

REDEFINING/REPOSITIONING A BRAND

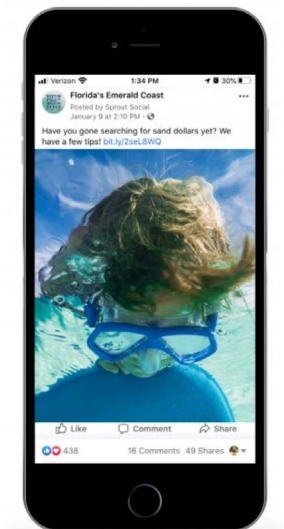
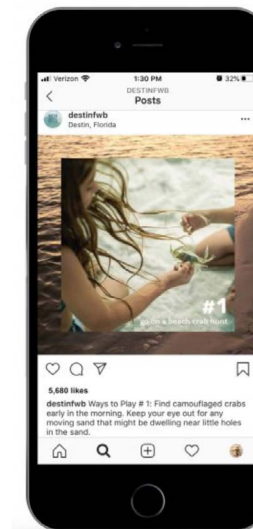
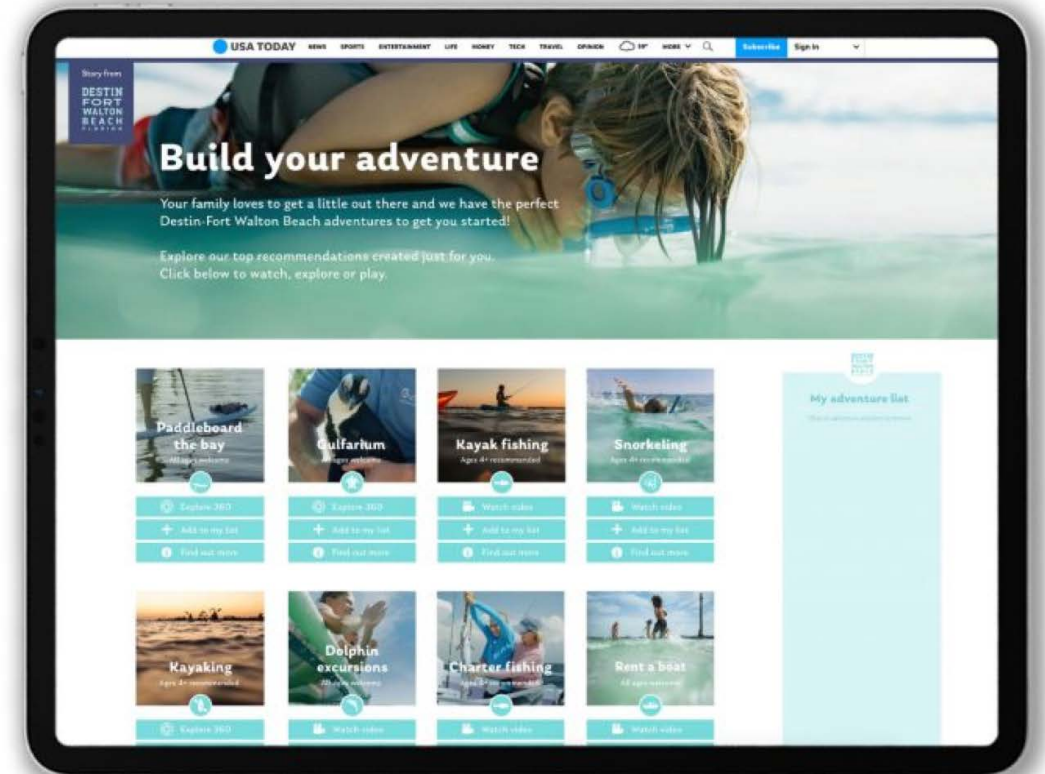
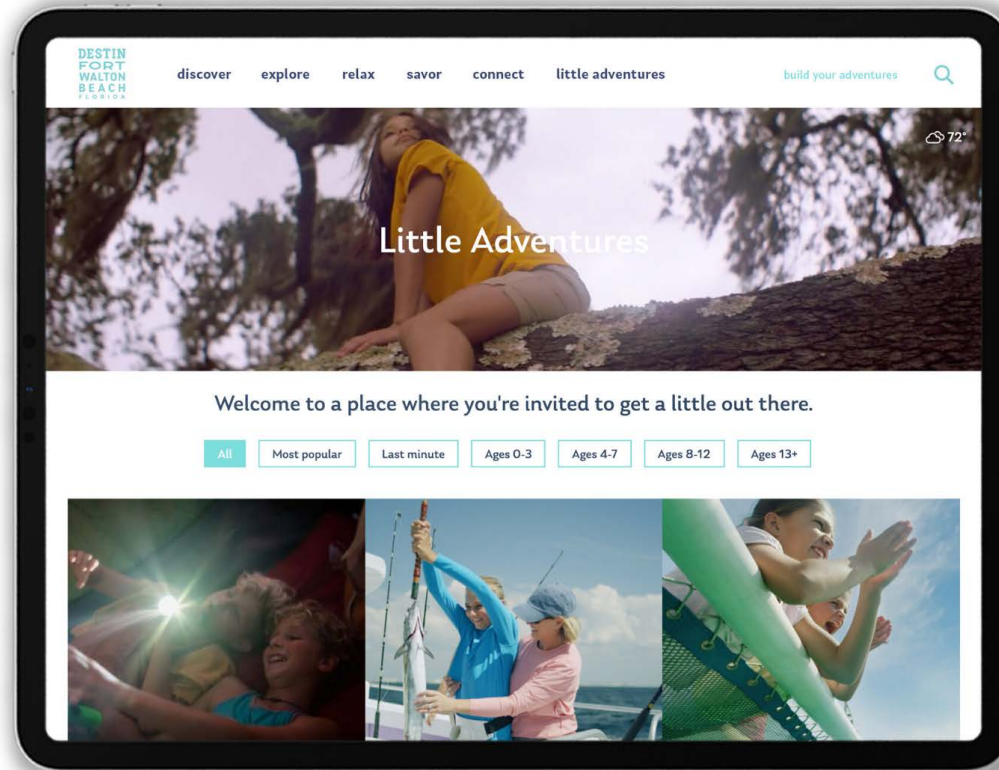
DESTIN
FORT
WALTON
BEACH
FLORIDA

Destin-Fort Walton Beach is perceived as a fun beach and fishing destination and frequented by an indifferent customer base. Our objective was to distinguish the destination from the rest of the Panhandle and attract new consumers (while retaining the current base) by changing the perception of DFWB.

Our campaign began with one important fact: 56% of children spend less time outside than maximum security prison inmates. Childhood is being spent indoors. DFWB wants to open the door and get kids back outside, where they belong. And this destination has the beaches, tide pools and water-based adventures to do just that. Our mission was simple: Make childhood an adventure again. Our strategy? Get kids out on the water to give their adventurous side room to grow.

We couldn't just tell parents to get their kids outside, we first needed to reduce the worries parents have about trying something new. That's why every aspect of our campaign shows families when, where and how to adventure out on the water—from website how-to videos, social "Ways to Play" posts and a USA Today Adventure Builder.

Can Destin-Fort Walton Beach help make childhood an adventure again? We're on our way. In our first year, we've seen a 50% increase in traffic to our visitor guide page, a 30% increase in traffic to our accommodations page and an 84% increase in social media engagements year-over-year.



BOONEAETKAO

RE-ENERGIZING A BRAND



Bojangles' selected BooneOakley as their agency of record in 2010. At the time, their sales were plateauing, and their creative campaigns had grown stale. Our mission? Re-energize the brand and make it relevant again.

While digging through research, we hit on a key customer insight: People crave Bojangles'. And when the craving strikes, they have to have it.

We landed on three little words that perfectly conveyed this: It's Bo Time!

"It's Bo Time" is much more than a slogan. It's a rallying cry. It's a call to action. It's memorable and totally unique to Bojangles'. We introduced "It's Bo Time" in 2010 with a high-energy campaign that reinforced that Bojangles' is the brand that people truly crave. This line continues to be an integral part of Bojangles' culture 10 years later. The results? Bojangles' has grown from over 450 restaurants at the beginning of 2010 to over 750 restaurants today. That's pretty good for just 3 little words.

What time is it? It's Bo Time!





REVITALIZING A BRAND

Everyone loves a comeback story. In 2013 we were asked to develop a campaign to fuel excitement leading into the 2014-2015 NBA season when the Hornets brand would return to Charlotte. This was something that had never happened before in sports. We knew we had one shot at reconnecting our community with its NBA team. This was a huge opportunity to win back and build a new fan base that was largely indifferent to pro basketball.

We launched a multi-platform campaign to tell the story of our "Comeback."

The campaign hit on the resilient nature of this city and the fan passion that brought this team back where it belongs. We landed on a goose-bump line that really spoke to the way this city felt about the return of the Hornets: The Home Team is Finally Home.

We successfully brought the buzz back to Charlotte and while we were at it, set a franchise record for new season ticket sales.



CHALLENGING CATEGORY CONVENTION



WELLS FARGO
CHAMPIONSHIP

The Wells Fargo Championship came to BooneOakley after a multi-year decline in grounds ticket sales. The PGA tournament was suffering from an aging fan base, increased competition for consumers' entertainment dollars and the perception that their event was boring and stodgy.

By highlighting the mingling, scenery, food and drink we succeeded in helping Charlotte (and the region) see the tournament as a must-attend event whether you prefer golf or mini golf. Our objective was a 10% increase in grounds tickets sales after two years, which we accomplished in the first year of working together. After year two years, ticket sales increased 15%.

Through research, we identified a new opportunity audience: young socialites. We broke away from the conventional golf fan target audience and completely re-worked the media plan to reach this new audience with one single message: The Wells Fargo Championship is fun if you know golf, fun if you don't.

FUN
EVEN IF YOU THINK
THE 19TH HOLE IS A HOLE.
FUN IF YOU KNOW GOLF. FUN IF YOU DON'T.

WELLS FARGO CHAMPIONSHIP
MAY 2-8, 2016 | QUAIL HOLLOW CLUB
Tickets: WellsFargoChampionship.com or 1-800-945-0777

FUN
EVEN IF YOU HEAR CHIP
AND LOOK FOR SALSA.
FUN IF YOU KNOW GOLF. FUN IF YOU DON'T.

WELLS FARGO CHAMPIONSHIP
MAY 2-8, 2016 | QUAIL HOLLOW CLUB
Tickets: WellsFargoChampionship.com or 1-800-945-0777

FUN
EVEN IF YOU ONLY COME FOR
THE NEW PROFILE PIC.
FUN IF YOU KNOW GOLF. FUN IF YOU DON'T.

WELLS FARGO CHAMPIONSHIP
MAY 2-8, 2016 | QUAIL HOLLOW CLUB
Tickets: WellsFargoChampionship.com or 1-800-945-0777

The Wells Fargo Championship is marketing itself to millennials as a social event, hoping to draw more like Dylan Johnson, Nina Davies, Garrett Sauls, and Shelby Donovan, who were at the practice round at Quail Hollow on Wednesday. Joshua Komer - jkomer@charlotteobserver.com

**FUN IF YOU KNOW GOLF.
FUN IF YOU DON'T.**

Rory McIlroy, '10 & '15 Champion

WELLS FARGO CHAMPIONSHIP
WellsFargoChampionship.com
FedExCup

**FUN EVEN IF YOU HEAR
"EAGLE" AND LOOK UP.**

Rory McIlroy, '10 & '15 Champion

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