

LEAP GROUP

LEAP MATTER **LEAP** FRAME **LEAP** AGENCY **LEAP** AMP **LEAP** SPARK



WHAT IS **LEAP GROUP?**

LEAP Group is an independent network of wholly-owned agencies.

At LEAP Group, we share a common culture, POV and values that make it easy for us to work together and create great work for our clients. Through an integrated approach of human understanding, communication and technology, we create authentic experiences.



LEAP GROUP

MAKING BRANDS MATTER MORE

**MARKET
LESS.
MATTER
MORE.**

LEAP GROUP

TEAMS OF EXPERTS WHO TRULY WORK AS A TEAM

LEAP Group, an assembly of digital-first thinkers, was purposely built to address the ever-complex demands on today's marketers.

The LEAP Group network is made of different agencies of subject-matter experts who provide deeper insights and draw on richer experiences more than any generalist ever could.

This powerful combination of broad perspectives and focused expertise gives you higher-quality thinking and consistently better solutions.



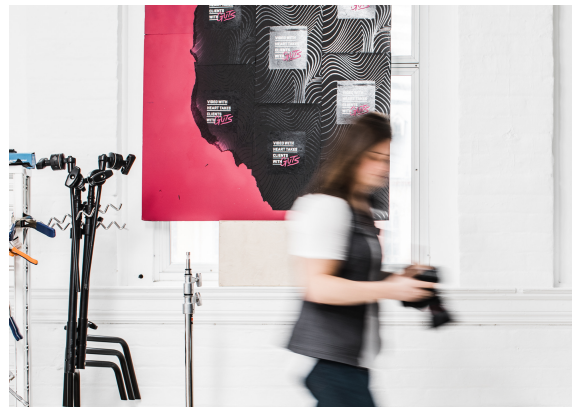
SCALE • DEPTH • EFFICIENCY

LEAP Group's consumer-centric, data-driven approach creates a seamless journey for customers across all digital, physical and virtual touch points. Our "Market Less. Matter More." point of view means we partner with brands to guide an informed strategy that truly makes them matter more to their audiences.



LEAP AGENCY

Full-Service Digital Agency



LEAP FRAME

Full-Service Content Production
Agency



LEAP AMP

Full-Service Amplification + Media
Agency



LEAP MATTER

Full-Service Branding + Design
Agency



LEAP SPARK

Full-Service Project Agency

LEAP MATTER

Full-Service Branding + Design Agency

A team of creative problem-solvers that blends strategy and design to activate brands.

LEAP AMP

Full-Service Amplification + Media Agency

Strategists, media planners and buyers, community managers, creatives, analysts.

LEAP AGENCY

Full-Service Digital Agency

Researchers, creatives, technologists, analysts, UX specialists, search specialists.

LEAP GROUP

SCALE • DEPTH • EFFICIENCY

LEAP FRAME

Full-Service Content Production Agency

Producers, directors, videographers, animators, editors, photographers, creatives.

LEAP SPARK

Full-Service Project Agency

Designers, writers, developers, UX specialists, project managers.

LEAP GROUP STATS

21

YEARS IN
BUSINESS

4

LOCATIONS
LOUISVILLE, CINCINNATI,
INDIANAPOLIS, AUSTIN

39

MILLION
IN CAPATALIZED BILLINGS

125

INCREDIBLE
EMPLOYEES



112

AWARDS
WON

5

AGENCIES
LEAP MATTER LEAP FRAME LEAP AGENCY
LEAP AMP LEAP SPARK

15

AWARD
SHOWS

TOP 5 CLIENTS

Kindred
10 YEARS

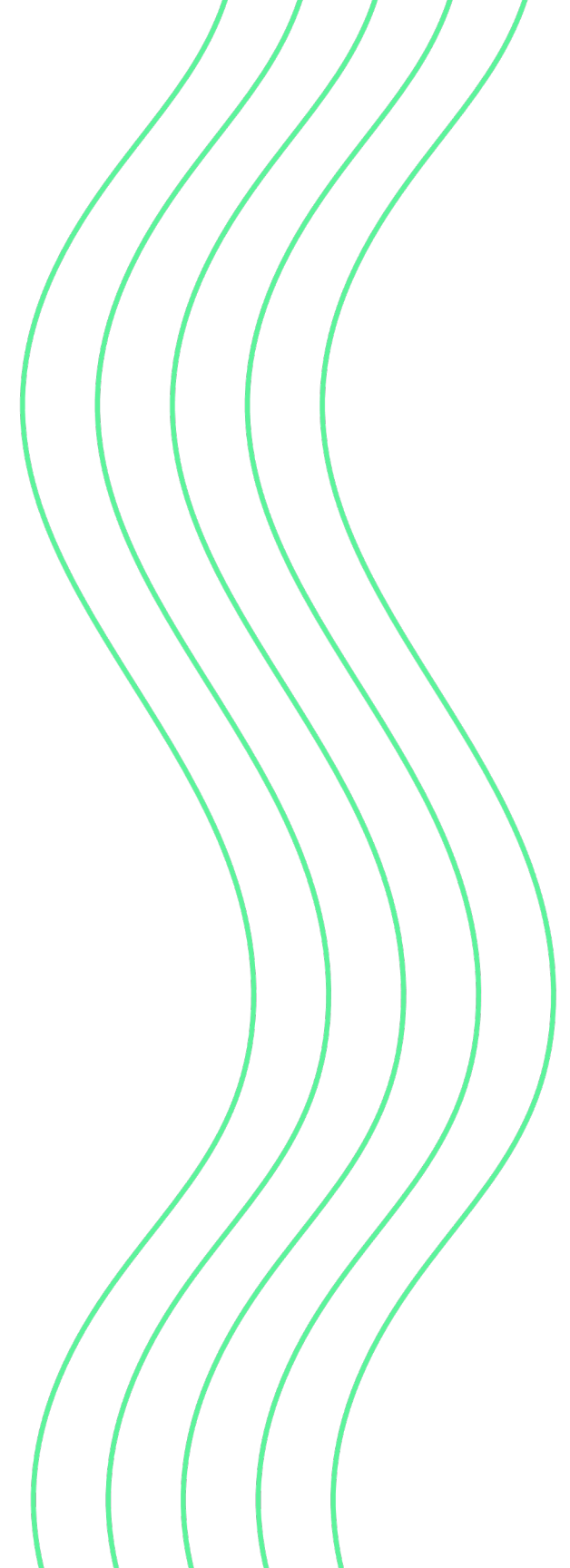
EVS
ELECTRONIC VERIFICATION SYSTEMS
12 YEARS

HEAVEN
HILL
BRANDS
5 YEARS

ThirdFederal
SAVINGS & LOAN
9 YEARS

KALAMAZOO
OUTDOOR GOURMET
1 YEAR

While we all have different
areas of expertise, **we're all
unified by a core belief:**





BRANDS WE MAKE
MATTER MORE.



HEALTHCARE



HEALTHCARE



Indiana University Health



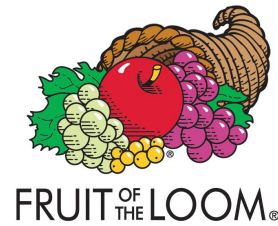
MANUFACTURING / B2B



MANUFACTURING / B2B



CONSUMER PRODUCTS



CONSUMER PRODUCTS

Johnson & Johnson



Titleist[®]

Mammutome



 MAKERWEAR



 Armstrong[®]



P&G

HUFFY



mongoose

NŪVŌ[®]

IGLOO[®]

FOOD + BEV

HERSHEY'S

P.F. CHANG'S

mentos

Admiral Nelson's
PREMIUM
SPICED RUM



LUNAZUL
Tequila



COLD SPELL
INTENSE * MINT * WHISKEY

EL ESPOLÓN

SUTTER
HOME
FAMILY VINEYARDS

FOOD + BEV



FINANCIAL



SMB/NONPROFIT



LEAP GROUP
SERVICES

CAMPAIGNS +
ADVERTISING

AUDIENCE
INTELLIGENCE

STRATEGY +
CONSULTING

CUSTOMER EXPERIENCE
DESIGN + UX

ANALYTICS +
INSIGHTS

SECURITY + IT

SEARCH

SOCIAL

TECHNOLOGY

EXPERIENTIAL

CREATIVE

MARKETPLACE

BRANDING

CONTENT PRODUCTION

MEDIA + AMPLIFICATION

BRAND STRATEGY + ACTIVATION

Positioning + Purpose Statements

Golden Bullseye (What, How, Why)

Stakeholder Interviews + Surveys

Competitive Landscape Analysis

Personality Archetype

Visual Mood Boards

Messaging Voice and Tone

Naming

Copywriting

We believe in a brand's ability to be human. LEAP Group is dedicated to uncovering the "Why"—the greater purpose, cause or belief—for each brand we help steward.

We begin by examining the buyer persona to understand what inspires them to take action and make a purchase. We look at the competitive marketplace to help inform us on how we position the brand to stand apart.

BRAND STRATEGY + ACTIVATION

We define the brand personality, essence, differentiators, attributes and values that will best resonate with our audience with the goal of creating long-lasting, loyal relationships. When that occurs, they become our biggest asset—brand champions and advocates.

When our solid foundation of brand strategy is set, we bring our unique story to life with on-target, exceptionally executed visual and verbal activations of the brand across all touch points both traditional and digital.

LEAP GROUP CORE VALUES

At LEAP Group, we value C.R.A.F.T.

Creativity.

To reach intended audiences, we imagine, create and activate original, design-centric ideas.

Reliability.

We strive to be prepared, responsible, focused and consistent.

Authenticity.

We're honest, straightforward and professional.

Flexibility.

We're adaptive and have a helpful, can-do attitude.

Teamwork.

We are collaborative and respectful of all perspectives—and we're accountable to ourselves, each other, and our clients.

AUDIENCE INTELLIGENCE

Audience Research + Insights

Audience Segmentation + Targeting

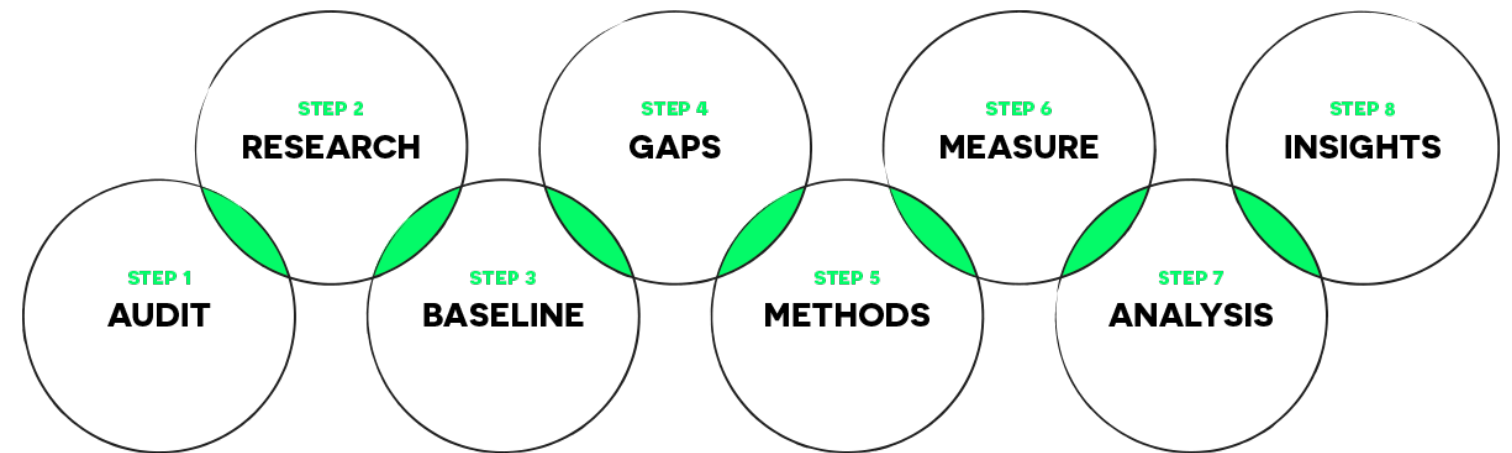
Persona Development

Market Assessment

Brand Satisfaction

Stakeholder Interviews/Surveys

LEAP Panel



STRATEGY + CONSULTING

Digital Transformation

Brand Strategy

Customer Experience

Business Innovation

Technical Strategy

STRATEGY + CONSULTING



CREATIVE

Brand Identity + Design Systems

Web / Mobile / Connected Devices

In-store / Physical Experiences

Content Development

Copywriting

Iconography

Packaging

Exhibit + Trade Show

Printed Collateral

CUSTOMER EXPERIENCE DESIGN + UX

User Personas + Scenarios

Customer Journey Mapping

Customer Experience

Business Process Design

Digital Ecosystem Design

Lo/Hi Fidelity Wireframes

Prototyping

Product Development

Application Creation

Websites

Interactive Displays

Business Process Development

TECHNOLOGY

Technical Strategy + Architecture

Content Management Systems

Custom Cloud Applications

Responsive Website Construction

Third Party Platform + System Integrations

E-Commerce Integrations

B2B Applications

Mobile + Progressive Web Applications

Experimental

CAMPAIGNS + ADVERTISING

Integrated Marketing Strategy

Channel + Campaign Strategy

Creative Strategy + Execution

Channel Planning

Branded Content

Print + Outdoor

Social + Mobile

Email + SMS

Audio, Video, Interactive

SEARCH

SEO

PPC

Local

Commerce

Voice

PAID SEARCH STRATEGY

OUR PROCESS



SOCIAL

Strategy

Creative

Engagement

Paid Social

Measurement

Social CRM

Social Listening + Brand Protection

Sentiment Monitoring

SECURITY + IT

Hosting

Security

Log Management

Dashboard Setup

Redundancy

Change Control Management

Compliance

Vendor Management

EXPERIENTIAL

DOOH

AR / VR

Retail Environments

Event Marketing + Design

ANALYTICS + INSIGHTS

Integrated Analytics + Measurement Strategy

Business Intelligence + Performance Analytics

Advanced Marketing Sciences

Reporting Development + Executions

WE MEASURE EVERYTHING WE TAKE TO MARKET.



MEASURE

Collect data from all applicable sources.

ANALYZE

Align data with overall business objectives and key performance indicators.

REPORT

Provide an analysis of relevant metrics and dimensions along with actionable insights and recommendations.

OPTIMIZE

Refine and improve tactics to achieve desired goals.

MARKETPLACE

eCommerce Strategy Development

Multi-Channel Supply Planning

Operational + Sales Management

Assortment Strategy + Planning

Media Planning + Management

Organizational Analysis

Content Strategy

Digital Shelf Monitoring +

Management

New Product + Brand Launch

Services

Alexa Skills Development

Promotional Program Planning

Customer Feedback Utilization

Review + Reputation Management

CONTENT PRODUCTION

Copywriting

Films

Games

Animation

AR

VR

Photography

Video

Podcast / Radio / Audio

BRAND STRATEGY + DEVELOPMENT

Positioning/Purpose Statements

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Personality Archetype

Visual Mood Boards

Messaging Voice + Tone

Naming

Brand Guidelines

MEDIA + AMPLIFICATION

Programmatic

Digital Media

Connected TV

Paid Social

THANK YOU

for

HAVING US

LEAP GROUP