

#DareToGrow Stories Campaign

2018



Daring to grow means seizing opportunity. The moment you overcome a challenge, ignite a spark, or step out of a comfort zone. Together with our customers, we share moments of growth to inspire aspiration, excitement, clarity of mind, and motivate others to create their own moments.

Why Moments?

Dare to Grow

means

Seizing Opportunity

takes

Confidence

built with

Experience

developed via

Reflection

told through

Moments

Moments = Storytelling

- Overcoming a challenge
- Igniting a spark
- Stepping out of a comfort zone

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What Are Moments?

Overcoming a challenge

Moving through an obstacle even when it seems unbeatable and coming out the other side stronger. Looking back with perspective, this moment leaves you with a **clarity of mind**.

Igniting a spark

Harnessing energy, whether it be anger, inspiration or realization, and transforming it into determination to grow and succeed. This moment is defined by **aspiration**.

Stepping out of a comfort zone

Pushing yourself into unfamiliar places in order to grow, succeed, or reach a goal. This is a dynamic moment filled with **excitement**.

Moods

Authentic

We want to have real human connections. The only way to do that is by communicating past the jargon and getting to the emotional core of what motivates our customers.



Energetic

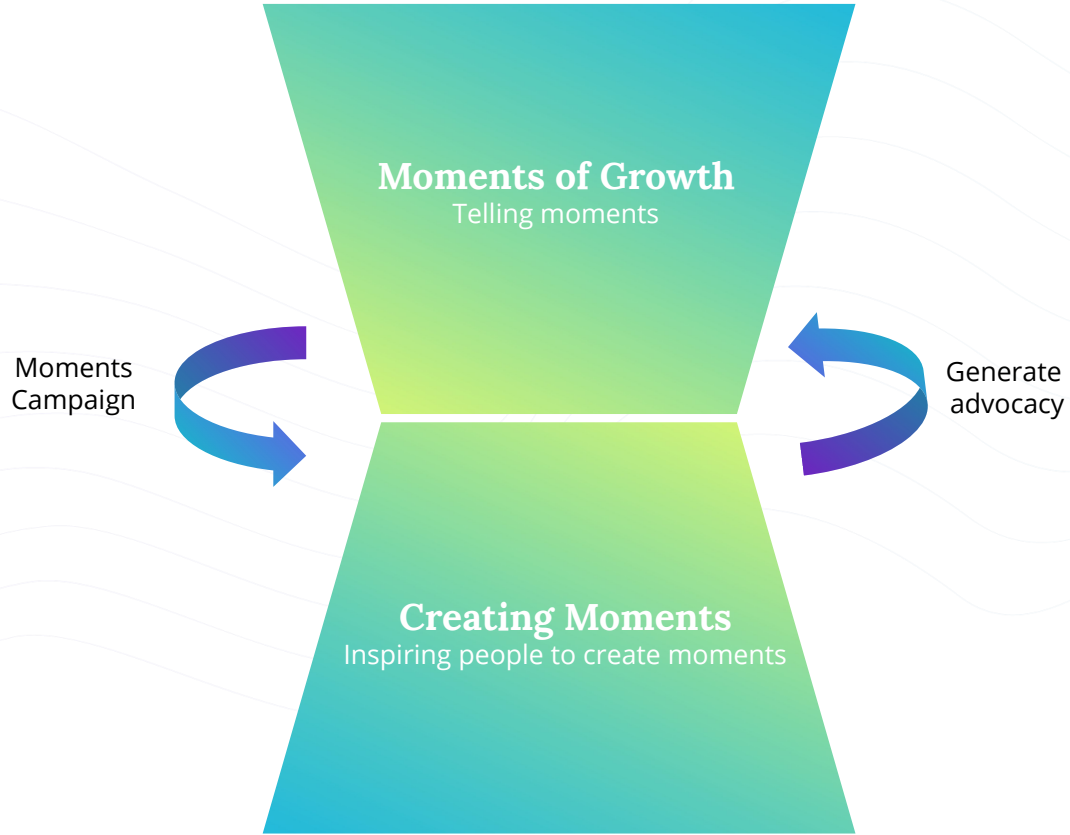
This is not can a canned, cheesy quote with picture of a sunset; it's a coach giving a fiery halftime speech. We want to wake marketers up, get them moving, and strategizing on their feet.



Edgy

A pivotal moment often stands out in our memories. That's what we want we to replicate. We want to stand out from the crowd—just like our customers do.





Moments of Growth

Daring to grow means seizing opportunity. The moment you overcome a challenge, ignite a spark, or step out of a comfort zone. Together with our customers, we share **moments of growth** to inspire aspiration, excitement, clarity of mind, and motivate others to create their own moments.

Customer Moment Example - Overcoming a Challenge



My sister and I were crunching numbers one day and it wasn't pretty. If our mom continued to be our biggest customer, we weren't gonna stay afloat. My stomach dropped. How were we going to be able to get our first real customer, when we didn't know anything about advertising online? It was sink or swim and we were in the deep end. It's easy to laugh about it now since we're on the other side of it. Receiving a sales notifications was a freak occurrence; now it's routine. We just tripled our sales last month. **Looking back, I can see that we always had what it took. It's was just a matter of finding the tools to do it.**



Customer Moment Example - Overcoming a Challenge

Juniper Lemons

The moment - Ashley realized she needed to find more customers or her business was not going to last.

The context - Ashley started a clothing brand, but didn't know how to find customers.

The how - She used the AdRoll Growth Platform to create beautiful ads that showcased her dresses. Then, served those ads to shoppers who were most likely to buy them.

The why - This turning point affirmed that Ashley was on the right path.

The outcome - The results of the action(s) created through the moment.



Customer Moment Example - Igniting a Spark



That headline is burned in my brain. 'Why Zscaler will be gone in five years.' It was the third quarter in a row that we reported a loss. Everyone was under a lot of pressure. I called an impromptu meeting with everyone in marketing. It wasn't pretty. But as we were wrapping things up, **I just blurted it out. 'Let's prove them wrong.'** The energy in the room shifted **instantly. That fire of anger turned into a fire of determination.** We all locked eyes. I knew we had the team to turn things around. We walked out with conviction and got to work. Here we are, five years later, two of our competitors aren't around and we are thriving.



Customer Moment Example - Igniting a Spark

Zscaler

The moment - An article questioned Zscaler's viability in the market.

The context - Zscaler is a web-security company that found initial success, but their resource-rich competitors were beating them.

The how - Zscaler used the AdRoll Growth Platform to develop a multichannel marketing strategy that targeted high-value audiences. From there, they developed personalized customer journeys for these audiences, and used AdRoll's industry-leading attribution dashboard to see what was (and wasn't) working.

The why - This turning point inspired Zscaler to expand the scope of their business and beat their competition.

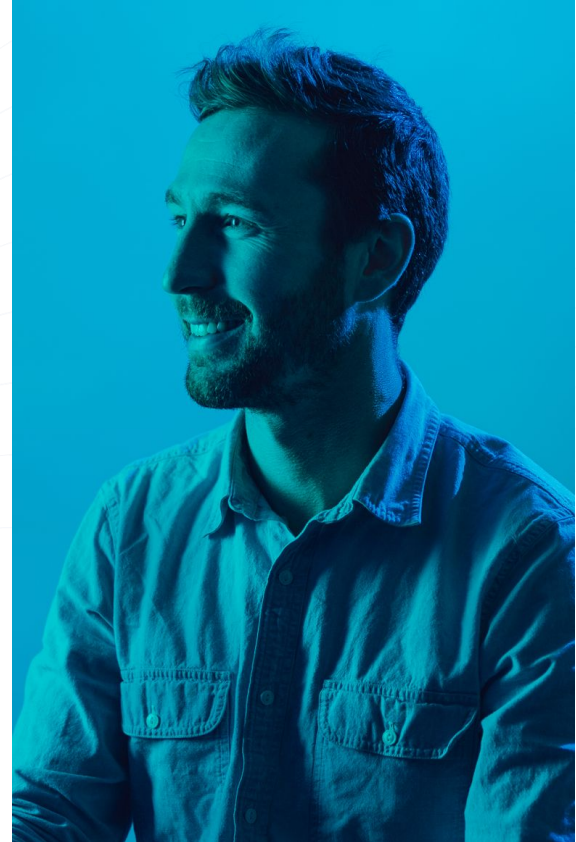
The outcome - Five years later, Zscaler has increased revenue by 10x.



Customer Moment Example - Stepping Out of Comfort Zone

“

As the elevator closed, I remember thinking this is what they mean by a fake-it-til-you-make-it moment. We had very light experience with digital marketing, but this was our biggest client. How were we going to help them with it? Especially if we messed this up, it would be catastrophic. They needed more than just creative. They needed a real digital marketing strategy. On a whim, I told them we could take care of it. **I felt both inspired, motivated, and overwhelmed all at once. But I knew we would figure it out. All we needed were the tools to make it happen.** Safe to say, it's worked out for us. Two years later, they're still our customer.



Customer Moment Example - Stepping Out of Comfort Zone

agency THE

The moment - Their biggest client was going to leave for a competitor that had a digital marketing offering.

The context - agency THE is a creative advertising agency that had never dealt with digital marketing.

The how - They used the AdRoll Growth Platform to execute their client's campaign across web and social. The account management team helped with account setup and the extensive library of training materials helped them get going fast.

The why - agency THE's full-suite of digital marketing offerings, powered by AdRoll, helped them keep their biggest client and attract more clients.

The outcome - Two year later, agency THE has doubled the size of their customer base.



Creating Moments

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How We Encourage Our Customers to Create Moments

Igniting a spark (aspiration)

Relating with potential customers via moment videos and supporting content. Approachable and edgy to inspire them to create their own moments (with AdRoll by their side).

Stepping out of a comfort zone (excitement)

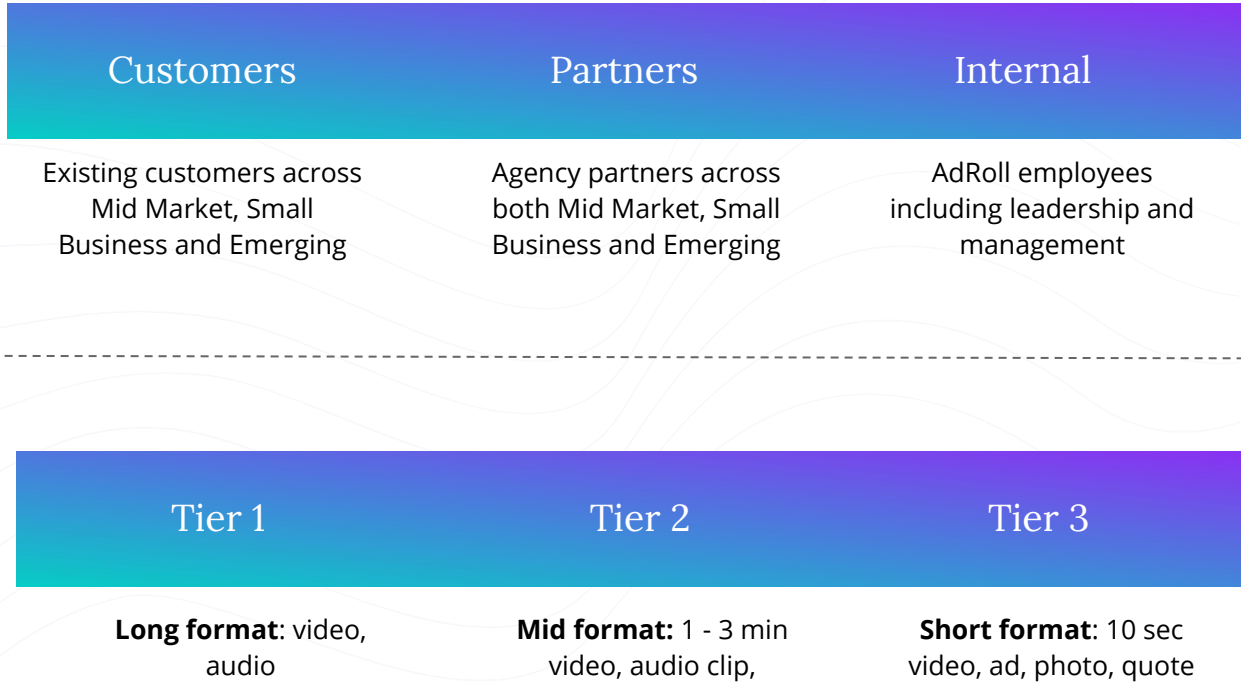
Engaging directly with potential customers via empowering marketing. Energetic and exciting to motivate them to get up from their desks and take action.

Overcoming a challenge (clarity of mind)

Partnering with potential customers by offering tips and tools. Authentic and direct so that they feel that their own moment is within their reach.

Execution

Firstly, we need to segment our groups then break them into tiers based on their participation



Tiering The Customer Moment allows us to capture

Tier 1: Long form content (video or audio interview) that can be broken up into Tier 2 or 3 snippets. Hosted on daretogrow.io OR Experience: OOH / Events.

Tier 2: Mid form content (video or audio interview) that can be broken up into Tier 2 or 3 snippets. Used for direct mail and digital promotion.

Tier 3: Short form content (video or audio clip) to be used for advertising across web and social.

Components

The moment - "As the elevator closed, it hit me like a ton of bricks. Our biggest client just told them they were thinking about leaving for another agency."

The context - "Our client needed more than just creative. They needed a real digital marketing strategy."

The how - "AdRoll has made it super easy for us to become our client's number one resource for all things digital marketing. We've been able to run their ads on web and social. Our account manager helped with account setup and all the training material we receive set us up for success."

The why - "I felt both inspired and overwhelmed all at once, but I knew we would figure it out. All we needed were the right tools. Safe to say, it's worked out for us. Two years later, they're still our customer."

The outcome - The results of the action(s) created through the moment.

Tiering The Customer Moment

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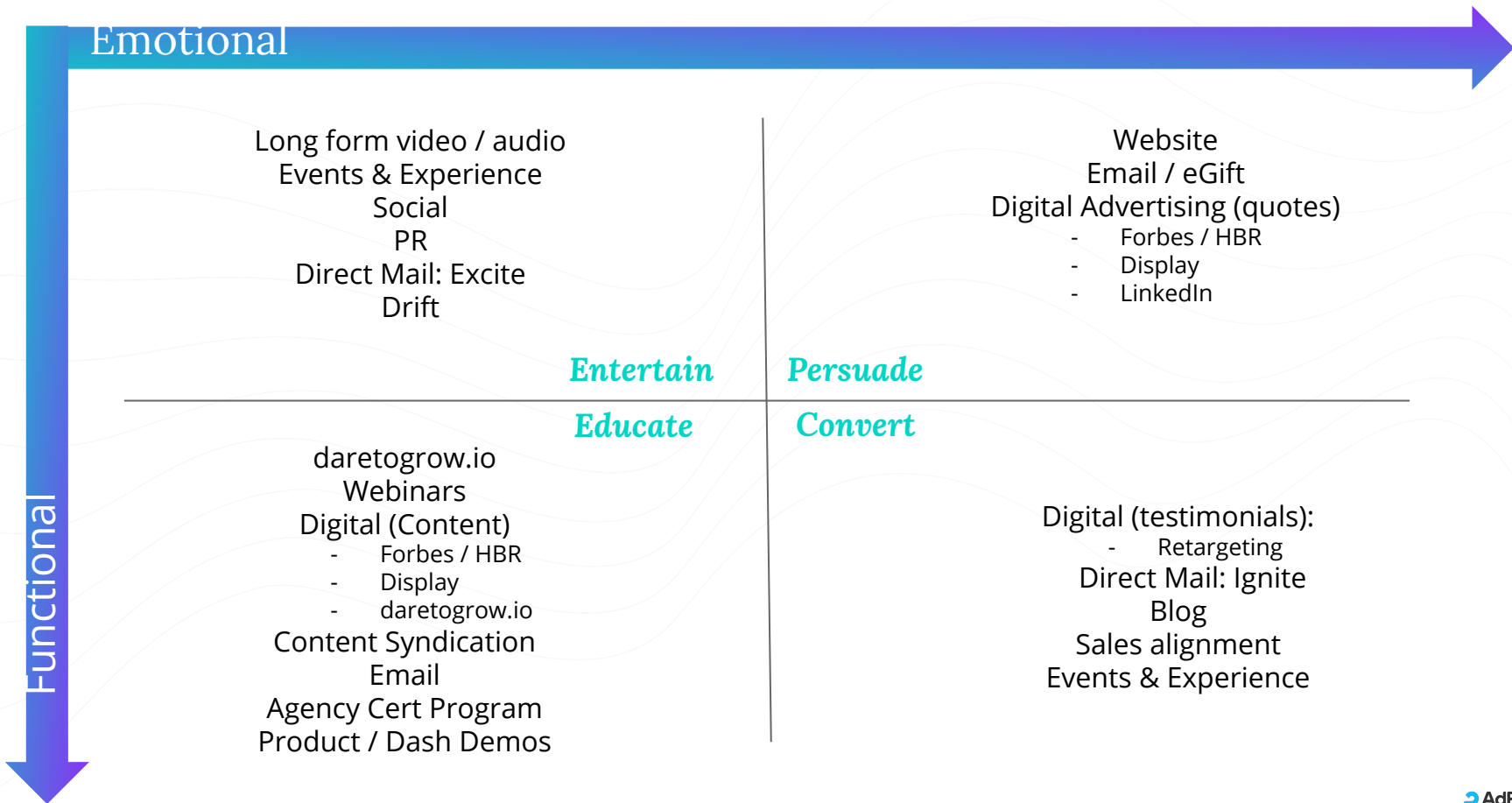
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Secondly, we need to strike the balance between emotional and functional campaign tactics

Moments content should be centralised and distributed via daretogrow.io





Mood

Authentic

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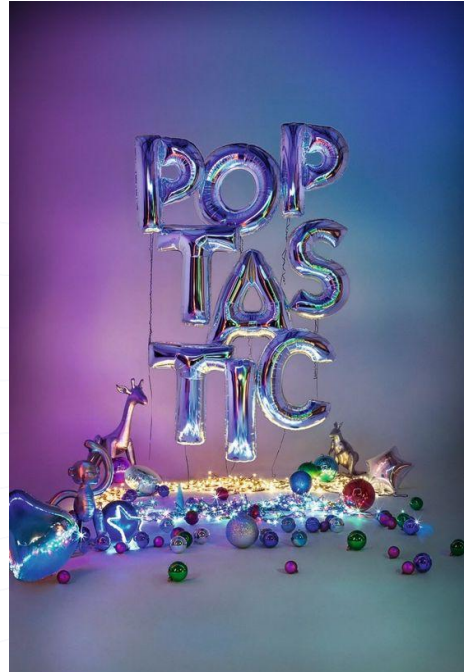
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Capturing Moments of Growth with our Customers

Gathering & Creating Assets

Customer agrees to a sit-down video or audio interview which covers all of the Tier 1 story components. Footage is collected and cut up into Tier 1, Tier 2 & Tier 3 videos.

Photo is taken of Ashley capturing the mood of her moment in our radiant gradient aesthetic to use for social.

Case study is drafted for web.



gameday poncho
\$50.00



adrian hoodie - blue fog
\$45.00



be a dreamer top - pink
\$40.00



amelie top - ash heather
\$48.00



bonjour legging
\$30.00



adrian hoodie - ivory
\$45.00



be a dreamer top - blue
\$40.00



amelie top - charcoal heather
\$48.00

The Sit-down Interview



Pacing & Interview Style - As the customer talks about their moment, they look into the camera as if they are talking directly to the viewer. The interviewer is never seen, but we hear some of their questions off-camera. The customer comes across as authentic, communicating past the jargon. They talk with their hands, laughing and taking natural moments of pause.



Production Look & Feel - These will be shot against a simple white or gradient lit backdrop, so that the customer is the centerpiece. Subtle illustration-style animations will emphasize moments of excitement and energy as the customer speaks.