# **Company Descriptions**

## Brief

* Building brands that matter for clients who want to make a difference.
* We elevate passionate causes to affect change for good.
* We build life-changing experiences that drive impactful brands.

## Full

* We know that our clients want to make a difference, and we work with them to build brands that support their vision.
* We elevate passionate causes and build campaigns to reach communities and affect change for good.
* Our goal is to develop life-changing experiences for our clients that drive impactful brands.

## Extended

* We understand that clients want to make a difference with their brands and in their communities, and our mission is to support their vision. Our talented team of technology, project and creative experts have the insight and background to bring those campaigns to life. The team’s passion for creating empowering campaigns drives our partners' mission of change.
* We use our talented staff and mastery of technology to elevate passionate causes and build campaigns to reach communities. Our campaigns focus on affecting change for good, and our clients’ messages fuel our passion for uplifting the messages of their brands.
* Life-changing experiences are at the core of our business philosophy. We use our passion for those experiences to drive impactful changes that positively affect the communities our clients strive to connect with. The campaigns we develop are specially designed to foster a lasting connection with the brands and customers they are meant to reach.

# Services

## Market Research & Analytics

### Brief

* We use best-in-class marketing and recruitment strategies to maximize brand visibility and positioning.

### Full

* With highly sophisticated data analytics, qualitative and quantitative research and best-in-class marketing and recruitment strategies, we'll amplify your brand visibility and identity like never before.

## Outreach & Communications

### Brief

* We generate strategic engagement through targeted social media planning and content creation.

### Full

* To get your brand in the hands of customers, we develop promotions and campaigns through strategic communication and engagement planning. Our social media and project services will ensure that the largest audience engages with your message.

## Creative/Production

### Brief

* Our team specializes in all media formats with exceptional talent in design, copywriting and production.

### Full

* Whether it's video, audio, print or web, our talented team of designers, copywriters, producers and project managers have you covered. We excel at creating impactful statements through all forms of media.

## Events & Conference Planning

### Brief

* Event planning is one of our specialities, utilizing sponsorship and detailed logistics to create unforgettable moments.

### Full

* Taking brands to customers is a critical part of any effective campaign, and one of our specialities is event planning. Utilizing high profile sponsorship, detailed logistics and activation planning, customers will engage with your brand in a truly personal way.

## Government Expertise

### Brief

* The CEO and senior staff of JacobsEye are veterans with decades of experience and many contacts, which makes us uniquely positioned for military-focused promotions.

### Full

* With decades of experience shared between the CEO and senior staff of JacobsEye, we have the expertise, knowledge and contacts to make any military-focused campaign a massive success. We're uniquely positioned to connect your brands with diverse communities.

# Campaigns

## Centers for Disease Control and Prevention

### Brief

* Developed a national campaign targeted at high-risk individuals to reduce the chances of being afflicted with Type 2 Diabetes.

### Full

* Partnered with the CDC to develop a national multimedia campaign targeted at rural and minority demographics to help reduce their chances of being afflicted with Type 2 Diabetes. It featured success stories and increased participation with healthy life-style programs.

### Extended

* Developed a national multimedia campaign to influence high-risk individuals in rural areas and specific ethnic groups in major metro areas to reduce their chances of being afflicted with Type 2 Diabetes. The campaign featured real life target audience success stories and contributed to increases in participation with physical activity and healthy eating programs.

## Fulton County Schools

### Brief

* Our campaign for the Fulton County Schools Text4Help program encourages students struggling with mental health issues to reach out to licensed psychologists for support.

### Full

* We partnered with Fulton County Schools to build a campaign for their Text4Help support program. Through social media, direct mailers, posters and other media content we encourage students to seek help from one of the program's licensed psychologists.

### Extended

* Created resources to promote the Fulton County Schools Text4Help support line and program. Heartbreakingly, 16 students committed suicide in one calendar school year, so we were brought in to encourage students to reach out for help through this campaign. The content developed not only educated students, it also impacted parents and advocates about the texting program. The project includes the designing of a website, logo, promotional videos, posters, banners, an educational toolkit, numerous social media call-to-action assets and a direct mailer program.

## That’s Not Cool

### Brief

* Our campaign empowered teens to combat online abuse with tools designed help them share information with peers.

### Full

* The campaign created communication tools and events to educate and empower teens to share information about online abuse with their peers. This cross-country effort utilized guerrilla media strategies to start conversations about online violence.

### Extended

* Created communications and an event-based campaign to educate and empower teens to identify and combat online digital abuse. Provided smart tools to help teens share the information with peers. The cross-country campaign used guerrilla media stunts at popular teen events to stimulate thinking and initiate conversations about digital violence.

## Steve Harvey Mentoring Program

### Brief

* Produced a celebrity-driven mentoring program and camp for at-risk youth with the U.S. Army and Steve Harvey Foundation.

### Full

* With the support of the U.S. Army and Steve Harvey Foundation we produced a mentoring program and multi-day camp that helped make a positive impact on the mental health of thousands of at-risk youth.

### Extended

* Year after year, and in multiple cities across the country, we produced a celebrity-driven mentoring program and multi-day camp for at-risk youth. Various sponsors like Ford, Coca-Cola, State Farm and many others helped us deliver inspiration in ways that can't be matched. More so, the U.S. Army collaborated with us as team leaders to drive life-changing positive impacts on thousands of young men.

## Air National Guard (ANG)

### Brief

* Launched an ANG recruitment and retention campaign to increase awareness of the service and attract quality airmen.

### Full

* We generated over 3.7 billion impressions through experiential activations and large-scale events with a campaign for the ANG. The campaign featured content shared through TV, radio, print and digital advertising.

### Extended

* Launched ANG Recruitment and Retention campaign to “increase awareness of who they represent to our nation, as well as inspire and attract quality airmen.” Generated over 3.7 billion impressions through experiential activations and signature large-scale events; TV, radio, print and digital advertising, media buying and planning; social media and content marketing, website design.

## The Coca-Cola Company

### Brief

* Orchestrated a 100 year gala event celebrating the signature design of the Coca-Cola contour bottle.

### Full

* Organized and executed a gala event celebrating the 100th anniversary of the iconic Coca-Cola contour bottle. The event featured brand activation moments and appearances by Earvin "Magic" Johnson and other celebrities.

### Extended

* Orchestrated a 100 year gala celebrating the signature design of Coca-Cola's contour bottle. The event was highlighted by special brand activation moments and appearances from Earvin "Magic" Johnson and other celebrities. JacobsEye also produced related video content deployed worldwide for Coca-Cola. The event successfully raised $250,000 for inner-city youth initiatives.

## Feed Me Fashion at Coachella

### Brief

* JacobsEye created a unique installation for Feed Me Fashion at Coachella which allowed festival goers to sample locally sourced food to support a great cause.

### Full

* Feed Me Fashion, a movement aimed at combining food sustainability and fashion, made a splash at the 2019 Coachella festival. JacobsEye developed a unique installation aimed at letting festival goers sample locally sourced food to support a great cause.

# Impact Text

## Brief

* Our team has **insight** into the unknowns of the market.
* Award winning **creative** talent brings your brands to life.
* Our cutting edge **technology** drives your passion.
* Our team’s comprehensive **media** expertise tells your stories.
* The core of our philosophy is **change**.
* We believe that **responsibility** is critical to success.

## Full

* We have the **insight** you need to to explore the unknowns of the market and elevate your passions.
* Award winning **creative** talent brings your brands to life with vivid and intuitive solutions.
* Our cutting edge **technology** makes it effortless to realize the potential of your brand.
* The **media** expertise of our team empowers us to tell your stories your way.
* The belief in **change** for good is at the very core of our philosophy.
* We believe that professional **responsibility** is critical to the success of every campaign.

# Calls to Action

## Brief

* Get in **touch**.
* Let’s make a **change** together.
* Do you want to **Market What Matters**?
* Together we will make a **difference**.

## Full

* We'll **take your brands to the next level**. Get in contact with us to learn how.
* Get in contact with us at <contact email> to see how we can **make a difference together**.
* Help us change the world by **Marketing What Matters** with your brand.