

5BY5 AGENCY



A Change Agency

Top Campaigns 2023



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A Change Agency

- **Healthcare**
- **Non Profit**
- **For Profit, For Good**



TOP CAMPAIGNS 2023

Healthcare



A Change Agency

NATIONAL SEATING & MOBILITY

MOVING A HEALTHCARE
BRAND TO THE

next level





PAIN POINT



Through mobility and accessibility solutions, National Seating and Mobility maximizes people's comfort and independence every day.

They sought our help to **drive this vision forward with their employees and customers, further establishing them as the leader in the space.**



SOLUTION

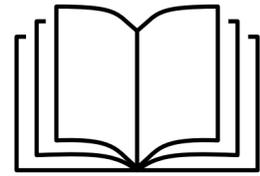


From strategy and messaging to video, design and so much more, 5by5 partnered with National Seating and Mobility to release two issues of their *Let's Get Moving* magazine and produce their largest event of the year!



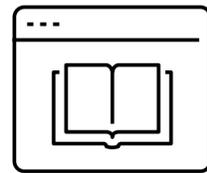
Let's Get Moving Magazine

RESULTS



100K

hard copies distributed nationwide



20K+

digital impressions

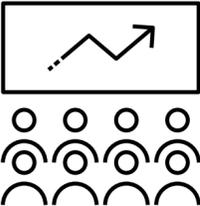


2022 NSM Symposium

RESULTS



The hybrid event offered entertainment and education, as well as **inspiration and alignment for employees.**



500

in-person attendees



2,000

virtual attendees



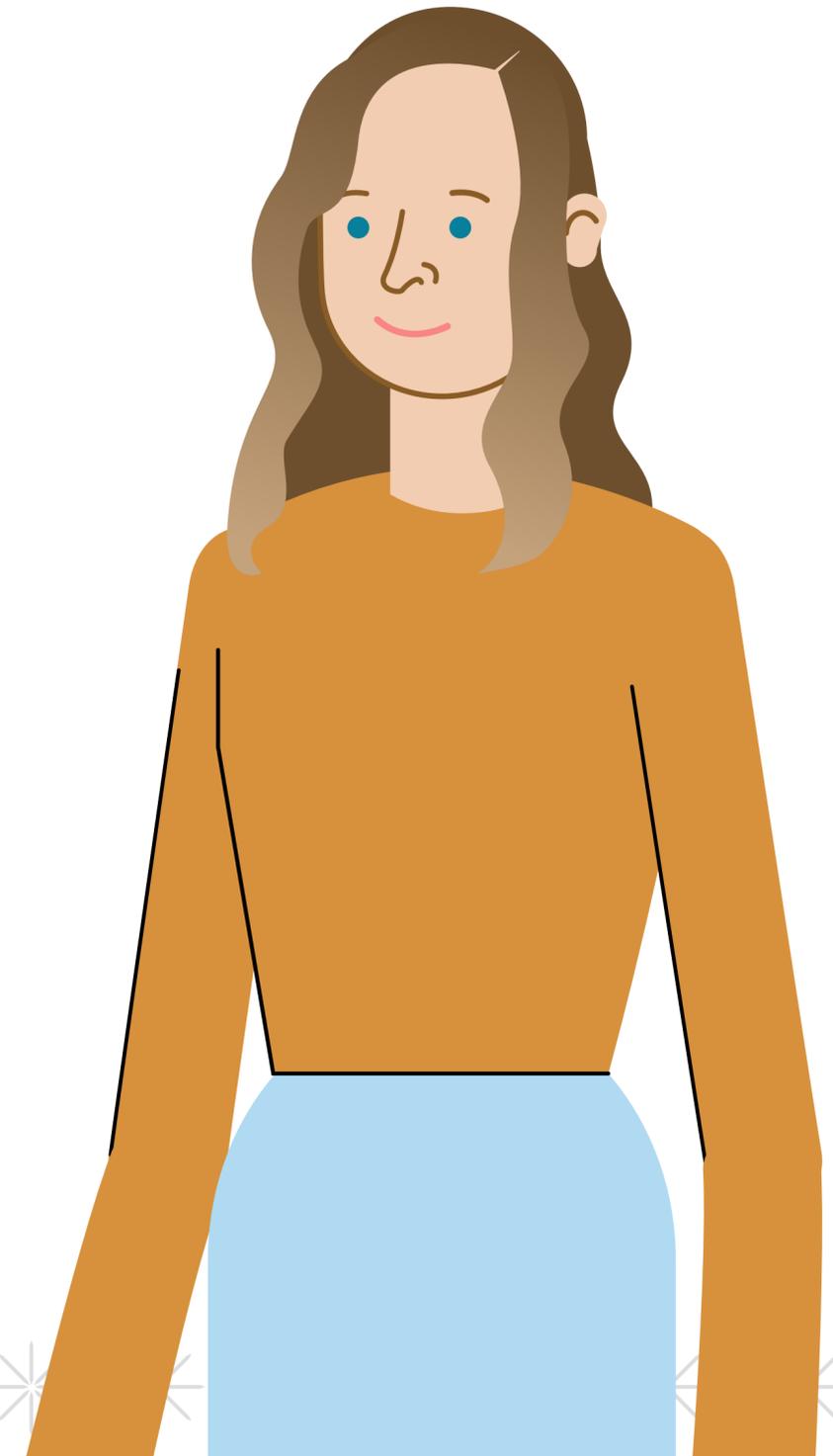
TESTIMONIAL

“We engaged 5by5 at a time of extreme growth. Their ability to meet us where we are is exactly what we need in a partner.

They consistently bring smart strategy, flawlessly execute and always focus on proving out ROI.

5by5 is truly an extension of our marketing team and we are so thankful for their partnership.”

Rachael Crocker, Director of Marketing at NSM

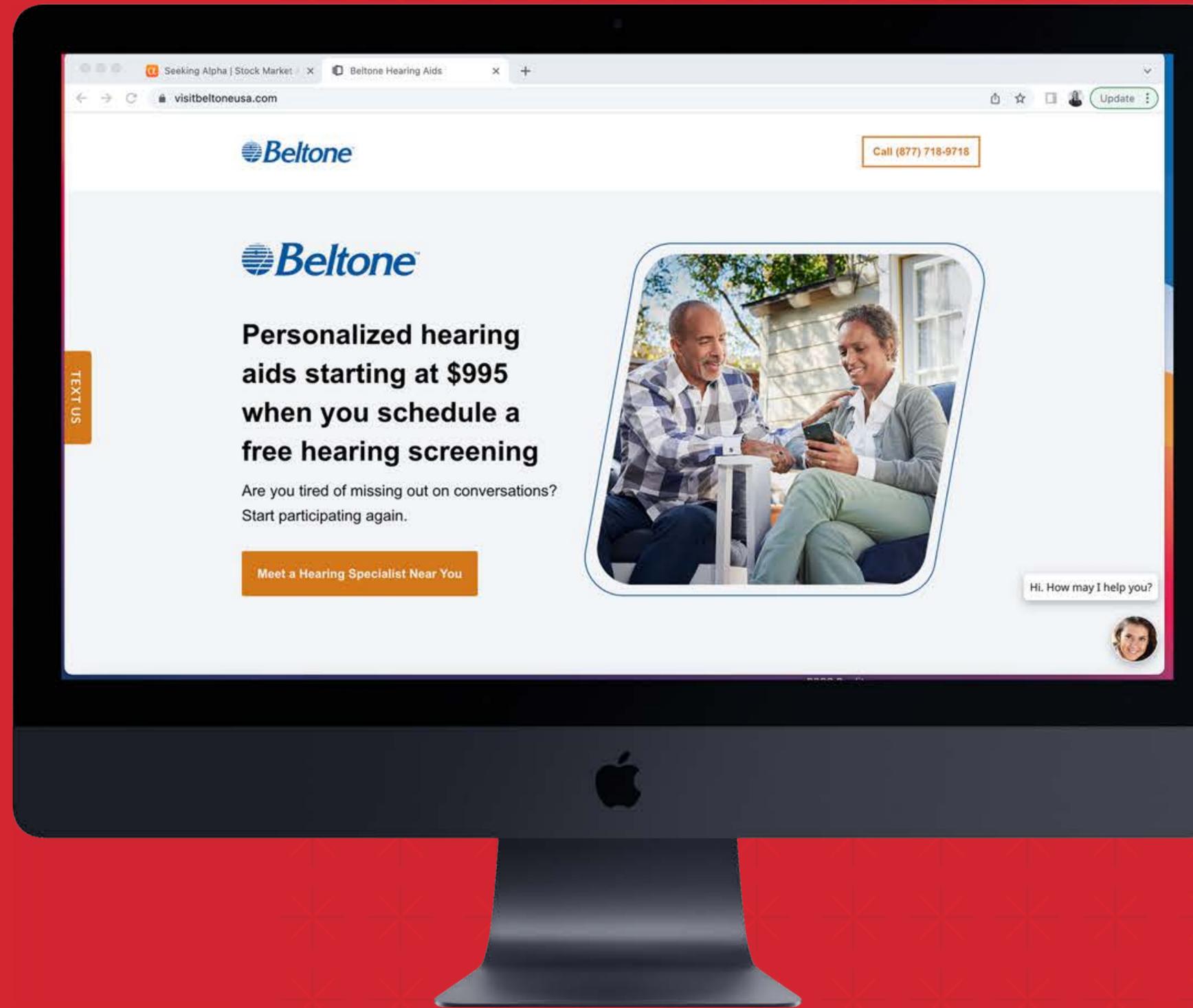


BELTONE



5BY5 HELPS GLOBAL COMPANY
FIND THEIR FOOTING IN

digital advertising



PAIN POINT



For years *Beltone* struggled to reach their increasingly digital audience.



SOLUTION

In just four weeks we made fast friends, launched a campaign and began **capturing leads**.

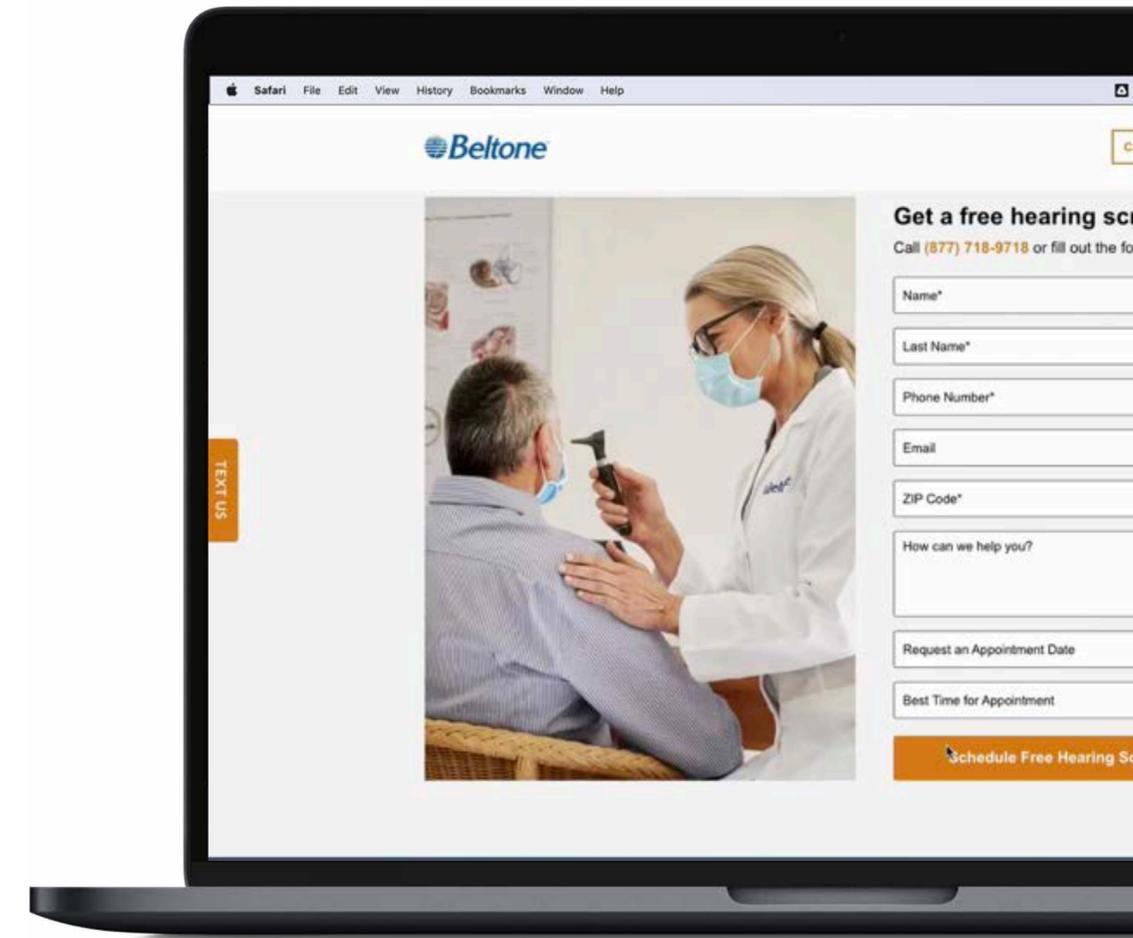
- Landing Pages
- Search Ads
- Facebook Ads



RESULTS



From there, we optimized results to reach a **5:1 ROAS*** and successfully integrated their systems to convert leads faster.



*Return on Ad Spend

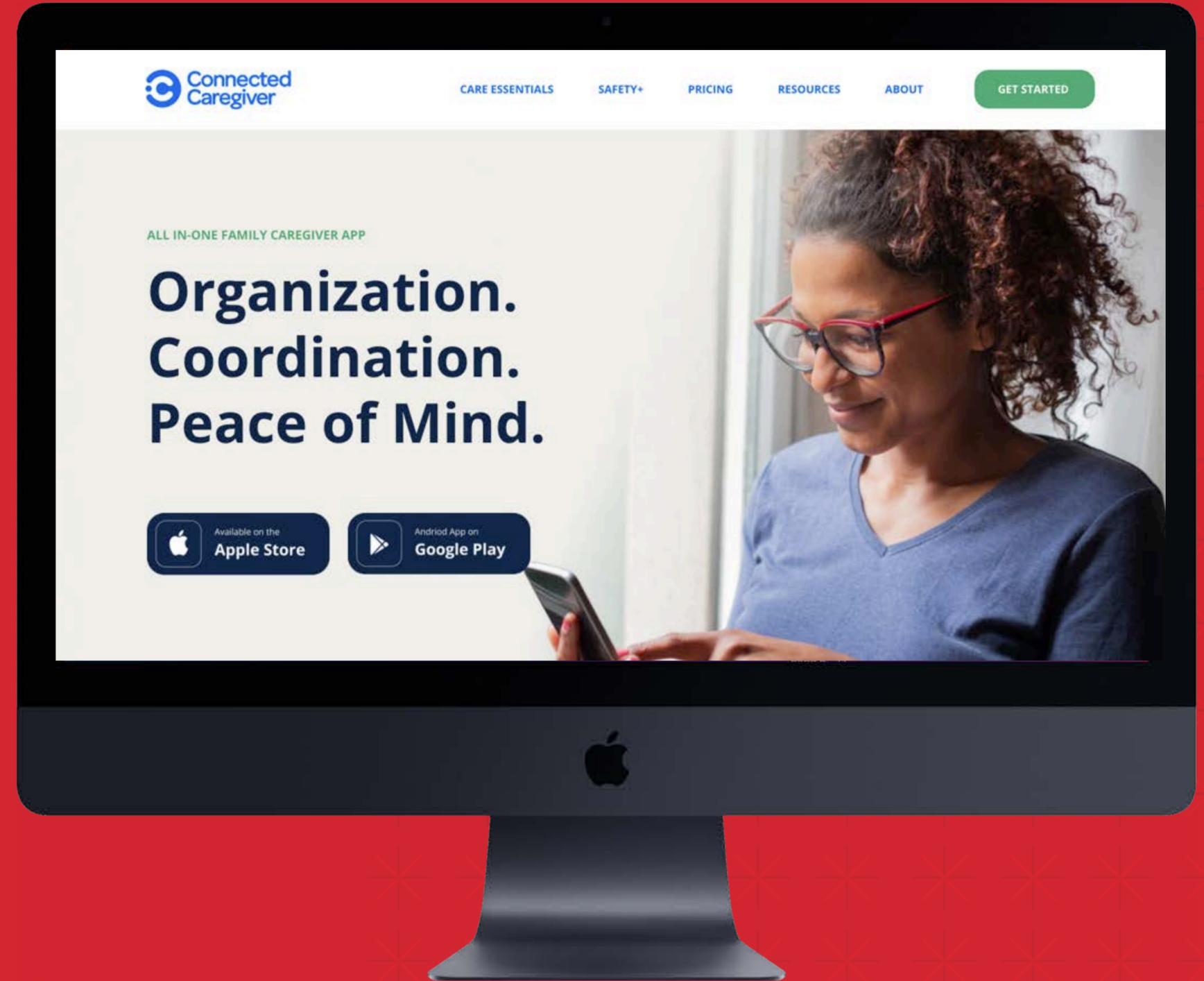


CONNECTED CAREGIVER



5BY5 HELPS HEALTH
TECH START-UP DEFINE
A NEED AND

**go to
market**



PAIN POINT



Family caregivers shoulder many of the same duties as professional caregivers, but usually with **none of the necessary resources, training or community.**



SOLUTION



We dove in with research, renamed the product, produced videos and **created a roll out plan.**

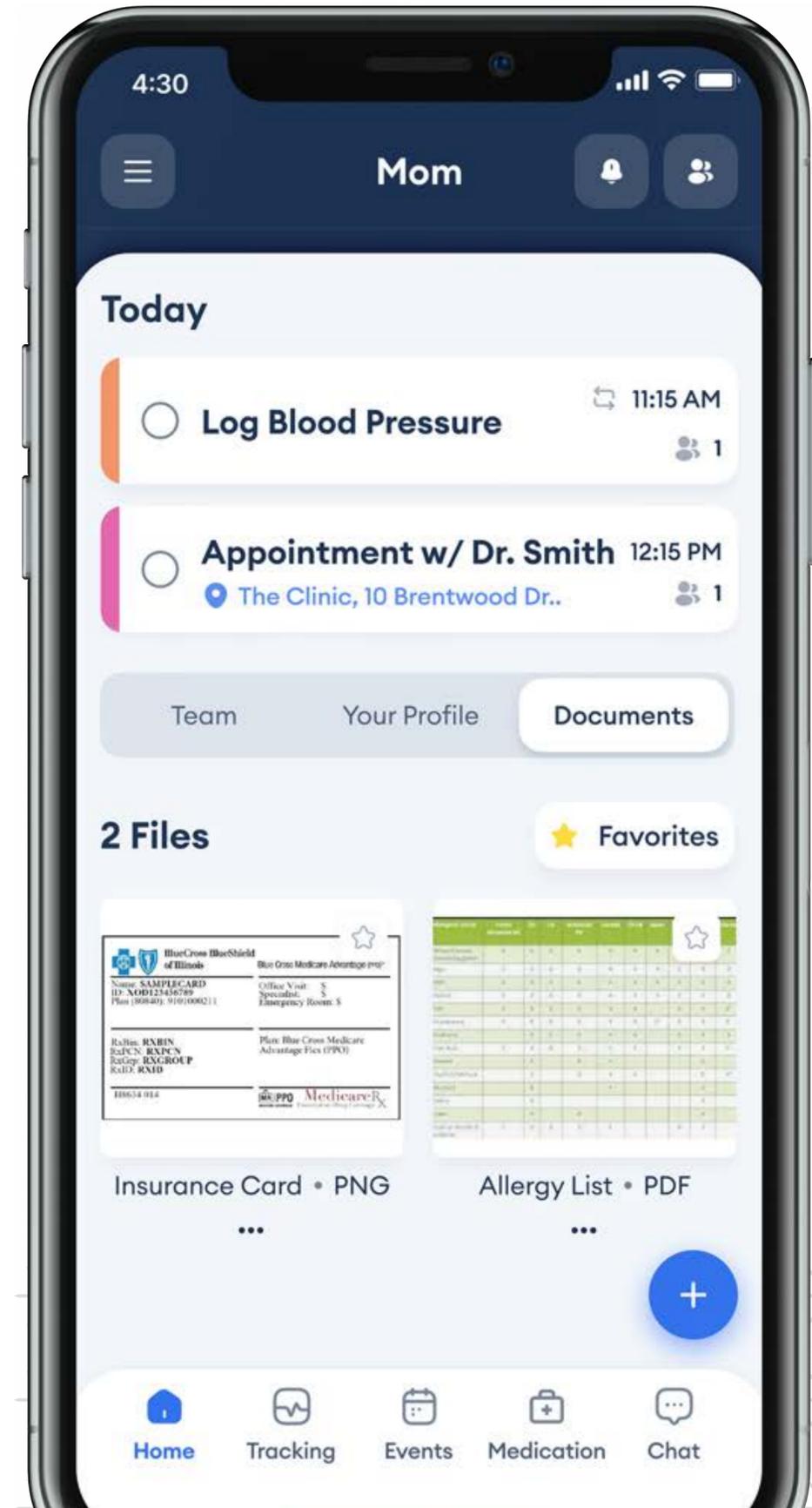


RESULTS



Together, we launched a secure, reliable and user-friendly health monitoring system.

No family caregiver deserves to feel overwhelmed and alone.
Now they don't have to.

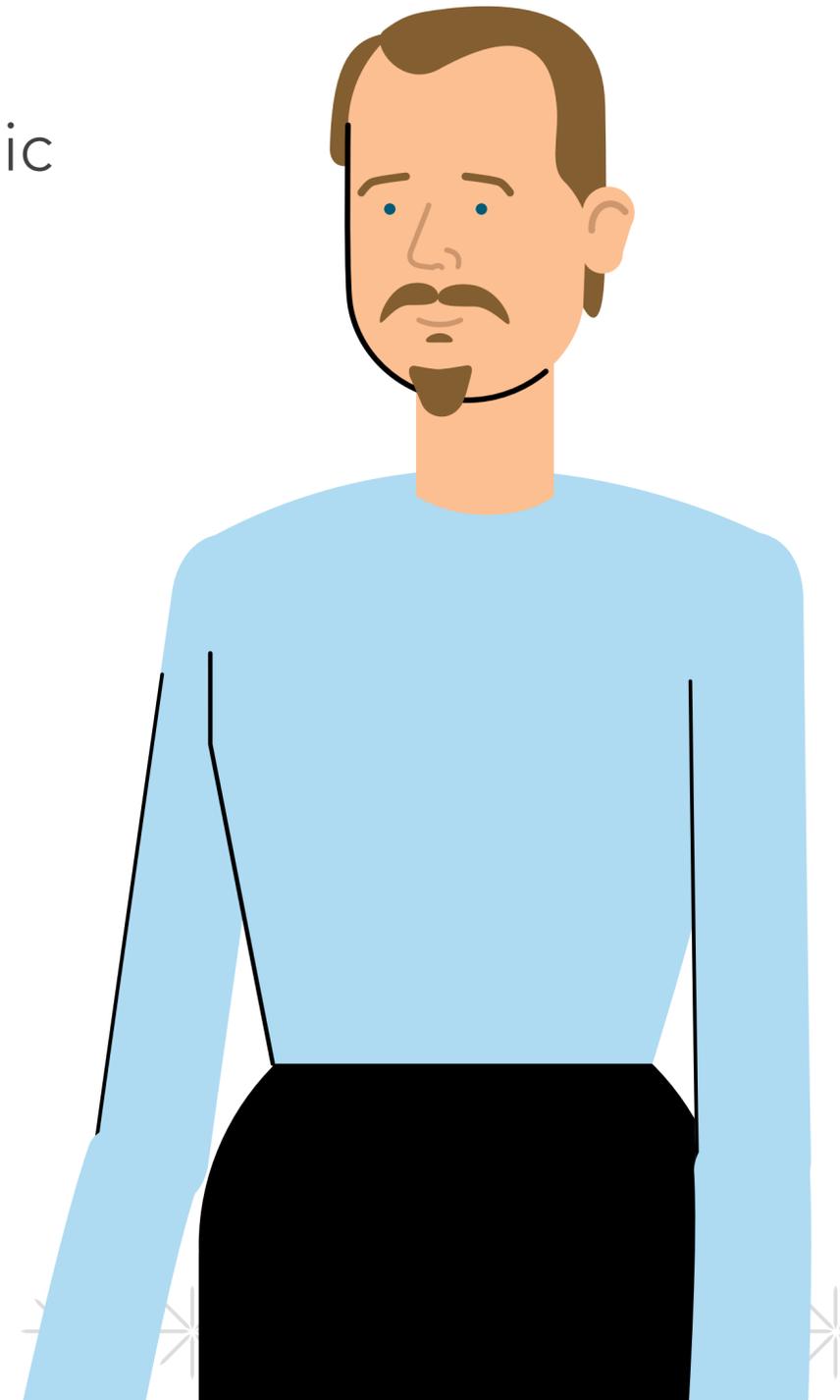


TESTIMONIAL

“Connected Caregiver was just an idea when we began working with 5by5. With them as a strategic partner, we are now poised to move from test market to full launch with a well-defined brand, messaging and a plan to reach our target.

Having worked with multiple (some very big and well-known) agencies in my 20+ years in marketing, I can honestly say that **5by5 has easily been the most collaborative partner I've ever experienced.**”

Jeff Hingher, Chief Marketing Officer, Connected Caregiver

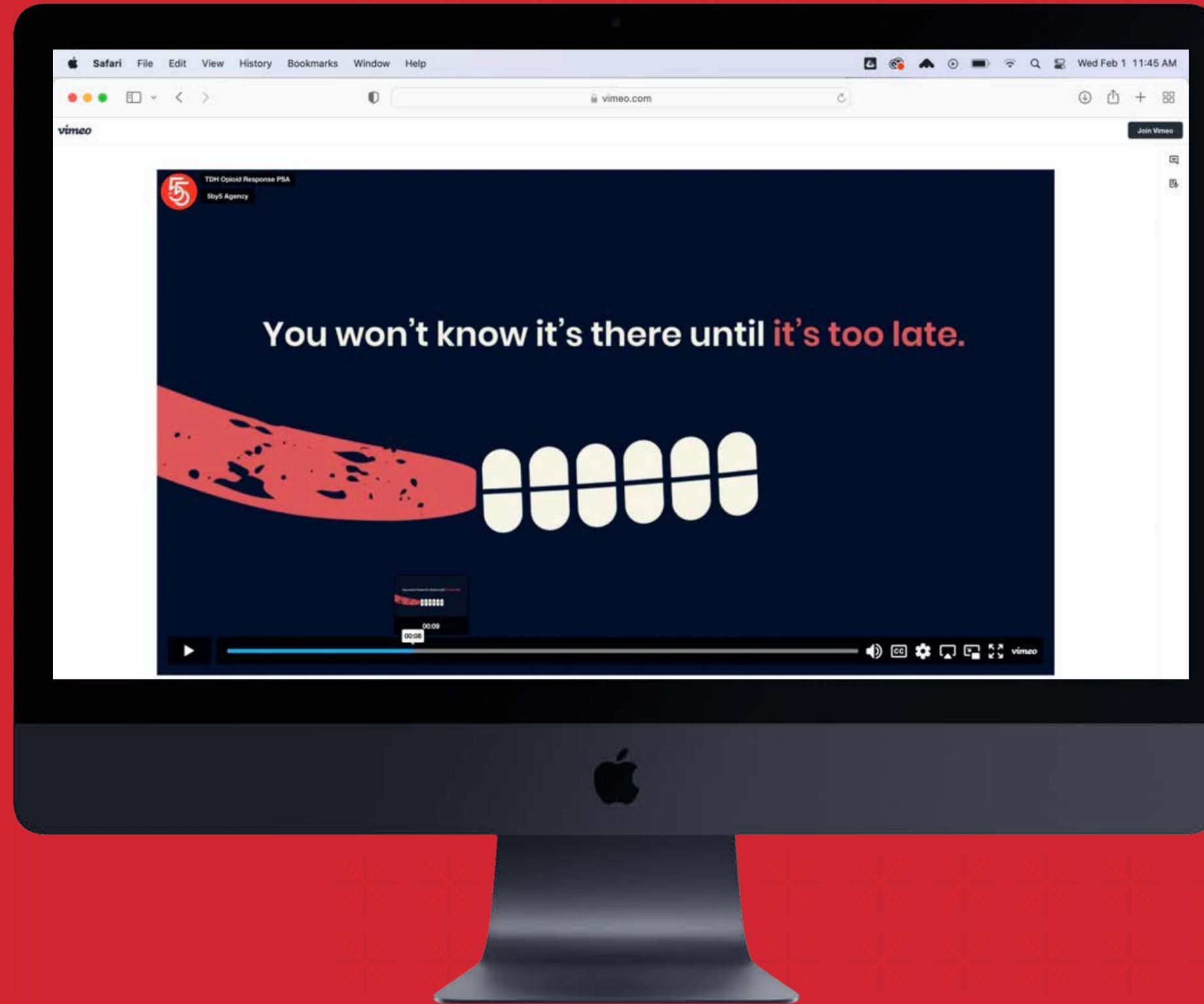


TENNESSEE DEPARTMENT OF HEALTH



5BY5 HELPS CURB STATEWIDE
ADDICTION CRISIS BY

**raising
awareness**



PAIN POINT



Tennessee is among the hardest-hit states when it comes to the opioid epidemic. The State Health Department needed a creative partner to raise awareness of this staggering issue and **reach the public with life-saving resources.**



SOLUTION

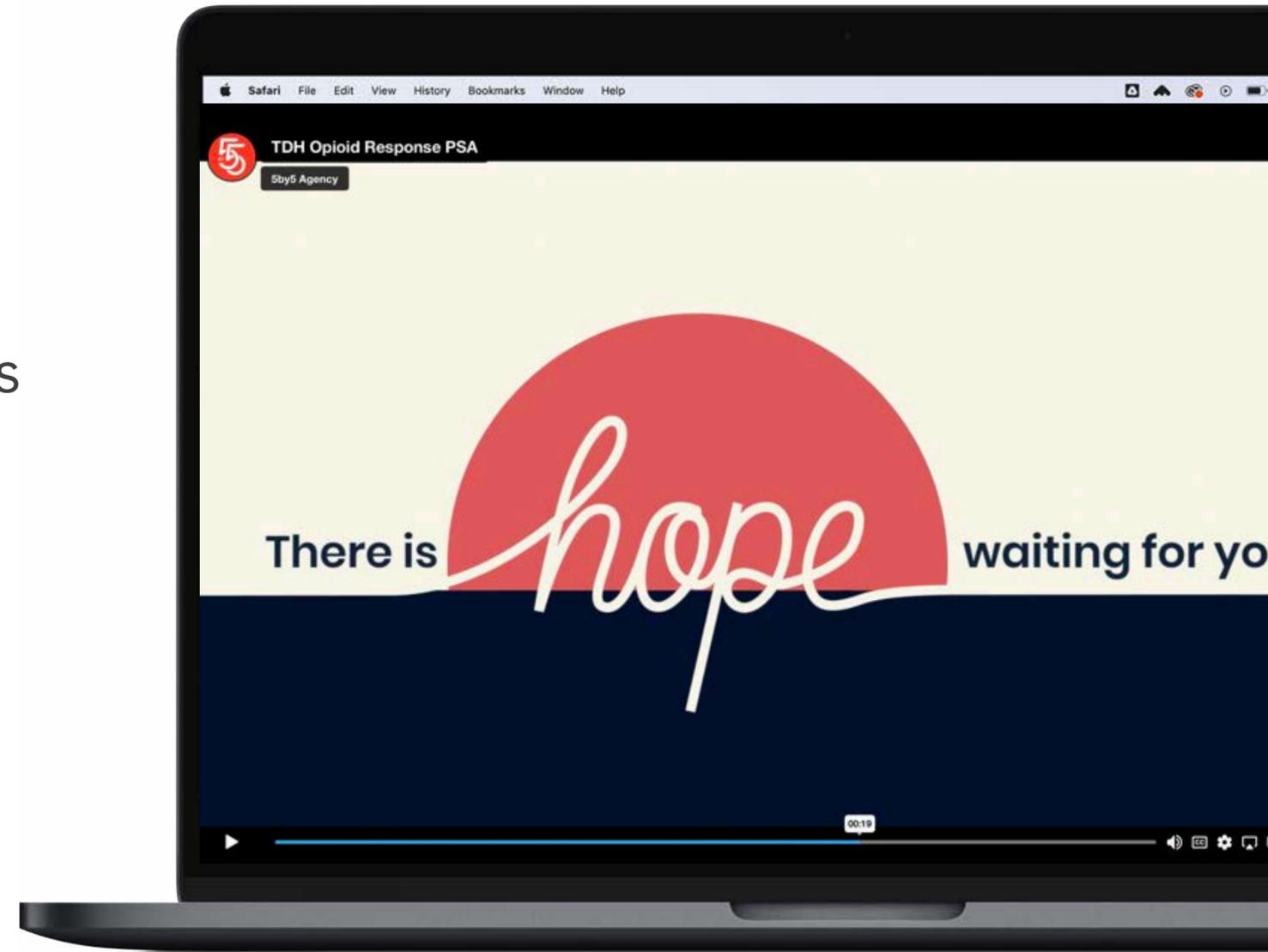
We designed an entire creative campaign including videography, social media assets, billboards, flyers and radio spots to **grab people's attention and give them access to the help they need.**



RESULTS



The opioid response awareness campaign generated **over 1M impressions** and an average **increase of 270% in site traffic** year-over-year.



TOP CAMPAIGNS 2023

Non Profit



A Change Agency

MEDI-SHARE



5BY5 SHARES CLEARER

understanding of customers





PAIN POINT



Medi-Share wants to create the most efficient and enjoyable onboarding process for their new members.

They brought us in to collect **information on customer motivations and expectations.**



SOLUTION



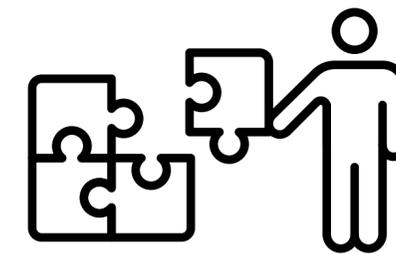
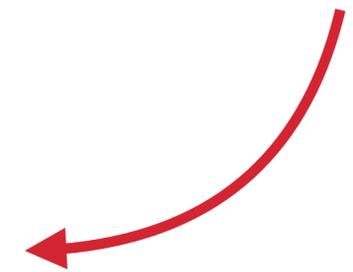
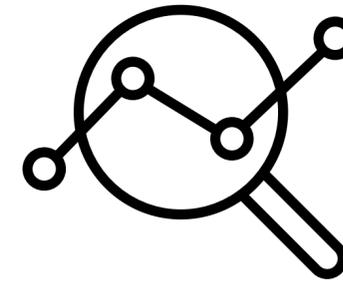
We conducted surveys and mapped audience journeys as part of a **quantitative research study** on their customers.



RESULTS



The data we collected from actual customers **informed business decisions** regarding those crucial first 90 days of a member's experience in order to **increase loyalty and reduce attrition.**

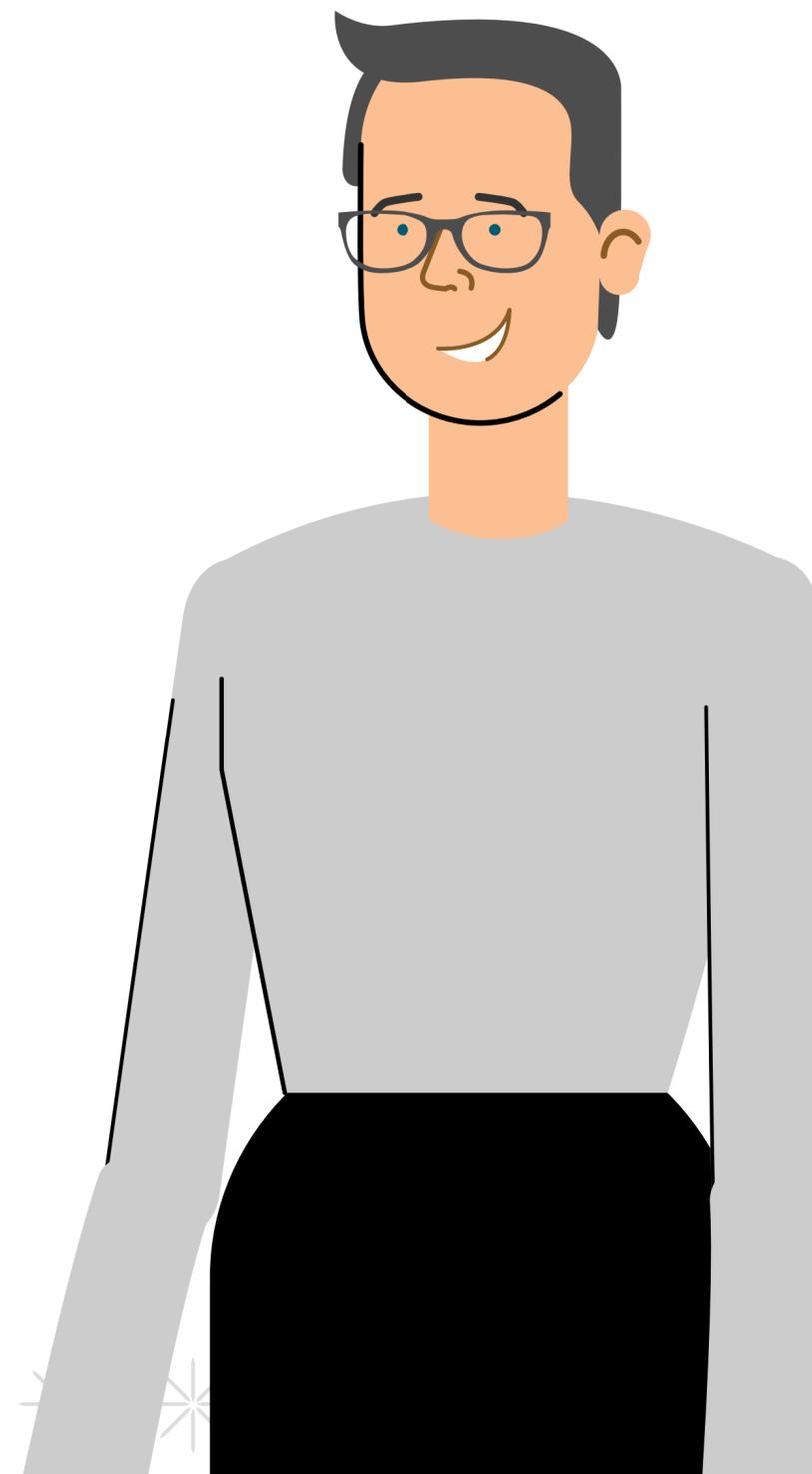


TESTIMONIAL



“If you want a partner that will actually roll up their sleeves, get involved, and combine the abilities of our organizations to **come together to do something great and purposeful**, then I'd choose 5by5.”

Marq James, Chief Sales & Marketing Officer of Medi-Share

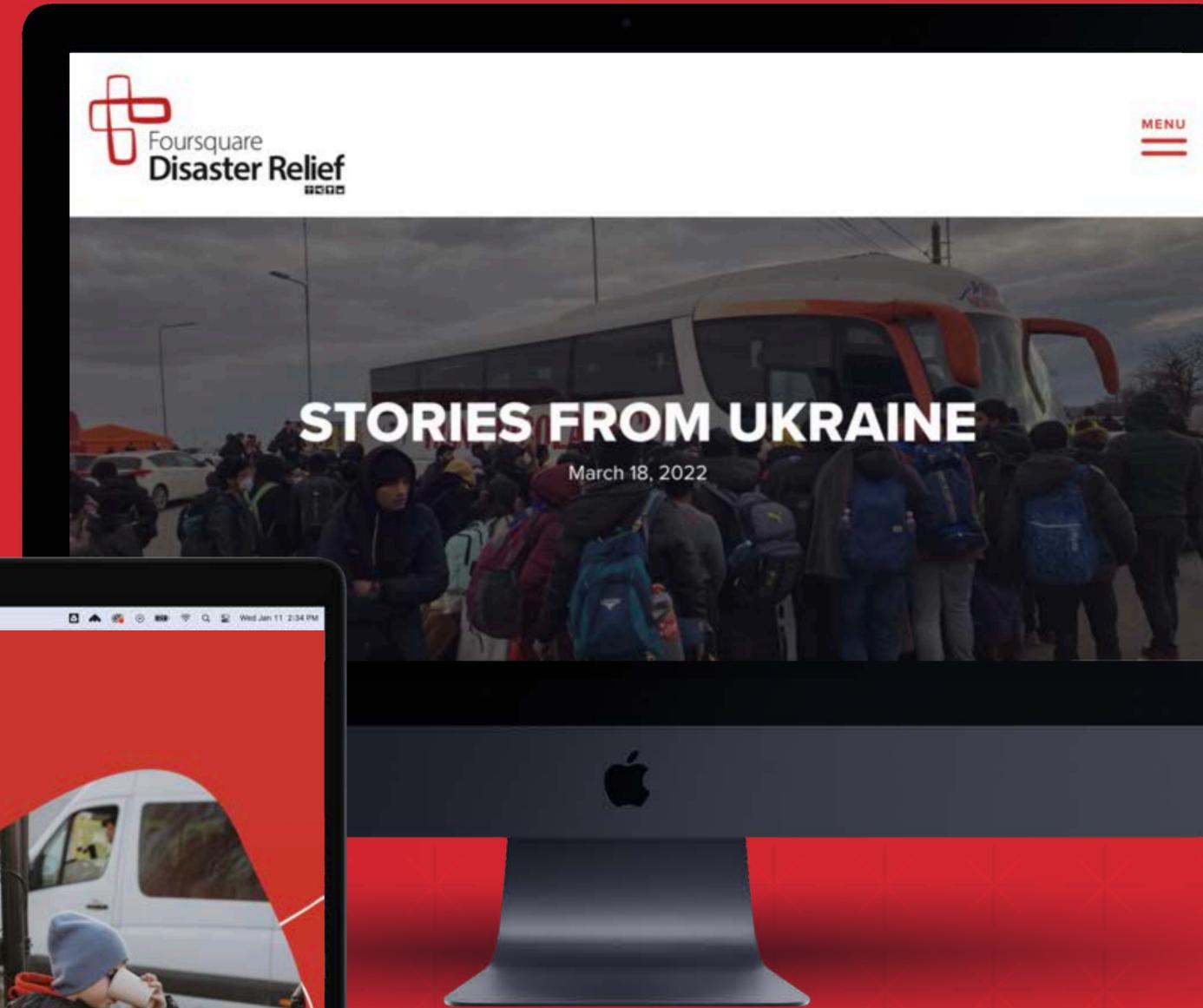


FOURSQUARE DISASTER RELIEF



5BY5 MEETS GLOBAL
NEED WITH

digital campaign



PAIN POINT



When Ukraine was invaded, Foursquare Disaster Relief sprung into action to support refugees. This non-profit needed a strategy partner to help them **quickly reach donors and raise dollars.**



SOLUTION



We swiftly planned and created a new landing page, church communications and digital outreach including social media and emails to **promote and facilitate giving opportunities.**



RESULTS



Together, we exceeded the goal of raising **\$1M for Ukrainian refugees.**

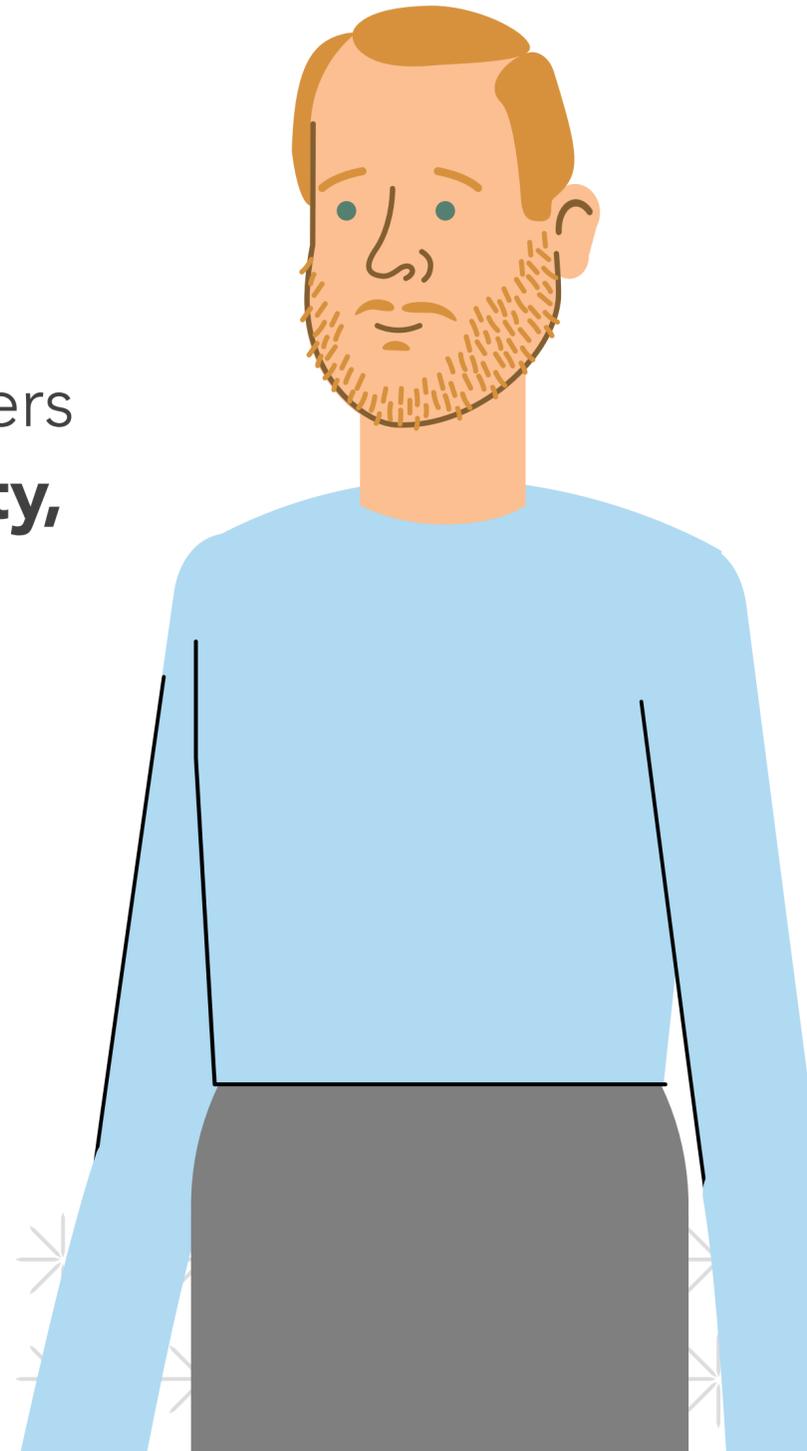


TESTIMONIAL



“5by5 has put Foursquare Disaster Relief in another league sharing what we do and the impact our partners are making with us! We are grateful for their **creativity, adaptability and capacity to handle the big and small projects we’ve thrown at the team.**”

Chad Isenhardt, Director of Foursquare Disaster Relief

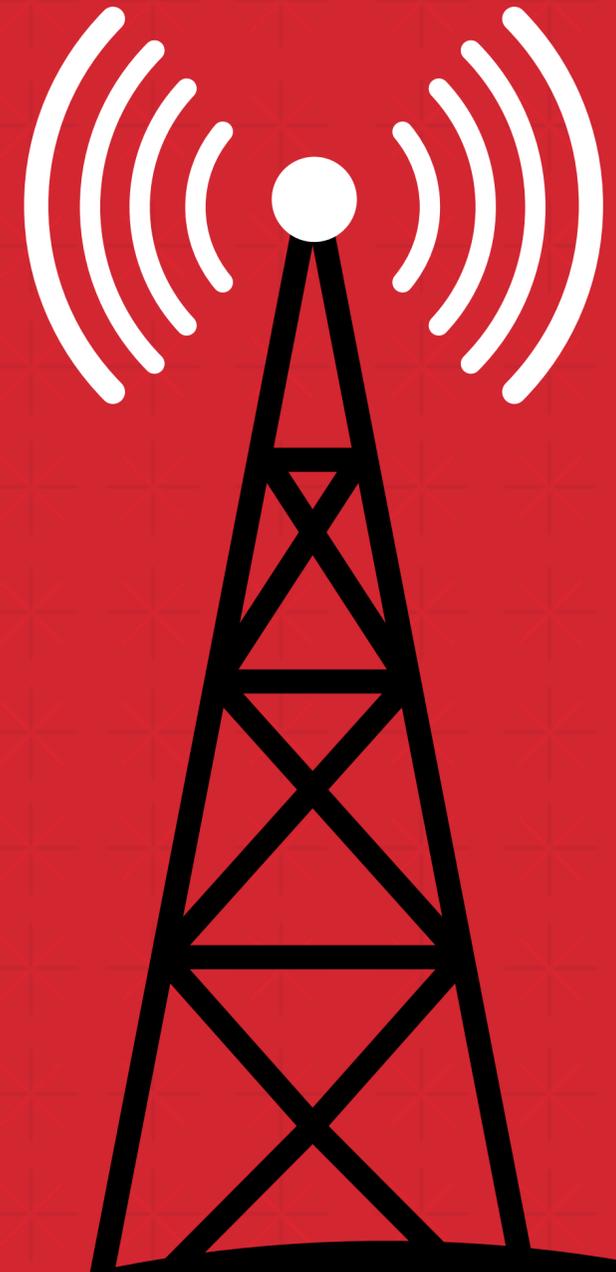


NASHVILLE PUBLIC RADIO



5BY5 HELPS LAUNCH NASHVILLE'S

first-ever daily radio show



PAINPOINT



Ready to take on something that has never been done before?

Nashville's NPR station brought us in to introduce their new programming to a new audience.



SOLUTION



We crafted launch creative including a video, digital ads, event assets, physical brand collateral and a **reach strategy to make sure the message was loud and clear.**



RESULTS



Not only was *This is Nashville* well received with healthy listenership, but **the show has been renewed for it's second season!** We achieved:

more than

+3M

Digital campaign impressions

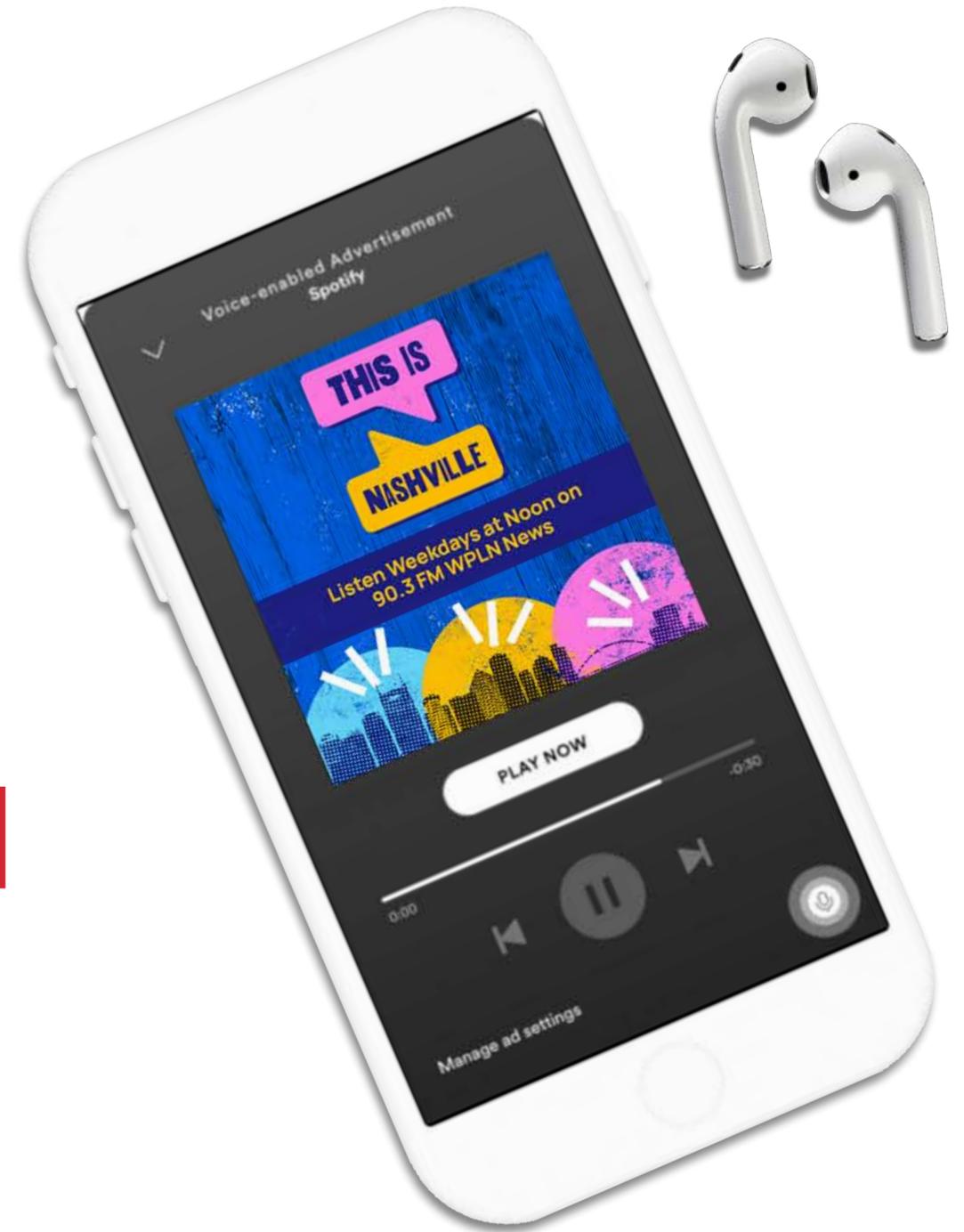


and...

more than

+26M

Traditional impressions



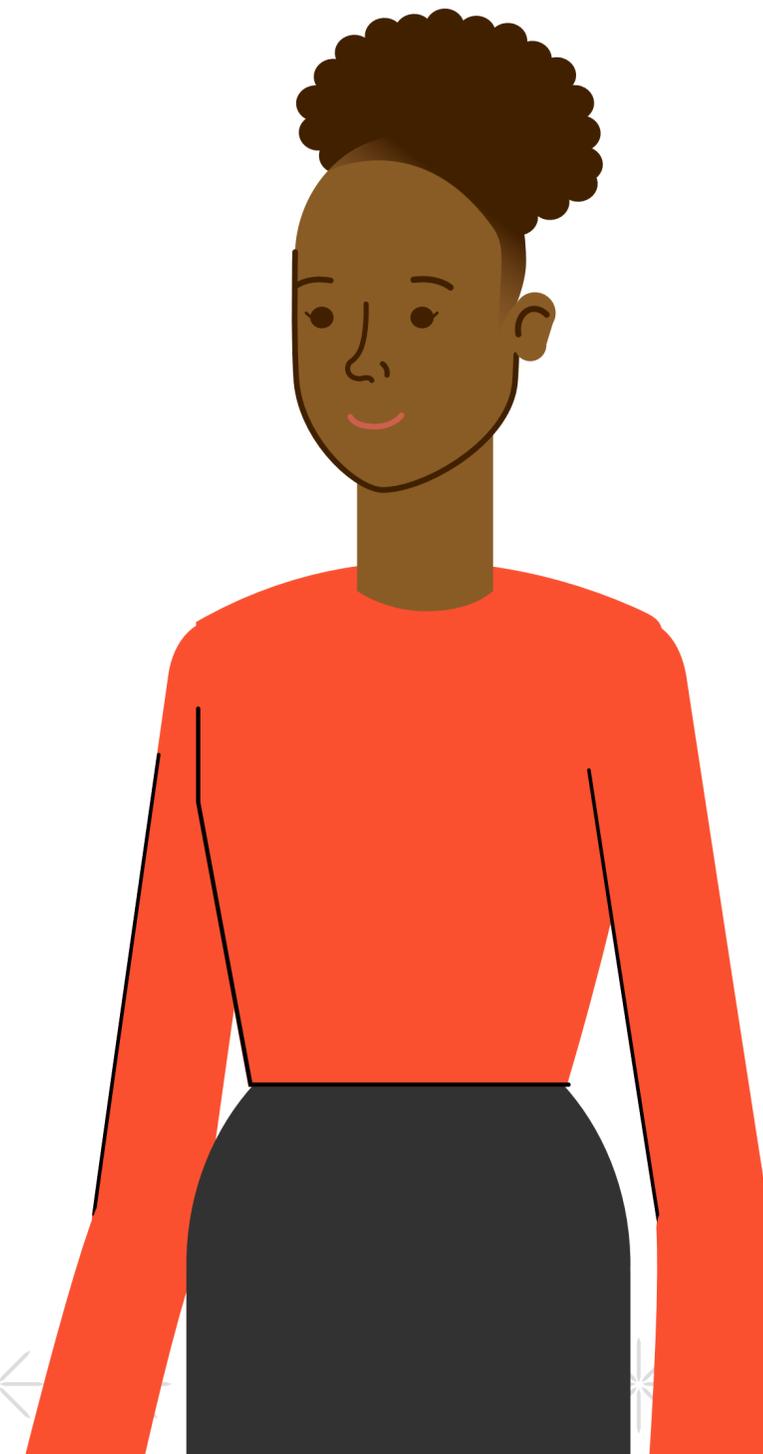
TESTIMONIAL

“5by5 helped us create a strong brand for WPLN's daily show *This Is Nashville*.

The team helped us identify key areas to **strengthen our reach and engagement.**

They also were full of fresh ideas and created space for us to see the outreach strategy clearly. I enjoyed working alongside them every step of the way.”

Angel Adams, VP of Audience for Nashville Public Radio



TOP CAMPAIGNS 2023

For Profit, For Good



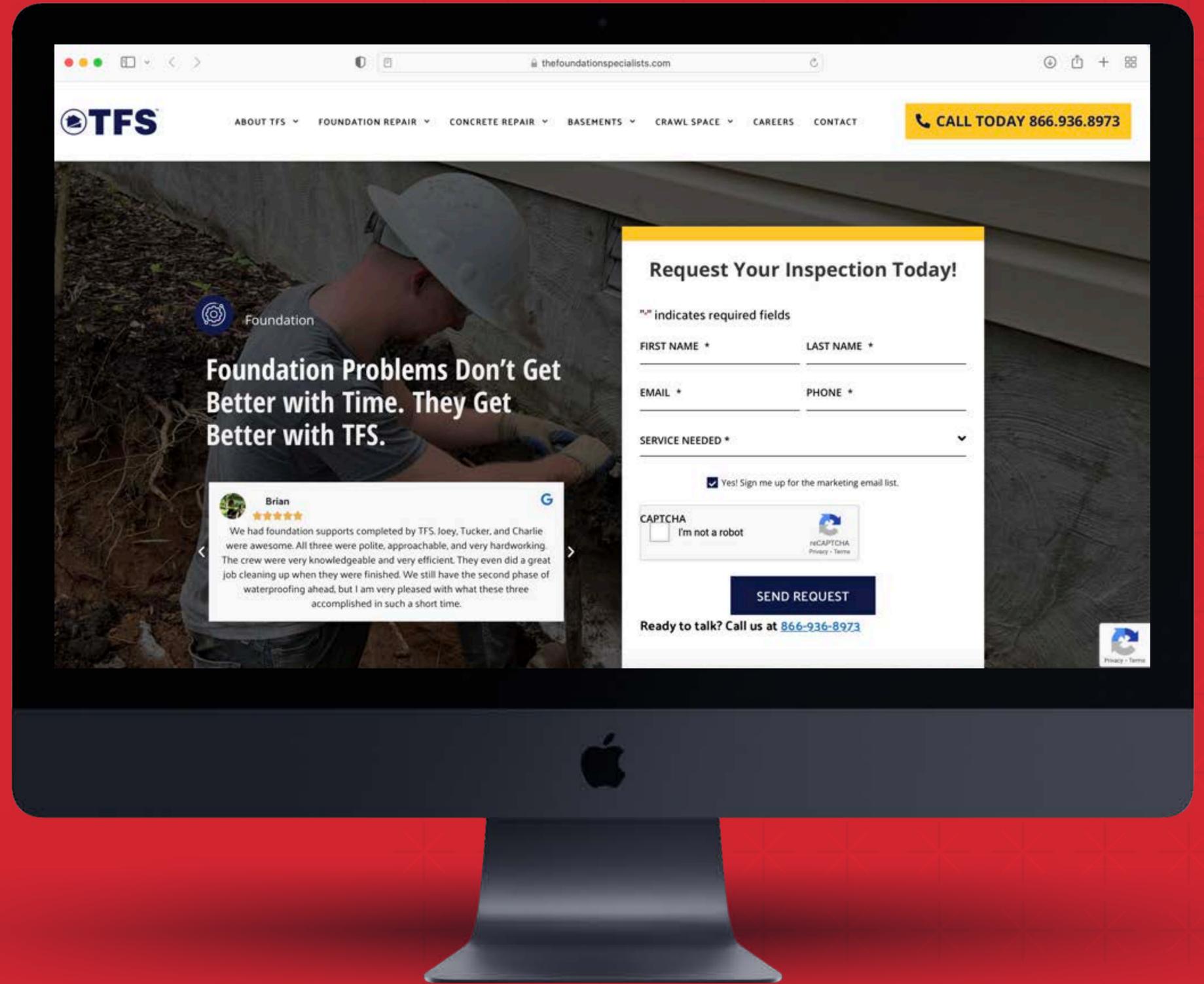
A Change Agency

THE FOUNDATION SPECIALISTS



5BY5 BUILDS A STRONG FOUNDATION

for lead acquisition





PAIN POINT



There are a lot of choices when it comes to foundation repair.

The Foundation Specialists needed experts to help them **stand out against competitors and generate more customers** while lowering cost per lead.

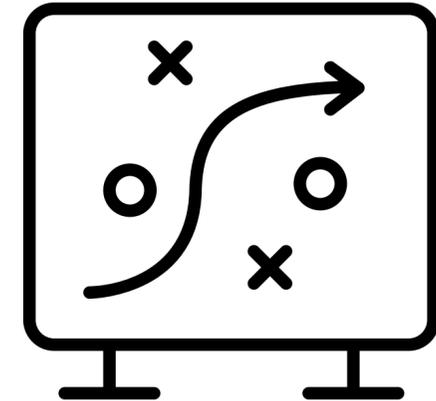


SOLUTION



We went to work fast – **maximizing their current campaigns and SEO out of the gate.**

Next we implemented our full digital strategy including ads, landing pages and testing methods to optimize it all.



RESULTS

Over exceedingly high expectations,
our work resulted in:

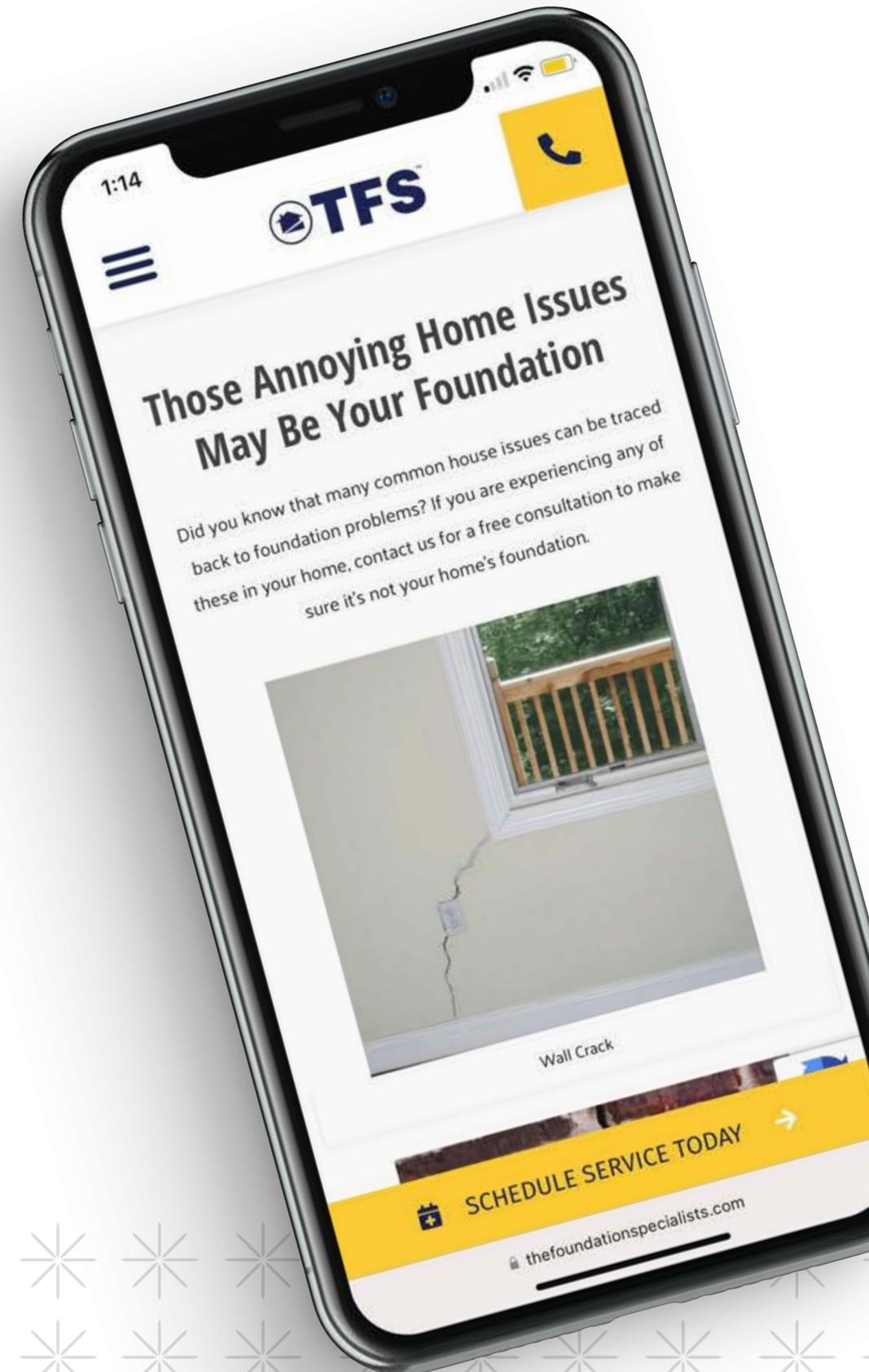
↓ 27%

decrease in
cost per lead

and...

↑ 12%

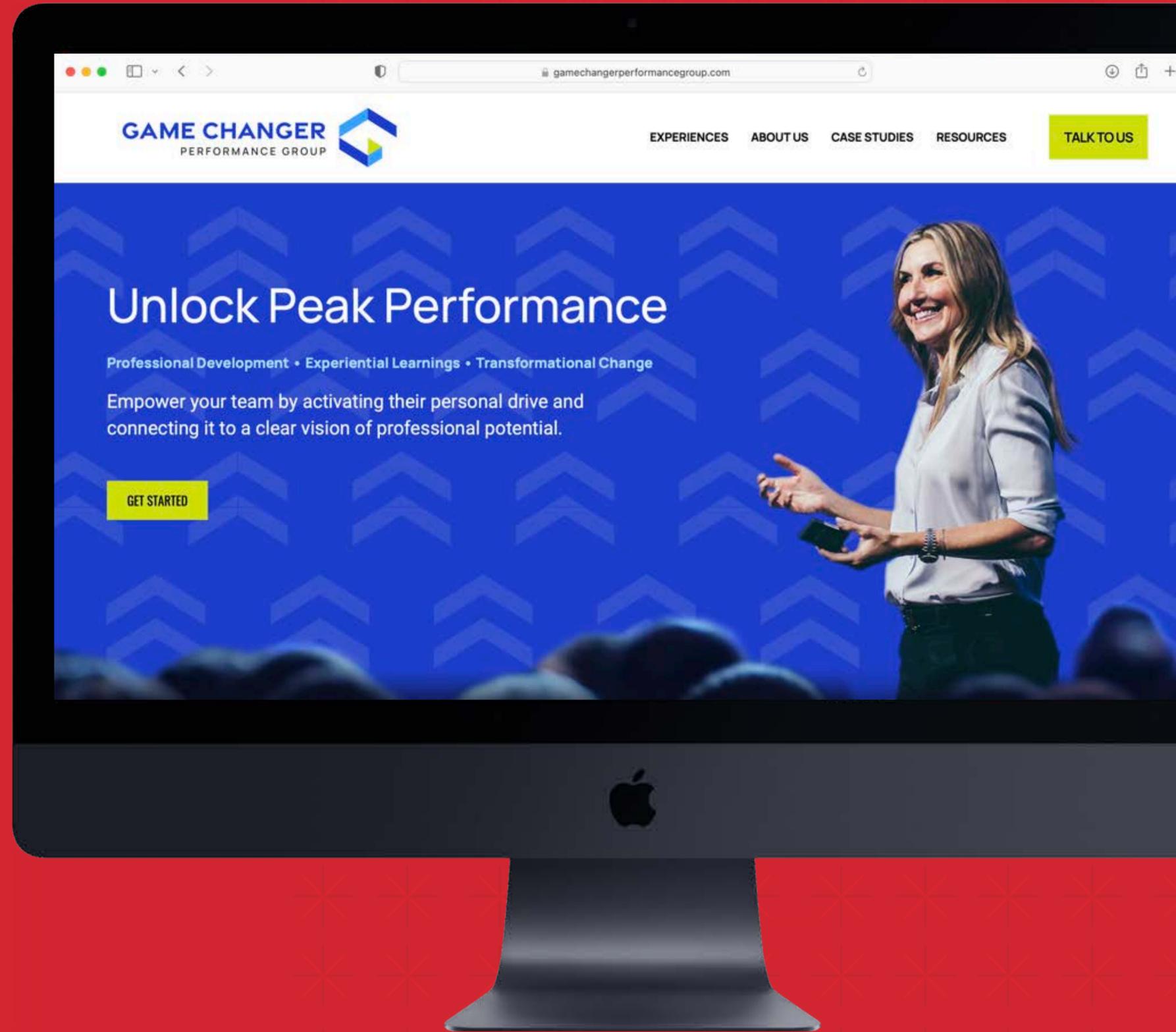
increase in
amount of leads!



MOLLY FLETCHER COMPANY

5BY5 SUPPORTS PEAK
PERFORMANCE WITH A

**launch of
new brand**



PAIN POINT



Molly Fletcher is an internationally renowned speaker helping unlock professional potential in others.

She needed a scalable brand that **maximized the aptitude of her team.**



GAME CHANGER

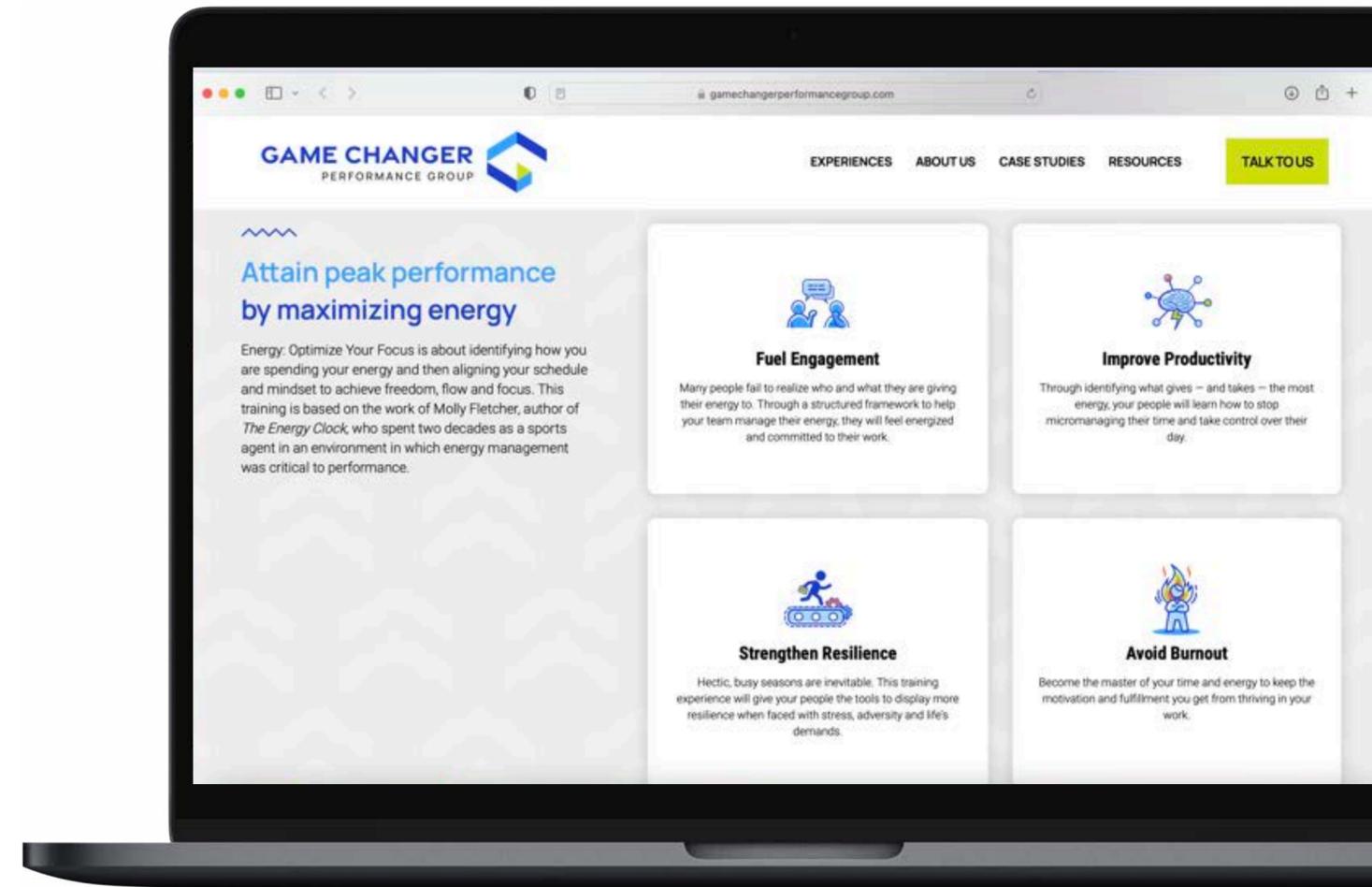
PERFORMANCE GROUP



SOLUTION



We started by understanding where they are headed and supported them with **a name, messaging, visuals and a presence that propels their vision forward.**

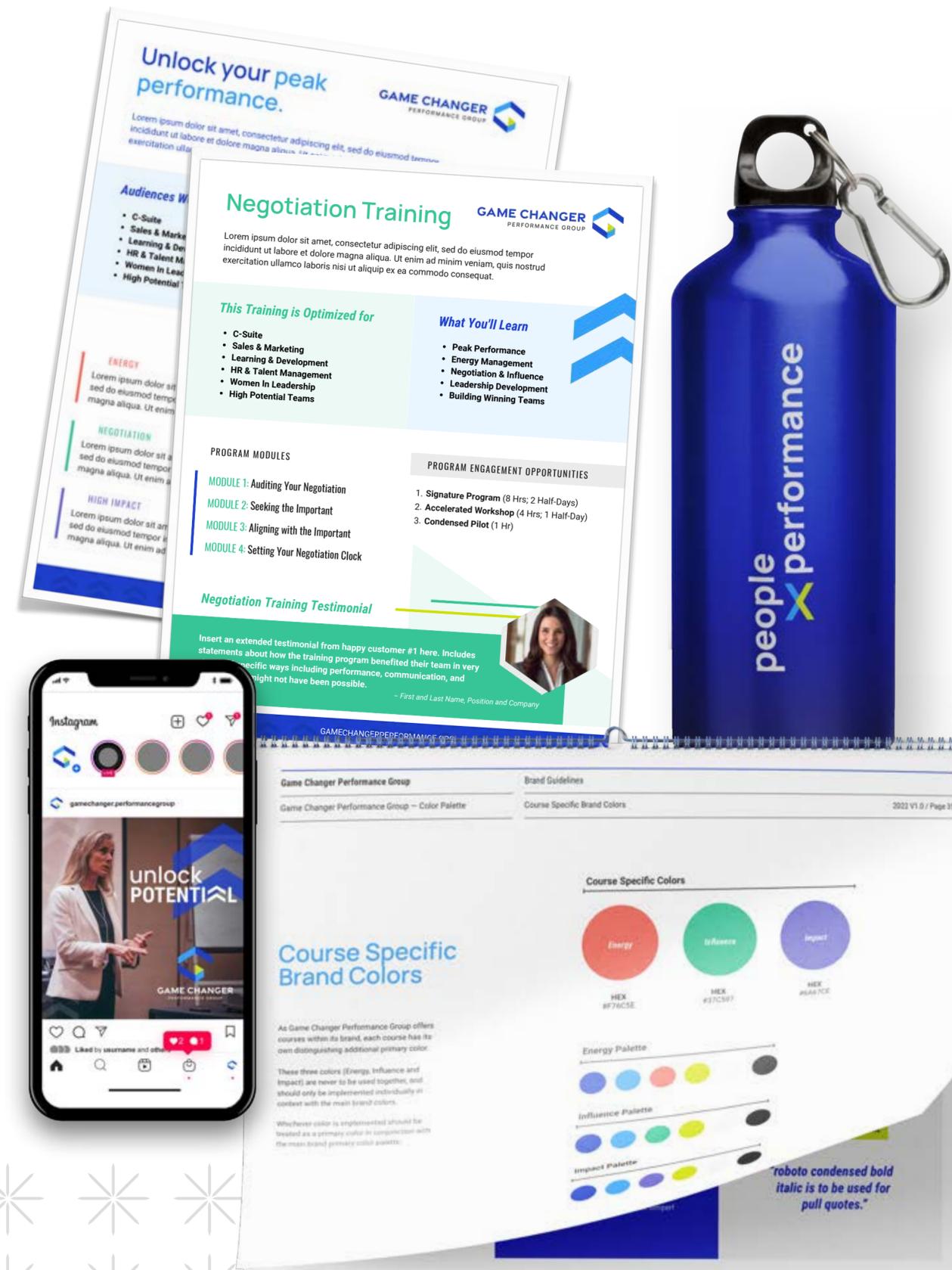


RESULTS



Game Changer Performance Group is now better equipped to target their B2B customers and has the ability to continue scaling their courses and business.

There's no stopping them now.



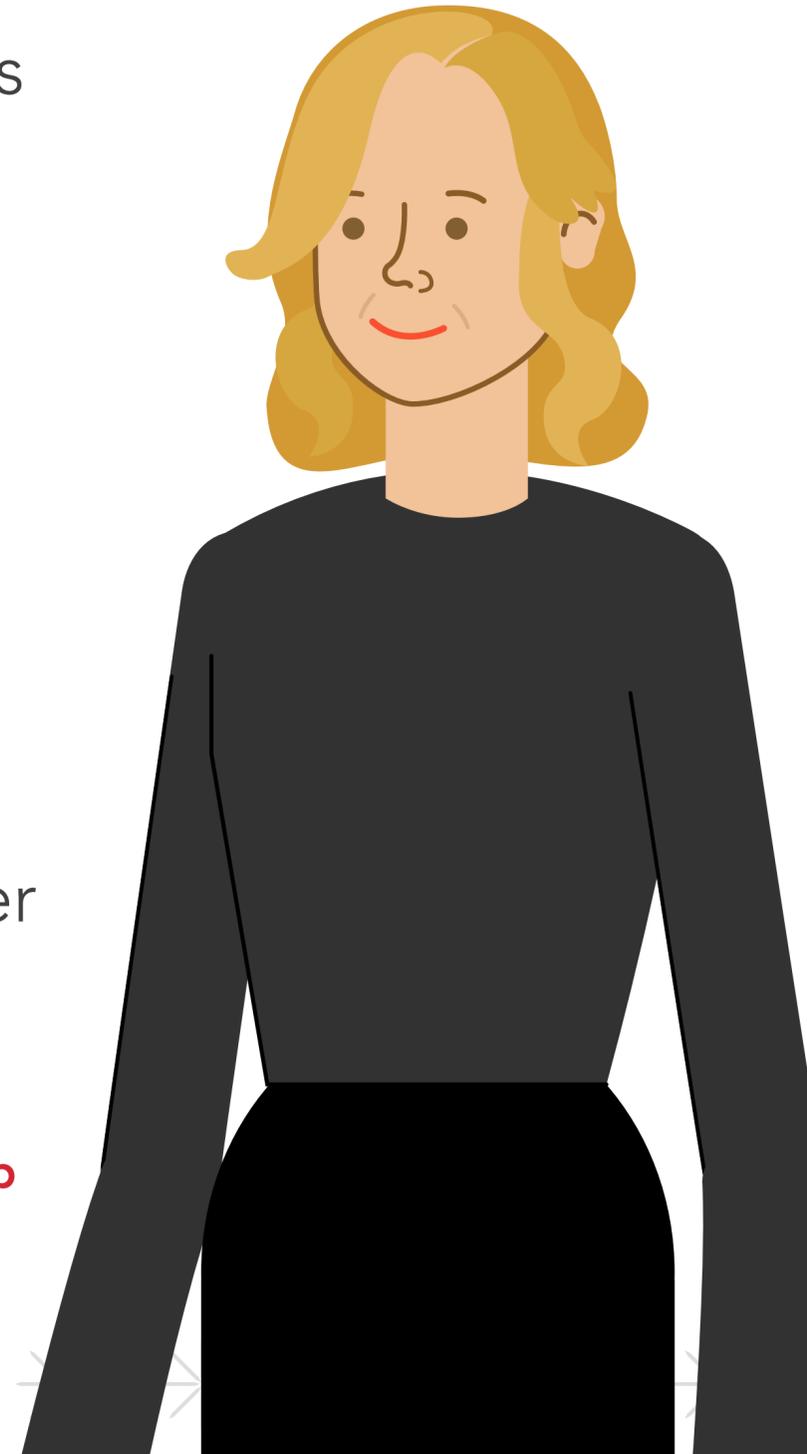
TESTIMONIAL

“The 5by5 team was instrumental in building our B2B brand. They took the time to understand our business goals, ideal customers and brand differentiators.

Their proven process ensured we had a deep level of confidence in the marketing decisions we made along the way, from naming the company, to creating the visual brand, to bringing it to life on the web.

When you work with 5by5 you work with a true partner that will deliver and exceed your expectations.”

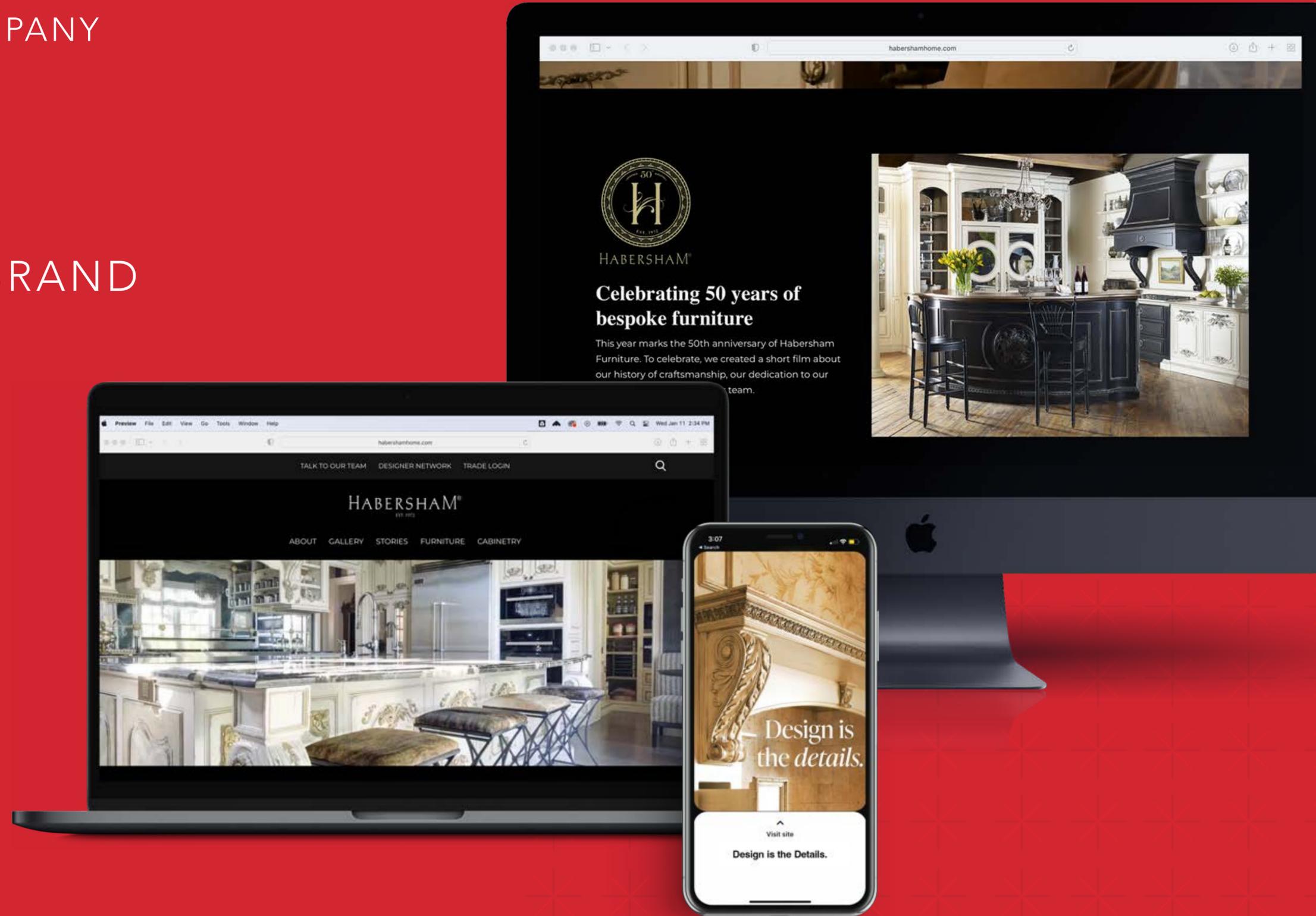
Molly Fletcher, Founder, Game Changer Performance Group



HABERSHAM FURNITURE COMPANY

BESPOKE FURNITURE BRAND
GETS RESULTS WITH
HAND-CRAFTED

**digital
strategy**



PAIN POINT



For 50 years, Habersham sold beautiful furniture in showrooms around the world.

When the **showroom went away** they looked to us to find their clients online.



HABERSHAM®
FURNITURE CO.

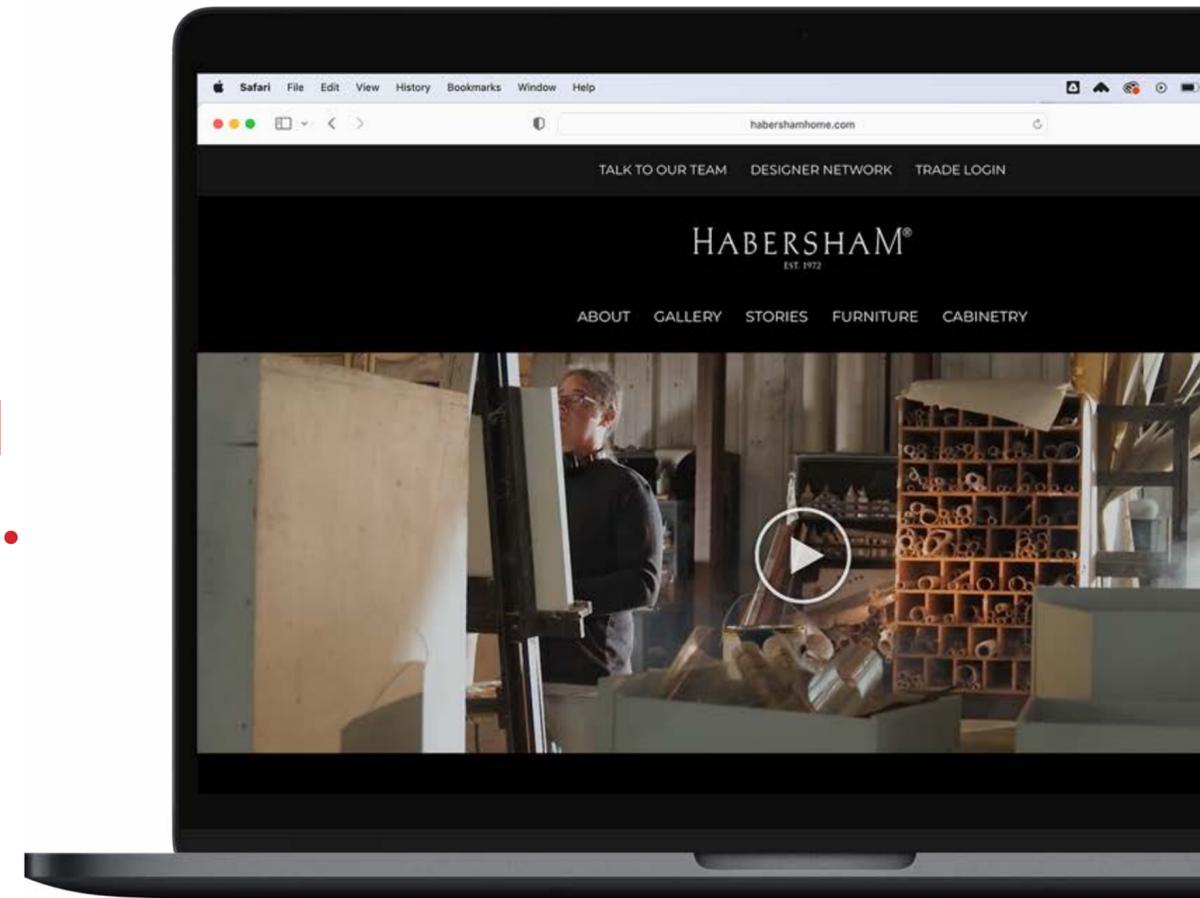


SOLUTION



We put together a plan focused on rebuilding the website to provide an **online show room along with curated landing pages to support advertising.**

From there we targeted their specific audience across digital channels.



RESULTS

While we exceeded expectations with a **6:1 return on total ad spend** across all digital channels...

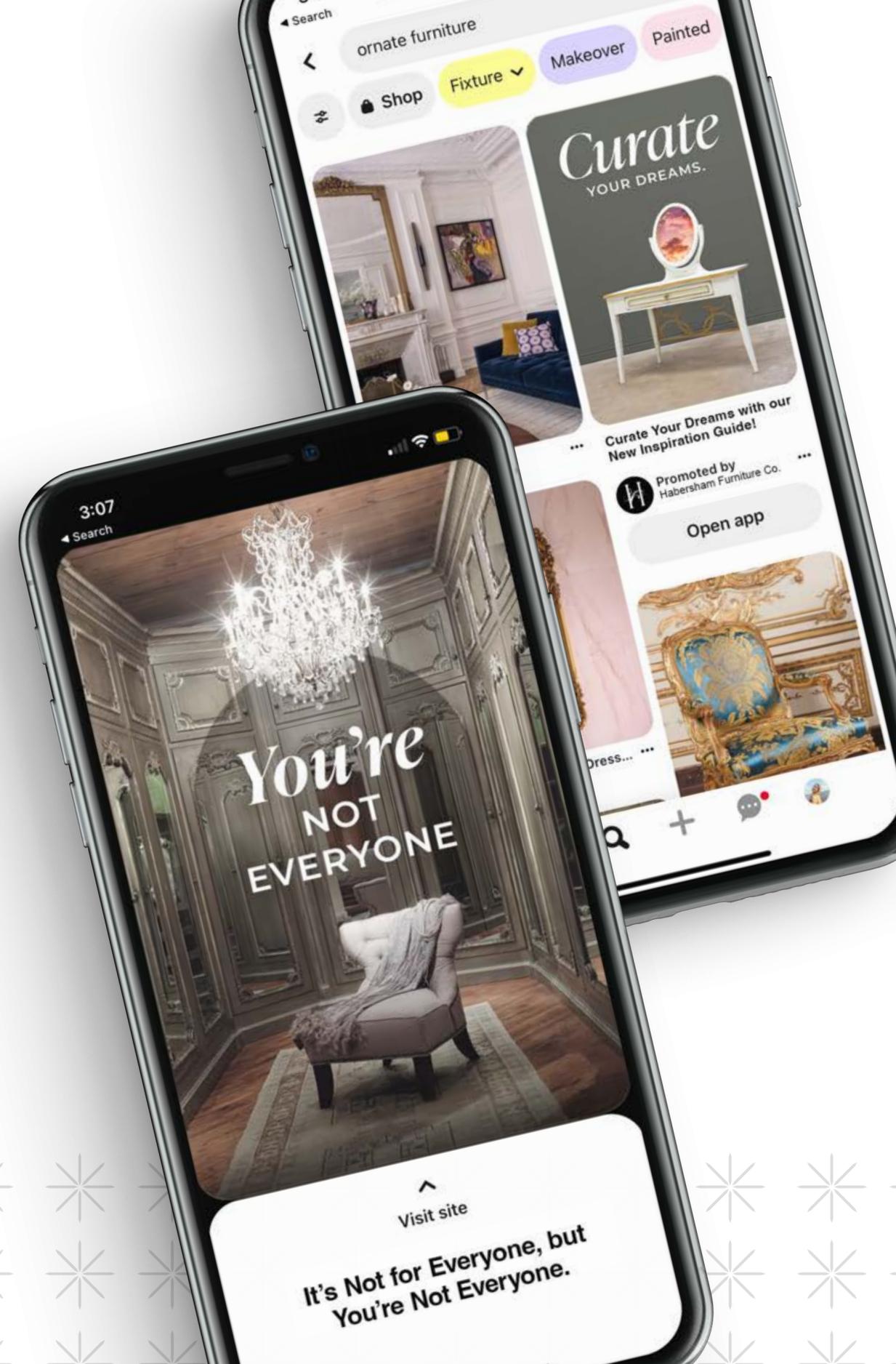
Pinterest won the day providing a

16:1 return

on ad spend, which brought in

+\$500,000

in new orders



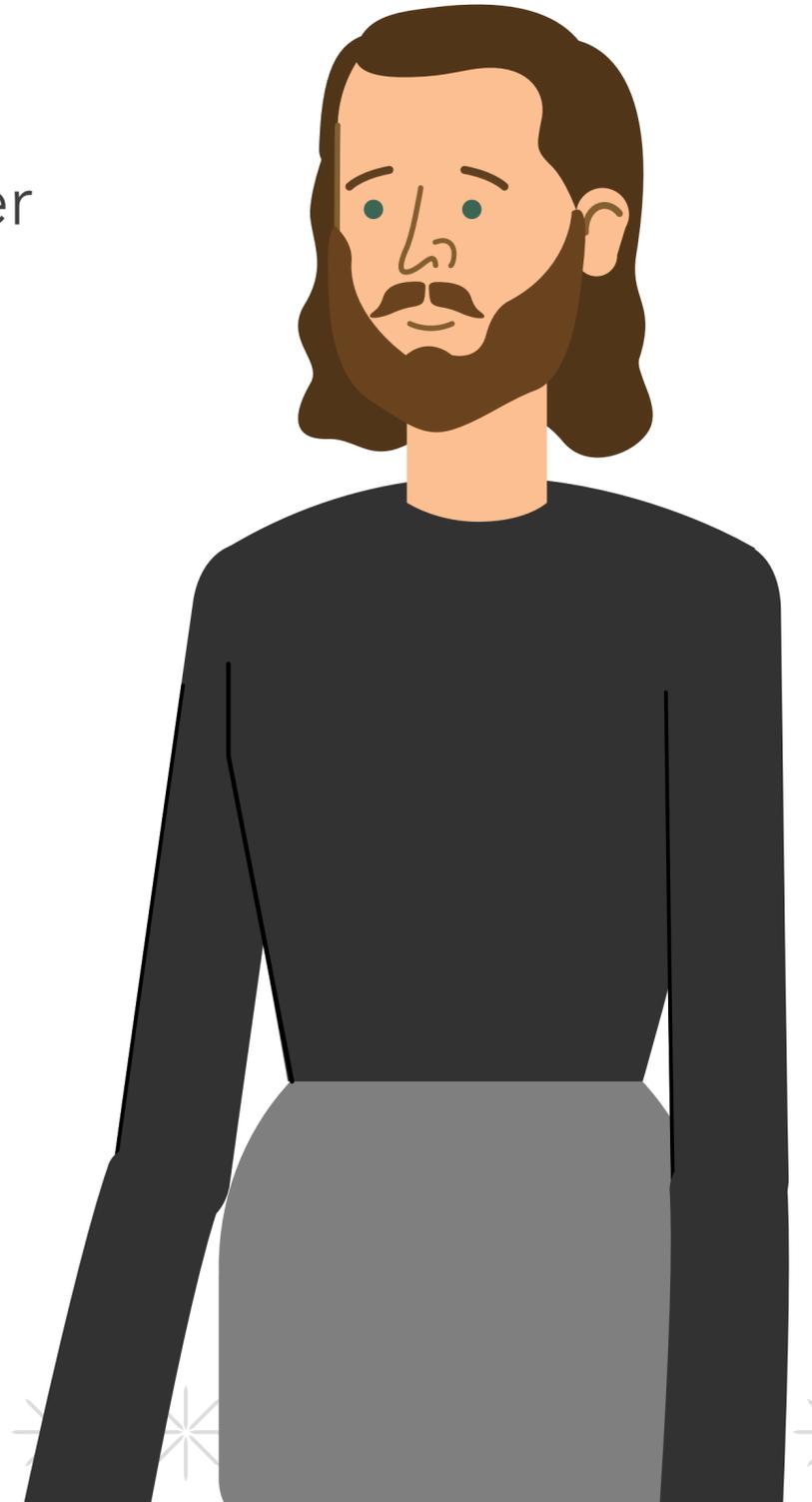
TESTIMONIAL

“Working with 5by5 allowed us to tap into a larger team of strategists, creatives, and researchers.

They offered valuable insights into where we could make changes and improve our organizational outreach and spearheaded our 50th-anniversary rebrand.

Working with their team was a real pleasure and a positive investment in our business.”

Brandon Eddy, CMO & VP of Habersham



**Clarity
X Reach
= Results**

LOOKING FOR A CHANGE MAKER PARTNER?

5by5agency.com

