

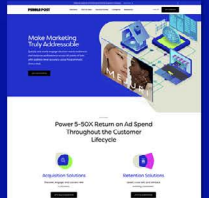
Hi, I'm

Lisa

a creative specialist who
brings brands to life.

lisa-gillis.com | l.w.gillis@gmail.com | 412 657-5402

Website



PEBBLEPOST

PROGRAMMATIC DIRECT MAIL



15 Statistics That Prove the Power of Direct Mail in 2024

READ MORE



Speed Flexibility Growth Unified by the PebblePost Platform

See What's New

Social presence

THE POWER OF PROGRAMMATIC DIRECT MAIL

DRIVE MEASURABLE PERFORMANCE EVERYWHERE

WHIPPING 32X ROAS WITH PROGRAMMATIC DIRECT MAIL

LIU+ GEORGIA

32% 7000%

13 KPIs to Integrate Programmatic Direct Mail into Your Digital Strategy

80% 95% 77%

THE PEBBLEPOST PLATFORM YOUR PERFORMANCE FLYWHEEL

Getting Started WITH THE PEBBLEPOST PLATFORM'S CREATIVE MANAGER

TOTAL REVENUE GROWTH WITH A FULL LIFECYCLE STRATEGY

9x 6x 50x

LIU+ GEORGIA 32X ROAS WITH PROGRAMMATIC DIRECT MAIL

HOW PEBBLEPOST UNLOCKS PERFORMANCE AT SCALE

MARKETING PROGRAMS THAT DELIVER OUTCOMES ACROSS THE FULL CUSTOMER LIFECYCLE

SURPASSING MEMBERSHIP GOALS WITH PRECISION TARGETING

ACCESSING THE CREATIVE LIBRARY

PROGRESSIVE BIDDING STRATEGIES

PEBBLEPOST enables brands to identify and engage decision-ready consumers in the moments that matter to drive measurable performance everywhere.

One-sheet sales & knowleg shares

Deck presentations

Engage the right consumers to drive performance across the entire customer lifecycle

How PebblePost helps brands adapt in the new era of marketing

Actionable insights and closed-loop performance measurement inclusive of all points-of-sale

At the center of every marketing outcome

Trusted by hundreds of leading brands to help acquire, retain, and grow relationships:

Actionable insights and closed-loop performance measurement inclusive of all points-of-sale

PEBBLEPOST enables brands to identify and engage decision-ready consumers in the moments that matter to drive measurable performance everywhere.

PEBBLEPOST

PROGRAMMATIC DIRECT MAIL

TONE

QUIET CONFIDENCE
Quiet Confidence is knowing that success is the only option or outcome. We do not brag or make grand, unsubstantiated proclamations. We do not shy away from tough conversations or get defensive. We are not cocky. We do not react rashly to what others in the space might be doing. Instead, we remain calm, assured, and even.

FOLKSY CHARM
Folksy Charm is having a friendly or informal in manner or style. We don't have hard edges. We aren't sardonic or sarcastic. We're conversational and approachable. We use simple language and anecdotes, metaphors, and analogies. We use contractions.

ACCESSIBLE WISDOM
Accessible Wisdom is being able to teach everyone willing to learn the how's and the why's they need to know to be successful. We do not use an acronym without first defining it. We do not invent new terms for ones that are already established. We do not sacrifice clarity for cleverness.

UNAPOLOGETIC IDEALISM
Unapologetic Idealism is the joyful pursuit of a belief or philosophy, no matter how unrealistic. We don't accept things as they are if what they are is broken. We welcome scrutiny and those that challenge us to be better. We are optimistic about the future and our ability to shape it.

FONT

— Filson Pro, Primary Use

FILSON PRO
THIN - HEADLINE

Filson Pro Medium - Subheadline

Filson Pro Book - Body copy

— Monserrat, Google Suite font

MONSERRAT
THIN - HEADLINE

Montserrat Bold - Subheadline

Montserrat SemiBold - Body copy

COLOR PALETTE

Pebble Blue
HEX: 1B2CCC
PANTONE: 2736 C
RGB: 27/44/204
CMYK: 99/93/0/1

PRIMARY

Black
HEX: 000000
PANTONE: 20-0194
RGB: 0/0/0
CMYK: 75/68/69/90

White
HEX: FFFFFF
PANTONE: 914 C
RGB: 255/255/255
CMYK: 0/0/0/0

SECONDARY

Blueberry
HEX: 8E8EFF
PANTONE: 2395 C
RGB: 142/142/255
CMYK: 50/50/0/0

Vibrant
HEX: 771100
PANTONE: 2390 C
RGB: 119/25/0
CMYK: 53/0/100/0

Lemon
HEX: FFFD00
PANTONE: 101 C
RGB: 255/255/0
CMYK: 0/0/100/0

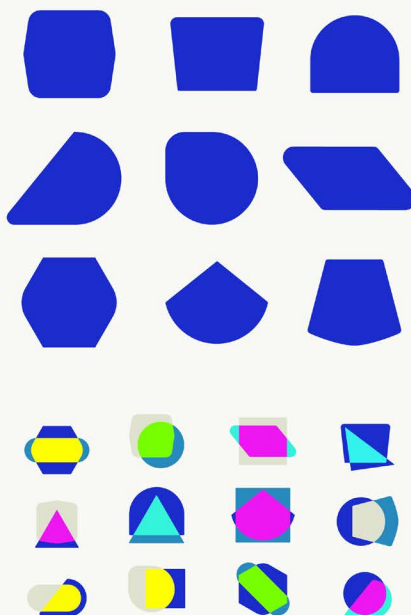
Ultramarine
HEX: 547EE7
PANTONE: 3252 C
RGB: 85/128/238
CMYK: 79/50/2/5

TIERTIARY

Stale
HEX: 888888
PANTONE: 418B C
RGB: 141/141/141
CMYK: 9/27/27/2

Stone
HEX: 8E8E8E
PANTONE: 7524 C
RGB: 142/142/142
CMYK: 10/10/11

SHAPE ELEMENTS



VISUAL STYLE



WINDOWS THAT CONNECT OUR WORLDS



These compositions of intersecting shapes with our incorporated photography creates a depiction of how our printed piece can transcend and become a part of the world through a window. When creating these compositions focus the layout within the window and have an area of the printed piece reach out of the window. This will illustrate that it lives between both worlds.

American Shaman
GREEN ROADS

Cloudponics
grow plants from the cloud

SHRYNE GROUP INC.

chil
EST. DAILY

CANNAVU
CANNABIS & CBD ADVERTISING ACCELERATOR

thebluntness.com

BLUNTNESS



We use insights, custom content, social, and media to develop integrated campaigns that educate, inspire, and drive consumers to your brand.

BLUNTNESS

ALL HIPHOP
Billboard
Hollywood REPORTER

brobible
BARSTOOL SPORTS
FANSIDED
BIGLEAD

across sports, entertainment, cannabis & lifestyle
delivering 2.75B video views per month
ing and Spanish Language Available

BLUNTNESS

MEDIA KIT
—
JANUARY 2021

The **BLUNTNESS**
WE BUILD CBD & CANNABIS BRANDS

CUSTOM CONTENT EXPERIENCES

THE BLUNTNESS VIDEO

Placement Instream

Insertion Point Pre-Roll

Maximum Duration :30 Seconds





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The **BLUNTNSS**



WISE COLLECTIVE MAIN LOGO

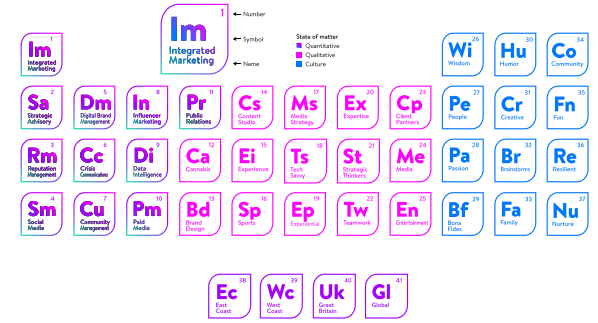


WISE COLLECTIVE SOCIAL MEDIA ICON AND WEB FAVICON



The Marketing Alchemists

The Art and Science of Creating Marketing Magic for Brands



The Art and Science of Creating Marketing Magic for Brands

At Wise Collective, all of our services are tailored to you, your company and your goals. Our agency is made up of creative thinkers, strategists, writers, problem solvers and detail-oriented planners whose sole focus is to help you unlock potential value of your brand.

TREMOR VIDEO

FORWARD
TREMOR VIDEO
WELCOME

MARK YOUR CALENDAR
Sep. 30 | 8:00 AM - 1:00 PM
The 2013 Video Strategy Evolution

TREMOR FORWARD
TREMOR VIDEO

MARK YOUR CALENDAR
Sep. 30 | 8:00 AM - 1:00 PM
The 2013 Video Strategy Evolution

HOME IMPROVEMENT

THE PREMIUM VIDEO MARKETPLACE

GEN Z EN
THE FUTURE WILL BE TARGETED & NATIVE

TV, OR NOT TV

OF ADULTS 18-50 EQUATE STREAMING WITH TURNING ON THE TV

WHAT "WATCHING TV" MEANS BY GENERATION

Generation	Watching on other device
Gen X	54%
Millennials	72%
Gen Z	70%

Generation	Watching on tablet
Gen X	74%
Millennials	63%
Gen Z	55%

BINGE, BABY, BINGE

THEY'RE SERIAL NONGRATISERS

TV IS SOCIAL CAPITAL

Reasons for watching a show

43% just to talk about it with peers	32% simply to impress others	23% to look smart
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THE FUTURE WILL BE TARGETED & NATIVE

In 10 years, TV ads will completely match or exceed the show being watched.

Gen Z 43%
Millennials 32%
Gen X 28%

REPECFAIL: Gen Z and Millennials have a low tolerance for heavy ad loads. Keep it light.

ADS, THEY'RE NOT EVIL

Gen Z likes ads.

54% who don't mind or enjoy watching TV ads

Gen Z 54%
Millennials 45%
Gen X 43%

WHY?

WATCHES LESS TV COMPARED TO THEIR PARENTS.

BUT AS THE DEFINITION OF "TV" BUILDS, INCLUDING THE NATURE OF CONTENT AND ADS, IS CONSUMPTION DECLINING OR...

For media inquiries or more information, please contact:
by Chris at HAVARD | chris@havard.com
or Brian Cope at HAVARD | brian@havard.com

TREMOR VIDEO

SUMMER JAM
MATT AND KIM

WITH DJ JESSE MARCO

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COULD BE THE 2013 VIDEO STRATEGY EVOLUTION

THE 2013 VIDEO STRATEGY EVOLUTION

STYLE

THE 2013 VIDEO STRATEGY EVOLUTION

CRITEO

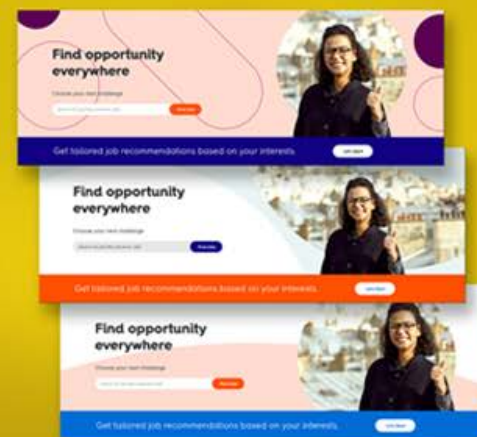


Outbrain

SADIE NASH LEADERSHIP PROJECT



LINEAGE PROJECT



Lisa



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