

REGROUP CAPABILITIES

REGROUP
Transform your brand.®



ABOUT REGROUP



WE ARE A WOMAN-OWNED,
FULL-SERVICE, INDEPENDENT,
BRAND TRANSFORMATION
MARKETING AGENCY



Since 2003

REGROUP™

40+ year history
Large agency experience
Happily independent

REGROUP 2003

WPP 2002

Fitch 1996

Omnicom 1995

Ross Roy 1991

Group 243 1974

AGENCY DETAILS

- Established in 2002
- S-Corp
- NCAIS# 541810
- TaxID: 320048700
- #of Employees: 25
- Estimated annual billings: \$20M
- Number of active clients: 15
 - DTE Energy
 - DFCU Financial
 - Hot-Melt Technologies
 - ALOM
 - Michigan Credit Union League
 - Floor Coverings International
 - Angela Hospice
 - UofM Health - West



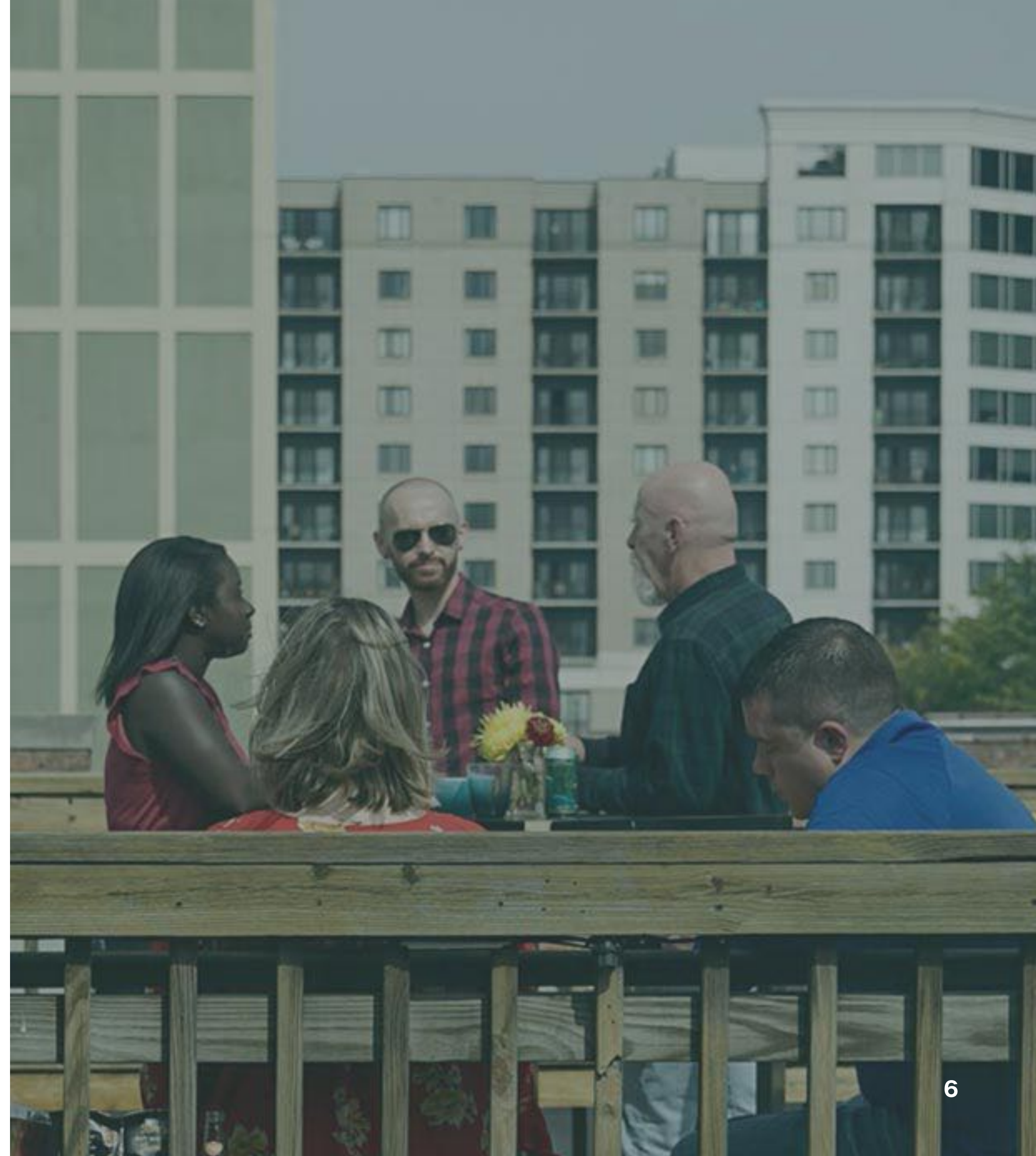
OUR MISSION

To elevate brands and help them imagine and create amazingly successful organizations.

OUR BRAND PROMISE

We are people-first.

We tackle every project, partnership and challenge with respect, collaboration, imagination and passion for great results.



OUR PHILOSOPHY

Great brands keep their promise at every touchpoint.

In today's increasingly competitive, digital world, keeping your promise requires embracing change and constantly optimizing your brand for relevancy.

REGROUP helps you identify the steps necessary to transform your brand and elevate your organization to exceed customer and marketplace expectations.

Together we build a brand vision and delivery roadmap that aligns employees, processes and customers for maximum business success.



CORE VALUES

Be curious

Be kind

Be courageous

Be collaborative

Be responsible

Believe in the impossible

STRATEGIC APPROACH



OUR APPROACH

Brand transformation can be overwhelming. By focusing on these three dimensions, we help clients explore how their organization can tackle transformation systematically.

01 // MARKETING STRATEGY

The process process of assessing and evaluating your brand to ensure you are positioned from maximum success in all your communications.

02 // CUSTOMER EXPERIENCE STRATEGY

The process of evaluating and enhancing your customer experience to ensure every touchpoint delivers on you brand purpose and promise.

03 // BUSINESS STRATEGY

The process of exploring your business offering – reinventing your systems, products, services and communications to future-proof your brand and your business.





THE 5D PROCESS

From Discovery to Data, we follow five phases to ensure our collaborative process uncovers the best opportunities and ideas to propel your brand forward.

1. DISCOVER

This phase takes a deep dive into understanding the needs of your organization, your key stakeholders and the competitive marketplace you operate within.

2. DEFINE

Next the team moves into Define, where we will identify potential solutions based on Discovery learnings. Options will be brought to the team for discussion, prioritization and approval.

3. DESIGN

In this phase, specific marketing plans and creative materials to be tested will be developed. Additionally, the communications plan to the field on the overall initiatives is also developed in this phase.

4. DELIVER

Once the foundational work is complete and all creative concepts and media are approved, we move into delivery. We launch, test and optimize campaigns in market to ensure we are making the most of all activations nationally and locally.

5. DATA

While a campaign is in market, the data collection and analysis phase begins. We report and present optimizations in flight via live dashboards and then follow each major campaign with a post-buy learnings report.



OUR SERVICES

As a full-service agency we have the services you need to grow your brand. Here are some of the capabilities you can count on us for.

// STRATEGIC PLANNING AND CONSULTING

REGROUP works with our clients to identify issues, insights and opportunities to develop strategic plans that improve organizational, communications and competitive effectiveness.

// MARKET RESEARCH

We base our marketing initiatives on thorough and objective market research. We conduct and/or oversee one-on-one interviews with key stakeholders, brand workshops with internal staff, consumer, and professional surveys – intercepts, phone & online and competitive spending and positioning analyses.

// BRAND DEVELOPMENT

REGROUP has a proven track record of helping organizations understand and define their brands to translate them into differentiating brand promises that can be delivered at every customer touchpoint.

// INTERNAL AND EXTERNAL COMMUNICATION STRATEGIES

We are adept at using our industry knowledge along with our research insights to develop compelling communications strategies to appeal to different audiences.

// CUSTOMER EXPERIENCE MANAGEMENT

We believe that a customer's perception of a brand IS the brand, so we focus not just on marketing messages, but also on how you can transform your customer experience to develop your value proposition.



OUR SERVICES

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// SALES AND MARKETING - ASSET PRODUCTION

We develop and produce compelling marketing materials, both digital and traditional, using all media and utilize those that are most effective in reaching your audience.

// INTEGRATED MEDIA PLANNING AND BUYING

REGROUP believes in the power of reaching audiences at every touchpoint in their decision-making process. We pride ourselves on developing integrated plans with traditional and digital media, including paid search and programmatic, designed to reach your targets wherever they are present. We buy all traditional and online media for our clients and negotiate the most cost-effective pricing.

// WEBSITE DEVELOPMENT AND SEO

Your website is one of the most important engagement tools for prospects seeking solutions. We develop sites that are easily searched, reflect the brand positioning, and provide a positive and helpful user experience.

// SOCIAL MEDIA CAMPAIGNS AND TRAINING

Social media has become a cornerstone of consumer engagement. From strategy to management, we have the team to support your social media efforts and drive community engagement.

// PERFORMANCE METRICS/ROI

We help our clients identify measurement goals, develop objectives by service line and develop measurable performance metrics (KPI's) to determine ROI and performance metrics. We organize and evaluate these measures for our clients.

CLIENT EXPERIENCE

Our team has 30+ years of experience helping complex organizations gain internal stakeholder alignment for marketing programs that achieve consistency and brand growth.

Our average client relationship is 7+ years, and we pride ourselves on long-term partnerships where we can become an extension of our clients' marketing teams.



WHAT OUR CLIENTS SAY ABOUT US

The logo for DTE Energy, consisting of the letters 'DTE' in a bold, blue, sans-serif font.

Thank you very much for the tremendous amount of hard work and passion that you brought, again, to our very challenging needs for this historic storm. It's incredibly crucial work, it was not just important factual information and brand support, it may have saved lives.

It is great to know that when it gets tough, your team is there, immediately and without question jumping into action and helping us to think proactively and act deliberately during crisis. You are fabulous and you have a special group.

Colin Kennedy

Director of Brand, Advertising and Digital Marketing
DTE ENERGY

WHAT OUR CLIENTS SAY ABOUT US



“Because of their experience, they fully understand franchising and the psyche of the franchisees. Better yet, they look for consumer insights, and have helped us develop campaigns to address consumer needs.

I don’t think you’ll be disappointed with REGROUP should you choose them as your agency. I think you would have to look long and hard for an agency that will be more dedicated to the success of your system.”

Pat Boyd
Former VP of Marketing
Right at Home

WHAT OUR CLIENTS SAY ABOUT US



This pillow was a gift from
Nancy to our team at
REGROUP.

In my 12+ years working with the leadership team at REGROUP, I think of their team as “friends with benefits” to quote a once popular song by Alanis Morissette.

The “benefits” are that they bring passion, experience and creativity to every marketing opportunity - and provide you the type of counsel you expect from friends: honest and with your best interest at heart, including delivering tough messages when needed.

Nancy Schwartz
Former Marketing Director
The Medicine Shoppe

WHAT OUR CLIENTS SAY ABOUT US



Experienced, imaginative, practical, concerned, responsible, friendly and hardworking. They fully comprehend the challenges that face franchisors and franchisees alike. They are not driven by the need to be creative for the sake of being creative, but by the need to be creative in order to be effective. They are unafraid of being measured against key benchmarks.

REGROUP understands the importance of building the brand in the minds of consumers and, as importantly, in the minds of the franchisees. They can step a client through the brand development process quickly, easily and successfully.

Taylor Bond
Former President and CEO
Children's Orchard



CONNECTING EMOTIONALLY

DTE ENERGY

REGROUP took a monolithic utility brand and showed consumers the emotional benefits that come when you count on DTE. This approach has helped the brand increase its NPS scores and trust indicators.

Focusing our message in values and sentiment allowed us to better showcase the emotional results of a commodity.



DTE
CleanVision

EDUCATING THE CUSTOMER

DTE ENERGY

In our Move-In/Move-Out campaign REGROUP drove behavior change by educating customers on how to switch service areas through online tools. The campaign was able to connect with customers on a humorous level and doubled the number of online switches previously seen.



SPOKESPERSON TO BUILD TRUST

DTE ENERGY

REGROUP and DTE partnered with Ben Bailey of *Cash Cab* fame to be the centerpiece of an education campaign for energy customers. Ben served as an audience representative, learning meaningful insights from experts in the field.

DTE Energy
Know Your Own Power™

Questions?
askDTE.com

AGILE EXECUTION TO ADDRESS A CRISIS

DTE ENERGY

With the shut down in Michigan, we helped DTE immediately pivot to messages of reassurance and support. New TV, radio and digital was in place within 10 days of the state shut down. After the spots aired DTE saw significant increases in NPS for “caring for the communities DTE serves” and “providing its customers with safe service.”



BRAND
REINVENTION

MOLLY MAID

REGROUP helped Molly Maid reinvent their historic brand by leveraging the emotional benefits of having a cleaning service. The campaign brought in a fresh approach to the brand’s pink gloves, a longstanding Molly Maid symbol that tied the brand’s history to the new campaign.



Click image above to review full case study



GENERATING NAME AWARENESS

RIGHT AT HOME

REGROUP helped Right at Home launch their first national brand campaign. Over the course of the next two years and with an increased advertising budget, we doubled their brand awareness numbers and the number of brand name searches.



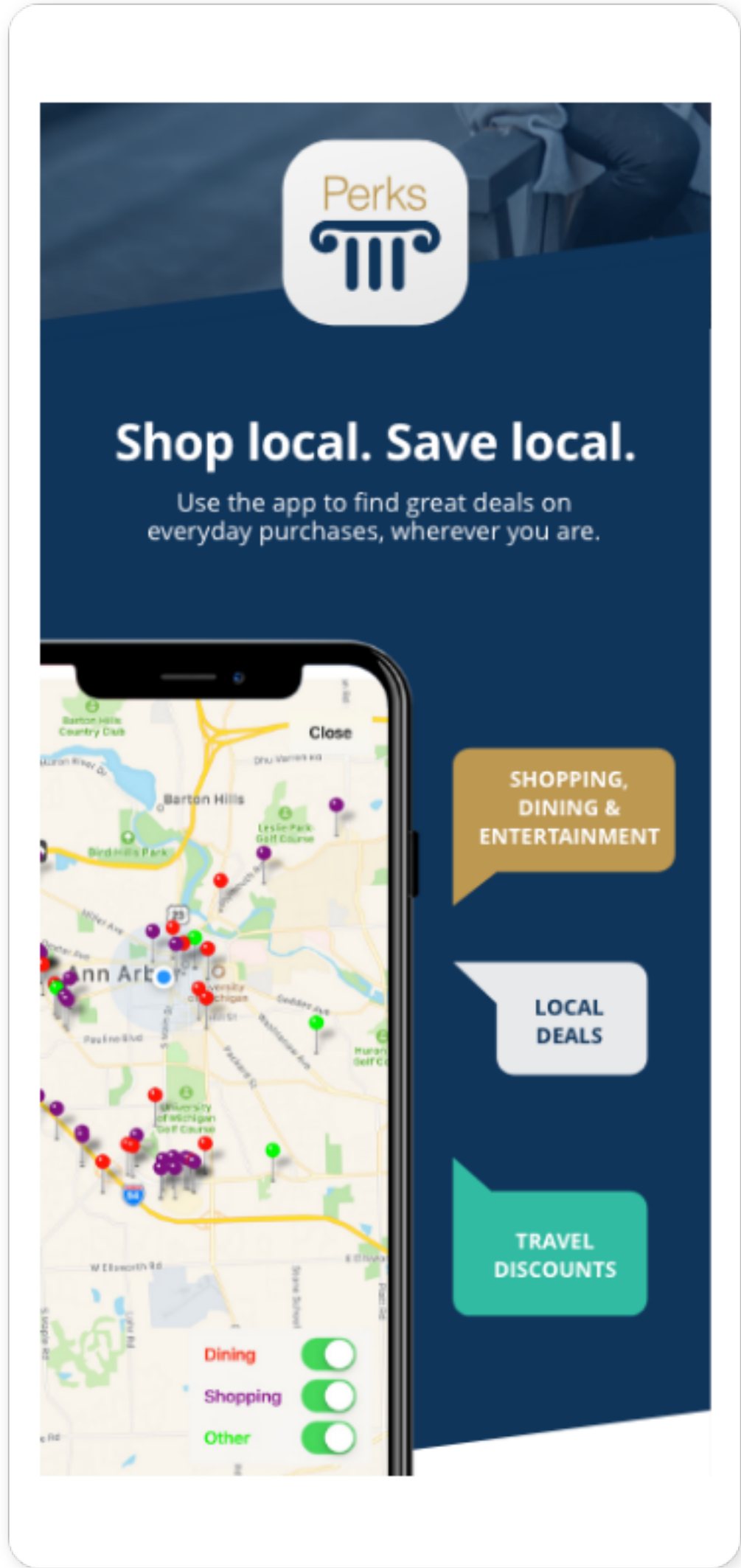
REINFORCING BRAND PROMISE

DFCU FINANCIAL

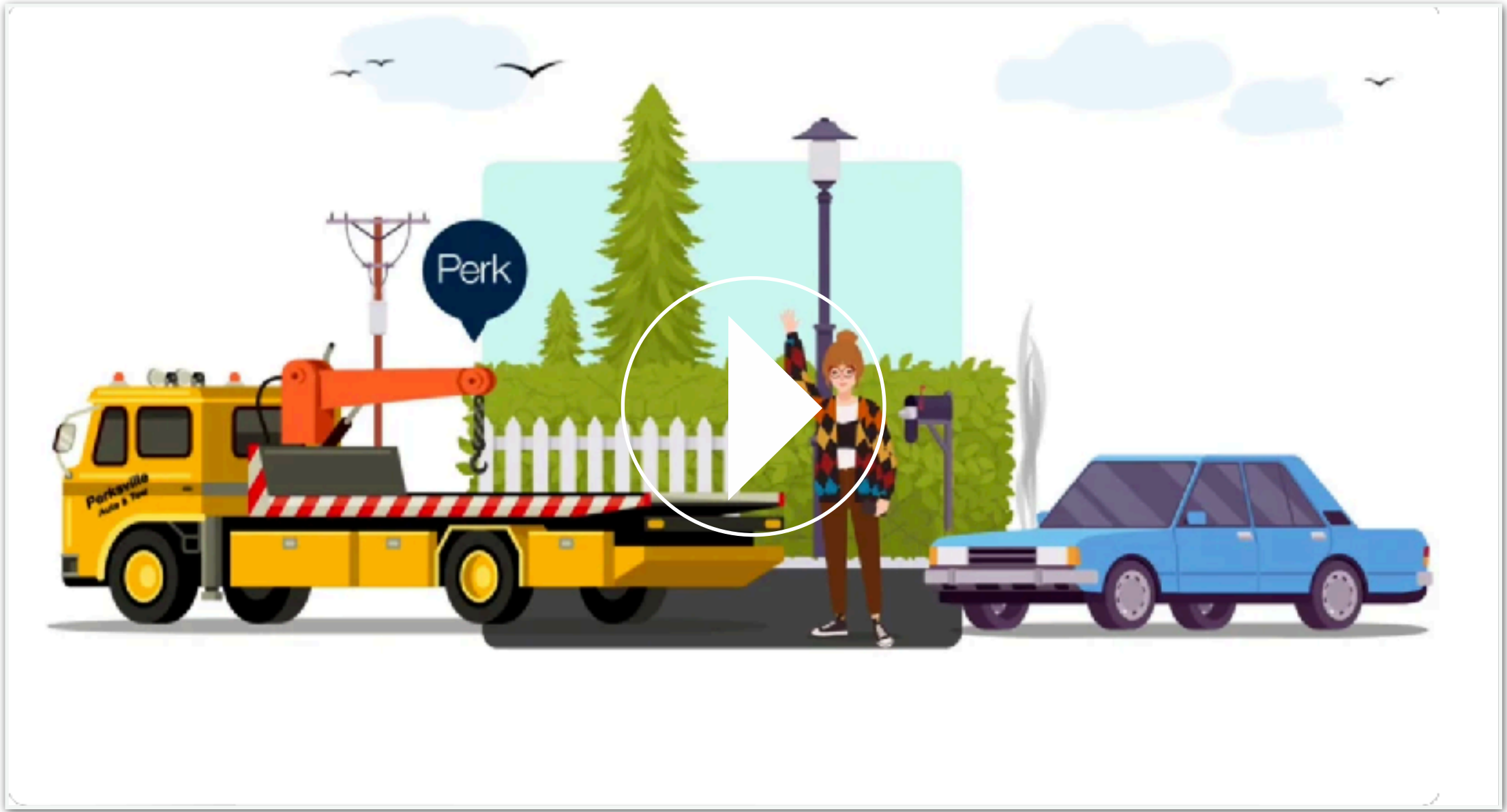
REGROUP helped DFCU Financial, the Cash Back Credit Union, to reinforce its value proposition of providing value back to members.

The Perks campaign drove brand loyalty by showcasing the benefits of being a member of DFCU.

Mobile app icon design



Mobile landing page highlighting perks



Perks CTV spot

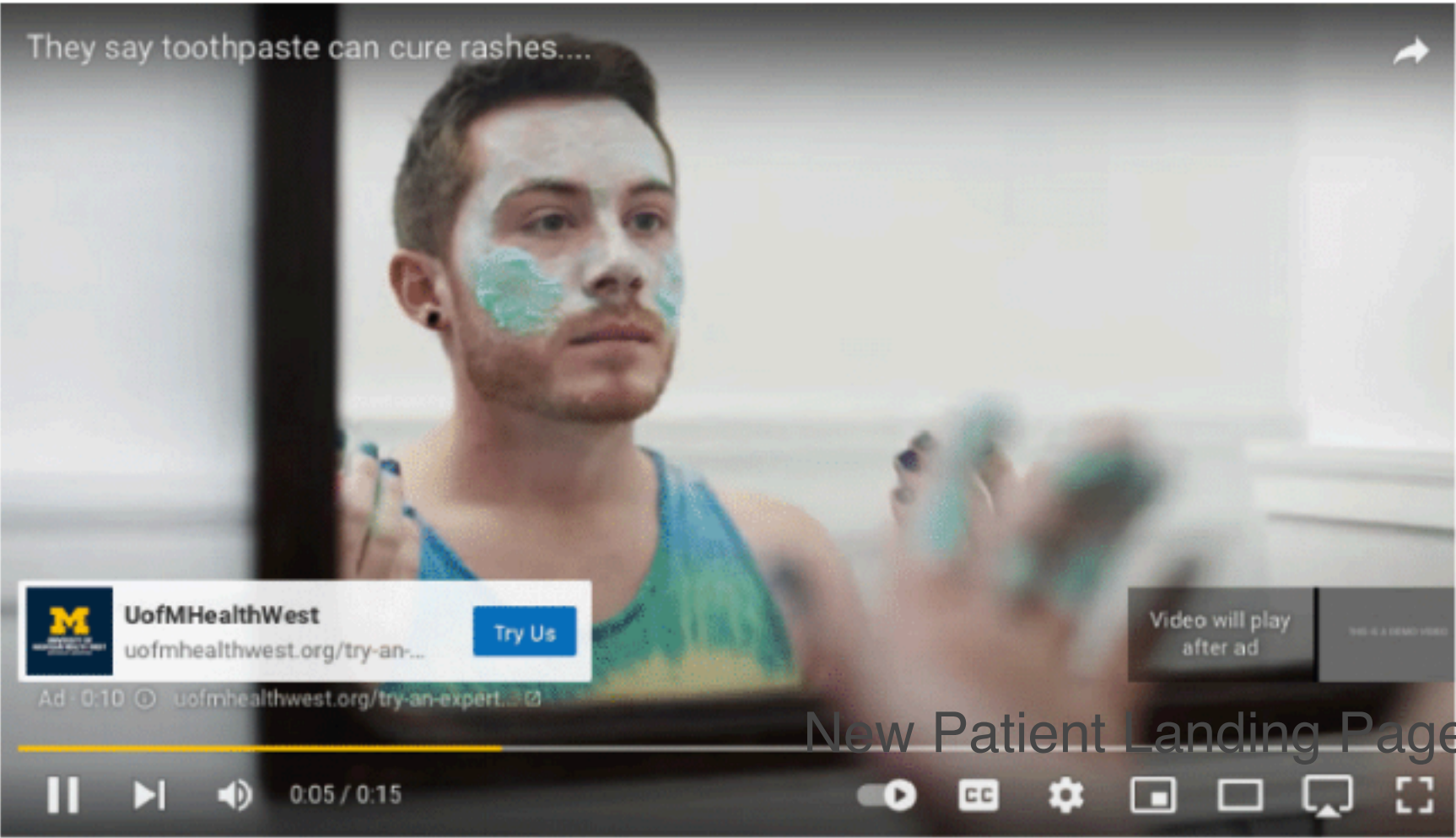
CATERING TO A
SPECIFIC AUDIENCE

UNIVERSITY OF MICHIGAN
MEDICINE WEST

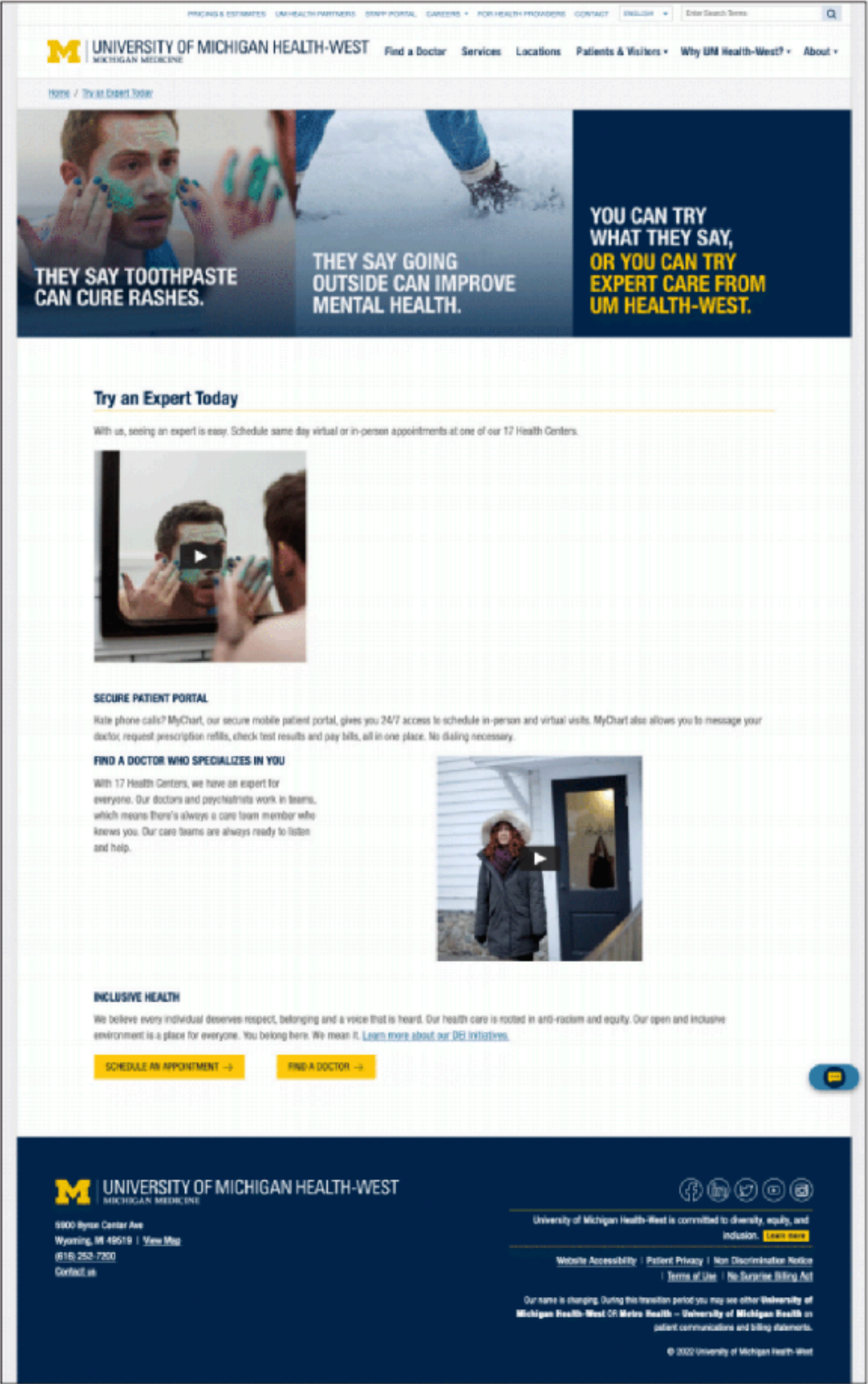
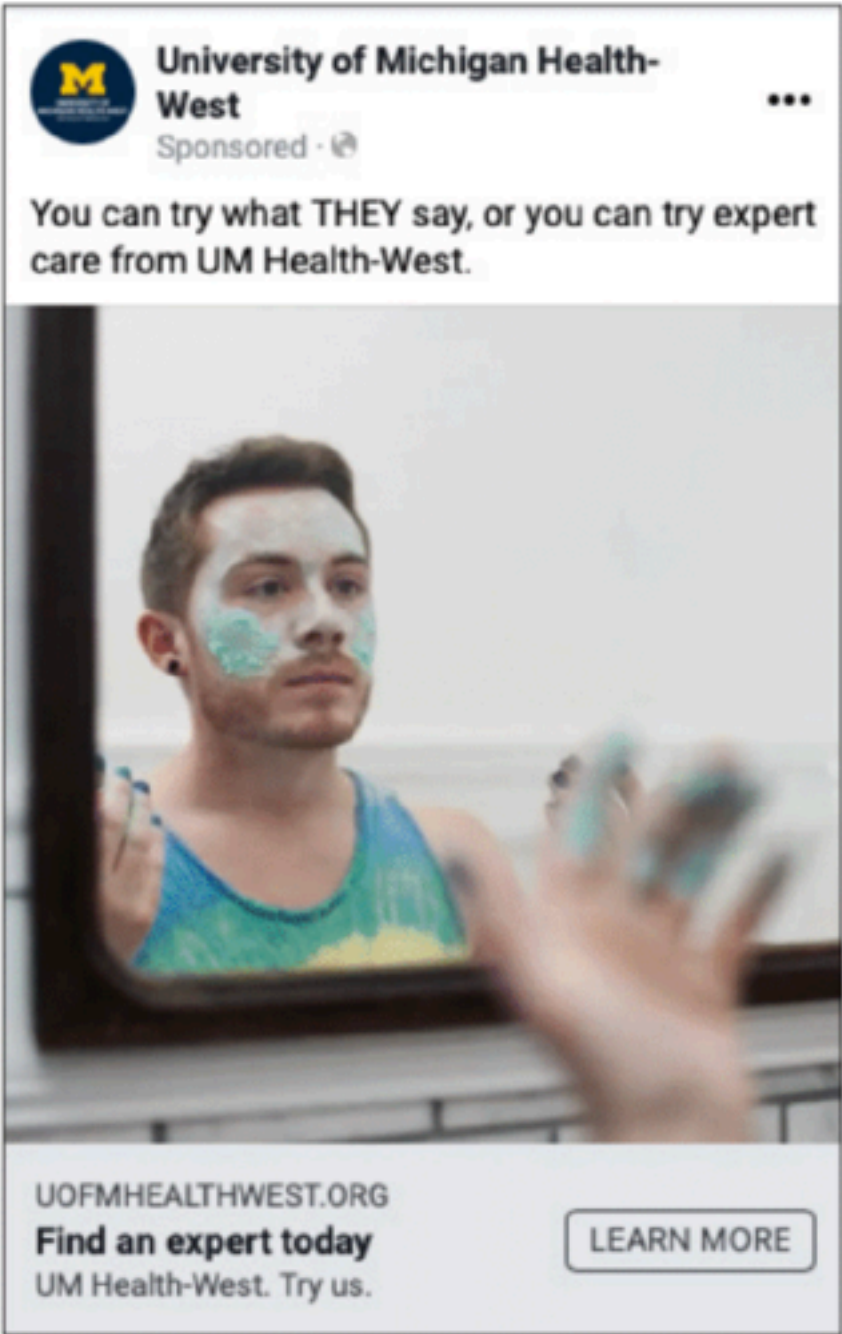
REGROUP was tasked to develop a campaign to drive more physician appointments among Gen Z patients.

We executed a digital campaign in social channels to reach our target demo and lead them to a landing page where they could book appointments.

YouTube Video Ads



New Patient Landing Page



SHOWCASING
SERVICES

CHILDREN’S ORCHARD

REGROUP developed a campaign to highlight the different reasons customers should consider Children’s Orchard. Doing so helped speak directly to customers, addressing their specific needs.




REASON TO SHOP AT
CHILDREN’S ORCHARD®
#10

IT’S RAINING MONEY!
GET \$10* WHEN YOU SPEND \$30

**CHILDREN’S
ORCHARD**

FIND A TREASURE. SAVE A FORTUNE.™
www.childrensorchar.com



REASON TO SHOP AT
CHILDREN’S ORCHARD®
#6

BIG BRAND EVENT, ONE DAY ONLY—JULY 15TH
SPEND \$35 AND GET \$10*
It’s better than a sale. It’s resale.™

**CHILDREN’S
ORCHARD**

FIND A TREASURE. SAVE A FORTUNE.™
www.childrensorchar.com

*Ask for details.

PARTNERS IN PRODUCTION

MICHIGAN CREDIT UNION LEAGUE

REGROUP developed an awareness campaign, highlighting the CU benefits to increase membership levels across Michigan.

To produce this campaign we utilized MCUL's production team to shoot and edit each spot.



MULTIPLE FORMAT CAMPAIGN

MICHIGAN CREDIT UNION LEAGUE

The campaign was geared toward getting Gen Zs to understand the benefits of being a credit union member.

To maximize exposure we created versions of each spot to run in social platforms such as TikTok and Instagram Reels.

Click on image to visit the YouTube page and videos.

ndar Workamajig Bus Dev - Dropbox FBN Landing Page REGROUP - Ne...ogle Sheets All Project S...Google Sheets JCM Marketin...Data to Work Daily Leads - MirrenDirect HUBSpot IFA Foundatio...tal Training® REGROUP Sleeper

Search

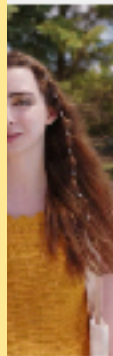
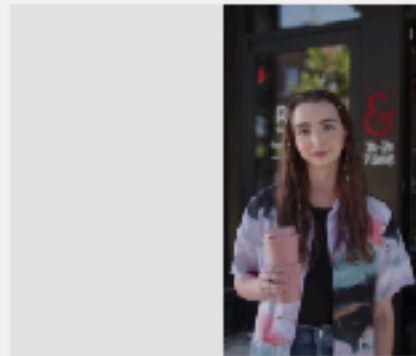
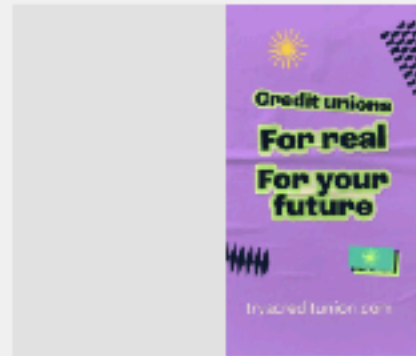


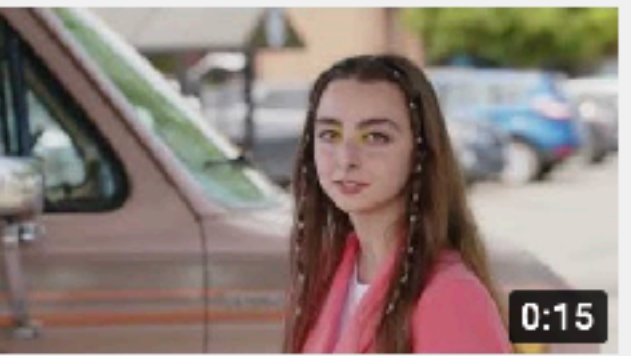
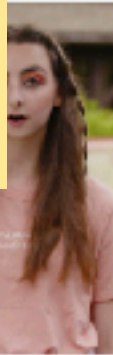
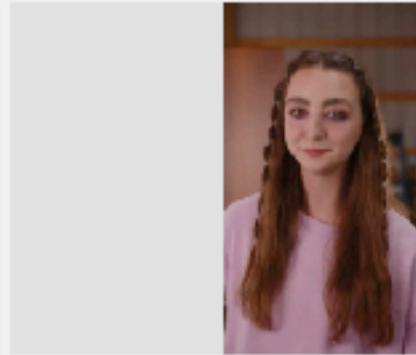


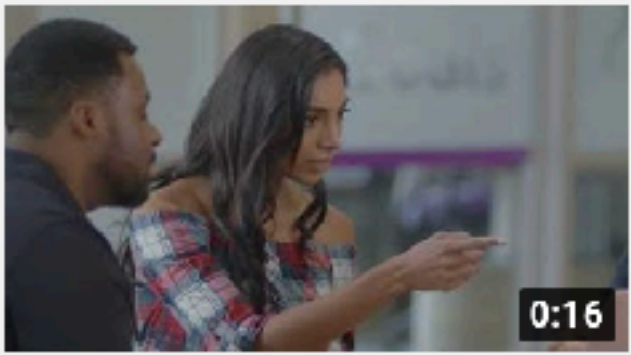
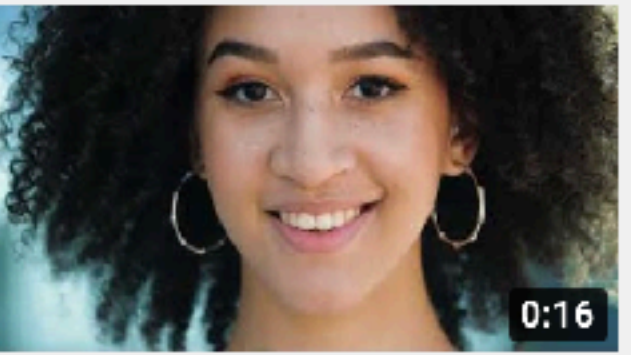
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For real
For your future

Try a Credit Union
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 Auto :15 Social 29 views • 1 month ago	 Careers :15 Social 153 views • 1 month ago	 Ease of Membership :15 474K views • 1 month ago	 Mortgage :15 705K views • 1 month ago	 Day in the Life :15 18 views • 5 months ago	 Diverse Members :15 10 views • 5 months ago

A FINAL WORD

THE RIGHT AGENCY FOR THE RIGHT JOB

REGROUP is always looking to work with brands that align with our values and are doing amazing things in the world.

We would love to meet with you and your team to discuss how we can best work together, and collaboratively work on your brand.

Are you ready to REGROUP?



Thank you.



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