bold. bright. bracing. brandaye. s T U D I O S

delivering powerful stories that create authentic connections with your consumers

[2020]

we are a team of

creative

the USA, Brand Ave. Studios is a creative content thinkers studio that delivers strategic solutions to businesses looking to humanize their message through meaningful stories and experiences. A team of writers, designers and marketing experts, Brand Ave. Studios leverages its diverse expertise to produce tailored, results-driven content programs for clients marketir across every advertising vertical. & brand

We encourage businesses to be unapologetic when it comes to communicating their brand voice + to be heard and seen in today's chaotic world of marketing. At its core, Brand Ave. Studios believes that stories matter and, in order for conversations to happen, businesses must communicate in the manner that matters most: authenticity. This is how Brand Ave. Studios ensures that authentic connections and real results are made – every time. storytellers

Brand Ave. Studios is bold, bright and bracing.

Partnering with Lee Enterprises, the leading provider of local news and advertising in hometowns across

We've built an expertise in connecting content with audiences for more than 140 years – coast to coast; we're always close to "home."

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•BACKPACKER • FOLLOW YOUR DREAM AND MAKE IT HAPPEN

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Branded Content Drives Results

84% of consumers expect brands to create content; consumers **want** content from brands.

78% of consumers believe that companies providing custom content want to build long-term relationships.

Content marketing can cost up to 62% LESS THAN TRADITIONAL MARKETING

A viable content strategy can grow site visits by **300%**.

Source: https://neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/ https://contentmarketinginstitute.com/2016/08/content-marketing-stats/ https://searchengineland.com/seo-content-strategy-grow-visits-300-one-year-282934



Branded Content Gets You Noticed

Consumers expect to find answers in content; they find content through search engines. Our solutions deliver engaging content and a strong distribution plan to address the pillars of SEO success.

Content

High-quality, compelling content that serves the need of the consumer and drives them to connect and engage.

Website Health

Technical indexing obstacles should be removed to ensure visibility from organic search.

Experience

Content accessibility encourages engagement and conversion.

Distribution

Great content alone is not enough. It needs a strong distribution plan to be found by consumers.

Content Creation

In the congested streets of traditional advertising, branded content is a viable way to connect with an audience, engage them in creative ways and effectively convey your brand values.

Interactive Content

Photos

Video

Articles

Infographics

Listicles

Experiences



Final weeks to see Pompeii: The Exhibition



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Do you know your ancient history? Test your knowledge about Pompeii for a chance to win four tickets to experience Pompeii: The Exhibition at the Saint Louis Science Center!



Travel back in time to 79 A.D. and the eruption of Mount Vesuvius at the latest special exhibition currently at the Saint Louis Science Center, Domasii, The Exhibition The 12000

Interactive Content

Interactive content combines the power of storytelling with the engagement and data collection of a quiz.

This combination educates, engages and gathers lead data for your business.

Layering in a sweepstakes increases the data received from the quiz platform.

Quiz and Sweepstakes placements within article page



An air show like no other: The Blue Angels and the Red Arrows coming to St. Louis

Spirit of St. Loss QUIZ Come Source Source

Sponsored content provided by the Spirit of St. Louis Air Show and STEM Expo May 24, 2019

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When you look up in air the first weekend in September, you just might witness something you've never seen in the St. Louis skies.

The Royal Air Force Red Arrows, one of Europe's premier jet aerobatic teams, and the world renowned U.S. Navy Blue Angels will be performing at the 2019 Spirit of St. Louis Air Show and STEM Expo.

It's the first time the Red Arrows have ever performed in St. Louis. And it will be one of only three air shows worldwide where the two world-class teams will perform together.

"Our team strives to reach new levels each time we stage an air show, but we were incredibly excited when the Red Arrows recently added us to their North American schedule," said John Bales, president of the air show committee. "This truly will be an air show like no other."

The Red Arrows are beginning their North American tour in July and will visit only six U.S. locations. The Blue Angels last performed at the Spirit of St. Louis Air Show in 2016.



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In addition to highlighting da Vinci's role as an inventor, the exhibition displays to-scale recreations of da Vinci's most renowned paintings, including some controversial works traditionally attributed to him but not yet authenticated. Guests can study the artistic mastery behind such works as "Mona Lisa," "Portrait of a Young Man," "Virgin of the Rocks," "St. John the Baptist" and others, as well as take in the impressive size and scale of "The Last Supper."

Each invention featured within Da Vinci The

Exhibition was handcrafted utilizing a modern translation of da Vinci's notebooks, which were written in a unique mirrored writing style (writing from the right side of the page and

moving to the left) in an ancient Florentine

dialect. Trained artisans used these translations to construct full-scale models. The exhibition

not only brings da Vinci's two-dimensional plans to life; it invites guests to connect with the curiosity that sparked their invention.

Throughout his lifelong devotion to the sciences and fascination with nature, da Vinci also extensively explored the world of anatomy. Da Vinci The Exhibition's in-depth and enlightening explanations of his famous studies on subjects such as the golden ratio and "Vitruvian Man" are complemented by enlarged examples of the artist's sketches and notes made during his controversial research on the human body.

Da Vinci The Exhibition is currently open daily to the public from 9:30 a.m. to 4:30 p.m. through April 19. It is located in Boeing Hall on the first floor of the Science Center. Tickets are available on slsc.org, by calling (314) 289-4424 or by visiting the Science Center's box office.

Science Centre





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Don't miss Da Vinci The Exhibition now

through April 19

The Saint Louis Science Center is now featuring Da Vinci The Exhibition, a 7.000 square-foot special exhibition that follows the Renaissance master. Leonardo da Vinci, on a journey of innovation, creativity, science and wonder. Featuring more than 60 fully built, life-size replicas of his inventions, more than

Photo-Driven Content

As much as they love the written word, content readers enjoy flipping through photos.

We offer a wide variety of photo presentations to keep engagement high on both large and small screens.

Photo-driven content within an article



Video content within an article

Video Content

Does your target audience prefer to learn your brand story through the written word or a video?

Let them decide by combining drawing in readers with a digital video embed into your article. This powerful presentation offers that immediate and personal connection to your brand.

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Mercy, named one of the top five largest U.S. health systems in 2018, 2017 and 2016 by IBM Watson Health, serves millions annually. This includes more than 40 acute care and specialty (heart, children's, orthopedic and rehab) hospitals, 900 physician practices, 45,000 co-workers and 2,400 Mercy Clinic physicians in Arkansas, Kansas, Missouri and Oklahoma.

Serving the St. Louis community, Mercy has five local hospitals, employing a total of 5,195 nurses altogether.



As a faith-based organization. Mercy is rooted in its Mission of bringing to life





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Angela Ammeriy suffered with year-round allergies for years. She fined allergy shots, but the inconvenience of taking time off work to drive to her doctor's office twice a week became too much.



from SLUCare

Get your legs

summer-ready

with help

She ended up stopping the treatment and enduring constant allergy symptoms.

"Grasses, pollens, mold, leaves, trees, dust, mites — I'm basically allergie to all of it," she said. "I was always blowing my nose, always coughing. I couldn't get a good night's alego. It got to the point where I was so exhausted all the time and I had sinus infection after sinus infection."

That's when she learned there was an easier way to get relief: sublingual allergy drops — a liquid alternative to injections. Now, she simply places six drops of a

Traditional Storytelling

Many brand storytellers prefer to take a traditional approach to telling their story.

Traditional article and photo presentation are incredibly effective on a publisher's website.

In Good Taste: A Burst of Berries Brings a Kaleidoscope of Benefits in Your Diet

FEAST

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Sponsored Content by Katherine Lewis Nov 27, 2019

SPONSORED



Whisk together flour, sugar, baking powder and sait. Cut up butter into tablespoons, and work into the flour insture with clean hands until it is in pea-size pieces. Size in raspheries and pistachios. Drop 11 or 12 scoops of dough onto a parchment-lined baling sheet. Brune sch scone with heavy cream, and sprinkle the remaining sugar on. Brake with a lower, about 20 to 25

Nutrition information: 177 calories, 7g fat, 188mg sodium, 26g carbohydrate, 1g fiber, 3g protein

minutes.



Raspberry Pistachio Scones Photo provided by Siteman Cancer Center

Berries are wonderfully diverse — if occasionally confusing — fruits. Botanists are quick to point out that, technically speaking, bananas and eggplants are berries while strawberries and raspberries are not. Some varieties can thrive even in freezing temperatures. For others, only the tropics will do. "Heading into the cold and often gray winter months, there's something special about adding some color to your meals. It can brighten the day that little bit and maybe even lift the spirits," says Hank Dart, a health communications lead who works in prevention and control for the Siteman Cancer Center at Washington University School of Medicine. "And when that color comes in the form of berries, it can also add some great flavors and a real health boost to your winter menus."

Berries are high in vitamins, minerals and fiber, as well as nutrients called phytochemicals. Dart explains that phytochemicals are found



Infographics



Listicles

Lists continue to be popular with readers. Include your facts, tips or examples or simply use a listicles to entertain and demonstrate your brand personality.

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more info 🕕

Brand Ave. Studios connects advertisers with the St. Louis Post-Dispatch audience through compelling content programs, from concept to production to distribution.

SPONSORED The Top 5 Medical Marijuana Doctors in Missouri (Complete Guide)

Sponsored content provided by NuggMD May 15, 2020



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Sponsored content provided by NuggMD

About Missouri's Medical Marijuana Prc Ever since the winter of 2018. Missouri residents have the ability marijuana license and use medicinal cannabis to treat their debili underlying health conditions. However, recreational marijuana is



NuggMD's physicians specialize in using medical cannabis as a primary treatment, or adjunct treatment for a variety of ailments. Using a detailed medical history, your records and a face-to-face video consultation, their doctors develop individualized treatment plans to help patients achieve their health goals.

Their staff is available from 8am to 10pm daily to help patients navigate the system. Even patients that are usually uncomfortable with technology find the process to be very simple and just as personal as a physical doctors office. The only thing they're missing is the traffic, the stale waiting room and the even staler magazines.

It costs only \$99 to see a NuggMD doctor online. They've provided evaluations for more than 600,000 patients in Nevada, New York, California, Oklahoma and Missouri. Their doctors are fully licensed by the state where they provide evaluations, and they are highly qualified in the field of medical marijuana.

Price: \$99 for new patients

Address: Available for online evaluations, visit them at https://www.nuggmd.com /missouri

Hours of Operation: Sunday - Saturday 8AM - 10PM

2. Releaf Clinics

Releaf Clinics is an in-person medical marijuana clinic conveniently located right outside Kansas City. The clinic allows its patients to take advantage of their local dispensary discounts.

Price: \$195 for new patients, \$150 for veterans

Address: 19201 E Valley View Pkwy, Suite C, Independence, MO 64055

Hours of Operation: Monday-Friday, 9AM-5PM; Saturday, 12-5 PM; Sunday, closed.

3. ChoiceMedrx Alternative Medicine Experts Not only is ChoiceMed able to provide its patients with their medical license, but they'll help isticles







Experiences

From live events of 50 people to 2,000 or Instagram lives and zoom virtual events, we use all of our content platforms to bring the right audience to your event.



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BRANDED CONTENT

WAYS TO PARTNER

Our team of writers, designers and producers are ready to create custom, engaging content. Options include but are not limited to:

- Article: a feature story that is less than 600 words and includes at least two quotes from a client source or partner
- Listicle: "Top 10 ways" style of content, featuring numbered tips, tricks, or bits of services to inspire an audience. List count limited to 10 or less
- Static Infographic: a visual storytelling tool best used to outline a path or direction, share a compelling story with stats, or other visual components
- Interactive Quiz: offering 10 or less questions to engage and/or offer suggestions based on response
- Interactive Experience: a high-end destination built without a publisher's walls to excite an audience; each experience houses at least three different pieces of content, varying in formation and type
- Video: visual storytelling at its best. Different formats, approaches, and pricing available.
- Podcast: scripted, produced and hosted entirely driven by client goals.



THE FINE PRINT

- The distribution plan recommendations is per content piece. The distribution plan may vary by article to ensure reach of the target audience.
- The Brand Ave. Studios team will create the content through a phone interview or email; or, a client may provide the content materials.
- Content will be reviewed and edited to follow AP guidelines and will be labeled "paid" online.
- Client may provide photos and/or a video related for inclusion on the branded content article to increase audience engagement.
- Client will have one round of revisions.
- Content will publish 10 business days after receiving all materials.
- Social boost includes management fee.





Success Measurement

Telling great stories is vital, but ensuring they drive results is key. **Brand Ave. Studios uses a data-driven approach** to help brands gauge impact. We do this by monitoring these 5 markers:

Traffic

We measure the content's impact on site traffic.

Conversions

We drive engaged customers that are more likely to convert into sales.

Engagement

Good, relevant content means engaged readers. We measure content impact by tracking time spent onsite.

SEO Performance

Keywords are key. Our SEO experts create consumable, searchfriendly content.

Authority

Content to help elevate your site's search authority.



Let's connect and start creating meaningful connections through experiences & stories!

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