

bold. bright. bracing.

**brandave.**

S T U D I O S

delivering powerful stories that create authentic connections with your consumers

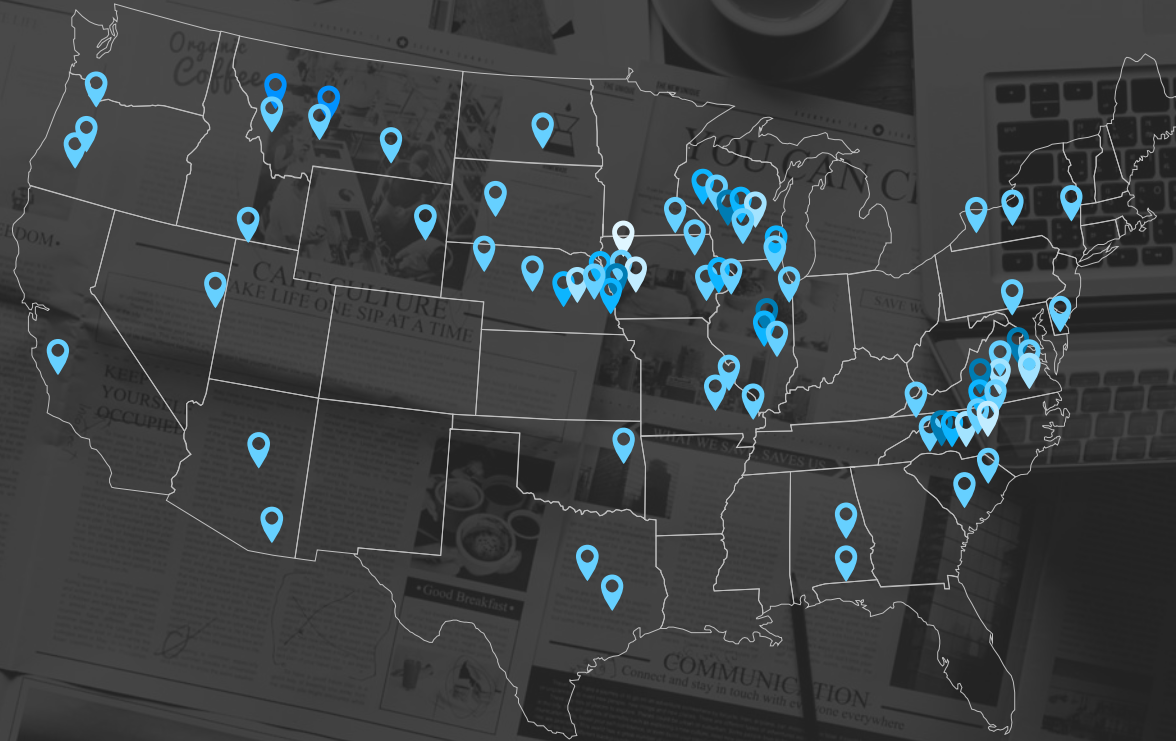
[2020]

we are a team of  
creative  
thinkers,  
marketers  
& brand  
storytellers

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."



**Branded  
Content  
Drives  
Results**

Generate  
Qualified  
Leads

Establish Your  
Brand as an  
Authority

Build Trust &  
Bond with  
Consumers

Heighten  
Brand  
Awareness

Create  
Memorable  
Moments &  
Experiences

Improve Organic  
Search & Online  
Presence

Increase  
Brand  
Engagement

**brandave.**  
STUDIOS

## 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%**.





## 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



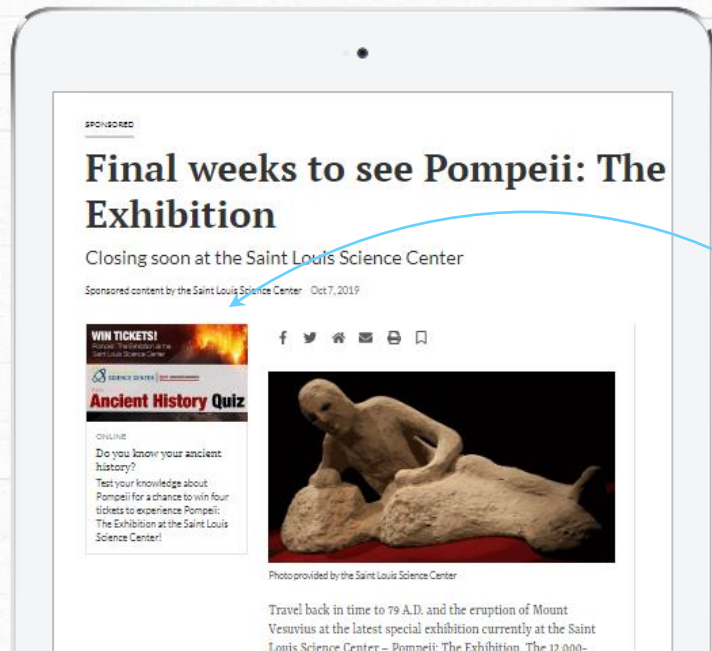
Content Creation

## 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



Interactive Content



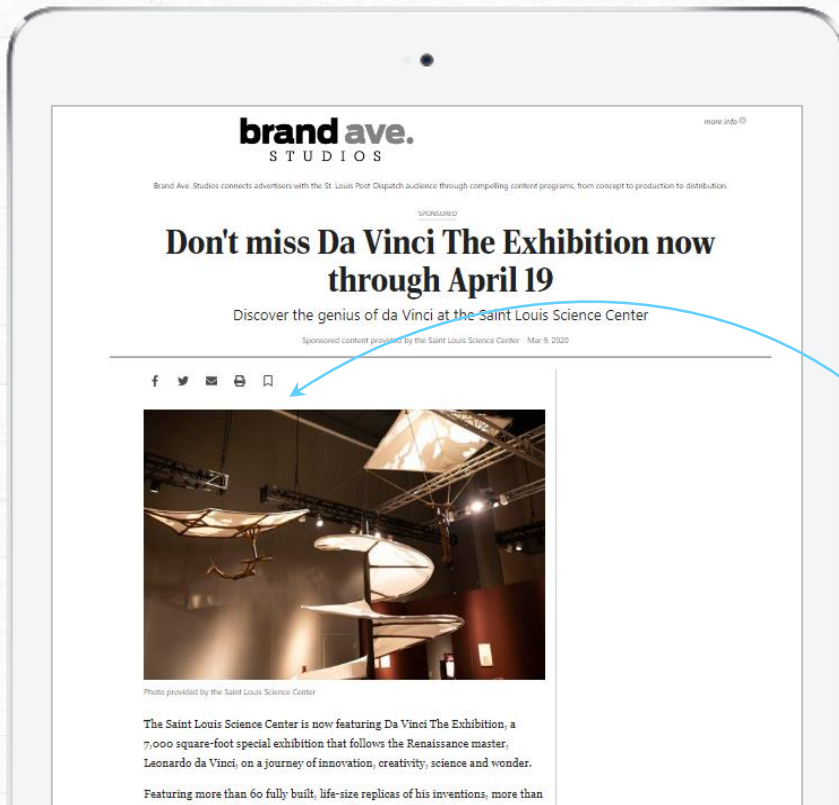
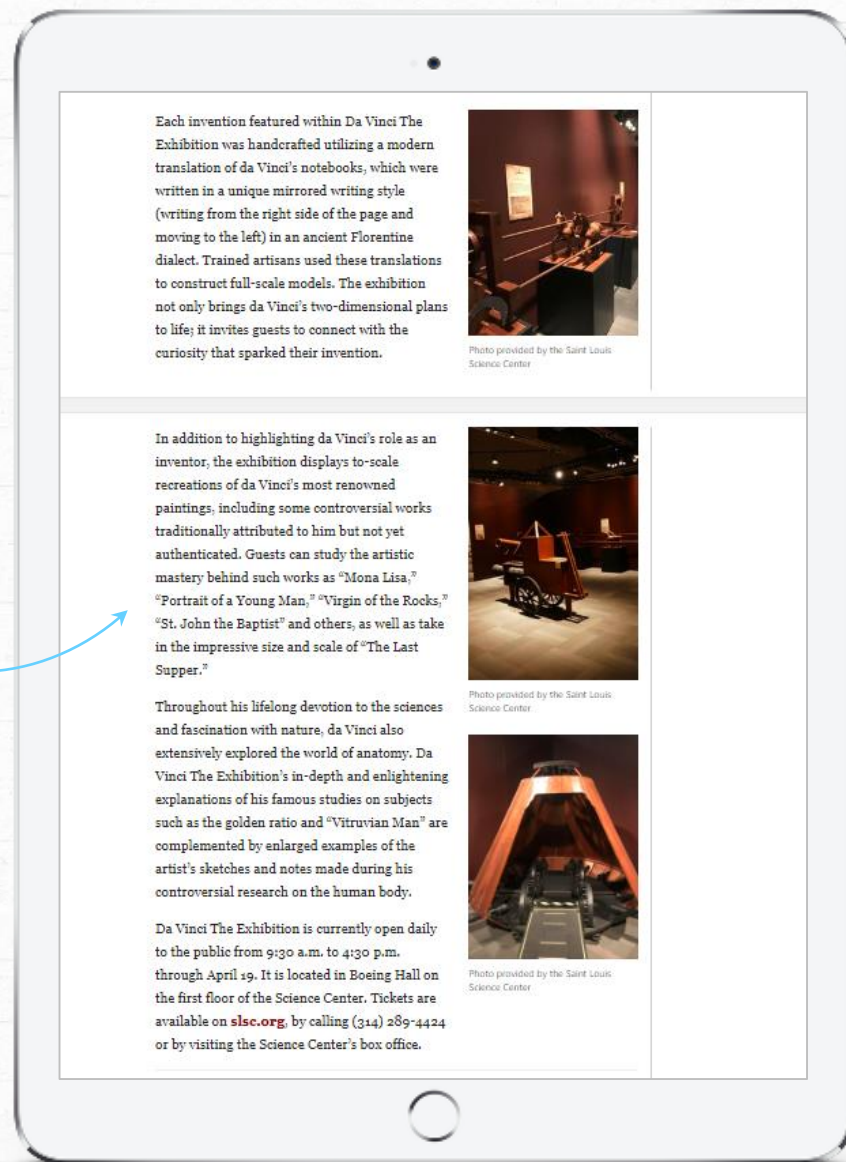


Photo-driven content within an article



## 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.

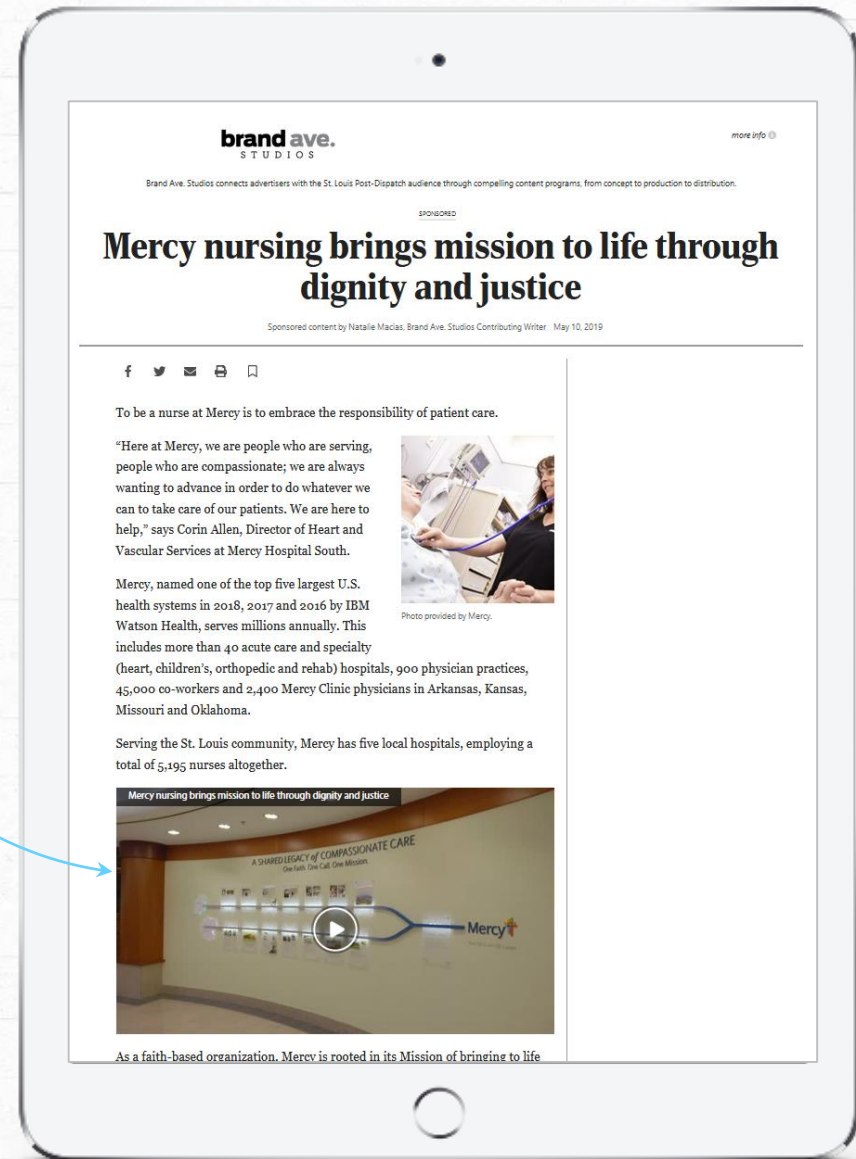


Video content within an article

## 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.

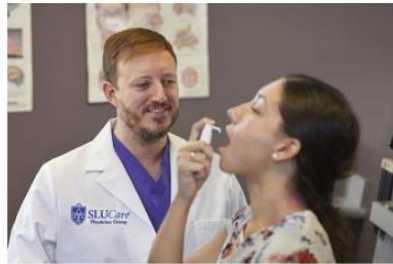


## Allergy drops: A needle-free, customized treatment for chronic allergies

By Lori Rose, Brand Ave. Studios contributing writer Feb 25, 2020



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



Dr. Joshua Hentzelman, SLUCare otolaryngologist (ENT), with a patient. Photo provided by SLUCare

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

"Grasses, pollens, mold, leaves, trees, dust, mites — I'm basically allergic to all of it," she said. "I was always blowing my nose, always coughing. I couldn't get a good night's sleep. 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 customized allergen mixture under her tongue each morning.



## 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.

SPONSORED

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

Sponsored Content by Katherine Lewis Nov 27, 2019



### Recipe

#### RASPBERRY PISTACHIO SCONES

Yields | about a dozen scones

- 2 cups flour
- ¼ cup sugar
- 1 Tbsp baking powder
- ¼ tsp salt
- 6 Tbsp butter
- 1 ¼ cup heavy cream
- ¼ cup raspberries
- ¼ cup pistachios
- 2 Tbsp sugar

**PREPARATION** | Preheat oven to 425°F. Whisk together flour, sugar, baking powder and salt. Cut up butter into tablespoons, and work into the flour mixture with clean hands until it is in pea-size pieces. Stir in the heavy cream until combined. Fold in raspberries and pistachios. Drop 11 or 12 scoops of dough onto a parchment-lined baking sheet. Brush each scone with heavy cream, and sprinkle the remaining sugar on top. Bake until golden, about 20 to 25 minutes.

**Nutrition information:** 177 calories, 7g fat, 188mg sodium, 26g carbohydrate, 1g fiber, 5g protein



Raspberry Pistachio Scones

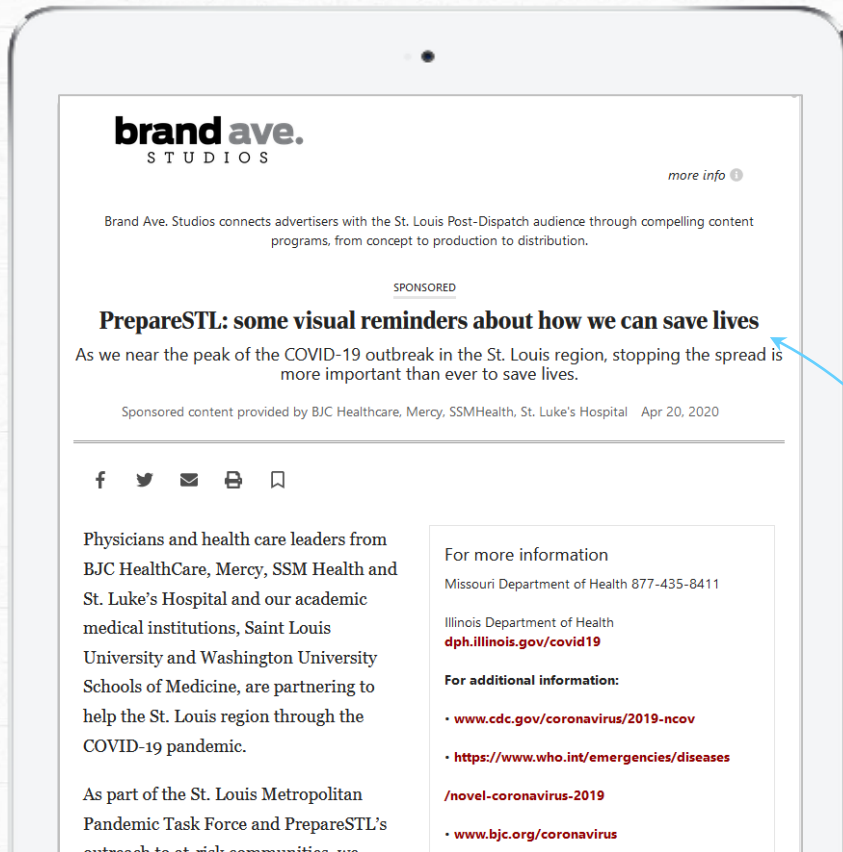
Photo provided by Siteman Cancer Center

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

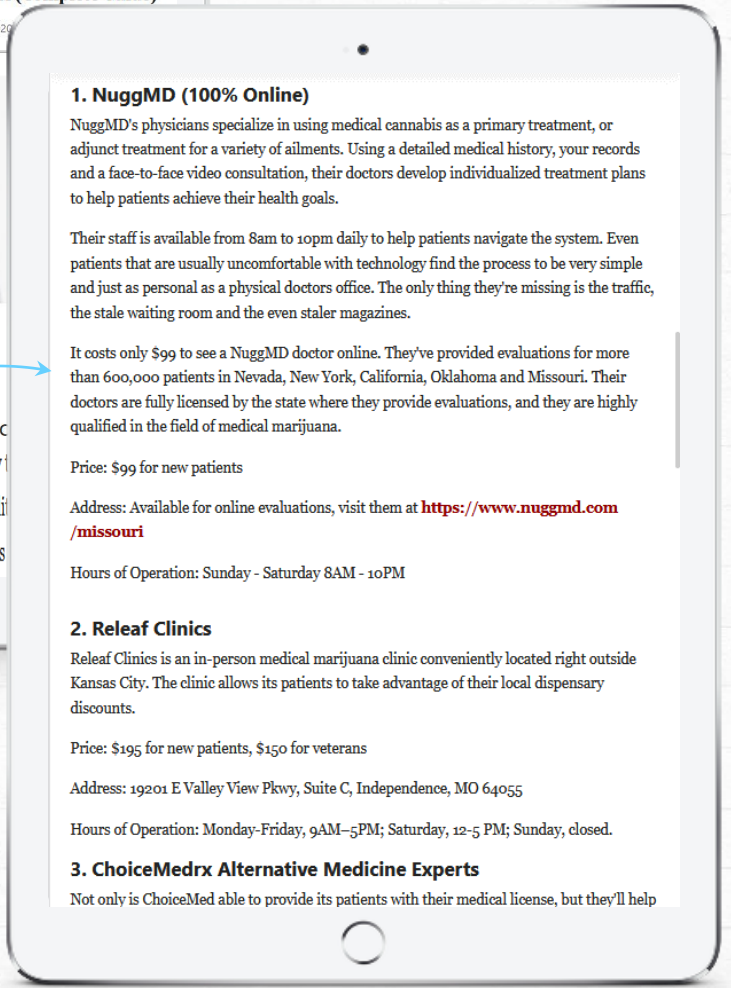
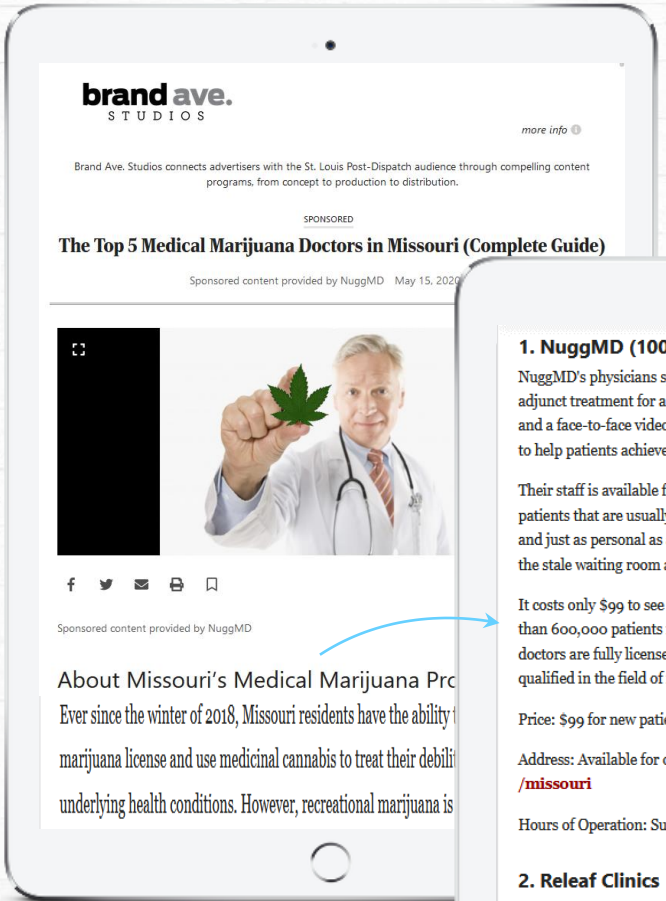
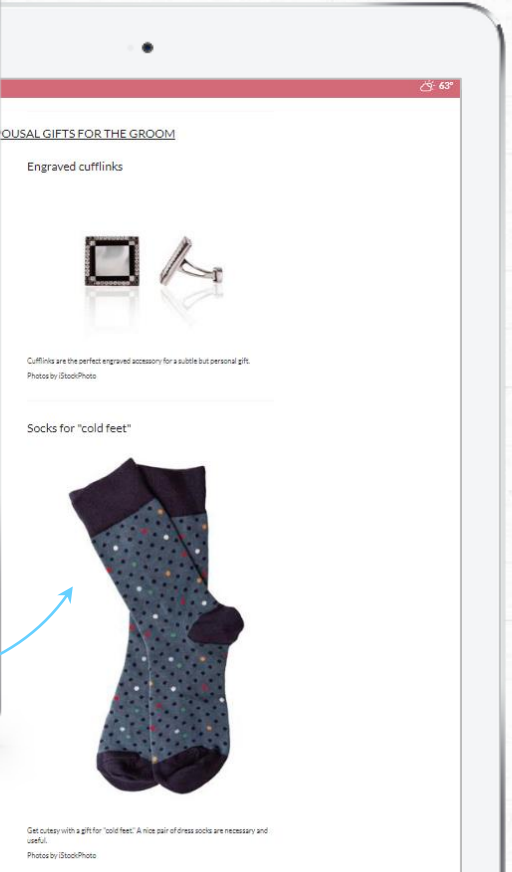
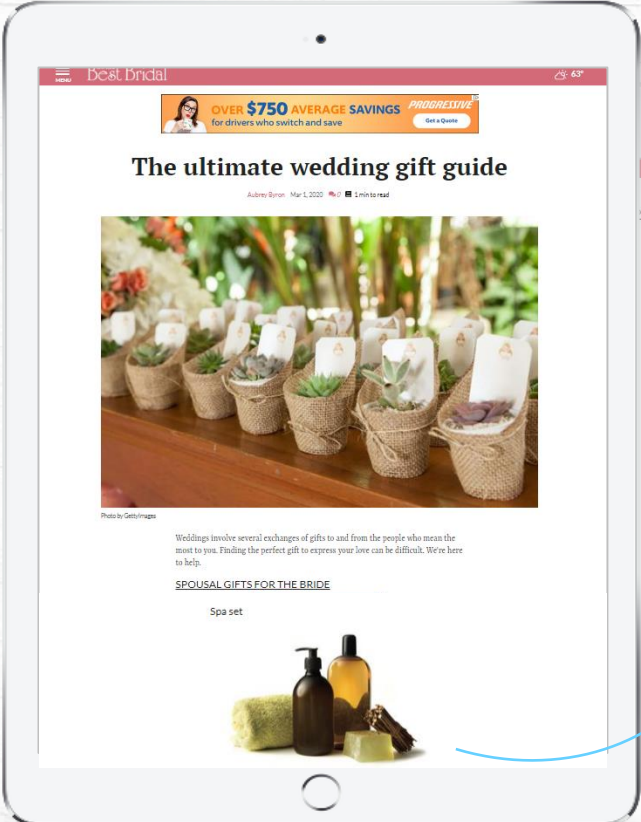
# Infographics

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.



Infographics within an article





# 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.

Listicles



## 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!**

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