

Ingredient Insight

Objective:

Showcase The Halo Group's unique collaborative philosophy in an effort to find one 'perfect' client.

Summary Statement:

In an over-processed world, carefully baked brand-building ideas require the right combination of quality ingredients, carefully blended by experts.

Halo functions as an Executive Roundtable—a team of seasoned marketing, branding, creative, traditional, digital and mobile advertising, public relations and social media experts—working collaboratively and directly with every one of our clients to bring their brands to life.

We have mounted efforts to distinguish our agency from the rest of the industry.



Target: Search Consultants

Explanation:

For search consultants, we chose to mount a weeklong effort meant to tease and entice. As the culmination of all of the prior days, Friday's treats showcase Halo's differentiating philosophy: The whole is greater than the sum of its parts.

Monday: SHORTENING



"Marketers view traditional ad agencies as the least competent to deliver effective marketing technologies."

– Forrester Research, "Help Wanted: 21st Century Agency"

Traditional agencies wrote the rules on advertising. But market tastes have changed.

The Halo Group

Tuesday: FLOUR



"Brand consultants are in general too disconnected from the reality of market communications."

–Theplanninglab.com, "Rethinking Brand Consultants"

To build a solid brand, go with a branding agency. But today, companies need more than a foundation to claim their spot in the market.

The Halo Group

Wednesday: EGGS

"The gap between the mouseclick and the heartbeat is nowhere more evident than in many of our digital advertising agencies."

– IAB, "A Bigger Idea"



Digital eggheads changed advertising as we know it, but a successful cyber partnership still needs an emotional connection.

The Halo Group

Thursday: SUGAR

"The biggest complaint of PR clients (51% unsatisfied) is with agencies' failure to tie PR initiatives to general business objectives, focusing instead on simply producing coverage."

– Impactwatch.com, ZDNET Survey



Public Relations firms have effectively sweetened the pot, but consumers crave substance.

The Halo Group

Friday: CUSTOM-DESIGNED COOKIES

"Traditional or specialized are not delivering. I need insight and big ideas but I've yet to find one agency who meaningfully blends all services to meet my needs."

– *the ideal Halo client*



In an over-processed world, successful brand-building ideas require the right blend of quality ingredients, carefully crafted by experts.

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Target: Search Consultants

Explanation:

After making an introduction, further agency information had to be presented, so a in-depth collateral piece was created.

Inspired by the design of cookbooks, this piece takes the search consultant through all the details of The Halo Group, emphasizing the importance of the right recipe for collaboration.



Target: Chief Marketing Officers

Explanation:

For CMOs who seek insightful, succinct content, we've created a 60-second video that interprets the current agency climate.

The new Halo Group spot uses disembodied heads in a humorous and provocative way to show how The Halo Group's cooperative model and passion for business are the keys to helping CEOs and CMOs grow their bottom line.

Uploaded to YouTube, the video will be pushed into our audience's hands through a complementary social media effort.

Leveraging his network of CMO Twitter followers, Halo's Social Media Specialist, Tyler Jennings (@TylerHalo), will send out 140-character messages linking to the video. Halo's Facebook page and LinkedIn profile will be simultaneously updated with similar messages.

