

ODYSSEUS ARMS / **Case Studies**





MEET ODYSSEUS ARMS

There is one thing Odysseus Arms does that no one else does.

We listen.

OA is built upon a consumer listening approach that puts strategists and creatives in direct contact with the people they are trying to reach from the get go.

Rather than turn away a brand's tribe, we work with them to understand intimately what's working, what isn't, and even co-create. After all, consumers today are as educated in marketing as the marketers selling products and services to them.



MEET ODYSSEUS ARMS

It takes strategic and creative confidence in an ability to generate new ideas to expose so early. But doing so results in fueling brand nuclear fusion that drives business results.

However, OA is not a “UGC” agency or crowd-sourcing agency. We believe well crafted messaging and design is the most powerful way to build a brand. We choose to get there by being well informed by those we want to reach while doing it.

OA's has applied this approach for brands ranging from Amazon to Capital One to Microsoft to YouTube. And senior staff has enviable experience building brands for the likes of Mini, Sprint, Burger King, Method, and StubHub.

Who wants to be next?

| CASE
STUDIES



YOUTUBE

CREATORS CAMPAIGN

CASE STUDY

You Tube



It doesn't take a movie role or a talent agent to achieve fame these days. Today, people are making themselves stars (with fans by the millions) from the comfort of their own webcams. For the video giant's first national campaign, we showcased YouTube sensations Michelle Phan, Bethany Mota and Rosanna Pansino.

Odysseus Arms joined Google and NY agency Co:Collective as the ad agency in a group of collaborator companies including Caviar, Rock Paper Scissors, Beacon Street, Trollback, and Pacific Digital Image.

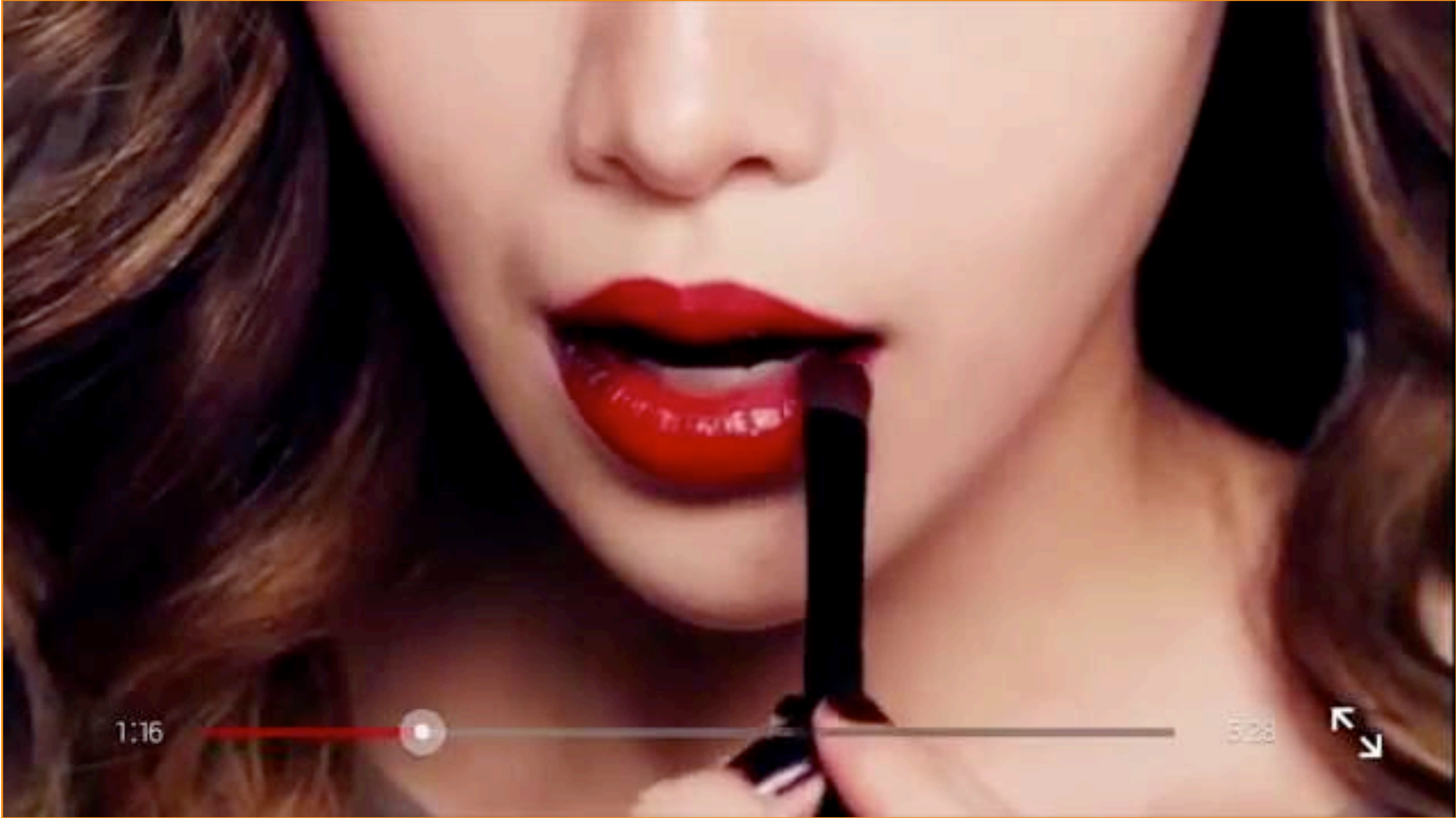
Together, we produced a \$20MM integrated campaign that spanned broadcast, digital and OOH as well as a massive presence in search, display and video ads across Google's ad network.



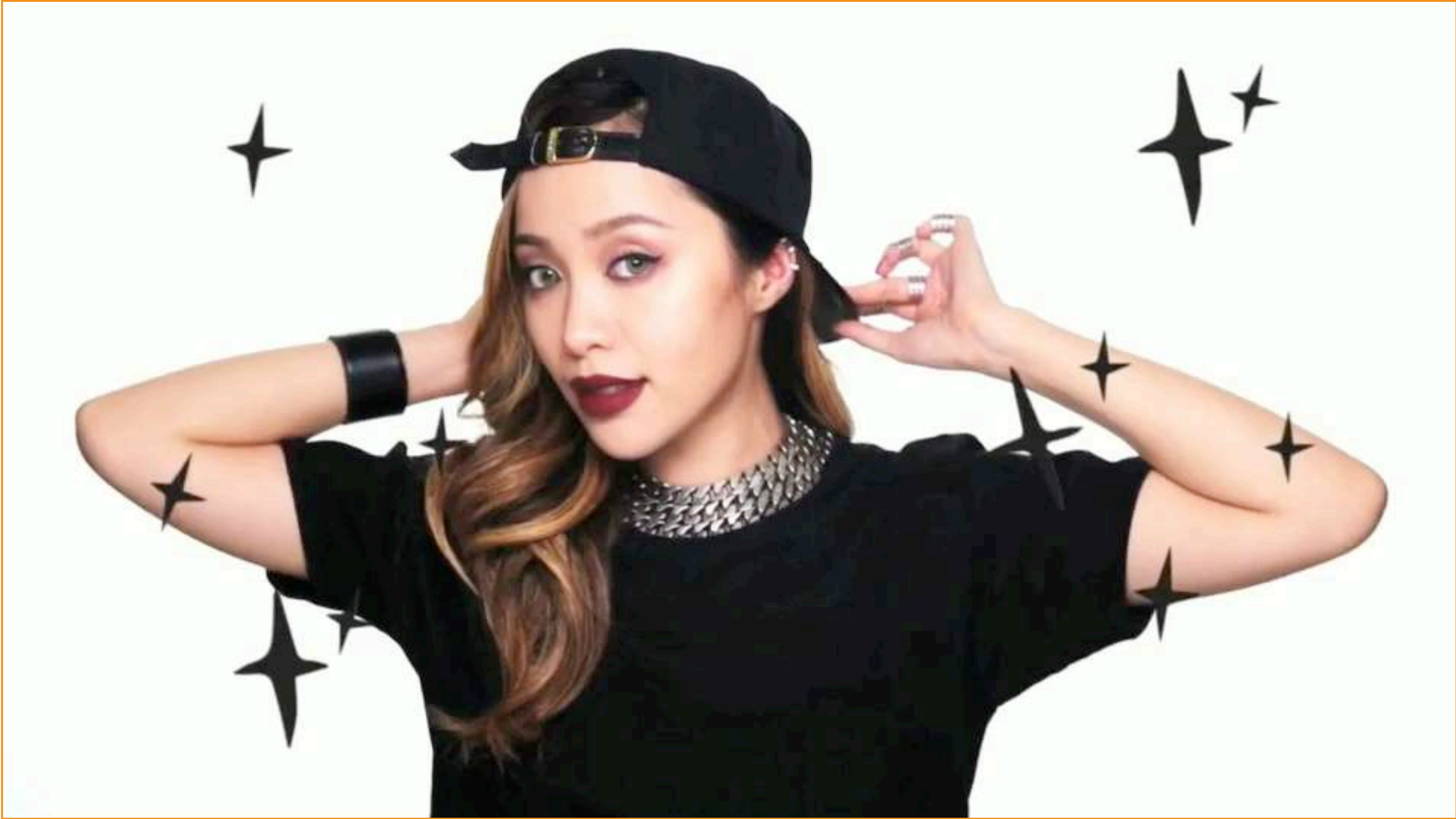
CASE STUDY - YOUTUBE



CASE STUDY - CASE STUDY FILM, [CLICK HERE](#)



CASE STUDY - MICHELLE PHAN, [CLICK HERE](#)



CARLO ROSSI

SOCIAL MEDIA

CASE STUDY

Carlo Rossi

WINES



It is with great honor and pride that we serve one of America's greatest treasures, Carlo Rossi. We work on the brand's Facebook in aim to engage it's loyal fan base in fun, entertaining ways. Over time, we've come to Rossi drinkers intimately—what they like and what they don't (for example, puppies work but pigs 'n a blanket don't). As we learn, we're bringing record traffic and engagement to the site every month.

With Carlo Rossi, we are consistently generating 8.65% engagement in a world that sells 0.3% as an acceptable benchmark. This is just the beginning, but a return to simple creative development techniques is yielding unprecedented ROI in the social media space.



CASE STUDY - CARLO ROSSI



Carlo Rossi
Published by E&J Gallo Winery [?]
Page Liked · January 21 · *

White Zin on tap! We don't recommend actually doing this, but we can dream!

Tag Photo Edit

Unlike · Comment · Share

Carlo Rossi, Soraya Ortiz, Larry Powers, Alexander Patricia Brocard and 39,834 others like this.

41,181 shares

Joanne Bello So cool! With paper
Like · Reply · 2 · January

View previous replies

Carlo Rossi We're all about getting the wine from a jug to a cup.
Like · 1 · Commented on by E&J Gallo Winery [?] · January 23 at 6:41pm

View more replies

Doug Ward anyone else notice that WHITE ZIN is DARK red?
Unlike · Reply · 4 · January 22 at 11:46am

Carlo Rossi It's actually the photo filter! Our white zin is a perfectly pleasant

Write a comment... [camera icon] [smiley face icon]

Unlike · Comment · Share

Carlo Rossi, Soraya Ortiz, Larry Powers, Alexander Patricia Brocard and 39,834 others like this.

41,181 shares

Joanne Bello So cool! With paper



CASE STUDY - CARLO ROSSI



CASE STUDY - CARLO ROSSI



No.2
HIGHEST ENGAGEMENT ON
FACEBOOK
CONGRATULATIONS CARLO ROSSI AND
OA TEAM ON THE 8.65% ENGAGEMENT RATE
#SOCIALBAKERS

Top 3 Brands on Facebook Post Engagement Rate

| | Engagement Rate |
|---|-----------------|
|  Holsten Arabia | 9.20 % |
|  Carlo Rossi | 8.65 % |
|  Buchanan's México | 7.08 % |



E! NETWORK

THE CAITLYN JENNER STORY

CASE STUDY



Forty-one percent of transgender people have considered suicide. A statistic that is both shocking and depressing. A movement in need of a voice. E! Entertainment, part of NBCUniversal, hired us to promote Caitlyn Jenner's show about her new identity.

There was no guidebook for this, no precedent, only antagonizing tabloids and comedians offering dark commentary on Bruce Jenner. We realized that we were going to help frame the conversation about transgender social issues for a nationwide audience.

In setting the stage for this new voice, we wanted to highlight compassion, strength of family, and acceptance, to rally the transgender movement to new heights. We created an integrated campaign that spanned digital and TV units, and featured our original photography. Our mission was to modify the promo space and give it the voice of a PSA.



CASE STUDY - "I AM CAIT" PROMO, [CLICK HERE](#)



CASE STUDY - "I AM CAIT" PROMO, [CLICK HERE](#)



CASE STUDY - "ABOUT BRUCE" PROMO, [CLICK HERE](#)



CASE STUDY - PRESS

DAILY NEWS NEW YORK NEWS POLITICS SPORTS ENTERTAINMENT
CONFIDENTIAL GOSSIP TV MOVIES MUSIC THEATER & ARTS COMICS GAMES ENTERTAINMENT PICS

Caitlyn Jenner: E!'s 'I Am Cait' promo reaches over 4.5 million views in 24 hours

BY JEANETTE SETTEMBRE [Follow](#) / NEW YORK DAILY NEWS / Thursday, June 4, 2015, 6:39 PM

Newsweek U.S. WORLD BUSINESS TECH & SCIENCE CU

CULTURE

'I Am Cait': Caitlyn Jenner Announces Documentary Series for E!

BY POLLY MOSENDZ 6/3/15 AT 1:24 PM

June 3, 2015
HUFF POST ENTERTAINMENT

Caitlyn Jenner Is 'The New Normal' In First Trailer For Docuseries 'I Am Cait'

The Huffington Post | By Erin Whitney | Posted: 06/03/2015 10:02 am EDT | Updated: 1 hour ago



People

First Look at Caitlyn Jenner's Docuseries, *I Am Cait*: 'I'm the New Normal' (VIDEO)

Rolling Stone

Watch Caitlyn Jenner Tease 'I Am Cait' Series: 'I Am Telling My Story'

"This is about getting to be who you really are," Jenner says in new trailer for E! docuseries



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TRENDING
290,648 VIEWS

Here's The First Trailer For Caitlyn Jenner's Docuseries "I Am Cait"

"I'm the new normal," she says with a smile.

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See the First Promo for Caitlyn Jenner's New Show *I Am Cait* on E!

See How Amazon Just Changed Its Iconic Shipping Boxes
Watch as Stephen Colbert Shaves 'The Colbert Report'
Who is the Freelance Economy Hurting?
Why Darrell Hammond Modeled Himself After Eddie Murphy
How to Be Both Wins the Baileys Women's Prize for Fiction
Microsoft Leaks Plan for Worldwide Wi-Fi Network
Watch Amy Schumer's Crazy Funny Speech at the Glamour Awards
Here's the First Look at *The Hunger Games: Mockingjay - Part 2*
Alcohol Problems Affect About 33 Million U.S. Adults
World's Tallest Cow Dies
Did Family Guy Predict Caitlyn Jenner's Transition?
The Only Thing Cuter Than Baby Goats Is Baby Goats Prancing In

SCROLL TO SEE MORE

See the First Promo for Caitlyn Jenner's New Show *I Am Cait* on E!

Christopher Rosen/EW 8:54 AM ET

news

Caitlyn Jenner's First 'I Am Cait' Promo Is Here, And It'll Break Your Heart

"I'm the new normal."

by kase wickman 7h ago



MICROSOFT

GO SMALL!

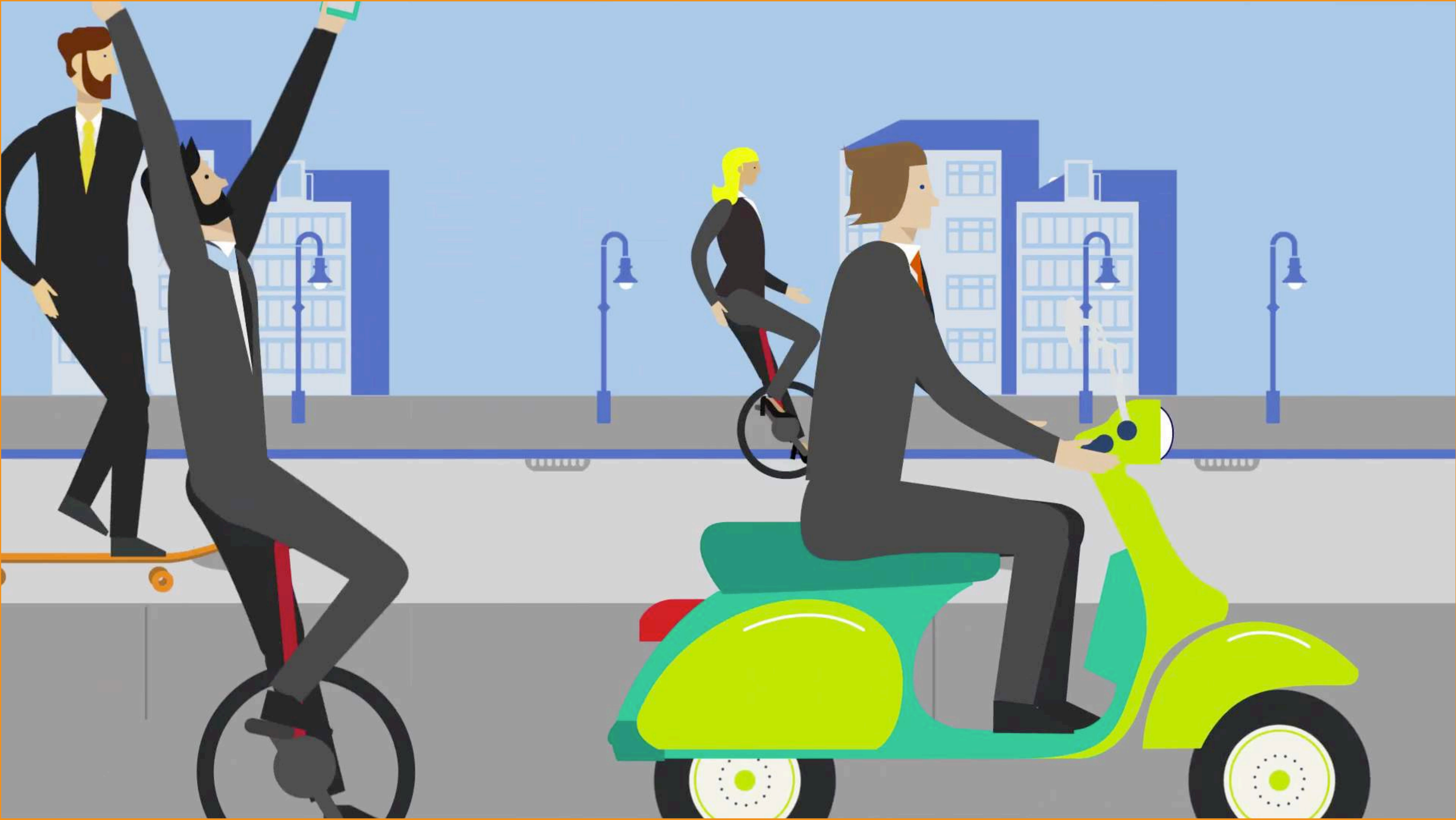
CASE STUDY



Small businesses make up 50% of the United States' GDP. That's incredible considering the duties required to own, let alone run, a small business. Microsoft came to O-Arms to demonstrate its huge support for these littler ventures. The result: An initiative that encouraged and celebrated small businesses across the country. We built videos, posters, and an encyclopedia of small business to better small business operators' commercial knowledge.



CASE STUDY - "GO SMALL" ANIMATION, [CLICK HERE](#)



CASE STUDY - "AL'S ATTIRE" WEB VIDEO, [CLICK HERE](#)



CASE STUDY - PRINT, POSTERS

Your Brand

Modern.biz

Understanding Branding

"Company" is a term that refers to what happens on the inside of a business. "Brand" is a brand term used to describe how people perceive your company from the outside.

Branding is what people say about you when you're not in the room. Ask yourself if your business is different from the rest. Ideally, your answer should be YES. Otherwise, you're just like the rest of the guys at Constan Contact are waiting for your email.

Consumers prefer a business or service that has something new or different to offer. It's much more than a cool logo or a catchy name. Those are nice, but you're looking for attributes that separate you from the pack. A brand is basically a collection of these unique attributes with a USP (unique value proposition) sitting atop the pile. The USP is a single, standing attribute that makes people not forget you.

To strengthen branding, think hard.

What makes us truly different?

63% of businesses find that social media channels strengthened brand loyalty.

90% of You users say that positive reviews greatly influence their brand consideration.

Darwin

It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

80% of your business comes from 20% of your customers. You need to know who the 20% is. This is called targeting, and it makes your brand stronger. It helps you see what's really working and how you can focus more on what's driving business forward. Segment or divide your target market by age, gender, income level, and location. You're sure to find out who's who.

Get a PhD on your Target

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4 The Art of the Four-Word Story

"simplicity motivates"

Much like micro-blogging on Twitter, if you can reduce your company mission down to just a few pithy, well-chosen words, you'll find clarity from the ambiguity. Shorter is better. The longer the story is, the more open your main objective is to ambiguity. This leads to feelings of confusion, distraction and lack of purpose within your team. A succinct expression of your company's mission unites and motivates as it's easy for everyone to get it.

This exercise shows you to get down to the bare bones of what your business is really about. Try to let your organization's story fit in just four words. Tweak it out there and see what everyone thinks.

CAUTION: Please don't pick boring words, you'll lose our attention. Craft your words like the better writer and you might be able to get it to three words.

Blah Blah Blah Blah

Organize Everything You Love

Advancing Science Through Flight

Hear From Your Friends

Start A Conversation

Remember to smile.

Paint your feet.

Relax your body.

Hold eye contact.

Nod your head.

Have some mojo. People are drawn to companies with the mysterious and magical quality. So you should want your place of business to be crawling with it. You should want levels of mojo where people are running down your halls instead of dragging their feet, so much mojo that people can bring some home with them. And where does this mojo come from? It starts with you and your good optics. So keep it high, as it really does rub off.

However, maintaining mojo can be tricky. You need to be observant and manage the dynamics of your team.

Elevator Pitch

Modern.biz

118 seconds The average elevator ride in New York City is 118 seconds.

48 seconds The average elevator pitch is 48 seconds.

Phase III

Remember that the purpose of the elevator pitch is to get your audience wanting to know more. So if there isn't a cup of tea at the end of your elevator ride to carry on the discussion, leave a way for people to get in touch with you. The absolute worst thing you can do is not leave your contact info.

48 Sec +

Phase II

Now that you've avoided a yawn or two with your catchy opening statement, it's time to lay down your takeaway points. Again, keep things in layman's terms. Tell your elevator audience what your company does, where it operates, if for what, why people should care, and what makes your company unique.

15 Sec

Phase I

The first seconds and words of your elevator pitch can make or break the entire process. So when you start off, be sure to grab your audience's attention immediately. Use engaging words and visuals. Steer away from industry jargon. And do like they do in Hollywood when selling a new idea for a movie: create suspense. Get anyone can understand. "Star Wars meets cat videos... on ice."

0 Sec

You Can Do This

Negotiating is a skill that starts on the playground with kids turning their homework around, passed butter and jelly sandwiches into two boxes of juice and two bags of chips. It's a skill that every business owner and employee should develop.

UP DOWN

The Ride of Your Life

New business relies on your pitch being short and sweet.

Don't just stand there. The Elevator Pitch is a gotta-have-it skill every small business person needs. The term comes from Hollywood, where producers were forced to compact their blockbuster concepts into short elevator rides with a studio bigwig. Don't just express why your company is unique. Draw attention with carefully chosen, explosive language that ignites interest. Someone might actually remember.

Body Language

It's important to pay attention to what your body is projecting. Body language not only affects the listener, connected to confidence and stress, it's contagious and contagious. 85% of what you convey as a whole. So stand up straight, smile, and be positive. Use those few simple tips during your pitch.

Mojo

/məjə/ noun
It's magic charm, charisma, or spell. "Someone must have their mojo working over at the record company."

Have some mojo. People are drawn to companies with the mysterious and magical quality. So you should want your place of business to be crawling with it. You should want levels of mojo where people are running down your halls instead of dragging their feet, so much mojo that people can bring some home with them. And where does this mojo come from? It starts with you and your good optics. So keep it high, as it really does rub off.

Practice on a Dog

In professional meetings, you'll notice a lot of blank stares—the kind of a confused dog. But worry not, it's a recognized tactic when expressing no emotions is better than giving off false ones.

Do find a dog to listen to your spiel.

Embrace the blank stare on their faces, and watch them start begging for more.

Identity

Modern.biz

70% of the S&P 500's value is branding.

Design Is DNA

Your brand identity emits invisible, telepathic messages to the world about your business. Don't judge a book by its cover? Ha. People do. Spend two seconds on Bing and you'll find all sorts of companies that provide the same services as you. A strong graphic identity is a chance to help out of the mob. Simple, clean designs do best. But shapes, colors and font choices can become a lot of detail about your company's intangibles, i.e., strength, attitude, savvy, maturity and reliability.

Skype Test

Before you finalize your logo, test out a few options. Hop on Skype and conduct focus groups. Ask friends, family and random strangers which logo or design elements they are most drawn to. This will help you address questions you may have been asking yourself—and questions you may have never thought to ask.

Get a Design Pro

Learning to use design programs can take years of training, so find a designer. You can access an abundance of help on the internet.

Now big corporations spend millions of dollars with big design firms on their identities, but most logo designers are small business people like yourself. So if you don't have lots of cash, organize a service trade to cover the difference. Smaller designers have made tons of logos for companies your size, so they're accustomed to catering.

Colors

Just like everything else we're discussing, colors have a visual language all their own. Here's what they're saying to people:

Red - Alertness, Ambition, Dominance, Danger, Energy, Speed, Intensity, Romanticism, Victory, Warmth.

Green - Adventure, Growth, Freedom, Freshness, Harmony, Nature, Progress, Rejuvenation.

Blue - Authority, Care, Honesty, Intelligence, Protection, Value, Reliability, Tranquility.

Yellow - Aspiration, Confidence, Caution, Ideal, Inspiration, Logic, Optimism, Power.

Your Mark

First thing's first: Finalize your logo before you start designing business cards or picking colors for a website. Your logo is the foundation of everything to come — from signage to promotional materials to packaging. And though all of these elements together will help the world identify your brand, the logo alone should be able to express what your company's about. A good logo should last at least ten years.

Logo Limbo

We could all here and tell you that logos are serious: some that you have to live with forever, but the truth is, designing a logo is fun. Tons of information can be packed into your design, so start by building an inspiration scrapbook for the designer. Put your mission statement on the first page. Then pull logos you like, along with pictures of what your business feels like to you. The designer can read this visceral information and formulate a logo solution.

Fonts

Bold fonts represent strength and stability. Script fonts represent elegance and show movement. Slim fonts can show modernism.

Geometric shapes suggest structure. Amorphous shapes tend to be pleasing and comforting. Squares speak of stability and circles speak of movement. Triangles show direction and tension.

Evaluating a Design

- Niche type speaks hardcore. Edgy font and imagery suggests a small business with counter-culture values. It's an obvious choice for youth clothing, tattoo shops and bars but could differentiate the letterhead of a small legal office.
- Type that looks like it was painted by an actual hand gives off a friendly, folksy and approachable vibe. It's an intimate, local feel with traditional values.
- Regular Logo: Perfection in its simplest form. Just kidding, but we seem to like it. It's not just a pretty box with some cool colors. We chose this one because of its simplicity. It's clean and modern and shows next-wave thinking.
- Square M: Structurally sound and straightforward. Projects restraint, stability and seriousness. Now you know why bank logos are all the same.
- Split: Rounded and organic shapes project energy and fun.
- Microsoft & Microsoft: As serious as it gets. The lack of design typology means this mark is all business. Great for law firms, doctors or any other business you rely on with your life.



CASE STUDY - PRINT, "MINIFESTO"



CASE STUDY - PRINT, "MINIFESTO"



**NEW BUSINESS
INQUIRIES:**

FRANKLIN@O-ARMS.COM

**TALENT
INQUIRIES:**

LIBBY@O-ARMS.COM



ODYSSEUS ARMS / Thank you