

Webinar Series

BREAKTHROUGH 2020



**WE HAVE DELIVERED
GREAT RESULTS FOR**

2,000+ Agencies

6,000+ Brands

200,000+ Campaigns

Over \$2BN+ digital media spend via Basis

750+ Centrons in **44** offices

Innovators in ad technology

Commitment to education

BREAKTHROUGH 2020



PART 1: June 17th // Focus & Strategy



PART 2: June 24TH // Creating Experiences



PART 3: July 1ST // Transforming Travel



PART 4: July 8TH // Reinvention Through Expansion

OUR EXPERT



Eric Myers
President
Belo + Company



PURSUE
WHAT'S POSSIBLE

07.00.2020

In marketing,
there seem to be
more questions
than answers.



What does all this data mean?

How can we meet changing consumer demands?

Why isn't our campaign working?

How do we create a better customer experience?

Which channels provide the best ROI?

Where do we find more customers?

How do we inspire customer loyalty?

How should we respond to what's happening in the world?

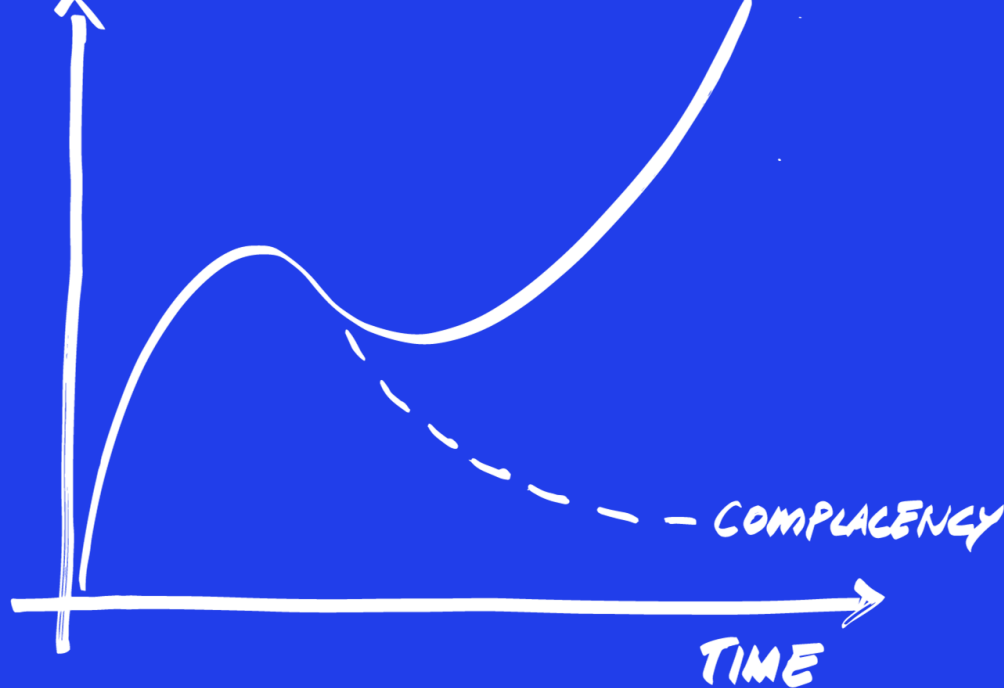
Are we doing enough to impact our community?

But questions
don't scare us.
They incite us.

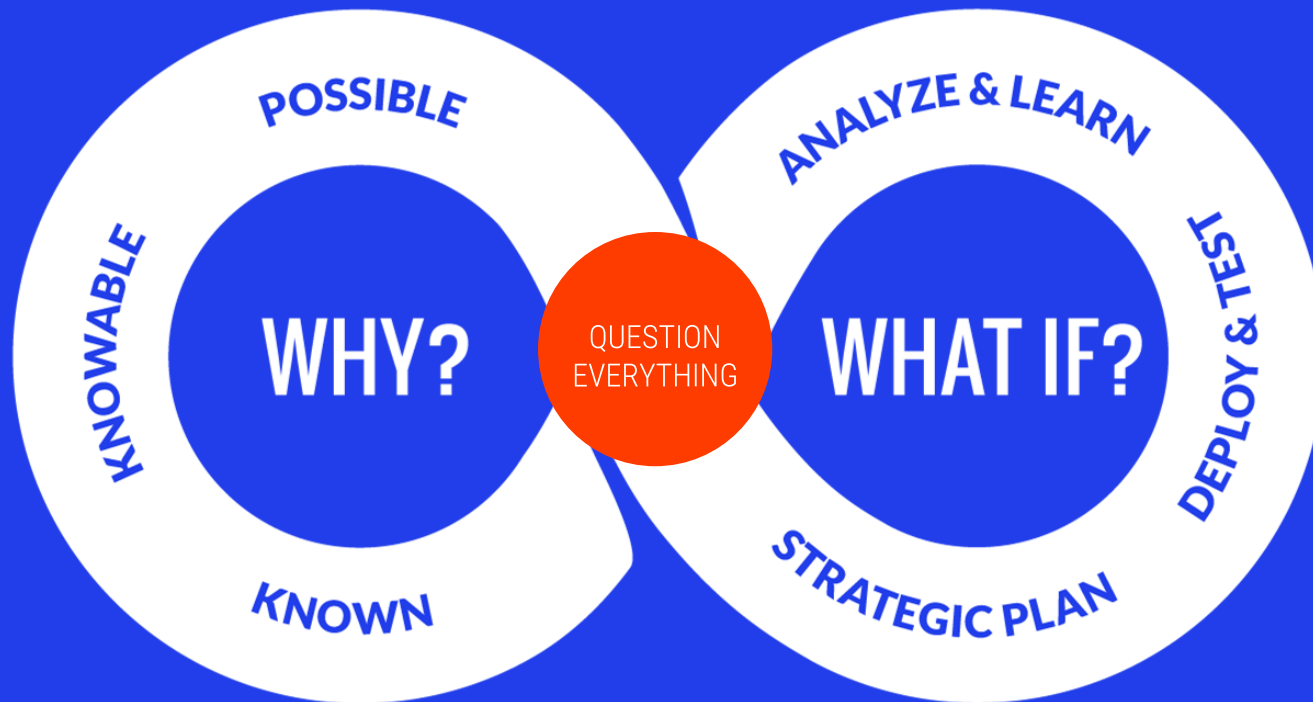


Fueled by curiosity, we dig deeper. Investigate further. Challenge convention. Questioning everything is how we effect positive change.

When other agencies
are satisfied, we're
just getting started.



We call it the
Curiosity Curve™.

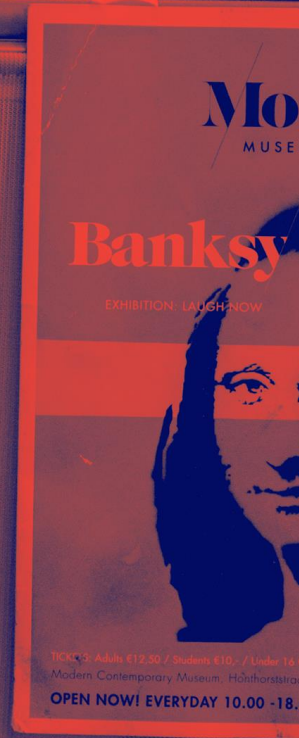


Our cyclical approach is how we relentlessly pursue what's possible to break from the status quo.

It's this relentless pursuit of what's possible that transforms uncertainty into opportunity and risk into reward.



We have disparate, impassioned perspectives, so we thrive on spirited debate. Sometimes, it's a little uncomfortable. We might make your palms sweat. But out of discomfort comes breakthrough ideas.



Sure, we are skilled in these areas.

Strategy

Driven by intelligence, we construct customer-centric, growth-focused strategies that change how the world sees your brand.

Brand Strategy + Positioning

Research + Analytics

Customer Insights

Creative + Content Strategy

Omnichannel Media Strategy

Creative + Content

Informed equally by insights and humanity, we design customer experiences that inspire affinity and action.

Brand Identity + Design

Omnichannel Campaign Creative

UX + UI Design

Website Development

Content + SEO

Media

Guided by data science and technology, we help your brand reach the right people, where and when they're most apt to engage.

Media Buying + Management

Paid Search + Paid Social + Display

Media Mix Modeling + ROI analysis

Marketing Automation

Conversion Optimization

Are you ready to
break from the
status quo?
THEN LET'S DO IT.

HOW TO REACH US

beloandcompany.com

844-394-3654

hello@beloandcompany.com

DALLAS | TULSA | DENVER



A person is seen from behind, wearing large black headphones and sitting at a desk. A computer monitor is visible in the background, displaying a red screen. The entire image has a red overlay. The text "THANK YOU!" is written in a large, white, hand-drawn font across the center.

THANK YOU!

A white hand-drawn arrow points from the left edge of the slide towards the company name.

**BELO +
COMPANY**

DALLAS | TULSA | DENVER

centro.
WEBINAR

Type in your
questions
for our Q&A

Thank You!



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Find the recordings and slides for the full
Webinar Series: centro.net/webinar



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