

leap group x



SHELBYKY
TOURISM

I was very excited when I saw your request come in looking for an agency. I have lived in Shelbyville the past 15 years. Originally born and raised in Boston MA, I first moved to Louisville when I started Leap Group and ultimately my wife and I found our way to Shelbyville. We first lived in the Todd's Point area, but in 2018 purchased a farm in the Southville area. If you are familiar with William Cecil and Julie Hammond, they are my neighbors across the street.

With four children, numerous pets, 100 chickens and a commercial goat farm, we are very connected to the Shelby County community. We absolutely love it here and appreciate everything this community has to offer and are very involved in our Shelby County 4H programs. I am a coach with Candice Hollingsworth and Corinne Ferris for our Livestock Skillathon Club as well as help out with Livestock Judging and other programs. I believe in giving back to my community and this opportunity is fantastic to help promote my town and county.



Alan Gilleo

Co-Founder and CMO, Leap Group

I have been an advertising and marketing professional for over 25 years. I have worked to be the driving force behind the creation and management of a dynamic network of specialized agencies. These agencies are driven to deliver innovative and highly effective marketing strategies and consumer experiences to clients across a wide range of industries. I'm passionate about remaining at the forefront of industry trends and constantly seek out new ways to leverage technology, data, and creativity to make a meaningful and lasting impact.

While my first passion has been being an advertising executive, I've leveraged my entrepreneurial drive into ownership and investments with real estate and identity and fraud prevention companies.

Thank you again and I'm looking forward to introducing your organization to our amazing team here at Leap Group.

A handwritten signature of Alan Gilleo in white ink, located in the bottom right corner of the image.

Why is Leap Group a perfect fit for
ShelbyKY Tourism?



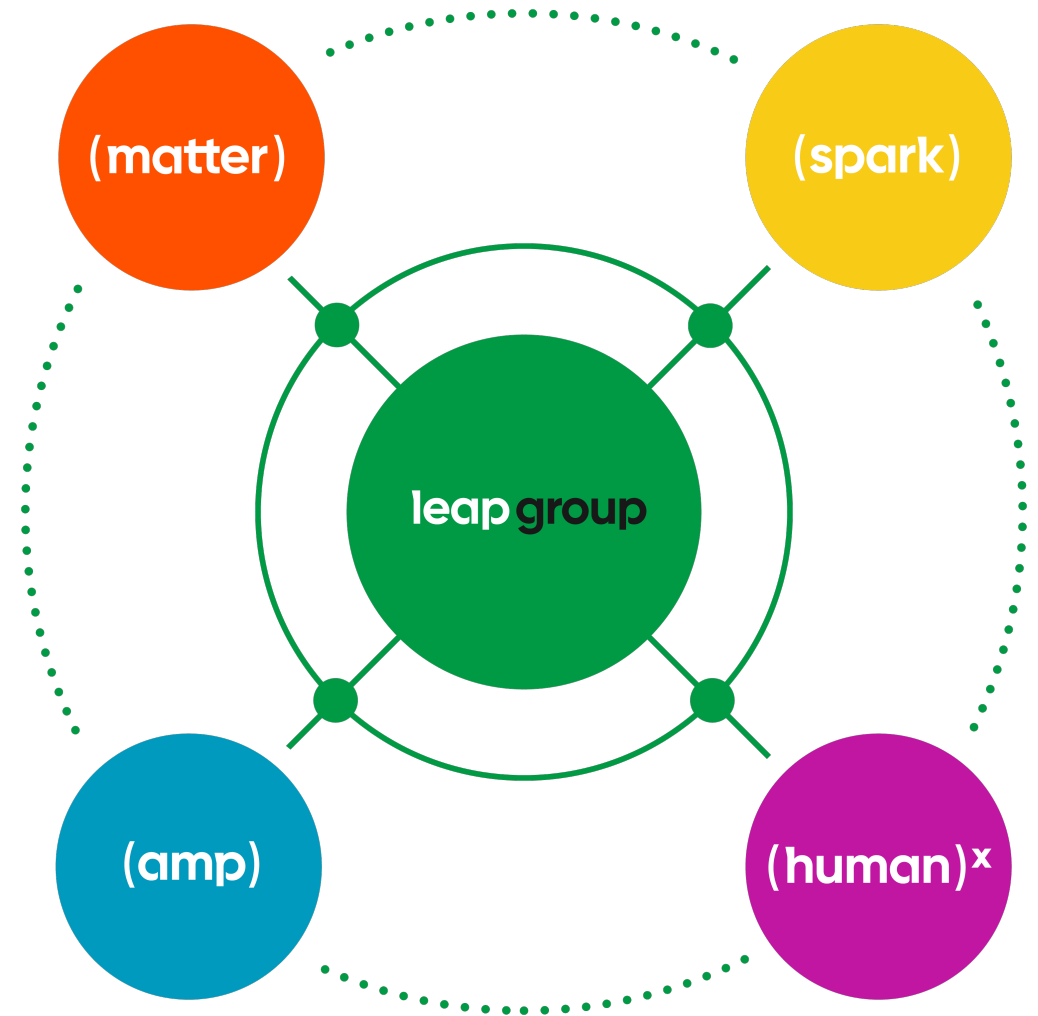
We are, in simplest terms, an
advertising & media agency
holding company.

A bespoke holding company within reach.

We're the only holding company designed from a client's perspective, with agencies that intentionally complement one another, not compete.

We provide a consolidated approach - simplifying access to individual, specialized agencies in whatever flexible, customized model you need.

This hybrid model makes it easy for you to have it all or only what you need.



Collaboration by design.

Leap Group was uniquely designed to make collaboration across agencies seamless and frictionless. Modern brands rely on their agencies to create authentic human experiences that are truly integrated – all of which is undermined when there is a lack of unity among the agencies themselves.

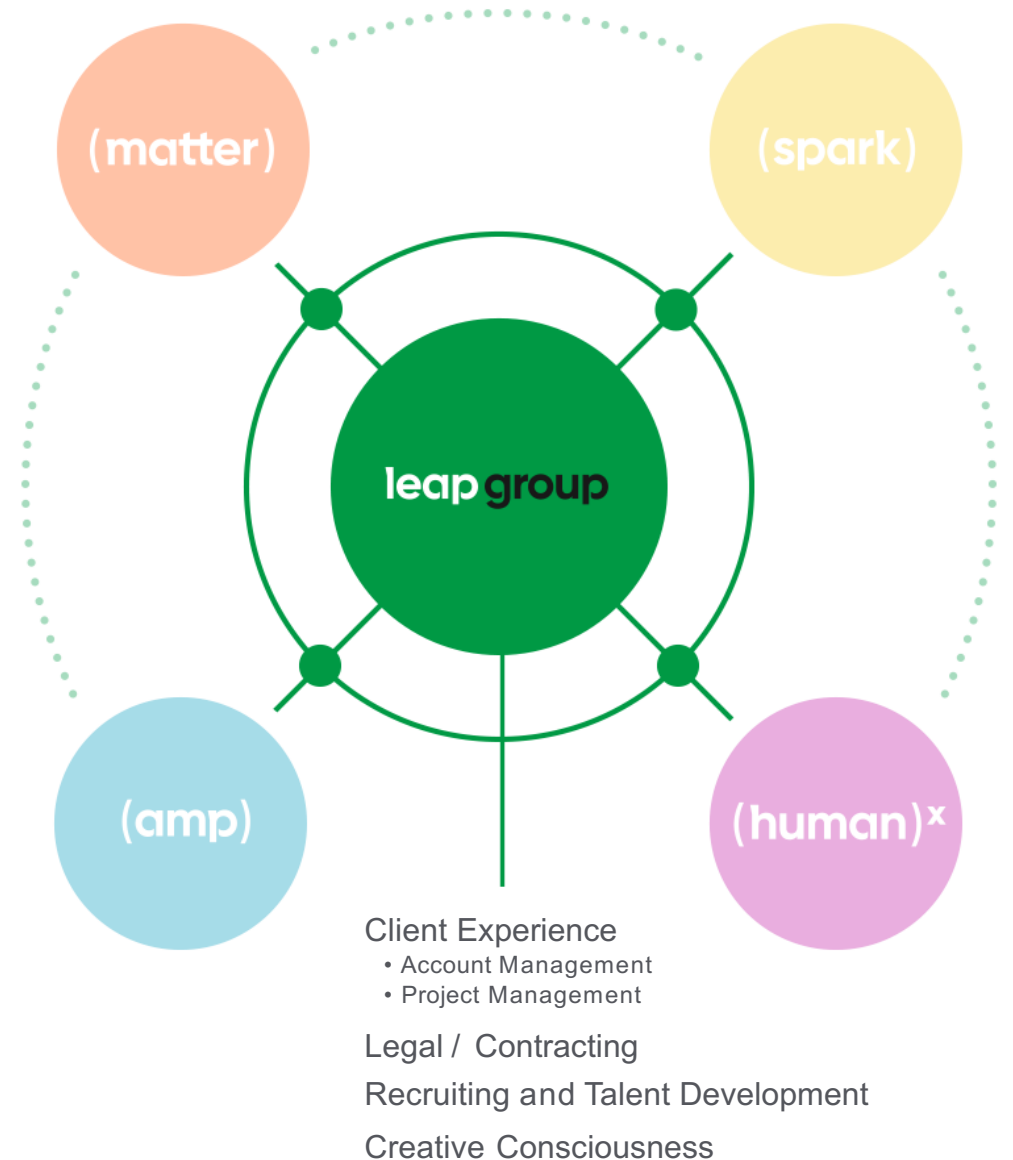
At Leap Group, we share a common culture, POV and values that make it easy for us to work together and create great work for our clients. By adapting to whatever combination fits your company's needs and objectives, we give you the benefits of scalability and depth of expertise from our full team.



Centralized leadership & resourcing.

One negotiation. One contract.
One MSA to sign. Zero hassle.

With Leap Group's unique
structure, you only pay for what you
need, when you need it.



Our promise is you'll never have to tell **your story** twice.

We leverage our client experience team of account and project managers as a single point of contact.

With a core team of SMEs across our network, we scale, adapt and assemble a custom team of specialists based on your needs.



While we all have different
areas of expertise, we're
unified by a **core belief:**

MARKET
LESS.

MATTER
MORE.



Here's a **fact** that
can be hard for
marketers to swallow.

Today's most successful brands aren't focused on marketing. As strange as that sounds, it's true. Today, successful brands work hard to matter to their customers – to be more than a company hawking another product or solution. To connect on a deeper, more endearing level.

You don't grow your organization by marketing. You grow by mattering. When you work with Leap Group, our people and ideas make you matter more.



So, how do we do it?

OUR JOURNEY BEGINS WITH THE QUESTION

“Who are you trying to connect with and what is important to them?”

Discovering these answers allows your brand to achieve what we believe is **the most powerful outcome of any marketing program – mattering more.**

Discovery helps clarify three key areas: 1) your brand, 2) the category audience, and 3) how both are connected through marketing communication tools and ecosystems.



Standard research tools at our disposal:

Business Research

Stakeholder Interviews
Employee Surveys
Needs Assessment
Analytics Assessment

Audience Research

Participant Recruitment
Focus Groups
Interviews
Surveys
Multilingual Data Collection

Secondary Analysis

Competitor Audit
Digital Listening
Big Data Harvesting
Artificial Intelligence

Product Research

UX/UI Testing
Product Testing
A | B Testing
Natural Observation

Analysis

Descriptive
Thematic Coding
Predictive Modeling
Advanced Analysis (SEM, HLM)
Personas

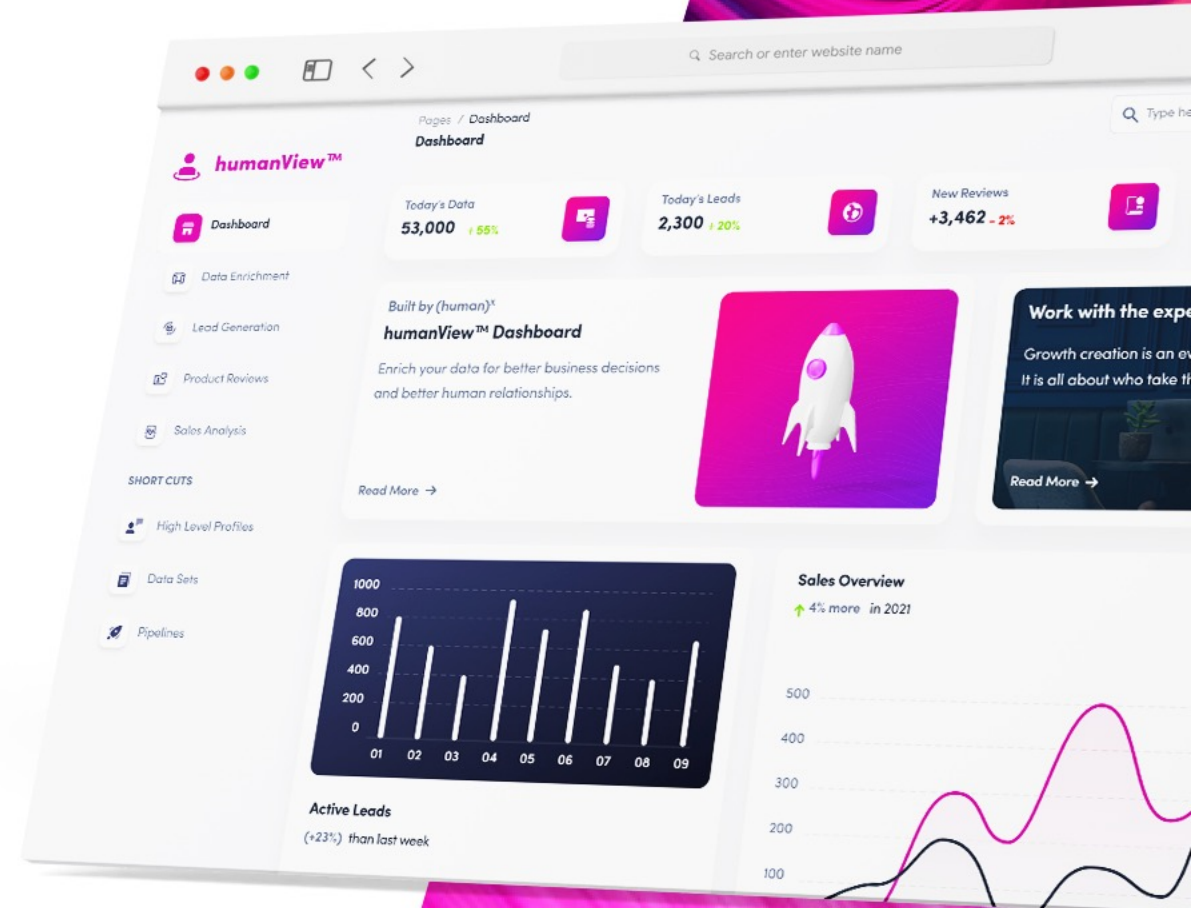
Consultation

Methods
Data Collection
Education/Training

Another not-so-standard tool at our disposal: humanView™

humanView™ is our own proprietary first-party data platform.

This exclusive platform helps our clients make sense of mountains of data by leveraging artificial intelligence and predictive modeling.



humanView™ for first-party data enrichment.

This platform allows us to take our clients' existing first-party data and augment up to 1,000 data points, including geographic location, life events, family status, number of children, occupation, philanthropic endeavors, and investment interests.

We can then layer audience behaviors onto this enriched, personalized data through humanView™ to create probability models that show the statistical relevancy and likelihood of consumers behaving in certain ways.

Because we built it with real-time data processing and customizable models, humanView™ can give your brand a competitive edge and help you make smarter, data-driven decisions with confidence.



How we integrate **humanView™** with our proven process.

With superior audience intelligence from HumanView™, our PhD-led team of researchers can create unique profiles and build cohesive consumer journeys, plus give our creative teams the human insights they need to develop relevant, personalized campaigns.

Our media teams then have the power to provide better audience segmentation and maximize media spend while delivering multichannel

campaigns they can measure and optimize in real time.

HumanView™ enables Leap Group to amplify our capability to bring together data, technology and creativity to give our clients breakthrough creative experiences that make them matter more – all starting with a better understanding of their audience and what is relevant to them.



AGENCY FACTS:

Stats.

25

years in business
Independently owned

4

locations
Louisville • Indianapolis
Chicago • Cincinnati

4

Specialized
agencies

125+

employees

238%

growth over the
last three years

10

employees in
10 states + the UK



named to the top 50% of
America's fastest-growing
companies in 2023

leapgroup





Louisville Staff: 50



Cincinnati Staff: 15



Indianapolis Staff: 20



Chicago Staff: 10



Fully Remote: 29

We have embraced a hybrid working model with our agencies. This provides us the best access to talent nation-wide, with our subject matter experts in 10+ states now. But physical offices are still important to our clients and team members who can get together and collaborate.

Experience you can trust.

Because our focus is driven on human understanding, we have broad experience in multiple categories. Your constituents or consumer doesn't live in one vertical. They live. We understand how they view and interact with the world around them.

Leap does not focus on one vertical. We apply our vast client experience across B2B and B2C to generate growth that makes brands matter more.

Healthcare

CPG + Retail

B2B + Manufacturing

Financial + Insurance

Food + Beverage

Sports + Active Lifestyle

Automotive

Restaurant

E-Commerce + Tech

Government

RELEVANT WORK:

Creating results-driven digital campaigns for our tourism clients

From tourist destinations in our own backyard, like the Belle of Louisville and the Bardstown Bourbon Experience, all the way to the bright lights of Times Square, where we drove visitors from around the world to the Hershey's Chocolate World store, our proven track record of tourism experience has both breadth and depth.

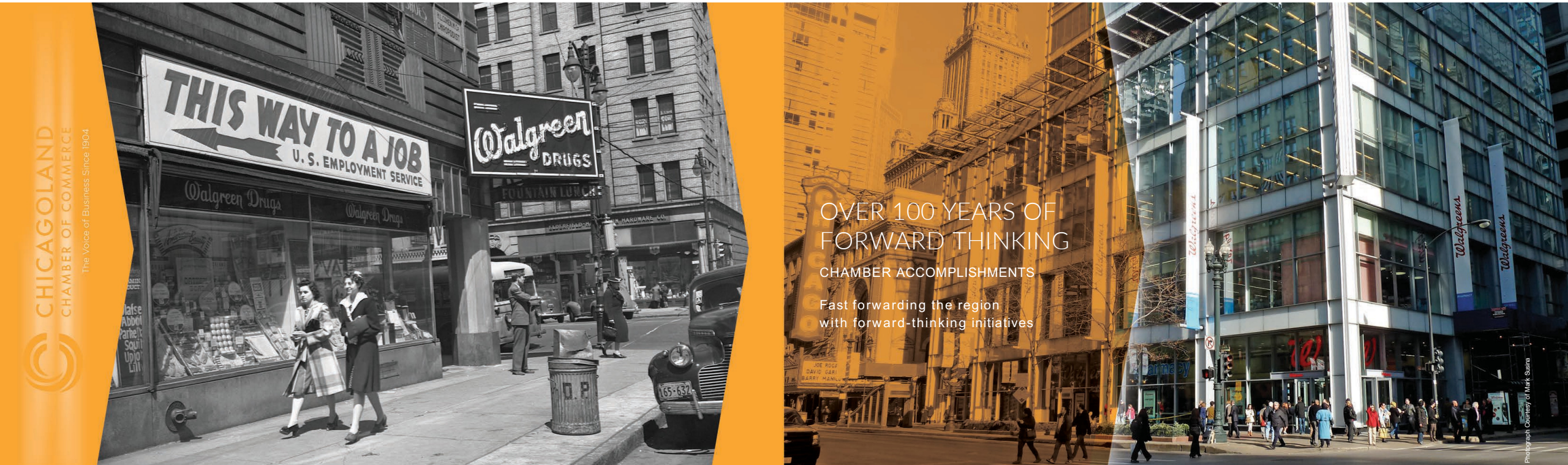
In each case, our client needed to boost their profile, amplify interest and, ultimately, drive conversions – challenges we were more than happy to take on. Through our proven, human-first approach, we succeeded in helping our clients not only attract year-round tourism, but also generate sustainable growth, drive visitor spending and support jobs within the industry.

Whether it's re-igniting interest in cruising the Ohio river, attracting new visitors with an immersive bourbon experience, or captivating global tourists in the busiest square in the world, we create the breakthrough experiences that help our clients matter more.

Tourism and Travel Experience



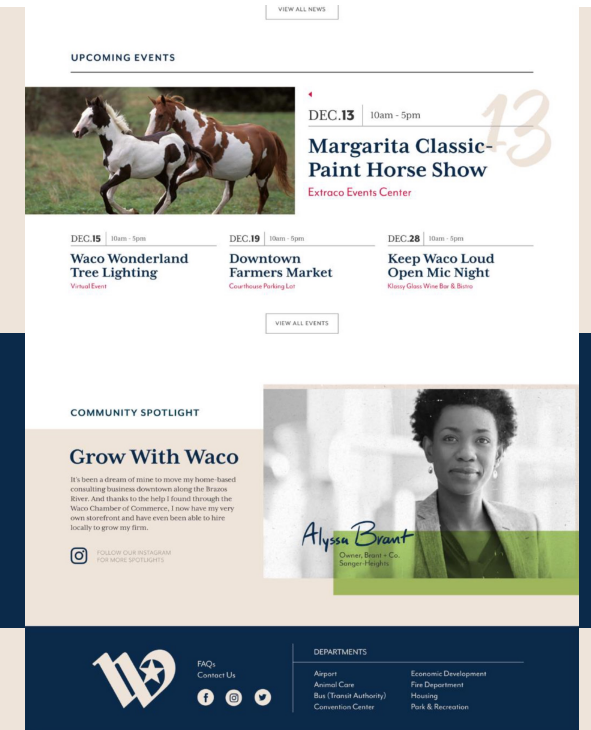
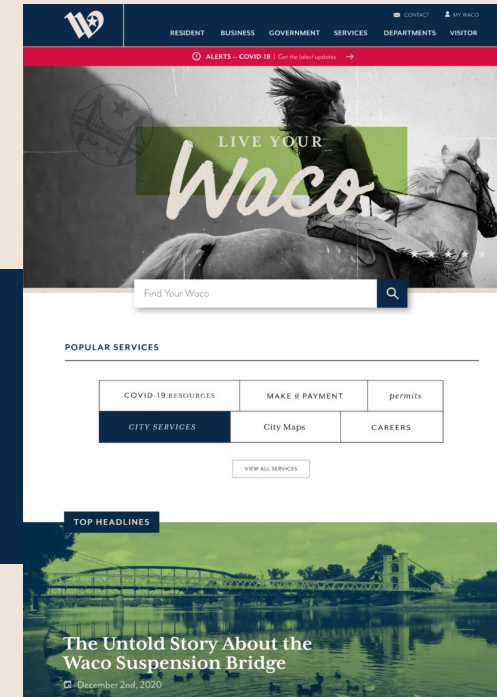
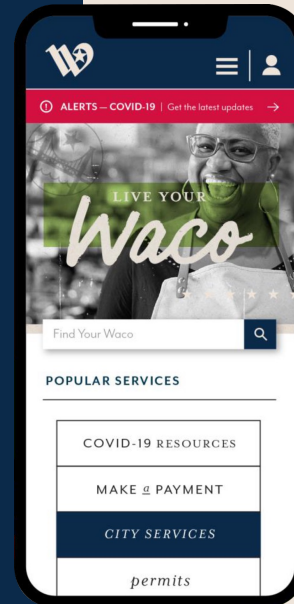
Chicago Chamber of Commerce



We worked with the Chicago Chamber of Commerce to help promote their memberships, benefits, initiatives and provide education within the community of all things Chicagoland.

City of Waco

Your Way, Your *Waco*



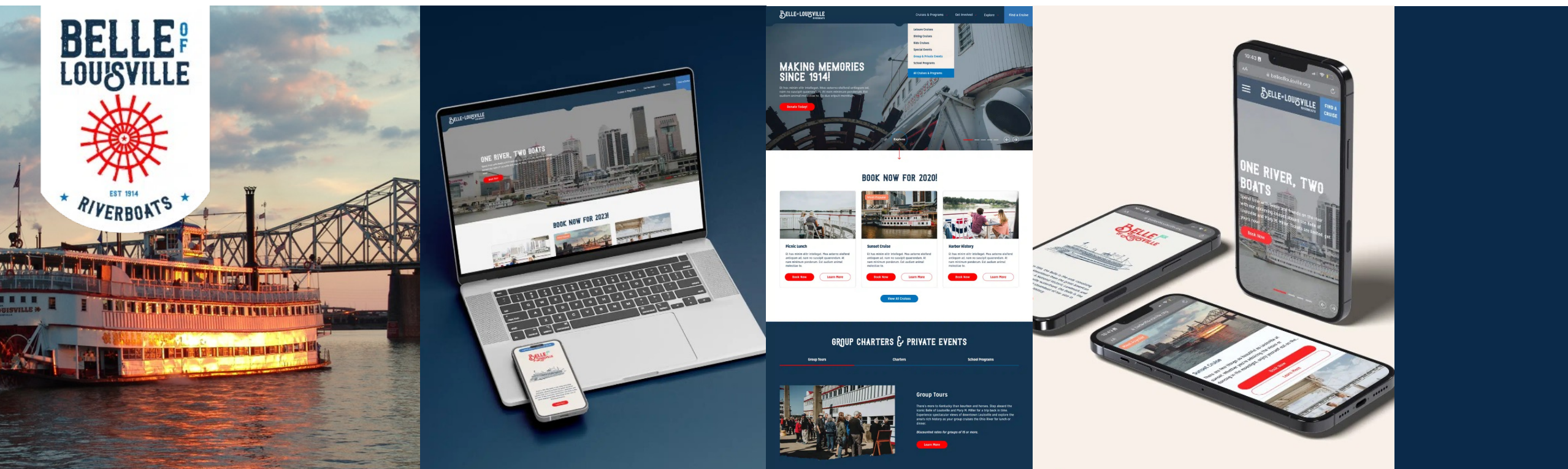
Inspired by the independent spirit of Texas and the renaissance of one of its flagship cities, we created a look and feel for the website that is unmistakably and uniquely Waco. We created a digital space that allows all Wacoans – whoever and wherever they are – to experience their Waco, their way. So whether you're a resident, business owner or city official, you have all the tools and information you need to live, find, and visit Waco.

City of Mason OH



Mason, Ohio is located 25 miles north of downtown Cincinnati. Home to major attractions, innovative businesses, excellent schools, and just over 30,000 residents, Mason is an ideal place to live, work and play. We worked closely with the city council and the city manager to create an enduring identity that reflects the vision of this growing, vibrant community.

Belle of Louisville



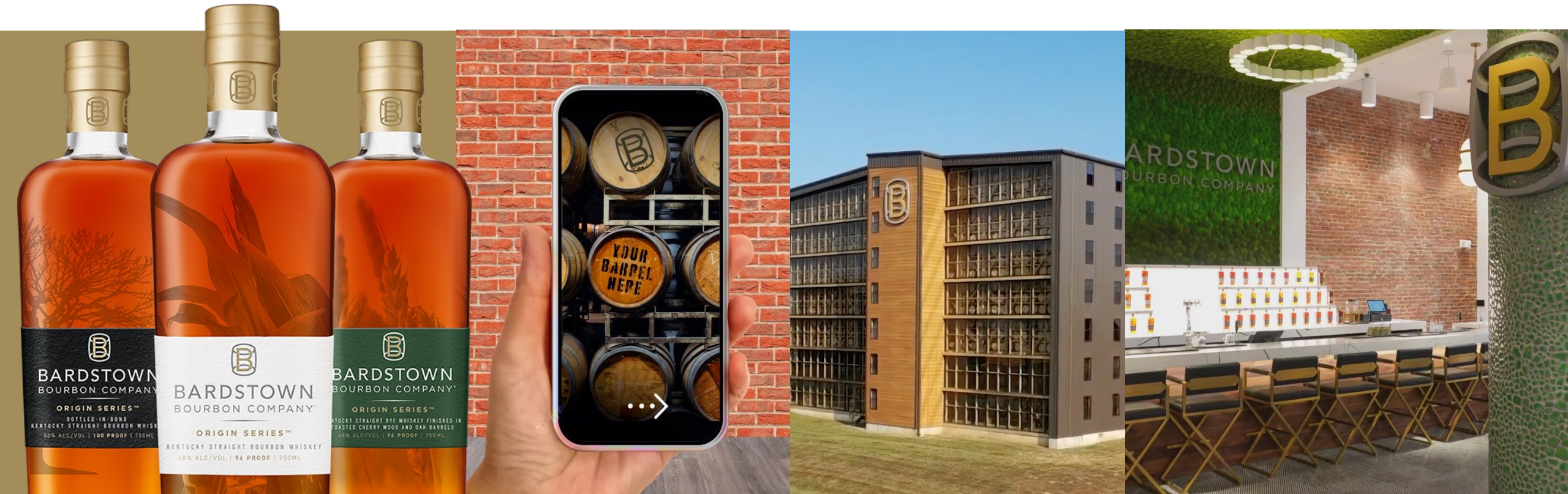
Our work with the Belle of Louisville started with helping them update their website and implement a new ticketing system and CRM, driving an increase in online bookings and donations. We continue to work with the Belle to bring awareness to their services and cruises they offer.

Carnival



We worked with Carnival to promote their 180-million-dollar renovation of the Carnival Destiny. Video, creative, and social, along with a full media strategy plan, re-engaged our audience and ensured the ship was consistently sold out for its first year of voyages.

Bardstown Bourbon Company



When Bardstown Bourbon Company wanted to introduce themselves to the thousands of bourbon tourists who visit Louisville each year, we developed a dynamic AR experience to make them feel like they were right there in the heart of bourbon country. With the quick scan of a QR code on their mobile device, visitors were immersed in the rickhouse, column stills, kitchen and vintage bourbon library that sit some 46 miles away in Bardstown, Kentucky.

Please see our landing page for
additional work and case studies.

[LINK HERE](#)

OUR SERVICES:

A team of **experts** who truly work as a team.

Leap Group was purposely built to address the ever- complex demands on today's marketers. Having expertise in one area with periphery support teams no longer cuts it. While most traditional agencies break down their team into standardized "departments", we've purpose-built our structure to allow us to be more efficient, more expedient, more nimble and, ultimately, to better serve our clients.

Leap Group is made up of four specialized agencies, each with distinct capabilities and specializations, and our clients get simplified access to all of them: a single contract, a single point of contact. Our account and project management teams collaborate behind the scenes to give you seamless engagement with all our subject matter experts. Traditional? No. Effective? **YES.**

Within this unique structure, Leap Group specialists provide deeper insights and draw on richer experiences more than any generalized agency ever could. This powerful combination of broad perspectives and focused expertise lets us approach your challenges from multiple angles, giving you higher-quality thinking and consistently better solutions.



(amp)

Media +
Search Agency

(human)^x

Full-Service
Digital Agency

(matter)

Branding +
Design Agency

(spark)

Full-Service
Production Agency

(human)^x

Full-Service Digital Agency

Audience Intelligence

Strategy + Consulting

Creative

Advertising Campaigns

Customer Experience + UX

Web + Mobile + AR

Technology

Search

Social / Content

Marketplace + Ecommerce

Analytics + Insights

(matter)

Brand Consultancy +
Design Agency

Brand Strategy

Naming

Brand Identity + Development

Brand Activation

Packaging

Product Graphics

Environmental

Advertising Campaigns

Print + Digital Collateral

(spark)

Full-Service
Production Studio

Design & Illustration

Content Production

Scoring, Sound Design & Mix

Video Production, Post

Production

Photography

Motion Graphics & Animation

Social

Experiential & AR/VR

Web + App Development



Media + Search Agency

Media Strategy + Consulting

Media Planning + Buying

Programmatic

Social + Influencer

Community Media Management

Demand Generation

Paid Search

Paid Social

Paid Media for Recruiting

Consumer Insights

Analytics + Reporting



(amp)

\$30 Million

in annual media spend

25% paid search, 35% paid social, 20% digital
video, 20% digital media

International,
national, regional,
and local clients

Born in digital media, but
manages several million dollars
in traditional media annually

20

full-time specialists located in
Indianapolis, Louisville, Cincinnati,
Denver, Seattle, and London

Our Approach

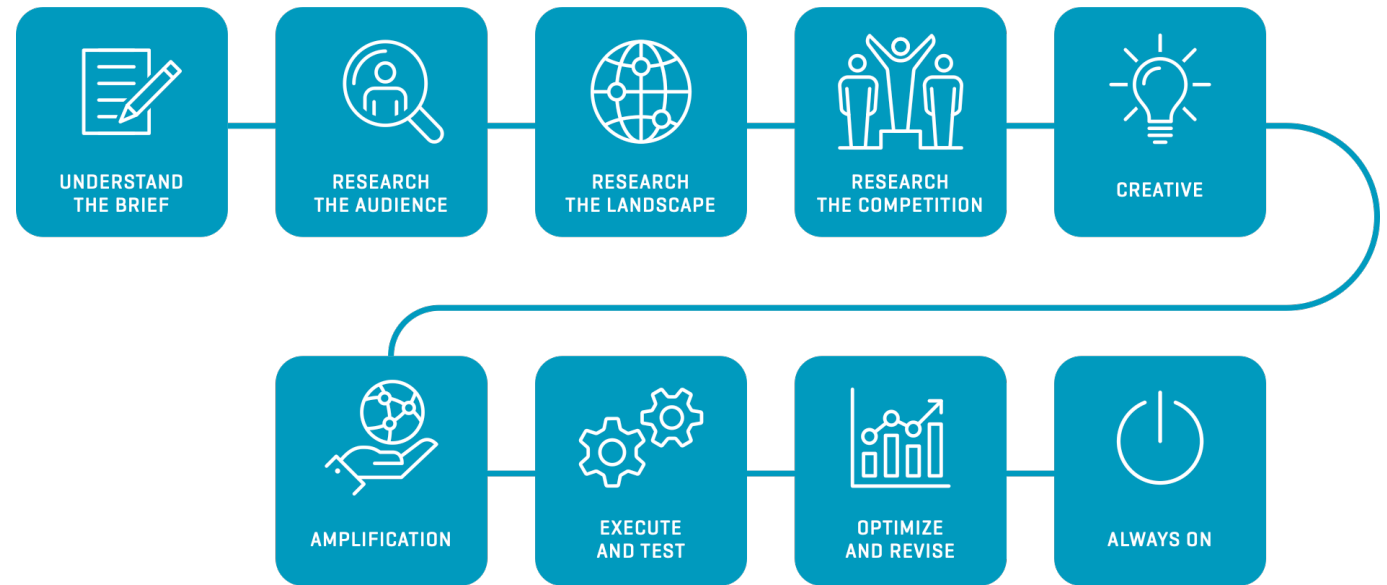
- **Innovation:** We're at the forefront of media trends, constantly innovating to give clients a competitive edge. From cutting-edge digital strategies to embracing emerging tech, we redefine possibilities in media.
- **Collaboration:** We believe in the power of teamwork. Our agency thrives on collaboration, internally and with clients. Diverse perspectives fuel creativity, resulting in impactful and resonant media campaigns.
- **Data-Driven Excellence:** Numbers guide our success. We're a data-driven agency, using analytics for precise audience targeting, performance evaluation, and strategic decision-making. Our excellence is rooted in actionable insights.
- **Client-Centric Approach:** Clients come first. We tailor media solutions to their unique needs, goals, and challenges. Beyond services, we build lasting partnerships, serving as trusted advisors for navigating the media landscape and achieving shared success.

A close-up, slightly blurred photograph of a person's hand holding a pen and writing on a notepad. The hand is positioned in the lower center of the frame. To the right of the notepad is a color calibration chart with various colored squares. Further right is a small, dark ink bottle. In the background, there are several pens in a holder, a laptop, and other desk items. The entire image has a blue tint overlay.

At (amp), one of our core values is collaboration. When our media team gets excited about a client project, our creative team is right there with ideas for cool brand activations or digital campaigns. Those creative insights are an integral part of our role as a digital advertising agency. By integrating creative with our media strategy, we ensure we're making the most of your media dollars - and making it a memorable message.

Our Process

STRATEGY FIRST



The most expensive mistake a brand can make is launching channels or programs without a strategy. We don't believe in over complicating this process. Our goal is to quickly and efficiently [get to execution](#) with a plan that can be tested and optimized over time.

(amp)

Media Methodology

STARTS WITH AUDIENCE

(amp)



SURVEY

- Attitudinal Data
- Behavioral Data
- User Experience
- Program Evaluation



USABILITY TESTING

- Data Collection
- Diagnose Pain Points
- Design Comparison
- Error Testing



COMPETITIVE AUDITS

- Digital Landscape
- Website / SEO
- Website / UX
- Social + Paid Media



FOCUS GROUPS

- Qualitative Data
- Non-Verbal Data
- Targeted Demographics
- Group Dynamic



A/B TESTING

- Web Pages
- Email
- SMS Messages
- Performance Measurement



STATISTICAL ANALYSIS

- Data Collection
- Existing Data Analysis
- Sample Analysis
- Customizable by Data Set



INTERVIEWS

- In-Depth Engagement
- Direct Feedback
- Behavior Exploration
- Pain Point Targeting



TARGET PERSONAS

- Audience Discovery
- Database Construction
- Psychographics
- Media Consumption Data

Media Methodology

STARTS WITH AUDIENCE

(amp)

1. Objectives & Priorities

- Understand ShelbyKY Tourism business objectives and priority campaigns for the year.

2. Audience Identification

- Define the target audiences for each campaign.

3. Media Planning

- Media Mix – Determine the media channels that will best reach each campaign's target audiences and drive desired actions.
- Negotiation – When applicable, negotiate costs with media networks for upcoming campaigns.
- Media Budget – Define the budget by channel and audience for each campaign

- Flight Plan – Determine timeframe for each campaign throughout the year
- Experiment Calendar – Identify any desired tests (audience, channel, creative, etc.) for this year's or next year's campaigns

4. Buying & Optimization

- Once the media plan and campaign details are finalized and approved, media buyers will place buys and begin daily monitoring and optimization

5. Measurement & Analysis

- Custom reporting and analysis will be provided and reviewed on a weekly, monthly, and campaign basis

Analytics Insights

STARTS WITH AUDIENCE

(amp)

(amp)'s full funnel approach to marketing is represented in our reporting and identification of testing opportunities.

We dive deep into attribution modeling and lead scoring to analyze which targeting and messaging delivered the highest value customer.

What You Get

- **Custom Monthly & Quarterly Reports**
- **Dashboard**
- **Strategic Learnings**
- **Analysis**
 - Industry and historical benchmarks
 - Conversions
 - Lead Quality
 - Experiments

Synthesizing data collected from multi-touch attribution modeling, enhanced analytics, on-SERP and off-SERP behavior into a clear story with real-time optimization recommendations and budget pacing insights.

Core Principles

Accountability

It's called performance marketing for a reason. *It's all about performance.* Everything we do at (amp) is measured by a world-class analytics team that holds us accountable to our client's goals, objectives, and KPIs.

Optimization

Our goal at (amp) is to *build long lasting client relationships.* We know the fastest way to end a client relationship is through poor performance. We recruit, staff, and develop talent that thrive on winning for their clients and their teams. We want to be most enjoyable meeting of your week.

Transparency

(amp)

Core Principles

Accountability

Optimization

Transparency

The power of digital media lies in our ability to learn quickly, and optimize efficiently. No matter the channel or tactic, we view optimization as a core principle because optimization is vital to any successful digital campaign. Every tactic has a point of diminishing return without a plan and process for ongoing optimization.

Further, the digital advertising world changes and evolves constantly. Our agency's Innovation Task Force is charged with tracking, educating our team/clients, and staying ahead of platform and algorithm changes across the digital landscape.

(amp)

Core Principles

Accountability

Optimization

Transparency

We take the responsibility of being stewards of your marketing and media dollars seriously. We provide weekly, monthly, and quarterly updates on your budget burn right along with the performance results/analysis.

You deserve to know exactly how, where, and when your media dollars are being spent.

(amp)

Key Tech

MEDIA BUYING
& RESEARCH

(amp)

KANTAR

MRI
SIMMONS

Basis[®]
DSP

comscore

eMarketer

Nielsen

VIAANT[®]

IZEA

yahoo!

centiment

dstillery

triplelift

SEMRUSH

LiveRamp

Adaptive
Insights

Brandwatch

SimilarWeb

dynata[™]

Key Tech

SEARCH

(amp)



Key Tech

SOCIAL MEDIA

(amp)



ninjacat



Key Partnerships



(amp) is proudly recognized as a [Meta Business Partner](#). This partnership affords our agency the following benefits that we utilize for our client engagements:

- Dedicated Meta Account Manager
- Prioritized VIP Support for our clients
- Direct training for LEAP staff
- Access to beta programs and what's new in the Meta family of apps and services
- Direct creative consultations with Meta support

(amp)

Key Partnerships

PREMIER

Google
Partner

(amp) is proudly recognized as a [Google Partner](#). This partnership affords our agency the following benefits that we utilize for our client engagements:

- Product education & certifications
- Consumer insights reports
- Account & technical support

(amp)

Key Partnerships



(amp) is proudly recognized as a [Microsoft Ads Partner](#). This partnership affords our agency and clients exclusive access to Microsoft Advertising resources and more, such as:

- Free training and certifications, industry insights
- Partner community
- Account & technical support

(amp)

RATE STRUCTURE:

The following slide outlines our typical rate structure we use with our clients. However, we don't see Shelby County as a typical client: Many of our team members have deep connections with Shelby County, from births and happy childhoods to memorable wedding days. And our own co-founder and CMO, Alan Gilleo, has been proudly raising his family in Shelby County for the past 15 years.

So, it should come as no surprise that we are passionate about promoting Shelby County! Therefore, we'd like to extend a special discount on our rates to Shelby County Tourism, which you will see reflected in the following slides.

Our clients work in a range of relationships with us – from agency of record, to retainers, to project work. We will work with you upon selection to define detailed scope and provide budgetary guidelines in accordance with your budget. We can also look at providing a fixed-cost structure in support of the various types of work to be completed.

Leap Group Rate Schedule

	Standard Rates	Non-Profit Discount	Non-Profit Rates		Standard Rates	ShelbyKY Tourism Discount	ShelbyKY Tourism Rates
Strategic Planning	275.00	15.0%	233.75		275.00	40.0%	165.00
Campaign Management	165.00	15.0%	140.25		165.00	35.0%	107.25
Content Creation - Copy, imagery, graphics	155.00	15.0%	131.75		155.00	35.0%	100.75
Content Creation - 3D / Animation	175.00	15.0%	148.75		175.00	25.0%	131.25
Performance Monitoring and Optimization	165.00	15.0%	140.25		165.00	35.0%	107.25

TIMELINE:

We understand from Mason that your fiscal year is July 1, 2024 through June 30, 2025. We will need to move quickly as July will be upon us soon, but we are comfortable supporting your fiscal year timeline. If selected, we would work quickly with your team to establish milestones and deliverables so that we are all on the same page and working towards the same outcome.

Thank You!

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