



**R&CPMK**  
ROGERS & COWAN PMK

**CASE STUDY**



**CLIENT** | **R&CPMK**  
ROGERS & COWAN PMK

**PROJECT** | **2021 HYUNDAI x NFL Activation**

In order to create a **Visual Brand Experience**, Rogers & Cowan engaged O Hello Media not only for the **trifecta of visual media**, but also to level up their creative output.

The O Hello Media team developed a shot list and worked to build out a video creative brief that laddered back to R&C's goals and priorities in order to tell the story of this **this multi-market experiential initiative**.

**Photography, videography, and video post-production** brought this story to life and ultimately showed the success of the program for Hyundai.



# C O M P R E H E N S I V E P R O C E S S S

Follow along the path we take to level up brand stories

## INNOVATE

Our team develops all the creative materials that ensure the visuals captured tell your brand story.

## CREATE

Your project comes to life based on the strong creative foundation that was built. This guides the execution and end result.

## MEET

We get to know you, your objectives, and guide you on the path to achieving your ultimate Visual Brand Experience.

## PLAN

We take care of the behind the scenes tasks and details to make sure your project is executed flawlessly.

## DELIVER

At the end of it all, you'll have impactful visuals that create a Visual Brand Experience and leave a lasting impression.

# MEET

We get to know you, your objectives, and guide you on the path to achieving your ultimate Visual Brand Experience.



## Loyalty

Show that Hyundai is a loyal brand partner to the NFL teams and in turn, they created brand love and loyalty for Hyundai



## Fuel Marketing

Support future marketing investments by showing the success of the program



## Wholistic Capture

Coverage across all 5 markets and highlight how vehicles were displayed, the excitement and overall engagement

## CLIENT OBJECTIVES

## RESULTS

ELEVATED CREATIVITY

ENHANCED VISION

CLARITY & CONFIDENCE

0

1

2

3

4

5

# INNOVATE

Our team develops all the creative materials that ensure the visuals captured tell your brand story.

## CLIENT RATED THE FOLLOWING CREATIVE & STORY SERVICES

### STORY OUTLINE/STORYBOARD



5/5

### CUSTOM SHOT LIST



5/5

### DAY OF TOP SELECTS



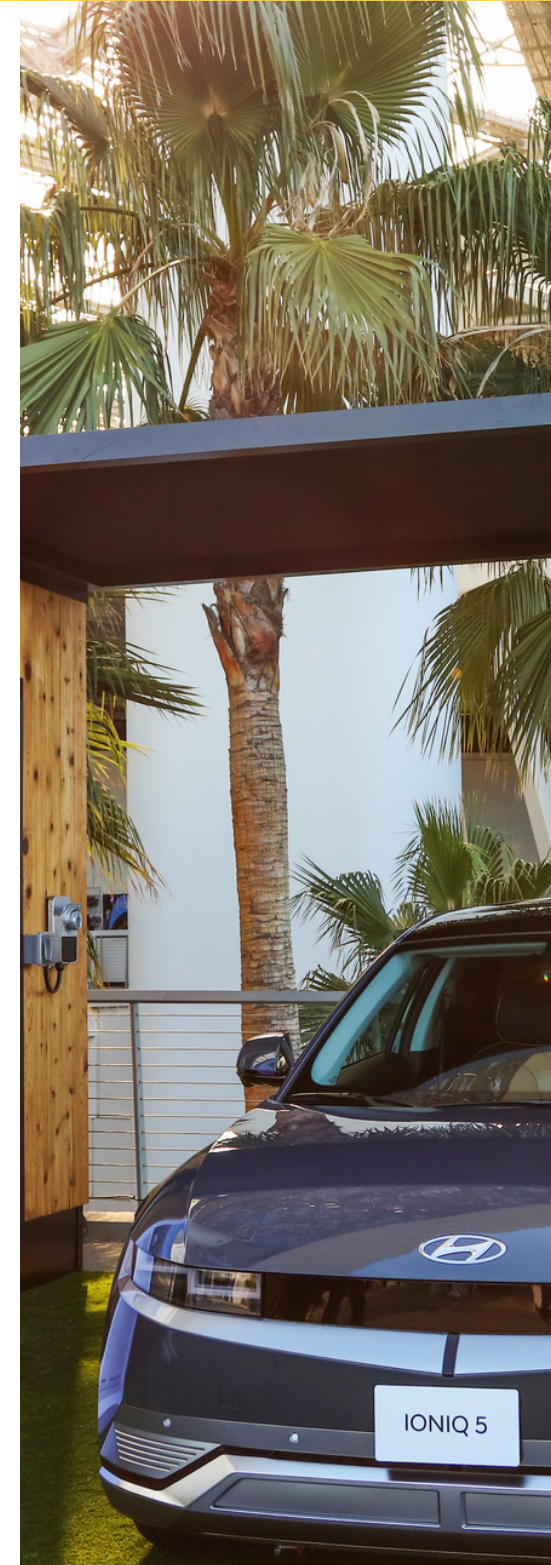
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## Increased Creative Output

Consistency across each market

Bridged the gap on client project and creative teams

Brought outside perspective to creative process and execution



# PLAN

We take care of the behind the scenes tasks and details to make sure your project is executed flawlessly.

THE PROJECT  
MANAGEMENT  
CHECKLIST  
CLIENTS  
RELY ON



✓ Creatively manage client team

✓ Keep program on track

✓ Manage overall project

✓ On-site creative management & execution

**SAVED  
5-10 HOURS  
PER SHOOT**

**100%  
CONFIDENCE  
IN ON-SITE  
TEAM**

**SAVED  
20 HOURS**

PRE -  
PRODUCTION

PREP  
AND  
BRIEF

VIDEO  
EDITING

# CREATE

Your project comes to life based on the strong creative foundation that was built. This guides the execution and end result.



## RESULTS

VIDEO EDITING FEEDBACK & IMPLEMENTATION PROCESS



FEEDBACK UNDERSTOOD AND IMPLEMENTED



UPFRONT CREATIVE SERVICES WERE REFLECTED IN EDITS



FINAL VIDEO REFLECTED THE INTITAL VISION



# DELIVER

At the end of it all, you'll have impactful visuals that create a Visual Brand Experience and leave a lasting impression.

## CLIENT OBJECTIVES

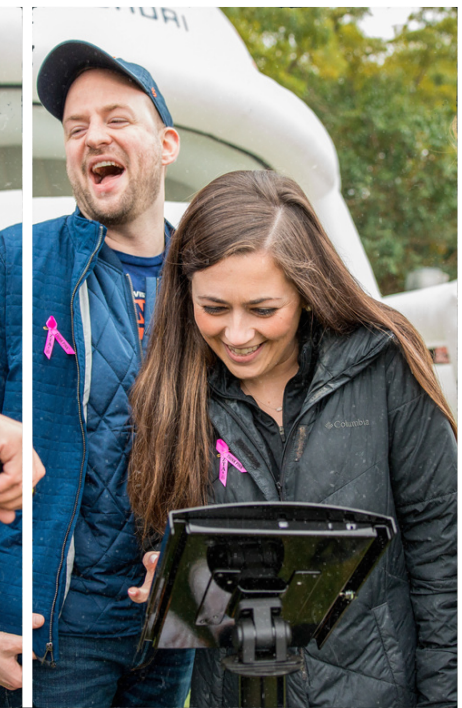
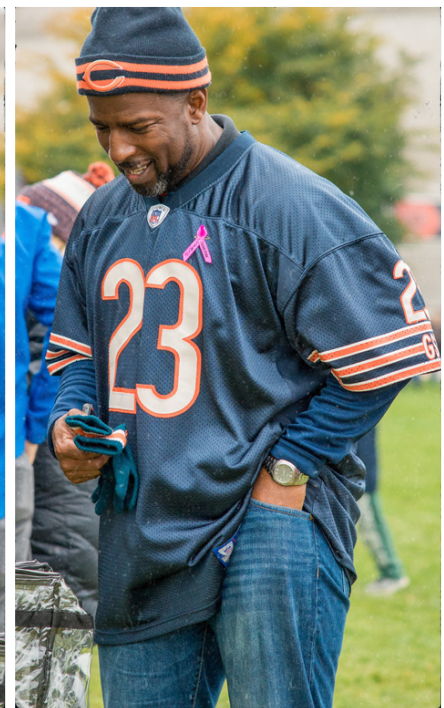
Recap the program

Leverage for new business

Case Studies

Demonstrate success with c-suite

Share with regional managers



## RESULTS

Succinctly demonstrate the success of the program through real consumer emotion

Show innovative capabilities to prospective brand clients

Highlight ROI, key metrics and program attributes

Increase the probability of a larger program commitment for next year

Enable regional marketing to leverage experiential programming in the future