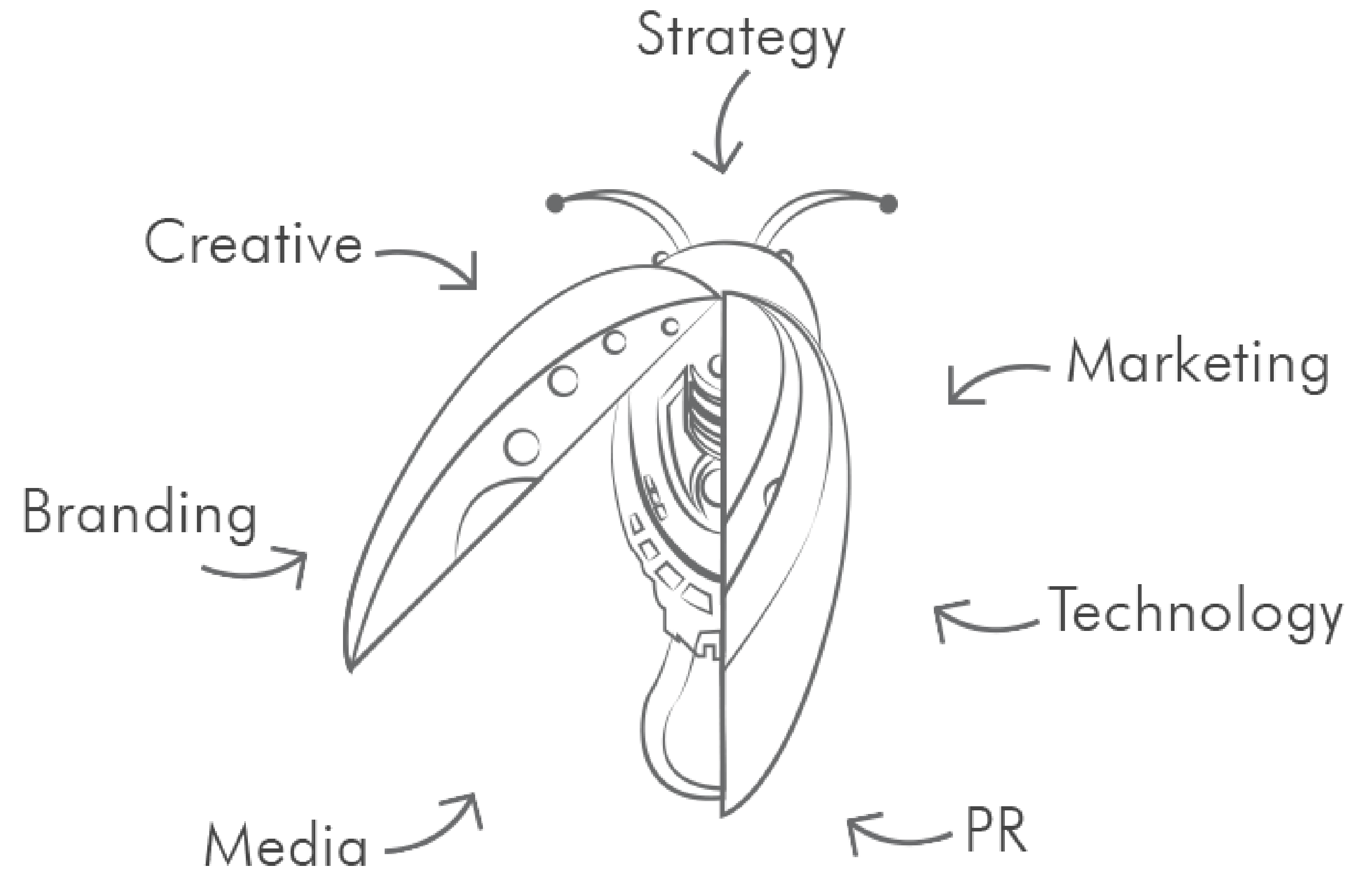




REDDEBUG GROUP

WHAT WE DO

We help companies design, build, and launch their next great marketing campaigns and product experience.



BRANDS WE HAVE IGNITED



OUR CAPABILITIES

 Brand Strategy

 Research

 Media Planning

 Naming Development

 Copywriting

 Brand Identity

 Television Advertising

 Radio Advertising

 Outdoor Advertising

 Direct Mail Marketing

 Print Advertising

 Point of Sale (POS)

 Trade Show Marketing

 Digital Marketing Strategy

 Website Architecture

 Website Design

 Content Writing

 Videos

 Web Banners

 Social Media Marketing (SMM)

 Search Engine Optimization (SEO)

 Search Engine Marketing (SEM)

 Blog Content

 E-mail Marketing

AWARDS WE HAVE WON

Our art & creative team has won 61 American Advertising (ADDY) Awards & a handful of Webby Awards and Disney Imagineering Awards





CASE STUDY



MOBILE APP

Tintricity



Client: Tintri



Platform: Android and iOS portable devices



What we do:

Tintri came to reddbug with an idea to help promote their storage solution. They wanted an app for a conference to help draw the crowds to their booth. reddbug developed Tintricity, the app featured four different games with levels and codes that people attending the conference could unlock and by getting clues at the event. In addition, gamers could also see how well they ranked against other users.



The Results:

- Tintri reported a huge success
 - Over 1,800 people played Tintricity over the week of the event
 - Tintricity's site got 9,000 views



WEBSITE

Tintricity



Client: Tintri



Platform: Web



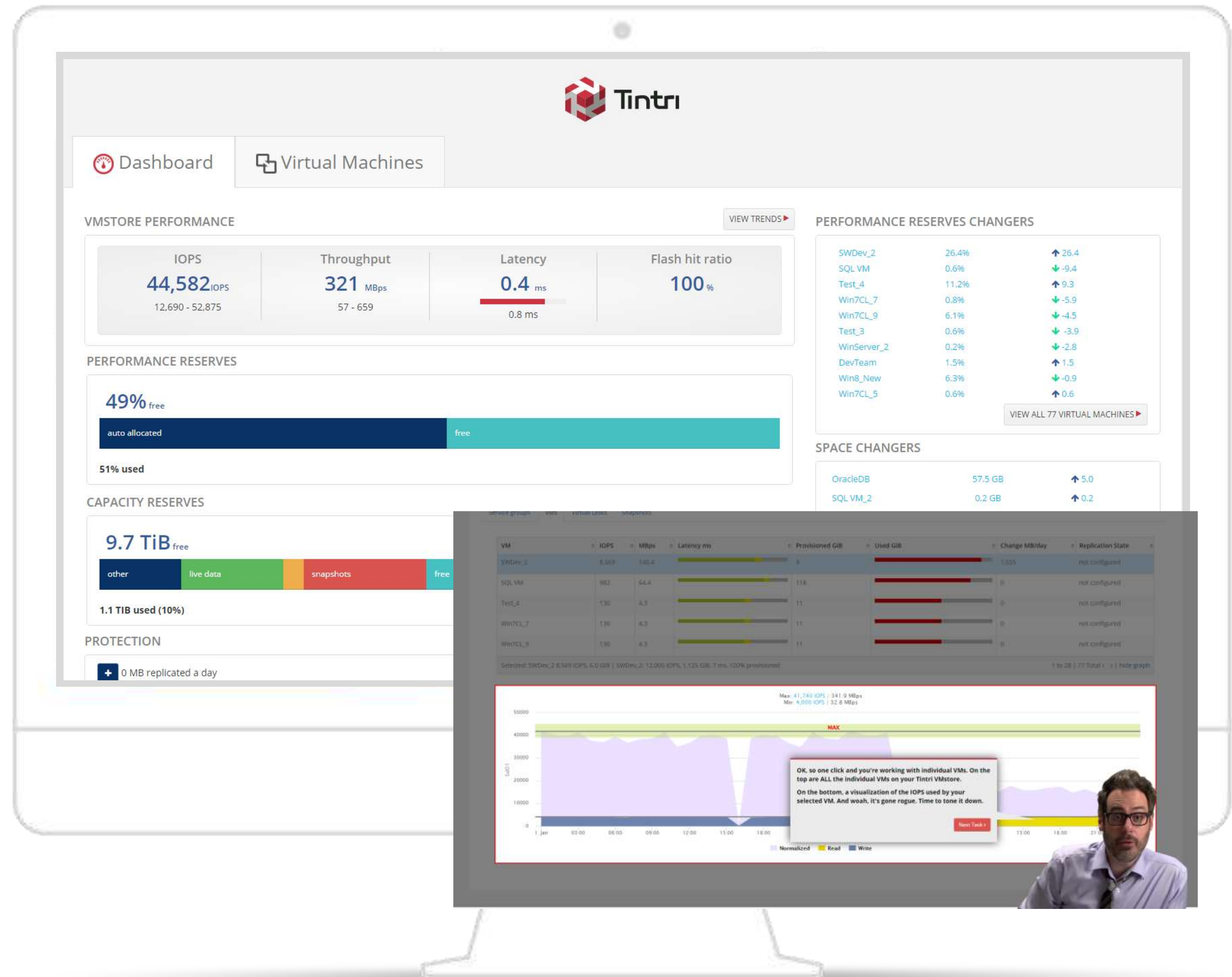
What we do:

reddbug developed a lead gen site that was also a demo site. The site showed that unlike competitor products, Tintri helped users easily see and manage their digital storage. A game component was added to the site. Users were timed on 4 demo challenges. To be entered for prizes & have their time recorded, demo users were asked to submit their contact info. In order to spread the word, users could tweet their time and challenge their followers to try the Tintri Challenge. Tracking was monitored by the hashtag #TryTintri. And a dashboard was developed track times and store the data capture.



The Results:

- Tintri received a great response & leads, reddbug is developing a similar site for the Tintri Japan



SOCIAL MEDIA POSTS

Adobe Creative Cloud



Client: Adobe Creative Cloud



Platform: Facebook, Twitter, Google+,
Instagram



What we do:

Reddbug developed a series of posts monthly to drive follower engagement and highlight informative or inspirational features to appeal to followers. Approximately 4 monthly posts were shared on the CC social pages. Additionally, other solutions could use the posts to drive engagement on their pages. The example to the left was used to thank Adobe Illustrators for reaching 1M page likes.



The Results:

- Cumulatively each page received hundreds of likes and engagements across all platforms on the monthly basis



WHITE PAPERS

Qualtrics Whitepaper



Client: Qualtrics



Platform: Print and Digital



What we do:

Reddbug was tasked with the content development, editing, layout and design of the white paper “5 Best Practices To Improve the Business Impact of Research”. The paper was used as a lead generation piece and was downloadable to potential clients.



The Results:

- The white paper was shared with potential customers and has been referenced in by industry bloggers.



PRESENTATION DESIGN

Back to the Future Day



Client: Adobe Digital Index



Platform: Web



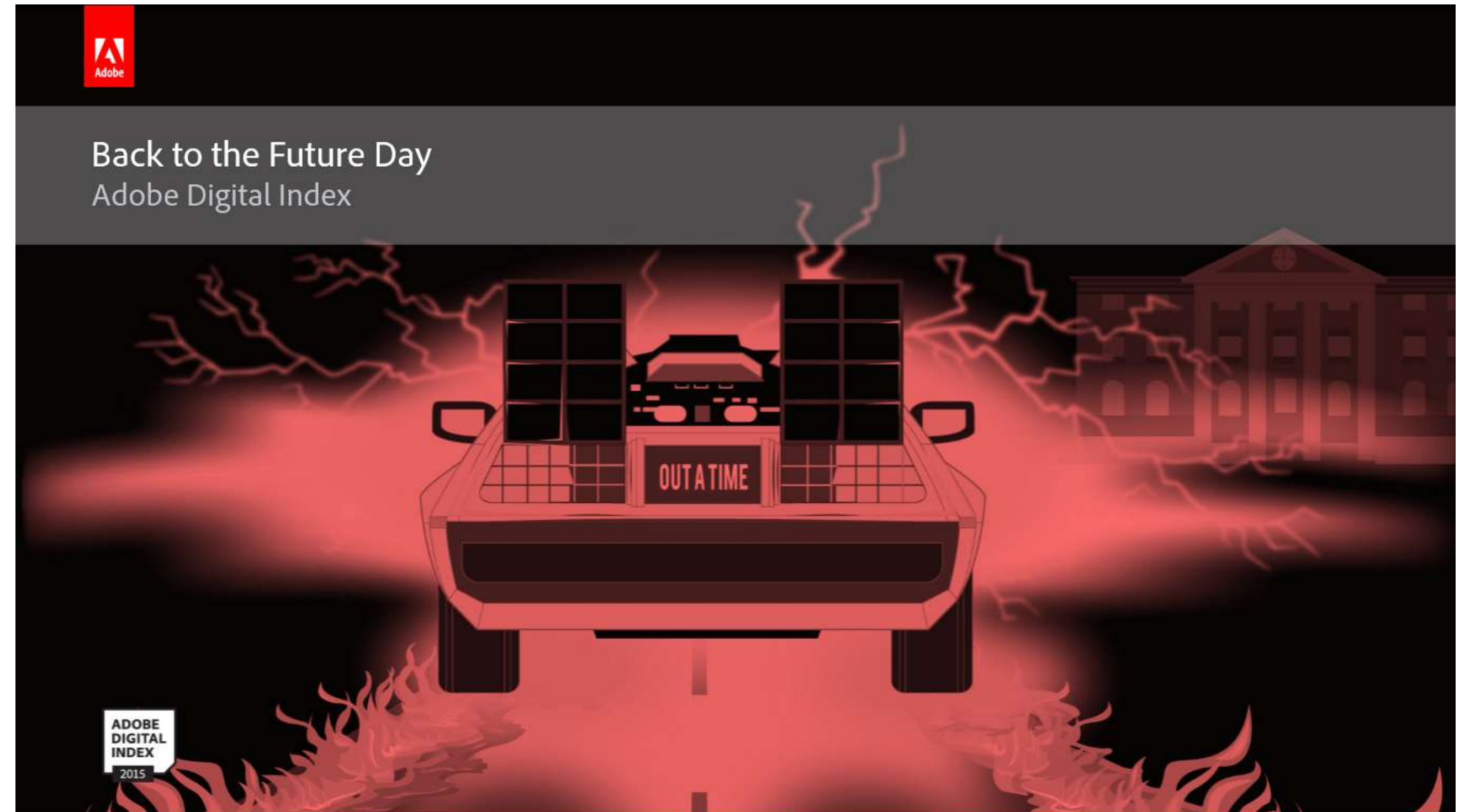
What we do:

Adobe Digital Index had been monitoring how the movie Back to the Future was being portrayed in social media. They found a correlation between the number of mentions and how accurate the film was. They wanted to reference the film without using any actual scenes from the movie. Reddbug used custom illustration throughout the deck and charts to support the data Adobe had done.



The Results:

- The presentation and graphs were prominently featured on Adobe's blog (adobe.ly/1NV0suw)
- To date, the presentation has received 6,400 views on SlideShare
- (<http://www.slideshare.net/adobe/how-accurate-was-back-to-the-future-ii-from-a-technology-standpoint/1>)



INFOGRAPHIC

Great Work Info Graphic



Client: O.C. Tanner



Platform: Web



What we do:

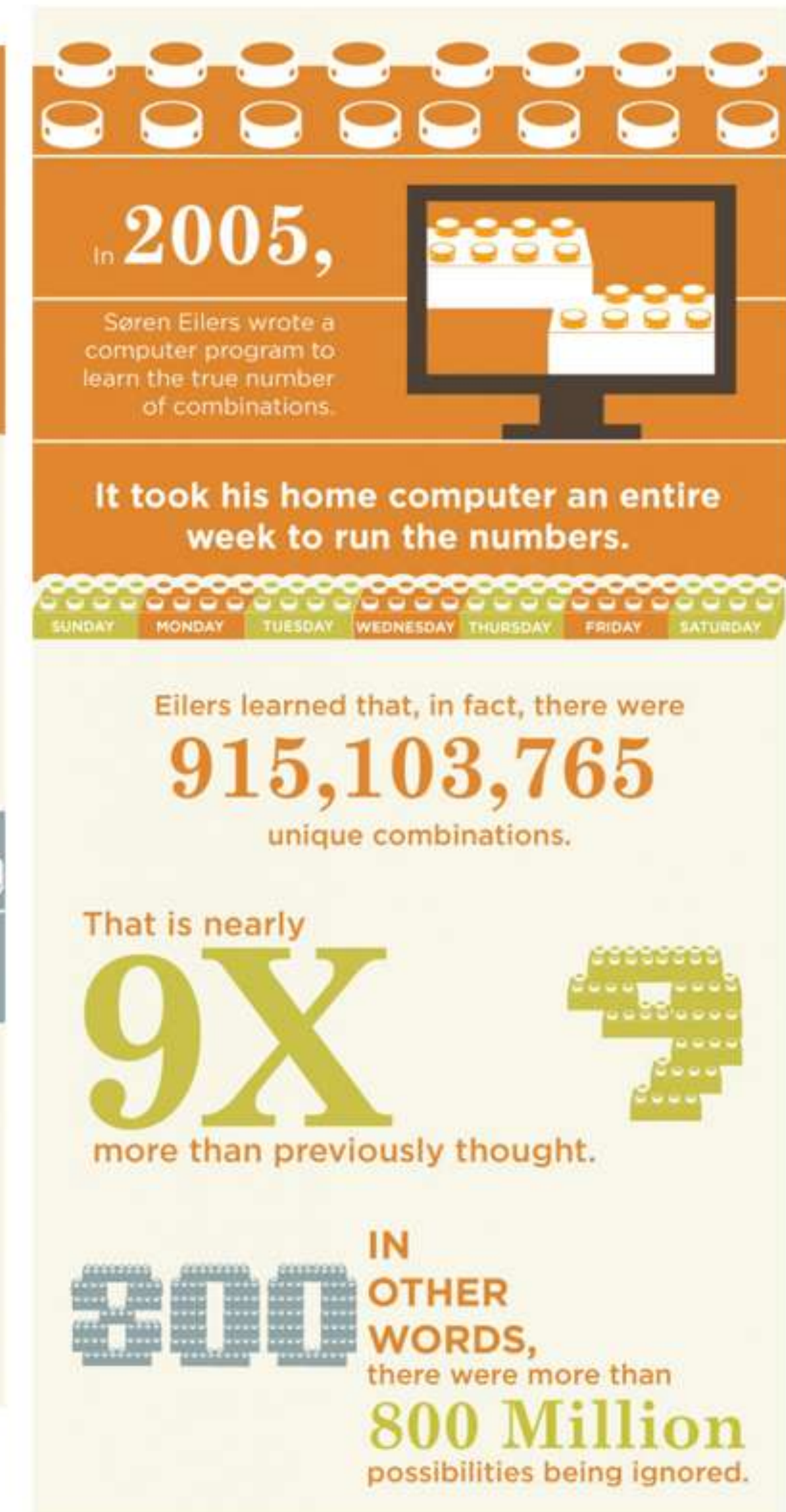
O.C. Tanner tasked reddbug with designing an infographic that illustrated an example of going beyond work and performing “Great Work”. The example provided was how one man proved that there were many unaccounted combinations of 6-4x2 stud lego blocks.



The Results:

- 600 views through O.C. Tanner’s blog “A” magazine
- Hundreds of views through the site’s infographic page

(<http://www.octanner.com/insights/infographics/building-blocks-of-great-work.html>)



PAY-PER-CLICK

Campaign Ad



Client: Pluralsight



Platform: Online Display Advertising



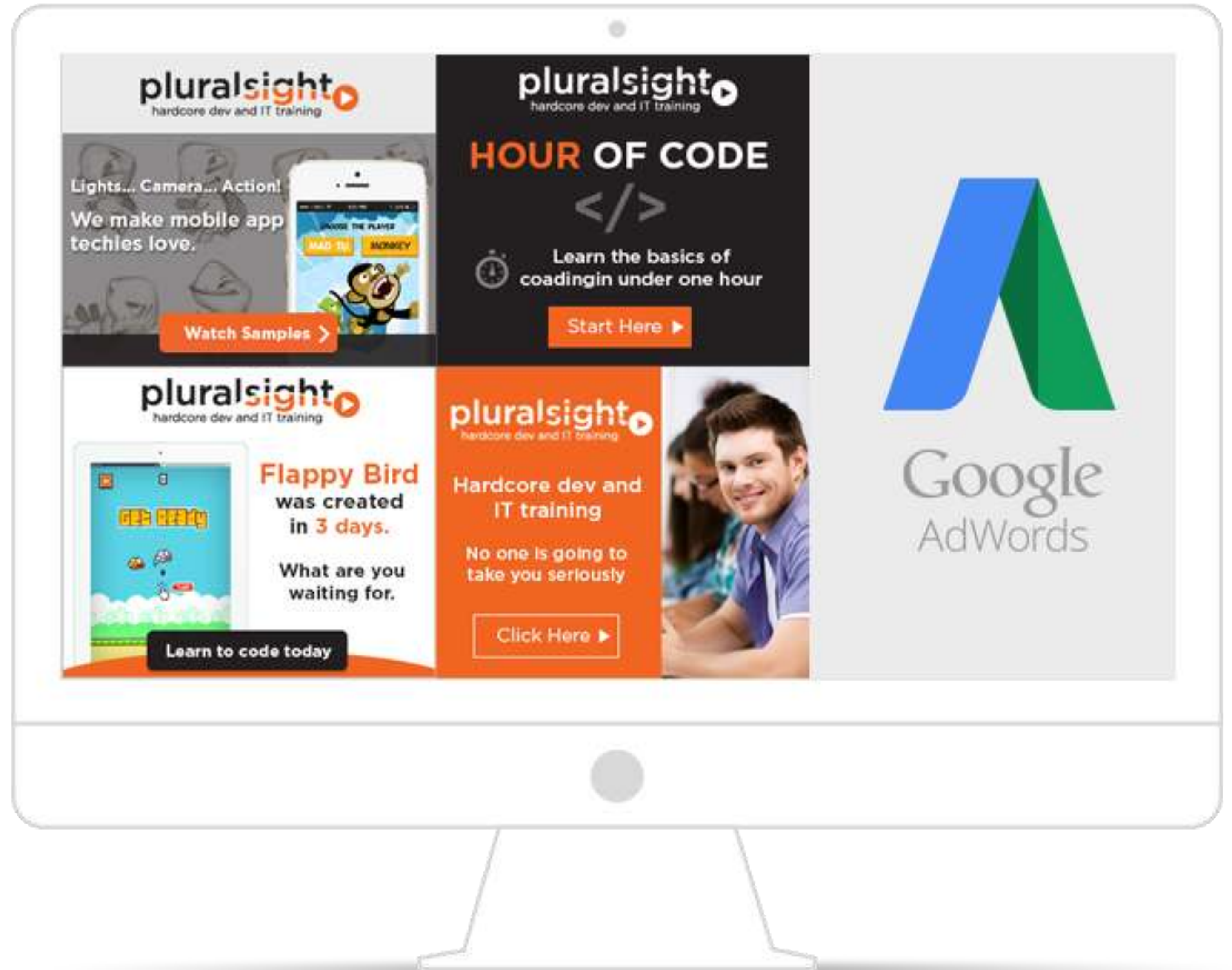
What we do:

Pluralsight reached out to reddbug to redevelop and implement their online campaign directed to developers or individuals who wanted to learn to code. reddbug used multiple online advertising strategies for search, display, remarketing, and mobile advertising. This targeted multiple English-speaking users internationally, and B2B users in a separate campaign.



The Results:

- A monthly average of 26% CTR on first-time viewers
- Remarketing tactics helped drive conversions up to 90 days after users saw their first ad



SOCIAL CONTEST

Adobe Extract



Client: Adobe Systems



Platform: Web



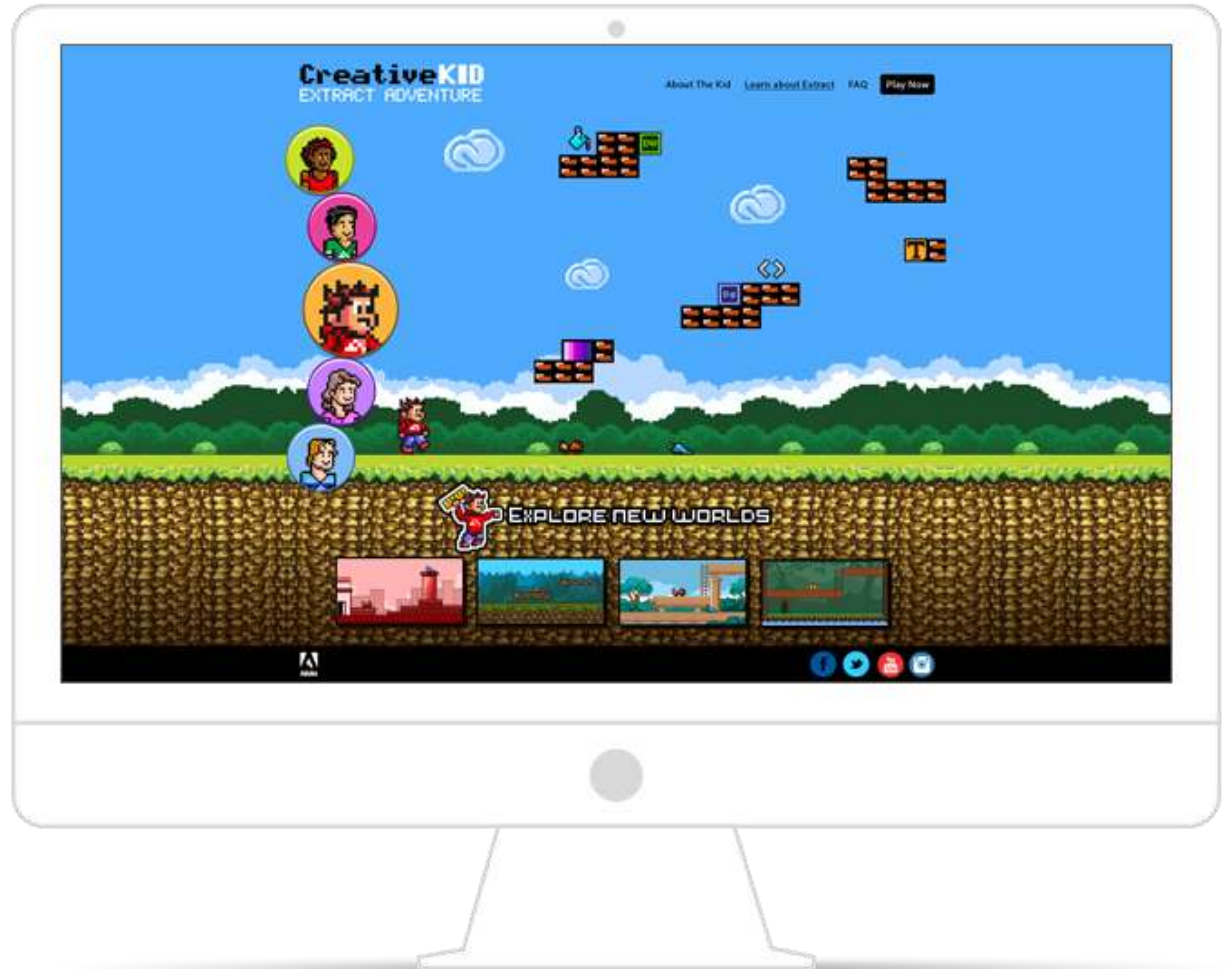
What we do:

reddbug helped Adobe introduce the Adobe Extract Tool to their social media followers in a fun way. reddbug created a contest designed for Creative Cloud users to easily “extract” information about existing visual assets and easily create code-based design. reddbug designed and developed the puzzle that allowed participants to interact with the Extract tool to find the clues to solve the puzzle.



The Results:

- 10,000 views across multiple social media accounts
- Hundreds of likes, comments, and user engagements



TEAM PLAYER



Kerry Kane
Managing Director



Brent Johnson
Head of Growth & Strategy



John Camacho
Executive Creative Director



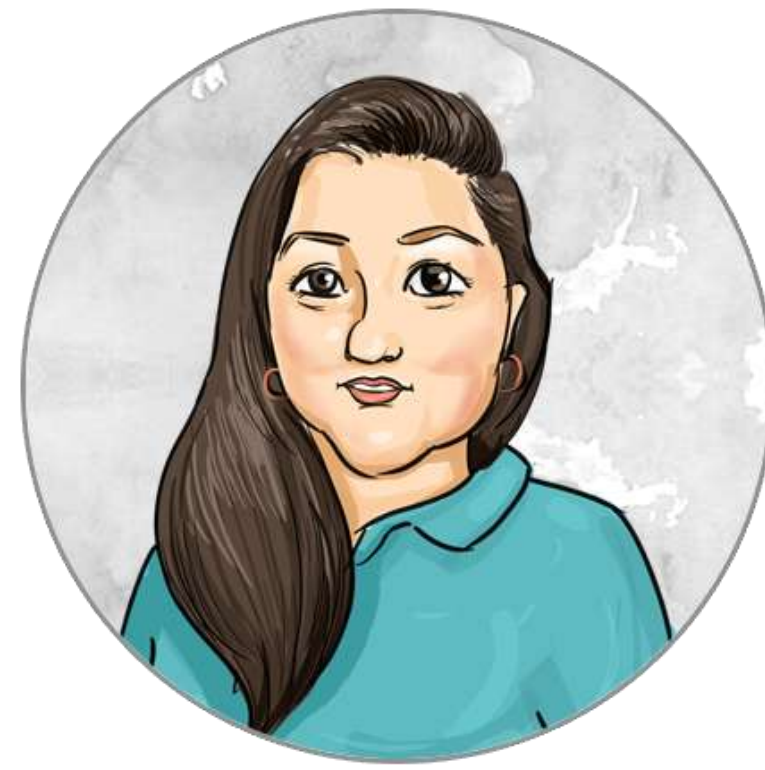
Veronica Lindley
Creative Lead

TEAM PLAYER



Cannon Hamaker

Creative Director



Ruby Alarcon

Head of Project Management



Chrissy Coleman Miles

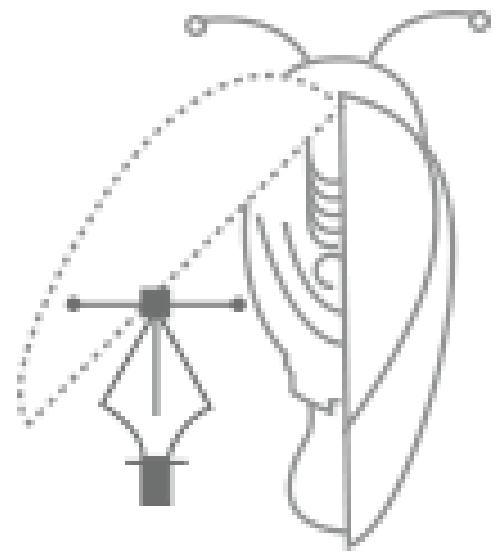
Head Digital Designer and
Content Developer



Craig Adams

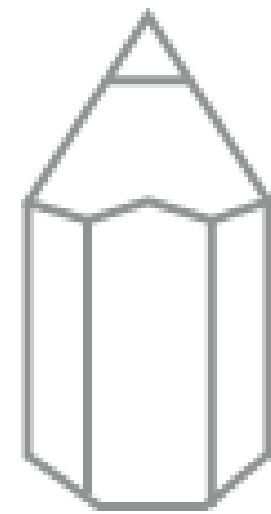
Head of Business Development

OUR SERVICES



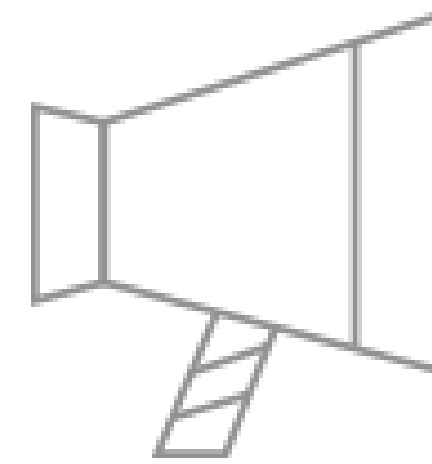
BRANDING

- Logo & Identity
- Brand Guidelines
- Consulting
- Media Buying
- Stationary Sets



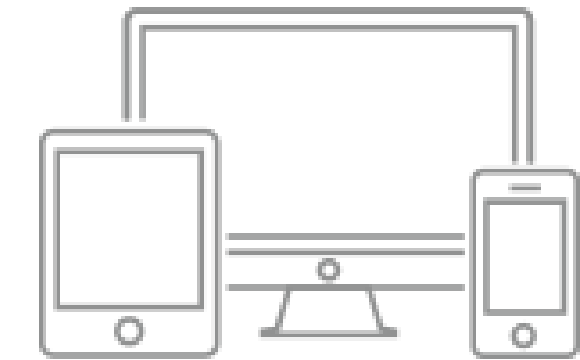
CREATIVE

- Web & Print Design
- Illustration & Storyboard
- Digital Animation
- Content Development
- Sales Enablement



MARKETING

- Strategic Campaigns
- Social Media Integration & Management
- Custom Facebook Pages
- Email Campaigns



TECHNOLOGY

- Web Development
- Software Development
- Custom CMS
- Mobile & Tablet
- Applications

CONTACT INFO

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THANK YOU

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