



THE HALO GROUP

Shine.

Capabilities

Strategy

Strategy is the connective tissue of our agency. Today's massive media convergence makes it more important than ever for master brand strategies to unify market, content, channel, and platform strategies.

BRAND POSITIONING
BRAND STRATEGY
COMPETITIVE AUDITS
CONSUMER RESEARCH
CUSTOMER JOURNEY
DEVELOPMENT
CONVERSION STRATEGIES

Creative & Technology

The creative demands for our clients vary so much from one project to the next that we don't feel the need to say we have a particular style. Instead, we pride ourselves on being flexible in terms of media, as well as tone.

As technology changes, so do consumers' expectations of the user experience. Our technologists and developers work closely with creative, production, and strategy to craft digital and mobile experiences that are as intuitive as they are useful.

RETAIL AND PROMOTIONAL
MARKETING
BRAND IDENTITY
BRANDED CONTENT
EXPERIENTIAL MARKETING
USER EXPERIENCE DESIGN
PACKAGE DESIGN
WEBSITES & MOBILE APPS
GAMES

Production

Great ideas are useless without great execution. Our production team is composed of relentless perfectionists with the chops to handle everything from package design to broadcast to live events.

VIDEO
DIGITAL
PRINT
EXPERIENTIAL



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Media

Media planning requires both sides of the brain. Fine-tuning a media plan to optimize every dollar is very much a science, and understanding how to orchestrate all of the channels to work together and connect with the audience is an art. Media buying is similar—while there is a lot of math and data, the art of the buy really lies in growing personal relationships with reps and partners. Our buying group excels at both.

PLANNING

EXECUTION

METRICS

TRADITIONAL MEDIA

DIGITAL MEDIA

SOCIAL MEDIA

Public Relations & Social Media

As mobile and social media continue to gain dominance as sources for news, editorial, reviews, and opinions, the worlds of PR and social media converge more and more. There was a time when the ad industry treated PR as an afterthought, but today, PR is at the forefront of the planning process because in many cases, the best path to a great campaign starts with the question “What do we want people to say about this?”

PUBLIC RELATIONS STRATEGY

MEDIA OUTREACH

PROACTIVE REPUTATION
MANAGEMENT

SOCIAL MEDIA PROGRAMS
& CONTENT DEVELOPMENT

INFLUENCER MARKETING

LIVE EVENTS

Analytics

Analytics is a discipline that truly encompasses all others here at Halo. For years, agencies have looked to analytics after a campaign has been released, like a scoreboard at the end of a game. But today, it's truly a two-way street. Digital media needs constant optimization based on analytics, but analytics are also crucial at the beginning phase of a campaign because they help us understand our audience on an ever-deepening level.

GOAL SETTING & BENCHMARKING

FUNNEL & CONVERSION ANALYSIS

WEBSITE ANALYTICS

KPI ANALYSIS