



**CABC**  
**Quarterly Meeting**  
Dec 7, 2018



# YAM?





You're A Mess.  
Relax, it's a compliment!













The Executive: CEO / VP/ Director / Manager



## CLIENT MINDSET

### THE EXECUTIVE: CEO / VP / DIRECTOR / MANAGER

BIG YAM clients are **executive decision-makers** who face challenges in a constantly changing marketplace and have increasing responsibilities, acting as brand-stewards, the customer voice, portfolio managers, and cross-functional organizers. They are self-aware of their **struggles to tell their story** and equally **struggle with justifying and tracking their marketing investments**. They seek guidance for the **right marketing strategy**, and the **right story to tell** and **require a sophisticated and professional marketing partner that understands them**, discovering who they are and what they need while **delivering a personal, customer experience** that creates comfortable collaborations and instills confidence in their decision to partner with them.



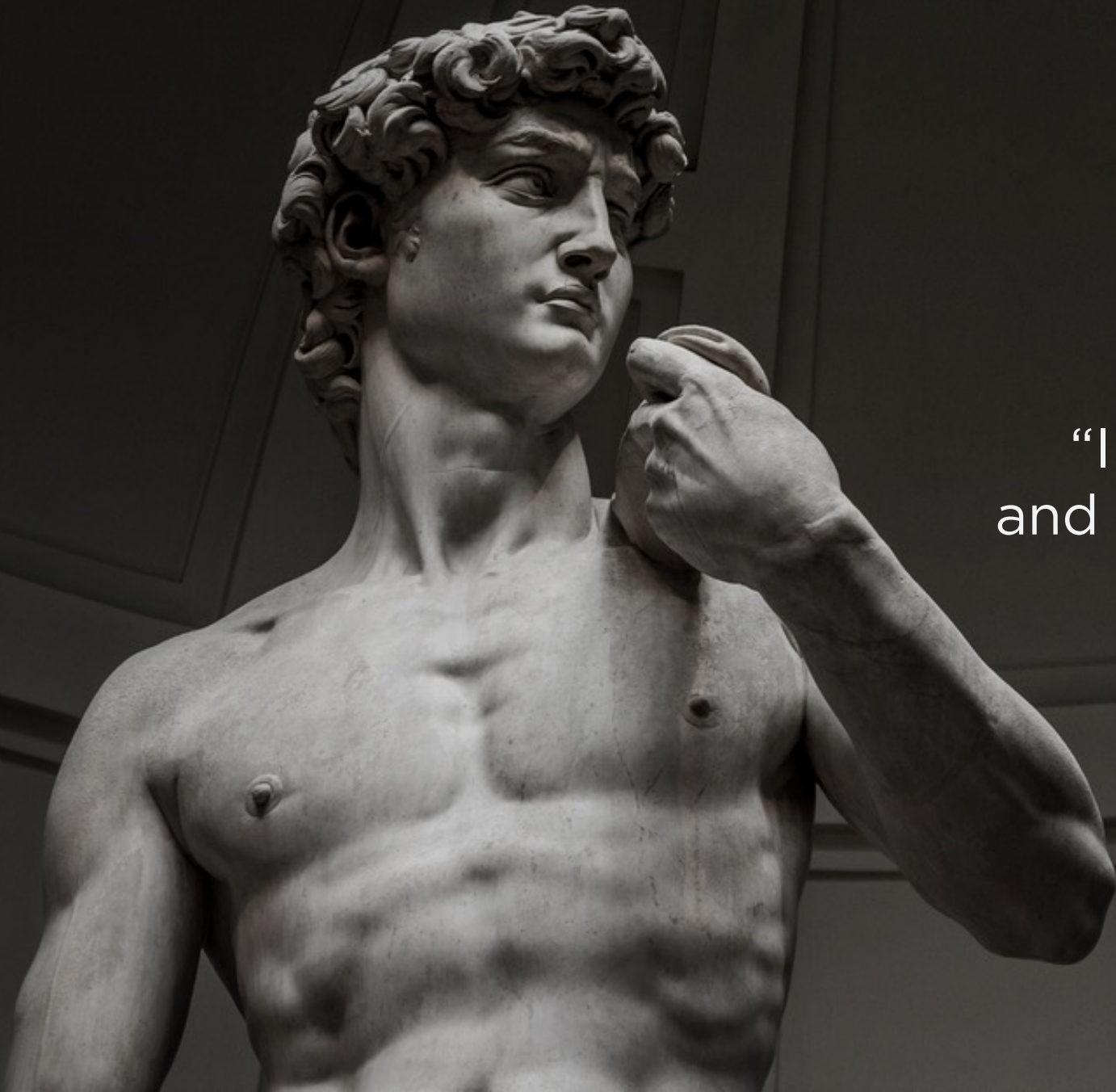
For the brand owners responsible for the health and future of their businesses, BIG YAM is **their analytical, empathic, and creative ally** that helps them **discover their true selves and express their real story**. We rally a **seasoned team of thinkers, doers and straight-shooters** that immerse themselves so deeply, we become part of our clients' business. Unlike other agencies, BIG YAM excels in **doing the right thing and doing things right**, creating **effective communications** that are **efficiently deployed**. Because our north star is **your story shining**.

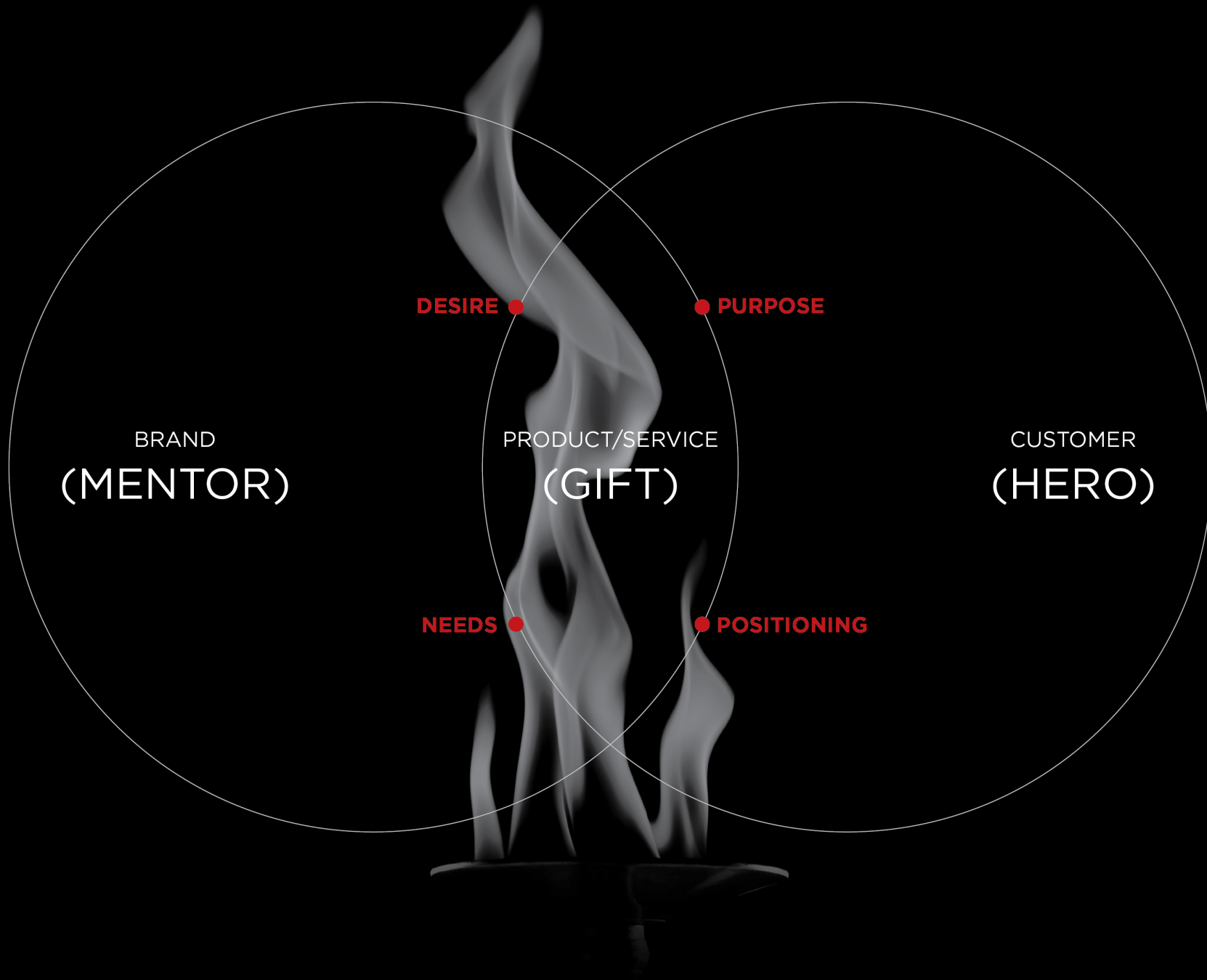


## OUR BELIEF

“I saw the angel in the marble  
and I carved until I set him free.”

-Michelangelo







# KEY DISTINCTIONS

## FULL-SERVICE MARKETING AND COMMUNICATIONS



**Client Satisfaction** - We believe client collaboration is the only path towards a successful partnership. Our team seeks to exceed our clients' expectations, and our CEO holds us accountable by obtaining and discussing client feedback, so we can continually improve our services.



**Data Driven** - You cannot measure what is not being tracked. Our team relies on data-driven decision making to validate, optimize and course-correct individual tactics as well as overarching campaign strategies. ROI is tantamount to cleaning up any mess.



**Backed by Bob Parsons** - There are many advantages to being a privately owned agency that is owned and supported by Bob Parsons, American entrepreneur and philanthropist. Bob is a successful business leader who is passionate about giving back through his and Renee's foundation, providing more than 293 grants to the community in the past six years.



**Bold** - "Uncompromised and fearless" is how we like to think of ourselves. We take pride in pushing innovative and disruptive creative in order to execute on memorable, meaningful and applicable ideas.



BRANDING



CREATIVE



DIGITAL  
MARKETING



MEDIA



DIGITAL  
DEVELOPMENT



VIDEO



PR/SOCIAL



FOCUS  
GROUPS



## OUR RESOURCES

Production Partner and Sister Company



BIG YAM will leverage our unique partnership with SNEAKY BIG, a world-class production/post-production facility in Scottsdale, Arizona.

BIG YAM and SNEAKY BIG are sister companies, located in the same facility.

SNEAKY BIG offers cutting-edge technology in video and audio production and post production that rivals the very best studios in the nation for an incredible value. With two versatile sound stages, fully integrated facilities and a dedicated team of producers, engineers and specialists at your disposal, they have the tools and the passion to bring your vision to life, onsite or on location.





**CREATIVITY IS OUR BUSINESS**





# RECENT CAMPAIGNS:

AZ CAMPAIGNS | 14



PHOENIX CHILDREN'S HOSPITAL FOUNDATION: CAMPAIGN STRATEGY, MESSAGING PLATFORM, TAGLINE





# RECENT CAMPAIGNS:

AZ CAMPAIGNS | 15



**BROWNE LAW GROUP:** CAMPAIGN STRATEGY, MESSAGING PLATFORM, TAGLINE, DIGITAL DEVELOPMENT, DIGITAL MARKETING



# RECENT CAMPAIGNS:



TIME: 3:00PM | LOCATION: Sedona, AZ

**A GOOD NEIGHBOR WILL SHOOT THE BREEZE.  
A GREAT NEIGHBOR WILL SHOOT YOUR MOVIE.**

**ARIZONA**  
FILM & DIGITAL MEDIA  
A Program of the Arizona Commerce Authority

When you film in Arizona, you get the benefits you'd expect from a good neighbor—and then some. With endless scenic vistas, experienced local crews, incredible post-production facilities and discounts from equipment vendors, hotels and rental vehicles, Arizona is the right choice for your next production.

**The right choice, right next door.**

AZ FILM & DIGITAL MEDIA OFFICE: CAMPAIGN STRATEGY, MESSAGING PLATFORM, TAGLINE





# RECENT CAMPAIGNS:



CRUISE AMERICA: BRAND STRATEGY, MESSAGING PLATFORM, DIGITAL DEVELOPMENT





**HOW CAN WE HELP YOU?**









## **LOCAL, FLEXIBLE AND RESPONSIVE**

Give us your mess!

Brand Essentials: Strategy, Naming, Logos, and Messaging

Creative Campaigns: Product Launches, New Services, Recruitment Needs, Media Planning and Placement

Consumer Research: Analysis, Net Promoter Scores and Customer Experience

Public Relations: Strategy, Media Outreach, Social Media, Crisis Communication and Content Marketing

Software Development: Websites and Custom Software Integration



**THANK YOU**

To schedule a meeting please email Ryan Smeets:

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