bold. bright. bracing.

delivering powerful stories that create authentic connections with your consumers

[2020]
Brand Ave. Studios is bold, bright and bracing. Partnering with Lee Enterprises, the leading provider of local news and advertising in hometowns across the USA, Brand Ave. Studios is a creative content 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 across every advertising vertical.

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.
We've built an expertise in connecting content with audiences for more than 140 years – coast to coast; we're always close to “home.”
Establish Your Brand as an Authority
Heighten Brand Awareness
Increase Brand Engagement
Improve Organic Search & Online Presence
Generate Qualified Leads
Build Trust & Bond with Consumers
Create Memorable Moments & Experiences
Branded Content Drives Results
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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/
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.
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
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.
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.
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.
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.
Infographics

Big graphics are often necessary to tell your story. We are happy to develop an infographic for you or work with you to make your infographic dynamic on our website.
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.
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.
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, search-friendly content.

**Authority**
Content to help elevate your site’s search authority.
Let’s connect and start creating meaningful connections through experiences & stories!

Robin Gruen  
Vice President, Content & Business Development  
Brand Ave. Studios  
gruen@brandavestudios.com  
347.581.3311

Daniel Sher  
Director, Content & Business Development  
Brand Ave. Studios  
dsher@brandavestudios.com  
315.941.4054

sales@brandavestudios.com

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