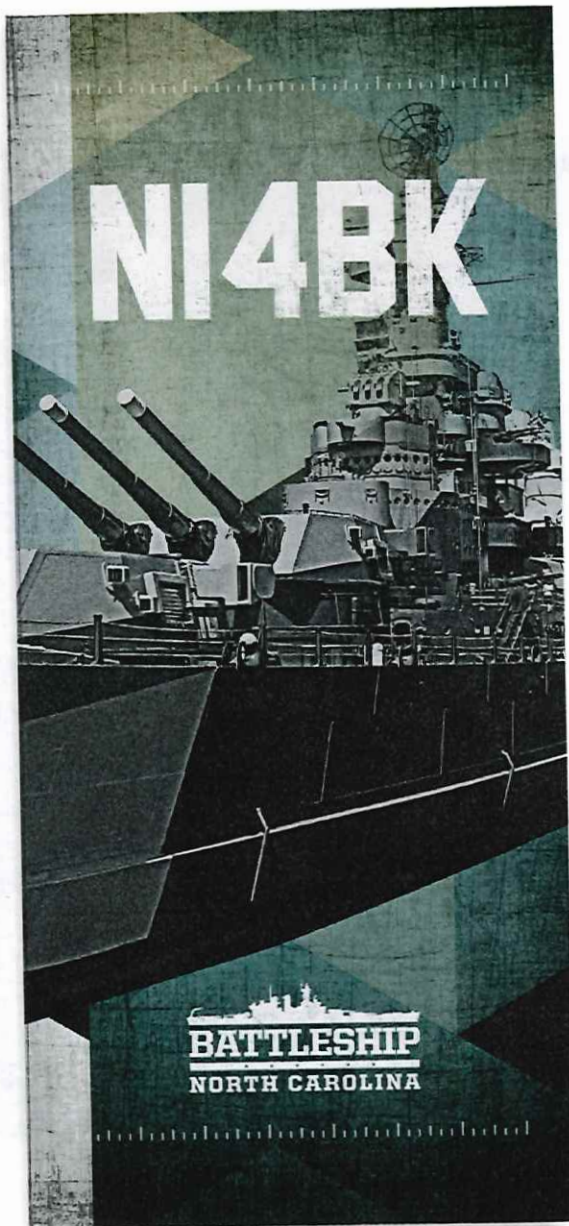
SHE CAN HANDLE YOUR KIDS



## LET 'EM RUN FREE

Bombs. Torpedoes. Even a typhoon. The Battleship North Carolina has seen it all. So go ahead and let your kids explore every nook and cranny of our living museum. She can handle it.





U.S.S. NORTH CAROLINA  
 (((((( • )))))  
**AMATEUR RADIO STATION**

**Commissioned 9 April 1941, Battleship NORTH CAROLINA was the first of the ten fast battleships of World War II. She participated in every major naval offensive in the Pacific area of operations, earning 15 battle stars before she was decommissioned 27 June 1947. The ship has been a self-supporting museum, attraction and the state's World War II memorial since 1961.**

Members of the Azalea Coast Amateur Radio Club conduct ongoing restoration and maintenance of Radio 2, the ship's main transmitter station. Club members put the ship on the air in the following programs: Hidden Battleship, Museum Ship's Weekend (June), NCQSO Party (February) and Pearl Harbor Remembrance Day. They also offer a guest operator program to licensed hams who wish to operate SSB or CW from NORTH CAROLINA. Details of the guest operator program may be found on the club's website at <http://AC4RC.org>.

**CONFIRMING CONTACT WITH:**  
 \_\_\_\_\_

**ON DAY/MONTH/YEAR** \_\_\_\_\_

**UTC** \_\_\_\_\_ **MHz** \_\_\_\_\_

**RST** \_\_\_\_\_ **MODE** \_\_\_\_\_

**PSE QSL** \_\_\_\_\_ **OR TNX** \_\_\_\_\_

**QSL** \_\_\_\_\_



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★ ADVENTURE ★

# CALLS

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ADVENTURE AWAITS YOU ON THE  
BATTLESHIP NORTH CAROLINA!

Sail back in time and discover what it meant to live and serve aboard one of the most decorated battleships of World War II. The Battleship NORTH CAROLINA saw over 50 battle engagements and hosted more than 2,300 young men, all living and serving on a floating city at sea. Today, the legacy of the Battleship NORTH CAROLINA lives on as a museum and memorial kept at the seaport of Wilmington, NC.

"Wherever we went, we were NORTH CAROLINA sailors. We always carried that with us. And I tell you, this ship had a spirit, an infectious spirit."  
- Rear Admiral Julian Burke, Jr., USN (Ret)

The Battleship NORTH CAROLINA now offers visitors of all ages a fun and educational trip back in time and across the seas, without ever leaving North Carolina.

Come aboard to explore eleven areas of this amazing floating warrior.

THIRD DECK

The Battleship NORTH CAROLINA also hosts a variety of public and private events throughout the year, offering a one-of-a-kind venue and the best view of downtown Wilmington.

**PUBLIC EVENTS**  
Battleship Alive, Fabulous Fantail Film Festival, Easter Egg Hunt, Battleship Blast, Batty Battleship, Hidden Battleship, Ghost Ship, and many more!

**PRIVATE EVENTS**  
Weddings, reunions, corporate outings, and many other events!

Visit [BattleshipNC.com](http://BattleshipNC.com) for a complete calendar of events and to learn more about private event opportunities.

- 1 Bridge
- 2 Crew's Quarters
- 3 Galley
- 4 Sick Bay
- 5 Engine Room
- 6 Staterooms
- 7 Radio Central
- 8 Combat Information Center
- 9 Guns
- 10 Turrets
- 11 Vought Kingfisher Float Plane

98-55-U.S.S. NORTH CAROLINA

**VISIT TODAY!**  
★ OPEN EVERY DAY ★

Visit [BattleshipNC.com](http://BattleshipNC.com) for our calendar of exciting events!

Self-guided tour takes approximately 2 hours. Admission charged. Visit our website for details.

Situated on the Cape Fear River, across from historic downtown Wilmington, NC, the Battleship is easily accessible from I-95 and I-40. She lies at anchor just one hour north of Myrtle Beach, SC.

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wildfire

# Social Media Case Study

### The Challenge

Support a growing eco-friendly pest control brand in a competitive and regulated category.

### The Thinking

In a category that is loud with 'kill' messaging, and lives in heavy black/red design, we carved out a space that speaks to consumers who are looking for alternative solutions

### Solution

No Mess. No Chemicals. No Pests – Guaranteed.

### Relevance For The Dixie Classic Fair

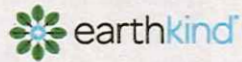
Create compelling, engaging content for an enthusiastic customer.







Trade Show Booth



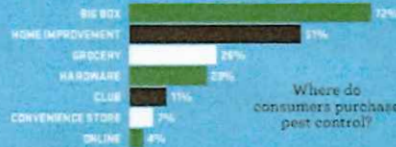
## RETAIL PEST CONTROL BY THE NUMBERS

What you need to know about the changing category landscape.



# 2 BILLION

SIZE OF DIY USA PEST CONTROL MARKET



### CATEGORY GROWTH TRENDS

The DIY demand for non-toxic options with proven efficacy is on the rise.

2%  
AVERAGE CATEGORY ANNUAL GROWTH

60%  
EARTHKIND® AVERAGE ANNUAL GROWTH

### PREVENTIVE PRODUCTS INCREASE REPEAT PURCHASES



by teaching consumers to be pro-active vs. reactive.

### When buying pest control consumers seek...



### What can we learn about today's consumers?

- POISON IN THE HOME IS DANGEROUS.
- NATURE IS OUR BEST DEFENSE.
- THE DIY INDUSTRY IS GROWING.

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earthkind.com

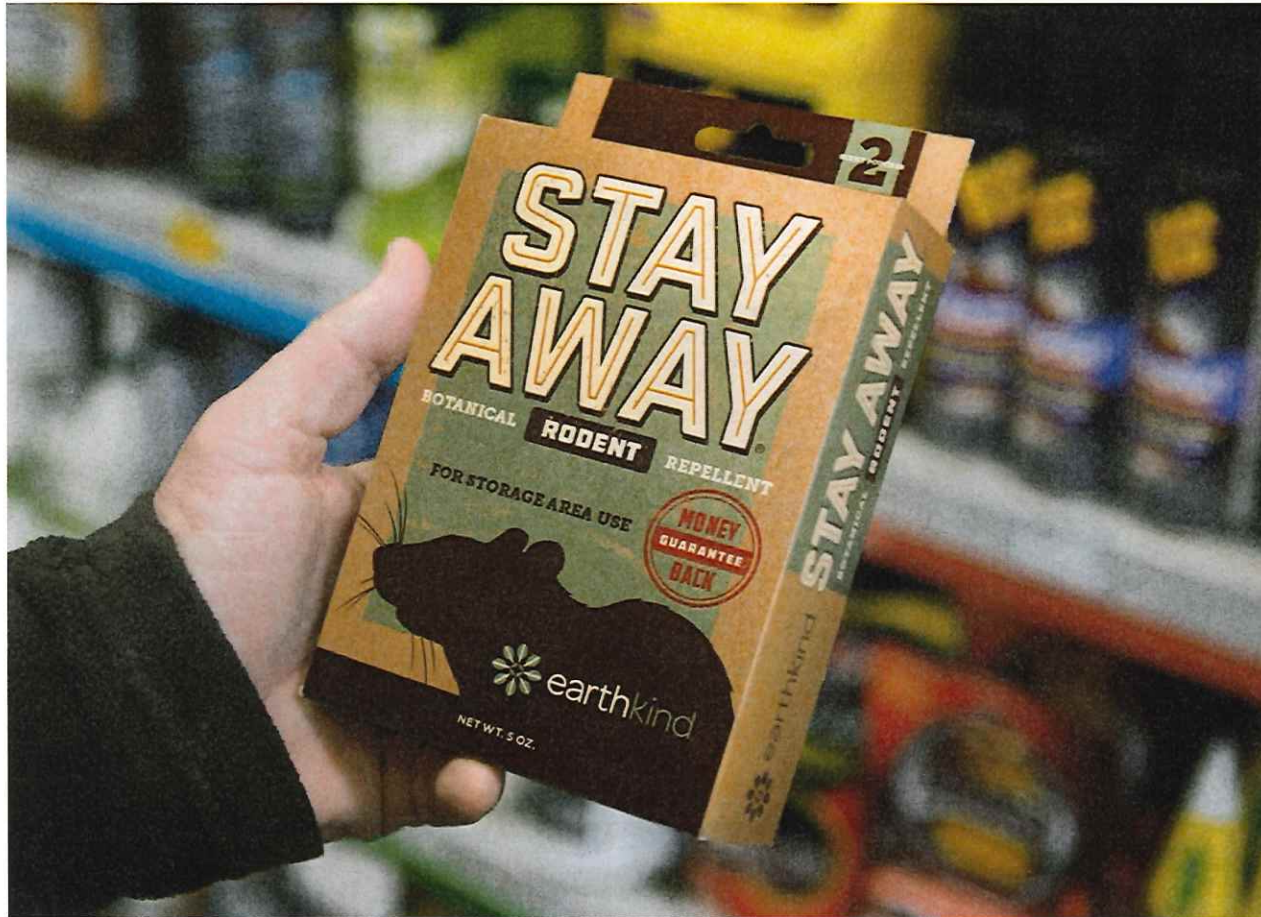




End Cap Display



Side Stack Display



Packaging



**EarthKind, Inc.**

Written by [Wildfire Ideas](#) [?] · January 4 · 🌐

Cold weather often means move in season for mice. We keep them out, safely.



### Non-Toxic Mouse Prevention

Available at Lowe's Home Improvement.

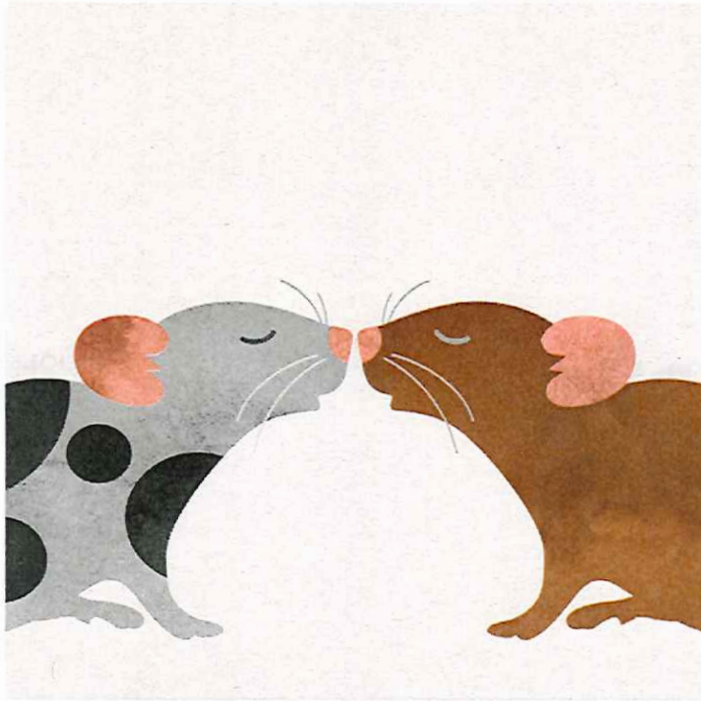
[LOWES.COM](https://www.lowes.com)

[Shop Now](#)



Like Page

A pair of mice can be responsible for up to 15,000 offspring a year! Send 'em on a honeymoon with Stay Away botanical rodent repellent.



93 Likes 4 Comments 14 Shares

Like Comment Share

## Results

- Sales increased 60% year over year.
- Named as one of Inc. 500's Fastest growing companies.
- Recently rolled out to 1,400 Lowe's Home Improvement stores nationwide.



earthkind®

preserve the good, prevent the rest



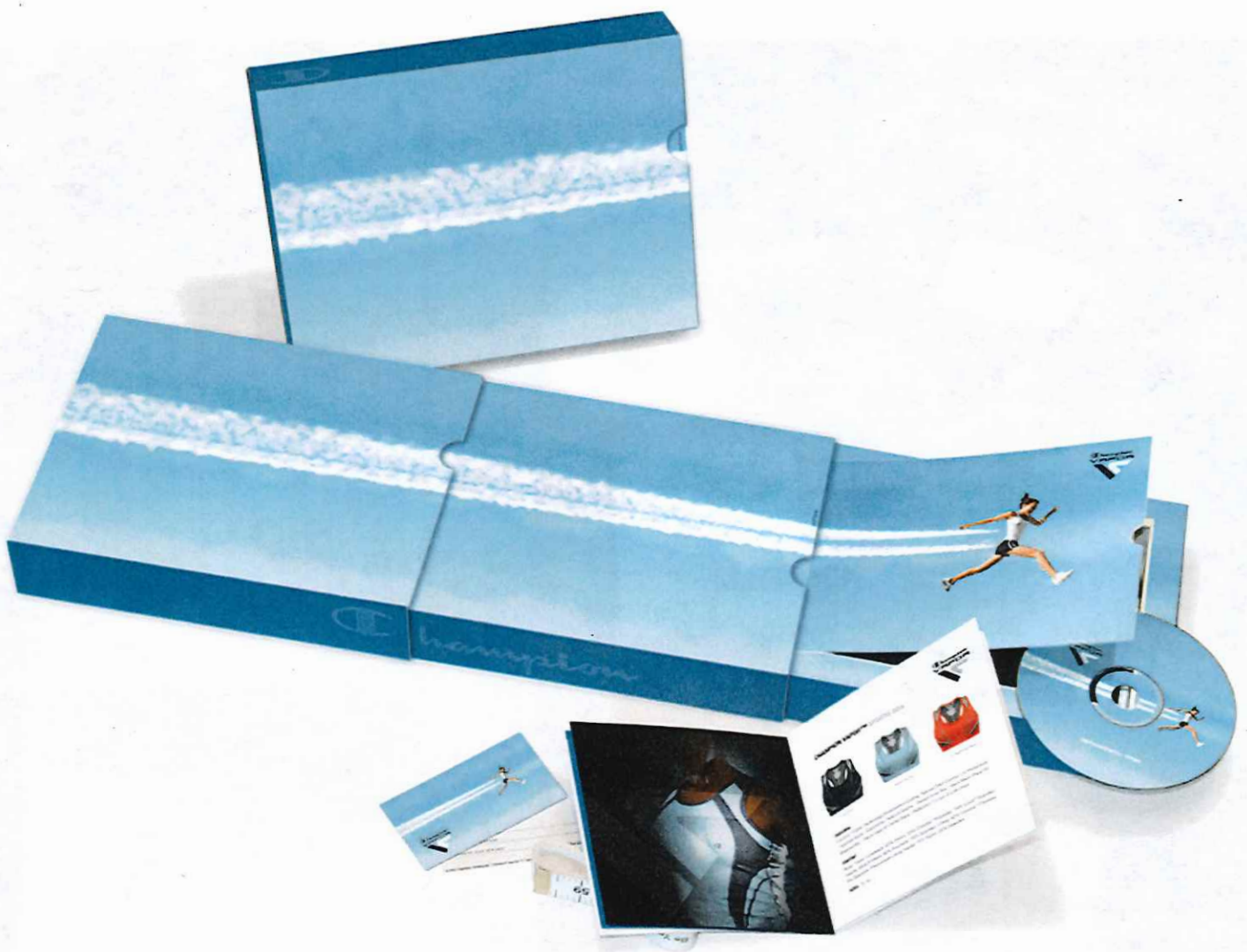
wildfire

# Press Kits & Direct Mail







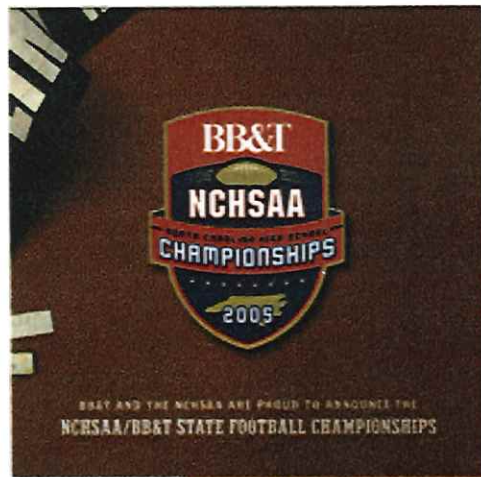












...and grow both in the classroom  
 important lessons such as  
 well as facing, and how to handle  
 NCHSAA and BB&T believe that  
 athletes of economic situation.

...North Carolina  
 athletes are able to participate  
 being able to pay for that  
 hard work and accomplishments.

...financial support for the  
 the title sponsor of the

The enclosed materials introduce the new NCHSAA/BB&T State Football Championships logo and a digital or print form for ordering materials like letterhead and press releases. Please make use of these materials going through the 2005 football season, and our young people march forward their future.

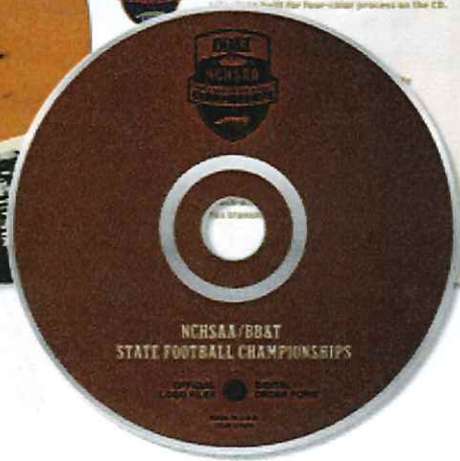
North Carolina High School Athletic Association  
 Branch Banking & Trust Company



This CD contains three color options to use for the logo depending on its application. Please refer to the examples below regarding appropriate uses. Each logo is available in the following file formats: Adobe Illustrator EPS and Adobe PDF (with Pantone solid colors & process equivalents), TIFF, JPEG, and GIF (for web only).

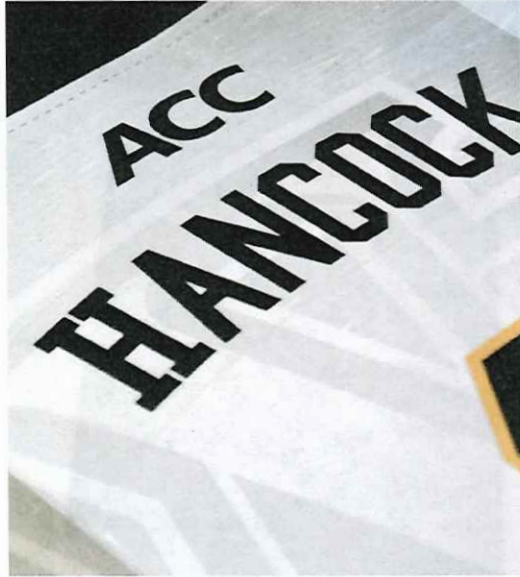
The logo uses three solid colors: Pantone 289, Pantone 194 and Pantone 871 (metallic gold). When solid color printing is not available, use the color chart for four-color process on the CD.

...ATION IN THE NCHSAA STATE  
 ...CHAMPIONSHIPS CONTACT THE NCHSAA  
 ...OF THE STATE ART PROGRAM WITH  
 ... PLEASE CALL 336-399-5114



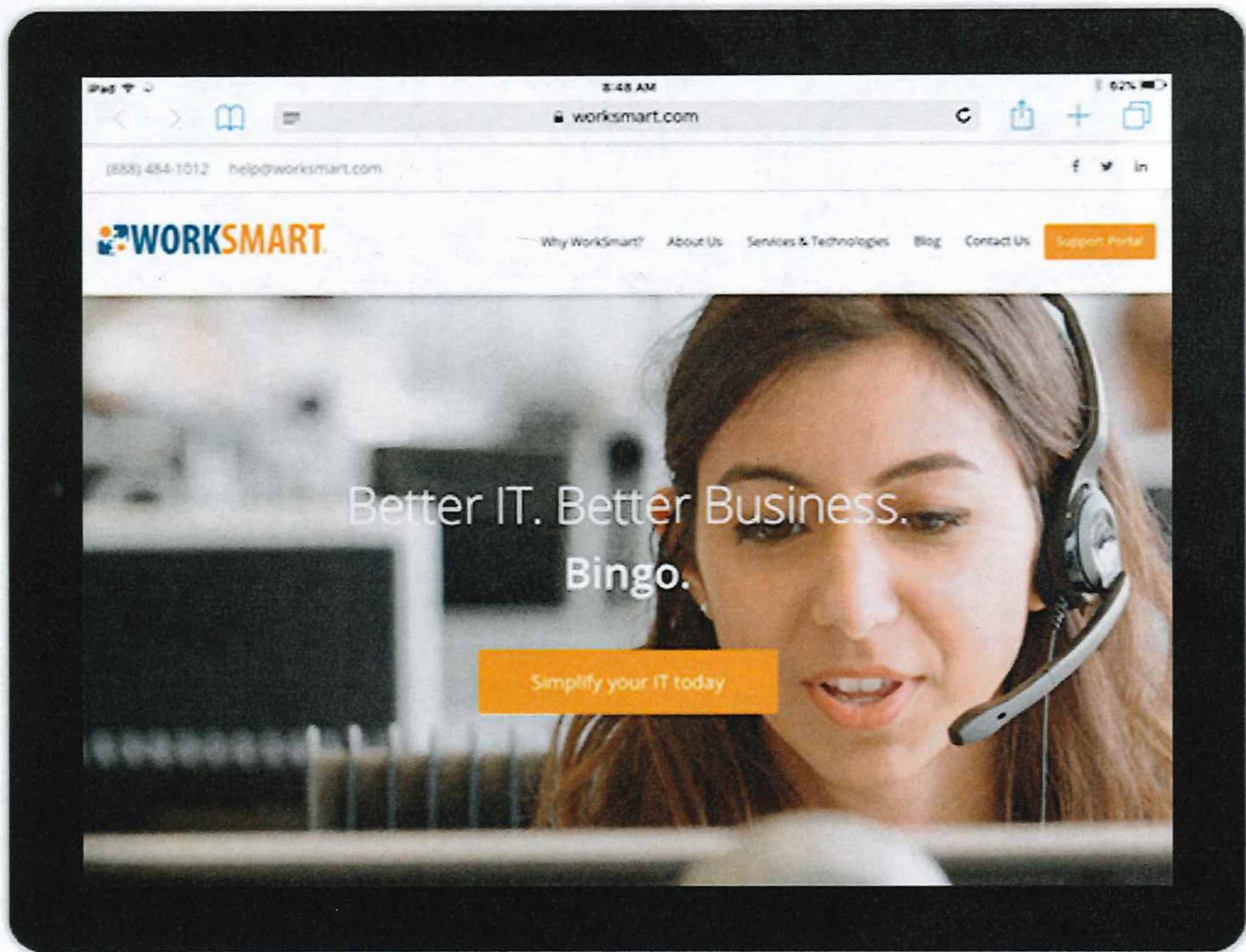


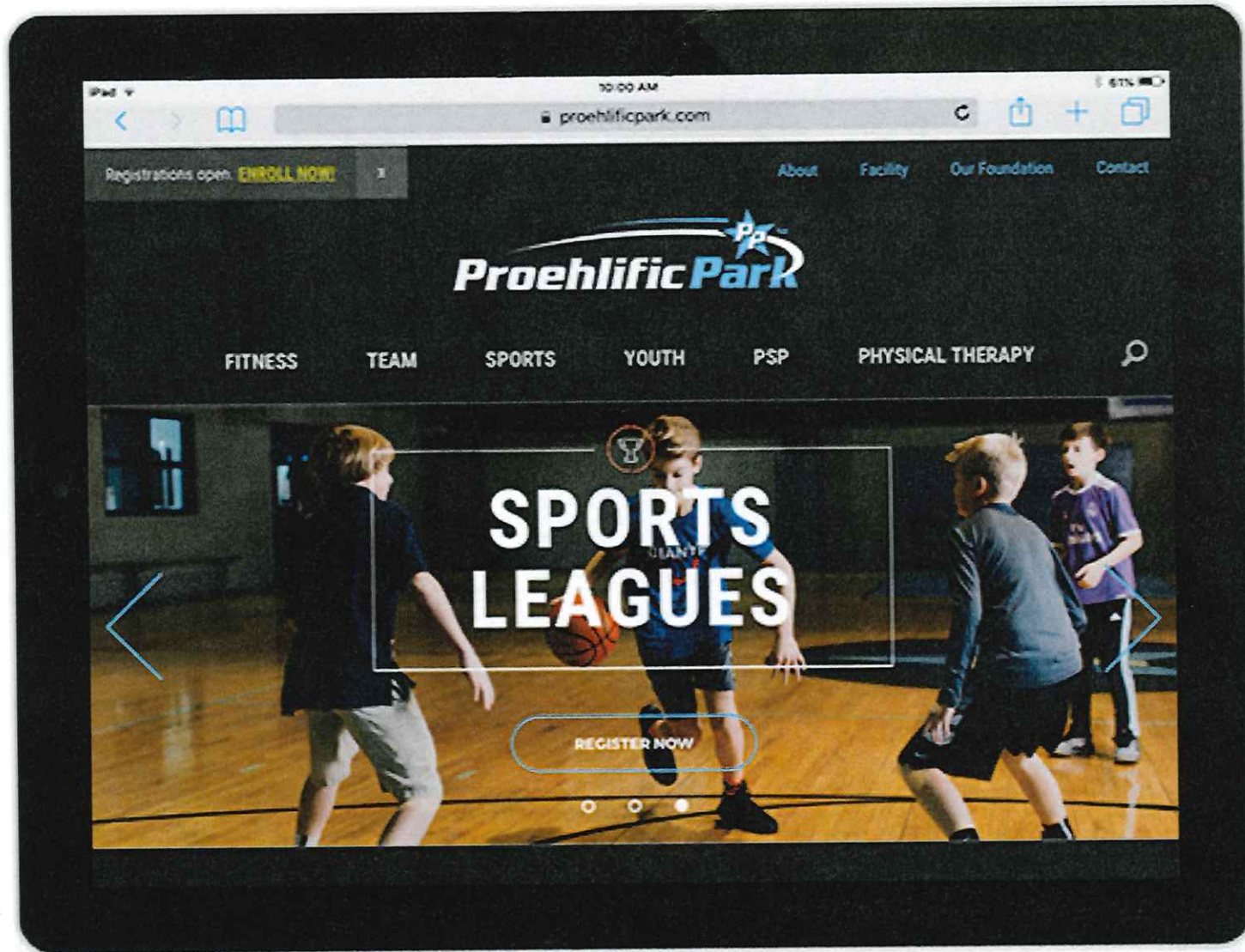


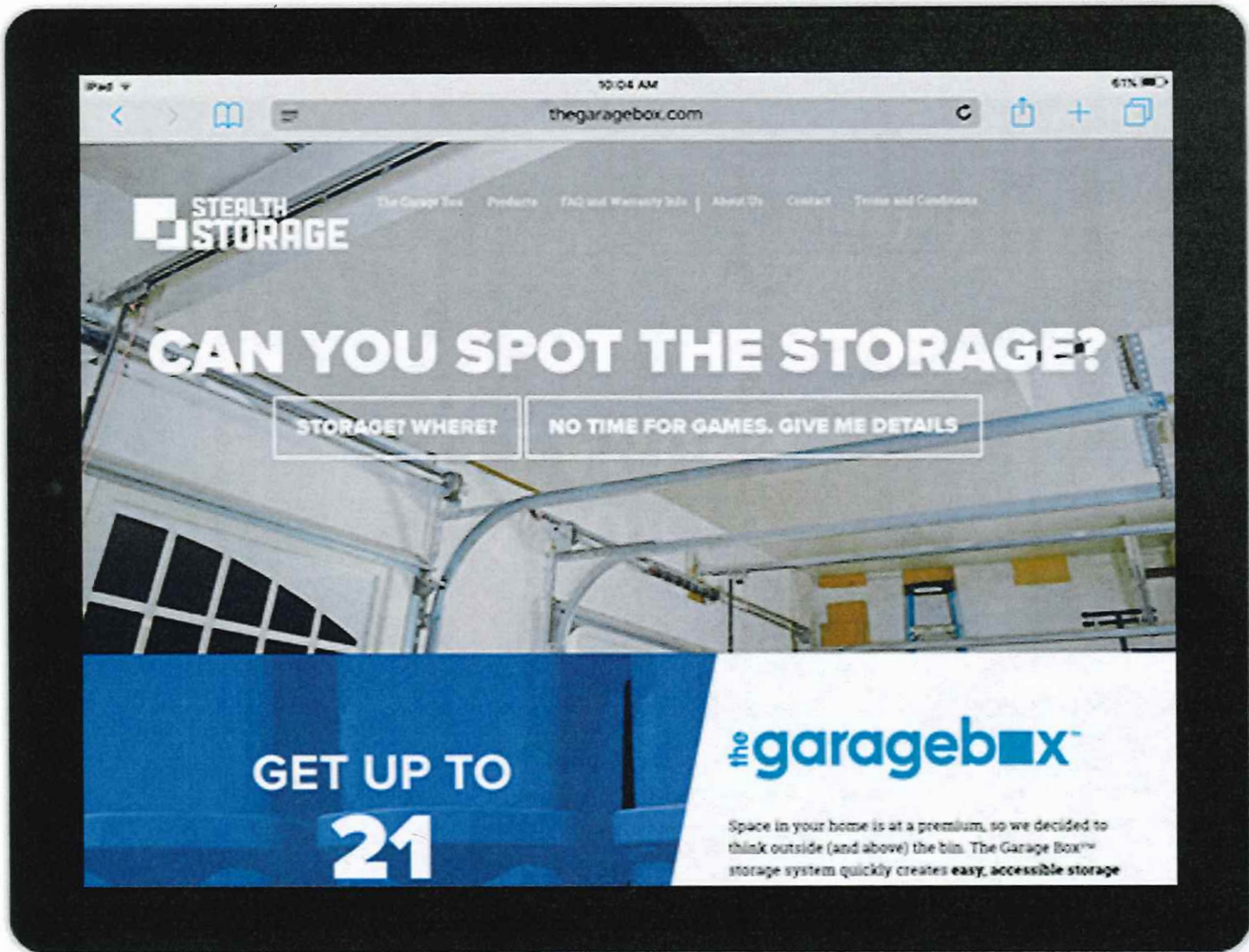


wildfire

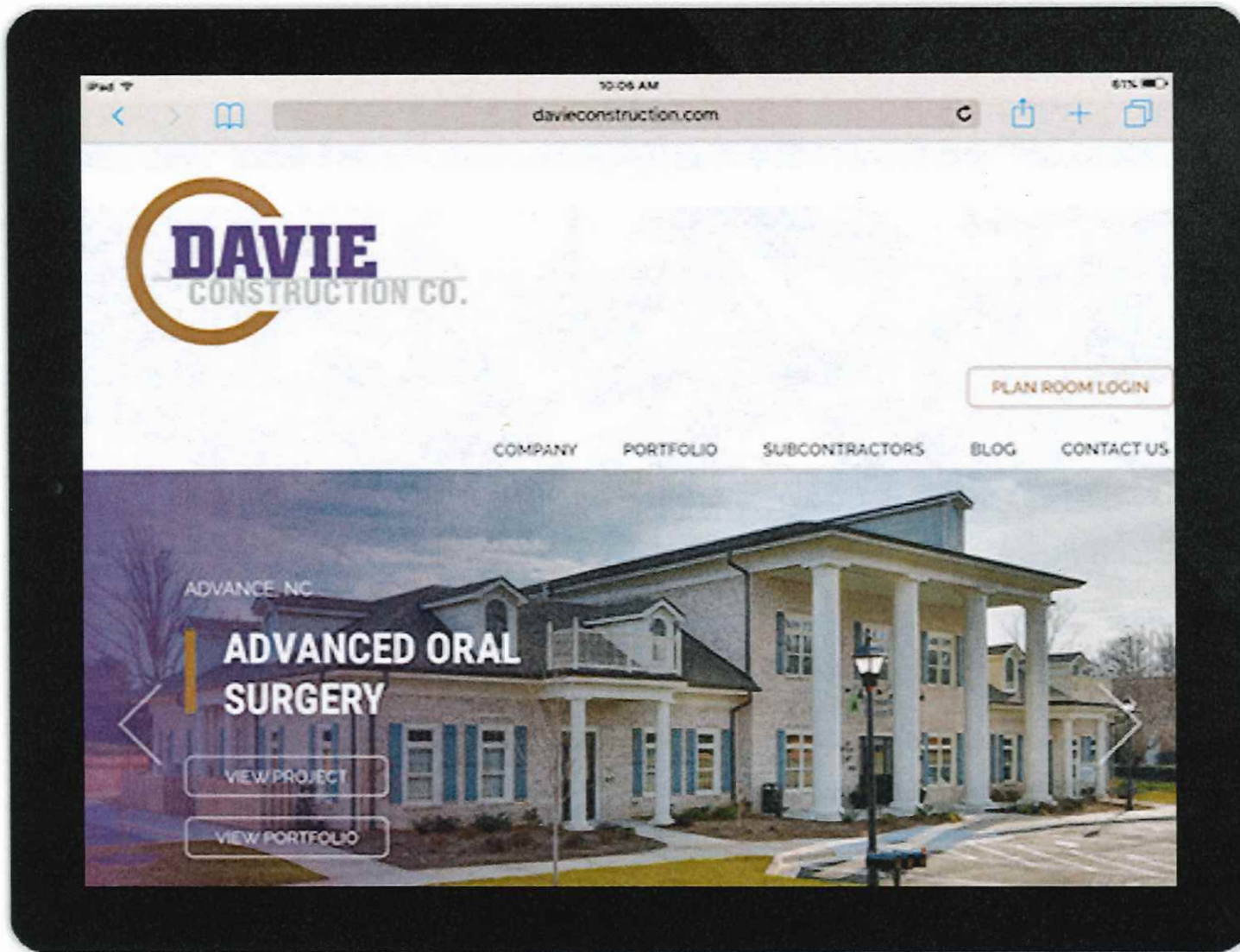
Interactive













wildfire

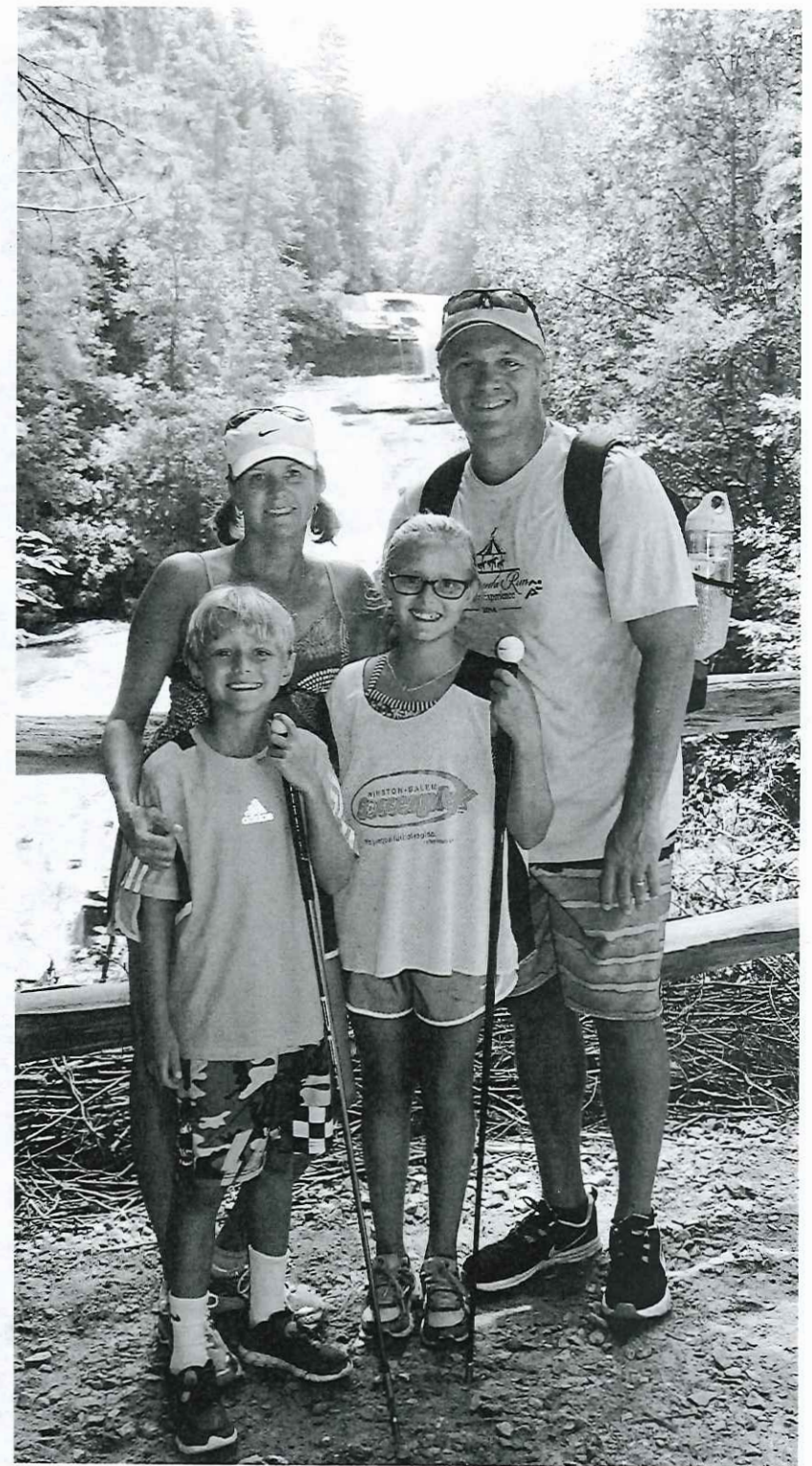
Your Team

# Brad Bennett

*Chief Firestarter | Co-Founder | CEO*

A graduate of UNC – Chapel Hill and Winston-Salem native, Brad began his career in not for profit and fundraising. After five years in this sector, he joined Long Haymes Carr (now Mullen) where he led new business efforts that resulted in nine new business wins in six months. Prior to his new business role, Brad worked on major accounts including Hanes, Champion, and RJ Reynolds’ Winston and Camel brands.

He is the one that keeps us true to Wildfire’s brand promise to deliver commerce-based creative that produces impressive business results all while lowering our clients’ blood pressure. And, he adds his expertise to all of our clients’ businesses—including Lowe’s Home Improvement, BB&T, RJ Reynolds, Hanesbrands and Nabisco. Today, he and his wife Paula are the proud parents of two children, Abbi and Beau.



# Mike Grice

*Chief Pyrotechnics Officer | Co-Founder | CCO*

Mike co-founded Wildfire in 2002 and directs the company's diverse group of creative, driven thinkers and craftspeople.

Before founding Wildfire as the creative leader, Mike worked at agencies that include LHC:Lintas/Winston-Salem (now Mullen), DMB&B/St. Louis, BBV/Chicago and JWT/Chicago on brands including Oscar Mayer, Miller Brewing Products, Kraft Foods, Discover Card, Kellogg's, Kemper Insurance, Quaker Oats brands, Maxfli, Wachovia, Sealy, IBM, Anheuser-Busch, Mars Inc. and Coca-Cola.

Under his leadership, Wildfire has been recognized nationally in some of the industry's most revered publications and award shows.



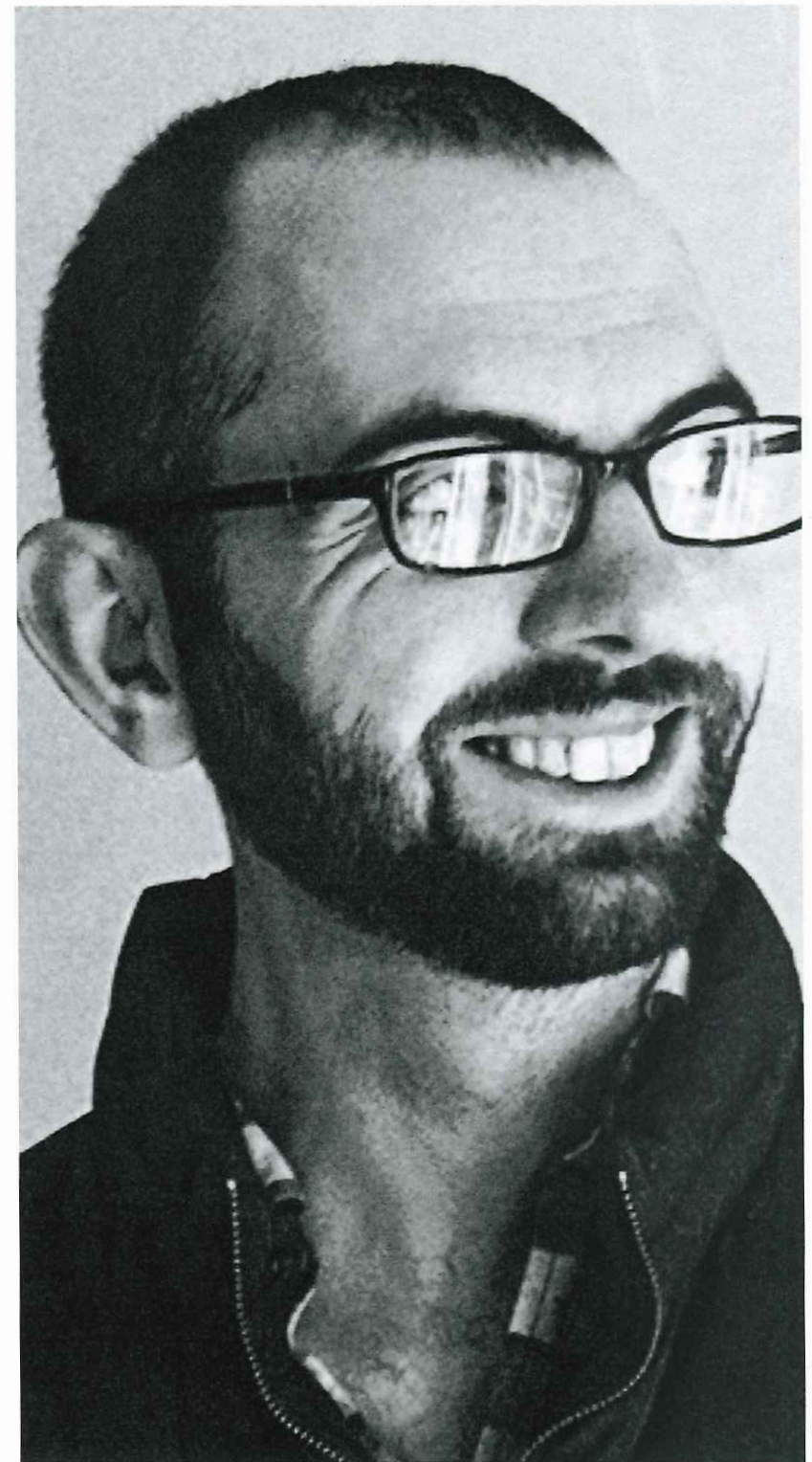
# Chace Hoglund

*Ember | Strategic Planner*

Chace graduated from Wake Forest University with a focus on writing for publication and Middle Eastern and South Asian studies. He spent summers working at WFU Information Systems developing education resources for computer science graduate students as they adopted a modified Red Hat Linux package.

After graduation he interned at Wildfire, then joined the team and helped position and launch a campaign for Allegacy Credit Union that set all-time new member acquisition and auto/home loan records. He assisted on the Wake Forest account and set revenue and attendance records across nearly every sport.

Chace then transitioned into a strategic planning role, where he is now involved in all consumer insight and positioning projects at Wildfire. His client experience includes Reynolds American, Hanesbrands, Lowe's Home Improvement, United Way of Forsyth County, GMAC/National General Insurance, Speedball Art, Allegacy Federal Credit Union, and Wake Forest Athletics.



# Chip Crutchfield

*Charcoal | Chief Digital Officer*

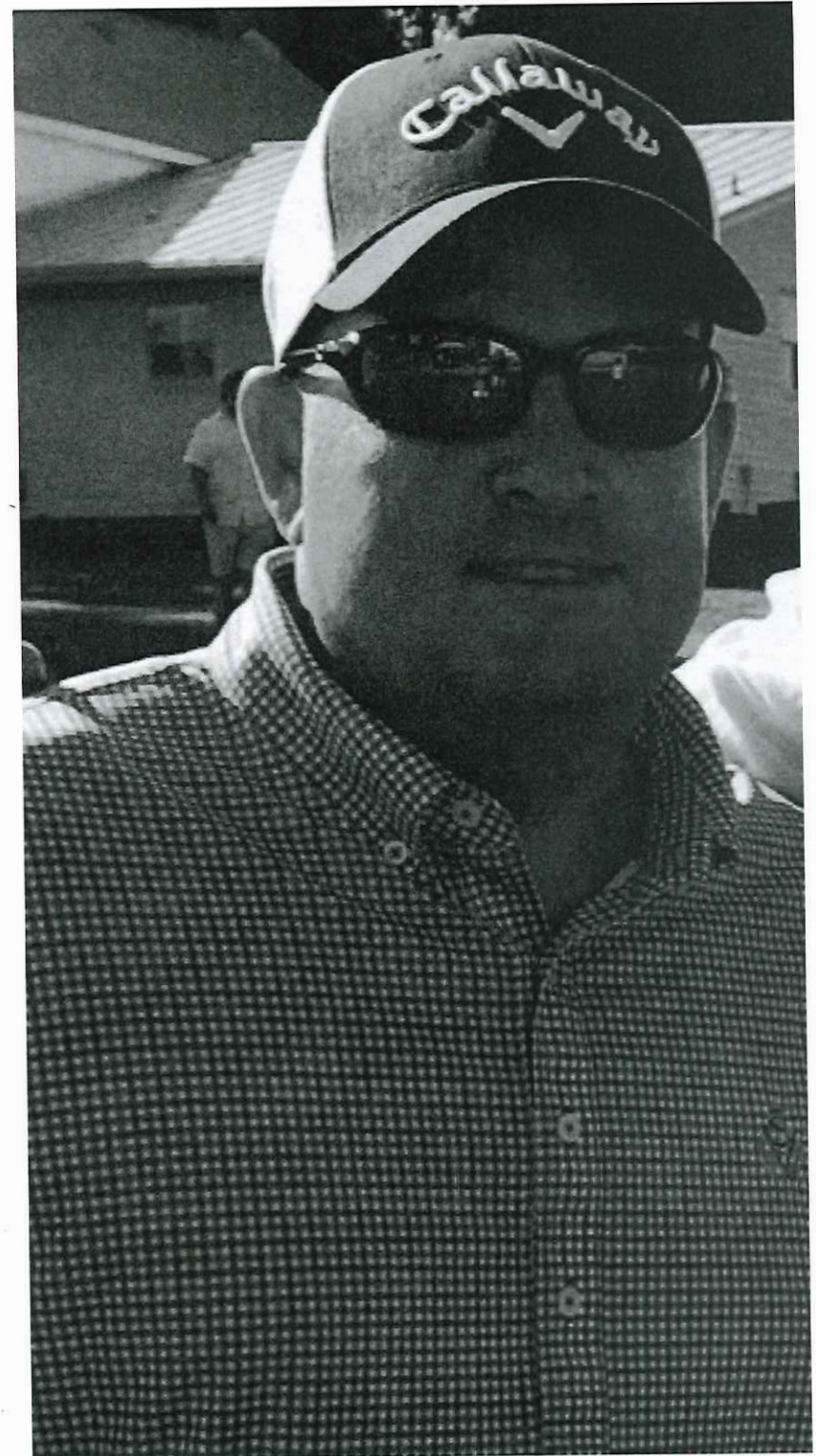
A graduate of High Point University and a Winston-Salem native, Chip began his interactive career as a web developer for BusinessSupply.com in 1999. After the dot-com boom fizzled in early 2000, he joined Wynncom as the Director of Web Development where he oversaw the creation of over 200 dot coms.

While at Wynncom, Chip was solely responsible for the business development of interactive clients but also served roles as the project manager and part-time developer. In 2004, he joined Stratapult as the Creative Services Manager and continued similar roles.

At the end of 2009, Stratapult was transitioned to Wildfire. Stratapult, brought with it over 50 clients and a specialty of content management tools.

Currently, Wildfire hosts and supports over 150 websites.

Today, he and his wife Shea are the proud parents of two children, Trey and Spencer.



# Crystal Nelson

*Fireball | Account Manager*

A graduate of ECU with a B.A. in Communication, Crystal's career began at Mullen, where she managed projects for clients such as Wachovia, TJ Maxx, and MasterCraft Boats.

Since joining the Wildfire team in 2005, her client list has included Lowes Foods, Motorsports Authentics, BB&T, Goldtoe Moretz, NOCQUA, Dixie Classic Fair, Mack Trucks, Volvo, AvidXchange and Hanesbrands, Inc (HBI). As an Account Manager, Crystal ensures that all the moving parts of the project run smoothly from start to finish.

As a Winston-Salem native, Crystal's love for the city runs deep. You'll often find her, along with her son Bryce, at Bowman Gray Stadium in the summer months, or rooting for the Carolina Thunderbirds in the winter months.





# Evan Grossjan

*Matchbox | Account Executive*

Evan moved to North Carolina in May of 2017 after spending four years in NYC where he worked for Complex Media, Time Inc. and Pandora. Originally from Southern California, Evan made his move to the east coast in 2013 to pursue a career in digital advertising after earning his B.A. in Communications from California State University, San Bernardino. This path led him to work with clients such as Levis, Starbucks, G.E., Home Depot and Lay's.

As an Account Executive, Evan works with Wildfire's creative and strategy teams to ensure advertising and design needs are met from conceptualization to the finalized product for clients such as AvidXchange, Guilford College, Lowes Foods and Unifi.

Outside of work, Evan likes to travel with his wife, Kate, ride and repair bicycles, play 18 holes of golf with friends and explore North Carolina breweries.



# Alex Liddle

*Incandescence | Graphic Designer*

Originally from Arlington, Texas, Alex returned home after receiving her BFA in Graphic Design from Harding University to begin her career where she worked with a branding and design agency for two years. Marriage relocated her to the Atlanta area where she freelanced until moving to the Winston-Salem area to begin work with Wildfire in May of 2017. Since joining the Wildfire team, she has worked with many different clients such as Wake Forest Athletics, RedHat, Lowes Food, and Earth-Kind.

When she's not designing, you can find her honing her hand lettering skills, pulling a print off a wood block print, drafting a new plan for a woodworking project, or perusing through the aisles of an antique store.



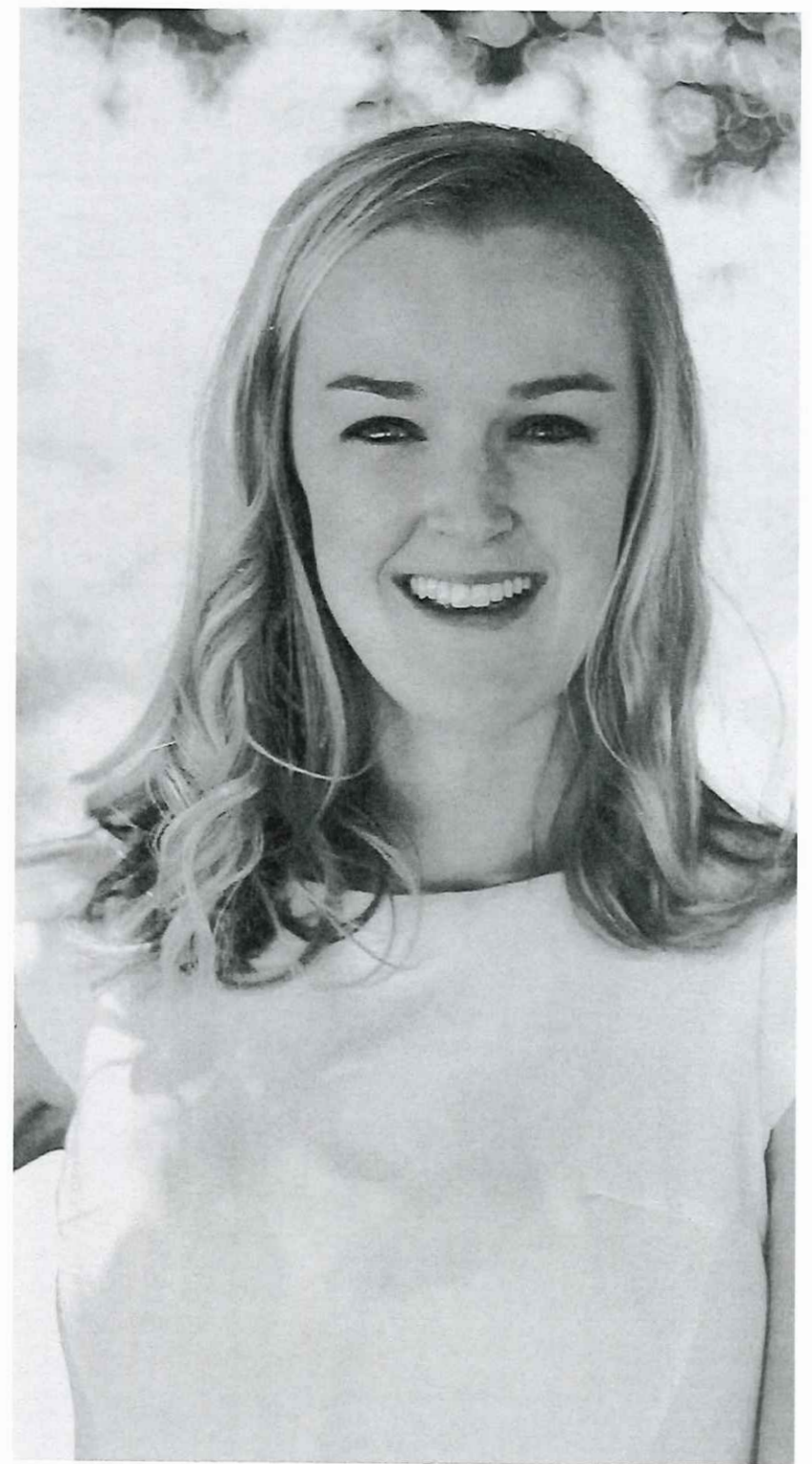
# Olivia Williams

*Fired Up | Social Media Specialist*

A graduate of Samford University in Birmingham, AL and a Winston-Salem native, Olivia has returned to her hometown after graduation to begin her career. She studied journalism and mass communication and graduated Magna Cum Laude with a double concentration in public relations and advertising.

Olivia serves as Social Media Specialist and works closely with the strategy and creative teams to help bring her clients' dreams to fruition.

When she's not in the office, Olivia can be found going to concerts, cheering on her favorite NASCAR team and planning her next beach getaway.



# Rachel Baker

*Kindler | Junior Writer*

A recent graduate of Washington and Lee University, Rachel has returned to her hometown of Winston-Salem to begin her advertising career at Wildfire. A lover of words in all forms, Rachel majored in English and Strategic Communications and minored in Creative Writing, and has since found her home writing ad copy.

As a copywriter, Rachel works with numerous teams and clients, crafting strategic objectives into compelling messages for print, digital, and beyond.

Out of the office, you can find Rachel coaching high-school swimming, cheering on the Carolina Panthers, or curled up with good book.



# Siobhan O'Brien Olson

## *Feisty PR*

Siobhan O'Brien Olson has more than 20 years of experience in developing award-winning integrated marketing and public relations campaigns for worldwide consumer and business-to-business brands. Her expertise covers the health care, pharmaceutical, consumer products, packaged goods, financial, transportation, association, non-profit and sporting industries.

She is nationally known for her ability to transform tired brands, catapult the launch of new products, motivate action and inspire loyalty for brands through the use of non-traditional marketing techniques in the areas of creative public relations, social media, events, publishing, online and experiential marketing. Her deep business knowledge and strategic capabilities have allowed her to help companies recover from crises such as airline hijackings, packaging failures, and urban myths to regain positive public perceptions.

She pioneered communications research and measurement programs that have been used as best-of-industry examples in the marketing communications field. A winner of numerous awards, including Effies, Anvils, Quills, Mercuries, Clarions, CIPRAs, and Bulldogs, she is a member of IABC and is a frequent speaker at national conferences and universities. She spearheaded the rebranding initiatives of Winston-Salem to transform the area into the "City of Arts & Innovation." She is 100% Irish, with a fitting name, pronounced "sha-vaughn."



# Elaine Gaeckler

## *Media Makes Sense*

Elaine's career in media started 17 years ago. She has worked at major ad agencies as a buyer, supervisor and account manager as well as in TV sales and management while living in Atlanta.

### Agency Experience:

J Walter Thompson – Domino's, Ford, 20<sup>th</sup> Century Fox  
Young & Rubicam/Media Edge:CIA – AT&T Wireless, Lincoln-Mercury/Jaguar, Taco Bell, KFC, Paramount Pictures  
22 Squared – Suntrust, Buffalo Wild Wings  
The Johnson Group – Krystal, McKee Bakery, Chattanooga Visitors Bureau

### Account Experience:

AT&T Wireless, Dominos, Ford, 20<sup>th</sup> Century Fox, IKEA, Lincoln-Mercury/Jaguar, Macy's, Taco Bell, KFC, Krystal, Paramount Pictures, Perkins Restaurants

### TV Sales:

Millennium TV Sales & Marketing – worked on top billing team as an account executive before being promoted to sales manager.

Elaine is a skilled negotiator with excellent communication skills and solid relationships within the media industry (voted Sales Manager of the Year 2 consecutive years by Atlanta Broadcast & Advertising Club - ABAC). She brings many years of experience from both sides of the media industry to the table and puts them to good use for all of her clients.



# Illene Matz

## *Media Makes Sense*

Illene's career in media has spanned 30 years. She has worked at major Ad Agencies as buyer, supervisor and media director, as well as in TV sales and management while living in LA, NY and Atlanta.

### Agency Experience:

J Walter Thompson: Burger King, Ford, 20<sup>th</sup> Century Fox

BBDO/Pentamark: Chrysler/Jeep/Dodge, Cingular-AT&T

MediaEdge/Group M: Taco Bell, KFC, Panera, AT&T, Macy's, Weight Watchers, Regions Bank, Ford, Lincoln-Mercury and more

The Johnson Group: Krystal, Chattanooga Visitors Bureau

### TV Sales:

KCBS TV

NBC O&O Stations

Post Newsweek Stations

Rep for over 150 TV stations nationwide

Illene prides herself in her strengths as a strong negotiator, excellent communication skills, and ability to find solutions to any problem. She makes sure to overachieve goals for all of her clients.





## Contact Us

*We look forward to hearing from you*

wildfire

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Thank You

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