

ABOUT PRAIRIE360

COMPANY DESCRIPTION

In every way, prairie360 is a new marketing company.

We're new because we believe the single goal for our clients' brands is to create positive, ongoing measurable experiences that engage customers at an emotional level. Only then will we convert from marketing to them to marketing with them.

We're new in new ways every day. In a world of constant competitive noise, a brevity of time, short attention spans, and unfettered choice (all amidst a technological renaissance), prairie360 helps our clients listen while being heard, connect while observing and become distinct, no matter the size of the community.

We're new because we have a hard time accepting old ways of thinking. As a result of personal, cultural, technological and economic pressures, your customers' needs are constantly changing. prairie360 understands that, in life, things change. We believe that your marketing communications should be able to adapt.

Finally, we're new because of how we run our own business. prairie360 is an eclectic affiliation of proven thinkers, designers, programmers & artists who seamlessly move between the on and offline needs of our clients' customers. We come together on an as needed basis to fulfill each project's unique requirements. As a direct result, we are able to offer an unparalleled range of services & talent, as well as visual & message consistency, in a cost-sensitive, project-based approach. We don't pay for traditional overhead such as salaries, prestigious office space, equipment and mark-ups...and neither do our clients. It's a true partnership based on fresh ideas and fiscal responsibility.

If you're a category-leading company, or want to be, know that prairie360 has the experience to nurture and grow your brand on a large stage. If you're a start-up on the move, know that we are just as committed to your success as well. It's all part of a new model: a perfectly scalable company committed to the customer experience.

Kind of refreshing, isn't it?.



SERVICES

INTEGRATED MARKETING

Brand analysis, development & extension; Corporate, product & service identity; Business development; Marketing/business plan integration; Naming; Media planning, buying & management; Sales promotion & collateral development

INTERACTIVE MARKETING

Rich media design; Campaign analysis and optimization; Social Media planning, integration & monitoring; Customer targeting; E-mail marketing; Online media planning and buying; Search engine optimization (SEO); Search engine marketing (SEM); Website design & programming, Flash design & programming; e-commerce integration; Podcasting; Web analytics

DESIGN

Identity & visual branding development; Collateral systems; Environmental design; Sales collateral; Motion graphics; Packaging design; Tradeshow graphics

PUBLIC RELATIONS

Cause branding; Media relations (national & international); Message development; Online reputation management; Interactive integration (Search, Social Media, etc); Press kit and news release development, Press conferences; Press localization; Special events; Spokesperson media training; Trade show support; Translations services

RESEARCH

Competitive analysis; Customer satisfaction research; Website conversion analysis; Price elasticity modeling; Technology assessment and plan development; Web analytics;

DIRECT

Touchpoint strategy development; Database development, Loyalty program integration; Customer contact programs; Direct marketing

EMERGING MARKETING

Aural branding; Product placement; Mobile integration

CLIENTS

prairie360 and its teams are fortunate to have worked on the following select list of clients:

3M	Juniper Networks
Advantage Capital Partners	Kansas City Ballet
American Century Investments	Kubota
AMD	Kyoto Japanese Cuisine
AMSCO Windows	Luxe Hotels
Arrent Fox	McCormick Distilling
Associated Wholesale Grocers	Metabolife
BellSouth	MetLife
Benelli Motorcycles	Microsoft
Blue Coat Systems	MOMIX
Boehringer Ingelheim Vetmedica, Inc.	Muscle Beach Lemonade
Boo Koo Energy	Nestlé/Wonka Candy
Cadwalader	Netflix
California Gift Show	Nevada State Bank
CaseData	Omni Hotels
CITGO Petroleum	One & Only Resorts
Cramer Sports Medicine	People Support (AEGIS)
The Daily Grill	philosophy
Dillard's	Private Escapes
DuPont	RED Development
Enfora	Research In Motion
Enrich	Scout Maps & Analysis
Entergy	Sheridan's Frozen Custard
Entertainment Industry Foundation (EIF)	Southern California Reproductive Centers
Essex Boats	Sprint
FMC Corp.	Star Fine Foods
Fox Sports	Starwood Hotels and Resorts
Friends of the Orphans	The Stowers Institute for Medical Research
GEHA	Valley Presbyterian Hospital
Grill Concepts, Inc	Veria Television
The Grill on the Alley	Veritas Software
TheGroceryGame.com	Waldorf-Astoria Collection
Hand to Mouth Edibles	Wolfermans
In-N-Out Burger	World Shoe Association
Investtools.com	Yonique

BLUECOAT SYSTEMS (STRATEGIC/DIGITAL PLANNING, CREATIVE & MEDIA)

Situation Analysis:

In spite of having superior technology, the client remained in fourth place in their category. Our challenge was to develop new branding, strategic direction and tactical plan, with a focus on digital initiatives & international media, both on and offline. Goal: improve their category position to third while positioning them for further growth.

Overview:

Extensive research was conducted with consumers, technology media, consultants and within the client’s own sales force.

With agency, media and technology partners, new brand messaging was developed, new creative (including identity, advertising and interactive components) were fully realized and an online-heavy media plan (requiring multiple translations) was developed.

Quoting the CEO: “This is the first time ever that both strategy and creative have nailed exactly what we do...and where we want to go.”

RED DEVELOPMENT (MEDIA RELATIONS & INTERACTIVE)

Situation Analysis:

Client wanted to build deeper relationships within their target development communities - specifically within governmental constituencies, media outlets and with shoppers themselves

Overview:

Designed a communications strategy that (a) brought governmental, economic & community leaders into the process sooner, (b) significantly extended their media activity window and (c) designed an online component that raised the awareness of each development, its tenants’ brands and opted-in consumers for ongoing e-mail-based communications & promotions.

Community activity, cause-related events and general exposure typically increased 300% while ongoing media activity increased from a 3 month window to an 18-24 month opportunity.

INVESTTOOLS.COM (SEARCH MARKETING)

Situation Analysis:

Transitioned account from other agency due to inefficiencies in online advertising. Client wanted to increase amount of registrations to online classes.

Overview:

Conducted Web Site Analysis and found referring Search Engine traffic was too low. We put together an SEO Recommendation resulting in a 127% increase in traffic the first three months results in a 55% increase in overall registrations.

Also, we revised the SEM allocations to place more emphasis in Google, Google Content and Yahoo. Other changes in the campaign included a complete categorization overall, several copy testing launches, and testing on other Tier 2 engines. Results showed an improved efficiency of over 63% in the SEM Campaign.

A NATIONAL CONSUMER RESTAURANT BRAND (PROMOTIONS, MEDIA RELATIONS, EVENT PLANNING & SOCIAL MEDIA)

Situation Analysis:

Client wanted a program developed that would, through integrated solutions, assist franchisees with the marketing/opening of each new location. The program had to (a) have a defined window, (b) fix the cost of each opening, regardless of location and (c) be simple enough that each franchisee could execute most or all of the program themselves.

Overview:

An integrated plan was designed that included multiple elements: microsite development, media relations,, loyalty programs, event planning, social media (Facebook integration/Twitter), advertising, collateral & direct mail (both online & off).

Beyond the primary metric of new revenue generation, success was measured in two significant ways: (1) can a franchisee run the program with little to no outside help AND monitor its effectiveness, (2) is it adaptable to regional differences, costs and individual franchisee abilities. Answer: yes...and in less than 60 days of program rollout.

CURRENTLY IN DEVELOPMENT

Client: Agency client (Web property/Publishing House/Author)

Overview: Initial online activities with this client yielded early success via a consumer-focused Website, as measured by a variety of revenue streams & opt-in metrics (incl an organically grown email list of 350,000). Working with her publisher, HarperCollins, we are developing new site creative, email templates and online media to fully integrate the release of a new book into her existing digital footprint. As well, the existing site and book are being extended into a variety of social media (YouTube, Facebook) properties.

Client: Agency client (Medical Practice)

Overview: Well established, successful medical specialty practice has not seen the success it would like online. Specifically, little to no new patient opportunities being generated from existing site. Activities include: New SEO-compliant Website under construction with new keywords, copy, design, content, conversions and tracking; SEO-compliant Content Management System (CMS) built for ongoing site maintenance and content updates; and link-campaign development. Additionally, new PR activities will be fully SEO and Social Media compliant.

Client: Personal branding client

Overview: Founder of \$20M vertical category company to launch a series of new books as a first-time author. Efforts underway to (a) brand founder as an author (separate from existing consumer brands) and (b) exceed sales goals of first title. New identity work, website development, social media and national PR/event/blog activities have begun.

KEVAN GIBBS' (FOUNDER/MANAGING PARTNER) BIO

Kevan is a 25-year seasoned marketing veteran who continues to build and nurture brand solutions for clients in a variety of industries.

Kevan cut his teeth as the founder and managing partner of Gibbs+King. This \$10 million integrated marketing communications firm located in Massachusetts serviced clients throughout New England, including Fidelity, Fallon Community Health Plan and Eastern Acoustic Works.

Returning to Kansas City, Kevan was recruited to work on the BellSouth Corp. account for Barkley Evergreen & Partners. Working with both BellSouth and Research In Motion, Kevan's team launched the first Blackberry onto an unsuspecting public. Post-launch, Kevan became the vice president of interactive strategy for Propeller Interactive, Barkley's exclusive interactive partner. In this position, he developed cohesive interactive strategies that defined and refined branding and strategic marketing plans, business objectives and digital ROI-modeling for CITGO Petroleum, BellSouth Corp. and Blue Bunny Ice Cream.

Kevan went on to Kuhn & Wittenborn where he was charged with incubating a new, independent agency – Red Rocket Interactive – for which, amongst other accomplishments, Kevan can be credited for doubling the agency's interactive gross revenue in less than one year.

Recently, after a stint at Nicholson Kovac as an interactive services consultant and department director to the integrated agency's 3M, Sprint and FMC Corp. clients, Kevan has been Senior Strategist and Managing Partner at Sagon-Phior, a Los Angeles-based, integrated brand agency. There he ran the Kansas City office while overseeing the agency's strategic planning services across all offices (Los Angeles, San Francisco, New York, Kansas City and Dallas). Clients served while at Sagon-Phior include Blue Coat Systems, Forstmann Little, McCormick Distillery and TheGroceryGame.com.

Kevan is a proud film and theatre alum of the University of Kansas (Go Hawks!) and continues to delve in the arts as a longtime board member at Kansas City Youth Jazz, as well as founder of an independent music consulting firm, Collective Vibe. Kevan is married and has three children; a 17 year old and 14 year old twins.

LOCATION & CONTACT INFO

Kevan Gibbs
kevangibbs@prairie360.com
Cell 816.304.7784
IM/Twitter: kevangibbs

prairie360, LLC
2810 West 68th Street
Mission Hills, Kansas 66208
Tel 913.671.7784
Fax 913.538.3748