

fahlgren  mortine

# AGENCY OVERVIEW

DON'T  
FENCE  
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A person is standing on a rock in a desert landscape, with a large, rugged mountain in the background. The scene is bathed in warm, golden light, suggesting sunset or sunrise. The foreground is filled with various desert plants, including cacti and shrubs. The overall mood is one of natural beauty and outdoor adventure.

"I firmly believe that the **best culture** leads to the **best employees**, and the **best employees** lead to the **best clients**." - Neil Mortine


We possess the **TENACITY** of a brand consultancy, the **CREATIVITY** of an ad agency, the **AUTHENTICITY** of a PR firm and the **ACCOUNTABILITY** of a digital shop.



One of the nation's largest independent **MARKETING AND COMMUNICATIONS** agencies

Expanded global reach through **PRSA**

**MORE THAN 180 ASSOCIATES**

**MORE THAN 45 NATIONAL PRSA ANVIL AWARDS**

**8.8/10** average client satisfaction score



US TRAVEL ASSOCIATION	W3 AWARDS	PRWeek
HOLMES REPORT	RECOGNITION FROM SEVERAL <b>NATIONAL</b> PROGRAMS INCLUDING:	WEB MARKETING ASSOCIATION
BEST IN B2B	HEALTHCARE MARKETING REPORT	HARCOM AWARDS



Bulldog Reporter **B2B + B2C AGENCY OF THE YEAR**



Bulldog Reporter **AGENCY THAT GETS RESULTS**





Contributed more than **127,000 MEALS** to **OPERATION FEED**

**O'DWYER'S RANKINGS**

- #4 BEAUTY AND FASHION FIRM
- #5 TOURISM FIRM
- #7 AGRICULTURE FIRM
- #10 INDEPENDENT AGENCY
- #17 TECH FIRM
- #37 PR FIRM via PRWeek

REVENUE OF MORE THAN **\$31 MILLION**

MORE THAN **2 MILLION** DONATED

Donated more than **\$100,000** to **PELTONIA**





Formal **PROFESSIONAL DEVELOPMENT** program

Holmes Report **MIDSIZE AGENCY TO WORK FOR** **TOP 5**



**150+ CLIENTS** around the world



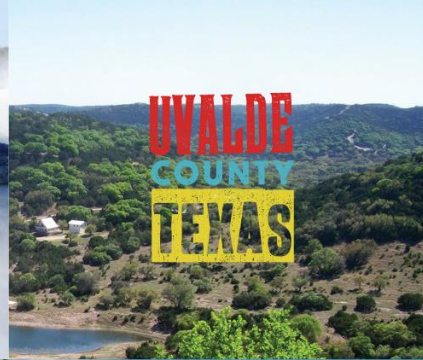
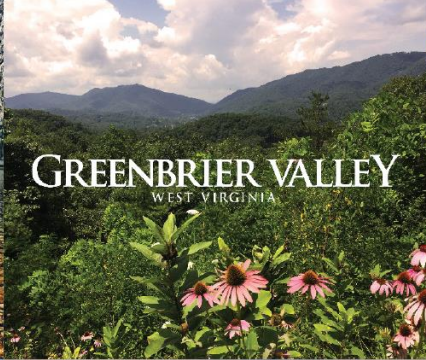
Four-time PR News **TOP PLACE TO WORK**



# ENVIABLE PORTFOLIO OF BRANDS





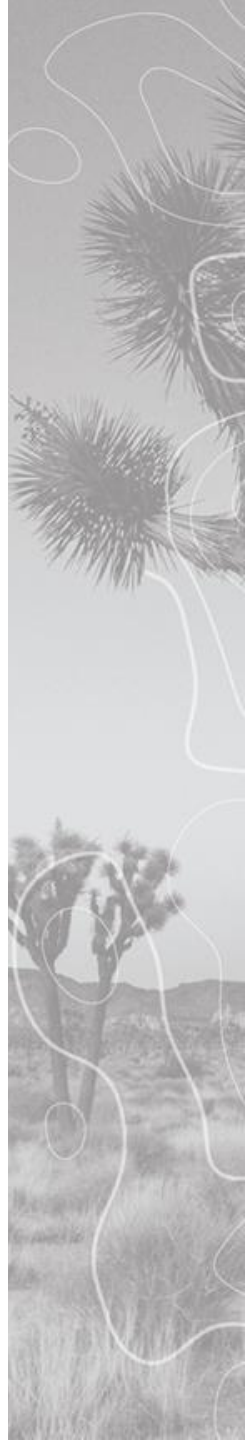




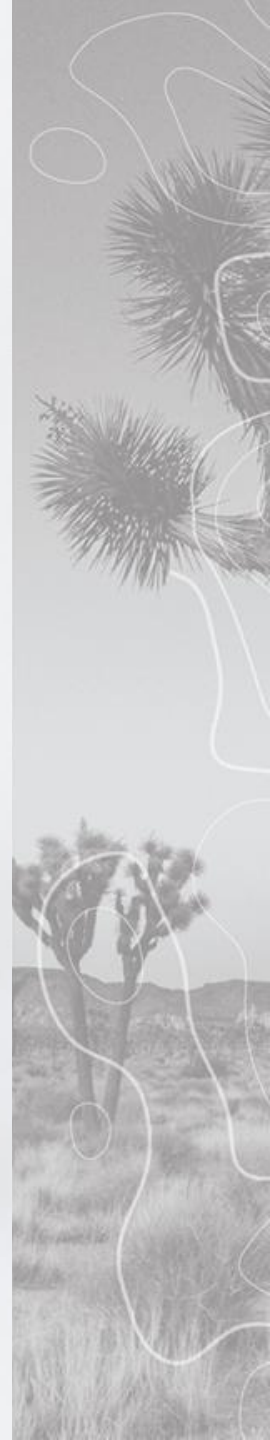
# LOCATIONS

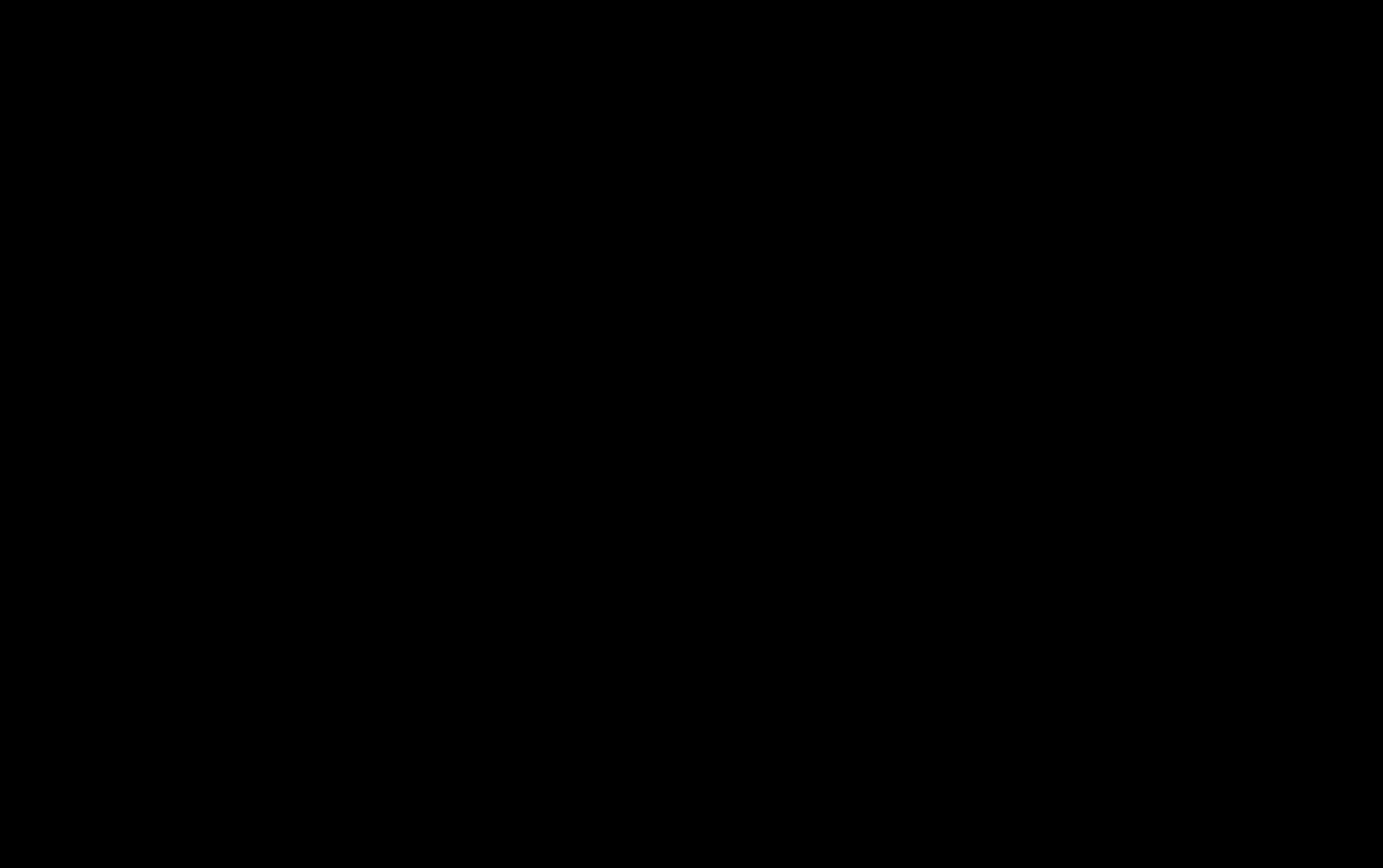














# 2014 VS. 2017

## OUR VISITOR IS...

YOUNGER / **55.3 VS. 47.8**

HAS A HIGHER MEDIAN INCOME / **\$62K VS. \$81K**

MORE EDUCATED / **57.9% VS. 67.7% COLLEGE**

**VISITOR VOLUME:  
AVERAGE ANNUAL GROWTH**

**1.79%**





# SHOWING UP DIFFERENT

DON'T  
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# EXTENDED TEAM

## PR

## Media





# PUBLIC RELATIONS





# STRATEGIC APPROACH

- National media – reputation driving
- Target markets – conversion driving
- Niche storylines – enthusiasts





# KEY STORYLINES

- Road Trips as Universal
- Characters
- New in Nevada
- Adventure
- Undiscovered
- Only Nevada



MEDIA

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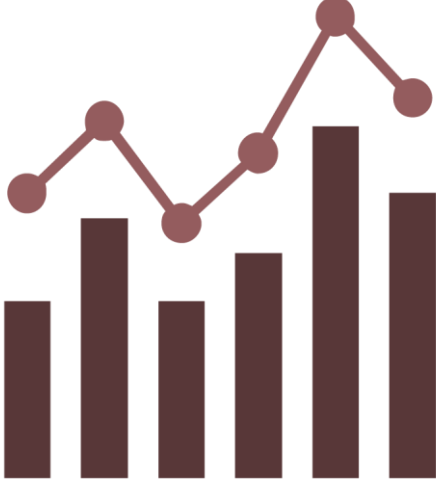




# PAID MEDIA



Connections  
Strategy



Analytics



Investments



# APPROACH

- Surround Audience
- Create Relationship
- Performance Based
- Targeting = Efficiency
- Results Driven





# INTEGRATION

A wide-angle photograph of a snowy mountain landscape. In the foreground, a large, smooth snowfield slopes down from the right. A lone skier in a blue jacket and red pants is visible on the upper right slope. The middle ground features jagged, snow-dusted mountain peaks and a valley with a large, light-colored lake or dry lake bed. The background shows a range of distant, blue-toned mountains under a clear, bright blue sky. In the bottom right corner, there are faint white contour lines overlaid on the snow.

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ME  
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# INTEGRATING

- All-agency calls
- Integrated status meetings
- Departmental status meetings
- Immersion
- Content planning

