

5
8

Awareness Pilot

2024 - 2025 Campaigns

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OVERVIEW



Campaign Overview:

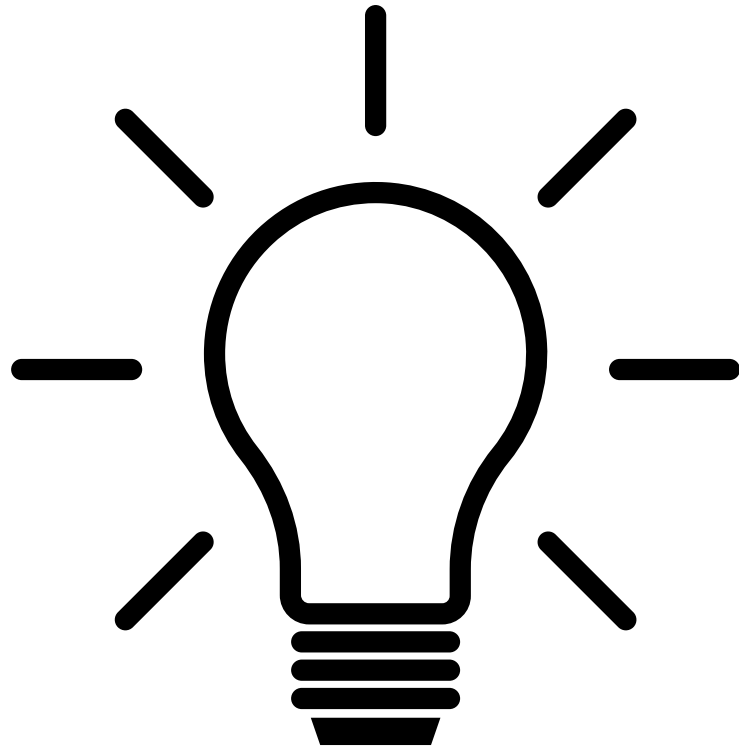
- Intention: Building more brand awareness on a B2B bases on LinkedIn to expand client-base.
- Targeting new brands in industries that align with smart work and cool/unique branding.
- Overall goal: generate leads, but more importantly generate trust.

CLIENTS

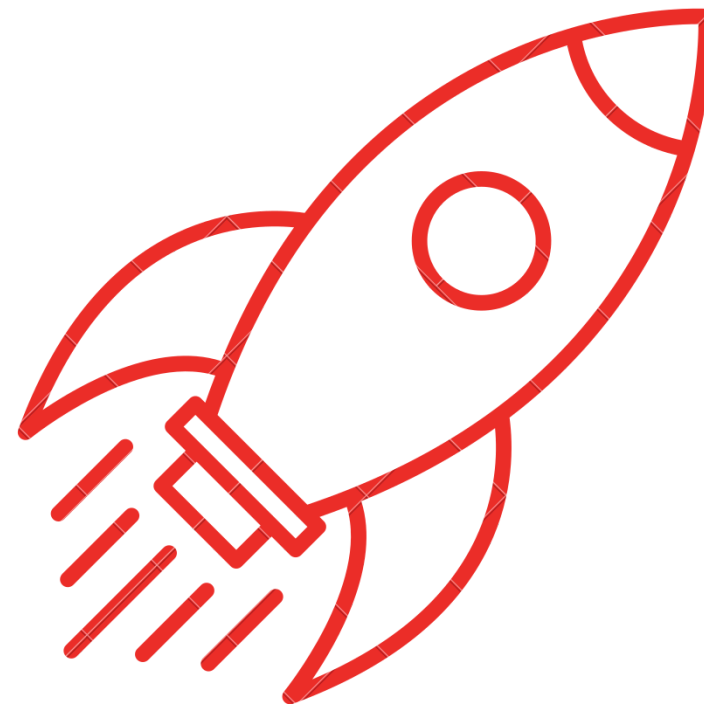


AUDIENCE

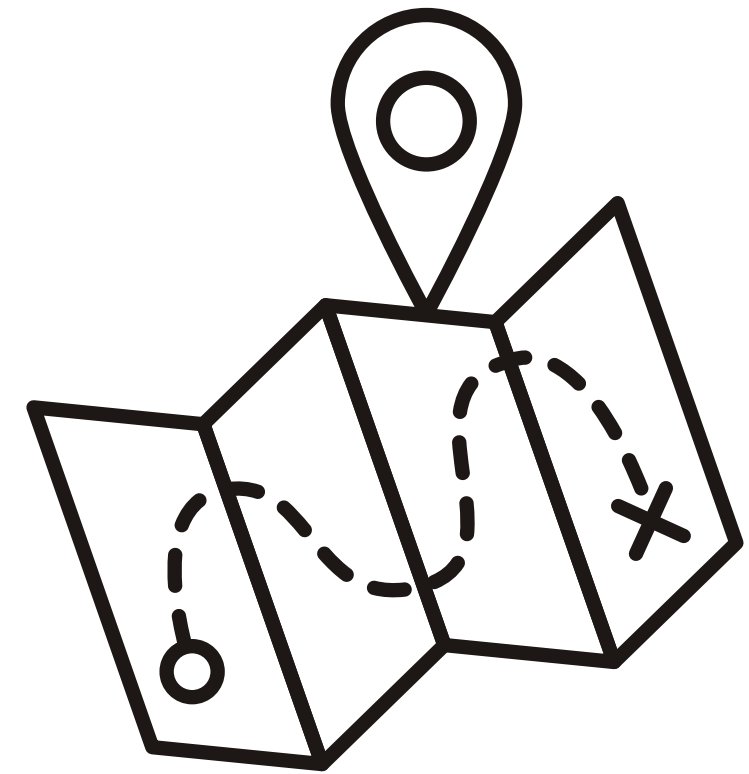
Audience Personas (Developed by 5+8)



The Visionary
Startup Founder



The Established Brand
Looking To Evolve



The Mission-Driven
Non-profit Leader

PERSONAS

The Visionary Startup Founder

Background:

- A first-time entrepreneur leading a tech startup or innovative product-based business. They've are ready to build a recognizable brand.

Needs:

- A clear brand identity to stand out in a crowded market. Guidance on messaging and positioning to attract investors and early adopters.
- A professional digital presence to drive credibility.

Challenges:

- Limited time and experience in branding.
- Pressure to achieve rapid growth and prove ROI to stakeholders.

What They Value:

- A strategic partner who can help them think big but stay focused on immediate goals.
- A collaborative, educational process to understand their brand's potential.
- Agile, creative solutions that reflect their innovation.

PERSONAS

The Established Brand Looking to Evolve

Background:

- A company with 10+ years of history, led by a marketing director/manager.
- Their brand has grown stale, and they're losing relevance with newer audiences.

Needs:

- A brand refresh or repositioning to reflect current trends while honoring their legacy.
- Storytelling strategies to engage customers and employees alike.
- Updated brand assets (logo, tagline, collateral) and marketing strategies.

Challenges:

- Internal buy-in from leadership and stakeholders resistant to change.
- Balancing tradition with innovation.
- Building momentum with limited bandwidth from an overextended team.

What They Value:

- A fresh, outsider perspective to identify untapped potential.
- A team with the confidence to challenge the status quo and deliver bold ideas.
- Clear, measurable results that align with long-term growth.

PERSONAS

The Mission-Driven Non-Profit Leader

Background:

- A nonprofit executive director, running an organization focused on social impact, such as housing, education, or healthcare.
- They're highly passionate but spread thin.

Needs:

- A compelling brand narrative to attract donors, volunteers, and community partners.
- Simplified messaging to clearly communicate their mission and impact.
- Visual branding and campaigns to drive engagement and fundraising.

Challenges:

- Limited budget and resources.
- Educating and inspiring a diverse audience with different levels of familiarity with their cause.
- Balancing day-to-day operations with long-term strategic growth.

What They Value:

- An empathetic team that understands the unique challenges nonprofits face.
- Creativity paired with a focus on maximizing their limited resources.
- Strategic storytelling that helps them connect emotionally with their audience.

TARGETING

General Demographics

30 - 65

Ages

Houton, TX

Location

Medium

Company Size

Senior Roles

Seniority

Marketing Services

Behavior - Interests

MESSAGING

Key Messages

Be Clear, Compelling, & Unforgettable

Ads Don't Work

- Bold messaging to show 5+8 is not like a typical marketing/creative agency.
- 5+8 makes ads and know if your brand is a bummer your story won't be heard/seen. 5+8 will help solve this problem.

Smart Work, Cool Clients

- Client testimonials to show the positive impact of 5+8 services and being making the brand stand out in a competitive marketplace.

Cool Niche, No Problem

- Promoting industries of interest, showing behind the scenes of 5+8 working with clients and showcase work that relates to specific industries.
- Industries of interest: Sustainability, Retail/Outdoor Retail, Food & Bev., Real Estate, & Healthcare.