

martin.



**Carhartt
Work In Progress USA**

a different brand of thinking



**Integrated
communications
firm**



**Founded 2001,
A Hearst
investment 2020**



**Partner to
regional, national,
and global brands**



**Recognized
for industry
excellence**



**Extensive
apparel brand
marketing
experience**

fully-integrated services.

**95+ associates. Research. Digital.
Strategy. Branding. Media.
Social media. Analytics. Creative.
Experiential. Videography.
Public affairs. Public relations.**

Our Focus

Strategic brand development
& positioning



Breakthrough creative
& tactical executions



Marketing that delivers
results & maximizes ROI

mission

**we use brand intelligence to define
and execute marketing strategy**

vision

**we inspire people toward
positive action**

We are an agency focused on client service

- Our Account Management team is detail-driven, responsive, innovative, and easy to work with
- Each client has a dedicated Account Manager (AM)
 - The AM serves as your primary point-of-contact and a conduit to the rest of the agency team
 - Your AM ensures projects are on strategy, on schedule, and on time
- We use project management software specifically designed for agencies to streamline our processes, track projects, and manage budgets and schedules
- We begin each engagement with our user-friendly “onboarding process” to ensure your expectations are met to the highest standards



Pride in Our Partnerships



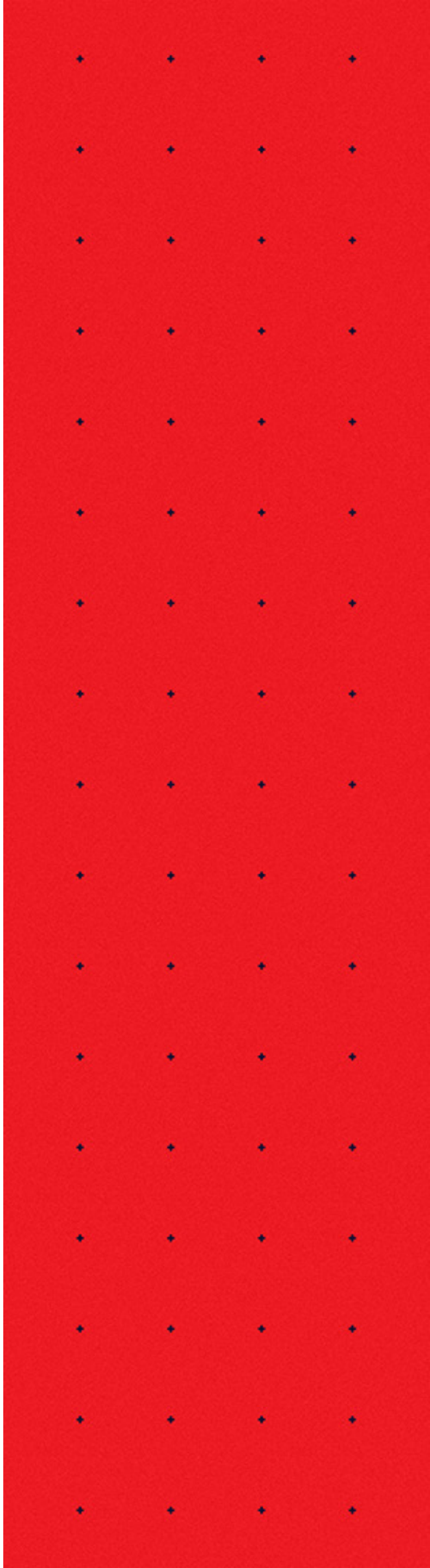
our approach

How We Work



A dedicated account manager will be assigned to guide the collaboration between The Martin Group and Carhartt WIP. Our approach to campaign project management entails the following:

- **Scope**
Ensures your campaign stays on schedule, task, and budget
- **Strategy**
Evaluate past campaign results from a data-driven perspective to determine direction
- **Collaboration**
Work with your internal team to gather assets and review deliverables throughout the course of the partnership
- **Intent**
Establish measurable campaign goals and identify key performance indicators (KPIs) for the first quarter of the campaign's launch, and ongoing quarterly goals following
- **Advocacy**
Serve as an advocate of the established goals to the project team
- **Resource Management**
Your dedicated project manager collaborates with our Creative Operations department to ensure the necessary resources are available to fully support the engagement



Assignments

- 1** Strengthen Carhartt WIP's digital marketing strategy in the US
- 2** Gain new consumers and reengage with the existing consumer
- 3** Advise on email marketing best practices to support growth
- 4** Support Carhartt WIP through SEM, SEO, Paid Social, and Email
- 5** Provide analytics, reporting and optimization services throughout the duration of the campaign

paid media

overview

Paid Search Recommendations

Paid search incorporates both traditional SEM and dynamic search and shopping ads. By running both tactics simultaneously, we can leverage product-specific performance and optimize toward the highest e-commerce ROI, pivoting platforms as necessary. Ad formats include:

- **Responsive Brand-based SEM**

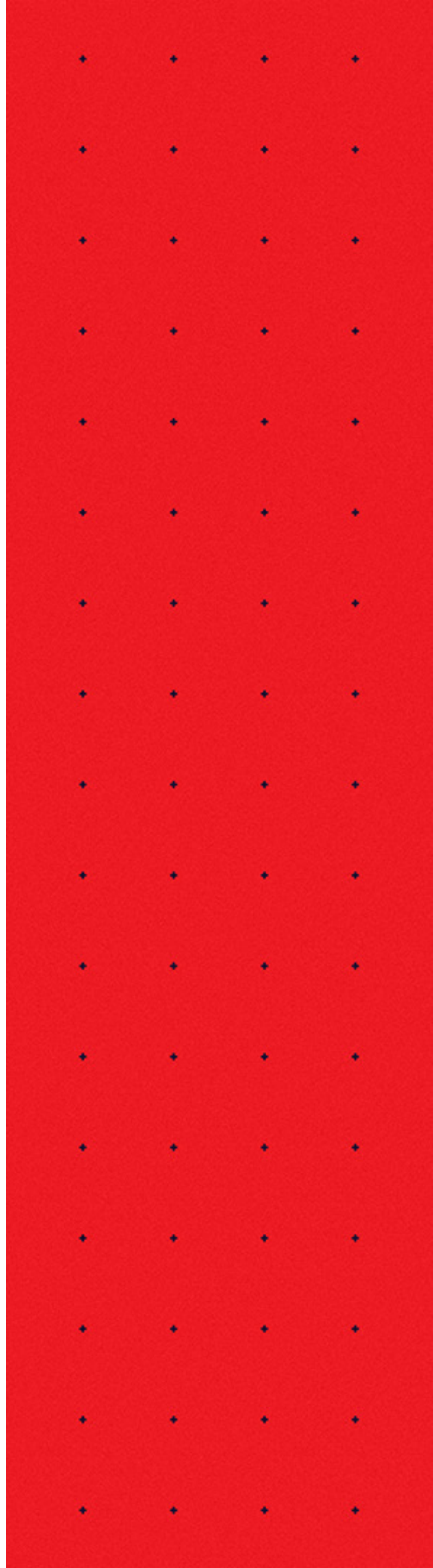
A broad keyword targeting strategy that utilizes a remarketing list. These ads will capture people who have already interacted with Carhartt WIP's website pages, putting the brand back in front of them upon a search of brand and broad-based keywords.

- **Responsive & Dynamic Product-based SEM**

Google Ads & Microsoft Bing ads that are triggered by product-specific keywords and direct to corresponding product pages, streamlining the shopping experience for the viewer. These ads can also utilize dynamic keyword insertion or be dynamically generated based upon landing page content.

- **Dynamic Shopping Ads**

Google Ads & Microsoft Bing ads working directly through the product data feed, ads are triggered by search queries of product attributes, resulting in exceptional relevancy for the viewer.



Display / Programmatic

Display ads will be utilized to reach consumers who are in multiple stages of the purchase funnel, from awareness to engagement and ultimately loyalty. Robust targeting capabilities enable us to build custom audience segments that work to support e-commerce efforts.

Platform/Ad Type: Brand-focused Static Display, Responsive Display, Dynamic Retargeting

User Journey/Audience Segments:

▪ **Awareness**

Consumers who are likely to be interested in Carhartt WIP's products. These will likely be brand-based ads.

- Audience interest, brand & competitor keywords
- Competitor website targeting
- Lookalike audiences

▪ **Engagement**

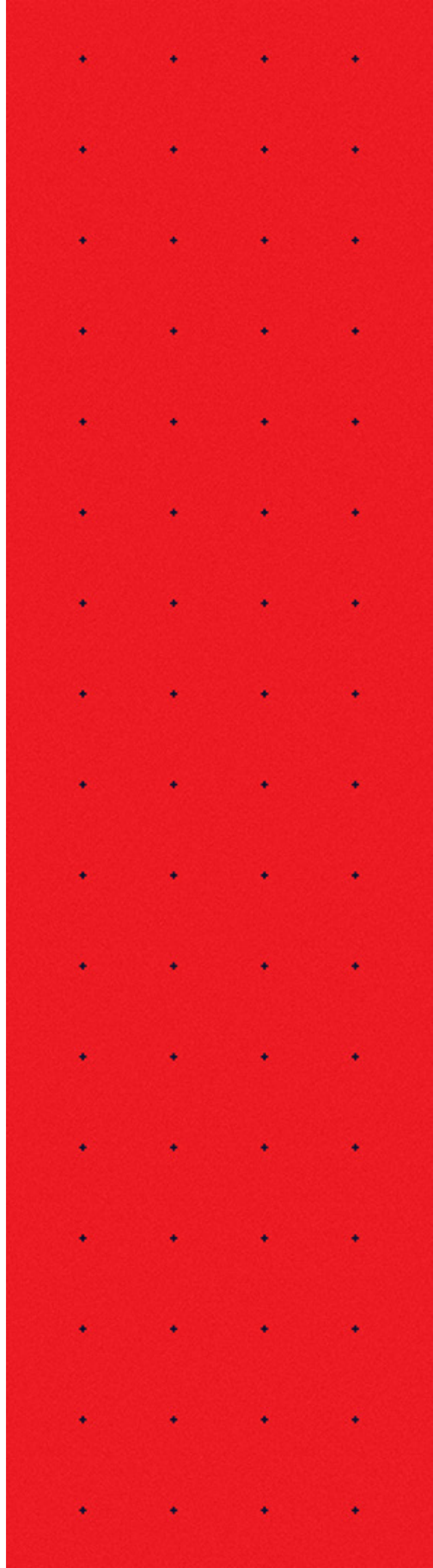
Reintroducing the viewer to products that they have shown an interest in.

- Dynamic product retargeting (pixel-based retargeting, shopping cart abandonment)
- Search remarketing (keyword-based targeting)

▪ **Motivate/Loyalty**

Remarketing to converters who have purchased products to gain loyalty and motivate a repurchase through special offers and exclusive events.

- Previous customers/ already purchased
- CRM targeting (keyword-based targeting)



YouTube



YouTube advertising is a fantastic way to catch the attention of your audience while they are engaged with related video content.

Platform/Ad Type: Skippable in-stream (over 15 secs), Non-skippable (15 secs or shorter), In-feed / Discovery ads, Bumper ads (6 secs)

Audiences: In addition to the same audiences that are utilized for display ads, an audience of people who have engaged with Carhartt WIP's YouTube channel and videos can be layered into targeting.

- **Awareness**

Consumers who are likely to be interested in Carhartt WIP's products. These will likely be brand-based ads.

- Audience interest, brand and competitor keywords
- Competitor website and YouTube channel targeting
- Lookalike audiences

- **Engagement**

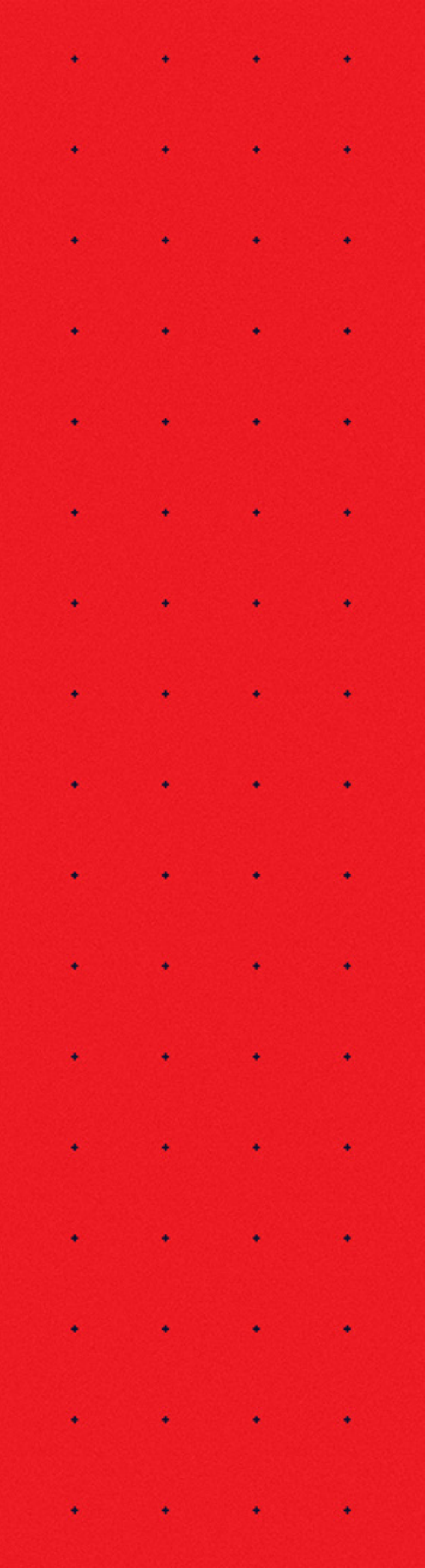
Reintroducing the viewer to products that they have shown an interest in.

- Retargeting
- YouTube Engagement (watched or interacted with channel or video)

- **Motivate/Loyalty**

Remarketing to converters who have purchased products to gain loyalty and motivate a repurchase through special offers and exclusive events.

- Previous customers
- CRM targeting



Paid Social Recommendations



We recommend utilizing paid social media to help nurture and grow the Carhartt WIP brand while entering US market. We will aim to promote messaging that engages potential shoppers while collecting audience data via pixel placement for future retargeting and audience data purposes.

Platforms: Facebook, Instagram

Ad Types: Static, Video, Carousel, Collection, Dynamic Retargeting

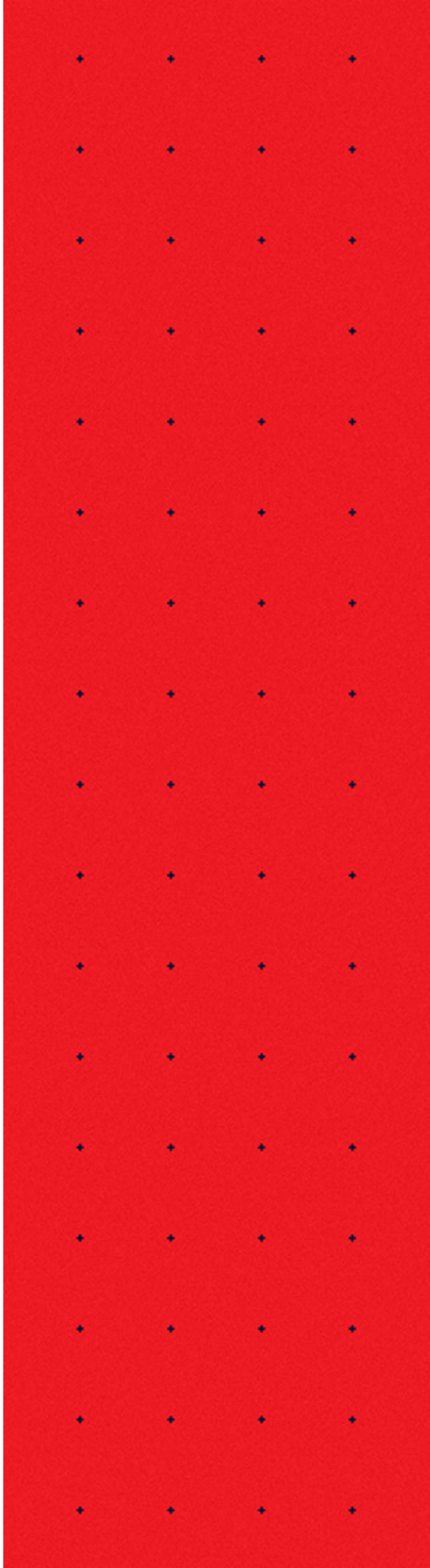
Placements: In Feed, Stories, Reels, In App, In Stream

Suggested Targeting:

- Young adults in the United States and Canada
- Interested in high fashion, workwear, sports, music, etc.
- Interested in competitors
- Dynamic Retargeting
- CRM List Retargeting
- Website Retargeting (Cart Abandonment Retargeting)
- Lookalike audiences

Additional Paid Recommendations:

- TikTok:
Young engaged audience, content lovers
- Snapchat:
Gen Z, daily usage
- Influencers:
Testing promotional codes
- ConnectedTV:
Keeping brand safety top of mind





Our Media Team

Media Team Certifications

Our media team has experience and certifications with a wide range of platforms that aid our paid media efforts.



Fundamentals Certification

LinkedIn Marketing Labs



Media Team Capabilities

MEDIA RESEARCH

- Demographics
- Lifestyles and attitudinal data
- Consumer Insights through third-party research
- Media usage/consumption habits
- Competitive analysis
- Creative reporting

STRATEGY/PLANNING

- Target audience
- Custom audience building and remarketing
- Channel media mix
- Full-funnel, integrated media plans
- Reach and frequency analysis
- User journey maps
- Account-based marketing strategies

DIGITAL ADVERTISING

- Programmatic display advertising
- Rich media ads
- Streaming audio
- Paid social media
- Native advertising and sponsored content
- Online video and over-the-top (OTT)
- Direct-to-consumer shopping ads
- Hyperlocal geofencing
- Email marketing

TRADITIONAL MEDIA

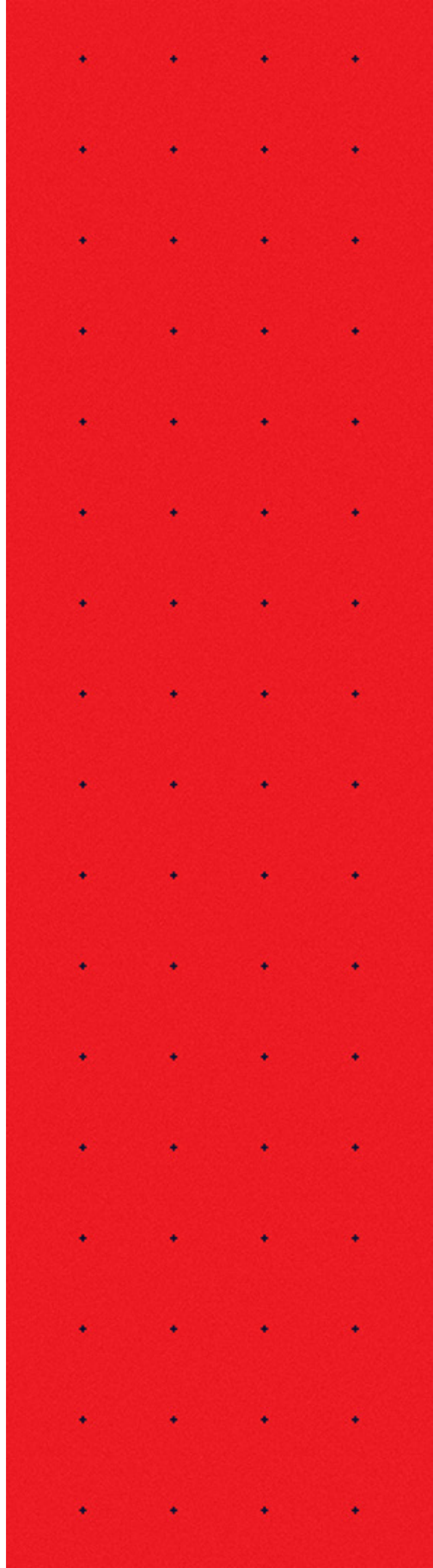
- Television
- Radio
- Print
- Out-of-home
- Guerilla marketing
- Direct mail

SEARCH ENGINE MARKETING

- Keyword research, volume forecasts and list building
- Ad group segmentation
- Text ad creation
- Bid strategy management
- Conversion/goal implementation and tracking
- Audience and competitive insights
- Ongoing campaign optimization

ANALYTICS AND OPTIMIZATION

- Post-buy audit
- Market reach
- Conversion tracking
- Attribution modeling
- Cross-channel measurement



digital!

overview

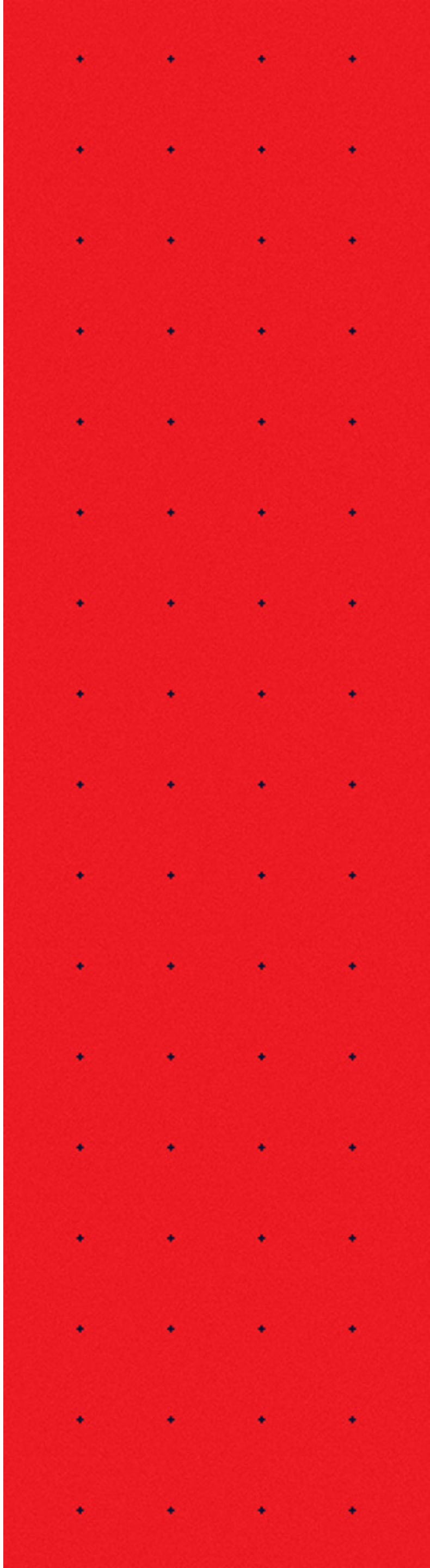
Email Marketing



Email marketing is an essential tool for remarketing to existing customers and nurturing prospects. Combined with an e-commerce platform, key data points can be used to influence segmentation and automation to more effectively engage someone and motivate a sale.

Our digital marketing team supports email marketing in the following ways:

- Design, development, and implementation of personalized email templates
- Content planning and development for email
- Creation of email nurture streams for target user personas
- Planning and configuration of email automation

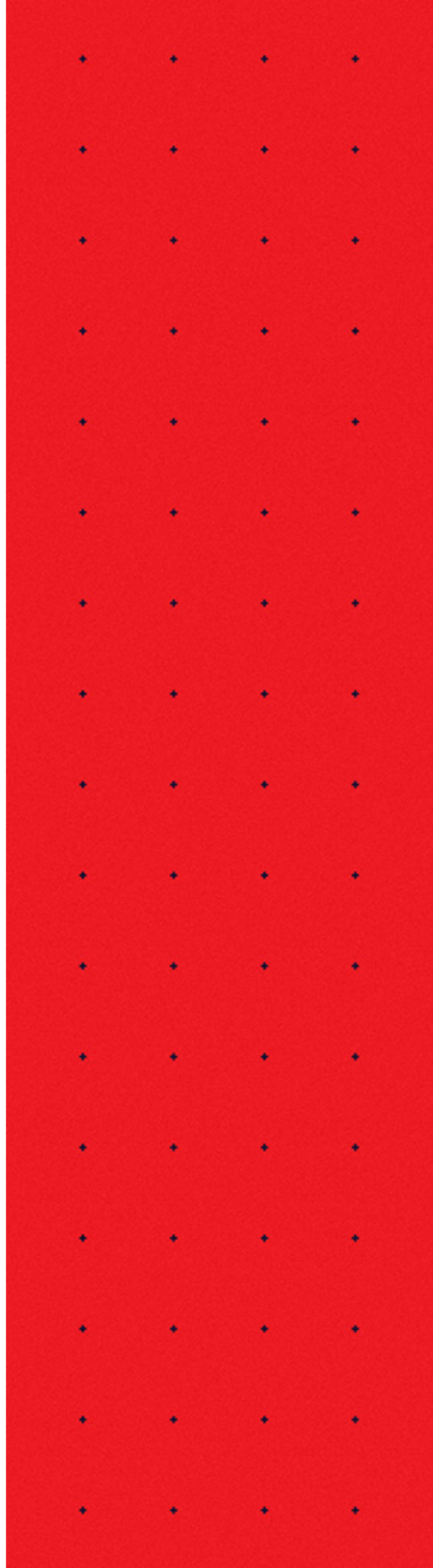


SEO

Search Engine Optimization (SEO) is a long-term investment toward improving your organic ranking. Compared to Search Engine Marketing (SEM), it is a longer-term process but can provide longer-term benefits. While we cannot guarantee a specific ranking, our goal with supporting your SEO efforts is to help you improve your visibility online, which will in turn help your target audience find your website easier.

Our SEO services commonly include:

- SEO Audit, evaluating the current state of your web properties
- SEO Plan, roadmapping areas for improvement and recommended ongoing activities
- SEO Optimization, where we provide ongoing monitoring of your ranking, on-page technical optimizations, content development, and implement link building strategies



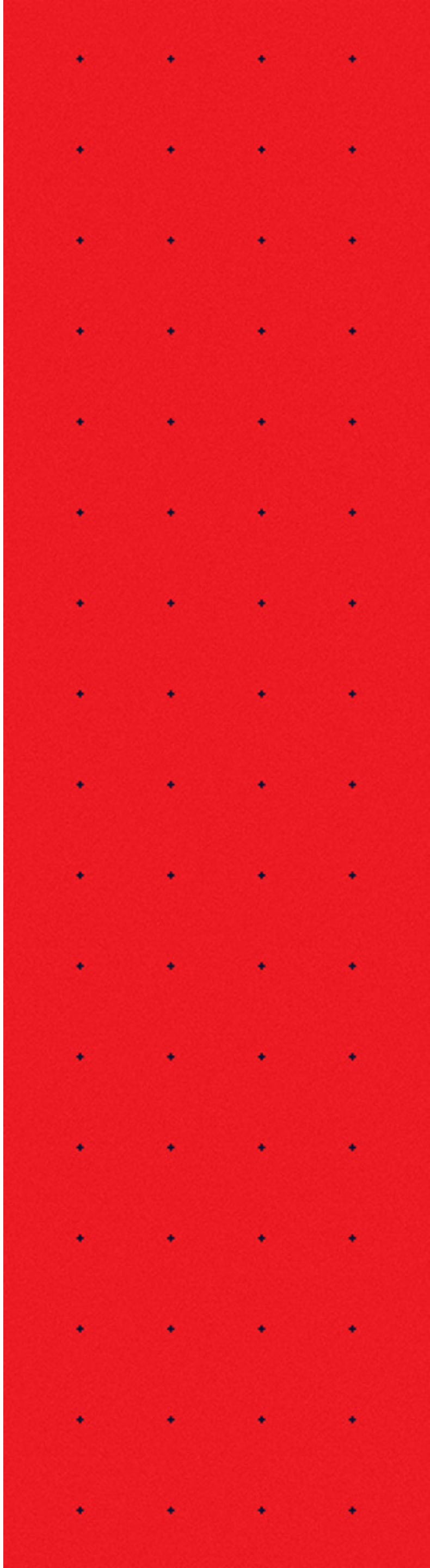
Analytics & Reporting



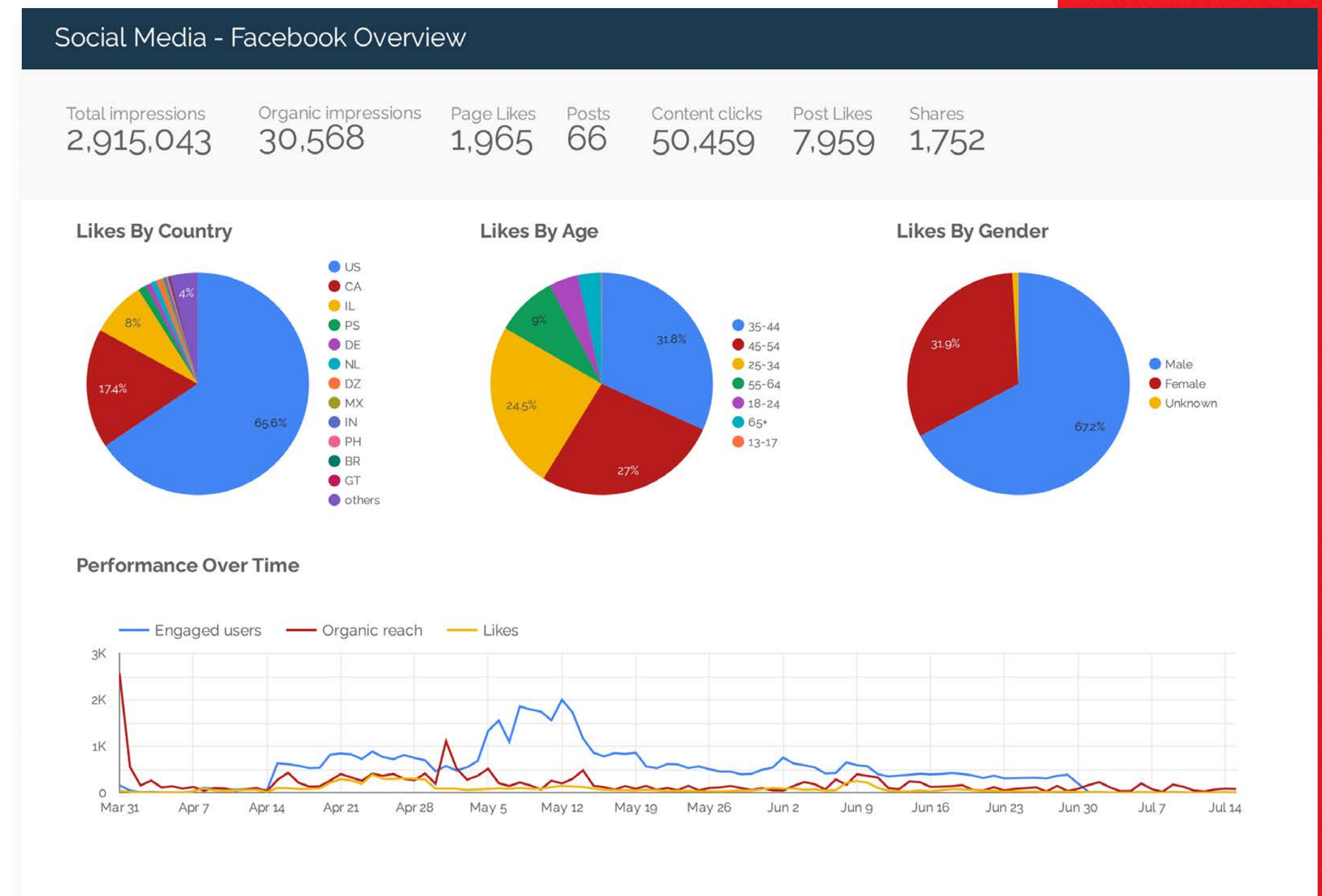
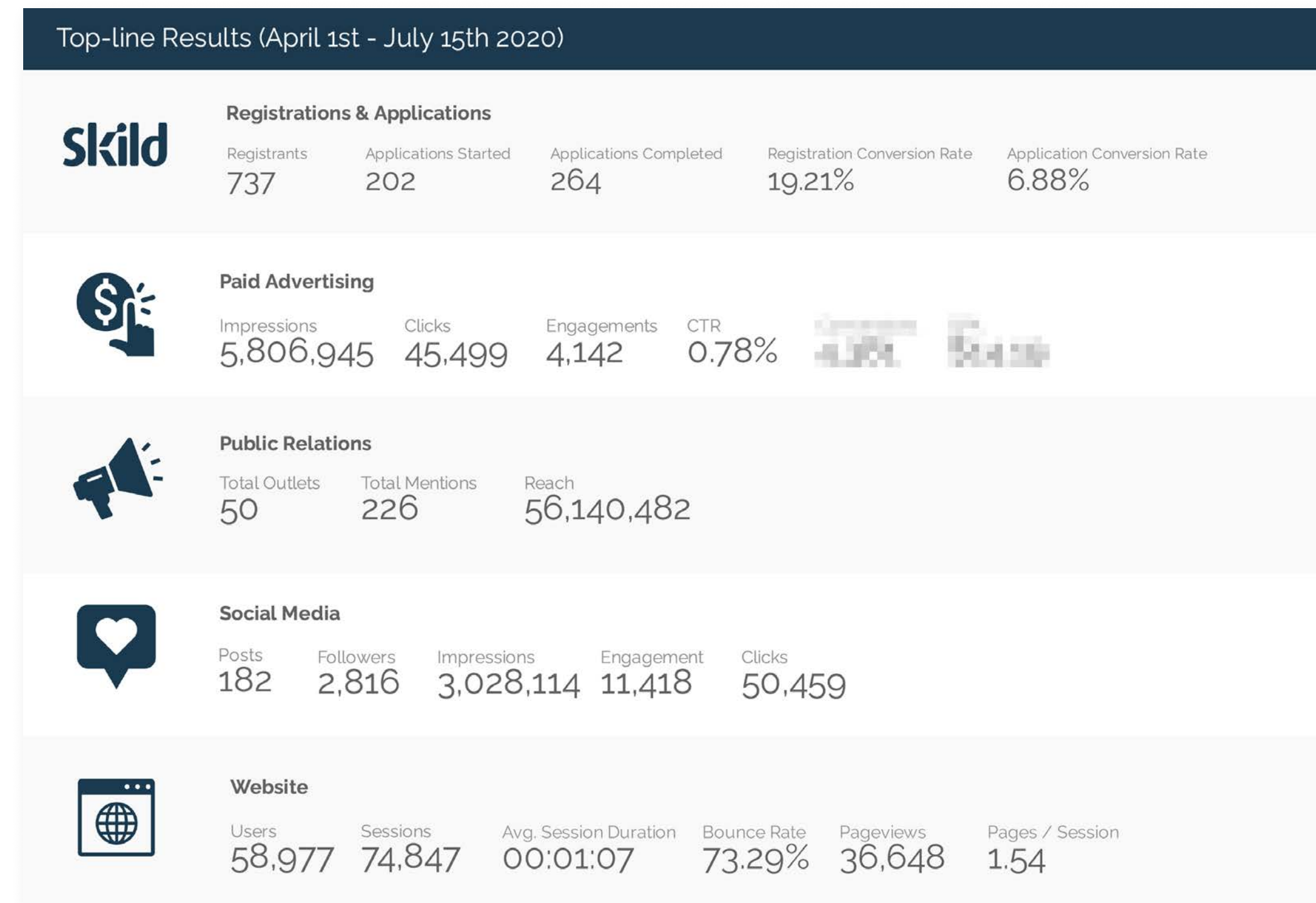
To ensure the effectiveness of our marketing and advertising efforts, it's essential to have visibility on how each of these efforts are working together towards your goals. Our team will provide a consolidated reporting dashboard that will provide Carhartt WIP with a holistic view of the performance of our work. This will serve as an important tool for our integrated team to review progress month-over-month, and collaborate with your team to plan next steps for the campaign. Our reporting efforts are an important step in ongoing optimization so we can maximize the return on your investment.

Our ongoing reporting efforts commonly include:

- Configuration and setup of cross-channel tracking
- Integrated data across SEM, paid display, YouTube, social media, e-commerce, and SEO
- A web-based dashboard that is accessible to your team
- Both top-line performance and deeper detail for key channels where beneficial
- Monthly regroup of overall performance and discuss ongoing campaign optimizations



Sample Reporting Dashboard





Our Digital Team

Digital Platform Experience

Our integrated team works with a wide range of platforms to support our marketing and advertising efforts and our clients' needs. We guide our clients to select the right tools and software to ensure these resources can scale with them as they grow. The list below is a highlight of relevant platforms our team utilizes for analytics, e-commerce, and marketing automation needs.



Digital Marketing Capabilities

DIGITAL CAMPAIGN DEVELOPMENT

- Campaign strategy
- User journey mapping

SEARCH ENGINE OPTIMIZATION

- Keyword and competitive research
- On-page and off-page strategy
- Website performance optimization
- Ongoing content development
- SERP ranking and reporting

INBOUND MARKETING

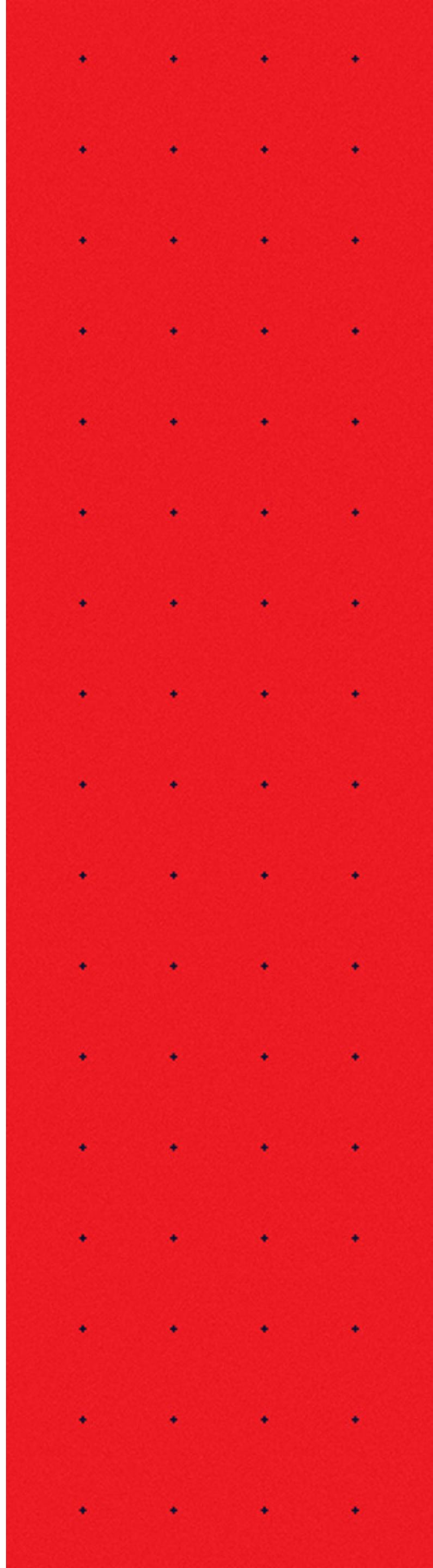
- Lead generation and nurture
- Landing page development
- Email development
- Marketing automation
- CRM integration

WEBSITE DESIGN AND DEVELOPMENT

- UX-focused, mobile-centric design
- Full-stack development
- CMS, CRM, and e-commerce integration
- Custom website feature development
- Speed and performance optimization

ANALYTICS AND OPTIMIZATION

- Custom tracking implementation
- Cross-channel measurement and attribution
- Dashboard development
- Monthly reporting and optimization strategies
- A/B testing



budget

Annual Budget



- **Media Spend: 70%**
- **Agency Services: 30%**

Recognizing the need for Carhartt WIP to generate new consumers, reengage existing consumers, and boost awareness of the brand, we have allocated approximately 70% of the total budget to be allocated to gross media dollars. The remaining 30% of the total budget will be allocated towards agency services including, but not limited to:

- Discovery and strategy, as needed
- Media plan development
- Ongoing account service and project management
- Monthly reporting and monthly status meetings

case studies

Strut



Helping an emerging startup strut its best stuff.

Strut came to The Martin Group as LYFE Wellness, a small startup looking to break into the e-pharma industry, offering products ranging from prescription medications for sexual health and hair loss to those for skin care and nail health. Our team quickly realized that while fast, discreet, and affordable medication was an important selling point, the company was selling something far bigger: a return to confidence and self-expression, unhindered by embarrassing medical conditions.

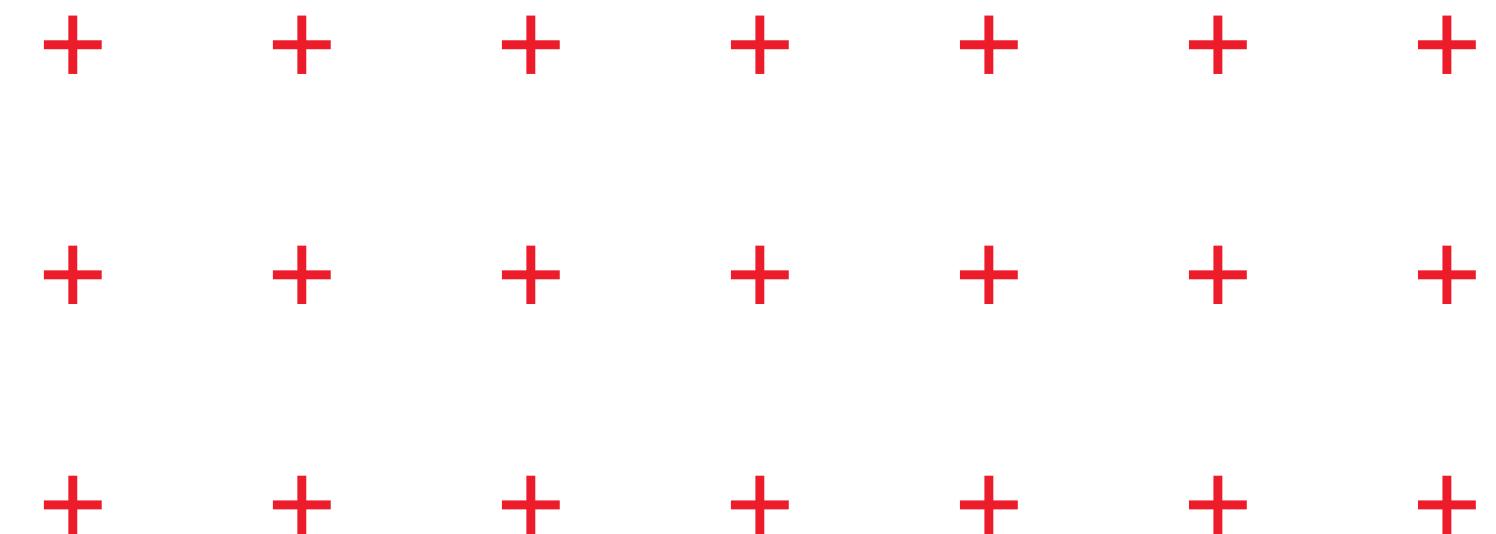
Guided by that insight, we developed a new name, logo, and tagline for the brand. In the process of developing Strut's new look and feel, our team and our client saw a great opportunity to connect with consumers by positioning the company as playful, cheeky, and slightly irreverent.

With that in mind, we built Strut's website and developed and launched an integrated digital media campaign complete with organic social (Facebook, Instagram, and Twitter), paid social, digital display, and search engine marketing,

focusing at first on their priority states of Florida, New York, and Texas and breaking down our efforts into nine key audiences across their various products for men and women (ED, hair loss, skincare, nails, etc.).

The brand was new but the client needed to drive sales to satisfy their investors, so we had to quickly push people down the funnel to conversion, which we did through phased custom messaging for each of our target audiences.

Our work helped to show that with a trusted ally who you feel comfortable with—and can maybe even share a laugh with—embarrassing medical conditions aren't so scary after all.

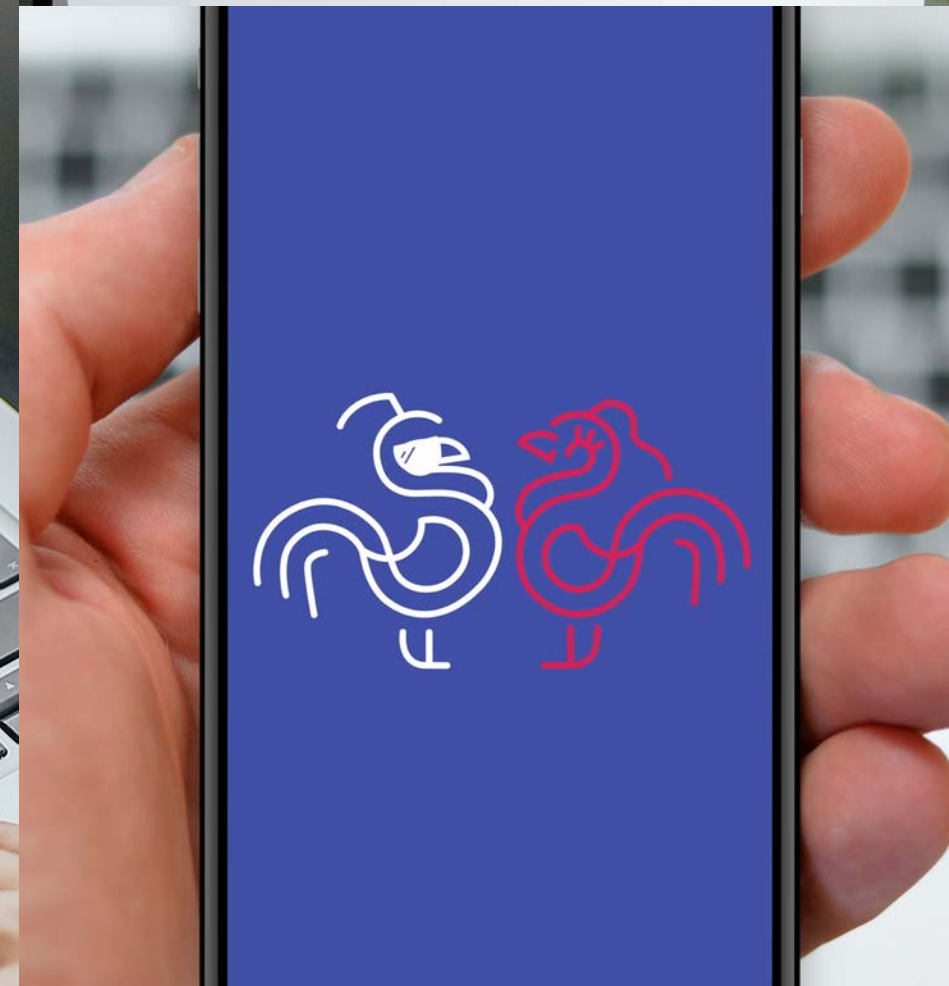
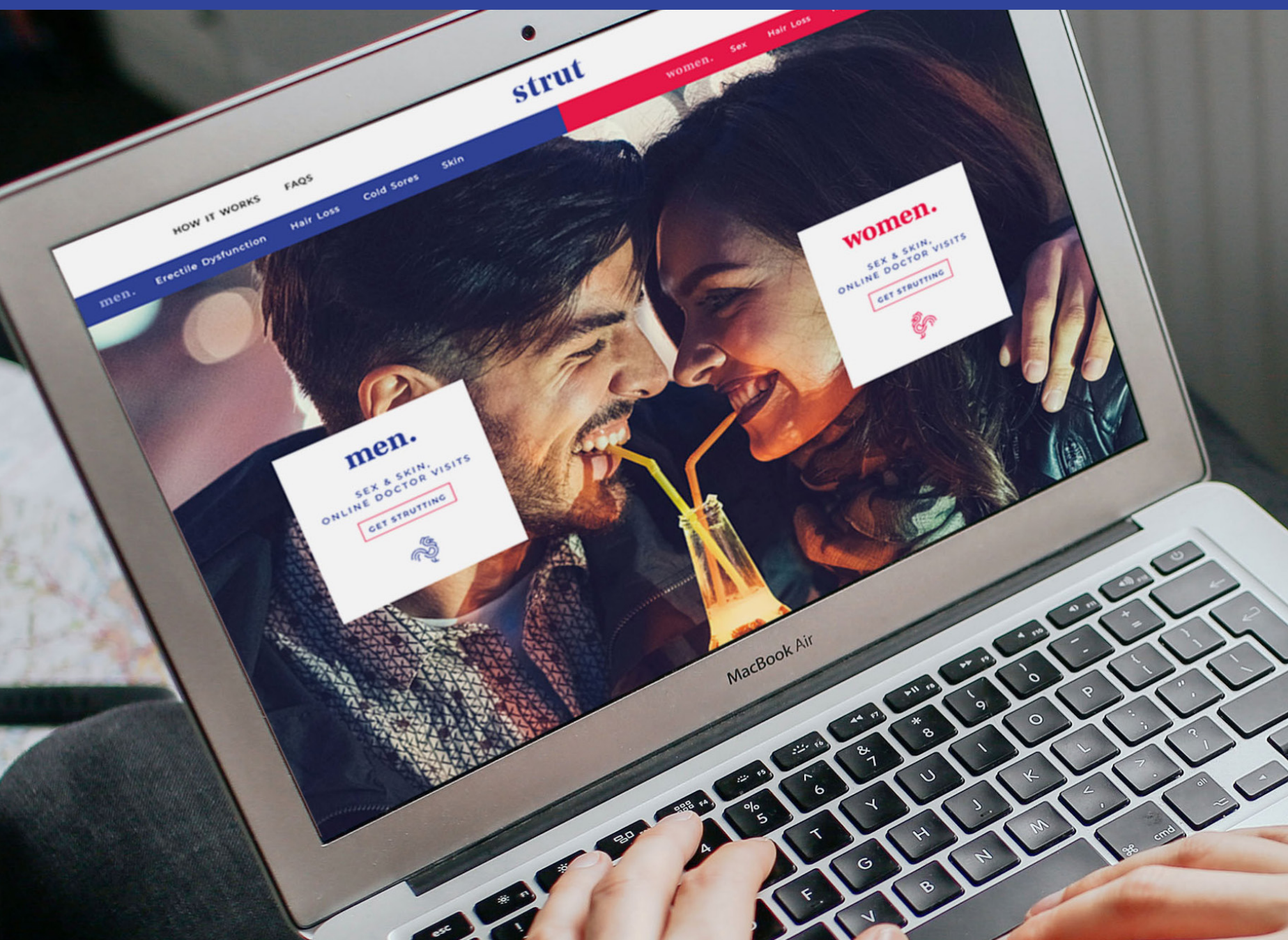
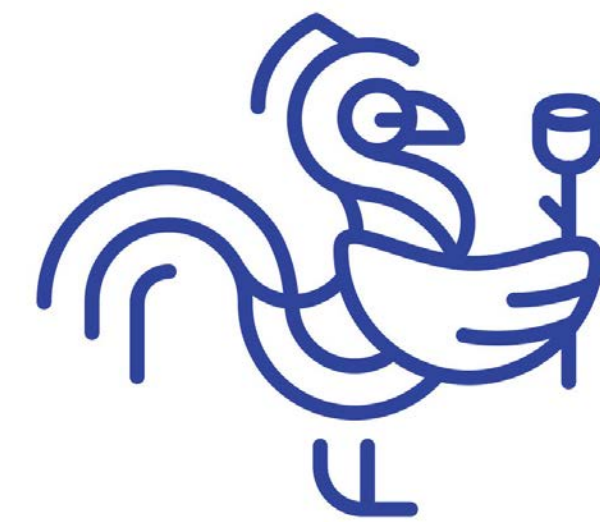
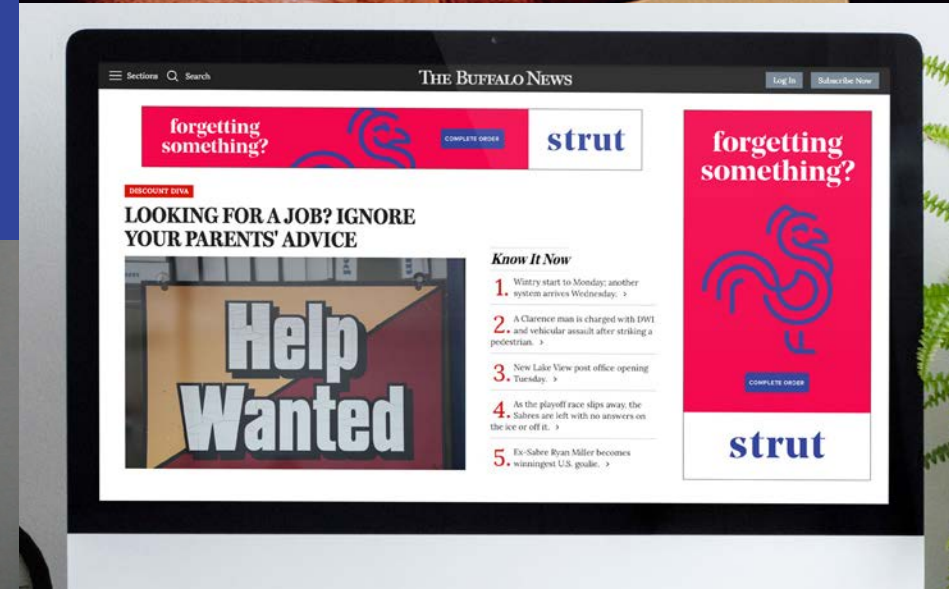
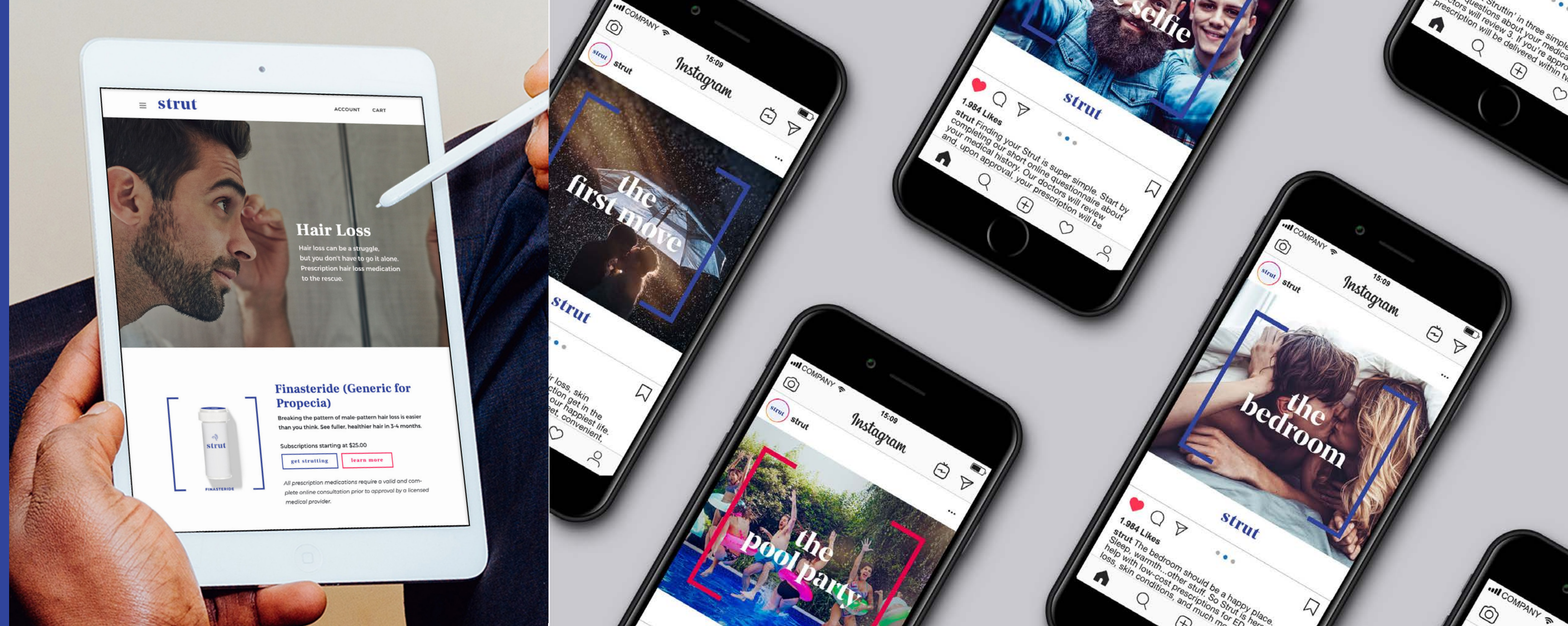




strut

TO LIFE LIVED BETTER

EST. 2018



Strut Results

136%

increased sales
revenue

25%

increased sales
transactions

57%

increased website
sessions

89%

average order
value increase

35%

higher CTR than
client's goal

ASICS



Enlightening sneakerheads to what's lit.

A leader in performance running since its founding, footwear legend ASICS was increasingly being relegated to only that space, losing ground as competitors with near-universal brand recognition dominated in youth sneaker culture. Challenged by their executive team to become a formidable brand outside of the performance comfort zone, ASICS needed to gain traction as a lifestyle brand among sneakerheads without sacrificing heritage or deviating from their authentic DNA.

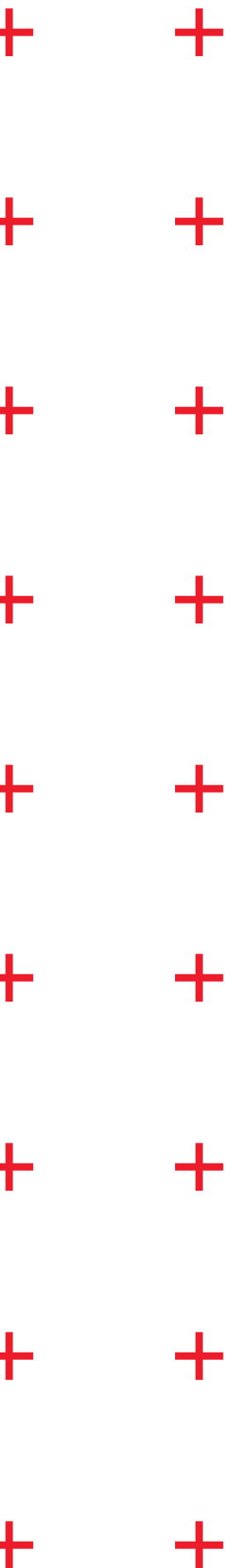
This delicate approach demanded a pivot in strategy, tone, and execution—especially to build stronger relationships and sell successfully with the Foot Locker, Inc. umbrella of brands.

With interest in Japanese fashion, culture, and influence at an all-time high for Gen Z, ASICS had the chance to start to tell a different story...one that leaned into the brand's Japanese heritage and proved disruptive in a cluttered space. In addition to taking this brand DNA front and center, new product campaigns—each inspired by a different element of Japanese and American culture—should hinge on meaningful, engaging, authentic brand stories to effectively speak to youth consumers.

Since a key audience would be the digital audiences of key retailers, our campaign built off of these insights and introduced ASICS Tiger "Welcome to the Dojo" pack at Champs, Footaction, and Eastbay.

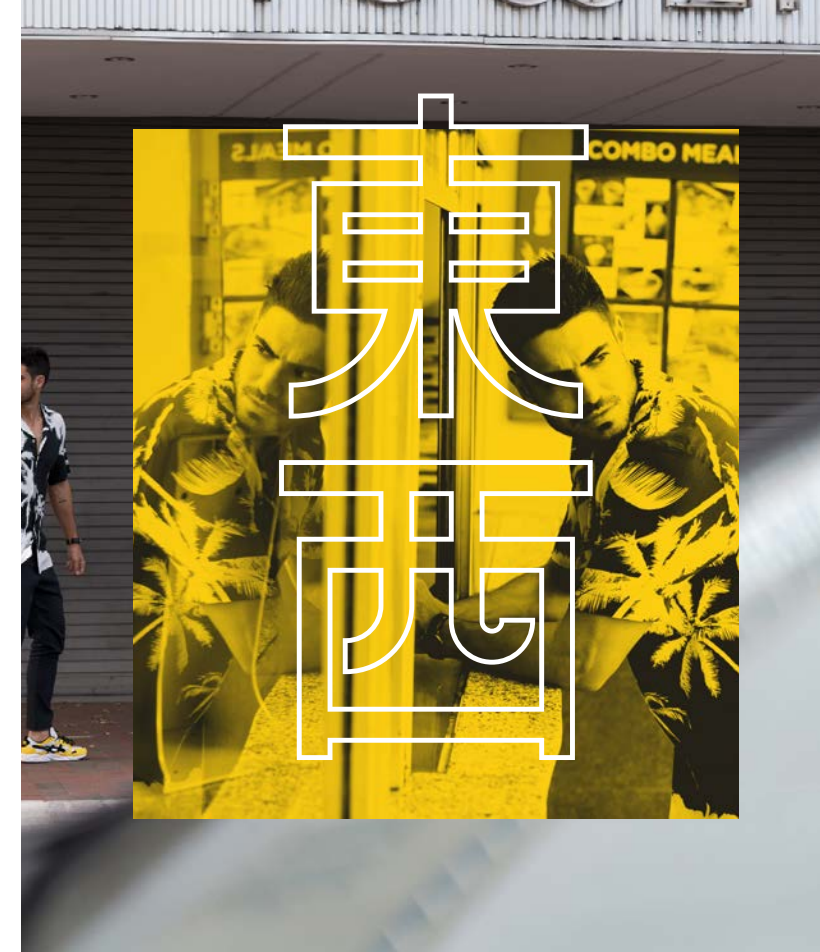
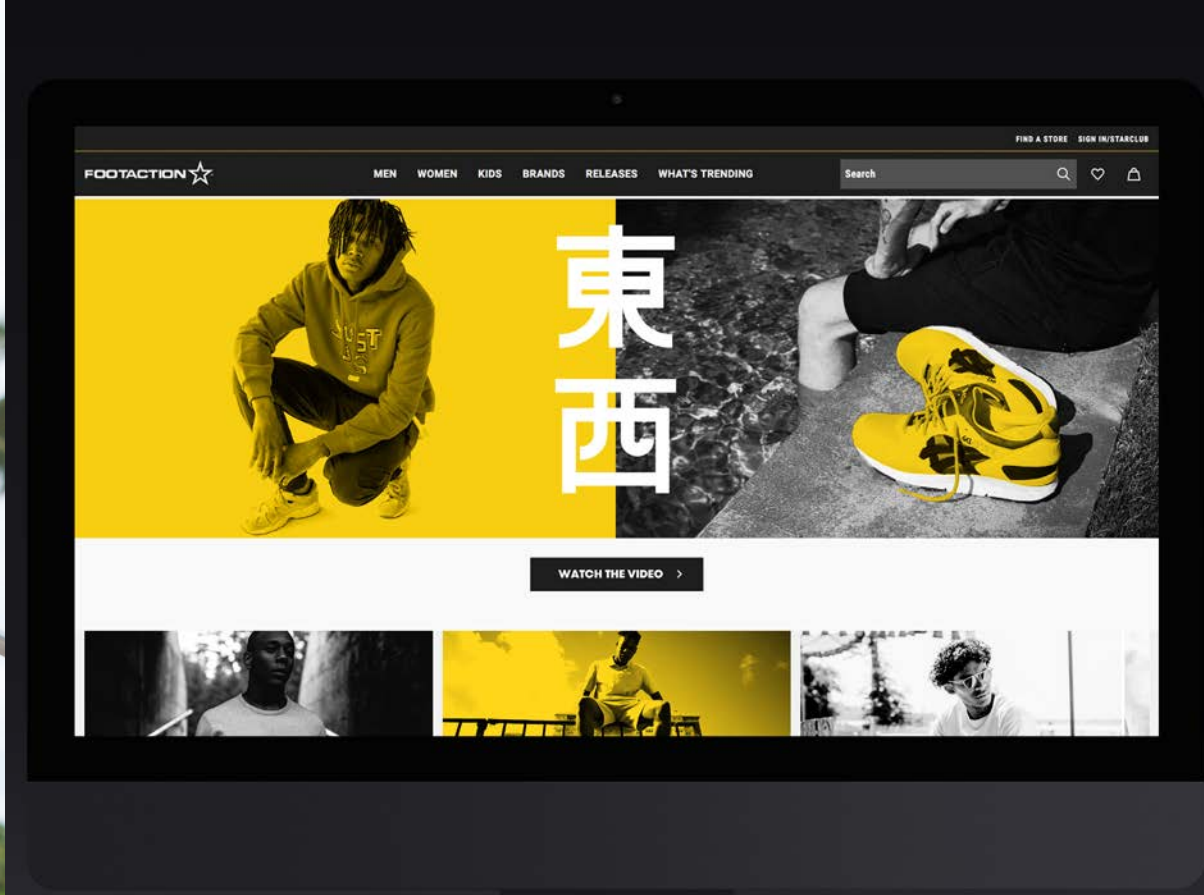
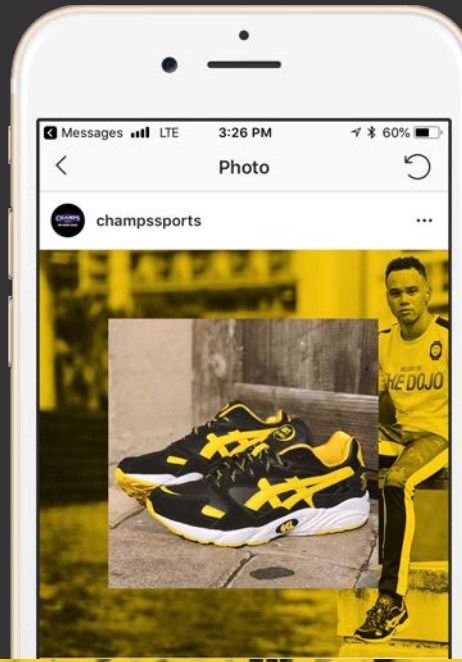
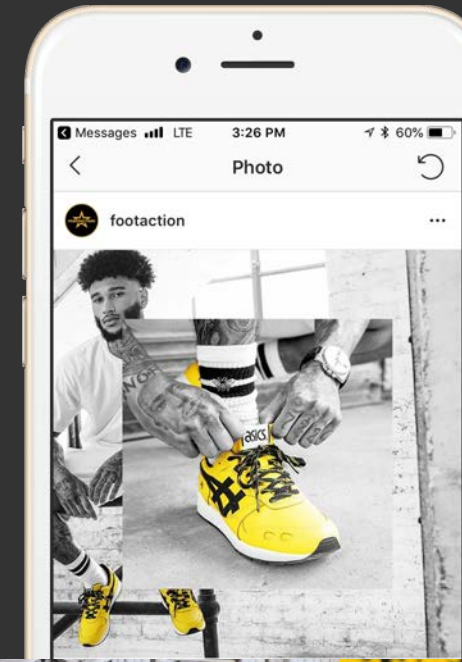
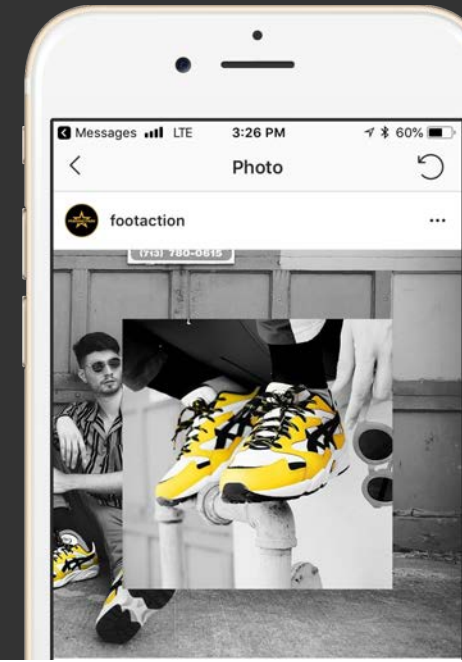
We created retailer-specific campaigns that told the story of the dojo (a traditional space for martial arts and meditation in Japan) and gave it new relevance as the natural setting for the modern hustle of sneakerheads.

From photo and video storytelling that explored true-to-life self expression experiences to hyper-local influencer marketing; public relations support to paid digital media and social media strategy; in-store display creation to digital assets tailored to each retailer; we executed a comprehensive campaign—both nationwide and in key target markets of Miami, Houston, and San Francisco—that illuminated the brand to the consciousness of youth culture.





アシックス



ASICS Results

2M

sponsored content
produced impressions

2X

overall sell-through
rate goal

167K+

organic video views

282K

total organic
engagement growth

2,300

comments

Sold Out

of all top styles

Rich Products

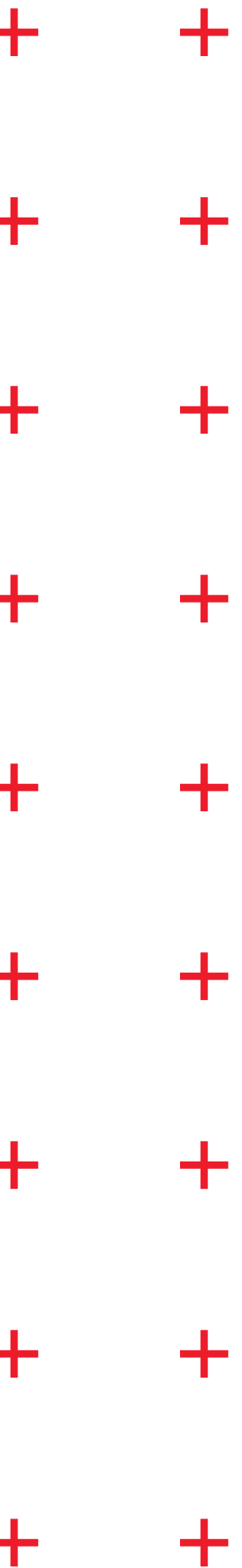


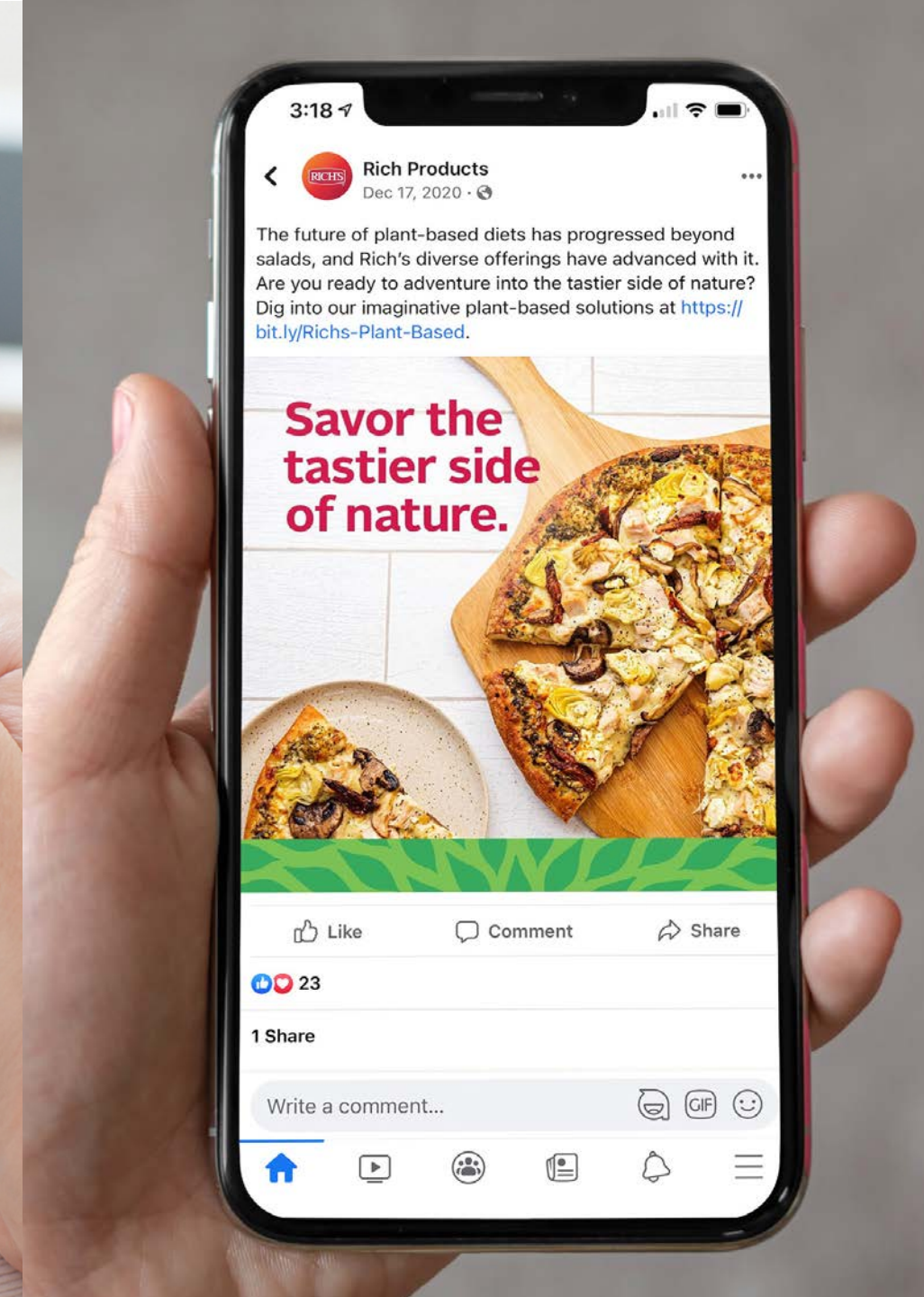
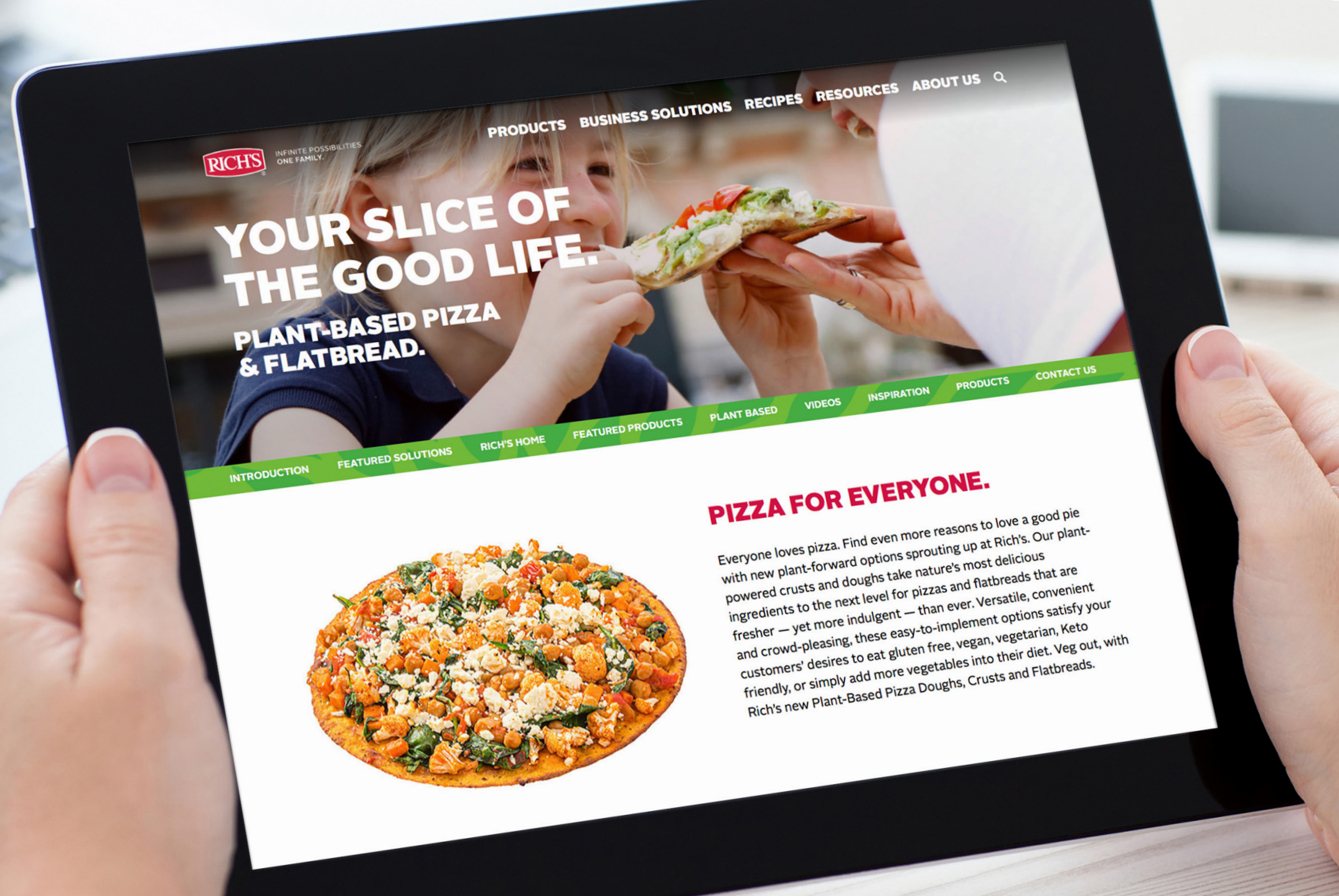
Growing a groundbreaking portfolio.

For Rich Products, good things are growing with their plant-based product portfolio. From pizza crusts to desserts, their delicious products comprise a full field of options for their customers—one that there needed to be more awareness of.

To do so, the Rich's team turned to us to develop and execute a campaign to establish the company as a leader in plant-based food, and, in turn, demonstrate the value of further investment in both the plant-based portfolio and integrated marketing campaigns. We set our sights on foodservice and in-store bakery/ deli operators across the country with a three-phase campaign, taking them on a delicious journey from awareness to engagement to motivation.

The final campaign, with roots in plant-based branding developed by our team, included digital display, SEM, paid and organic social media, influencer marketing, email marketing, and content marketing via thought leadership. In just five months, the campaign generated over 1 million paid impressions, over 20,000 website sessions, and longer average visits to the plant-based landing page (over 10 minutes!). This full-funnel strategy resulted in the highest click-through-rate among all Rich Products campaigns in 2021.





RICH'S

Good things grow

Our plant-based pizza, flatbread and roll dough portfolio.

RICH'S

A handheld harvest

Plant-Based Roll Dough

Sandwiches become the pick of the plate everyone can feel good about with Plant-Based Roll Dough that delivers on craveability and flexibility for on-trend bakery items.

RICH'S

The perfect pick, no matter how you slice it

Plant-Based Pizzas and Flatbreads

Adding more plants is as easy as (pizza) pie with savory Plant-Based Pizza Crusts and Flatbreads that stand apart in their field. Whether ordered fresh in supermarket delis or prepared at home, pizza night just got better.

Home Grown Indulgence

Introduce your customers to Rich's HOME. Home has always meant comfort and togetherness. With Rich's HOME, it can mean something a whole lot more delicious, too: Plant-Based Pizza Crusts that make it easy to bring the art and soul of food to what your customers make in their kitchens.



Rich Products Results

A full-funnel B2B campaign incorporating SEM, display, paid & organic social media, PR, and email. The strategy revolved around a user journey facilitating awareness, engagement, and conversion phases.

\$.49

average CPC across all SEM campaigns (industry avg. \$1.77)

86%

new website visitors

+48K

new sessions on plant-based landing page

+81M

reach in earned media

+11.4K

social followers via influencer audience growth campaign

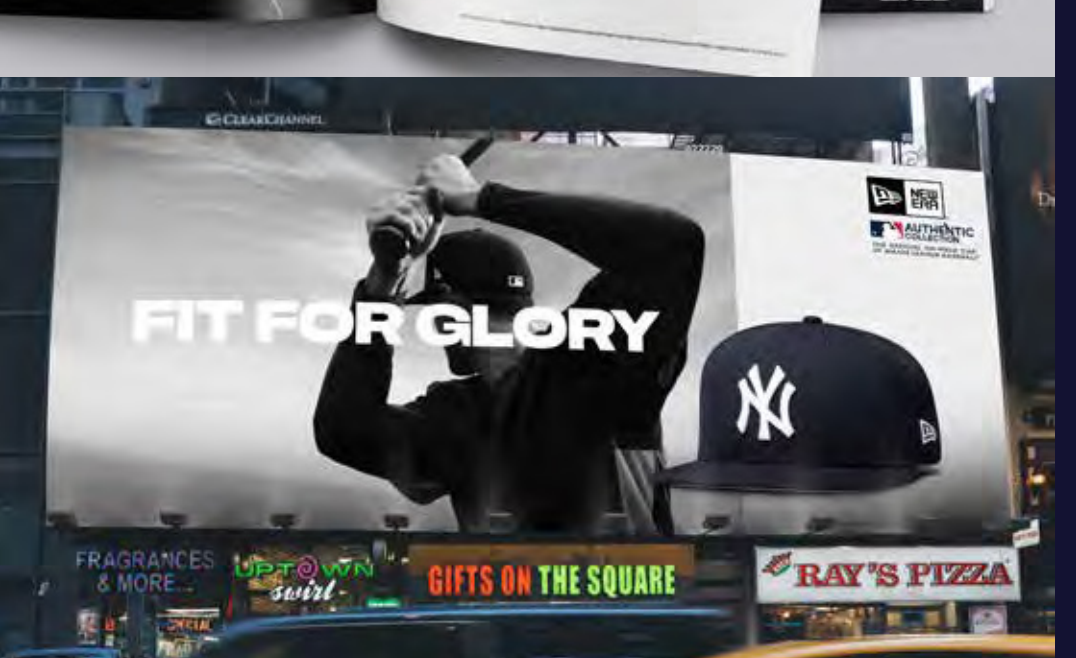
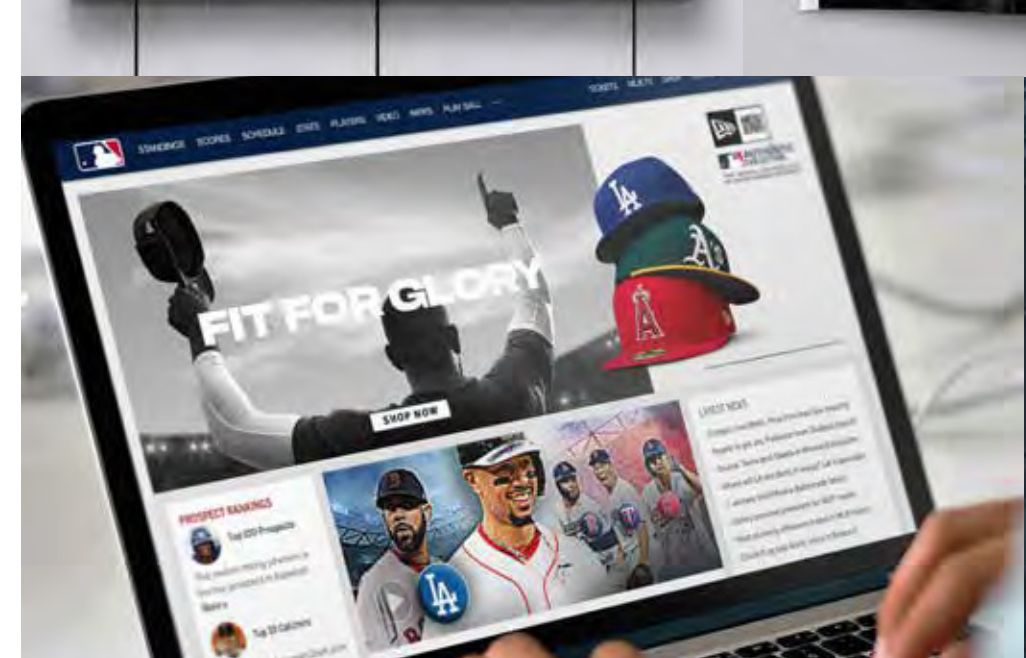
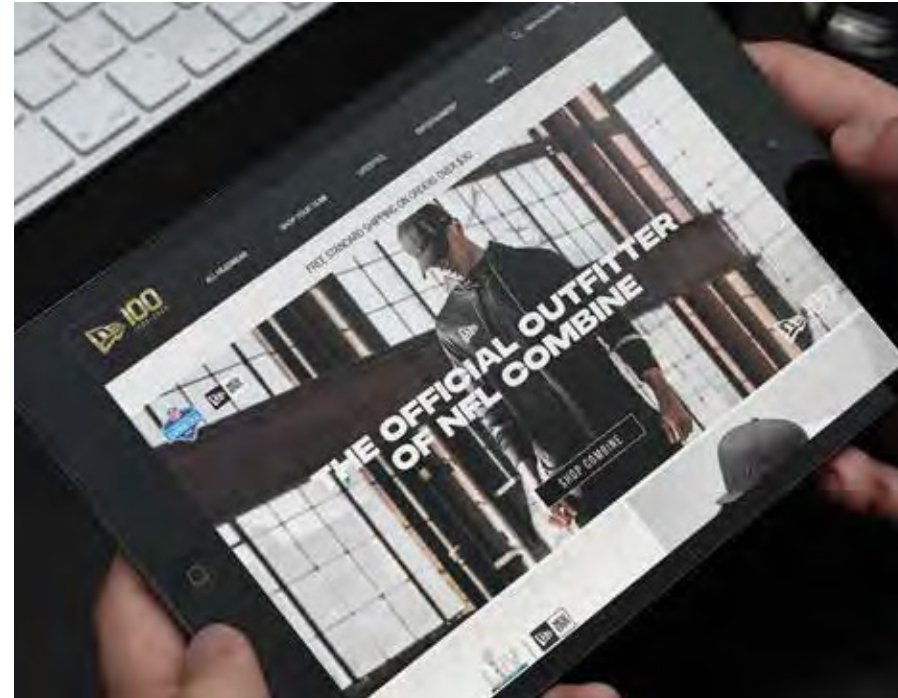
~450

plant-based resource downloads

+685%

increase in social mentions of plant-based products

work



NEW ERA CAP // NFL COMBINE CAMPAIGN

NEW ERA CAP // "FIT FOR GLORY" CAMPAIGN



NEW ERA CAP // NEW YORK FASHION WEEK

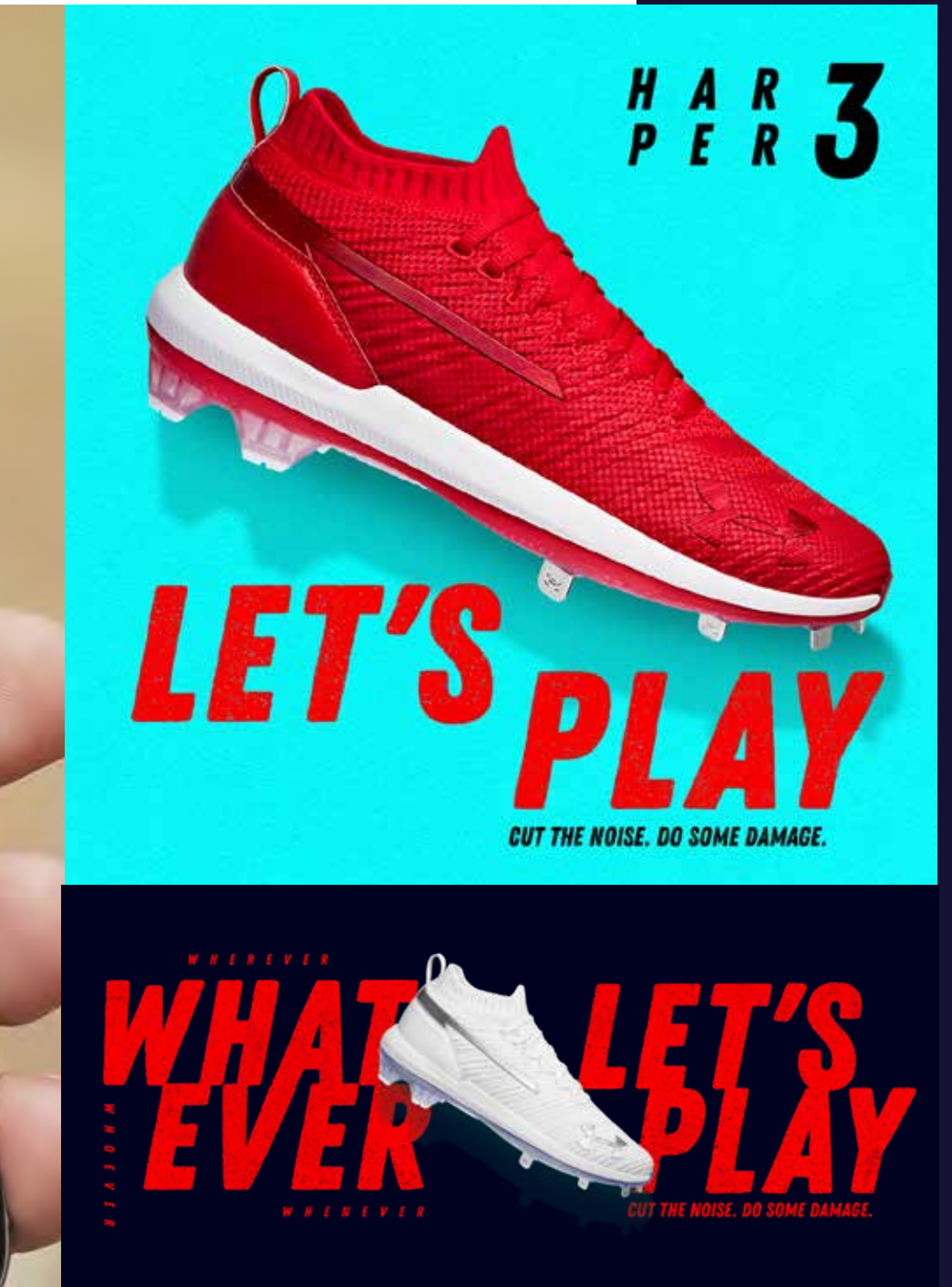
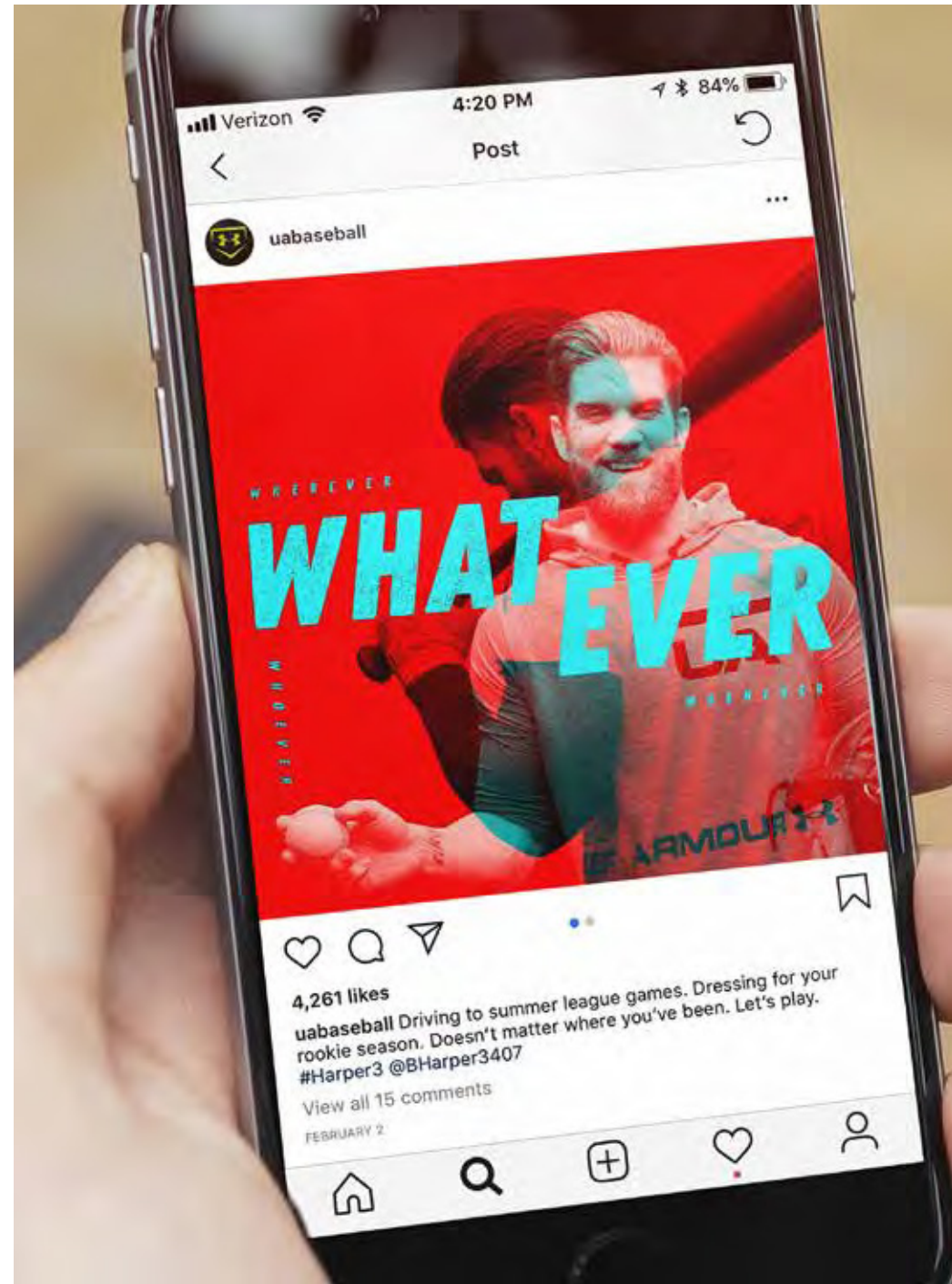


NEW ERA CAP // SUPER BOWL 50 GOLD RUSH EVENT ACTIVATION

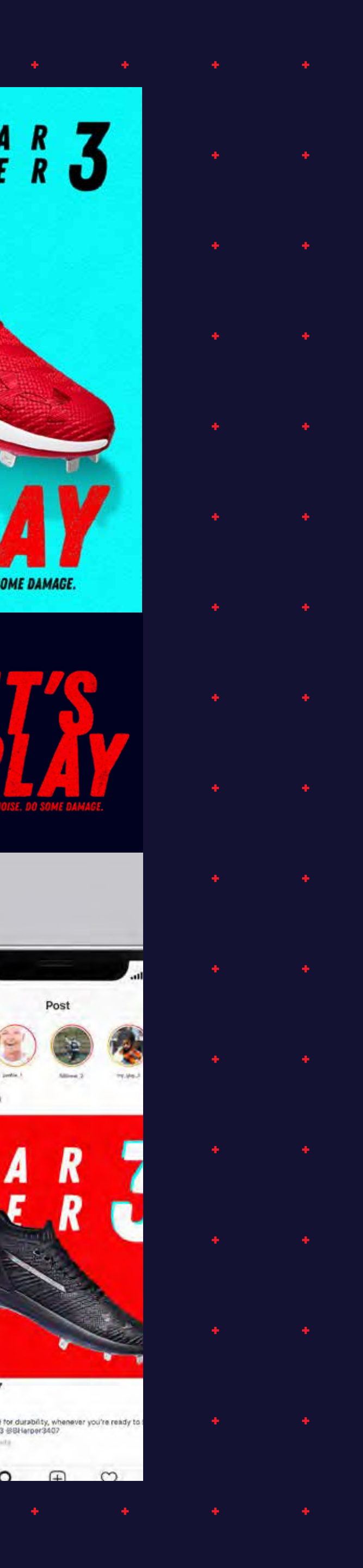
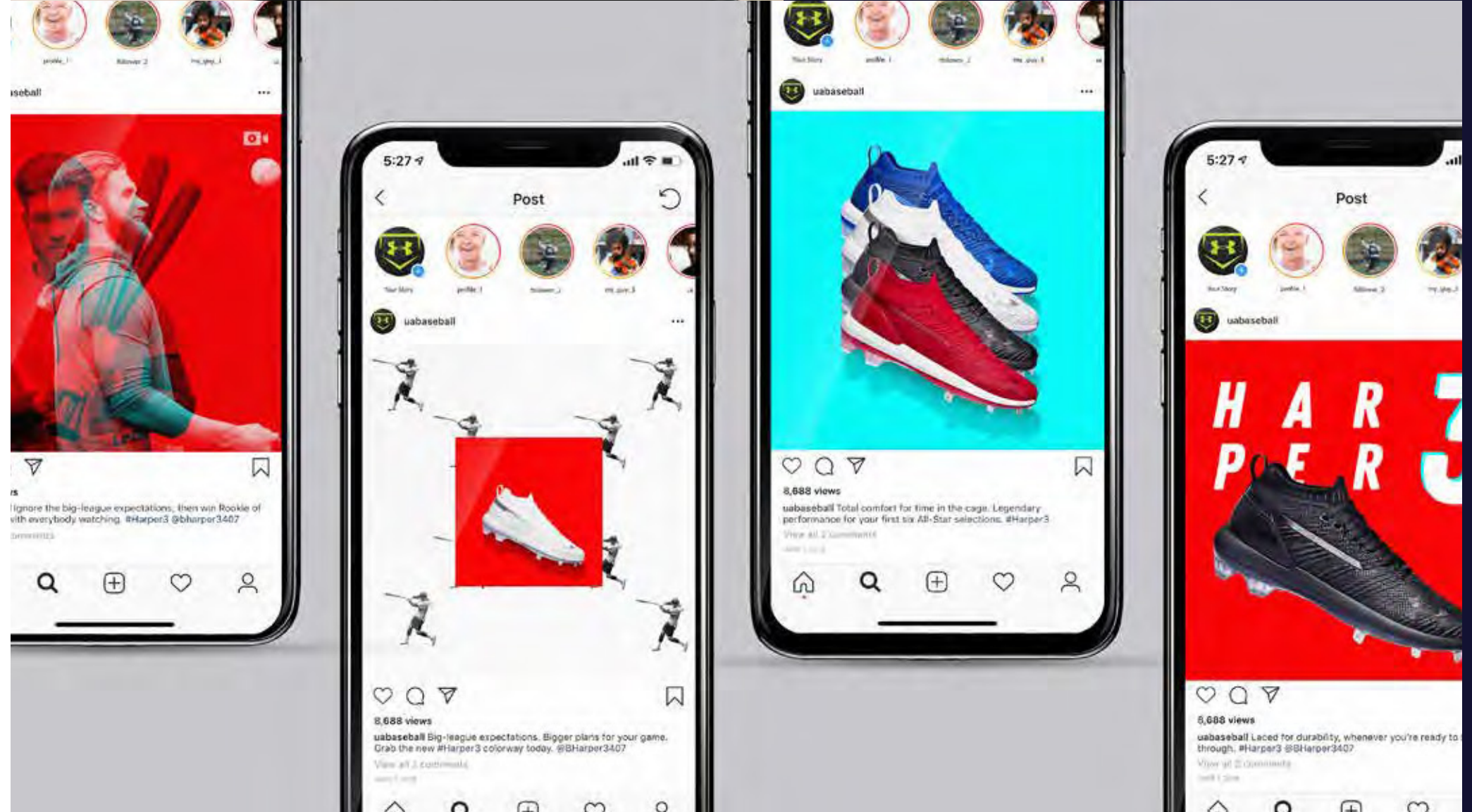




UNDER ARMOUR // ICON CAMPAIGN



UNDER ARMOUR // HARPER 3 CAMPAIGN

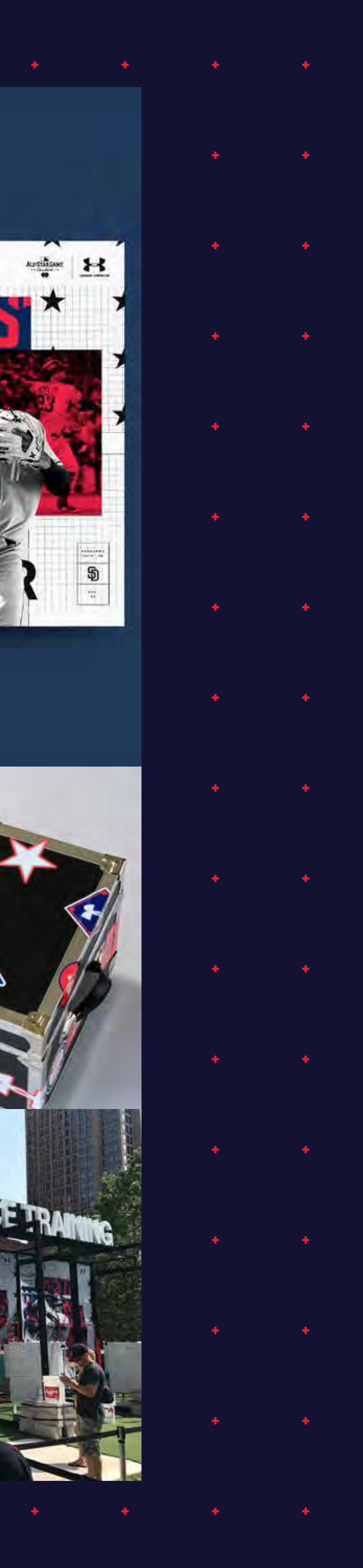
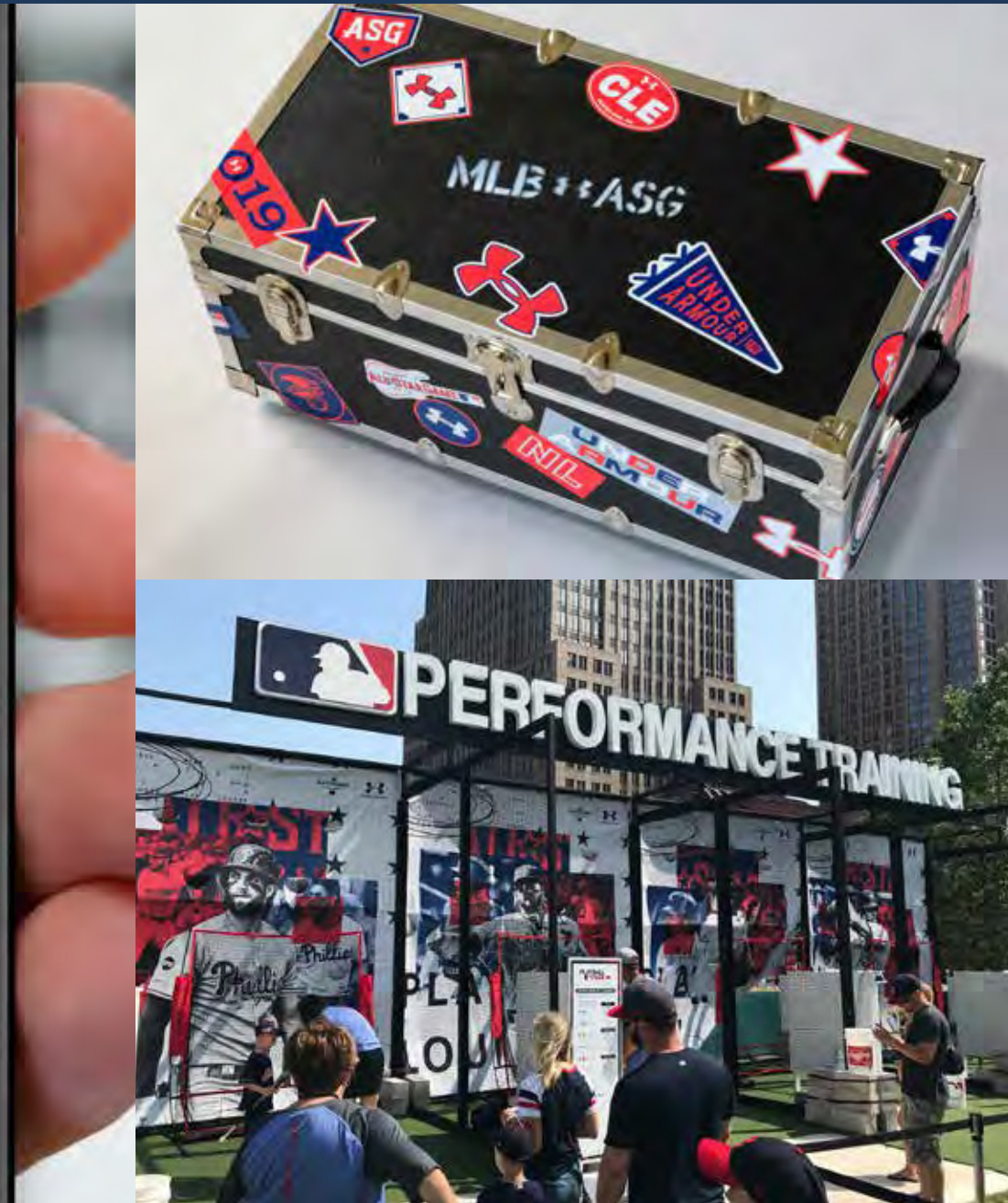
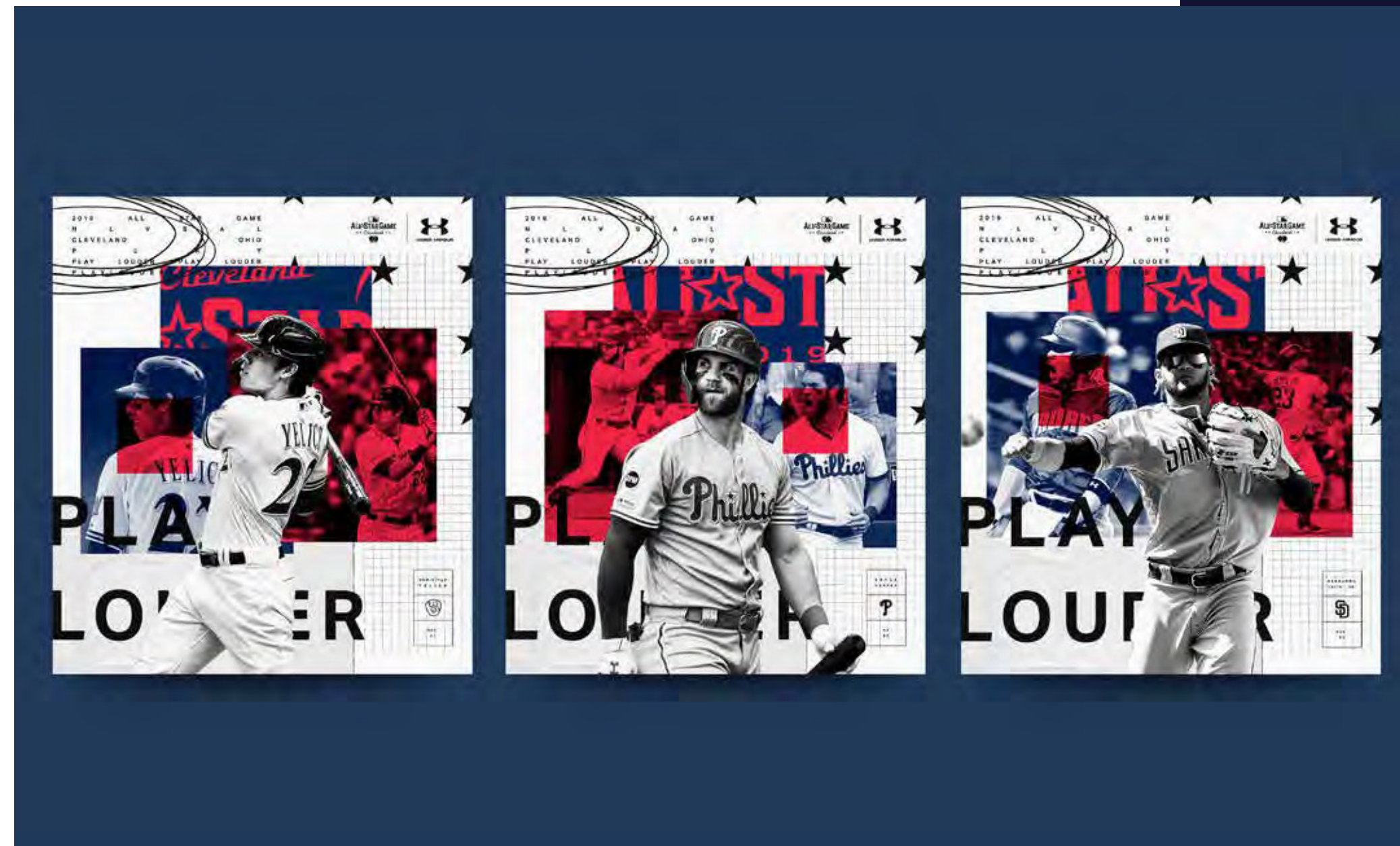


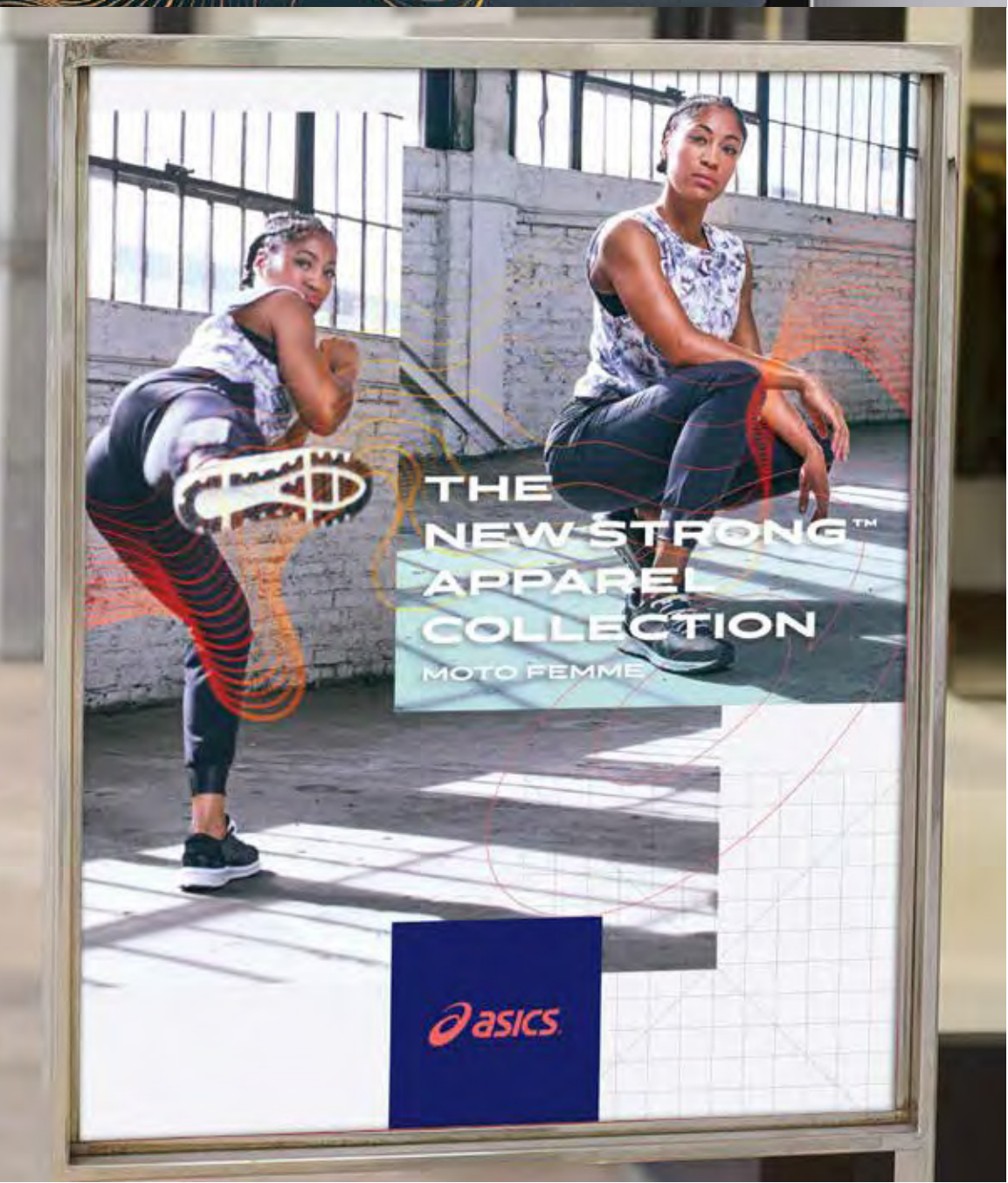
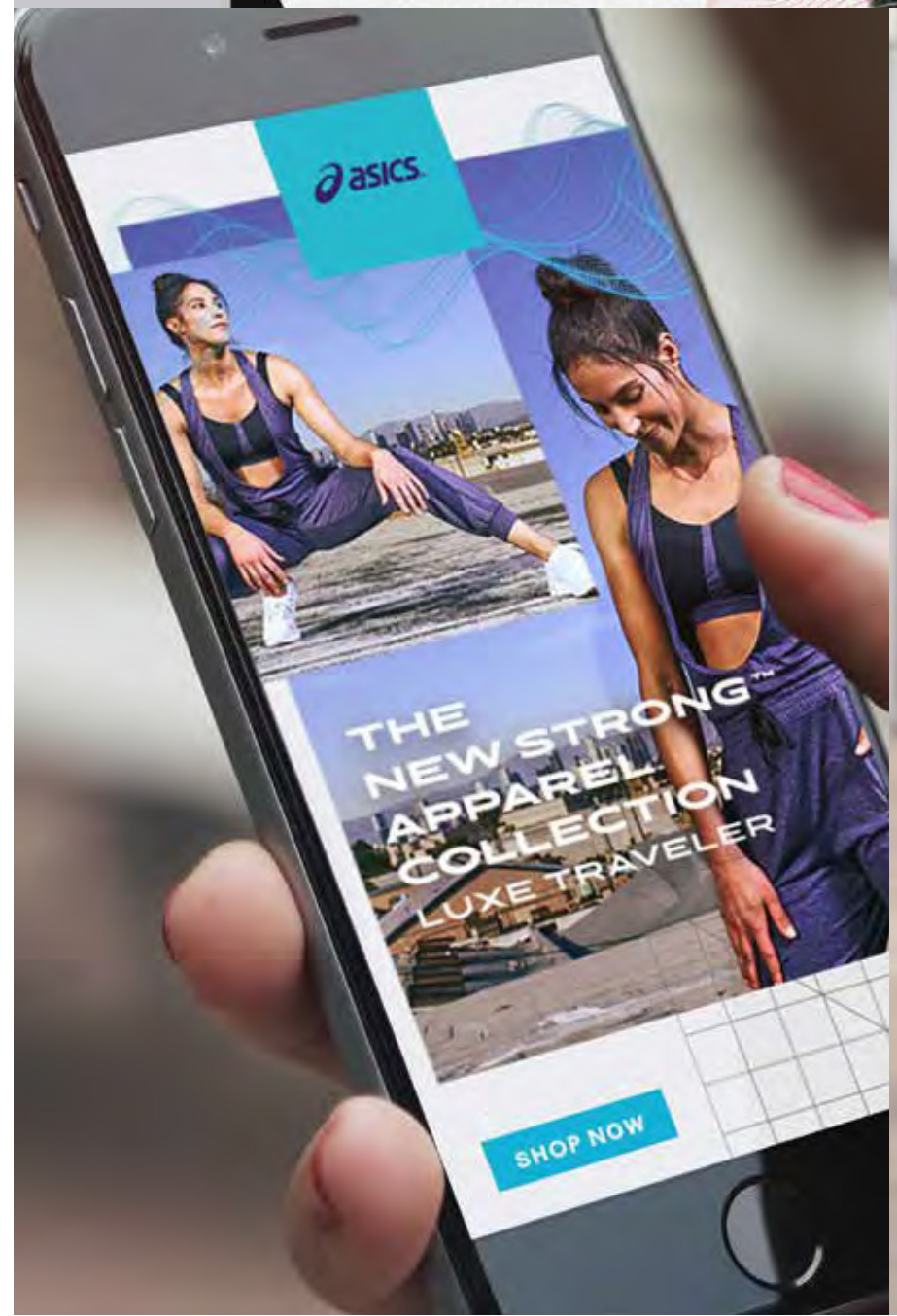
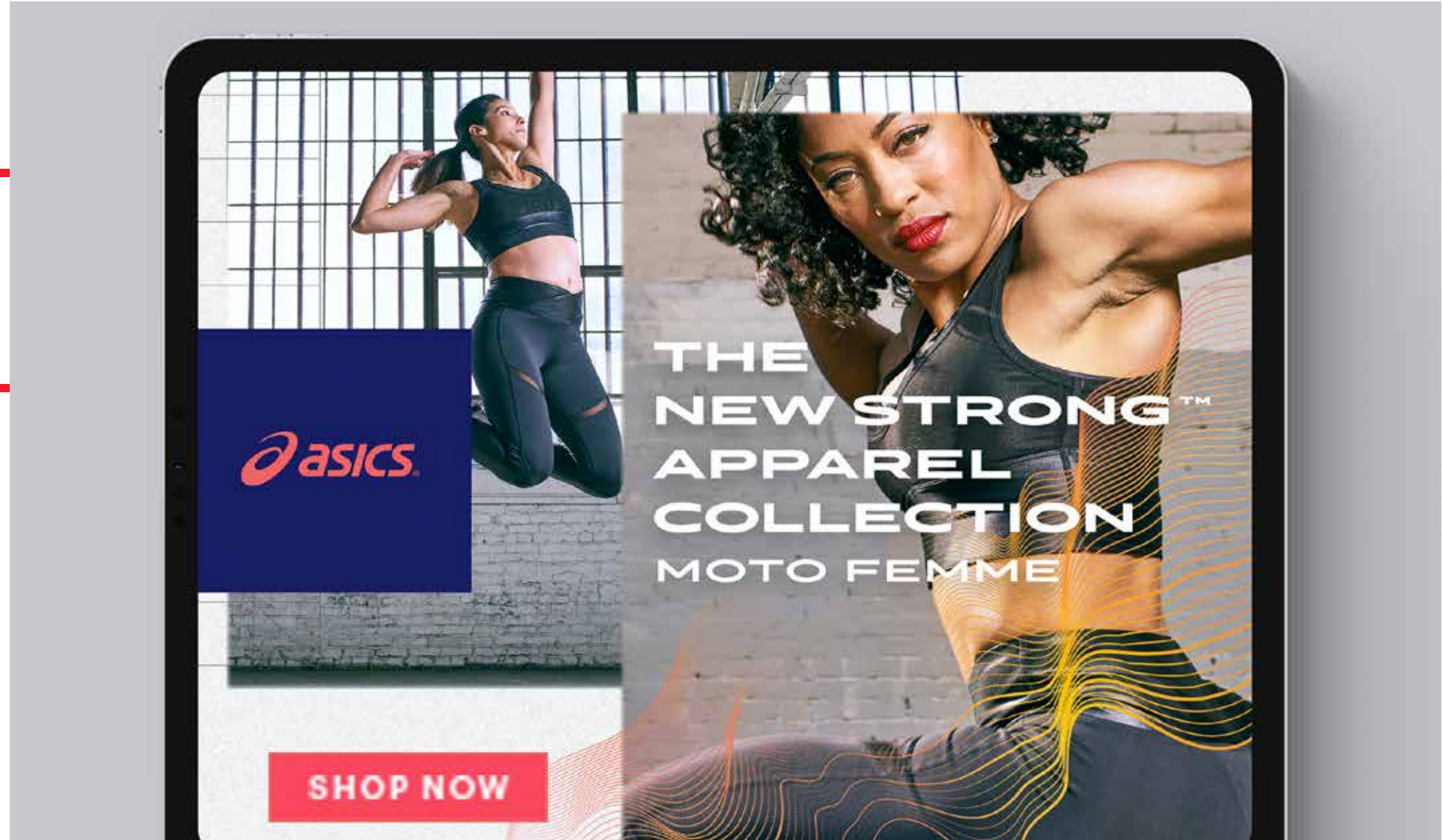


UNDER ARMOUR // SEEDING BOXES



UNDER ARMOUR // MLB ALL-STAR GAME ACTIVATION

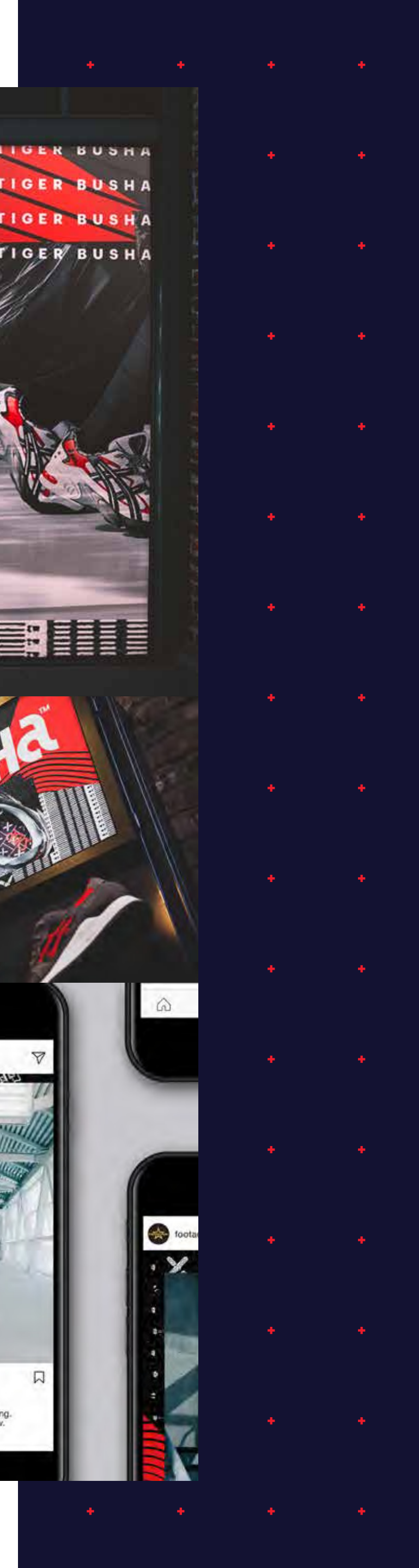
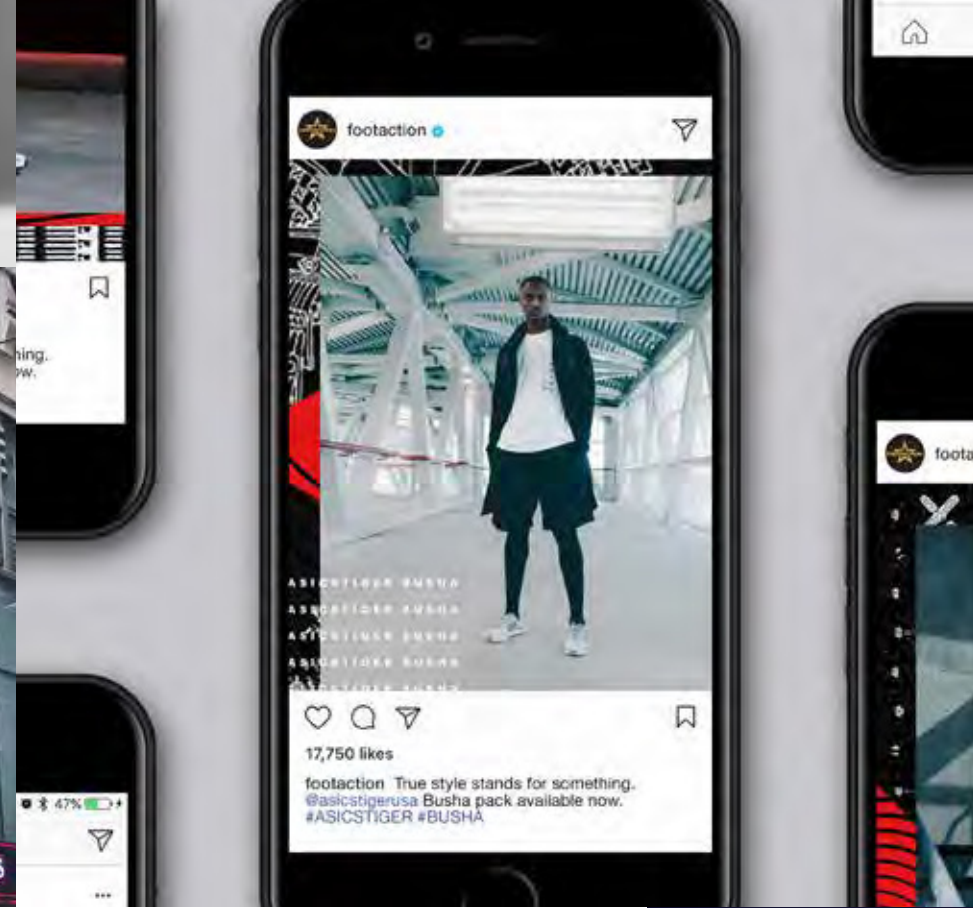


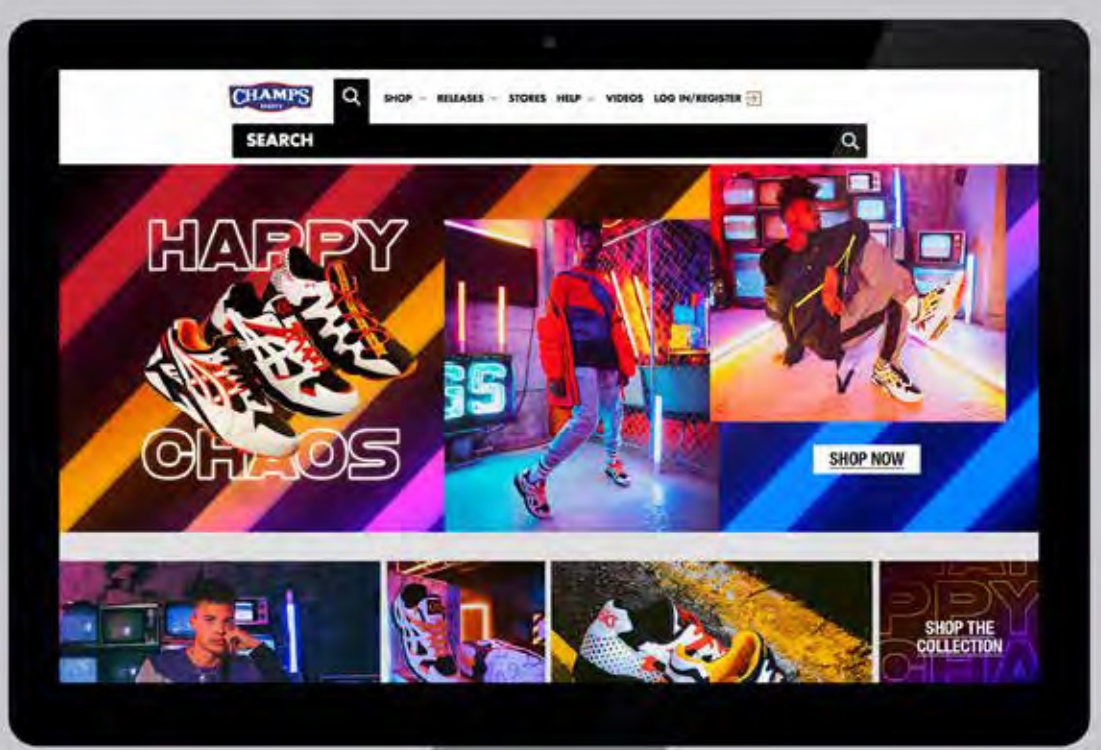


ASICS // THE NEW STRONG ACTIVATION

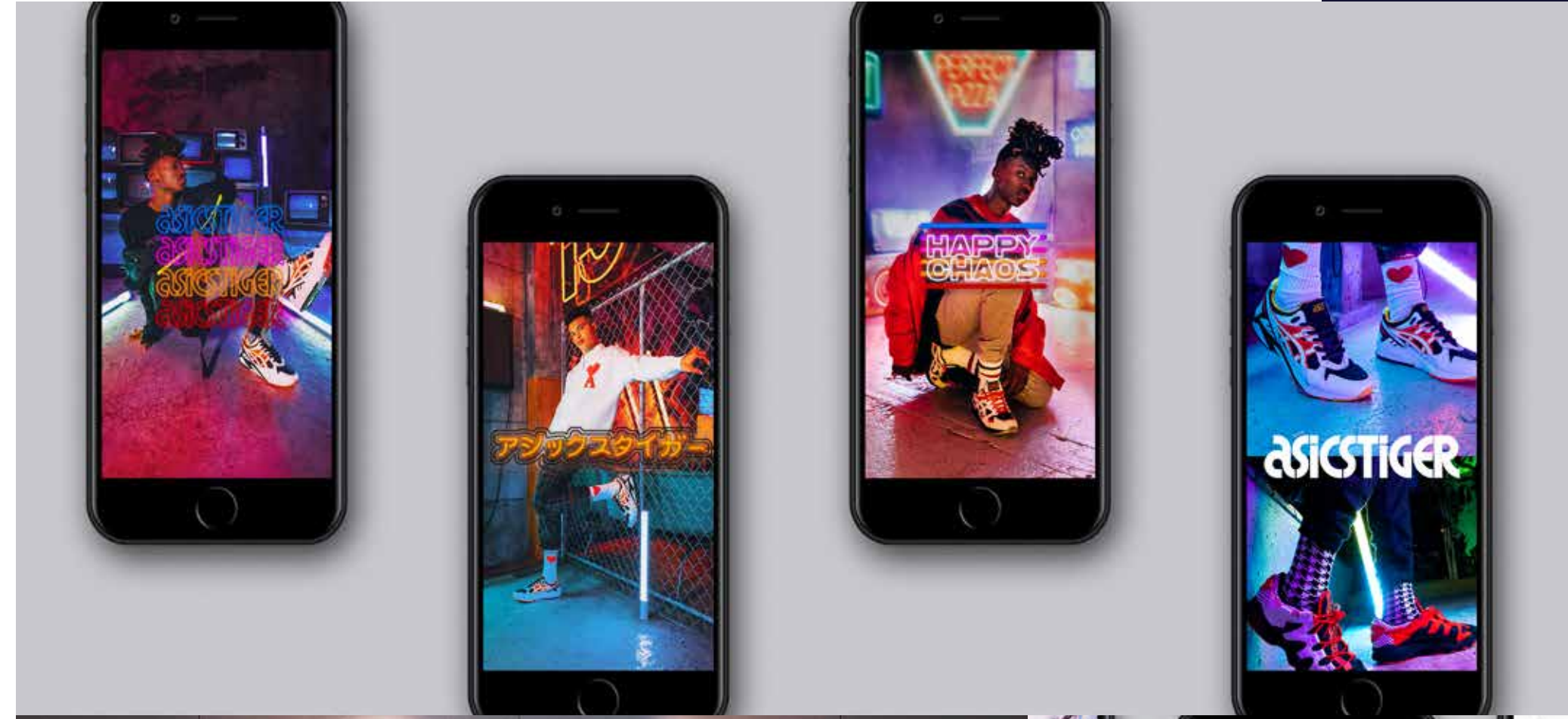


ASICS // BUSHA PRODUCT LAUNCH

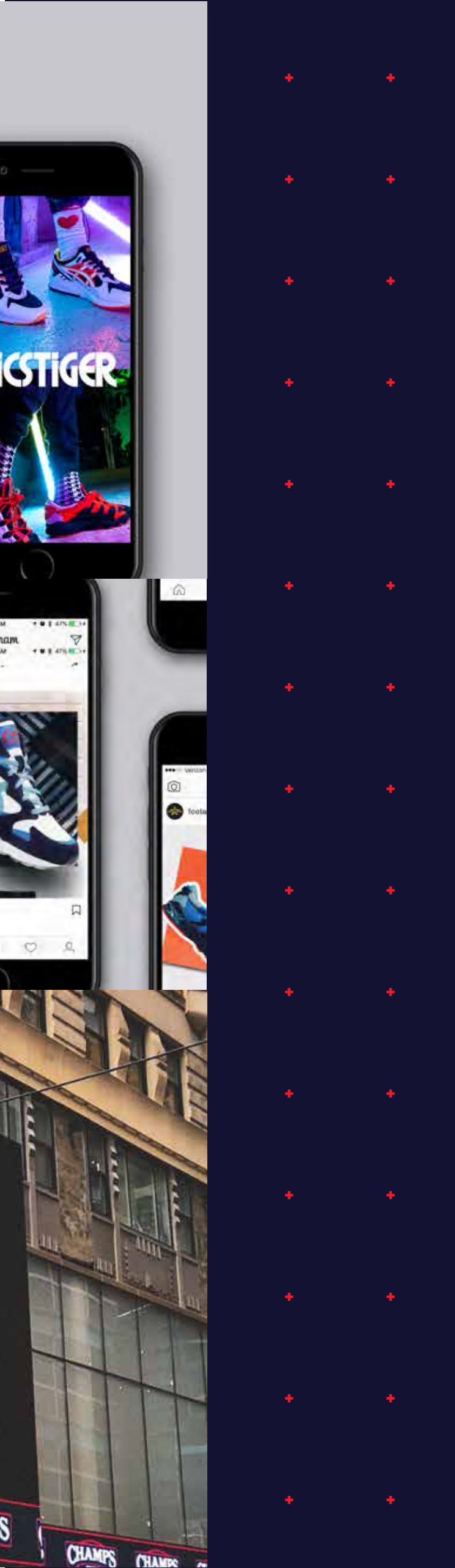




ASICS // HAPPY CHAOS PRODUCT LAUNCH



ASICS // HAPPY CHAOS PRODUCT LAUNCH





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Goals-oriented so we're always focusing on your objectives and KPIs

We follow a media planning process that makes it easy to collaborate

We pride ourselves on complementing your resources to keep budgets efficient

Our integrated team is accustomed to collaborating with other partner agencies

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thank
you.