

CAYENNE

W3H

WHO, WHAT, WHY & HOW



**We are Cayenne.** Ours is a culture of continuous learning. We are strategists, and writers, art directors and dog lovers, and social media engagement specialists. We are painters and conventional and digital media planners and negotiators, workflow managers, art directors, graphic designers, book writers and bookkeepers. We are UI / UX whizzes, project managers and front-end developers And animators. And photographers, and production specialists, and producers, and occasional voice talents. We are brand builders and humorists, poets and pop culture consumers. Above all, we are creative. All of us. And, together, we have built a workplace that thrives on mutual appreciation, respect and trust.

## CHAPTER 1

“We listen to our clients’ goals, needs, and wants. We learn our clients’ businesses. We learn their competition. We learn their target markets. We learn what makes them tick, click, buy, think, sing, cry, laugh and we turn that learning into simple truths that connect. We learn new ways of telling their story. Our world is about apps, banners, objects left on street corners, drip campaigns, unexpected events, clutter busters, viral videos, grassroots ambassadors, micro-sites, living walls, annual reports, think-tanks, blogs, paper airplanes, tweets, retweets, product placements, trade show displays, after-parties, secret menus and evangelist clubs. And, of course, TV, radio, print, and out-of-home. In fact, the list of ways we deploy what we learn is endless. We have to seek out, validate, repudiate, and employ, not just new thinking, but the right thinking. Ours is a steroid-laced, fast-paced, anybody’s-guess kind of world, where guessing isn’t good enough. Yesterday’s answer will change with tomorrow’s question. And, when it does, we will learn it. Our value isn’t tied to what we know now, but how we will learn what to do next.”

— *an excerpt from the Cayenne Brand Story*

**The List:**

**CONTENT DEVELOPMENT VIDEOS BLOGS  
TRADITIONAL + NON-TRADITIONAL +  
GUERRILLA ADVERTISING CONVENTIONAL  
AND DIGITAL MEDIA PLANNING & BUYING  
SEO SOCIAL MEDIA AUDIENCE ENGAGEMENT  
& DEEP LISTENING WEBSITE DESIGN &  
DEVELOPMENT MOBILE APP DEVELOPMENT  
LOGO DESIGN INTERNAL BRAND ENGAGEMENT  
PUBLIC RELATIONS MEDIA RELATIONS  
BRAND DEVELOPMENT BRAND STRATEGY  
CRISIS PR INBOUND MARKETING STRATEGIES  
COLLATERAL SALES MATERIAL CORPORATE  
IDENTITY DESIGN ACCOUNT-BASED  
MARKETING PRODUCT & COMPANY NAMING  
UI/UX WORDSMITHING GRAPHIC DESIGN**

**We Create** because what really turns us on is growth. We love to see our clients succeed because of our work. We love work that is hauntingly interruptive. We love work that moves the needle, that takes our clients to the next level. In his book, *Hey, Whipple, Squeeze This: A Guide to Creating Great Ads*, famed copywriter, Luke Sullivan says, “Good advertising builds sales. Great advertising builds factories.” Amen, Sir Luke. Mr. Sullivan understands growth. ¶ But, it’s not just client growth that rocks our socks. We also seek to grow both personally and professionally. ¶ So what’s the WHY of Cayenne? We believe that, when we achieve continuous personal and professional growth, our clients reap the benefits. We believe what we do is vital to their profitability, that, when we are successful at translating the growth of our people into the growth of our clients, we shine with the fire that makes Cayenne special.





## How: The Cayenne Process

Every project we undertake follows the same essential, scalable process: **Learn > Plan > Execute > Measure**. This method allows for a well-managed, comprehensive and successful engagement. Each pass through the Cayenne process should not only yield unparalleled work, but also build on your investment by providing well documented, simple institutional intelligence & direction that assists you in continuously improving your practices. ¶ **Learn:** Most often, our **Learn** phase comprises one or more whiteboard sessions. When we build websites, for example, we conduct a Digital Workshop to fully understand the role the site must play in the business. ¶ But, in order to truly understand the brand being reflected in the digital space, we must conduct one or more Brand Workshops, designed to draw out the information

we need in order to understand the brand we are serving. Our discovery session is made up of two distinctly different sets of exercises. The first make up an analytical portion of the workshop that helps us identify: key audiences, where you stand within your market, your competition, your SWOT (strengths, weaknesses, opportunities, and threats), what your value proposition should be, etc. The second part of the workshop is devoted to identifying the softer brand measures: personality, tone of voice, manner, and the like. ¶ **Plan:** During the **Plan** phase we establish Strategic, Business, and Tactical goals against which we can measure the performance of our effort. We draft a plan that can be as simple as a statement of work and timeline, and as robust as a Digital Brief for a website or a Master Marketing Plan – a six to eighteen-month plan that rolls up everything we’ve learned in the **Learn** phase, identifies key brand attributes and equities, draws conclusions as to how the brand should be positioned in the market,

details media placement and timing, and then charts a course of action complete with timelines, deliverables, and expected outcomes. ¶ **Execute:** In this phase of our engagement, we execute against the plan or plans developed in the **Plan** phase of the engagement. Here, our goal is to create strong work that will meet or exceed the Strategic, Business, and Tactical goals identified in the plan. ¶ **Measure:** At the end of the **Execute** phase, Cayenne seeks to **Measure** the efficacy of our effort. In major engagements, we deliver (free of charge) a “Wrap,” a written report that chronicles the outcome of our efforts and how they performed against the Strategic, Business, and Tactical goals set forth in the **Learn** and **Plan** phases.

*One last thing before you go...*



**A Parting Note:** The price of entry should be great work. The price of entry should be exceptional thinking, and rock solid strategy. Every agency worth its salt should be able to promise that to you. And deliver.

But, the word that should be pinging around inside your cranium is partner. Partners are personal. Partners have skin in the game. Partners are genuine and real and they're a pleasure to work with because of their authenticity.

Personality fit is probably the most important aspect of the relationship you're seeking with an agency, and it's likely the most difficult one to measure. You cannot know Cayenne from a sheaf of paper. You can only know that we meet the requirements for price of entry.

Convincing you on paper that our personalities will mesh is an exercise in hubris.

But, when we ask our existing clients – those who've been with us for years, those who left and came back, others who have had terrible experiences with agencies but have stayed with us – when we ask them, “Why Cayenne?” the answer comes down to fit.

The answer comes down to, “We enjoy working with you.” The answer comes down to, “You get us and we appreciate that more than you know.” The answer comes down to, “We know you; we like you; and between us we partner to do great things.”

So, we want to meet you. We want to meet, face-to-face and talk. We want you to see who we are, beyond resumes, beyond the printed word, beyond the smart work and smarter strategies. Because, in the end, whether or not your engagement with an agency is successful will largely come down to this one thing: will they be your agency... or will they be your partner.



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