

EVERYTHING YOU THINK YOU KNOW IS ABOUT TO CHANGE.



THE GUILD

CRAFTING AND MARKETING INSPIRED BRANDS

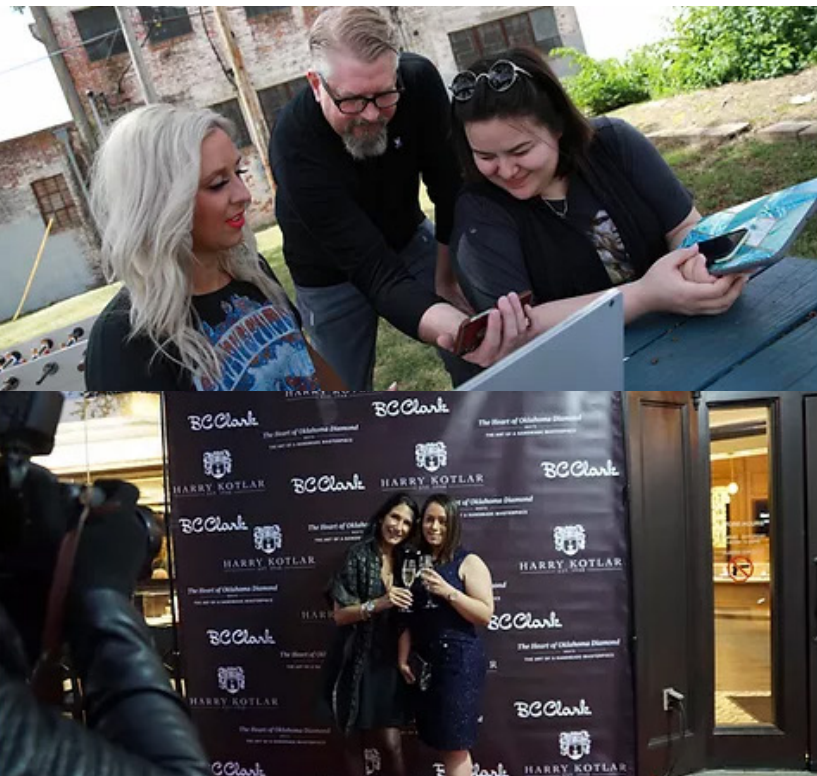
THEGUILDFACTOR.COM

WHAT WE DO:

WE SOLVE YOUR CHALLENGES.

We take care of your creative and strategic needs so you can focus on running your business at its full potential. We're driven by technology as much as design and content to ensure we fulfill our key mission of helping our clients achieve their successful future.

For the past 10 years, we've been helping companies develop and define their brands. The times may have changed, but our creativity certainly hasn't. Our select services align with our holistic and client-centric view, elevating your business or organization to the next level.



STRATEGY

Strategic communication is just that, strategic. Before any action is taken, a great plan should be crafted.

TACTICS

Once a great plan is in place, our team can execute strategy, shifting theory into action.

PSYCHOLOGICAL PATTERN BASED STRATEGIC COMMUNICATION

Don't just chase your consumer, change their habits. Use The Guild's power of PSYCOM to understand why potential buyers make decisions and how to engage and shape those decisions for the future.

A special segment of our online intelligence pack, PSYCOM provides real time data collection through:

- Online pixel placement
- Website visitor recording
- A/B testing and segmentation within campaigns
- Heat mapping of website and e-engagement

PSYCOM™

PSYCHOLOGICAL PATTERN BASED STRATEGIC COMMUNICATION™



DATA-DRIVEN

MARKETING STRATEGY

Every great adventure begins with a road map. Our team can find out who your audience is, what message resonates and how to deliver that message most effectively.

This is the first step to success for any business or organization. Our team will provide the research-based marketing expertise to successfully make, or keep, your product or service competitive. Some of our services in this category include:

- Marketplace analysis
- Competitor analysis
- Product and/or service analysis
- Marketing plan development
- Strategic communications plan
- Digital advertising plan
- Social media plan
- Implementation plan
- Content writing (Blogging, collateral and online)
- Photography
- Public and media relations



The Head
—
THE ART

CONSUMER-CENTRIC

CRAFTING INSPIRED BRANDS

There is more to a great brand than a nice logo. Crafting brands includes market research which demonstrates success before illustration ever begins.

Developing a brand story, promise and mission as well as an industry-impacting logo, tagline and brand standards are imperative to showcasing a new or current product. Our expertise includes:

- Product analysis
- Competitor design analysis
- Measurement of impact brand awareness
- Custom brand development
- Crafting of brand stories, promise, mission and voice
- Creation of brand taglines
- Brand launch plans
- Brand management and usage documentation
- Marketing campaign materials
- Photography
- Video production
- Audio production
- Podcast production

60 SECONDS:
SCAN AND WATCH. POPCORN IS OPTIONAL.

Introducing The Guild. Scan this QR code with your phone's camera to watch a 1-minute video about The Guild, see our work and understand what makes our agency unique.



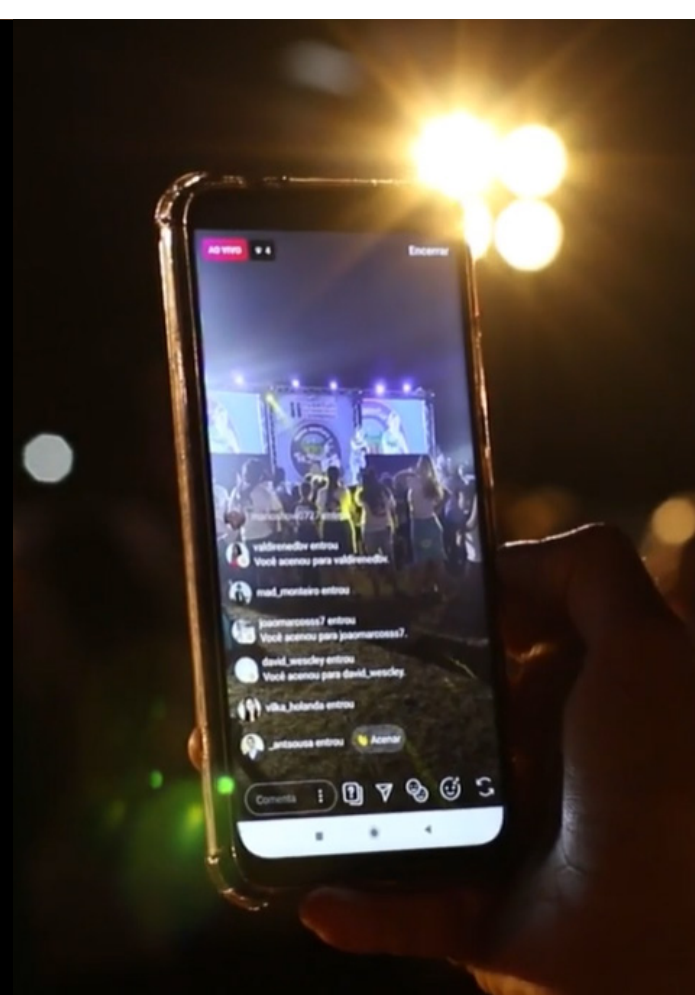
INTELLIGENCE & BEAUTY

SOCIAL MEDIA & WEBSITE DESIGN

Social media and website design are not just about delivering your message, but also the critical skill of listening to your visitor and understanding how they engage your brand.

Our team has experience creating award-winning social media campaigns as well as developing websites since 1998. Not only do our websites look great, they are easy to update and get conversions. Most importantly, they listen to your visitors so they can be adjusted through several of our PSYCOM services.

- Social media campaign creation
- Social media management
- Website design
- Website development (coding and launch)
- Website management
- E-newsletter campaign creation
- E-newsletter campaign management
- Website photography and video
- Content creation and copy writing for online (web, social media and blogs)



TARGETED BRAND BUILDING

DIGITAL ADVERTISING

Advertise where your consumers spend more than 65 percent of their daily lives. Digital advertising employs artificial intelligence to learn the patterns of consumers and find them where they least expect it.

Far more advanced than simply boosting a social media post, our capabilities include:

- Run-of-web advertising
- Video pre-roll
- Geofencing
- Geo-targeting
- Website targeting
- Website re-targeting
- Social media ad campaigns



LAUREN DAUGHETY

PRINCIPAL

Lauren Daughety is a skilled communications strategist with more than a decade of professional experience creating campaigns, creative and messaging for a variety of businesses and organizations. As principal of The Guild, she is chief strategist and directs all client accounts. Prior to founding The Guild, she was the executive vice president at Vann & Associates | PR + Marketing, where she led a staff of eight which serviced all aspects of communication efforts. With scores of award-winning public relations and marketing campaigns attributed to her efforts, she utilized her vision crafting new campaigns for healthcare, tourism and non-profit clients.

Daughety has also served as director of corporate communications for Christian Companion Senior Care where she developed public relations, media relations and advertising campaigns to promote local and national brand awareness. She has also served as the public relations manager and marketing and advertising coordinator at Frontier Country Marketing Association, where she was instrumental in leading media-based campaigns and direct-to-consumer marketing strategy.

She holds a Bachelor of Arts degree in mass communications/public relations from the University of Central Oklahoma and is currently a member of the Oklahoma Museums Association board of directors as well as a Coalition of State Museum Associations communications committee member. Daughety holds her Social Media Certification from the Hootsuite Academy and is a member of The Gazette's Forty Under 40 class of 2019. She lives in El Reno with her husband Chavis and their Great Dane, Merlin.



OUR STORY: DATA-DRIVEN, CREATIVE PROFESSIONALS.

Over the past 10 years, Principals Lauren Daughety and Tony Vann grew a full-service public relations firm into a nimble strategic marketing agency. After a year-long study, the partners decided to make the ultimate pivot and re-imagine the vision they both saw in 2010 to reflect the rapidly changing strategic communication landscape. The Guild represents that new step toward targeted, data-driven, client-centric marketing.

Just as their previous business was forged during the fires of the 2010 recession, The Guild is a shining example of the fortitude, creativity and experience earned over the past several decades. The Guild is the marketing agency no one could imagine 10 years ago and both Daughety and Vann are committed to pushing the limits of communication strategy directly benefiting their clients and shaping the communication industry.

Innovation, creativity, data, technology and fundamental communications are the stones on which The Guild has been built.

TONY VANN

PRINCIPAL

Tony Vann is a proven public relations and communications professional with more than 25 years of experience in media relations, state and federal government relations, marketing communications and non-profit administration. He has represented organizations and individuals in the healthcare, hospitality, travel and tourism, insurance, real estate and retail industries. Before becoming a Principal at The Guild, he founded Vann & Associates | PR + Marketing. He has also served as President of Christian Companion Senior Care, a national franchise corporation offering services for seniors in their own homes. Vann grew the company from a start up to more than 32 locations within seven states.

His career also includes service as communications director for Oklahoma's Lieutenant Governor Mary Fallin where he worked closely with key officials in the public and private sector to move Oklahoma forward to a more business-friendly environment. Vann has also worked as the development director for the Oklahoma City National Memorial where he raised more than \$14.1 million to complete the three-component Memorial dedicated to those who were lost in the Alfred P. Murrah Building on April 19, 1995.

In his previous capacities, he has also served as the public relations director at Oklahoma State University in Oklahoma City as well as the legislative assistant to the House Republican Leader in the Oklahoma House of Representatives. Vann also has the claim of being the first creator and instructor of a distance learning political science class in the state of Oklahoma. He is a graduate of the University of Central Oklahoma with a B.A. in Political Science.

Vann is an active member of his professional community as a member of the Public Relations Society of America Counselors Academy, he sits on the membership committee of the Public Relations Consultants Group and is the Chair of the 2021 PRCG Conference Committee. He and his wife Cindy enjoy traveling, spending time with family and cheering for the OU Sooners, Denver Broncos, OKC Thunder and Chicago White Sox.



CLIENT WINS:
SCAN TO LEARN MORE.

**THERE ARE MANY
METHODS TO
MEASURE ROI.
WE PREFER WINS!**



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DID WE MENTION WE'VE WON A FEW AWARDS?

OUR CLIENTS LOVE US AND OUR COMPETITION HATES US. WE KIND OF LIKE IT THAT WAY.

2019 Upper Case Award (First Place)

Public Relations Society of America - Oklahoma City Chapter
Lodging at the Orr Family Farm Marketing/PR Campaign

2019 Award of Merit (Second Place)

Public Relations Society of America - Oklahoma City Chapter
Red Fork Distillery Website

2019 Honorable Mention (Third Place)

Public Relations Society of America - Oklahoma City Chapter
Cirque du Soleil's CRYSTAL Comprehensive Media Relations Campaign

2017 Upper Case Award (First Place)

Public Relations Society of America - Oklahoma City Chapter
Made in Oklahoma Fest Rebranding

2017 Honorable Mention (Third Place)

Public Relations Society of America - Oklahoma City Chapter
The Tatanka Ranch Marketing Campaign

2016 Upper Case Award (First Place)

Public Relations Society of America - Oklahoma City Chapter
Leonardo's Children's Museum Grand Re-opening.

2016 Award of Merit (Second Place)

Public Relations Society of America - Oklahoma City Chapter
International Finals Youth Rodeo Feature Story.

2016 Honorable Mention (Third Place)

Public Relations Society of America - Oklahoma City Chapter
International Finals Youth Rodeo National Media Coverage

2014 Beacon Award Nominee | Small Business, Charitable Influence

The Journal Record
V&A was nominated by the Orr Family Farm for our agency's efforts during the May 20, 2013 tornado and ensuing aftermath. Vann & Associates had the distinction of being only one of 29 businesses nominated throughout the entire state of Oklahoma.

2013 Award of Merit (Second Place)

Public Relations Society of America - Oklahoma City Chapter
Branding/Rebranding: Shawnee Convention & Visitors Bureau "HipStory" Rebrand.

2013 Award of Merit (Second Place)

Public Relations Society of America - Oklahoma City Chapter
Slideshow/Presentations/Webinars: South Oklahoma City Chamber of Commerce
Envision 240

2013 President's Award

Oklahoma Museums Association
An honor given to individuals or organizations who generously support the mission and goals of the Oklahoma Museums Association. The President's Award is given at the discretion of the organization's President and Board of Directors.

2013 Beacon Award Nominee | Small Business, Charitable Influence

The Journal Record
A first for the Beacon Award process, V&A was nominated by two different organizations (Oklahoma Museums Association and Suited for Success) for our agency's efforts in assisting charitable organizations within our community. One of only 30 businesses nominated throughout the entire state of Oklahoma.

2012 Upper Case Award (First Place)

Public Relations Society of America - Oklahoma City Chapter
External Videos: Ronald McDonald House Charities of Oklahoma City Fundraising Video in conjunction with the Oklahoma City Thunder production group and "Thunder Cares."

2012 Award of Merit (Second Place)

Public Relations Society of America - Oklahoma City Chapter
Website: Orr Family Farm

2012 Honorable Mention (Third Place)

Public Relations Society of America - Oklahoma City Chapter
Public Affairs Campaign: Brian Maughan for County Commissioner

2012 Hand Up Award

Suited for Success
Presented for our efforts in developing the organization's new brand.