



STAR FURNITURE

Digital Marketing Services Proposal



CONTENTS

- 01** Agency Overview
- 02** Digital Media Capabilities
- 03** Case Studies
- 04** Star Experience & Plan
- 05** Additional Agency Services/Info



MDR

01

AGENCY OVERVIEW

The MDR logo consists of the letters 'MDR' in a bold, sans-serif font, colored in a dark orange hue. It is positioned inside a white square that stands out against the orange background of the slide.

MDR

WE BUILD BRANDS WITH AMBITION.

We're a full-service agency that thrives on partnerships. Specializing in advertising, digital and media strategies, we seamlessly blend technology and tactics with creative strategy and design. Whether you're looking to clean up, start up, catch up or accelerate, our talented team is ready to help you unleash the full potential of your brand.

Simply put, we're the agency you can rely on to do it right.

MDR - AGENCY OVERVIEW

AGENCY SNAPSHOT

MDR



RETAIL
TOURISM
MEDICAL
HIGHER ED
FINANCIAL
INDUSTRY

25

TEAM MEMBERS

CREATIVE STRATEGISTS
COPYWRITERS
DESIGNERS
MEDIA BUYERS
DIGITAL DEVELOPERS
DATA ANALYSTS
ANIMATORS
VIDEO EDITORS
ACCOUNT MANAGERS



ESTABLISHED

1974

MDR Advertising + Digital + Media

CLIENT PARTNERS





OUR AGENCY

WE DEVELOP PARTNERSHIPS THAT LAST.

48+

Years Innovating

10Y

Average Partnership

250%

Average ROI

800+

Industry Awards

WE SPEAK TEXAN



WE HAVE REACH AND DEPTH

MDR has a diverse blend of talent spread across the state which provides our clients with additional market insights and outside perspectives, as well as a solid understanding of the everchanging economic and political landscape.

MDR Advertising + Digital + Media

AGENCY STRUCTURE



MDR Advertising + Digital + Media

STAR ACCOUNT TEAM

12+ marketing professionals will become part of your STAR TEAM, dedicated to helping you deliver measurable digital marketing results.



STEPHEN RYBAK

Principal | CCO



For over 20 years, Stephen has delivered award-winning brand work and led the development, direction and production of mass media advertising campaigns that deliver. While big problem-solving for both small startups and major brands, he accumulated 300+ industry creative awards as a Young Business Professional *Top 40 under 40*.

A proud marketing-degreed alum of Texas A & M University-CC, he continues to develop local graduate talent and give back to his hometown. Taking ownership in 2010, he brings the perfect blend of creativity and business acumen to the MDR equation. His results-based leadership has built the agency's growing client roster. He continues to lead with his signature hands-on approach and actively problem solves for all MDR clients. He and his carefully assembled A-team of passionate, seasoned marketing and advertising professionals are known for getting the job done, right.

NOTABLE CLIENT WORK:

CITGO, Shiner Beers, HEB, Stripes, CHI Global, Whataburger, NavyArmy Community Credit Union, CC Medical Center, Driscoll Health System, American Cancer Society, Port Aransas Tourism

JACKIE SWONKE

Sr. Director
of Creative Strategy



Jackie has over 18 years of marketing and advertising experience, from both in-house and the agency side of the business. She's worked closely with B2C and B2B clients in a range of industries, leading creative teams to build brands and develop award-winning ideas that become moving and effective marketing campaigns. She sees team collaboration as the key to newer, bigger, better; and she is sincerely delighted when she knows our work has struck a chord with a client. In her own words, "If we can catch them off-guard with the quality of our work, we've done our job."

From concept to production, her work expands from local to international, including industrial, manufacturing, oil and gas, grocery, retail, healthcare, food & beverage and more. She also brings her client-side experience to bear as a former in-house writer for Foley's and creative lead for Direct Energy. Jackie has spent the last decade leading diverse creative teams to design innovative and result driven strategies that achieve objectives and exceed expectations.

NOTABLE CLIENT WORK:

Foley's (Macy's), ExpressJet, Star Furniture, Direct Energy, HEB Central Market, Champion Energy, CITGO, Port Aransas, St Mary's University, Kemah, CCIA, Port of Corpus Christi, Water Street Restaurant Brands, Regional Transportation Authority, NavyArmy, Driscoll, NEC



NANCY ZUNIGA

Sr. Director
Client Services



A driving force behind the average 10-year tenure of MDR clients, Nancy has a natural rapport with clients and an amazing knack for decision-making that's proven to be instrumental in coordinating winning efforts for many of the agency's largest accounts. Previously a sign language interpreter, Nancy is a skilled listener and thoughtfully guides the Client Services team, overseeing their strategic account planning, development and first-rate campaign execution.

She believes collaboration is the key to successful marketing and the most rewarding part of her job is cultivating and nurturing those important relationships. From the biggest economic engine in the region to a nonprofit that provides food and shelter to our neighbors in need, Nancy ensures that every MDR client receives top-notch service and quality marketing that helps them reach their goals.

NOTABLE CLIENT WORK:

Art Museum of South Texas, Buc Days, CITGO, Corpus Christi Independent School District, HEB, NavyArmy Community Credit Union, Port of Corpus Christi, and Unique Employment & HR.

ROSS HOYT

Account Strategist



Ross has over 25 years' experience in various marketing roles from both client and agency perspectives. A Texas A&M graduate who studied Journalism (yes, they do exist!), he has a keen eye for compelling copy and knows precisely why brand standard enforcement in all marketing communications greatly empowers its ability to break through and resonate with the right consumers in competitive landscapes.

Possessing a unique blend of creative writing and account management experience, he brings a particular set of skills to the development and execution of multi-channel marketing strategies and campaigns. Ross believes maintaining relationships within all levels of an organization is the secret to a successful partnership – that mirrors his ability to help direct dynamic collaboration internally, as well.

NOTABLE CLIENT WORK:

Star Furniture, Foleys (Macy's), Stage Stores, Casa del Mar Beachfront Suites, City of Kemah, Kemah Community Development Corporation, LyondellBasell Industries, Nueces Electric Cooperative, Phillips 66, Select Safety Services and more.



QUINTON SMITHWICK

Digital Media Manager



Quinton, an ex-collegiate baseball player and Magna Cum Laude graduate of The University of Texas and St. Mary's University is now a multi-faceted digital marketer with deep experience working with Fortune 500 companies in the hospital, healthcare technology, credit reporting, therapeutics, furniture and tourism industries.

With a growing list of digital marketing certifications and campaign accolades, he is also a certified product marketing manager in the fashion industry and has a background in research and data analysis which helps him guide touchpoint maps and digital strategies throughout a customer journey.

A true strategist at heart, Quinton is a critical thinker, an avid reader, and consummate researcher who loves to grow, learn and solve complex issues. He also brings his artistic flair for drawing and graphic design that round out a unique arsenal of skills and talents.

NOTABLE CLIENT WORK:

CVS, TransUnion, Cigna, Becton Dickinson, Thrivent, Integral Ad Science, UniqueHR, Corpus Christi International Airport, Discover Kemah, Star Furniture, Driscoll Health System, NavyArmy, NEC

RUTH HIRSCH

Senior Copywriter



Complex subject matter. Sensitive issues. Constantly shifting goals. Over the past decade, Ruth has helped clients face these challenges and more for B2B, B2C, technical, and internal facing projects. Ruth has a reputation for being the "yes, and..." writer that clients fight to have on their team because of an otherworldly ability to eloquently connect intent to outcomes.

She believes the one thing that rings true no matter what: successful communication starts with humanizing your target audience. Along with her writing chops, she uses a high emotional intelligence to connect with any reader.

Ruth's experience spans industries—from helping ExxonMobil usher in culture change within one of its largest internal groups to creating compelling campaign messaging for Daikin, the world's No. 1 HVAC producer.

NOTABLE CLIENT WORK:

ExxonMobil, Daikin, King Ranch, HP, Star Furniture, Hogan Homes, Kemah, Champs Meat Market, NavyArmy Community Credit Union, NEC Co-op Energy, Driscoll Children's Hospital



SARA KILSBY

Senior Art Director



Sara is a native Texas girl with a love for all things well-crafted and thoughtfully designed. She's spent the last 15 years art directing award-winning brand work from initial concept to execution. Her background of designing across print and web, creating brand identities, typography, and illustration reflects her firm belief in quality and not overthinking; keeping things smart and purposeful.

She brings her extraordinary keen eye for aesthetic appeal to some of her favorite things to do which include Corporate Identity, Logo Design, Branding, Web & Mobile Design, Illustration & Typography. These are also all things for which she has been recognized with countless industry awards throughout her career.

NOTABLE CLIENT WORK:

Shawcor, The Hobby Center for the Performing Arts, Danos, KLX Energy Services, NEC Co-op Energy, HEB, CITGO, Kemah, Water Street Market Restaurants, NavyArmy Community Credit Union, Port of Corpus Christi, CC Polymers, USS Lexington

AMANDA HOWELL

Social Media Marketer



Amanda is a creative professional with 4 years experience in social media management, content marketing and branding. After earning her B.A. in Public Relations from Texas State University-San Marcos, she converted multiple passions into expertise in organic social media strategy development and implementation for others as well as herself as an entrepreneur of a thriving hand-crafted Etsy shop.

Known for her pulse on pop culture, positive outlook and charming responsiveness in all situations, Amanda's calmness under pressure helps clients keep their brand promises across social media landscapes. Her added gifts for algorithm explanations, digital copywriting, and engagement planning helps us ensure clients continue to build a strong, interesting and responsive brand presence in the digital realm.

NOTABLE CLIENT WORK:

Unique HR, Corpus Christi International Airport, Regional Transportation Authority, Discover Kemah, Star Furniture, Physician's Premier, Champs South Texas Meat Market, USS Lexington

MDR

RAMON PATLAN

Designer
Motion & Sound



Ramon brings a world of experience in the realm of movable media. From television and sound editing to animated motion graphics that bring online advertising to life, he captures and enhances the story that clients need to tell and creates content that viewers want to be part of. His experience ranges from destination marketing to retail to dining to industrial B2B and so much more.

Starting with an AA in Visual Communications, he now boasts 14+ years of hands-on production experience that includes specialties in editing, color-correcting and video animation. Ramon is also an FAA-certified drone pilot with a growing list of creative contributor recognitions for award-winning ad industry work.

NOTABLE CLIENT WORK:

Nueces Electric Co-op, Corpus Christi Regional Transit Authority, Port of Corpus Christi, City of Port Aransas, Navy Army Community Credit Union, Outlets on the Bay, Port of Corpus Christi, USS Lexington Museum, Driscoll Children's Hospital, Star Furniture

SARA ANTONETZ

Sr. Director
Web Services



Sara oversees our Web Department where she's able to flex her pixel prowess and organizational skills across multiple industries. Originally a graphic designer, her razor-sharp coding skills are accented by her keen eye for clean, user-friendly design. Her list of awards runs the gamut, excelling in industries from public education, industrial, arts and entertainment to retail and energy.

Sara's web development and UX skills blend seamlessly with our client digital strategies for a consistently trackable experience. HIPAA certified and ADA compliant, she ensures a client's digital footprint is both beautiful and inclusive from construction to launch.

NOTABLE CLIENT WORK:

Physicians Premier, USS Lexington Museum, Discover Kemah, Hogan Homes, NEC Co-op Energy, NavyArmy Community Credit Union, Port of Corpus Christi, City of Portland, Bayfest, Tour de Boerne



VERONICA BYRNE

Traffic &
Production Manager



Veronica is a bilingual, multiple industry business professional with extensive focused experience in planning, quality management, training, and environmental and regulatory compliance.

So, no surprise that she is excited by the challenge of working in fast paced environments on complex projects with highly skilled and motivated people. Her 10+ years of global experience includes creating production plans and standard operating procedures, coordinating cross-functional activities and directing those sometimes tricky, but fundamentally important interdepartmental production meetings.

Veronica's background supporting industrial manufacturing projects brought unanticipated best practices to our industry and business model that help our team exceed client expectations.

Her ability to drive tasks from concept to successful completion with diverse workforces keeps team MDR performing at the exceptional quality level we aim for.

DEBRA ESTRADA

Sr. Director
Finance



When it comes to billing and accounts payable, MDR has a stellar record amongst media reps, vendors and clients. That's mostly thanks to 22 years of Debra's meticulous attention to detail and her never-ending agility to adapt how we maintain and monitor client billing.

Her work experience includes legal, oil and gas, telecommunications and advertising industry accounting and she also spent 9 years at the Chamber of Commerce in the marketing, communications, accounting & executive departments prior to becoming the glue that keeps it all together at MDR.

Debra's financial stewardship has our agency working like a well-oiled machine, maintaining our impeccable reputation as an exemplary partner for budget and billing reconciliation.

These days, Debra oversees all financial, legal, and corporate matters including accounting, human resources, and office management.



02

DIGITAL MEDIA CAPABILITIES

The MDR logo consists of the letters 'MDR' in a bold, sans-serif font, colored orange, set against a white square background. This logo is positioned in the bottom right corner of the slide.

MDR

MDR Advertising + Digital + Media

RETAIL EXPERIENCE

WE KNOW RETAIL

Our retail experience is vast, with a wide array of current and past client work. We've worked on everything from restaurant and service style retail to automotive, grocery and general merchandise. Many of these clients represent some of Texas' most beloved brands.



MDR Advertising + Digital + Media

DIGITAL EXPERIENCE

\$100M
TOTAL MEDIA

250%
AVERAGE ROI

20%
AVERAGE
ADDED VALUE

\$40 MILLION

IN MEDIA PURCHASED OVER SINCE 2012

47% DIGITAL

ALMOST HALF OUR MEDIA MIX SINCE 2012

2B

IMPRESSIONS

\$80M

REVENUES/YEAR

MDR Advertising + Digital + Media

DIGITAL LANDSCAPE

Advertising & Promotions

Mobile Marketing

Display & Programmatic Advertising

Search & Social Advertising

Native/Content Advertising

Videos Advertising

PR

Print

Content & Experience

Interactive Content

Video Marketing

Mobile Apps

Email Marketing

Content Marketing

Optimization, Personalization & Testing

DAM & NRM & PM

SEO

Marketing Automation & Campaign/Lead Management

CMS & Web Experience Management

Social & Relationships

Call Analytics & Management

Account Based Marketing (ABM)

Events, Meetings & Webinars

Channel, Partner & Local Marketing

Sales Automation, Intelligence & Enablement

Advocacy, Loyalty & Referrals

Influencers

Community & Reviews

Conversational Marketing & Chat

Customer Engagements, Service & Success

Customer Relationship Management (CRM)

Commerce & Sales

Retail, Proximity & IoT Marketing

Channel, Partner & Local Marketing

Sales Automation, Intelligence & Enablement

Affiliate Marketing & Management

Ecommerce Marketing

Ecommerce Platforms & Carts

Data

Audience / Marketing Data & Data Enhancement

Marketing Analytics, Performance & Attribution

Mobile & Web Analytics

Dashboard & Data Visualization

Business/Customer Intelligence & Data Science

iPaaS, Cloud/Data Integration, RPA & Tag Management

Data Management Platform (DMP)

Customer Data Platform (CDP)

Governance, Compliance and Privacy

Management

Product Management

Budgeting & Finance

Collaboration

Projects & Workflow

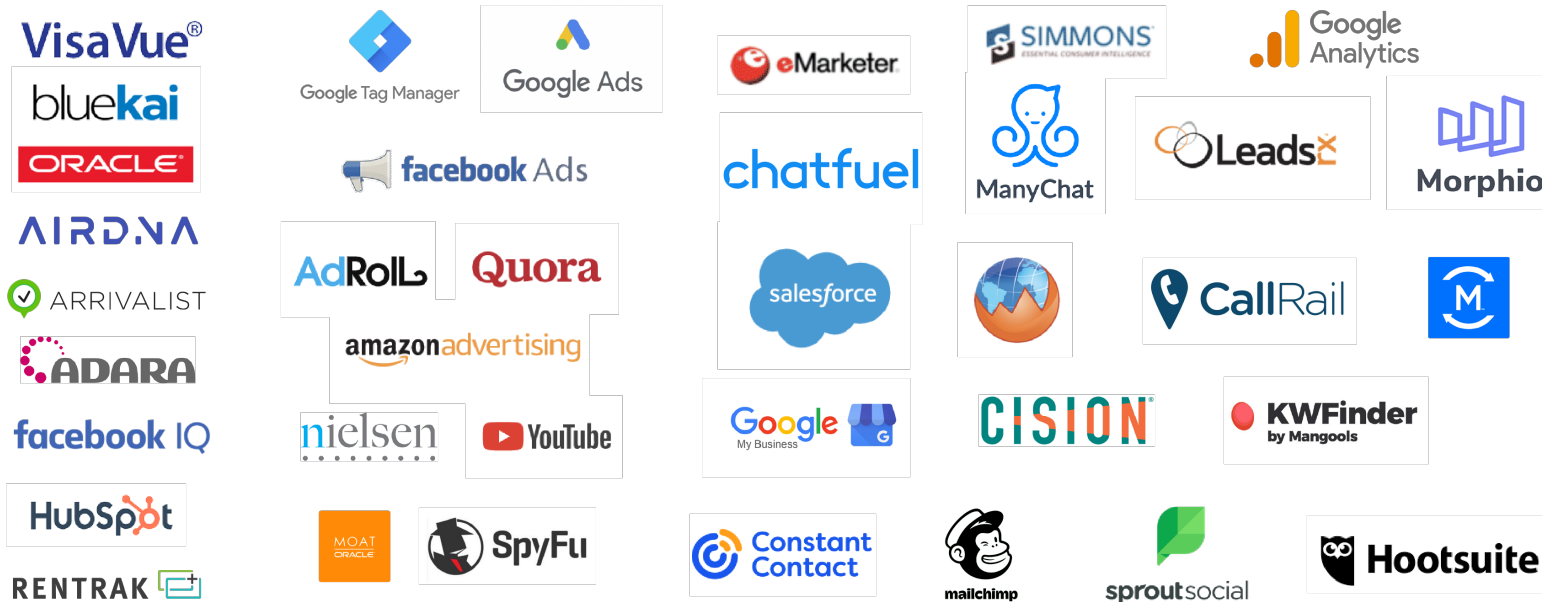
Agile & Lean management

Vendor Analysis

Talent Management



MDR Advertising + Digital + Media MARTECH STACK



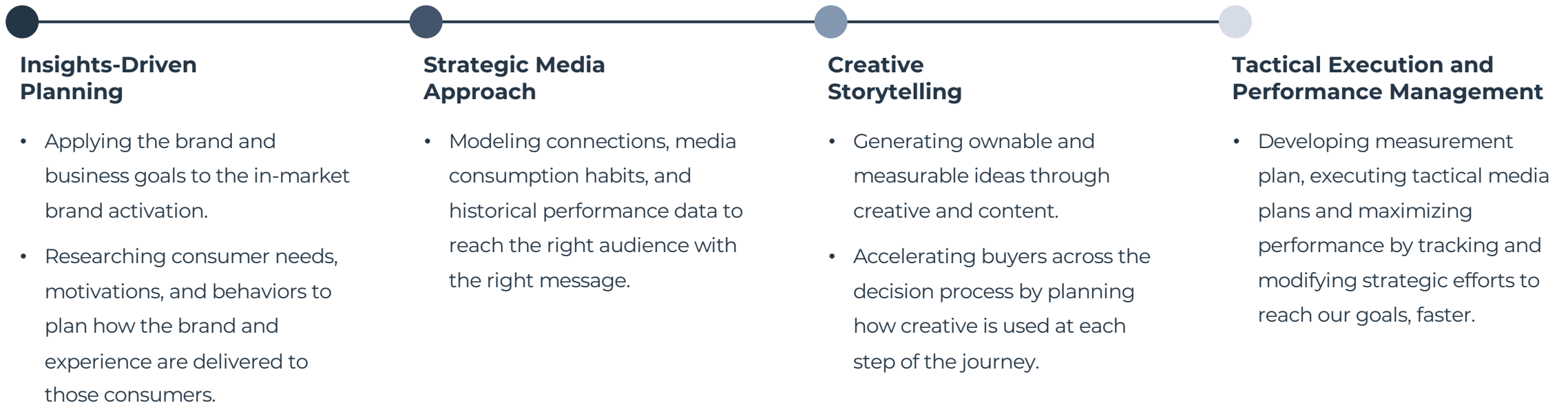
A selection of the preferred technology platforms and tools we deploy for research, ad platforms, analytics and attribution.



MDR Advertising + Digital + Media

MEDIA APPROACH

With deep experience planning from strategy through activation and reporting, we are fully equipped with the digital expertise to serve as your digital AOR. Combined with our brand-first approach, in-depth research, and understanding of the customer experience, we deliver integrated brand storytelling that starts at the top and drives consumer actions.





MDR Advertising + Digital + Media

MEDIA EXPERTISE

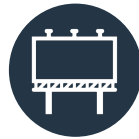


Audio / Video

Generating visual and auditory connections that create high engagement with conversational and presentational content.

Executions Include

- Broadcast TV + Radio
- Addressable TV
- OTT/CTV/Advanced TV
- Online Audio



Place-Based

Leveraging location-based targeting to reach audiences with more personalized and relevant content.

Executions Include

- OOH + Print
- Sponsorships
- Experiential – Events / In-store Collateral
- Digital Display / Geotargeting



Performance Media

Primarily measurable digital tactics that are directly attributed to results — requires on-going monitoring and optimization.

Executions Include

- Programmatic Display
- SEM
- Social
- Lead Generation

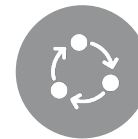


Content Partnerships

Brand collaboration with external partners (organizations or persons) to gain promotion through content.

Executions Include

- Native Articles
- Sponsored Content
- Influencer Marketing



Ad Operations and Reporting

Processes and systems for supporting the delivery and reporting of both online and offline advertising.

Executions Include

- Media Analytics
- Website Analytics
- Data Visualization

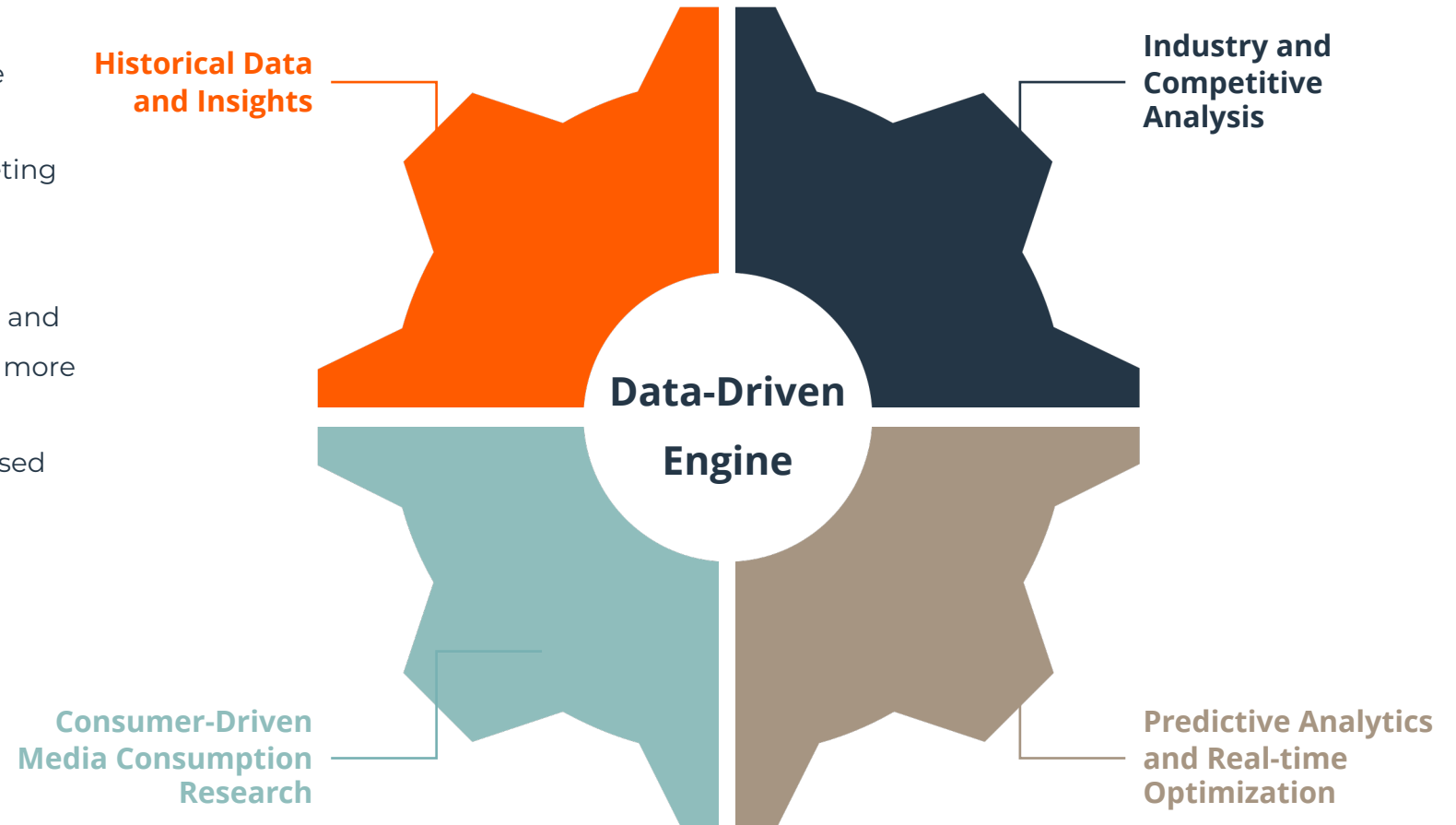


MDR Advertising + Digital + Media

DIGITAL APPROACH

Effective digital marketing — especially performance marketing with an ecommerce and results-driven approach in mind —requires evaluating and interpreting data from disparate sources to drive action. From analyzing historical data and predicting future performance to analyzing consumer digital activities and the competitive landscape, data helps us generate a more effective media and tactical approach. By layering in channel metrics, we can optimize our media plan based on channel:

- **Effectiveness**
- **Reach**
- **Targetability**
- **Cost Efficiency**





DIGITAL ENGAGEMENT CHANNELS

Digital Engagement Channels

Customer's journeys and the marketing funnel are increasingly complex and fragmented, especially due to the digital landscape. We take a full-funnel approach that drives awareness and demand across multiple channels simultaneously.

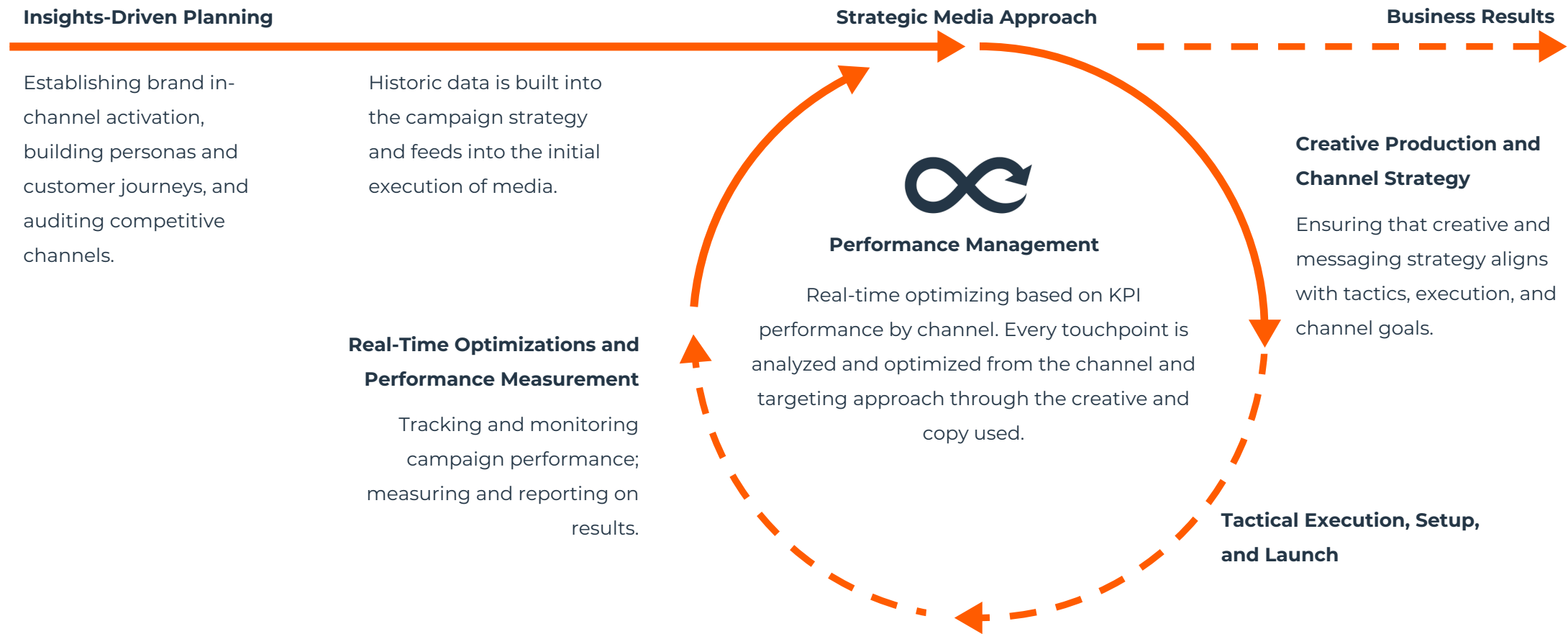
By understanding the customer journey, we can best utilize each of our engagement channels to create meaningful touchpoints for our customer that, ultimately, lead them through purchase as loyal advocates.





PERFORMANCE MANAGEMENT

Gathered and historic data are inputs into a larger system of insights, analysis, and strategic approach. To better understand how these fit in, it is essential to consider how optimal media channel mix and KPIs were established.





REPORTING

Relevant optimizations to the campaign require enough data and execution of current strategies to get an understanding of performance. We typically recommend and implement the following:



Weekly Tracking

Weekly sync and reviews allow our team to analyze performance of channel KPIs and swiftly implement relevant media optimizations.

Optimizations Include

- Targeting adjustments
- Placement level adjustments
- Bid/Budget adjustments
- Creative changes
- Day of Week/ Time of Day adjustments



Monthly/Quarterly Reporting

Monthly or quarterly report of campaign performance allows us to consider recommendations towards targeting, top-performing partners and creative.

Optimizations Include

- Creative rotation (adding/replacing)
- Budget by channel (re-allocation)
- Budget by tactic (prospecting/ retargeting)



24/7 Dashboard Access

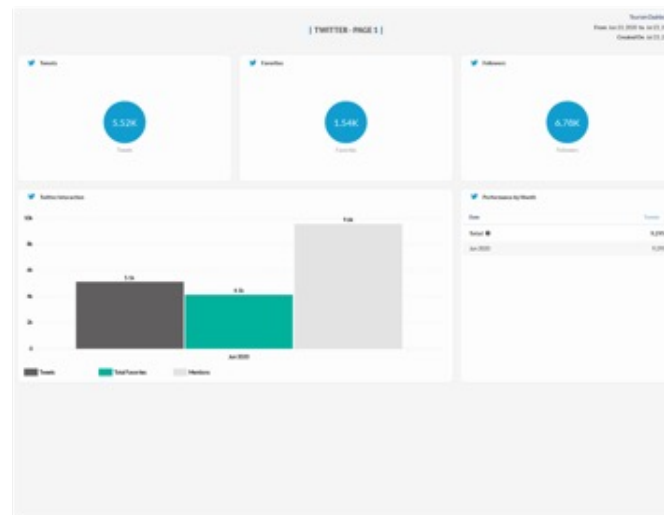
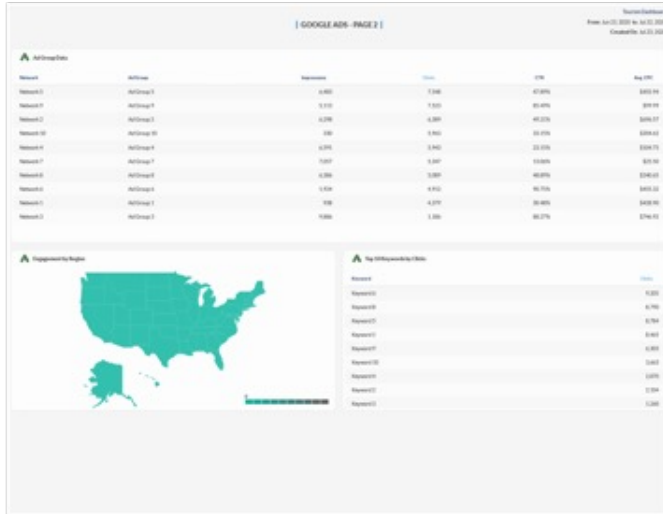
Real-time access to the campaign data for both our teams allows an ongoing, open dialogue and monitoring of campaign performance.

Views Include

- Fully customized dashboards based on your preference.
- KPIs-focused dashboards aligned to tactical plan and measurement brief for the campaign.



REPORTING & OPTIMIZATION



03

CASE STUDIES



CASE STUDY

PORT ARANSAS TEXAS

Length of Partnership: 11 Years
Annual Budget: \$700,000-\$900,000

Scope of Services:

- Brand Development
- Website Development
- Creative Strategy
- Campaign Design
- Placemaking
- Signage
- Digital & Traditional Media



Visit Port Aransas

THE BACKGROUND

A True Partnership In Every Way

MDR became the agency of record in 2006. We worked closely with the staff and board on virtually every aspect of what they did as a DMO, which included:

- 1) Executing media strategy, buying, tracking, reporting and optimizing
- 2) Developing and implementing a complete rebranding across all mediums
- 3) Providing signage, apparel, event promotion and public relations support
- 4) Building and maintaining 5 websites for varying strategic initiatives/events

During our relationship with the chamber, we watched Port Aransas go from a sleepy fishing village to a world-class destination with million-dollar homes being constructed at historic levels. We successfully developed a brand and strategy that was able to balance an upscale, resort-like feel with the salty and eclectic character that made it such a unique destination in the first place.

We outpaced our nearest competitors (many with larger budgets than ours) by double digits consistently.

During our tenure, Port Aransas consistently outperformed its closest competitors. And while each destination had varying low points, Port Aransas also saw its fair share of challenges during this time. We helped overcome multiple travel deterrents such as mountains of sargassum seaweed, flesh eating bacteria, red tide, oil spills/tar balls, and hurricane threats. While these aren't exciting topics, it's part of tourism—and they are real challenges that coastal destinations must be prepared to face.



Visit Port Aransas
THE CREATIVE



Visit Port Aransas

THE CREATIVE

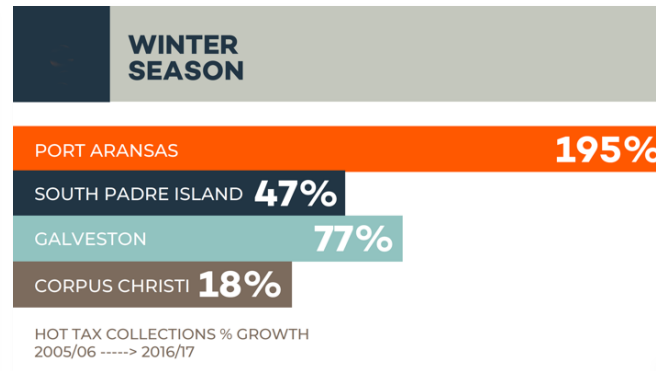
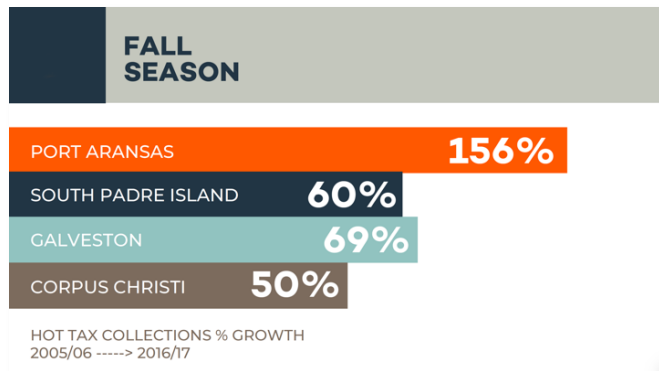
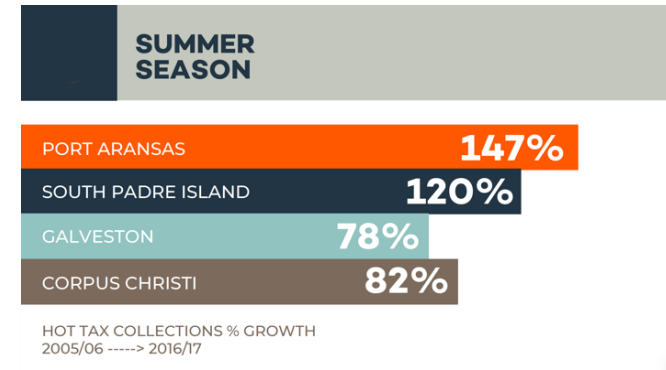
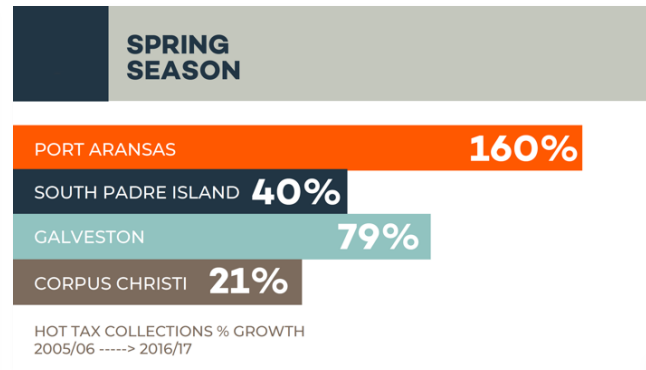
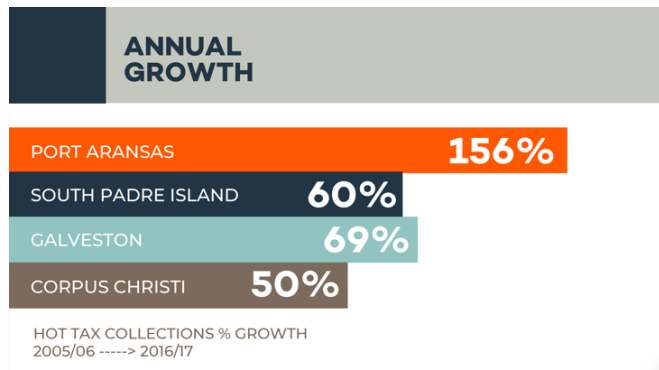


Visit Port Aransas

THE CREATIVE



Visit Port Aransas THE RESULTS



Sources: City of Port Aransas, City of Corpus Christi, City of South Padre Island Convention & Visitors Bureau, City of Galveston



DIGITAL/RETAIL EXPERIENCE

NAVY ARMY COMMUNITY CREDIT UNION

Length of Partnership: 18 Years
Annual Budget: \$2,000,000+

Scope of Services:

- Brand Development
- Website Development
- Creative Strategy
- Campaign Design
- Placemaking
- Signage
- Digital & Traditional Media



NavyArmy

THE BACKGROUND

Full-Service Partnership

We have developed a strong bond with the NavyArmy team. Weekly planning and strategy meetings are just the beginning—we're essentially an extension of their marketing department.

From tra-digital advertising campaigns, media and new product development to in-store and point-of-purchase materials and digital elements, we touch just about every portion of their marketing efforts. Our relationship has grown in step with the growth of the credit union. Since 2003, NavyArmy has

grown 300% and gone from 40,373 members to 197,955 members today. They are now categorized as a tier one financial institution with over \$2.7 billion in assets and currently have 17 locations throughout South Texas.

Strong Brand Strategy

In addition to specific projects and campaigns, we have developed a brand poised for long-term success. Through a distinctive color brand identity, to a strategic mix of member products, NavyArmy is easily one of our best success stories. Bankography has

consistently ranked NavyArmy in the top 10 financial institutions for brand value via The Financial Brand.

Expansion & Growth

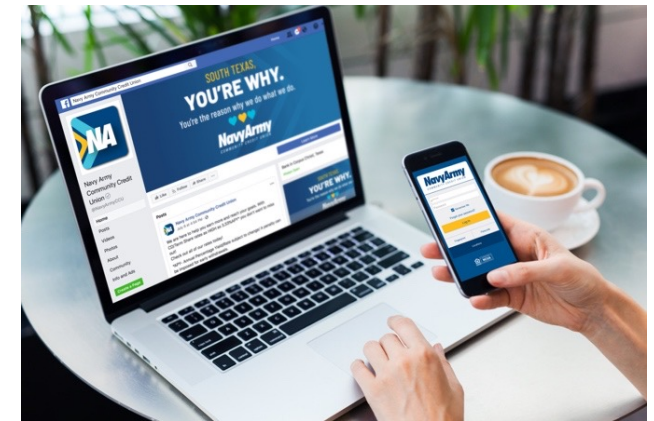
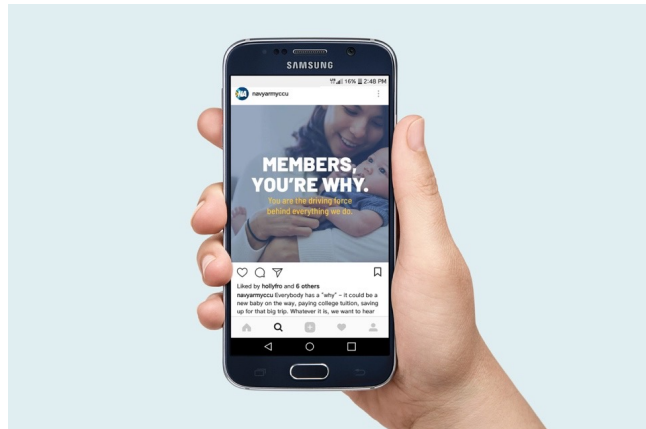
We also played a large role in developing research and strategy for entry into the Rio Grande Valley market and assisted in the acquisition of a smaller credit union and the transition it brought for its members. NavyArmy now has five branches in the Valley with a 6th expected to open next year.



MDR

NavyArmy

THE CREATIVE



NavyArmy THE CREATIVE



NavyArmy

THE RESULTS



DIGITAL EXPERIENCE

DISCOVER KEMAH

Length of Partnership: 2 Years
Annual Budget: \$200,000-\$300,000

Scope of Services:

- Brand Development
- Website Development
- Creative Strategy
- Campaign Design
- Placemaking
- Signage
- Digital & Traditional Media



Discover Kemah

THE BACKGROUND

Rebuilding a Brand

Kemah, Texas is known for its nostalgic, waterfront boardwalk and a long history rooted in boating culture. But it lacked a true visitor focused identity that captured that fun and excitement. With a wide array of activities that go beyond the boardwalk, the city has so much more to offer visitors. They just needed to tell their story. MDR created a brand identity that's light, fun and inclusive. One that will not just serve as a marketing tool but also enhance civic pride from within.

A Connection to the Water

Kemah has been and will forever be connected to the water and the wind. Its boating culture and walkable

waterfront, even down to the name Kemah meaning "wind in the face". Inspired by the international communication system of nautical flags, we developed our own versions. Each one capturing an idea or activity that makes Kemah unique and communicates it in an instant much like the nautical flags do for passing boats.

Unique Logo Architecture

The result is a series of interchangeable logos that appeal to different audiences. There's one geared toward nature lovers, one for boaters and one for thrill seekers. The logo is as unique as Kemah.

Maximizing Budget

Since the budget was tight and the brand disjointed, we worked with the City of Kemah to build a strong foundation first that focused heavily on visual identity and website health and usability. Then focus on executing a more long-term strategy to build upon that foundation. As we are halfway through year two, the brand has been launched and organic growth has skyrocketed. This sets them up for planned media dollars. We are currently developing a revenue-generating merchandise program, email marketing, placemaking, interactive directory and paid digital media plan.



Discover Kemah

THE CREATIVE



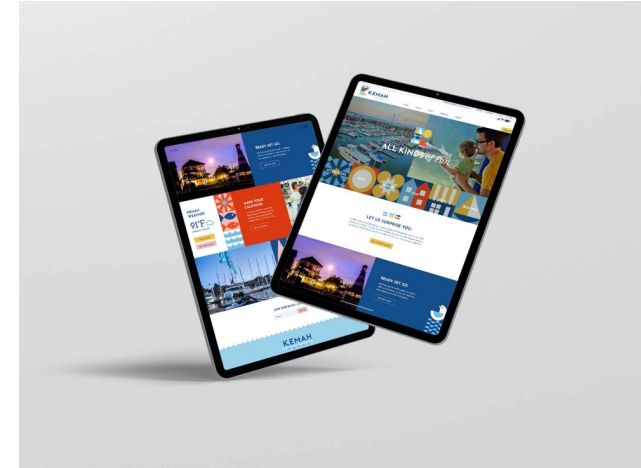
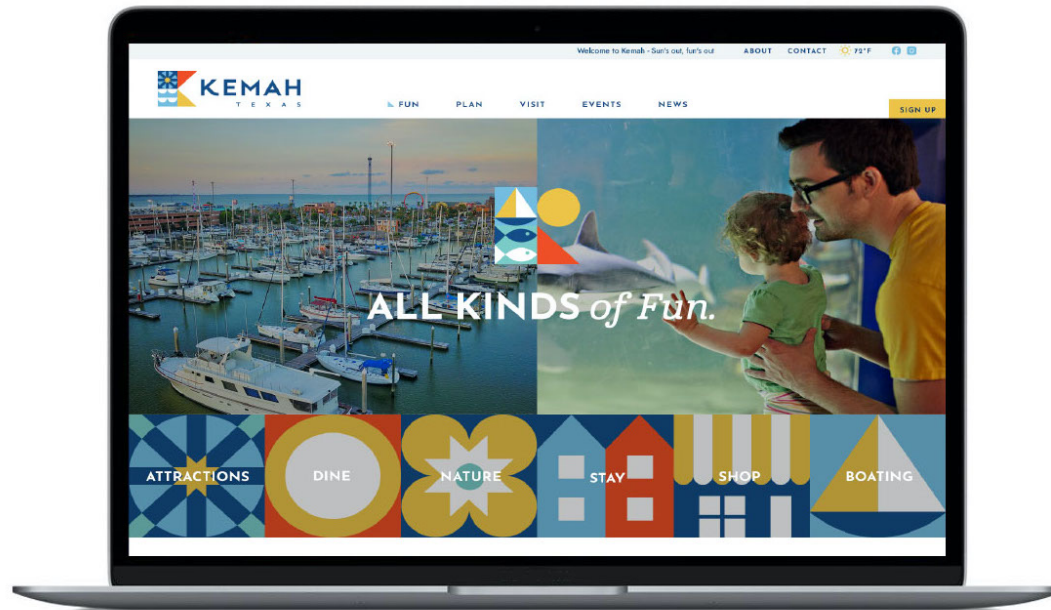
Discover Kemah

THE CREATIVE



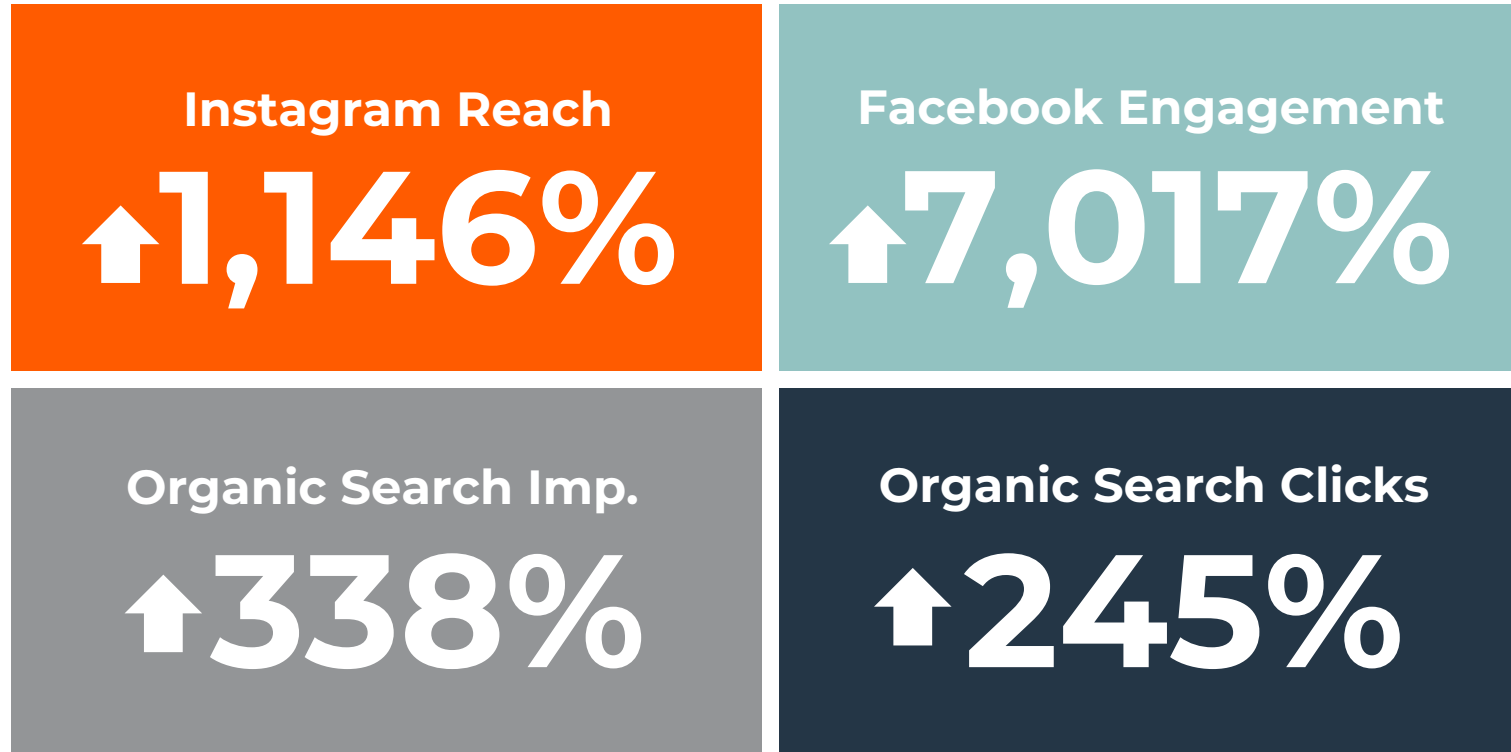
Discover Kemah

THE CREATIVE



Discover Kemah

THE RESULTS



View the creative: <https://mdradvertising.com/portfolio/visit-kemah/>



CASE STUDY

NEC CO-OP ENERGY

Length of Partnership: 21 Years
Annual Budget: \$1,100,000

Scope of Services:

- Brand Development
- Website Development
- Creative Strategy
- Campaign Design
- Placemaking
- Signage
- Digital & Traditional Media



NEC Co-op Energy

THE BACKGROUND

Leading With Brand

We've been partners with NEC Co-op Energy since 2001. The MDR team has worked closely with NEC's core marketing team to not only develop a strong, memorable brand – but to constantly monitor results, measure campaign effectiveness and provide solutions on an ongoing basis. Beyond advertising and creative, MDR has supported technology updates, social media efforts, community relations and member communications.

Enhancing Crucial Conversion Element

In one initial brainstorming session, MDR determined that one of the most immediate (but fixable) pain points was that new-member enrollment was still dependent on faxing a form or making a phone call to enroll. We jumped into action to develop an online enrollment form within the NEC website that included a dynamic zip code lookup allowing fluctuating electricity rates to display depending on where a user lived. Once we had the online enrollment form live, we were able to:

1. Increase our digital advertising focus and track specifically what tactics led to enrollments
2. Track and evaluate where the different landing page's digital ads are leading
3. Analyze the customer journey through completing the online enrollment form
4. See if users are leaving the page immediately and make adjustments to increase engagement
5. Ensure every landing page has an easy-to-see enrollment button to take the next step

We monitor campaign messages and landing pages to determine which messages are leading to enrollments and optimize all ads to push those messages that resonate with new members. With conversion pixels, we are able to track which mediums drive the most conversions and the cost per new enrollment. This allows us to quickly change tactics when a platform is underperforming and optimize towards those with the most efficient cost-per-acquisition.

Search Engine Optimization

Search terms surrounding retail electricity providers are competitive and it is difficult to organically appear at the top of the search results page. In order for the NEC website to work smarter and grow its presence in the highly competitive search field, we allocated a specific budget dedicated to high-level SEO work. By investing in a consistent program involving new web pages and regular blogs along with backend code updates, we have seen NEC consistently rise in the most critical keyword searches.



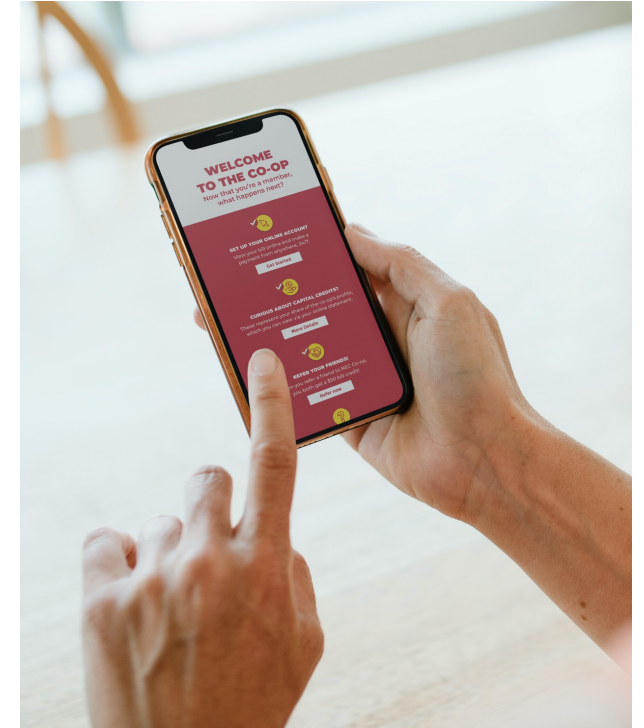
NEC Co-op Energy

THE CREATIVE



NEC Co-op Energy

THE CREATIVE



NEC Co-op Energy

THE CREATIVE

NEC Co-op Energy
February 18 · 🌐

Our members love us—and the feeling is mutual!
Learn more about how we bring the kind of electricity service that keeps members coming back: bit.ly/34GC5AY

NECCOOPENERGY.COM
Personal is powerful at NEC Co-op Energy - NEC Co-op Energy [Learn more](#)

65 13 Comments 7 Shares

Like Comment Share

NEC Co-op Energy
Sponsored · 🌐

Some of our members have been with us for over 30 years. That says something, don't you think? Click and enter your zip code ...[See more](#)

NECCOOPENERGY.COM
Members Love Us! See Why! [Learn more](#)

Electricity fo Home and busines

Like Comment Share

NEC Co-op Energy
Sponsored · 🌐

NECCOOPENERGY.COM
Get a better electricity deal
"I've worked for a utility company. I know what to look for to find the best deal. And NEC Co-op Energy really is the best deal." - Kendra

[Learn more](#)

Like Comment Share



NEC Co-op Energy

THE RESULTS

Net Member Growth

↑ 9%

Organic Search

↑ 175%

Zip Code Lookups

↑ 10%

Web Traffic

↑ 551%

MDR

04 STAR EXPERIENCE






Taking Nostalgia to the Next Level

Star Furniture is a Texas icon with over 100 years of success in markets across the Lone Star State. Historical advertising imagery of beaming families together in their stylish new living room set takes us back to a time when purchasing a sofa or dining set was a special event, evoking a kind of nostalgia that newer online retailers can't curate.

But in an age of dwindling customer loyalty and overwhelming options, we can't bank on the hope that new generations will purchase as our parents or grandparents did—we have to stay sharp with traditional competitors and meet digital competitors on their turf.

That's where MDR comes in.



We want to take the same enthusiasm you have for product quality, innovation, and creativity and apply that to your full digital marketing strategy. This means embracing your core identity, while encouraging new ways to tell your story; creating an emotional connection with customers, while deploying the right tools to foster engagement.

We've only begun to scratch the surface of success with your social media—let's see what we can do when we take things to the next level.

DIGITAL/RETAIL EXPERIENCE

STAR FURNITURE

Length of Partnership: 1 Year
Annual Budget: \$90,000-\$100,000

Scope of Services:

- Creative Strategy
- Consulting
- Organic Social
- Beginning to Launch Paid Social



Star Furniture

THE BACKGROUND

Star Furniture came to MDR to help boost its social media presence and refine a social media strategy. This would require more hands-on agency participation in planning meetings, refining processes, and most importantly, forming a trusted relationship.

What we did:



A Streamlined Process

We consistently post across platforms to keep Star in followers' social feeds; manage draft creation and publishing details in the Sprout Organic Social Tool; maintain a production schedule to create consistently high-quality content; have bi-weekly check-ins and monthly meetings to brainstorm with team.



Content Strategy & Ideation

We suggest post themes and content, advise on strategy and provide insights on boosting posts. Our team comes to meetings prepared and with ideas—engaging with Star team and coordinating with other outside vendors to drive consistent messaging across all platforms.



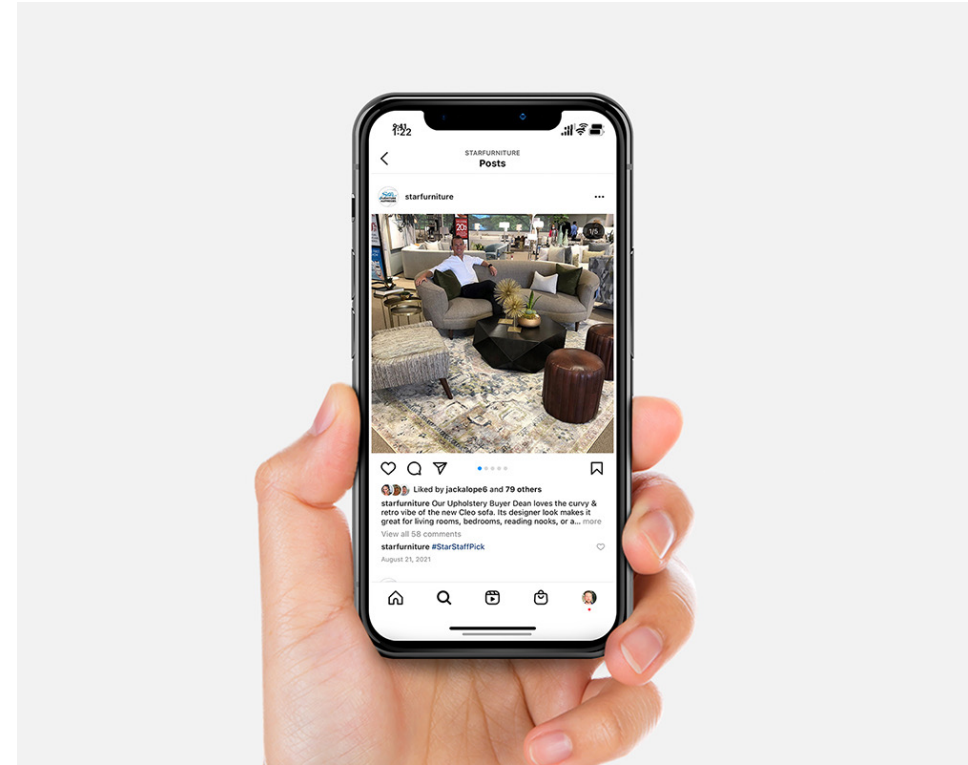
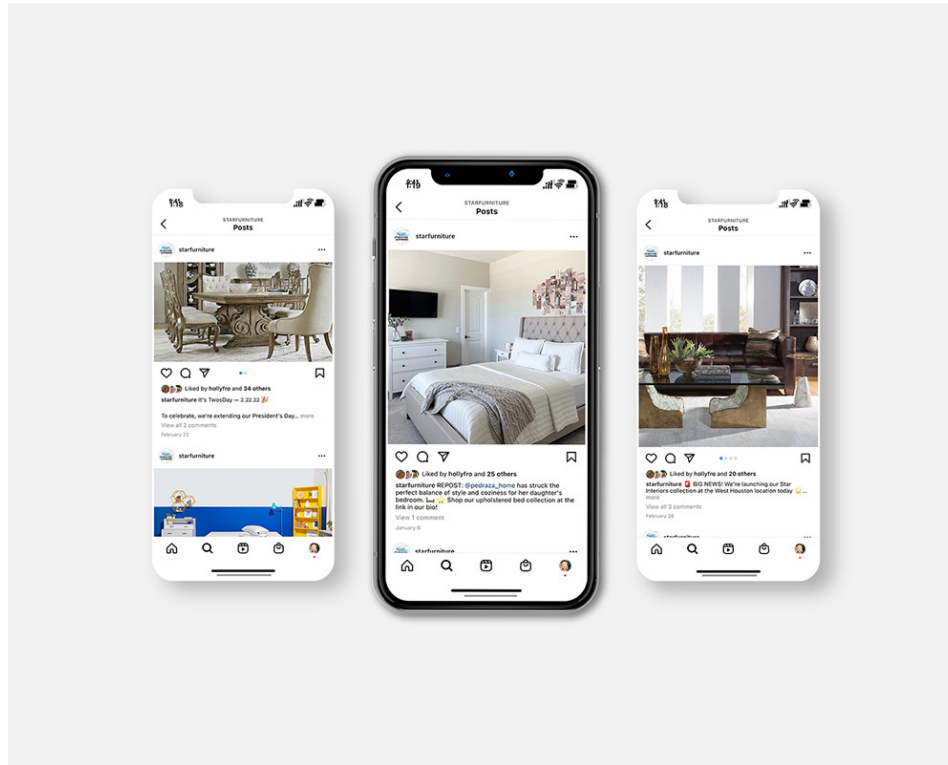
Engaging, Creative Content

We develop fun, creative and engaging copy, design and motion photography (when budget allows). We also leverage IG stories as needed, conceived a social media contest (Fall Makeover) and continuously align the social strategy with brand so messaging is consistent for followers.

MDR

Star Furniture

THE CREATIVE



Star Furniture

THE CREATIVE



Star Furniture

THE APPROACH

Since day one, we explored the Star brand and its differentiators to uncover themes that directly inspire social media content.

Featured Products to reinforce quality, selection, style

Video Tips to create visual interest/engagement + reinforce design thought leadership

Customer Reposts to build loyalty and strengthen our online community

Social Contests to increase engagement and give a clear "what's in it for me"

History (#TBT) to showcase Star's legacy as a Texas furniture seller for over a century

#StarStaffPick to add the personal touch customers won't get from online retailers

#NewAtStar to showcase in-stock inventory and help address supply chain issues

Influencer Strategy to broaden your reach and engagement, and we're ready to execute on a plan



Star Furniture

THE RESULTS

Impressions

↑ 91%

Net Audience

↑ 24%

Post Clicks

↑ 144%

Engagement

↑ 7%





MDR Advertising + Digital + Media

WE CAN DO SO MUCH MORE.

05

STRATEGIC DIGITAL APPROACH



PRELIMINARY RESEARCH & INSIGHTS

The logo consists of the letters 'MDR' in a bold, black, sans-serif font, centered within a white square. This square is placed over a background of a repeating pattern of stylized 'M', 'D', and 'R' characters in various shades of blue and grey, some with diagonal hatching.

Star Furniture SNAPSHOT



Founded over a century ago in Texas by three men with only a horse and wagon to their name, Star Furniture has grown from a small family-owned business to become one of the most competitive furniture retailers in America.



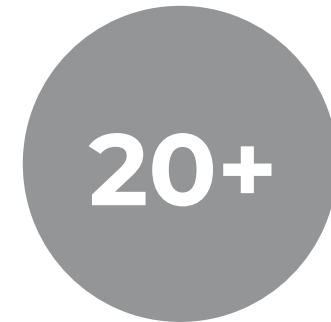
ESTABLISHED



STORES



CITIES



FURNITURE BRANDS

Industry Research and Insights

INDUSTRY INSIGHTS



E-Commerce Demand

Websites in the furniture industry have been designed to drive brick-and-mortar showroom visits; however, the e-commerce furniture market size is growing rapidly. Valued at \$27.74 billion in 2021, e-commerce furniture is predicted to reach \$40.74 billion by 2030 with a CAGR of 4.4% from 2022-2030.

Takeaway: It is increasingly important to showcase furniture products in innovative, digital ways.



Support Multi-Channel Experience

People use multiple channels to ensure their furniture shopping trips are efficient and hassle-free. Last year, 53% of shoppers said they check online to make sure a product is in stock before going to the store to buy it, and searches for “open now near me” have grown globally by over 400% YOY.

Takeaway: Provide frictionless experiences and information at every stage of the funnel.



Social Commerce ++

People shop where it's easiest, whether that's in a store, online, or from an app, and with 60% of shoppers learning about new products from Instagram, social commerce and other digital shopping is having a huge influence on how people interact with businesses, discover new products, and purchase.

Takeaway: Drive people quickly from consideration to purchase by making it easy for them to purchase anywhere.

Industry Research and Insights

INDUSTRY INSIGHTS

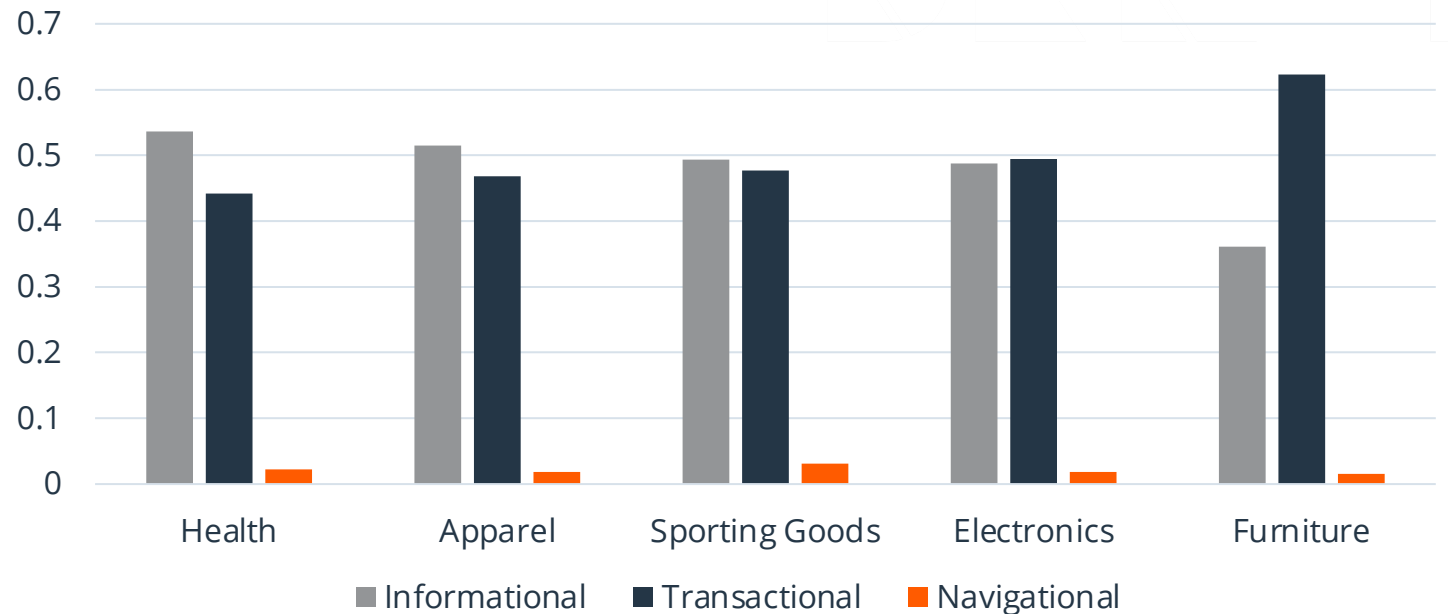


Starts Online

Furniture shoppers are more sophisticated and informed on their purchase decisions due to preliminary search and they use search to generate new ideas for products and brands. In a recent survey, 38% of shoppers around the world said they use Google to find out about new furniture products.

Takeaway: Inspire people earlier in their path to purchase, and use Google Search

Google Search Intent by Sector



Informational: Searches that indicate users are wanting to learn more or gather more information about something (i.e., “best sofa design”)

Transactional: Searches that indicate a user is looking to buy something (i.e., “top furniture deals”)

Navigational: Searches that indicate people want to find a specific website but use the search engine to get there (i.e., “Star Furniture website”)

Landscape Assessment

BRICK & MORTAR

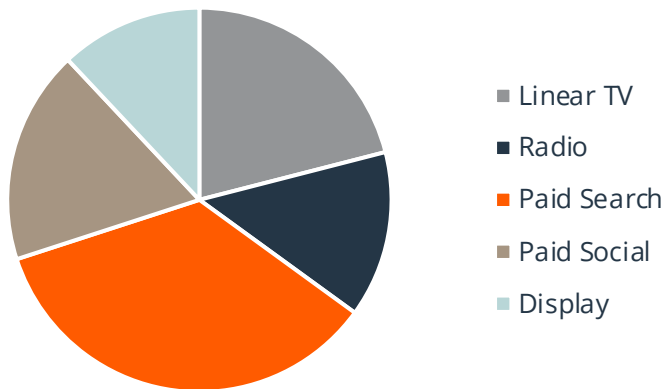


As a large Texas retailer, Star Furniture competes with highly competitive furniture companies — both locally and globally. Some local competitors include Haverty's and Gallery Furniture while other stores, such as Ashley, are great to analyze and understand. To get a general idea of how these type of competitors use media, we conducted an overarching analysis of the landscape.



Media Approach

Traditional mediums with shifting spend and efforts on digital channels, especially in competing from a search perspective — both SEO and paid search. Spending on television, radio, and print where they feel it makes sense.



Key Trends and Insights

- **Local-Only Approach:** Most or all media spend is focused geographically around store locations.
- **In-Store Showroom:** The primary purpose of all media touchpoints, as well as the website, is to drive people to showrooms, leaving the experience in-store only.

Landscape Assessment

E-COMMERCE ONLY

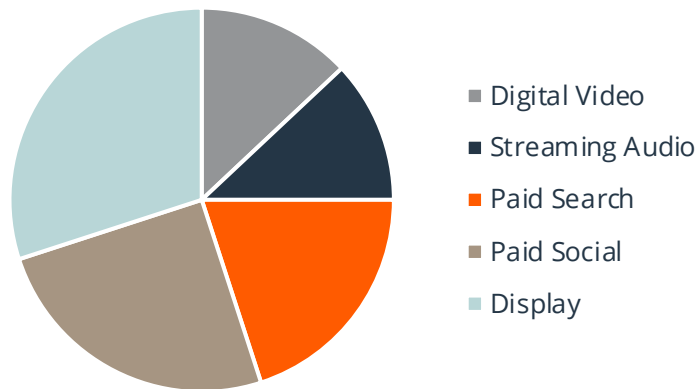


With the continued increase of digital savvy amongst all consumers (as well as the desire to use connected devices for research and leisurely activities), e-commerce has fragmented the furniture industry landscape and enabled fully digital competitors to rise. Wayfair and Joybird are a few large e-commerce furniture retailers, but to get an overarching understanding, we summed up key insights and themes from the landscape.



Media Approach

Heavy digital media approach with strong retargeting techniques, as well as in-market targeting tactics. Also spends heavily on engagement channels, primarily Pinterest and Facebook Ads.



Key Trends and Insights

- **Heavy Social Approach:** Developed channel approach to paid social channels — utilizing primarily product-focused creative and messaging.
- **Display:** Leverages display at every stage of the funnel with some contextual and some in-market display ads.
- **Personalization at Scale:** Uses on-site web behaviors to drive direct communications and retargeting tactics.

TACTICAL RECOMMENDATIONS

The MDR logo consists of the letters 'MDR' in a bold, sans-serif font, centered within a white square. This square is placed over a background of a repeating pattern of stylized 'M' and 'D' characters in various shades of blue and grey, some with diagonal stripes.

Tactical Recommendations

CHANNEL-BY-CHANNEL

Tactically, Star Furniture is looking for us to support with paid social media, display, search, and SEO from a strategic media planning, buying, and optimization perspective. To achieve this, we recommend using these channels:



Paid Social

Leverage top of funnel awareness tactics and targeting to drive new, relevant traffic, as well as to fuel performance marketing efforts that drive results, such as conversions.



Paid Search

Search will capture searchers still initially exploring furniture; however, effective use of paid search involves fueling and driving action at the bottom of the funnel (post-awareness and education.)



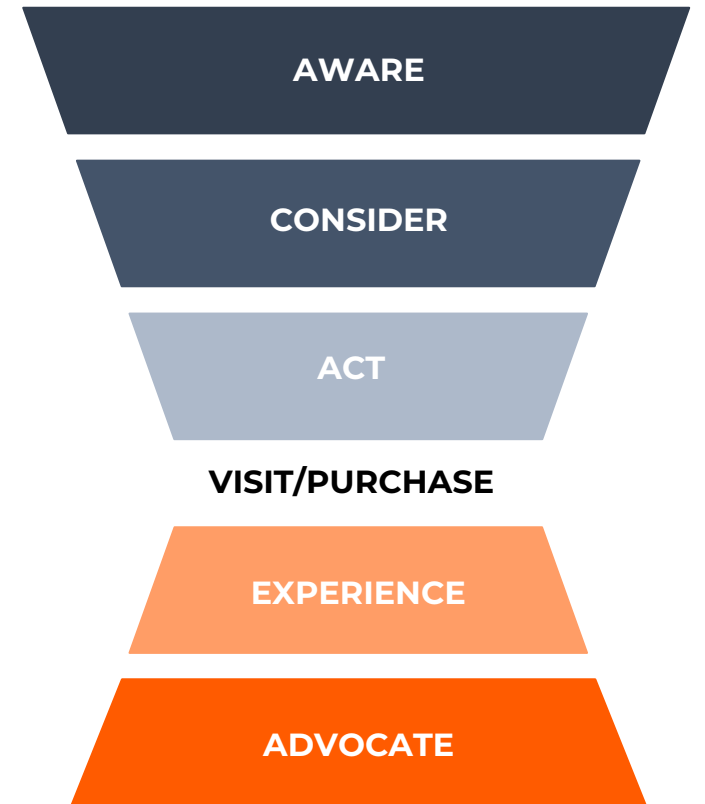
Paid Display

Incorporate native display ads to create a seamless experience for those searching for furniture. Also use contextual and behavioral targeting tactics to fill middle of funnel and retarget users deeper in the funnel.

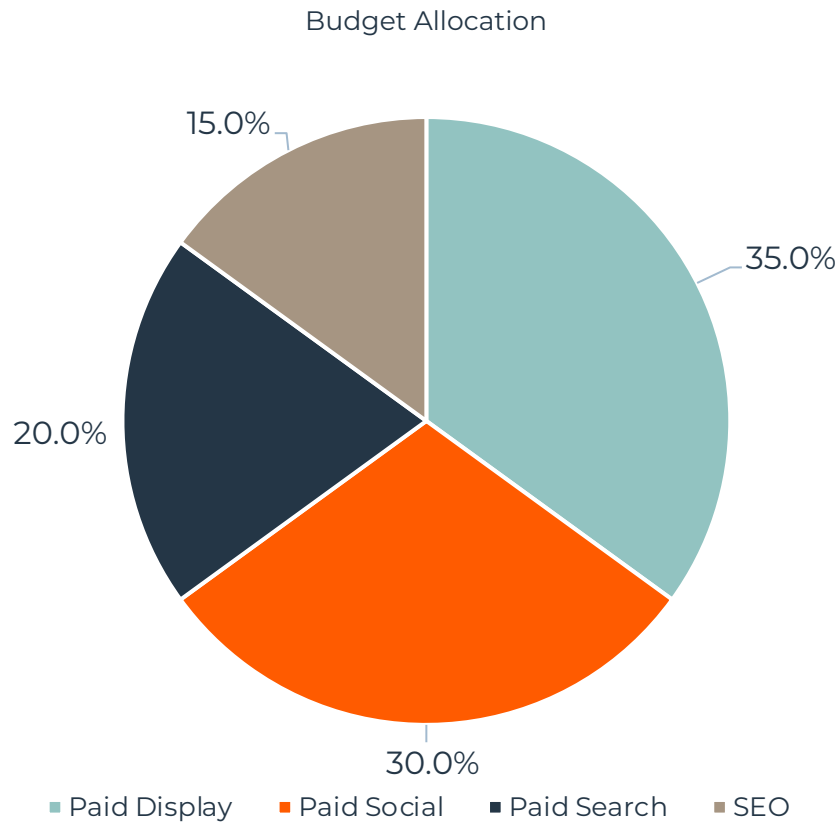


SEO

Search engine optimization can improve all important organic search rankings and help boost Star as the authority when it comes to high-quality furnishings and service.



BUDGET ALLOCATION



For this media mix modeling, we considered only the requested channels to help us understand how we would allocate budget. Budget is allocated based on the effectiveness of channels, the reach of the channel and ability to achieve additional objectives, the targetability of the channel, and cost efficiency of the channel. Production is somewhere between 15-18% of total media spend.

Paid Social

Paid social offers unique opportunities at the awareness level, leveraging our brand-first approach, but is effective throughout every stage. This channel receives ~30% as a result.

Paid Search

Search is vital to driving conversions later in the funnel and supporting other marketing efforts, so 20% of budget is given to this channel

Paid Display

Due to the scalability and use throughout the customer journey, display is anticipated to get a majority of media spend at ~35%.

SEO

SEO is effective and necessary — both in driving traffic to the website and ensuring that the digital experience is frictionless. The benefits are long-term and essential, so starting at 15% offers us opportunities to continue building SEO.

Tactical Recommendations

PAID SOCIAL

Paid social media gives us the opportunity to capture the awareness and attention of visitors to keep us at the forefront of our audience's minds. Bringing those sides together — storytelling with direct-response — is where paid social comes alive.



Tactical Approach

- Reach audience with furniture interests or relevant life changes and events. Channel execution can span from FB and Instagram, Pinterest, and TikTok as the main channels.
- Split goals to drive awareness of Star Furniture and acquire new customers.
- Implement a full-funnel strategy consisting of multiple ad formats.
- Optimize and gear a subset of social ads that drive in-store traffic.




Platform Objectives

1. **Primary Objective:** Generate top-of-funnel traffic to Star Furniture's website. Convert website visitors through retargeting and conversion messaging.
2. **Secondary Objective:** Create general awareness of Star Furniture brand, including brand, products, and locations.

20 Wayfair
Sponsored

"It's just what I wanted and their customer service representative was extremely helpful" - Kathryn.



ITUNES.APPLE.COM
Solid Wood Low Profile Plat
the App!
Explore every style right at your

H **Havertys Furniture**
Sponsored

Your family's favorite comedian deserves Recliner.

HAVERTYS
PRESENTS



RECLINER DAD JOKES

HAVERTYS.COM
\$400 Off

Shop Now

BEFORE RECLINERS,
DADS WERE
REALLY STRESSED...
NOW THEY'RE
PRETTY LAID BACK

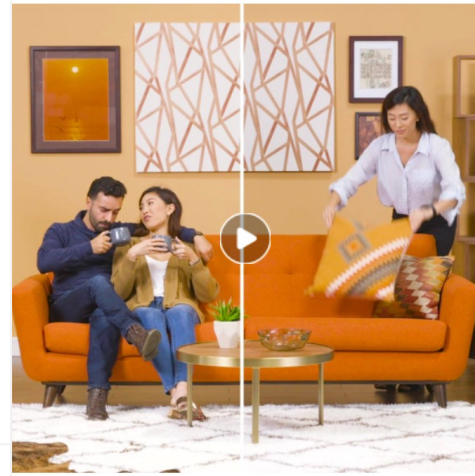
HAVERTYS
WE FURNISH HAPPINESS

HAVERTYS.COM
\$400 Off

Shop Now

Joybird
Sponsored

Use your camera to enjoy the latest AR experience with the help of our virtual Joybird!



FB.COM
we make furniture that inspires joy
joybird.com

Tactical Recommendations

SEARCH

Paid search works great at various stages of the funnel with campaigns easily able to switch from branded keywords to early search stages. Plus, it provides great lift for our other marketing efforts, ensuring that we capture potential visitors at any point of the funnel — like after they've seen our paid social ads.



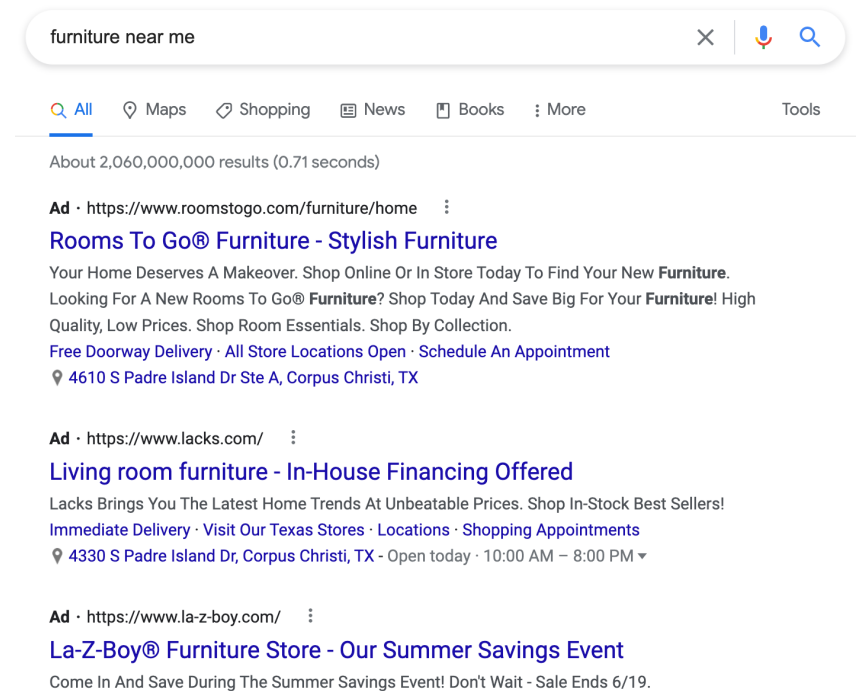
Tactical Approach

- Non-branded keywords around furniture that identifies interests related to products or product categories, such as “modern sofa.”
- Branded keyword targeting Is low-hanging fruit and provide high ROAS
- Geographic keyword targeting to ensure audiences are close enough to make a meaningful website or in-person touchpoint, such as ”furniture stores near me.”
- Use CPC and cost per conversion metrics



Platform Objectives

1. **Primary Objective:** Drive in-market traffic to Star Furniture’s website at efficient cost per click and cost per page view metrics.
2. **Secondary Objective:** Build brand equity and impression share for competitive keywords in the search landscape.



Tactical Recommendations

DISPLAY

Display offers a flexible way to target consumers after they are in-market with targeting parameters around interests, plus retargeting based on website data and performance allows us to be more personalized towards interests.



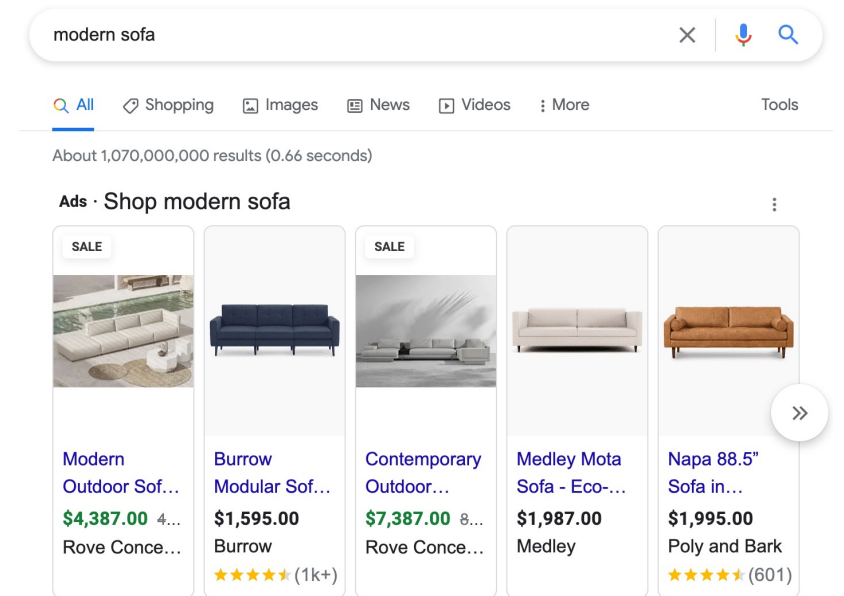
Tactical Approach

- Contextual and native placements will get qualified, relevant audiences based on their search behavior and content viewing habits to create a cohesive feel.
- Leverage programmatic technology to reach targets wherever they are on the internet.
- Location-based ads campaign to drive increased volume in-store visits with scalable and measurable KPIs. Helps maximize and drive net new store visits.
- Dynamic remarketing takes attributes from products that consumers view on site and drives them back to the website with ads for those specific products.
- Setting up and managing shopping ads on Google to drive ecommerce purchases.



Platform Objectives

1. **Primary Objective:** Drive qualified and relevant traffic to Star Furniture's website, as well as in-store visits to all locations.
2. **Secondary Objective:** Create personalization at scale with display remarketing tactics.



Tactical Recommendations

SEO



MDR would want to work more closely with our internal or external web team to ensure we develop the best plan moving forward. We want to dig in and see find out what's currently being done and how our other tactics can blend seamlessly to maximize efficiency and return.



Tactical Approach

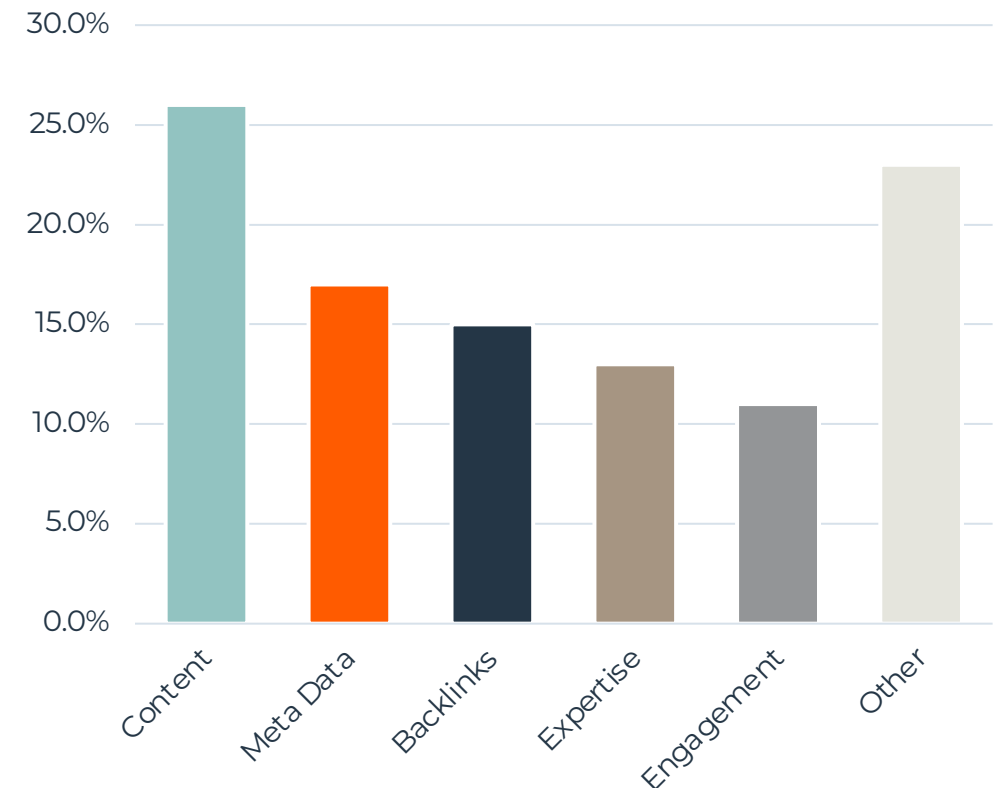
- Increase the number of backlinks that connect to your website. Competitors are outpacing us in this area.
- Make sure all website images have appropriate meta data.
- Continue to assist with SEO rich blog themes and content.
- Incorporate key words being actively pursued by competitors while also finding ones they are missing to gain an edge.



Platform Objectives

1. **Primary Objective:** Create crawlable content search bots love.
2. **Secondary Objective:** Create craveable content shoppers want to consume.

Top Factors Impacting SEO

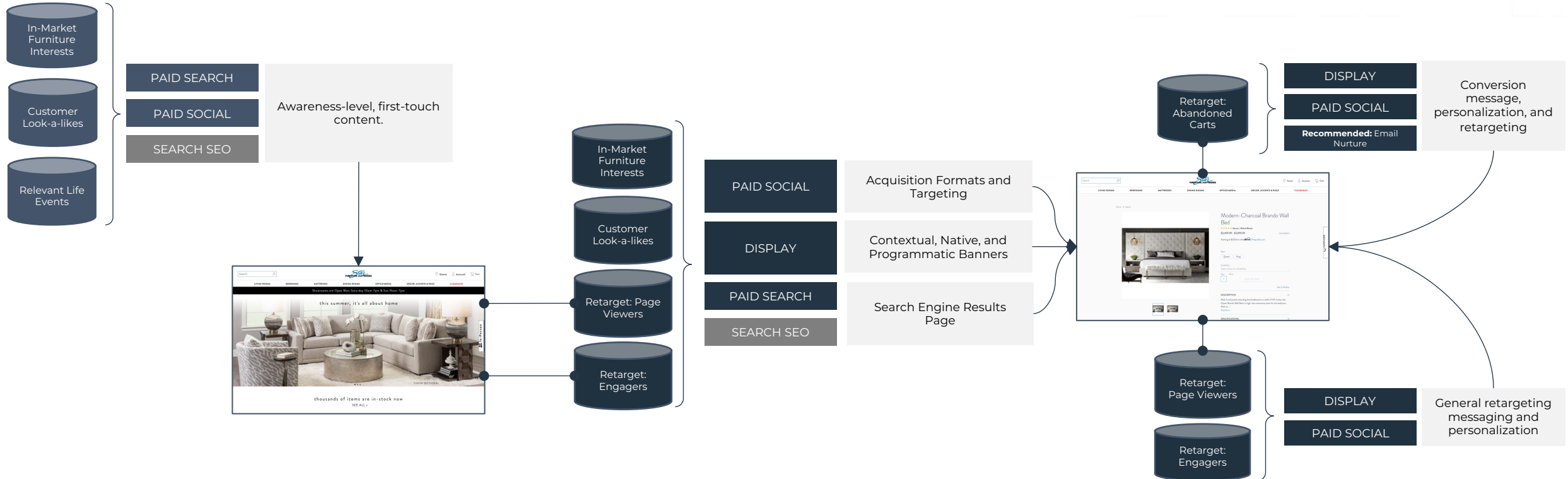


Tactical Recommendations

TOUCHPOINT PLAN

AWARENESS / CONSIDERATION

ACTION / ACQUISITION



THOUGHT STARTERS



MDR

Strategic & Creative Approach

THOUGHT STARTERS

Looking Ahead

Potentially Untapped Opportunities

- Predictive Modeling
- Shoppable Posts
- More stories on Instagram
- Allow MDR access to IG account to help post
- Influencer campaigns
- MDR submitted campaign in August
- College Colors Spirit Contest
- Utilize Pinterest more
- Leverage Real Estate Agents

MDR

05

ADDITIONAL AGENCY SERVICES/ INFO

The MDR logo consists of the letters 'MDR' in a bold, sans-serif font, colored in a dark orange hue. It is positioned inside a white square that stands out against the orange background of the slide.

MDR



OUR DEPARTMENTS

CREATIVE & STRATEGY

BRAND & CONSULTING

Our business consulting and brand development capabilities form the foundation on which to build a successful marketing and communications program.

CREATIVE STRATEGY

Data-driven and results-obsessed, our creative strategy and tactical sense will help define and tell your brand story like no one else.

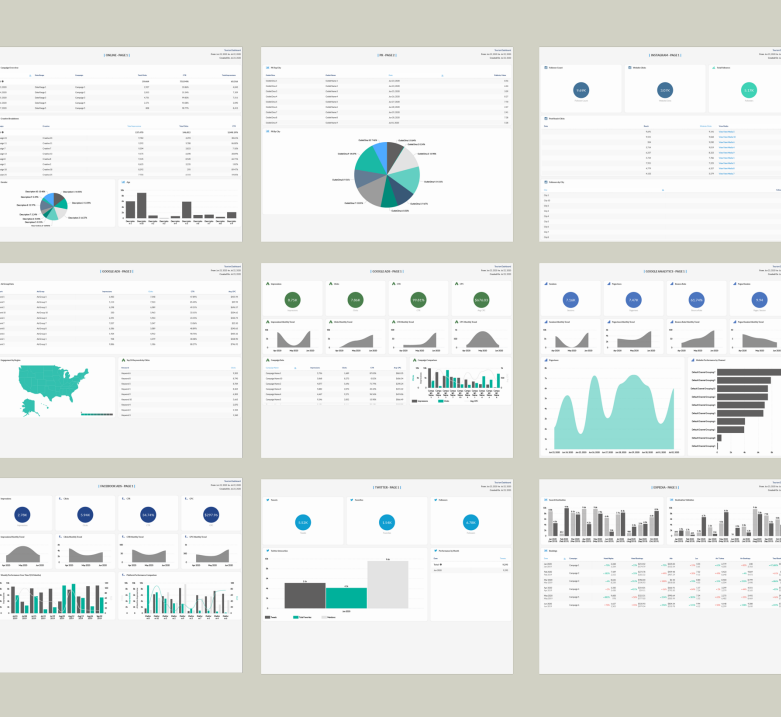
CAMPAIGN DEVELOPMENT

We develop clutter-busting, multi-media campaigns that target, connect and convert consumers into customers.

DESIGN & EXECUTION

Our award-winning designers, copywriters and illustrators create the distinctive elements that communicate your message accurately and succinctly.

MDR



OUR DEPARTMENTS

MEDIA & METRICS

RESEARCH & PLANNING

Our access to industry trends and partner data allows us to accurately develop customer profiles based on behaviors. Then we create an actionable plan based on your specific goals.

PURCHASING POWER

With an omni-channel approach to traditional, digital and emerging media, our media team has purchased \$100 million+ in placements for our clients. It gives us bargaining power and inside intel that ultimately translates into quantifiable added value.

MARTECH STACK

We deploy the latest in marketing technology to ensure measurable performance and results for buying, tracking and attribution. And we have the expertise to analyze and act on the findings.

DASHBOARD REPORTING

We create custom real-time reporting dashboards that aggregate hundreds of APIs to ensure maximum ROI and accountability.

MDR



OUR DEPARTMENTS

WEB SERVICES

PLANNING & DEVELOPMENT

We plan every pixel prior to development. A thoughtful site map and wire frame creates the user experience that engages viewers for longer periods of time.

SEO & SEM

We can boost your search engine optimization through highlighting key words and creating crawlable content.

CONTENT DEVELOPMENT

Beyond design, our custom content is what sets our websites apart. We build your story from the ground up and create a flow of information that guides the viewer.

WEB CARE

Ongoing security, support and maintenance ensure your website is always healthy and performing at optimal levels for maximum impact.

MDR



OUR DEPARTMENTS

CLIENT SERVICES

PLANNING & SUPPORT

We drive long-term, proactive forecasting and planning to set a clear path forward. And through consistent monitoring and reliable support we provide the agility to pivot at any point.

PROJECT MANAGEMENT

Organized and detailed, our project management systems ensure every job is delivered on time, on budget and on strategy.

BRAND GUIDANCE

Our team serves as ambassadors of your brand lending extra eyes and ears to avoid missing opportunities or potential threats. We remain vigilant stewards to protect the integrity of your brand at every turn.

THOUGHT LEADERSHIP

We aren't just passionate about our industry we're experts in it. Through innovative thinking full of insight and information we inspire growth by sharing our knowledge with our client partners and their in-house teams.

MDR



OUR DEPARTMENTS

FINANCE & RESOURCES

CLIENT BILLING

We employ a system of tracking and accountability to ensure client billing is on time and accurate.

CLIENT PURCHASES

We hold an unblemished record with vendors for dependability, accuracy, and financial stability.

TIME TRACKING

We ensure all activities are accounted for and documented every step of the way for each project and client.

HUMAN RESOURCES

We maintain a stringent hiring process that ensures we hire the best and brightest and we've created a dynamic culture that retains talent and empowers our teams.

MDR



OUR DEPARTMENTS

MARKETING & RETENTION

NEW BUSINESS

We are always seeking out new opportunities to ensure the health and stability of our agency. We look to partner with like-minded entities so that both client and agency are on the same ambitious path.

CLIENT ONBOARDING

Agency relationships are unique and for our clients get the most return on their investment with us, we walk them through our process to help set expectations from both parties ensuring a successful working relationship.

CLIENT RETENTION

We conduct periodic surveys to get a pulse on the level of service we're providing. We also keep our clients updated on agency resources like new talent, tools, platforms, tactics and services.

PRODUCT DEVELOPMENT

We continuously develop and improve our agency products to stay competitive. We offer our clients the most innovative planning and marketing tools and research methods to help navigate the changing marketplace.

MDR

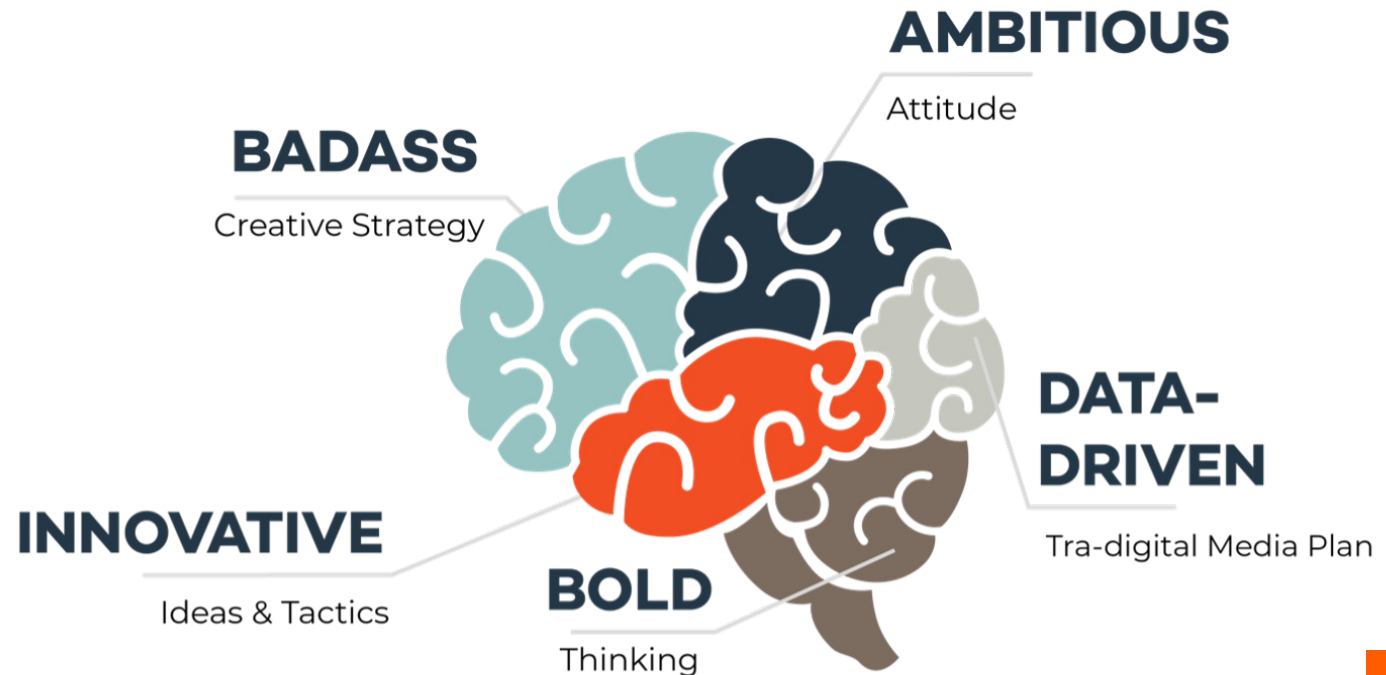


MDR Advertising + Digital + Media

OUR PHILOSOPHY

ALL OR NONE

These key factors must be present on every project or client we engage with. If one is missing the rest fall short.



MDR



MDR Advertising + Digital + Media

OUR APPROACH

START WITH BASICS

Every great brand is built upon a strong foundation. With the right fundamentals, team and tactics in place you can realize real return on your investment every step of the way.

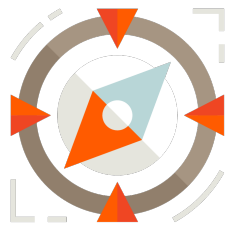
MARKETING ACTION		RETURN
8	TRACKING + ANALYSIS + OPTIMIZATION + REPORTING	LEAD GEN + CONVERSIONS + SALES
7	CAMPAIGN EXECUTION + LAUNCH + MONITOR	IMPRESSIONS + ENGAGEMENT + CLICKS
6	MEDIA BUYING + PLACEMENT + NEGOTIATION	COST SAVINGS + ADDED VALUE
5	CAMPAIGN CONCEPT + CREATION	INTELLECTUAL PROPERTY + AWARENESS
4	PLANNING + BUDGETING + TACTICS	IDENTIFY WASTE + MAXIMIZE SPEND
3	BRAND IDENTITY + GRAPHIC STANDARDS	CONSISTENCY + EFFICIENCY
2	BRAND CORE + STRATEGY + MESSAGING	LONGTERM BRAND EQUITY + PATH
1	DISCOVERY + EXPLORATION + REVIEW	UNCOVER PAIN POINTS + CORRECT





MDR Advertising + Digital + Media

OUR APPROACH



MAP

Marketing
Action
Plan

Diagnostic in nature, this plan is designed as a roadmap to guide brand building decisions. It's intended to discover, audit and assess the current situation and recommend prioritized actions to meet internal and external marketing objectives. It will uncover needs, plot priorities, identify attainable goals and develop aspirations.



SET

Strategic
Execution
& Tactics

Strategic at its core, this plan will refine, and plot on brand marketing strategies based on MAP findings and subsequent results from its actionable items. It is intended to inform detailed tactical plans and messaging pillars for the launch, release and execution of brand initiatives both internally and externally.



BAM

Brand
Alignment
Masterplan

This is a comprehensive 360-degree brand guidebook built to inform all brand decisions and rollout strategies.. It serves as a tool to maintain standards and grow brand equity by laying out a carefully crafted framework for ongoing and future marketing phases, brand evolution and innovation.

MDR



MDR Advertising + Digital + Media

PROJECT PROCESS

1

DISCOVERY

Gather insights, review research, planning and kickoff/brainstorm session with MDR.

2

GOALS

Establish objectives, define KPIs and metrics to measure success.

3

STRATEGY

Identify target markets, develop personas, tactics and media strategy.

4

CREATIVE

Develop design, imagery, look, feel and copy across all mediums. Coordinate with media teams.

5

EXECUTION

Negotiate and purchase paid and added-value media. Deliver campaign.

6

PERFORMANCE

Track, monitor, analyze report and optimize.

PROJECT BY PROJECT

In addition to our foundational brand building, every project or campaign we take on is approached with the same framework so it's not just on target, it's trackable.

MDR

Strategic and Creative Approach

Creative Process





MDR Advertising + Digital + Media CAMPAIGN CYCLE





MDR Advertising + Digital + Media

AGENCY ETHOS



Innovation

Embrace next practices. We encourage newer, smarter, better ways of doing in a quest to boldly serve our vision, our team and our clients.



Growth

With a deep passion for our industry, we cultivate a culture that encourages growth for our agency, our clients and for ourselves.



Service

Always deliver. We aim to be available to our clients, anticipate their needs, and earn their trust by providing quality products and honest service.



Accountability

We learn from our mistakes. We take responsible ownership, appreciating that sometimes breakthroughs come from failure. Admit, correct, move on.



Respect

We're a family. We earn, give and expect respect from each other, our clients, colleagues and collaborators.



Humility

Confidence is attractive when you remain humble. Thus, this must always be how we market ourselves.



Balance

Stay steady to be ready. We believe great work should not compete with great life quality; we strive for both.



Creativity

Remember, this is fun! It's a big part of why we're here. It may feel stressful at times, but don't forget – we're lucky to use our minds in a unique way every day.

MDR



OUR PARTNER COMPANIES

11TH FLOOR STUDIOS, LLC.

PROJECT MANAGEMENT

We plan, assemble and manage the right teams and talent to take any video project large or small from concept to completion.

VIDEOGRAPHY & EDITING

We concept, capture, color correct and edit to produce premium quality video assets that support a brand through streaming and broadcast channels.

MOTION & ANIMATION

Our animation and motion capabilities allow us to develop dynamic content for videos, digital ads and infographics to help further tell your story.



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**THIS
COULD
BE BIG.**

**AMBITIOUS?
LET'S TALK.**

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