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agency overview

good ideas matter

After years of success, we know that good ideas matter. Well planned and executed ideas matter more.

People are time starved and cause cluttered. We live in a world where every brand and millions of causes fight for our attention.

The best campaigns are a value exchange. People trade their time, talent and treasure for what they value.

The best campaigns tell stories and ask for action. Action in exchange for something valuable:

Community. Recognition. Cause.

Individual actions might be small, but they stack up and matter.

We're not unique because we care, we're unique because we know how to get people to care.

we are digital natives

Digital is the key to breakthrough success.

The digital space is where we all connect, where we all share ideas, and where we are all influencers within our own social spheres.

Digital execution cannot be an afterthought. All ideas have to be inherently and equally shareable so that they can flow through our social networks, online and off.

Make it easy and compelling for people to share digitally and you achieve breakthrough success.

We are driven by cross channel collaboration.

causemediagroup

GOOD SCOUT

A Social Good Consultancy that helps brands take smart, impactful and sustainable leaps in how they do greater good

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A Digital Marketing Agency that creates good ideas, great campaigns and outstanding results.

patron

A Branding & Design Firm that launches brands, platforms and ideas.

KOMPOLT™

The leader in online auctions that bring celebrities, brands and nonprofits together for good.

Causemedia Group is an independently owned, integrated family of agencies with a common cause of deepening brand engagement across all media.

We seamlessly leverage all the specialized talents and experience through a single project leader.

what we do

Integrated Marketing

Cause Marketing
Graphic Design
Cause Marketing
Content Marketing
Corporate Social Responsibility
Nonprofit Marketing
Promotions and Sweepstakes

Technology Services

Web Design and Development
Mobile App Design and Development
Marketing Platform Development
Analytics and Reporting Analytics

Marketing Services

Digital Strategy
Digital Marketing and Advertising
Social Media Strategy and Campaigns
Business Intelligence and Social Listening
Social Media Management
Search Engine Marketing

Media Services

Paid, Owned and Earned Media
Media Management
Design Production
Video Design and Production

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business intelligence tools

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brand experience

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case studies

JAMIE OLIVER FOOD FOUNDATION

food revolution day

We can execute online campaigns with offline extensions.

Create a global online movement with offline impact.
We helped celebrity chef Jamie Oliver, create a custom website that integrated multiple platforms (NationBuilder, Gidsy, StayClassy, Grubwithus) to build community, display events and funds raised at workplaces, schools, farmers markets, restaurants and more on a global map - in real time.

Three years later, we’ve helped FRD become a global movement and users continue to visit the site to utilize resources. To date, FRD events have taken place in over 600 cities in 70 countries. More than 90k folks have joined Food Revolution’s social media channels and have created over 150,000 FRD related posts.

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#drafting

We get how to make ideas spread like wildfire.

Can you help us make it go viral?
To launch the NASCAR season at the Daytona 500, we turned #drafting into a meme and enlisted NASCAR drivers, teams and sponsors to seed the idea. We started with Jimmie Johnson, Jeff Gordon, Dale Earnhardt Jr. and then got our friends at Mountain Dew, Budweiser and Toyota involved. We even landed a few influencers outside of the NASCAR world, like Kelly Ripa from LIVE! with Kelly & Michael to help us out.

Almost immediately, thousands of photos started to appear as #drafting blew up among fans and the entire NASCAR industry. In less than two weeks, there were over 10,000 uses of the #drafting hashtag, 100,000 likes or comments on #drafting posts and the “grassroots” campaign was featured on FoxSports.com and the Fox broadcast of the iconic race.

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EQUINOX

social gets fit

Social business transformation

Creating a Social Business From the Bottom Up
We know that people are social, technology is a tool. Luxury fitness club Equinox is social by nature and their top priority is member experience. We helped Equinox craft transformative solutions around their biggest asset – members. We provided the expertise and tools to allow social intelligence to bridge the internal with the external – creating a more efficient and localized relationship with their members across the world. Using customized training manuals, digital playbooks along with a state-of-the-art command center in NYC, we helped Equinox transform into a truly social business.

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a sweet new site

In-store and online can be a shared experience.

Bring the offline experience to the online destination.
Retailer M&M's World's website needed a huge injection of fun to keep pace with its iconic stores. We created a fresh new website and improved the social media integration throughout site to boot, maintaining functionality with their existing cart and fulfillment systems seamlessly and with no down time. We also created a new outbound marketing strategy and email designs that increased sales and loyalty to the new site. Sweet!

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row m live

We get mobile optimization and second screens.

The experience is everywhere and so are your fans. Motorola sponsored the Justin Bieber tour and needed to display all the best photos, memories, and conversations taking place from each tour stop in real-time to reach the millions of fans who couldn't get to the gigs. From "Row M", lucky fans got new phones and were encouraged to share their POV through social media. We developed a fully responsive destination that aggregated all your favorite social sites – filtering and displaying the experience in real time. Beliebers everywhere got to feel as though they were there.

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you oughta know

Exclusive content can drive participation and sharing.

Boosting awareness and growing audience
VH1 was launching its first ever You Oughta Know in Concert, featuring talented up-and-coming artists including Lorde, Ed Sheeran, and Emeli Sande. To make fans aware of the livestream, we created a strategy based on behind the scenes content from production shoots and rehearsals. Using a contest on Instagram, and unique, branded access to the artists and talent, we created a conversation between fans and VH1. We also crafted content for all Lorde, Ed Sheeran, Matt Nathanson, Emeli Sande and others to engage their personal networks. Some clever planning and a bit of real time marketing helped VH1 hit record-breaking numbers for the livestream concert.

build a boma

Empowering your biggest fans to tell your story in their own words

Friends helping friends to save the big cats.
National Geographic needed a peer-to-peer fundraising solution for their Build a Boma campaign, part of their Big Cats Initiative. NatGeo wanted people to know about the importance of livestock enclosures called “bomas” that protect lions and other big cats from retaliatory killings in Kenya and Tanzania. They also needed funds to maintain existing bomas and build new ones. We developed a bespoke peer to peer microsite with custom integration from Classy – built social and ready for any screen size. To date, over 350 fundraising pages have been created and nearly $210,000 in donations have been raised.

team nfl

Partnerships with purpose become part of the brand.

Making social friends out of loyal fans
In celebration of their 40 year partnership, United Way and the National Football League wanted supporters to pledge to join Team NFL and volunteer with a local United Way chapter. We developed a custom content strategy and an outbound marketing approach that encouraged fans to interact with United Way and Team NFL online. To make absolutely sure that the campaign got the traction it needed, we enlisted the NFL players themselves who used their own social channels.

Without paid support, the campaign reached over 28 million social fans in just 15 weeks, with the average Facebook engagement more than 20x the industry standard, and 50,000 click-thrus to pledge.

BOYS & GIRLS CLUB

great futures campaign

Simple actions make a big difference.

The first national digitally driven campaign
The Great Futures campaign is Boys & Girls Clubs of America's five-year initiative to open the door to Great Futures for kids across America.

We built a campaign hub at GreatFutures.org that invited users to commit through donation, social share or volunteerism. The site aggregated and celebrated user stories and their impact. We also launched a social campaign for the public launch of the campaign in New York City that culminated in a 3:00 p.m. "Bell Heard Round the Web" digital disruptor and live celebrity performance. So far, the campaign has generated $1 million in sponsor donation match, over 400 million anticipated impressions from partner content (including Disney, Coca-Cola & Taco Bell) along with celebrity support from Nick Cannon, Shaun White & Jennifer Lopez.

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brand launch

We can build brands through social community.

Getting a brand ready for prime time

We worked with the founders of the doggy-lifestyle brand waggle on a core idea: that while dogs are not our whole life, they do make us— and our homes—more complete. From this insight, we created a brand that unites design, data and technology to enrich the lives of dogs and their owners. We created the waggle brand identity, website and launched waggle's social footprint with daily editorial content. We used our comprehensive community management strategies to quickly grow waggle's presence on social media, contributing rich, dog-centric editorial content to the waggle.today website.

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digital democracy platform

Digital destination that is simple in design without hindering discoverability.

Politics is for everyone, and transparency is the key.
A product of the Institute for Advanced Technology and Public Policy, Digital Democracy is a first of its kind platform that features a searchable video database of state legislative committee hearings. Users can search videos and run in-depth analytics to identify trends and relationships. Profiles of individual speakers can be tracked. Information and opinions can also be viewed, clipped and shared across social media. We created bipartisan branding for the platform and a user-friendly design that provides a rich and seamless experience, developing the overall architecture and functionality to ensure ease of use for the widest possible audience.

#shareslo campaign

Building social community and driving engagement.

The Happiest City in America – our Hometown!
The City of San Luis Obispo wanted to stand out from all of the other popular destination cities along the California Coast. We rebranded the San Luis Obispo Vacations website, designed to be a hub of travel related information, packages and deals for visitors to the city, and drove traffic with an integrated media approach.

We also refreshed #ShareSLO, rallying influencers and locals to share why they loved San Luis Obispo to entice visitors and reveal the hidden treasures, must-see and must-experience aspects of the city.

Within the last 8 months, the #ShareSLO social footprint has increased across all platforms - 8,500 new Facebook fans, 1,410 new Twitter followers and 700 new Instagram followers.

leadership

Chris Noble CEO

Chris began his career running state-level grassroots political campaigns across the US and then worked in tech for over 14 years. Here, his crews developed new products and brought them to market. Chris lived the full Silicon Valley experience – going from five guys in a garage to IPO, and just about everything in between.

Joey Leslie President

Joey isn't an agency guy. He created StudioGood with the belief that good ideas and results are really all that matter –that clients deserve more than they expect. Over the years, he has created award winning campaigns for celebrities, entertainment studios, Fortune 50 companies and global nonprofits. He's raised a lot of awareness and money along the way, but he's most proud of raising his two boys.

Brian Powell Managing Director

Before joining StudioGood, Brian managed big brands such as Nokia, Pizza Hut, and Dr Pepper. His non-profit experience includes Livestrong, Feeding America, and Make-A-Wish Foundation. Previously the cofounder of a consultancy/design firm, Brian also spent ten years at Omnicom Group agency TracyLocke as a group director.

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why choose us

Good people. Great Ideas.

We pride ourselves on being good people with great ideas who just get it. And we deliver outstanding results.

We bridge agency, brand and start up worlds, so we can meet you wherever you are and help you get to wherever you want to go.

We customize a service platform for you, based on the nature, size and scope of the work that you need, your organizational structure and the corporate climate.

Your work will be overseen by one of our principles. Your day-to-day contact will be someone at director level. We bring in support staff when necessary.

No layers. No bureaucracy. No compounding overheads. And we're great people to work with.

contact us

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