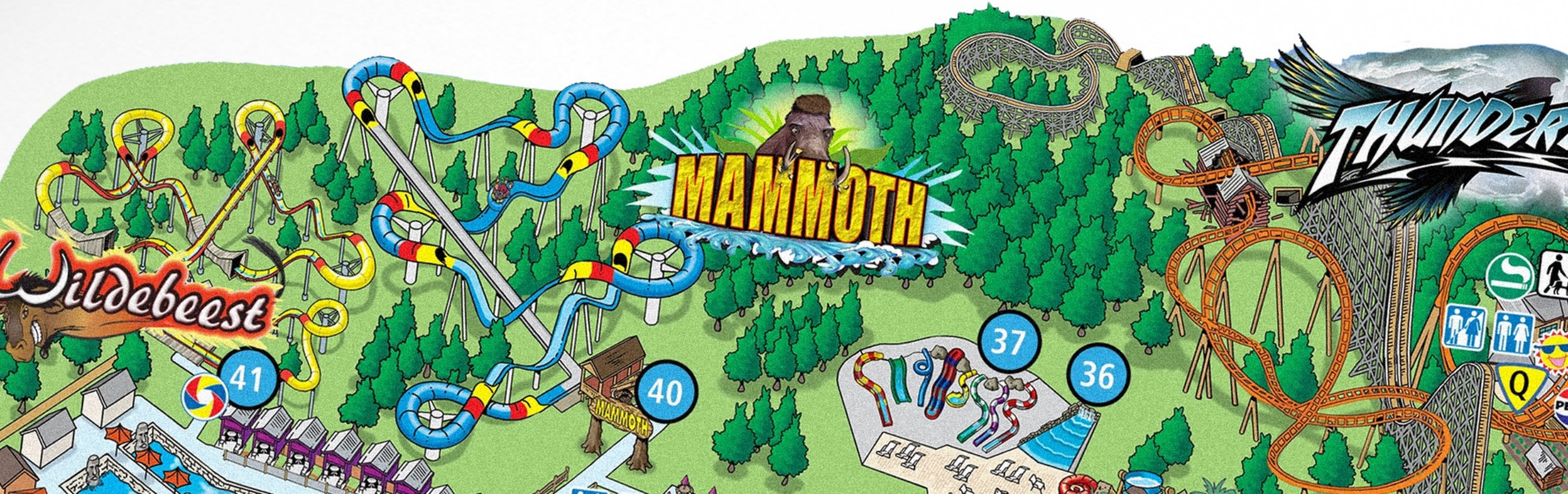


leap group + *Holiday World*
& *Splashin' SAFARI*[®]



It's time to take a *leap forward.*

Or maybe:

It's Gravy Time.*

It's time to splash through those breakthrough insights.**

It's time to cut to the front of the line for digital success.***

It's time to plunge down the waterslide of success.****



*You get the point.

**Seriously – who's writing this crap?

***(Get these corny jokes out of your system now, or we're never getting hired.)

****I can't believe we actually included this slide in our submission.

Seriously, though. Thank you for reaching out and inviting us to participate in your agency review process.

We're excited about the possibility of working with Holiday World and Splashin' Safari. We relish creative and marketing challenges like those you've outlined. We're highly motivated to work with you to solve them and **truly make an impact.**

We assembled this presentation to give you perspective on our general approach and process, along with the full confidence that we'd be a great partner who will ultimately do one thing:

generate results.

We pride ourselves on being a true partner with our clients and we never rest on our laurels. Digital marketing, advertising and contemporary creative are constantly changing, and we make sure our solutions make the right statement and lead to the right actions.

We have a bunch of information in the following slides about us and what we can bring to the table. It's a lot, we know. Let's ~~jump~~ **Leap** in.

So, Why Leap Group?

We are, in simplest terms,
an agency holding company.
One that works.

How?
Through a unifying core value...

MARKET
LESS.
**MATTER
MORE.**

Let's face it: we all want
to **matter more**.

We want to feel like what we do has meaning and purpose, not just something to fill the clock. And there's only so much we can do on our own.

But as Holiday World, you have the power to connect with millions of people: Nourish their sense of identity. Create community. Solve a challenge for them. And, just make them smile.

At the end of the day, isn't that what matters?



We're authentically, proudly, decidedly midwestern.

We're as talented as anyone in New York or LA, we just don't feel the need to talk about ourselves all the time.

We're honest, hardworking and genuine. We have tattoos and fauxhawks and we still love eating at Pizza Hut unironically. We are gay and straight, conservative and liberal, dog people and cat people and family people and get-that-baby-away- from-me people.

And you know who that makes us like? Most of the country. We have a personal understanding of how the majority of consumers actually live, work and play - and what really matters to them.

Leap Group was born in *the* hotbed of advertising: **Louisville, Kentucky.**

Despite our lack of big city swagger (or perhaps because of it), we survived a dot-com bust, a recession, a pandemic, and a raid by U.S. Marshalls in a mistaken con-artist interaction. (We'll tell you the whole story over some bourbon.)

We were a web development company, then an interactive agency, then a digital agency until finally maturing into the full-fledged marketing and communications group we are today. We have offices in Louisville, Chicago, Cincinnati and Indianapolis and clients at regional, national and international levels.



Named to the **top 50%** of America's fastest-growing companies in **2023 & 2024** - proving our model works.

25

years in business
Independently owned

4

Locations
Louisville • Indianapolis
Chicago • Cincinnati

125+

Employees

4

Specialized
agencies

An awesome place to do awesome work.

We know all our power is in our people. That's why we're passionately committed to making our workplaces – both virtual and in-person – welcoming, safe and inclusive spaces where everyone feels empowered to do their best work. (And have fun doing it, too!)

That's why we take a continuous improvement approach to our own IE&D efforts, evolving in response to employee input, measured results, and the changing social and political climate. As a result, we've increased in female, BIPOC, veteran, disabled, LGBTQ+, nonbinary and trans employees. We now have a 55% diversity index of our entire employee count, and a 6% increase in gender and racial diversity of applicants.

We're proud to have certified women-owned and LGBTQ+ owned agencies within Leap Group.



Louisville Staff:

50



Cincinnati Staff:

16



Indianapolis Staff:

20



Chicago Staff:

10



Fully Remote:

29

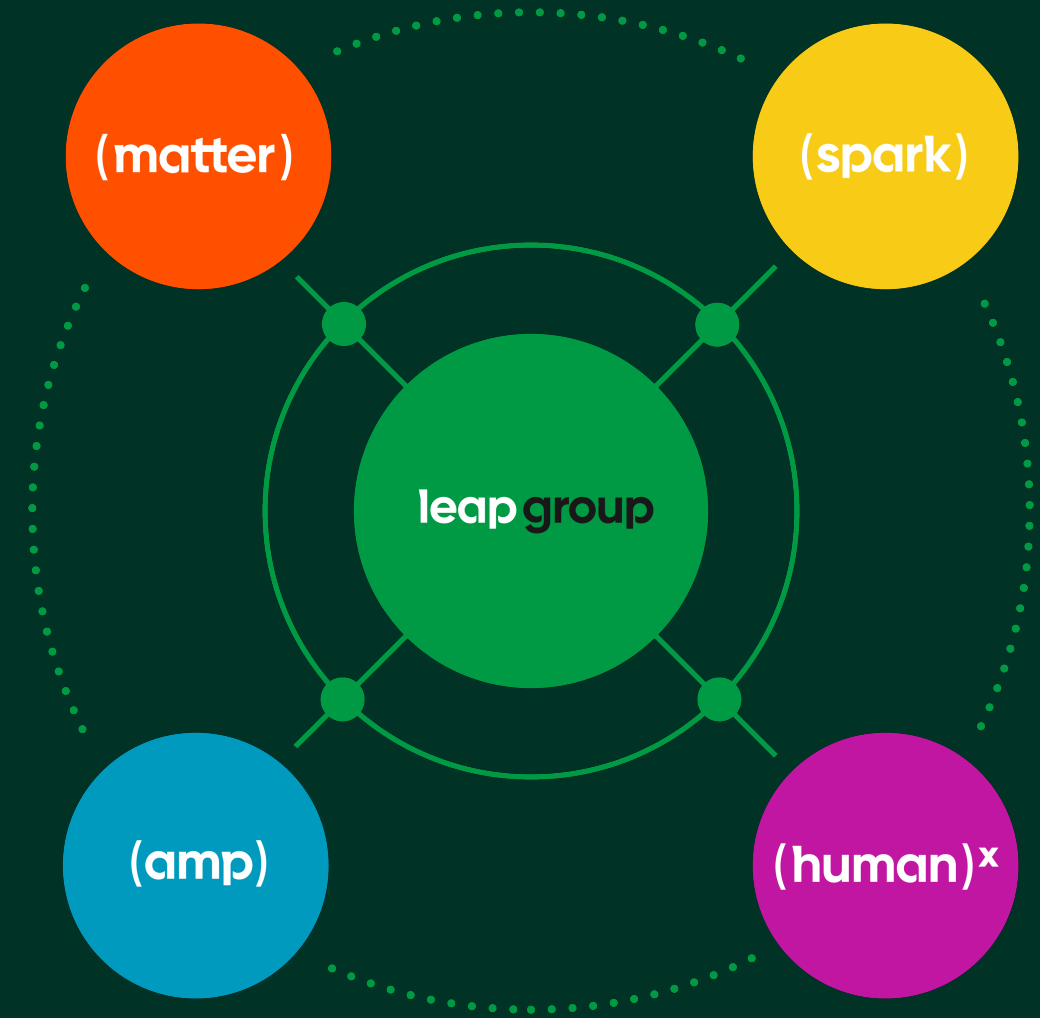
We have embraced a hybrid working model with our agencies. This provides us the best access to talent nation-wide, with our subject matter experts in 10+ states now. But physical offices are still important to our clients and team members who can get together and collaborate.

A bespoke holding company within reach.

We're the only holding company designed from a client's perspective, with agencies that intentionally complement one another, not compete.

We provide a consolidated approach – simplifying access to individual, specialized agencies in whatever flexible, customized model you need.

This hybrid model makes it easy for you to have it all or only what you need.



(human)^x

Insights + Growth Agency

Research + Strategic Intelligence
Customer Experience + UX
Integrated Marketing + Loyalty
Social + Influencer

Technology
Search
Marketplace + E-commerce
Data Strategy + Analytics

(matter)

Creative Agency

Storytelling
Brand Strategy + Activation
Advertising Campaigns

Design
Packaging
Print + Design Collateral

(amp)

Media + Search Agency

Media Strategy + Consulting
Media Planning + Buying
Programmatic
Social + Influencer
Community Media Management
Demand Generation

Paid Search
Paid Social
Paid Media for Recruiting
Consumer Insights
Analytics + Reporting

(spark)

Production Studio

Design + Illustration
Content Production
Scoring, Sound Design + Mix
Video Production
Post-Production

Photography
Motion Graphics + Animation
Social Content
Experiential + AR/VR
Web + App Development

We prefer to **leap together**. Wanna come?

Our group structure is literally built upon the concept of collaboration.

We will produce the best work and results **TOGETHER** if we both view this as a partnership. We look at our clients as family. You are part of our Agency family and we are part of your Brand family.

Just as we promise to be open with you, all processes run more smoothly when clients provide honest feedback that keeps the relationship, strategy goals and projects on track. We know that not all news is good news. And that's ok. If you're able to be honest, we're able to course-correct when needed and be the partner you love working with.



CORE TEAM APPROACH TO CLIENT EXPERIENCE

Your day-to-day contacts are **subject matter experts.**

This separates (amp) from other advertising and media agencies.

Yes, your account manager serves as your agency liaison and provides consistent communication. However, our account managers also have spent significant time as media buyers.

This ensures that conversations are always proactive, and information is efficiently passed between your team and all agency subject matter experts.





Maureen Johnson

Senior Account Director

Maureen is one of the senior leaders at Leap Group. While her title is Account Director, her true specialization is digital advertising strategy. With over a decade of experience as a strategic marketing leader, Maureen has helped lead some of Leap's most important accounts. She has a proven track record of driving tangible business results.

Some of Maureen's notable account experience includes Atlas Van Lines, Heaven Hill Brands, Pinstripes, Fair Harbor, and many more. She is an excellent team leader that works hard to find the right balance of serving and leading her clients.

Maureen resides in Louisville, KY and works out of the Leap Group HQ office.

A portrait of Ruby DeWitt, a woman with long blonde hair, wearing glasses and a red and white plaid shirt. She is smiling and has her hands on her hips. The background is a plain, light color.

Ruby DeWitt

Vice President, Media

Ruby is an expert in paid media with more than 15 years of experience. She started her career in social media working on large scale brands such as Walmart, Bass Pro Shops, Super Bowl, and Turner Sports. She has evolved into a world class media mind with experience planning, buying, and reporting on every type of digital and traditional media.

Ruby leads client strategy across the media portfolio and oversees the media planning and strategy teams at Leap Group. Some of her notable clients include Heaven Hill Brands, Eli Lilly, and AKC. Ruby has developed a culture at Leap Group around audience first media strategy. This approach starts with utilizing research, data analysis, and technology to ensure that every media plan is developed with hearts and minds of the target audience being the primary consideration.

Ruby has been with Leap Group for over 7 years. She is an amazing mother to Charlie (3) and Mary-Kate (6 months). As a born and raised Southern Indiana girl, she is an annual visitor to Holiday World!

Kenny Friedman

Executive Creative Director

Kenny is a seasoned creative leader known for his ability to turn stories into compelling visual experiences and bringing brands to life. His passion for creativity drives him to consistently exceed client expectations by leading diverse teams in delivering innovative creative solutions that elevate brands. Kenny's expertise spans a wide spectrum, including production, branding, web design, retail, and comprehensive 360-degree marketing strategies.

With more than 20+ years of experience, Kenny has held executive creative positions at prominent agencies such as Known, Upshot, and JWT. He has also worked client-side for major companies like Target and FLOR.

Throughout his career, Kenny has partnered with notable clients, including Home Depot, P&G, Elkay, Target, Target Electronics, Walmart, Energizer, 3M, and Thermo-Tru Doors.

His work delivers on his commitment to push creative boundaries and deliver results. In a world where creative ingenuity is essential to turning ideas into reality, Kenny is a true master of his craft.



Jordan Turner

Sr. Director, Performance Media

Jordan Turner is our Senior Director of Performance Media. Jordan oversees media execution with a personal focus on driving business performance for our clients through their media and search activities. With over 15 years experience in digital marketing and as a Google specialist, Jordan has a unique capability to help his clients win fast when it comes to media performance.

Jordan leads a team of fourteen media managers from all over the world. While most of the media team is based in Indianapolis, there are Leap Group media buyers located through the US and UK that help provide our clients a robust pool of talent to accomplish their goals. Some of Jordan's notable clients include True Food Kitchen, Pinstripes, AKC, Third Federal, Fair Harbor, Zout, Glisten, and Progress Software.

Jordan became a Hoosier last summer when he moved to Franklin from Denver, CO. One of the first things he did was take his family to Holiday World. We aren't making this up just to look good for the RFP. He really did take his family to Holiday World upon moving to Indiana last summer!

Larger Core Team

Todd Krise

Director, Media Operations
Louisville, KY

Taylor Bird

Account Manager
Louisville, KY

Nicole Miller

Project Manager
Louisville, KY

Zack Richardson

Sr. Data Analyst
Louisville, KY

Clark Frye

Sr. Director, Analytics
Denver, CO

Madison Asher

Associate Creative Director
Chicago, IL

Molly Kennedy

Sr. Media Manager
Indianapolis

Kaityln Croner

Media Manager
Indianapolis

Workback / Meeting Schedule

To collaborate with Holiday World & Splashin' Safari, our team recommends the following:

Weekly Status Meetings with Account Management + Holiday World & Splashin' Safari:

- Our account manager would have a **weekly status update** with the Holiday World & Splashin' Safari team to review progress, discuss any issues, and provide updates on ongoing projects.
- We will provide an up-to-date **status sheet** each meeting to make sure all team members are aware of the most pressing and long-term items.

Weekly Internal Status Meetings:

Our internal team will hold a weekly status meeting to discuss the progress of ongoing projects, review any issues or concerns, and ensure that everyone is aligned with the goals and objectives.

Emails & Phone Calls:


Our team is always available to respond to emails and calls whenever needed, to provide support, answer questions, and ensure that we are always aligned. Overall, our collaborative approach ensures that we work closely with the Holiday World & Splashin' Safari team.

Monthly Reporting Meetings with Holiday World & Splashin' Safari:

We would work closely with the Holiday World team to review monthly reports and analyze the data to make data-driven decisions. We would discuss the findings, identify areas for improvement, and provide recommendations for future initiatives.

Workback / Meeting Schedule

Example Workback Schedule



PHASE (Responsible Party)	AUGUST					SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER					JANUARY					FEBRUARY					MARCH					APRIL					MAY					JUNE					JULY				
	5	12	19	26	2	9	16	23	30	7	14	21	28	2	9	16	23	2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28								
REQUEST FOR PROPOSAL																																																												
Submission																																																												
Pitch																																																												
KICKOFF / ONBOARDING																																																												
SOWs Signed (TRD)																																																												
Platform Access (CLIENT & LEAP)																																																												
RESEARCH / PLANNING / BUDGETING																																																												
Media & Creative Audits																																																												
Media Strategy & Planning																																																												
TACTICS																																																												
Paid Media Creative Production																																																												
Paid Media Setup and Campaign Builds (Search, Social, Display, etc.)																																																												
Paid Media Launch																																																												
Additional Creative Assets, if needed																																																												
Optimizations and Recommendations																																																												
Reporting Meetings																																																												
ANALYTICS																																																												
Google Tag Manager Tag Placement & Testing																																																												
Conversion Tracking (Web Actions, Form Fill TY Pages, & Calls)																																																												
Linking Third-Party Accounts to Ad Platforms																																																												
Reporting & Dashboard Setup																																																												
FUTURE PLANNING																																																												
Next Fiscal Year																																																												

How we keep up with current marketing trends and changes.

At Leap Group, we're obsessed with figuring out what makes people tick (and click).

That's why we created our own in-house, PhD-led team of researchers. Driven by a passion for understanding how people think and make decisions, our research team dives deep to uncover the key human insights that allow us to create truly meaningful experiences and make our clients matter more to their customers.

Apart from project-centered research, each of our in-house specialists monitors a specific industry — such as food and beverage, hospitality, finance and healthcare — and dedicates themselves to keeping clients in those verticals ahead of key consumer trends, changing regulations and evolving consumer needs and preferences. This ongoing work includes regular consumer panels and surveys as well as continuous monitoring of consumer sentiment and trends to ensure our clients are always ahead of the curve and can quickly pivot to capitalize on changes — rather than fall victim to them.

Our clients are hungry for data. We give them the actionable insights it takes to connect with their audience.

“ Everyone is talking about data right now, and rightfully so. But ultimately, data is nothing without insights. What our research team is doing is taking all that data and giving you the insights that tell a story. We're giving you direction to say, this audience wants this, this audience doesn't want that. Those insights are the foundation of any sound strategy. If you have data but no insights, you're just shooting in the dark. ”

Dr. Timothy Sauer
VP, Director of Research + Strategy

How are you adapting to the phasing out of **third-party cookies**?

Despite Google's recent delays in phasing out cookies, other major browsers like Safari and Firefox are not making the same concessions, and it's clear that brands must shift their approach to digital advertising and data collection. At Leap Group, we advise our clients to prioritize their investment in first-party data, which provides a reliable and privacy-compliant foundation for personalized marketing efforts, delivering insights that are uniquely relevant to a brand's audience.

We also emphasize the effectiveness of contextual advertising (targeting ads based on content being consumed rather than individual user behavior), which allows brands to ensure relevance while maintaining user privacy. This strategy is in alignment with our industry's increased focus on ethical data use and consumer trust. For other clients, we recommend partnerships that leverage second-party data—where trusted partners share their first-party data—can help bridge any gaps left by the decline of third-party cookies. These collaborations offer a way to enhance targeting and personalization without compromising privacy.

Finally, we encourage our clients to explore privacy-conscious alternatives, such as Unified ID 2.0, that enable effective tracking and targeting across the web, aligning with digital marketing's growing prioritization of user privacy. While cookies can still be effective, our position is to invest in first-party data, proactively implement server-to-server tracking, maintain cookie tracking where necessary, and integrate emerging identity solutions like Unified ID 2.0. By embracing these strategies, brands can not only deliver personalized, effective advertising in a cookie-less future, but also gain consumer trust in a world increasingly concerned with digital privacy.



The Leap Group Solution: humanView™

At Leap Group, we've taken a unique and proactive approach to helping our clients navigate the end of third-party cookies and leverage the power of first-party data by creating our own proprietary predictive analytics software: humanView.

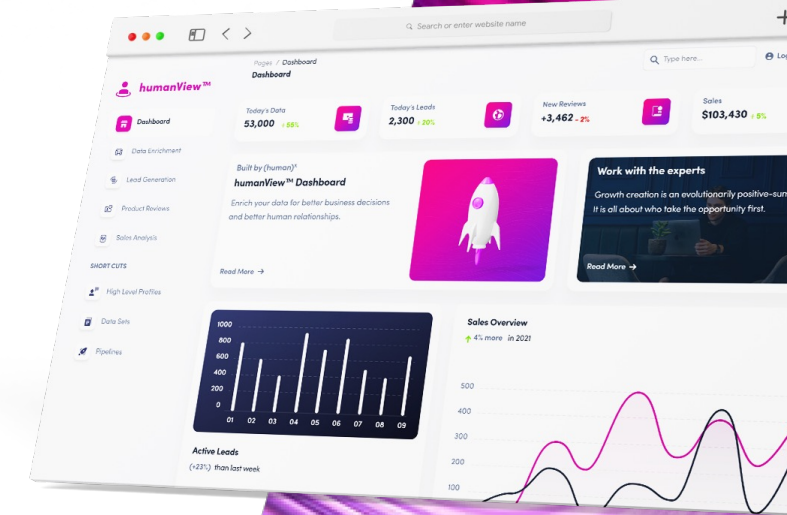
This highly sophisticated tool goes beyond the traditional boundaries of data enrichment to find predictive markers and correlations within the data for enhanced personalization and targeting. While its core feature cleans and enriches first-party data by adding hundreds of relevant psychographic and demographic variables, humanView can also develop a deep understanding of audience nuances. With enriched data, humanView provides multidimensional audience views, painting a more detailed and holistic picture of their preferences, behaviors, and tendencies.

But what truly sets humanView apart is its adeptness at harnessing the power of AI and machine learning. Today, a significant portion of valuable data comes in unstructured forms, like customer reviews, feedback, and open-ended survey responses. Processing this unstructured

data manually is not only time-consuming but also prone to oversight and errors. humanView utilizes advanced AI and machine learning algorithms to sift through this vast sea of unstructured data, extracting meaningful insights and patterns.

For instance, by analyzing customer reviews, businesses can gain a deeper understanding of their customers' pain points, preferences, and sentiments. This capability transforms raw, often overlooked data into actionable insights, empowering businesses to fine-tune their strategies and offerings based on genuine customer feedback and experiences.

Ready to know more? Leap Group Co-Founder and CMO, Alan Gilleo, was recently featured on The Agile Brand™, one of the top marketing podcasts, discussing how our in-house prompt engineers have been training humanView™ with a focus on human behavior, actions, and activities to uncover true human insights within the vast amounts of first-person data and large unstructured data available today.



CURRENT ROSTER

Current Clients

AKC

- Agency of record
- Traditional and streaming television across national and regional buys
- Media partnerships with ESPN, Disney+, Hulu, etc.
- Digital including video, search, social, influencers, and direct buys

Summit Brands – Zout, Dryel, Earth Stone, Out and Glisten

- Digital AOR including paid search, paid and organic social, and influencers
- Retail and E-commerce strategies and activation

Hpnotiq – a Heaven Hill brand

- National direct buy and custom content (ESPN)
- Social media and influencers

Third Federal Savings

- Digital marketing, email, search, demand gen

University of Michigan Credit Union

- Agency of record
- Paid search, paid and organic social media
- Streaming media and influencers
- Sponsorship support with University of Michigan and the Detroit Lions
- Brand and creative messaging

U-Pull-&-Pay

- Agency of record
- Brand strategy, brand activations
- Creative + messaging
- TV/Radio, geographic targeting
- Marketing, search, paid and organic social

Louisville Water Company

- Brand strategy and activation
- Creative and messaging
- Product development and strategy
- Media planning and advertising campaigns

Atlas Van Lines

- Agency of record
- Brand Strategy, brand activations
- Creative + messaging
- Digital marketing, paid search and paid and organic social media
- B2C and B2B marketing programs / dealer support

Duck Brands

- Agency of record
- Brand Strategy, brand activations
- Creative + Messaging
- Consumer Insights and segmentation

Lilly

- Digital media agency of record
- Reputation management
- Digital media strategy and execution
- Creative and messaging

Current Clients:

Pinstripes

- Digital AOR
- Paid search and paid social
- Digital including video, audio

Confluent Health

- Website
- Analytics

Belle of Louisville

- AOR
- Website
- Analytics
- Advertising campaigns
- Ticket Sales

Lunazul Tequila

- Agency of record
- Rebrand and brand activations
- Digital including video, audio, search, social, and influencers
- National media buys, partnerships with Discovery Channel and others.
- Brand documentaries and commercials

Fair Harbor

- National campaigns and geo-targeted campaigns
- Paid search
- Paid social
- Digital including programmatic, video, influencers, and more.

True Food Kitchen

- Digital AOR
- National media
- Paid and organic social media
- Digital including programmatic, video, search, influencers, and more.

RELEVANT WORK

Tourism, Travel & Entertainment Experience



Hershey's Chocolate World



Hershey's Chocolate World is any kid's dream destination. But when it's located in Times Square, competing with literally thousands of other tourist attractions, it can be a challenge to get visitors. We developed multi-pronged directional campaigns to digitally target visitors as they arrived in New York, then again when they stepped foot in Times Square, where we had installed a seven-story video ad (the largest of its kind!) before ultimately driving them into the Hershey's store to the point of conversion.

[VIEW CASE STUDY](#)

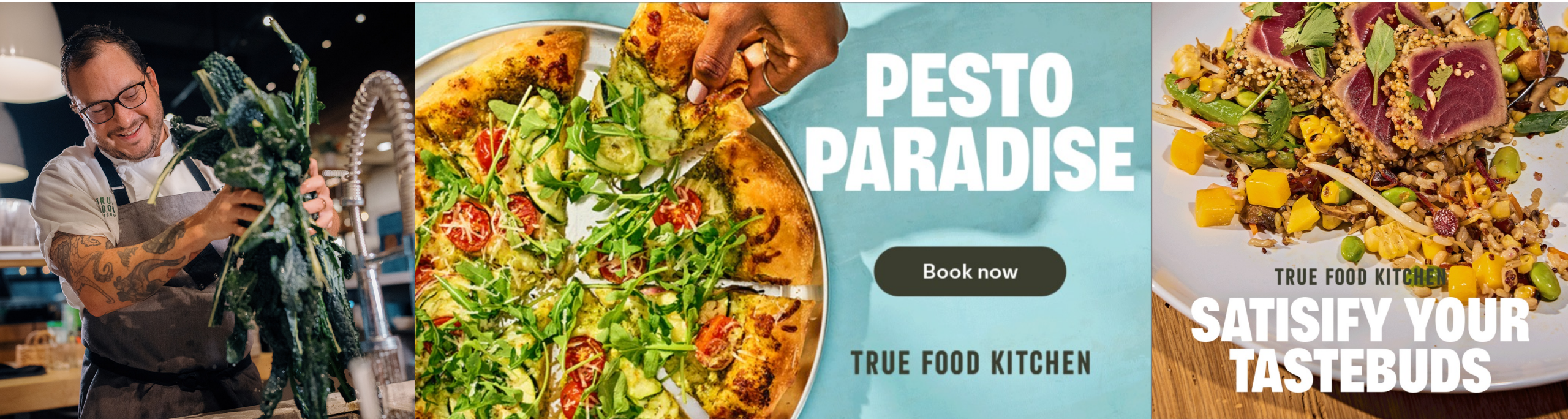
Fair Harbor



Fair Harbor Clothing, a sustainable swimwear brand, sought to overcome its off-season sales slumps by enhancing digital marketing for year-round demand. We conducted in-depth audience and competitive research to identify new target segments. We also overhauled the brand's Google Ads and Merchant Center accounts to optimize ad performance and improve campaign efficiency. This strategy not only led to significant increases in conversions, but ultimately helped Fair Harbor transition from seasonal spikes to year-round brand growth.

[VIEW CASE STUDY](#)

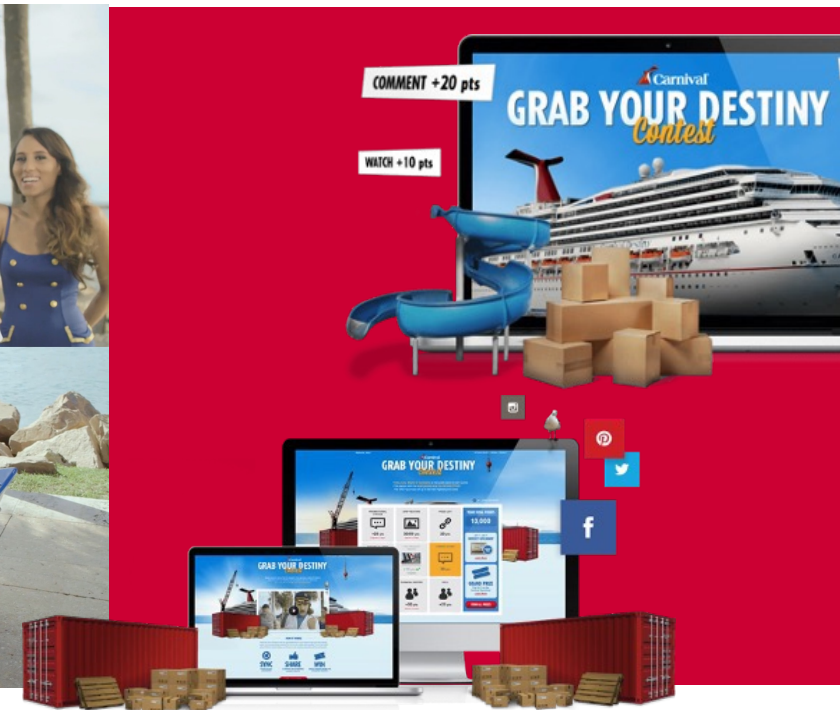
True Food Kitchen



True Food Kitchen had landed an impressive \$100 million private equity investment, but they needed a robust marketing strategy that would not only drive short-term sales for investors, but also build long-term brand growth. We developed two integrated digital campaigns that would simultaneously target key markets while also building broader brand support. Today, we continue to optimize the brand's digital media strategy based on performance data and analytics, pivoting campaigns when necessary to ensure maximum ROI and sustained growth.

[VIEW CASE STUDY](#)

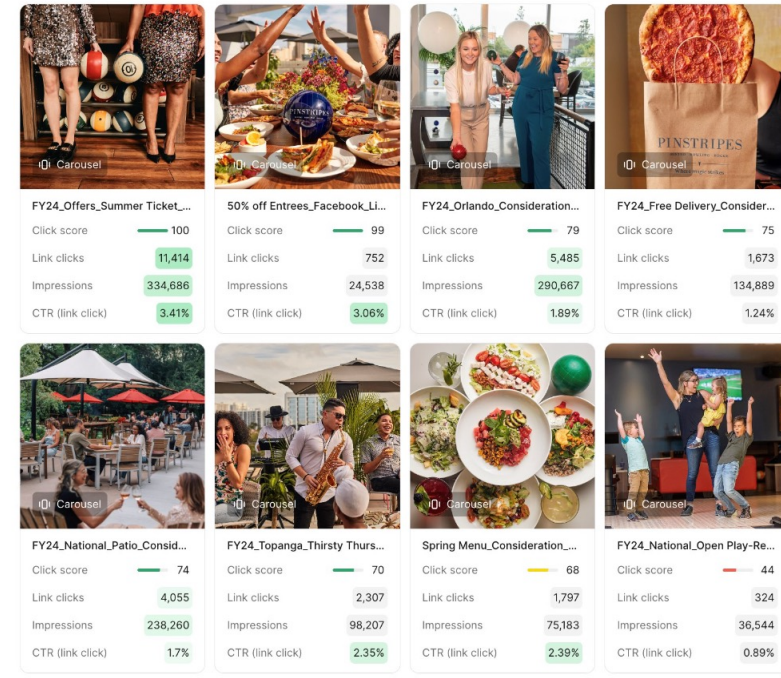
Carnival



When Carnival Cruise lines invested more than \$155M to makeover their “Carnival Destiny” cruise ship, we created a digital campaign that tapped into the ship’s loyal fan base by encouraging engagement through gamification, where participants earned points for interacting with Carnival’s posts. A dedicated microsite tracked points and showcased videos, rules, and prizes. Over four weeks, the campaign significantly increased active users and interactions, driving substantial growth in the ship’s online community and ensuring the ship was consistently sold out for its first year of voyages.

[VIEW CASE STUDY](#)

Pinstripes



Pinstripes, a growing “eater-tainment” brand, faced challenges in generating event leads during summer. In re-examining their media plan, we discovered that competition and strategy, not demand, were the issues. We refreshed Pinstripes’ digital creative to align it with geographically specific campaigns and added a new focus on seasonal value propositions. By continuously adjusting and optimizing strategies, we were able to achieve a 33% increase in event leads, 50% increase in booked events, and 38% rise in summer event revenue year-over-year.

[VIEW CASE STUDY](#)

U-Pull-&-Pay

CURRENT RECRUITMENT LOOK



LEAP GROUP



Powered by our own robust audience research, we created a breakthrough communication strategy (including brand planning, media, analytics and creative) that propelled U-Pull & Pay, the underdog of a junkyard with a regional portfolio of locations, to a record-breaking year of in-store visits and ad engagement. Our work included a total overhaul of U-Pull's website, a national campaign with both traditional and digital elements, plus a new recruitment campaign that achieved a record number of qualified applicants in a very competitive summer.

[VIEW CASE STUDY](#)

Please see our landing page
for additional work and
company information.

[LANDING PAGE](#)

MEDIA PROCESS

Discovery

At our agency, we don't just scratch the surface; we plunge into the essence of your company. When you bring us on board, we embark on an immersive journey, exploring the intricacies of your business. We become dedicated stewards, passionately safeguarding and enhancing the essence of your brand.



Mission Overview



Audiences
Competitors
Opportunities
Challenges



Messaging



Timelines/Deadlines
Budget
Client Contacts
Client Expectations

Our Process

Strategy First

The most expensive mistake a brand can make is launching channels or programs without a strategy. We don't believe in over complicating this process. Our goal is to quickly and efficiently **get to execution** with a plan that can be tested and optimized over time.



1. Understand
the brief



2. Research
the audience



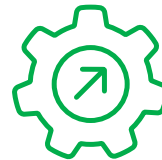
3. Research
the landscape



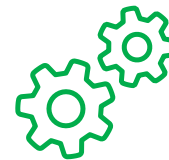
4. Research
the competition



5. Creative



6. Amplification



7. Execute
And test



8. Optimize
and revise



9. Always on

Research Methodology

Starts With Audience



SURVEY

- Attitudinal Data
- Behavioral Data
- User Experience
- Program Evaluation



USABILITY TESTING

- Data Collection
- Diagnose Pain Points
- Design Comparison
- Error Testing



COMPETITIVE AUDITS

- Digital Landscape
- Website / SEO
- Website / UX
- Social + Paid Media



FOCUS GROUPS

- Qualitative Data
- Non-Verbal Data
- Targeted Demographics
- Group Dynamic



A/B TESTING

- Web Pages
- Email
- SMS Messages
- Performance Measurement



STATISTICAL ANALYSIS

- Data Collection
- Existing Data Analysis
- Sample Analysis
- Customizable by Data Set



INTERVIEWS

- In-Depth Engagement
- Direct Feedback
- Behavior Exploration
- Pain Point Targeting



TARGET PERSONAS

- Audience Discovery
- Database Construction
- Psychographics
- Media Consumption Data

Analytics Insights

Starts With Audience

(amp)'s full funnel approach to marketing is represented in our reporting and identification of testing opportunities.

We dive deep into attribution modeling and lead scoring to analyze which targeting and messaging delivered the highest value customer.

What You Get

- Custom Monthly & Quarterly Reports
- Dashboard
- Strategic Learnings
- Analysis
 - Industry and historical benchmarks
 - Conversions
 - Lead Quality
 - Experiments

Synthesizing data collected from multi-touch attribution modeling, enhanced analytics, on-SERP and off-SERP behavior into a clear story with real-time optimization recommendations and budget pacing insights.

Core Principles

Accountability

It's called performance marketing for a reason. *It's all about performance.* Everything we do at (amp) is measured by a world-class analytics team that holds us accountable to our client's goals, objectives, and KPIs.

Optimization

Our goal at (amp) is to *build long lasting client relationships.* We know the fastest way to end a client relationship is through poor performance. We recruit, staff, and develop talent that thrive on winning for their clients and their teams. We want to be most enjoyable meeting of your week.

Transparency

Core Principles

Accountability ○

Optimization ●

Transparency ○

The power of digital media lies in our **ability to learn quickly, and optimize efficiently**. No matter the channel or tactic, we view optimization as a core principle because optimization is vital to any successful digital campaign. Every tactic has a point of diminishing return without a plan and process for ongoing optimization.

Further, the digital advertising world changes and evolves constantly. Our agency's **Innovation Task Force** is charged with tracking, educating our team/clients, and staying ahead of platform and algorithm changes across the digital landscape.

Core Principles

Accountability

Optimization

Transparency

We take the responsibility of being stewards of your marketing and media dollars seriously. *We provide weekly, monthly, and quarterly updates* on your budget burn right along with the performance results/analysis.

You deserve to know exactly how, where, and when your media dollars are being spent.

Key

Partnerships



(amp) is proudly recognized as a **Meta Business Partner**. This partnership affords our agency the following benefits that we utilize for our client engagements:

- Dedicated Meta Account Manager
- Prioritized VIP Support for our clients
- Direct training for LEAP staff
- Access to beta programs and what's new in the Meta family of apps and services
- Direct creative consultations with Meta support

Key

Partnerships

PREMIER

Google

Partner

(amp) is proudly recognized as a [Google Partner](#). This partnership affords our agency the following benefits that we utilize for our client engagements:

- Product education & certifications
- Consumer insights reports
- Account & technical support

Key

Partnerships



Partner

(amp) is proudly recognized as a [Microsoft Ads Partner](#). This partnership affords our agency and clients exclusive access to Microsoft Advertising resources and more, such as:

- Free training and certifications, industry insights
- Partner community
- Account & technical support

Key Tech

MEDIA BUYING
& RESEARCH

KANTAR

MRI
SIMMONS

Basis[®]
DSP

comscore

eMarketer

Nielsen

VIAANT[™]

IZEA

yahoo!

centiment

dstillery

triplelift

SEMRUSH

LiveRamp

Adaptive
Insights

Brandwatch

SimilarWeb

dynata[™]

Key Tech

SEARCH



Key Tech

SOCIAL MEDIA



MEDIA ADJUSTMENT RECOMMENDATIONS



Nutrition Facts

2,227
Approx. 554.60 US fl Oz
Amount Per Serving

	% Daily Value*
Fun	
Smiles	10000%
Happiness	5000%
Excitement	100%
Memorment	100%
Fear	100%
Regret	50%
Sugars	0%

*Percent daily values may be higher or lower depending on if you ate pizza, mouth rock, care before or after your ride.

A short kiss on the cheek from Grandmother

**HOLIDAY WORLD IS
WELCOMING • HELPFUL • FUN • EXPRESSIVE**

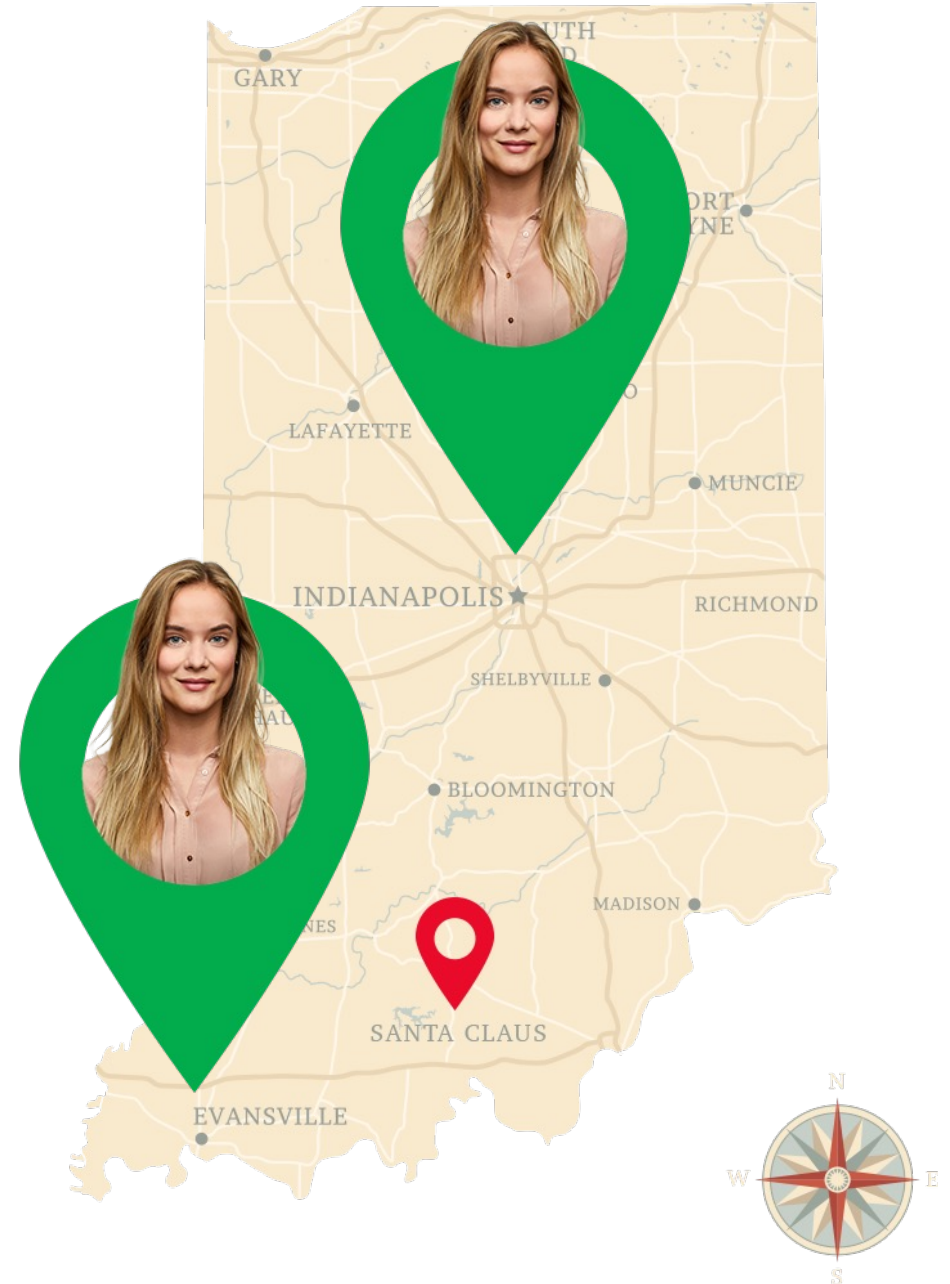
Full of unique experiences that encourage Guests to visit and visit again.

By taking a geotargeted approach for each audience, we can create custom user journeys that reach guests with messages that will motivate visits.




But Sally in Indianapolis and Sally in Evansville have different motivations to visit.

We should adjust our media strategy and messaging accordingly.



Media and messages that motivate

Sally in Indianapolis and Sally in Evansville might have similar demographics, behaviors, and even reasons to visit Holiday World, but they may have different motivations to book their visit. For example, Sally in Indianapolis may need to be reminded to plan her visit in advance – whereas Sally in Evansville may need to be reminded that Free Drinks, Free Sunscreen, and Free Parking would make it easy to get the kids out of the house on one of their free days this week.

Campaign: Summer	
Target	
Audience: Sally Location: Indianapolis	Audience: Sally Location: Evansville
Channels	
	
Messaging	
Plan ahead and save big on Indy's family destination	Free drinks, free sunscreen, free parking and close to home

So, we write headlines that motivate our audiences

- Clever and specific copy that highlights the unique selling points of Holiday World

GOOD GRAVY + FREE PEPSI
WOODEN COASTERS FASTER
THAN THE HIGHWAY YOU
DROVE IN ON.

REQUIREMENTS TO RIDE: 48"
HEIGHT AND NERVES OF STEEL.

FEELS LIKE CHRISTMAS
MORNING ALL SUMMER LONG.

FREE PARKING AT THE PARK
YOU'LL NEVER WANT TO LEAVE.

We prioritize media channels that reach our audiences

We recommend an emphasis on YouTube because ...

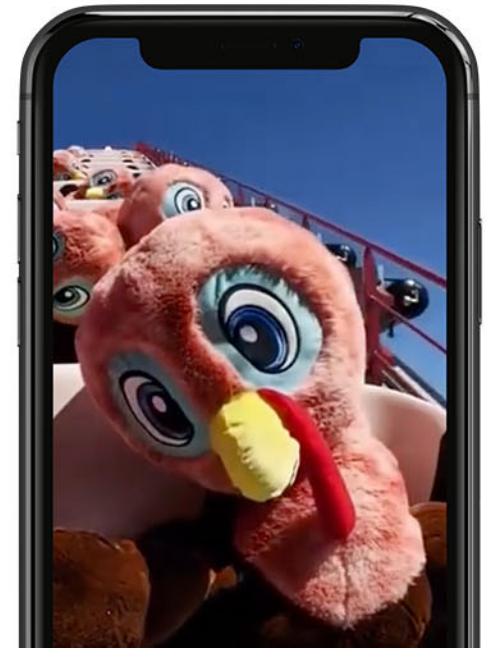
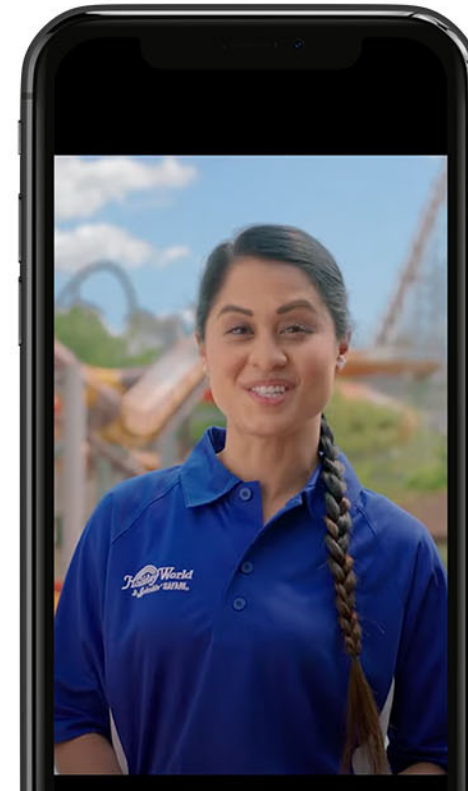
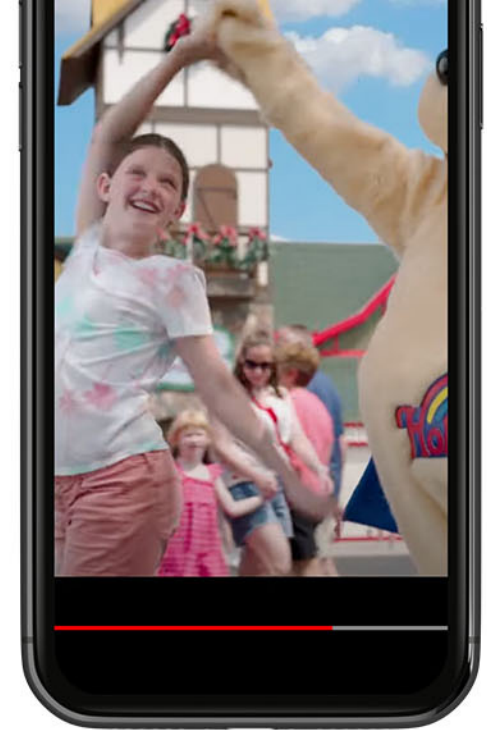
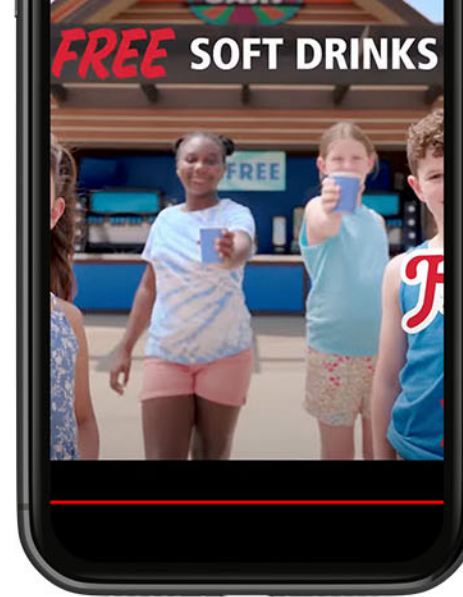
- 9 out of 10 children between 2 and 10 years old have access to YouTube
- 150M people in the U.S. now watch YouTube on their connected-TV screens which means families – parents and kids – are engaged together
- Contextual targeting allows us to reach all audiences in a way that meets compliance and brand safety standards



We leverage creative assets that engage our audiences

We recommend vertical video because ...

- Enhances user journeys through increased frequency across devices
- Placements increase visibility across all key social channels – YouTube, Meta, and TikTok
- AI tools allow us to quickly create batches of content from brand or campaigns videos to distribute and test across all channels
- Deploying “man on the street” style social media team to capture vertical video gives us more opportunities to publish relevant, timely ads



Campaign Cost & Tactics

After reviewing current campaign performance, we recommend some adjustments to maximize performance and efficiency

- Emphasize high performing channels such as Meta, Google, and YouTube
- Adjust budget to meet optimum spend level for channels being utilized.
- Find efficiencies based on more emphasis on trending and effective content types. i.e. – vertical videos that can be utilized on Meta, TikTok, and YouTube Shorts

2025 Tactic Proposal										
Tactic	SR	GS	SUM	NR	MI	TP	TR	KW	HHW	SP
Facebook	X	X	X	X	X	X	X	X	X	X
Instagram	X	X	X	X	X	X		X	X	X
Pinterest			X	X	X				X	X
TikTok	X		X						X	
Google Display			X							
Google PMAX			X					X	X	
Google Search	X	X	X	X	X	X	X	X	X	X
YouTube			X			X		X	X	X
YouTube Shorts			X			X		X	X	X

2025 Campaign Cost Proposal									
Campaign	Budget	Impressions	Clicks	CTR	CPC	CPM	Purchases	CR	Cost/Conv
Season Team Member Recruiting	\$25,000	3700000	17000	0.46%	\$1.47	\$6.76	X	X	X
Group Bookings	\$42,500	3900000	23000	0.59%	\$1.85	\$10.90	X	X	X
Summer Campaign	\$332,500	47800000	545000	1.14%	\$0.61	\$6.96	78000	14.31%	\$4.26
Kids World	\$15,000	1300000	41000	3.15%	\$0.37	\$11.54	6700	16.34%	\$2.24
Happy Halloween	\$35,000	4300000	36000	0.84%	\$0.97	\$8.14	3900	10.83%	\$8.97

CREATIVE PROCESS

Creative & Media

Our creative teams work in close collaboration with our media colleagues, not only in listening to media's recommendations to develop messaging and creative to target the right audiences on the right platforms, but also in learning how campaigns are performing and which visuals and messages are resonating most.

Then, our creatives iterate off those top-performing art and copy to further optimize them, and also watch for opportunities to quickly respond to trends, current events and even changing weather to capitalize on those moments and build a deeper connection with our audience.





What We See Happening

- Graphic brand elements are used to amplify the logo.
- Photography is full of emotion and fun
- Headlines that have fun with the consumer, grab their attention.

How We Can Further Optimize Digital Creative

- Specific messaging that resonates with the audience
- Amplify the fun and playful nature of Holiday World through messaging
- An ownable photography style that highlights the joy and fun to be had at holiday world

WHAT IF WE...

What you're about to see are 3 creative explorations of your brand and what we can do with paid media.



Leveraging nostalgia in our creative allows us to connect with Guests on an emotional level, evoking warm memories and creating a bridge between past and future experiences to foster lasting relationships and brand loyalty. It's also a key opportunity for Holiday World to visually stand out from the rest of the theme park pack.

1.

Nostalgia

- Use graphics cueing vintage postcards, reminiscing of the memories of the past.
- Use postcard inspiration to tell the stories of guests over the years.



So many ways to holiday. By highlighting a diverse combination of things Guests love about Holiday World, we allow all Guests to see themselves in our creative and emphasize that feeling of belonging — that Holiday World “gets me.” And since Americans rank relatability as their most valued ad trait, this direction lays the foundation for long-term brand loyalty and positive sentiment.



HOLIDAY MATH.



2.

Holiday Math

- Flexible system that allows for a mix or stand-alone photography to express the customization of the Holiday World Experience
- Ideal for motion and a film-series focusing on how people “do” the park



**GOOD
GRAVY PLUS
FREE PEPSI.**

FOR EVERY WAY YOU HOLIDAY.



**WATER
COASTERS
PLUS
WORRY-FREE
WEATHER
GUARANTEES**

FOR EVERY WAY YOU HOLIDAY.



**DRONES PLUS
DANCING
PLUS DESSERT.**

FOR EVERY WAY YOU HOLIDAY.





#629617855

We all recognize that facial expression of pure joy when a Guest begins the steep coaster drop and catches their first seconds of air time. But at Holiday World, that expression is everywhere - from a kid winning that push in the arcade to entire families sharing rides like Good Gravy. We'll capture these experiences with ride cameras and photography, connecting with our audience through moments of authentic, spontaneous joy.

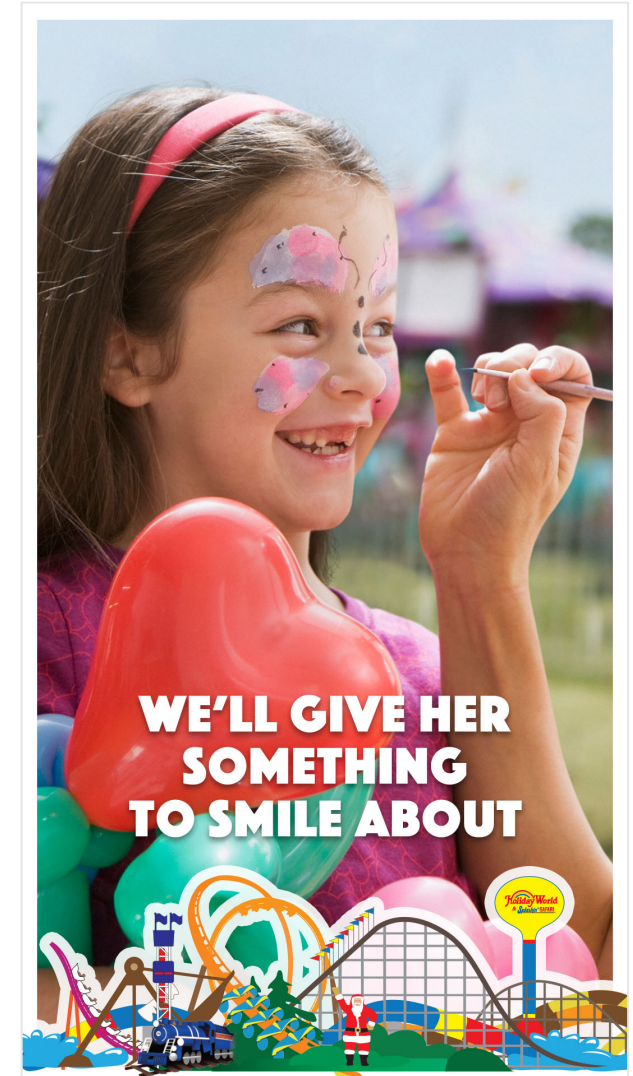
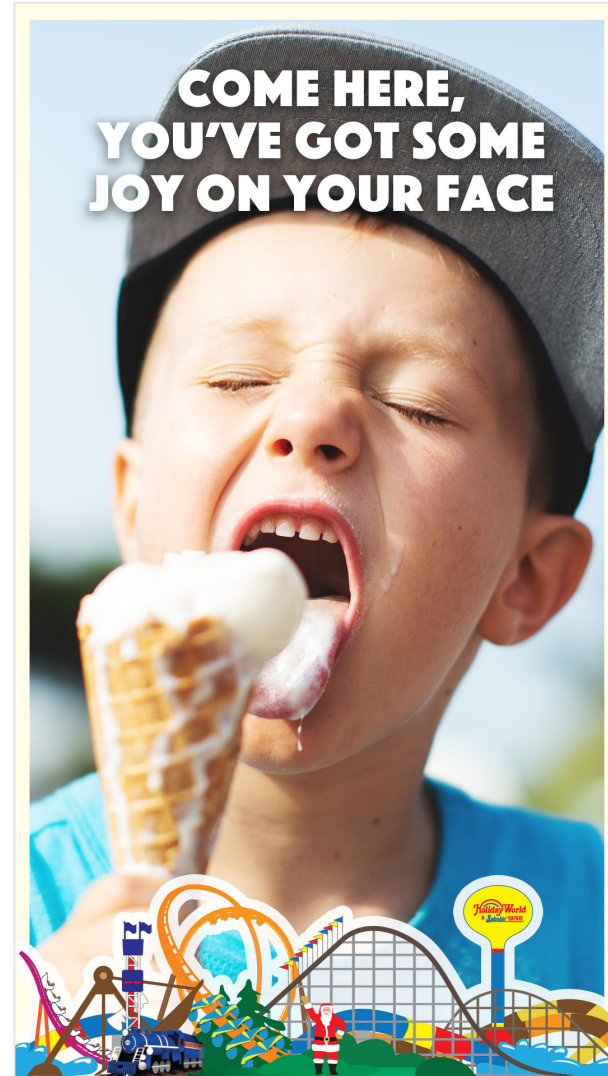
YOUR HAPPY PLACE



3.

Your Happy Place

- Use photography to get in close to the moments of real joy around the park.
- Create a graphic boarder reminiscent of printed ride photo frames, add to the Holiday world branding.



RATE STRUCTURE

The following is meant to serve as an estimate construct. Our contracting structure is flexible and meant to allow our clients to have access to the terms they need to be successful as a business.

Ready to accept
the challenge.

We recognize Holiday World's unique business situation of needing year-round support, while having to overcome seasonal cashflow and billing challenges. Leap Group is purpose-built to address these challenges. We will work closely with Holiday World to find a fee structure, and billing solution that works for both of our businesses.

The following slides are example estimates of services based on the media spend and what we know from the RFP. We will work closely with the Holiday World team to customize the actual scope of work to your real-world needs and budget.

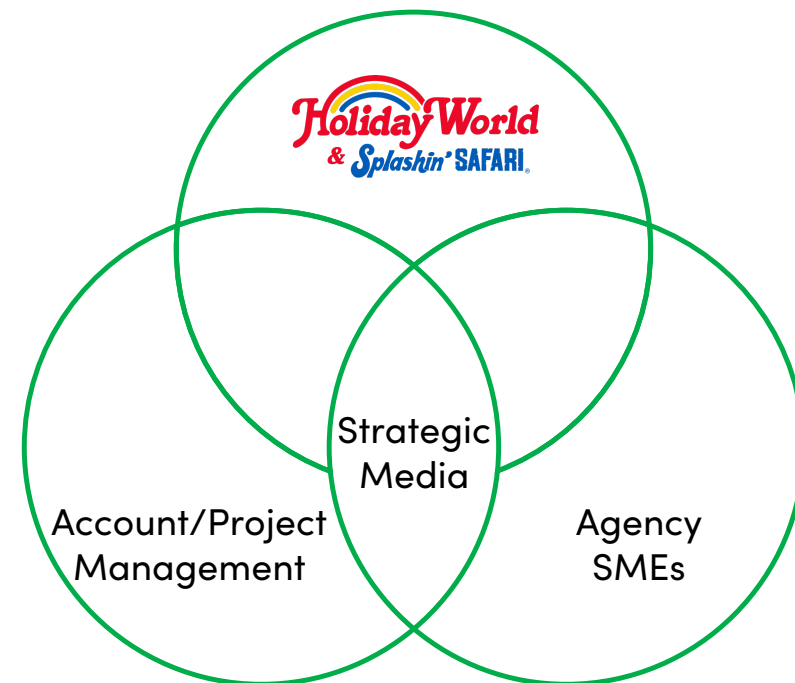
Recommended Approach

AM/PM Program

Estimated:
\$15,000 per quarter.

The AM/PM program provides clients a consistent account team, led by an Account Director with support from an Account Manager and Associate Account Manager. This team will be your conduit to all agency services and work with a dedicated Project Manager to facilitate all your planning and project needs.

- Marketing strategy consultation
- Manages internal alignment/fulfillment of strategic direction
- Facilitate client communications/follow-ups
- Leads status sessions
- Facilitates D2D project flow
- Documentation of discussions and decisions



Recommended Approach

Services Retainer

Estimated:
\$15,000 – \$30,000 per quarter.

Our retainers are built to allow your marketing team complete flexibility and control of your budget. Below is a list of available services within our retainer structure at LEAP Group.

- Media Planning / Strategy / Placement
- SEO / SEM
- Community & Social Media Management
- Analytics / Insights
- Research / Intelligence
- Creative / Concept Design
- Creative / Implementation Design
- UX / CX / UI / Wireframing / Customer Journey
- Photo / Video Shoot Production
- Post Production / Editing

Budget Breakdown Example

ACCOUNT & PROJECT MANAGEMENT PROGRAM	\$15,000 per quarter
DIGITAL ADVERTISING RETAINER:	\$15,000 - \$30,000 per quarter
PAID MEDIA BUDGET:	\$400,000 - \$500,000
TOTAL ANNUAL BUDGET	\$520,000 - \$680,000

Thank You.