

THE HIVE 

HIVE 

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VALUABLE ENCOUNTERS 

THE HIVE IS A CREATIVE SOLUTIONS COMPANY  
DELIVERING VALUABLE ENCOUNTERS.



## VALUABLE WHAT?

Every brand touch-point is an opportunity to engage in an exchange of value with people.

Since 1994, across North America, we have been creating value for clients by helping them engage on a deeper and more lasting level with people.

We work in the digital, broadcast and physical worlds, creating value for people through messaging and moments that add utility or entertainment to their lives.



## VALUABLE WHY?

**People will no longer be pushed or pulled around.** Captive audiences are a thing of the past. People are back in charge of how, when and why they choose to engage with brands or organizations.

People are drawn to those brands that enhance their lives in some way – brands that entertain, excite, inform, improve, impact or involve. Brands that add value.



## VALUABLE HOW?

A strategic process that digs deep to uncover the absolute Point-of-Value a brand can offer. In return for people's time and attention, what value can your brand offer?





VALUABLE WHERE?



Across all media, messages and channels. Our work encounters people at the most valuable points along the shopper journey. From digital to traditional to experiential in all forms, we educate with excellence across all media, messages and channels.



**CONTENT**



**EXPERIENCES**



**ACTIVATIONS**



**MEASUREMENT**



CONTENT 

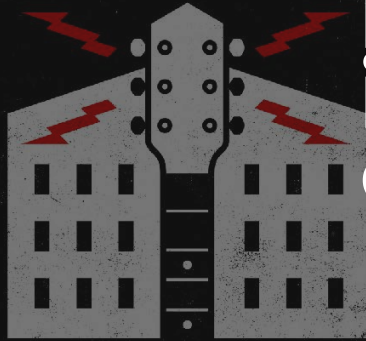
**We carefully craft  
content to build  
brand awareness  
and affinity**

STATUE OF LIBERTY

NEW YORK, NY EXPERIENCES

JACK LIVES HERE

We build bold experiences that immerse consumers in brands and generate trial



JACK DANIEL DISTILLERY



FEATURING OLD 97'S

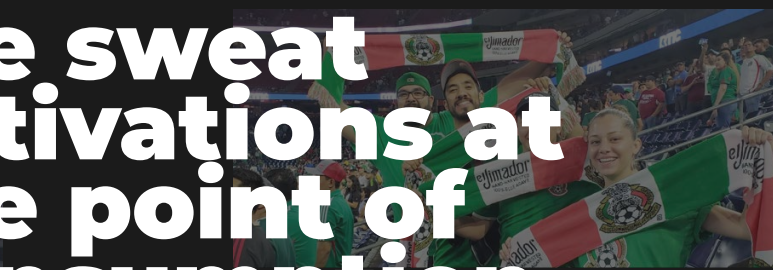
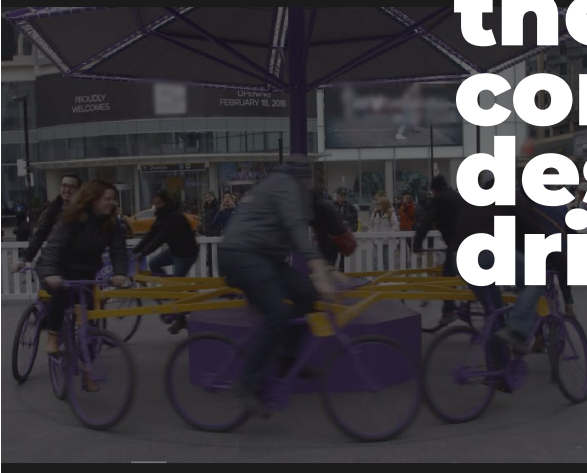
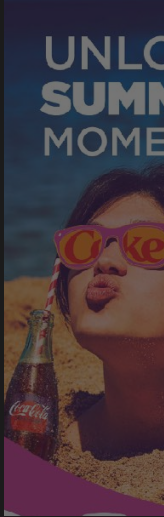
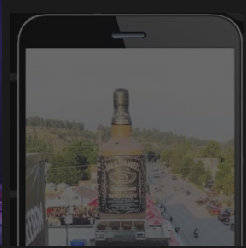


UNLOCK  
THE CARAMILK  
SECRET

ACTIVATIONS



We sweat  
activations at  
the point of  
consumption  
designed to  
drive sales





Q1

Q2

Q3

Q4

Audience

CONTENT

AUDIENCE

FINDINGS

MEASUREMENT

Total Audience Results

Experiential Emerging Committed Active Armchair



EDMONTON 20.8K 60% 2,590 LIKES  
WINNIPEG 100 SK

Content Pillars

T. ... ..

Fan Segments

Experiential	Emerging	Committed	Active Armchair
1	2	3	1
3500	500	1000	2000
2000	500	2500	500

Fan Profiles

Experiential	Committed
Social ✓ Young ✗ Digital-Natives ✓ Follows Trending Topics ✓	Knowledgeable ✗ Engaged ✓ Has A Team ✓ Follows The Story ✓

HOW THEY RESPONDED

Experiential

Drawn to the social side of sport, they are y less TV-focused. They latch on to trending t interest obs and flows in a season.

Emerging

... more female, and they have a positive parci ... site to know/do more.

Active Armchair

Sports fans who enjoy the NFL along with a other leagues. They are knowledgeable but passionate, and enjoy more traditional touc social.

29-55 Richmond, BC 74% 24%

OVERALL RESULTS

Total Clicks

14,779

Total Reach

2,951,013

\$1.88

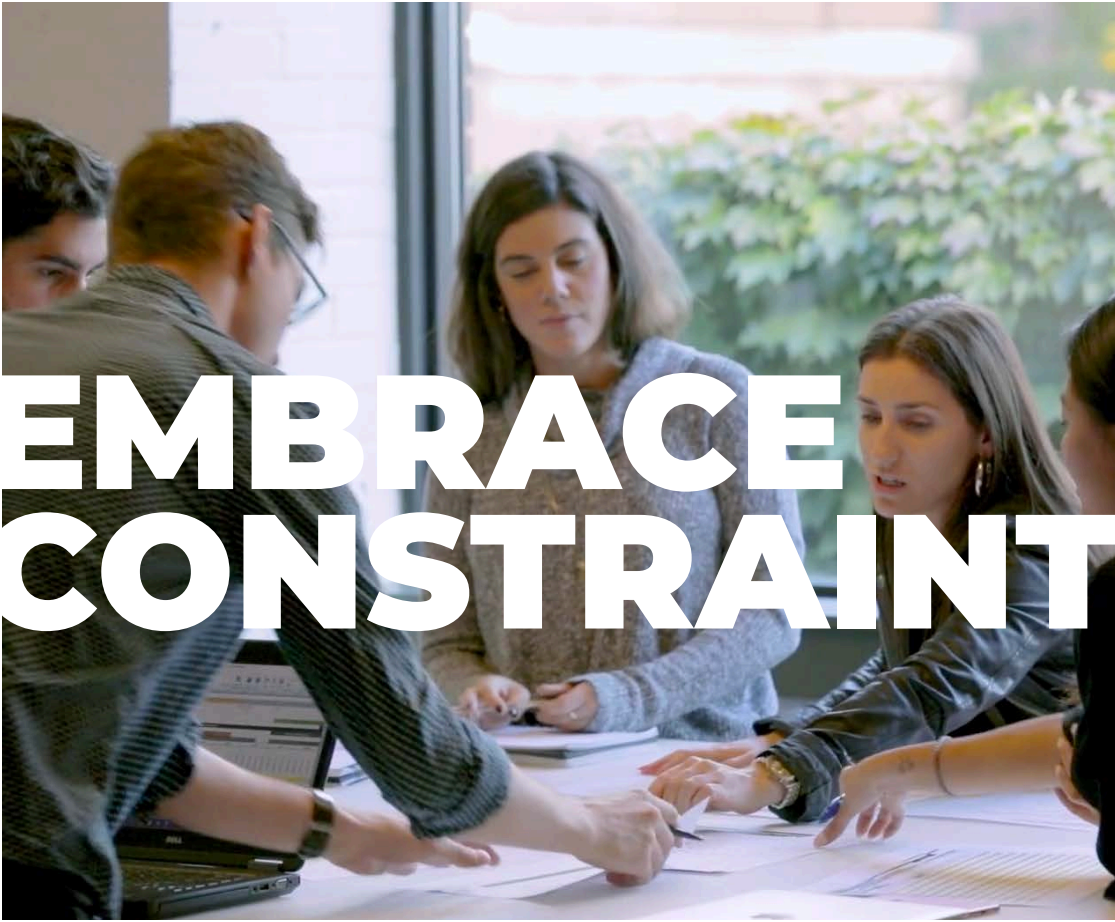
Average Frequency



Avg. Engagemnt Rate

for awareness campaign

We are continuously measuring, learning and refining to ensure constant improvement.



KNOW THIS



Constraint fuels creativity.  
It forces us to find new ways.  
Make more of less.  
We create unconstrained impact  
through strategic focus,  
smart choices and originality.



KNOW THIS

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It's a four-letter word but risk is at the heart of **brand disruption**.

You are journeying from the safety of your home to get to a better place. Scary stuff. It's not easy to walk away from the formulas, the tested, the tried and true. But that's where the biggest rewards live.

**The truest risk lies in staying still.**





## KNOW THIS

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We approach every brief as an opportunity to earn our clients' faith all over again.

Likewise, we encourage our clients to see each brief as an opportunity to earn people's attention, love and loyalty.

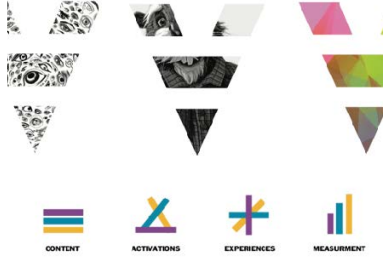
Everything is a value exchange now. There's just too much choice. Too much information. To get attention you have to earn it. Be useful. Be hilarious. Be a beacon. Be helpful. Be innovative.

**Be valuable.**

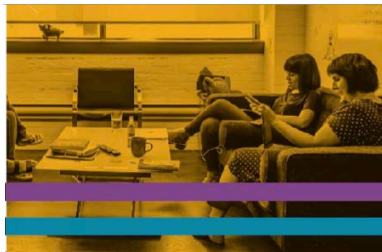
BE VALUABLE 

COMING SOON

A WHOLE NEW HIVE 




HI<sup>INC</sup> VALUEABLE ENCOUNTERS



EXPERIENCE

CONTENT > MEASURING  
ACTIVATION

> MEASURING *Agencias que qu...*

THE HIVE 