

**wilderness**  
AGENCY

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**5 things you  
should know  
before our  
adventure begins**

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[WildernessAgency.com](http://WildernessAgency.com)



# Guiding principles that ensure **STRONG** partners

- Work toward a single **vision.**
- Foster open and proactive **communication.**
- Collaboration means that **we are in this together.**
- Stay agile, because **change is inevitable.**



# 5

**things  
to know  
going in.**

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Wilderness  
has a  
passionate  
team that  
carries design  
beyond  
aesthetics.

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**1 You get what you pay for.**  
Of fast, good and cheap,  
you can only have two.

We like to think we do a good job achieving high quality work on aggressive timelines that meet any budget, but as much as we want to dedicate ourselves to making your projects our top priority, there are going to be times when good work takes time, we miss the mark or we have to utter the three words no one likes to hear (even us).

**Out of Scope.**



**Good + Fast**  
WON'T BE CHEAP

**Fast + Cheap**  
WON'T BE GOOD

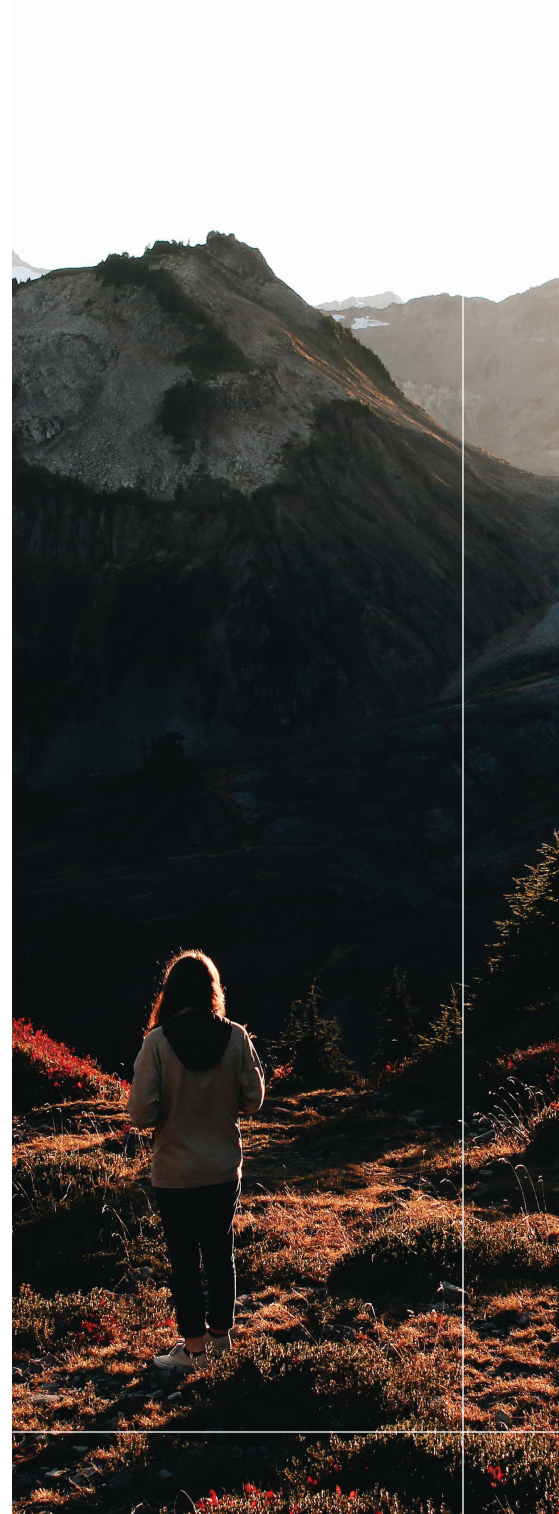
**Cheap + Good**  
WON'T BE FAST

## 2 Anecdotes aren't worth shit. Let the data drive.

Your Great Aunt shouldn't be driving your marketing strategy, so what she thought visiting your website doesn't matter. When we craft a strategy, we are looking at the total picture and defining a strategy specifically to get people to take an action, and we rely on the data to know if it is working. As much as we love storytelling, the squeaky wheel, shouldn't set the pace.

## 3 Less talk, more action.

We are an action-driven agency. If you hit us with a tsunami of emails, texts and phone calls every day, we have less time to focus on the big picture, and suddenly, you'll want to know why the work isn't done.



“ Wilderness focuses on growing companies and putting people back to work.

- MARY BETH RESER

## **4 Be clear and decisive.**

99% of most problems come from miscommunication. If you don't like something, tell us, but be prepared for us to push back too. You are paying us to tell you what we think will work, and we're going to do that.

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**99%**

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**of most problems  
come from  
miscommunication.**

## **5 We are going to solve your problem.**

You are paying us to solve your problem. If you could have solved it on your own, you wouldn't need our outside input, and we are happy to give it. But when we tell you what the solution is, you'll need to accept it. As painful as it may be. In the spirit of collaboration, we are going to work together as your partner, but we need you to trust that what we are going to tell you comes from a place of research, experience and data-driven marketing.



**Located in Dayton, Ohio,  
Wilderness now has 12  
employees, 30+ contractors  
and 100+ resources.**

**EST.  
2016**

A person in a dark jacket stands on a rocky ledge, looking out over a river and a valley with autumn-colored trees. The scene is captured in a cinematic style with soft lighting.

# 4

# phases of a relationship.

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1. FORMING

2. STORMING

3. NORMING

4. PERFORMING

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# 1. FORMING

In this stage, the team is coming together. We are learning about how each other like to work, and how best to communicate moving forward. Most team members are positive and polite. Some among the group are anxious, because they don't know what to expect. Others are eager--sometimes overly eager--about the task ahead.

As we move through this phase, we will grow together from two teams, to one, working toward a common goal of growing your business.

# 2. STORMING

In the next phase of the relationship, people start to push against the boundaries established in the forming stage. This is the stage where many teams fall apart.

Everyone works differently. Storming usually starts when there is a conflict between team members' natural working styles. People may work in different ways for all sorts of reasons but, if differing working styles cause unforeseen problems, they may become frustrated. Sometimes you'll want more communication from us. Sometimes, we'll want more communication from you. Ultimately, most of these problems can be solved through honest and direct dialogue, because by this stage, we all have the same goals, we might just be working differently or separately to achieve them.

“ We are a true, full-service agency.

**STRATEGIC MANAGEMENT/CREATIVE DESIGN &  
TECHNOLOGY/LEAD & CONVERSION EXECUTION/  
ANALYTICS & MARKETING PERFORMANCE.**

**- RICHARD KAISER**



# 3. NORMING

Through conflict, comes a closer, more aligned group. After storming, the team will move into the norming stage. This is when people start to resolve their differences, appreciate colleagues' strengths, and respect each others' opinions and delivery.

Now that everyone knows one another better, they may socialize together, and speak very directly about goals and direction. We can ask one another for help and provide constructive feedback casually. Overall, we develop a stronger commitment to the team goal, as we continue to see good progress toward it.

It's not always easy to get there. As new tasks come up, the team may continue to revert to storming as we work out priorities and fine tune communication.

# 4. PERFORMING

At peak performance, the combined team reaches the performing stage. The work and the processes can stand on their own. There is a combined trust among the team. Friction ceases, or can be overcome quickly and effectively, to continue the mission of moving toward the common goal. There is a structure and process in place to keep the team moving, with rules and expectations to fall back on to overcome obstacles.

It feels easy to be part of the team, as a well-oiled machine, we can keep everything moving down the tracks without disruption toward continued growth.

**“ We use business to inspire and create disruptive experiences and measurable results that pioneer systemic change resulting and positively impact customers, people, communities and the environment.**

**- CHRIS BEACH**





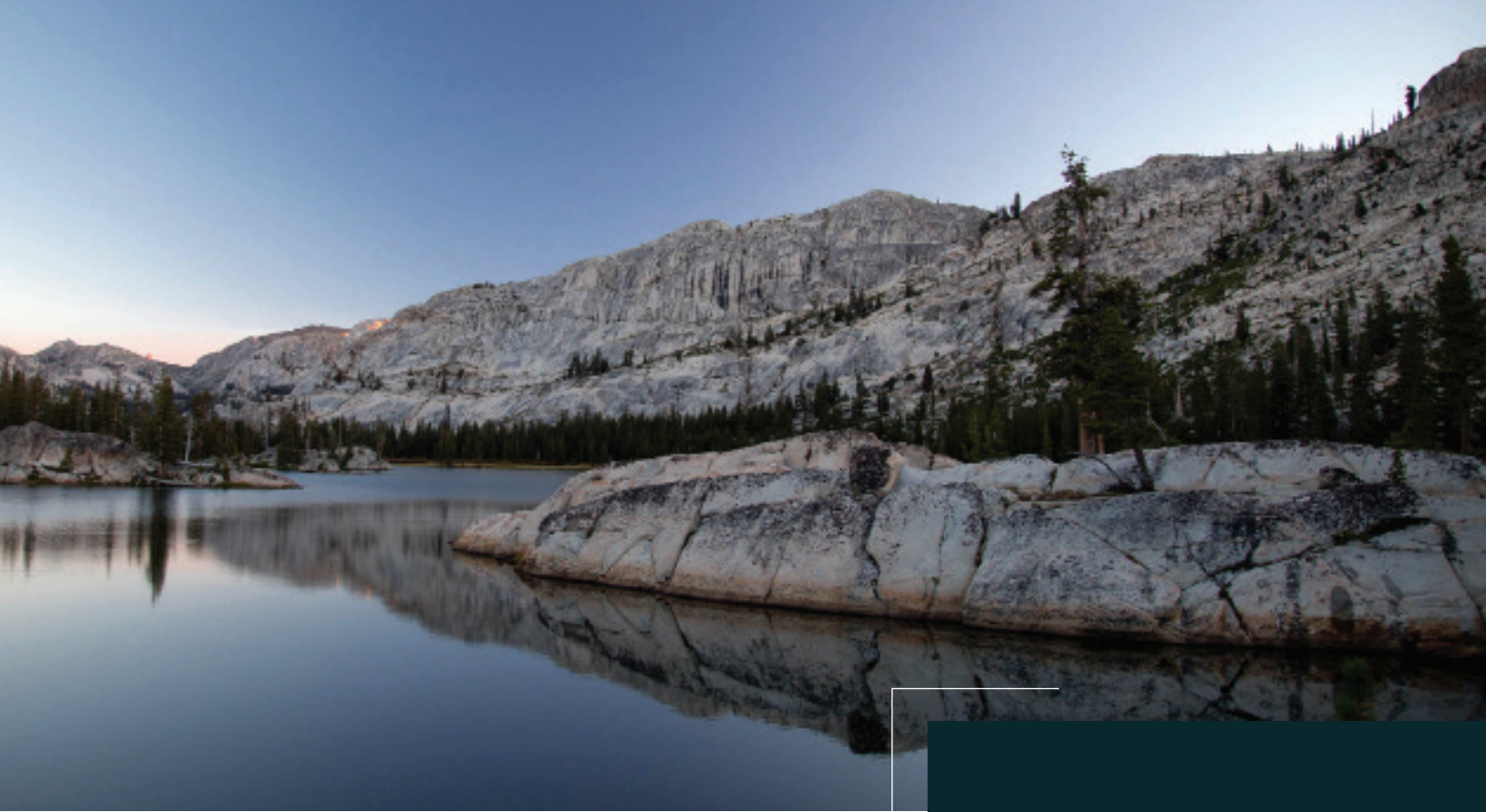
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**questions  
that drive  
decisions.**

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**OUR PASSION  
IS THIS...**

- Bringing new, fresh ideas
  - Growing your business
  - Meeting your business objectives
-



## 1 Does it add value?

Every piece of creative or collateral that goes out should clearly convey the actual value to customers. Avoid words like better and quality, and make sure to focus on the why and how behind those overused adjectives. If you have nothing real to offer, no one will take you up on it.

## 2 Is it interesting?

What goes out should be enjoyable, entertaining and/or easy on the eyes. It sounds simple, but sometimes, when you want a piece to do too much, you cram in too many messages, and there's not enough room for your audience to breathe, let alone enjoy what they are looking at.



**of bloggers  
organically write  
about brands**



**of bloggers  
write unsolicited  
reviews**

### 3 Does it disrupt the status quo?

There's a lot of noise out there. To cut through the clutter, what goes out needs to do something more than what is expected. We are going to push you, and that's because we don't want you to be like everyone else. We know you're better, and we want to show it.

## WHY WILDERNESS

- We consider ourselves visual craftsmen and love what we do.
- We believe in leveraging design to solve problems.
- Our work is efficient and experienced across B2B, B2C and government.
- Our approach is agile and scalable.



A large white number '2' is positioned on the left side of the page, partially overlapping a background image. The background image shows a person standing on a rock ledge overlooking a waterfall in a lush, green forest. The person has their arms outstretched. The waterfall is cascading down a rocky cliff face. The overall scene is a natural, outdoor setting with dense vegetation and a river or stream at the base of the waterfall.

2

**parts  
to our  
mission.**

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No matter  
your size,  
experience or  
industry, we  
can put the  
right team  
around you.

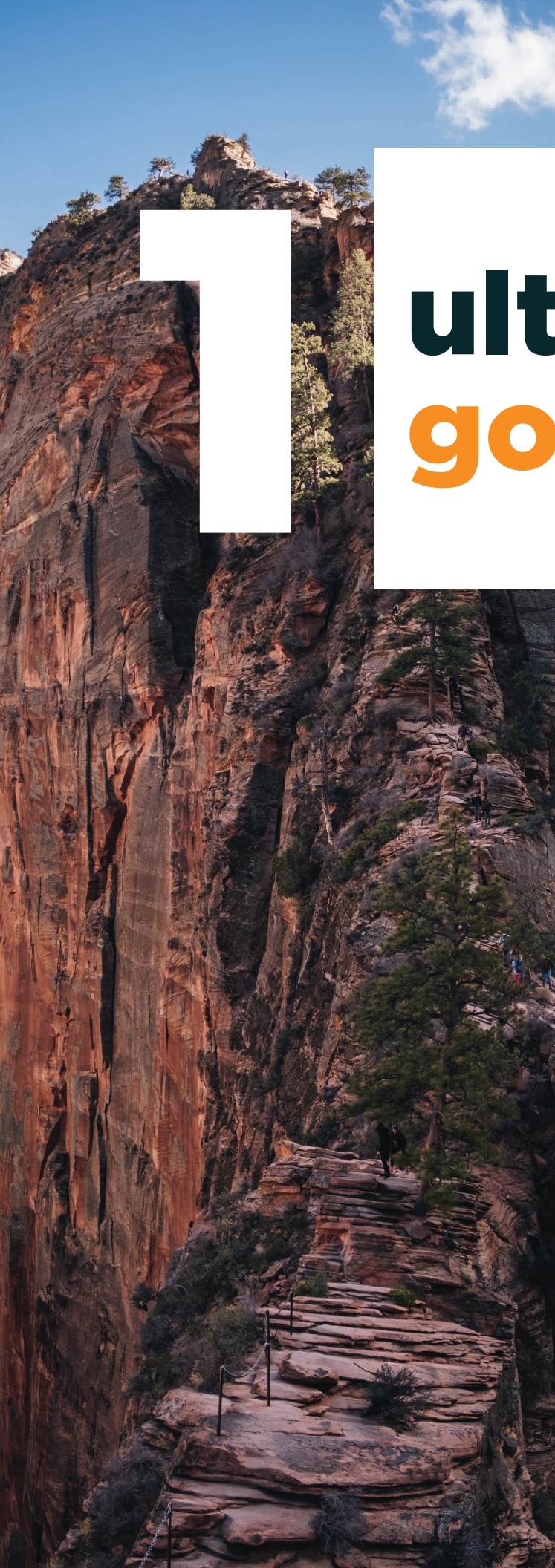
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# Wilderness Agency is built on two big ideas:

- 1 Grow companies.**
- 2 Put people back to work.**

Our promise is that we won't recommend tactics for your business because it's a fun or sexy idea. It's not always the most exciting tactics and sometimes it can be uncomfortable, but our passion is bringing new, fresh ideas to the table that we believe will grow your business and meet your business objectives.



# **T**ultimate **goal.**

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If your  
message  
isn't clear,  
you are  
wasting  
money on  
marketing.

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# SHARE YOUR STORY.

Effective marketing is storytelling that is clearly articulated.

The human brain is constantly focused on two things: Survival + Conserving Calories

To survive, the brain is continually categorizing information into buckets of information that is necessary and information that is disposable. When your message isn't clear, you force your audience to tune out, day dream, or focus on something entirely different.

Is your message dialed in? Or are your customers burning too many brain calories trying to figure out how you can help them — and then turning to your competitors as a result?

**Our internal staff functions as project managers, managing and guiding teams within their own verticals and specialties.**

We have a video coordinator, event coordinator, art director, creative director, inbound strategist and technical director, among other specialties, who delegate, direct and develop their teams of talented designers, copywriters, developers and strategists into specialized teams dedicated to achieving your objectives.





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**This is  
just the  
beginning.**

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