

A large, detailed ant is shown in silhouette, crawling on a dark, textured branch. The background is a dark, moody landscape with a body of water and a distant shoreline under a twilight sky. A large, faint number '2024' is visible in the background. A solid purple circle is positioned to the left of the text 'The Secret Of'.

The Secret Of

FEELR

Capabilities + Case Study

CREATIVE AGENCY • DESIGN + PRODUCTION STUDIO

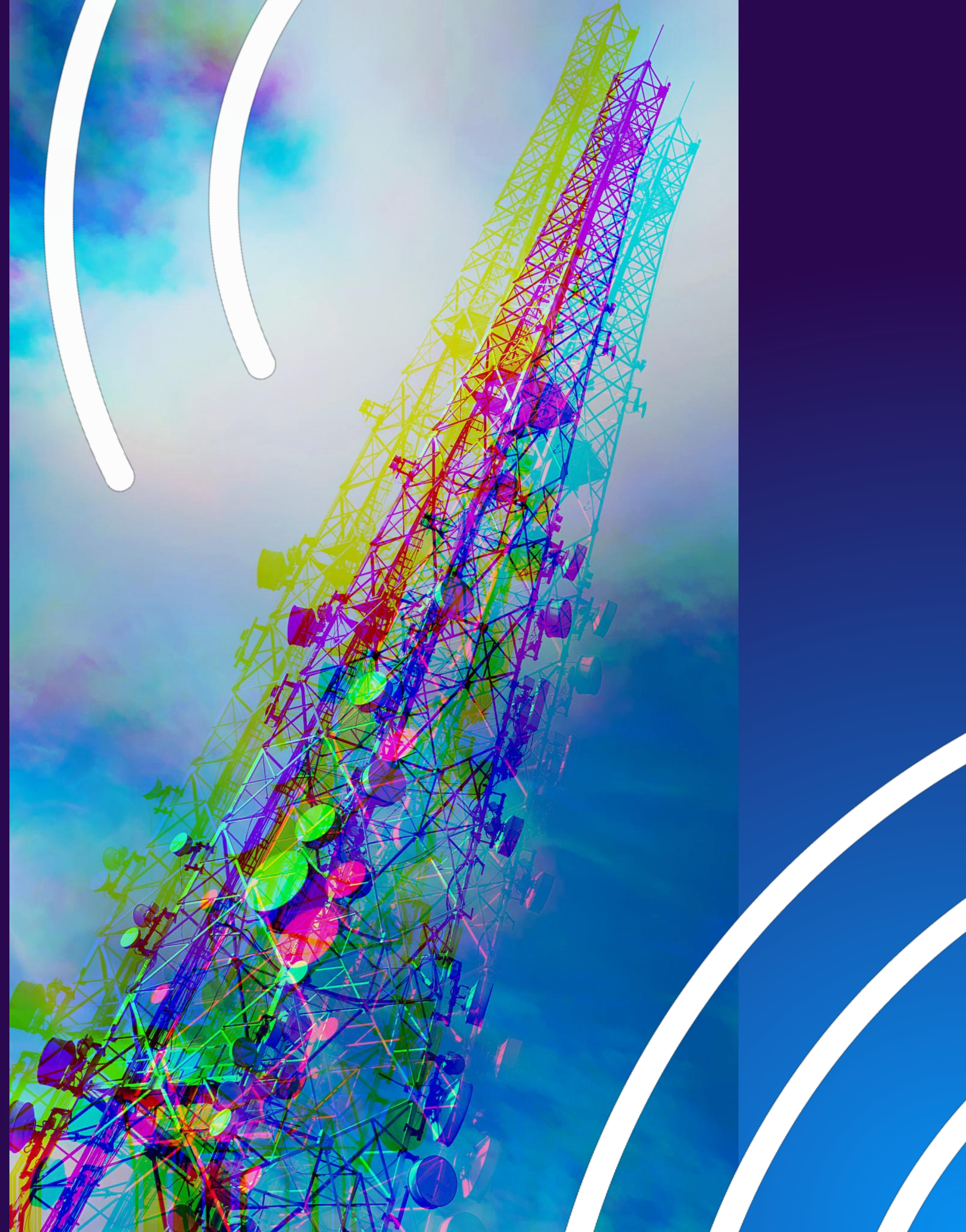
About Us

Feelr is a creative agency and full-service design and production studio specializing in forward-thinking brand communications.

A “feeler” is a colloquial term for the antenna on an insect. Bugs use these organs to find food, navigate, and sense changes in the environment. This may sound creepy, but it’s actually a good metaphor for how we operate.

In this hypermedia world and its surfeit of information, instinct becomes increasingly valuable. Our work begins and ends with intuition. Naturally, much of this is informed by what we have seen and done in the past, but we also know that the best way to predict the future is to understand the present.

Our greatest strength as creators is our sense of antenna – a deep appreciation of historical context, a watchful eye on the world around us, and an intellectual curiosity about what is possible.



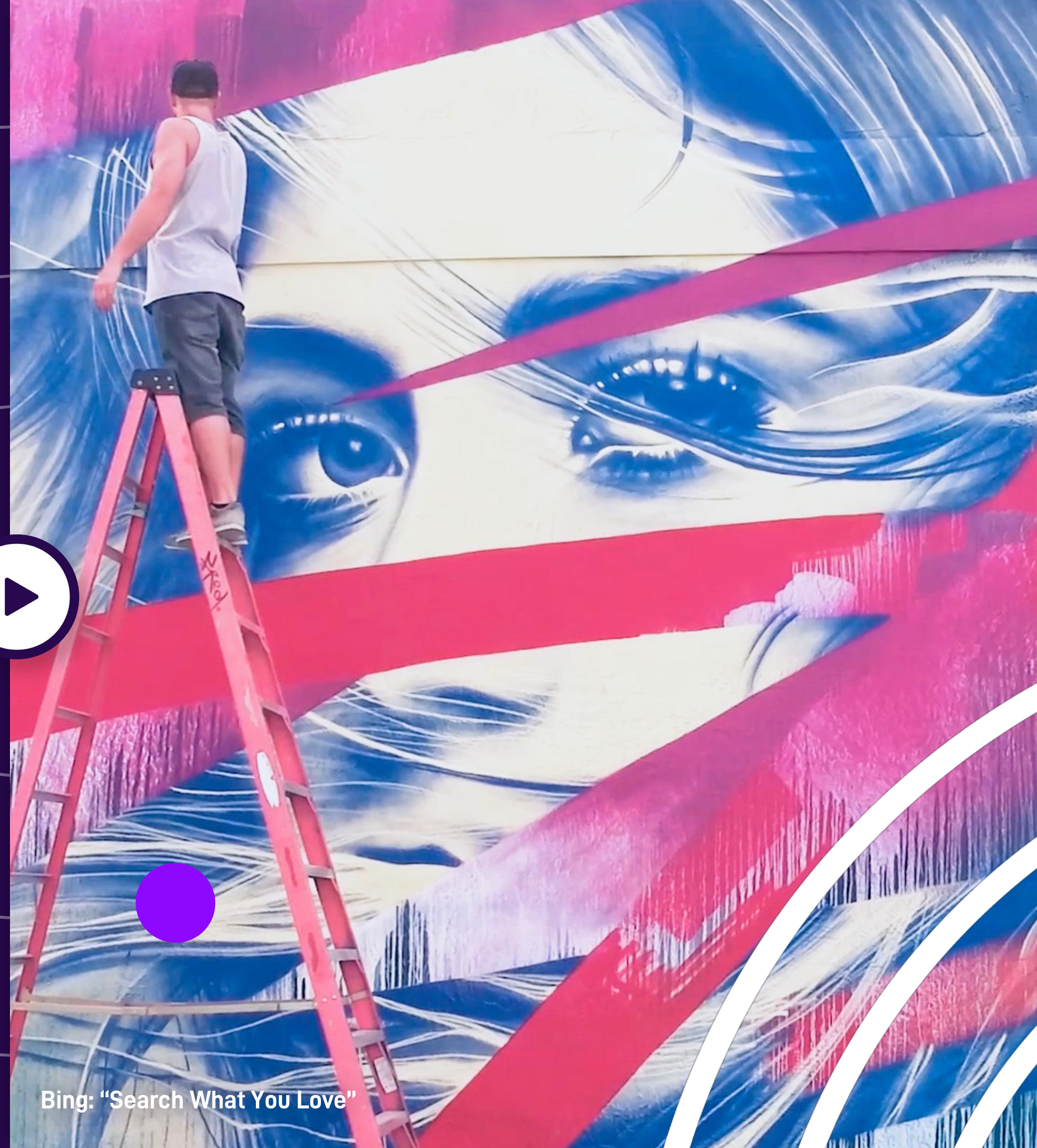
Content Kings

Our background in content creation begins in the 1990s and includes experience in broadcast and cable television, terrestrial radio, feature films, commercials, podcasts, and web video platforms and services.

Regardless of the medium, one thing has been the lodestar in our productions: the **story**. Anybody can press “record,” but can they tell a compelling story?

We are experts at applying digital craft to the art of storytelling, producing content that conveys your message with impact, high fidelity, and proper context.

Looking ahead, Feelr is dedicated to unlocking new possibilities in visual storytelling by integrating Artificial Intelligence and advanced production technologies into our workflows. AI enhances our efficiency and future-proofs our productions, ensuring our partners remain relevant in a dynamic and competitive media landscape.



Bing: “Search What You Love”



ReThink Tank

In today's world of accelerated innovation, change happens fast. Change is mostly about learning, but it's no longer enough to learn some new skill or technology. First, we must learn **how to learn**.

Feelr is a "Re-Think Tank" shedding old schools of thought and modalities to reimagine what brand communications can accomplish. We are adaptive learners riding the wave of strategy/content/media.

In practice, this means **we become students of your brand**. We immerse ourselves in your company culture to learn your brand's voice, values, identity, and mission. Using new synthetic data research tools, we then study your business niche to determine what types of content, delivered where and when, will move the audience you want to reach.

Attention Please

In today's ruthless attention economy, telling stories that earn eyeballs is difficult.

Audiences are more savvy than ever. If your message doesn't align with your brand's values, they will instantly disconnect. On top of this, AI Search now muddles discovery and domain expertise.

Establishing authenticity and trust is crucial, but how do you even cut through the noise and connect with a diffuse and distracted audience?

At Feelr, we use adaptive media mixes, combining paid, owned, and earned tactics – from newsjacking to guerrilla PR to performance advertising – to capture attention. People share stories of who you are, what you do, and why you do it.

Our crafted narratives drive word-of-mouth, positioning your brand as the default subject matter expert in your industry.





CREATIVE SERVICES

CONTENT

- Strategy + Development
- Program Identity + Graphics
- Scripting + Storyboarding
- Production + Direction (Field/Studio)
- Editorial + Post-Production
- Live-Streaming
- Long + Short-form Branded Content
- Podcasts
- Commercials

EXPERIENCE

- Brand Activations
- Event Production
- Project Management
- AR/VR Design + Execution
- Interactive Technology Experiences
- 3D Projection Mapping
- Online Education Design
- Out-of-Home Campaigns

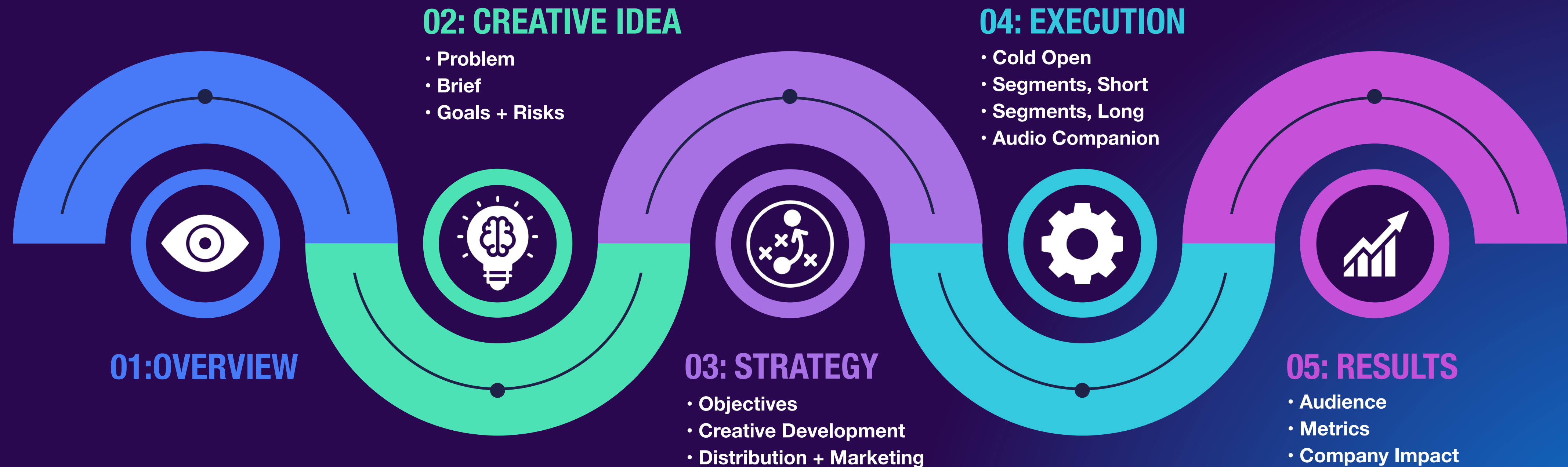
CASE STUDY //

THE DOWNLOAD

Microsoft Advertising

CASE STUDY ROADMAP

Microsoft Advertising: The Download



START ↗

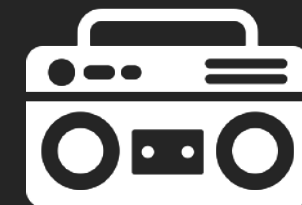
Overview

A new approach to brand storytelling

The Download was a monthly web tv show presented by Microsoft Advertising for a B2B audience of digital marketers. Each 20+ minute episode featured industry insights, trend reports, and exclusive interviews with thought leaders from the advertising world.

Historically, B2B shows were pretty dull and cerebral. But we sought to change this through elevated production values, inclusive storytelling, and a sense of fun. After all, businesspeople are, well, people, and business content should be *entertaining* as well as informative.

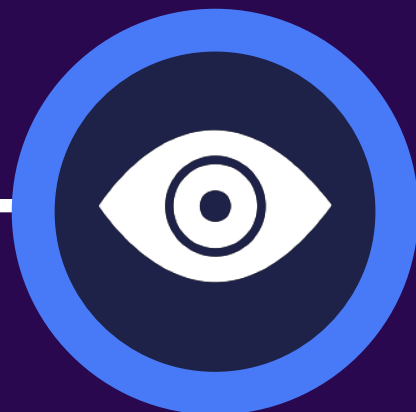
With this fresh approach and commitment to craft, The Download showed a new way forward for corporate communications.



LISTEN TO
THEME SONG



WATCH TITLE
SEQUENCE



CASE STUDY

Creative Idea: Born From Crisis

Early 2020. The global pandemic forced Microsoft Advertising to wipe the calendar clean of all its worldwide physical events, indefinitely. As these events were a critical part of their business, they had to quickly find some way to replace them. It was a massive challenge.

It was clear that, whatever this move was, it would have to be virtual, but they dismissed the idea of webinars. They wanted to create something new and bold, something that would maintain a connection with their clients but also capture the attention of people who didn't even know about Microsoft Advertising.

After conversations with Feelr about the possibilities, Microsoft's problem in this moment pointed to one solution: They needed their own show.

And so **The Download** was born.



"At Microsoft Advertising, in-person events are a critical part of our business. Then, suddenly, all our events were canceled."

Jennifer Solomon-Baum
Executive Producer



"At first, we had no idea what to do. But we all agreed, 'We are going to meet this moment!' And then slowly a plan started to form."

Kristin Ogdon
Executive Producer



CASE STUDY

Creative Idea: A Huge Risk

The show was an opportunity for the company to tell not only its own story, but the stories of the whole advertising industry in this unprecedented moment. We felt if we could do this in a fun, entertaining way, we could break through the clutter of traditional B2B content and reach a wider audience.

But the client knew they were taking a huge risk. The scope of the show we designed for them was very ambitious, and Microsoft was not known for creative content. So the stakes were high.

On top of this, to establish trust with the audience and have an authentic voice, we knew we had to use actual Microsoft employees as the on-camera talent. This strategy brought a steep learning curve, but it was important that their own people serve as the face of the show.



"This was definitely out of our comfort zone; none of us had ever done anything like this before. But we realized that outside your comfort zone is where growth often happens."

Jennifer Solomon-Baum
Executive Producer




"One of our main goals was connection. We were trying to connect with our audiences and nobody could connect anymore in person."

Kristin Ogdon
Executive Producer




Strategy


PROGRAM OBJECTIVES



NUMBER 1
CREATE A NEW
STORYTELLING
MEDIUM FOR
THE CLIENT
OUTSIDE OF
IN-PERSON
EVENTS.



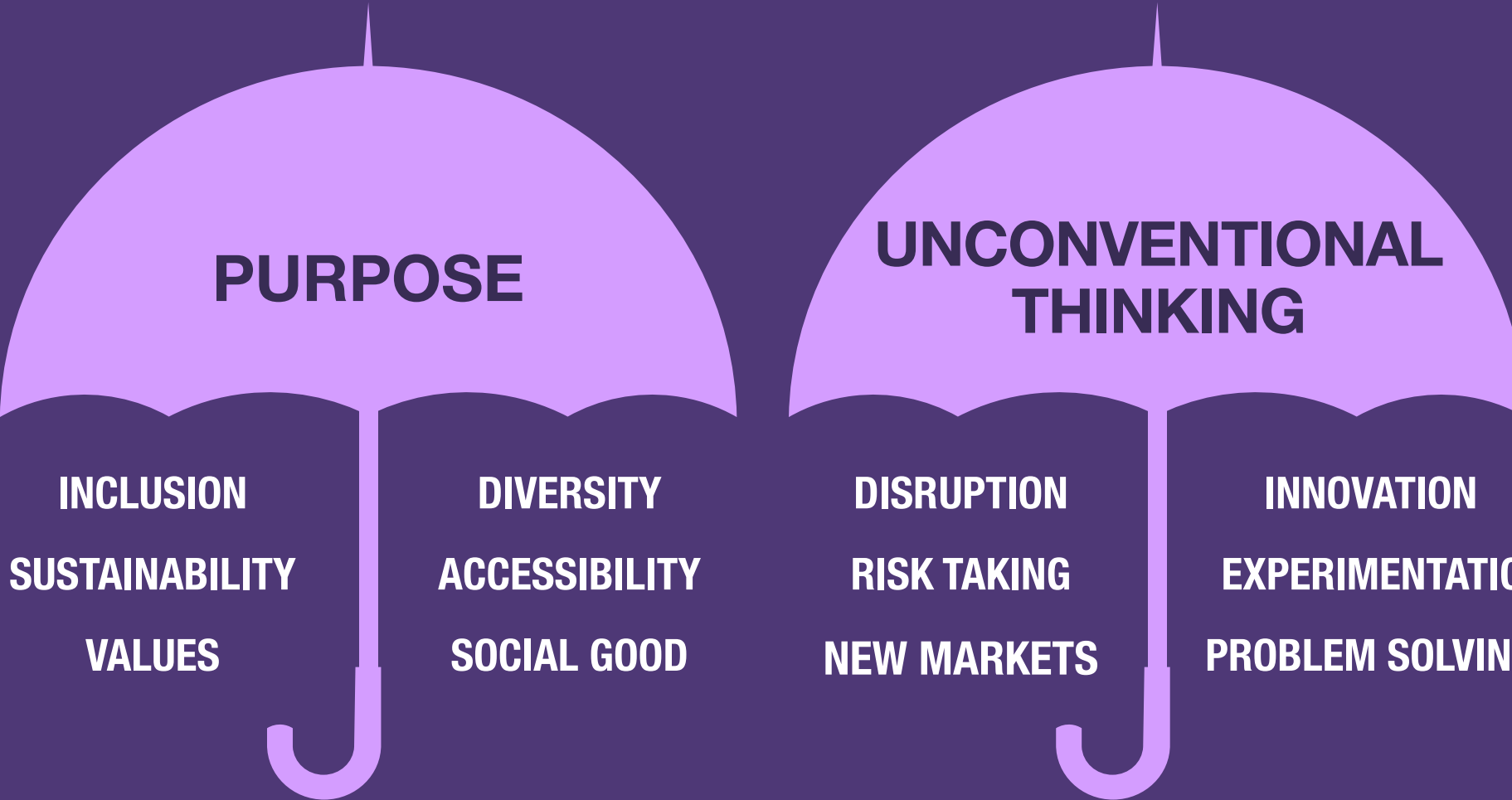
NUMBER 2
REACH AND
ENGAGE WITH
AN EXISTING
AUDIENCE OF
BRAND CLIENTS
AND AGENCY
PARTNERS.



NUMBER 3
REACH AND
ENGAGE WITH
BRANDS AND
ADVERTISERS
WHO WERE
NOT AWARE OF
MICROSOFT
ADVERTISING.

CREATIVE DEVELOPMENT

We identified two key narrative themes, each with appendant subtopics, to guide the editorial process for each episode.



Strategy

CREATIVE DEVELOPMENT CHECKLIST

To produce a show that is easy to access from anywhere, on any device, published on channels that foster interactivity.



To help marketers adapt in an ever-changing environment.



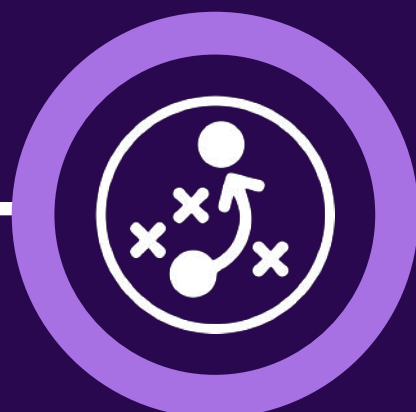
To create marketing content as “infotainment” driven by data.



To tell stories of diversity and inclusivity and shine a light on underrepresented communities.



DISTRIBUTION + MARKETING



CASE STUDY



EPISODE 4: 2020 VISION
COLD OPEN: "Back to the Future"

Execution: Cold Open

Each episode of **The Download** began with a short intro segment that established its theme and allowed us to flex our creative muscles to engage and hold the audience.

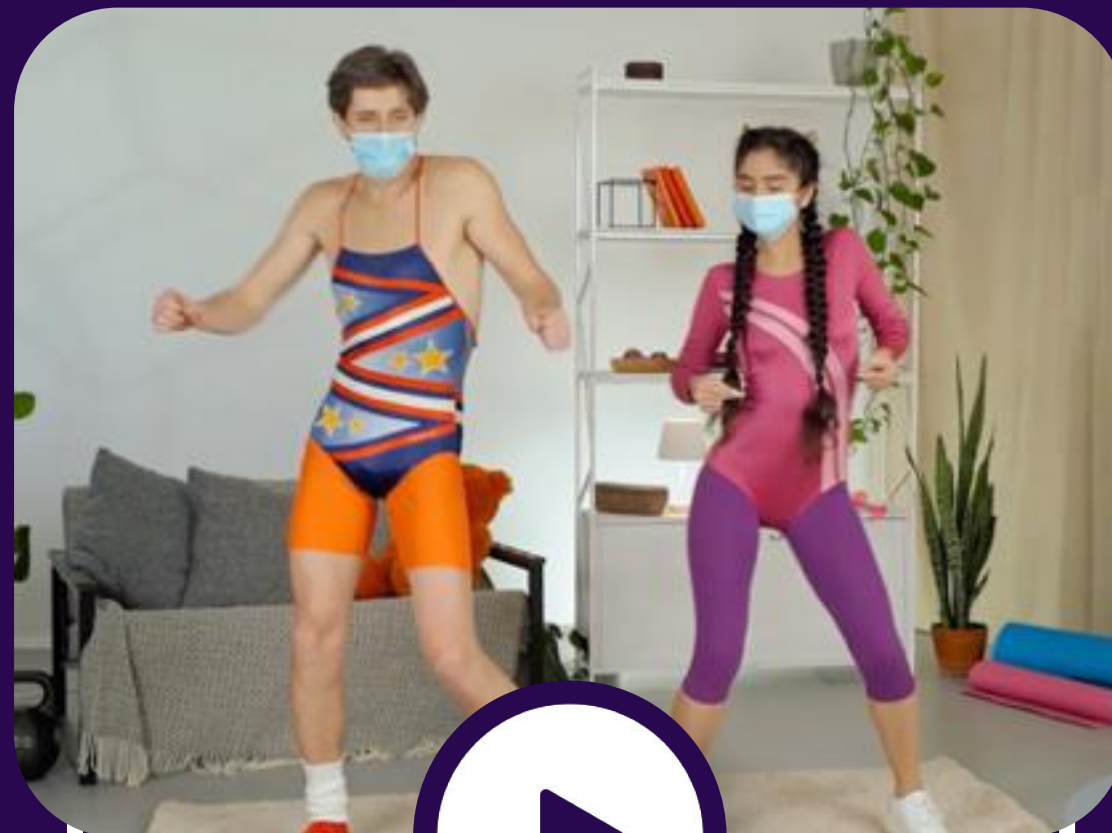
January is typically when we reflect on the outgoing year. But our fourth episode, in January of 2021, presented a unique challenge. Just how do you begin to describe 2020? To explore this theme, we rented an exact replica of the famed DeLorean from "Back to the Future," which transported host Jennifer from 1920 to the present day where she met a familiar face.



CASE STUDY

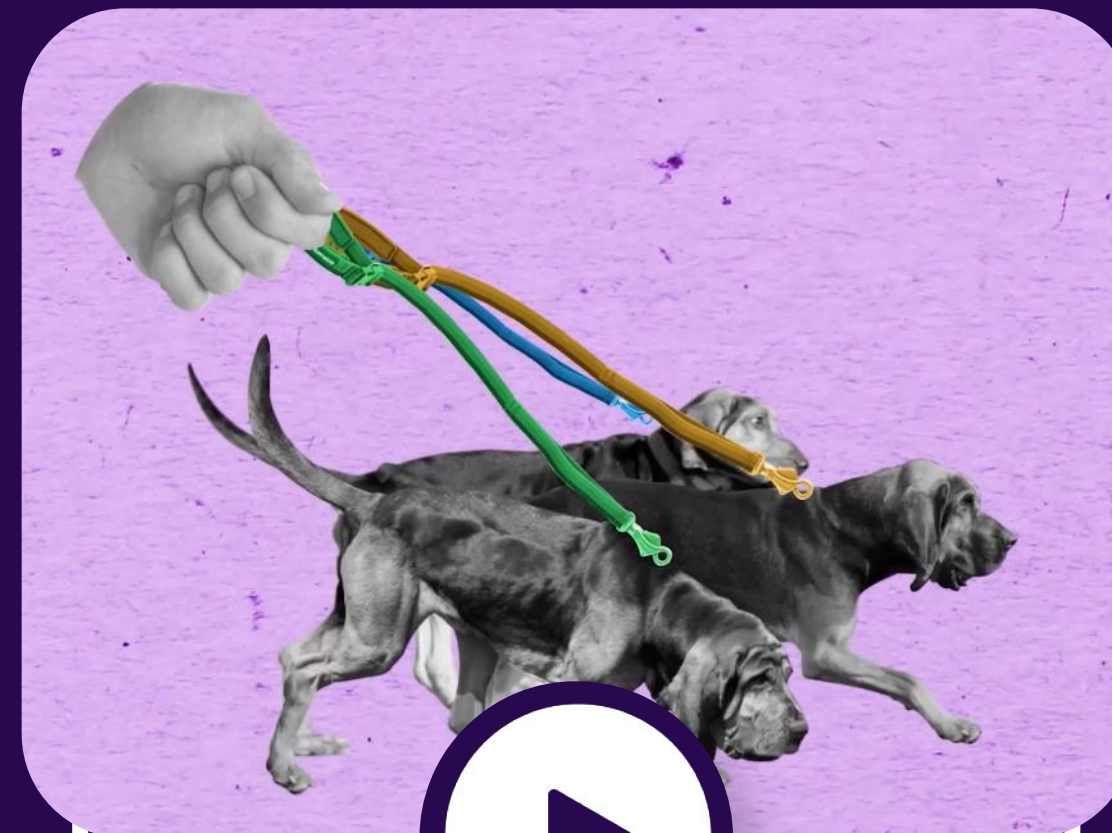
Execution: Segments

A magazine format, **The Download** was composed of 4-5 modular segments, each with a different topical focus. *These segments were designed to be their own self-contained content brands*, optimized for social media, that could live outside of the full-length show and drive awareness back to it.



INSIGHTS

This short data-driven segment kicked off every episode with an engaging report on emerging consumer behavior.



THE BOT

A popular series on the basics of SEO. Feelr's design team used collage animation to make this normally dry, technical content more fun and user-friendly.



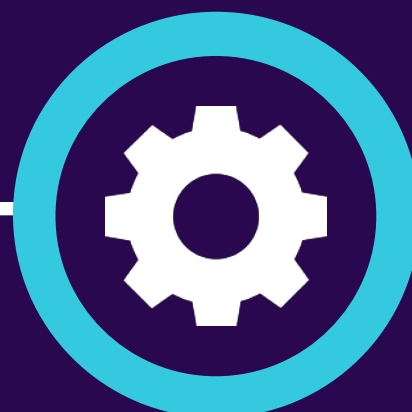
THE BIG INTERVIEW

Remote interviews conducted via teleconferencing platforms with our own custom-designed workflow to enhance production value. Better than network quality.



LEVEL UP

Everyone loves a list, and we wanted to create a breezy, practical segment featuring thought leaders offering tips and advice for our viewers.



CASE STUDY



OPEN PERSPECTIVES: Bobby Jones

Execution: Segments

In our segment called “Open Perspectives,” we got to dive deeper into relevant issues and challenges we all face, with particular exploration of the experiences of underrepresented groups and their allies. Each installment was designed to further our understanding of how we can be part of an inclusive environment and business culture.

For Episode 11, we profiled Bobby Jones, Co-Founder of **Conspiracy of Love**, an agency that helps companies define their purpose, then put it into action with the products and services they create.

The story was shot on location in Ft. Greene, Brooklyn.



CASE STUDY

Execution: Audio Companion



LISTEN

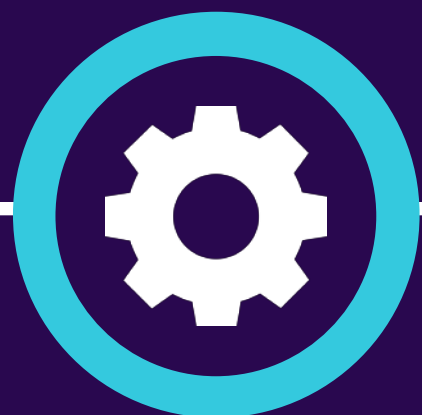
After the success of The Download Season 1, Microsoft wanted to expand the brand through an audio-only podcast.

Each episode of **The Download Podcast** served as a companion to the monthly video show and an opportunity to conduct a more extensive analysis of its topics.

The podcast could also address emerging topics and tease their appearance on future video episodes. This created a circular promotional vehicle, with the podcast promoting the video show and vice-versa.

The audio show was distributed on all podcast services, a cross-platform strategy that enhanced brand awareness and reach.

Feelr provided all production and post-production services, including segment development, imaging, and sonic branding.



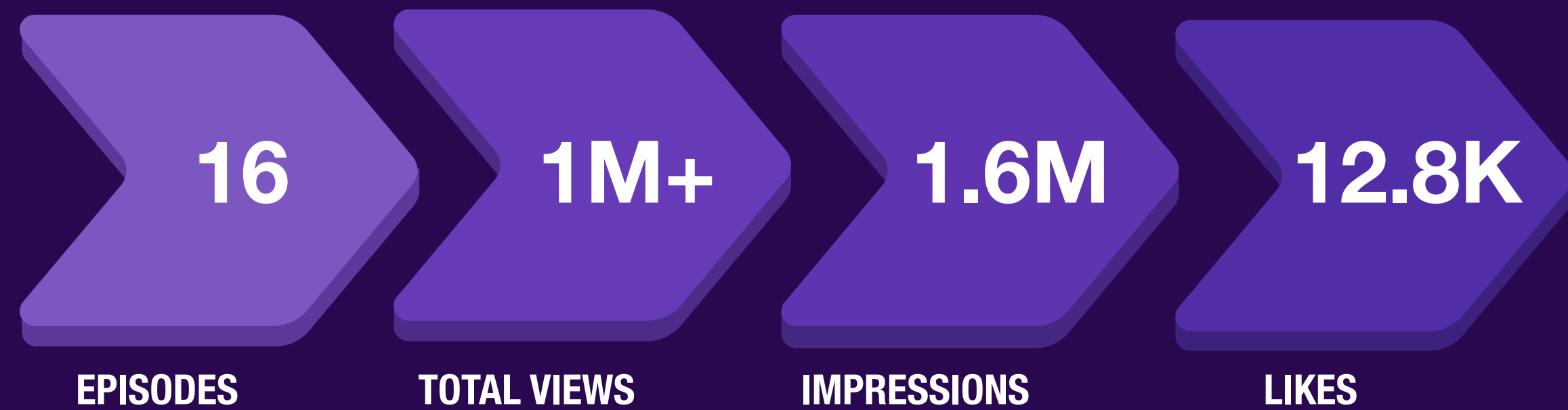
CASE STUDY

Results: Audience

The Download enjoyed a diverse global audience, balanced among Male/Female, and skewing slightly younger. 36% of viewers held job titles in the industries below.

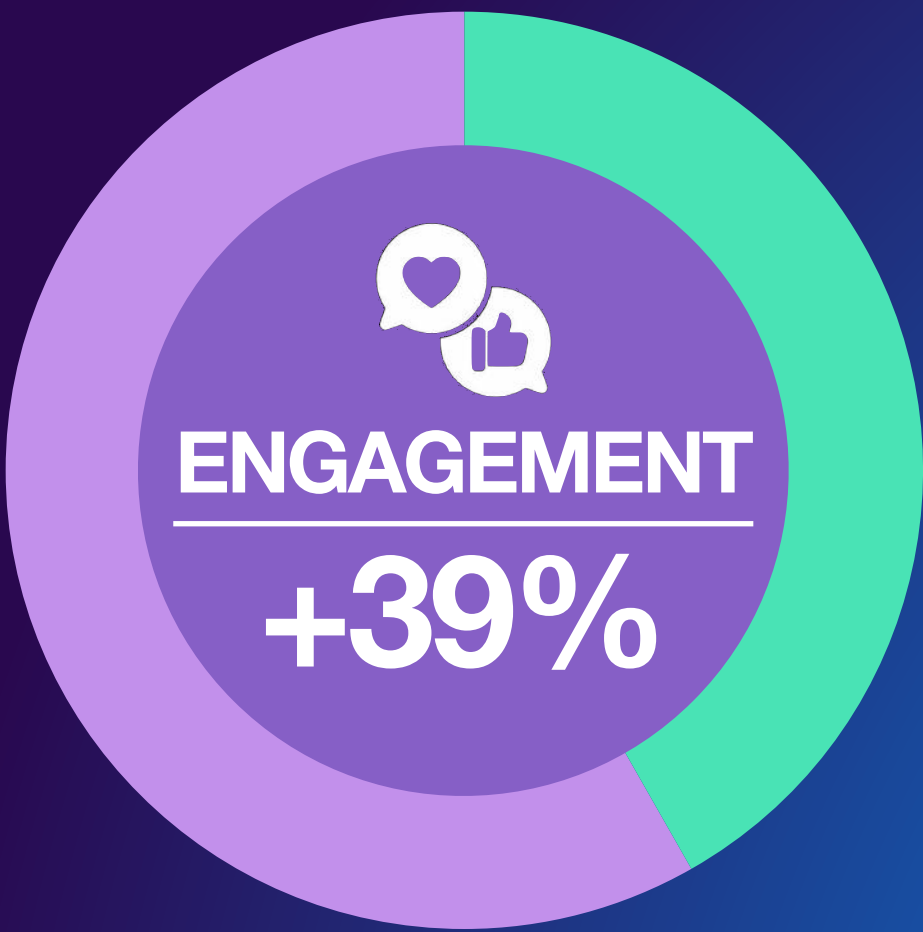
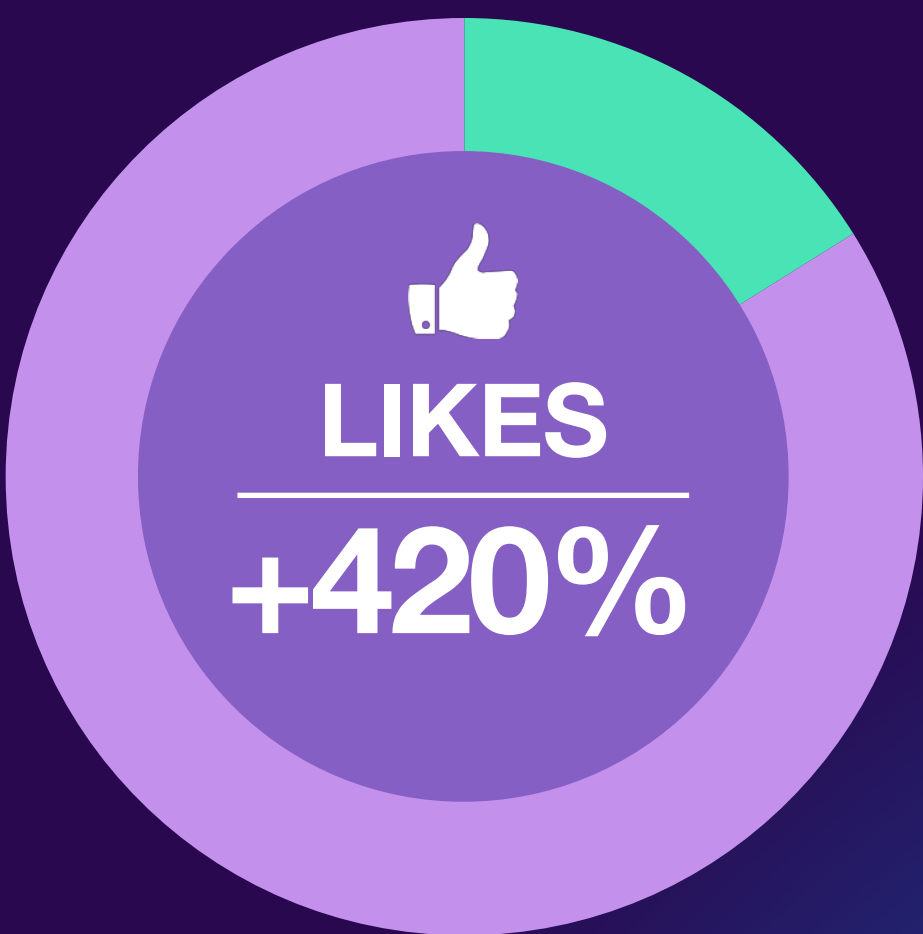
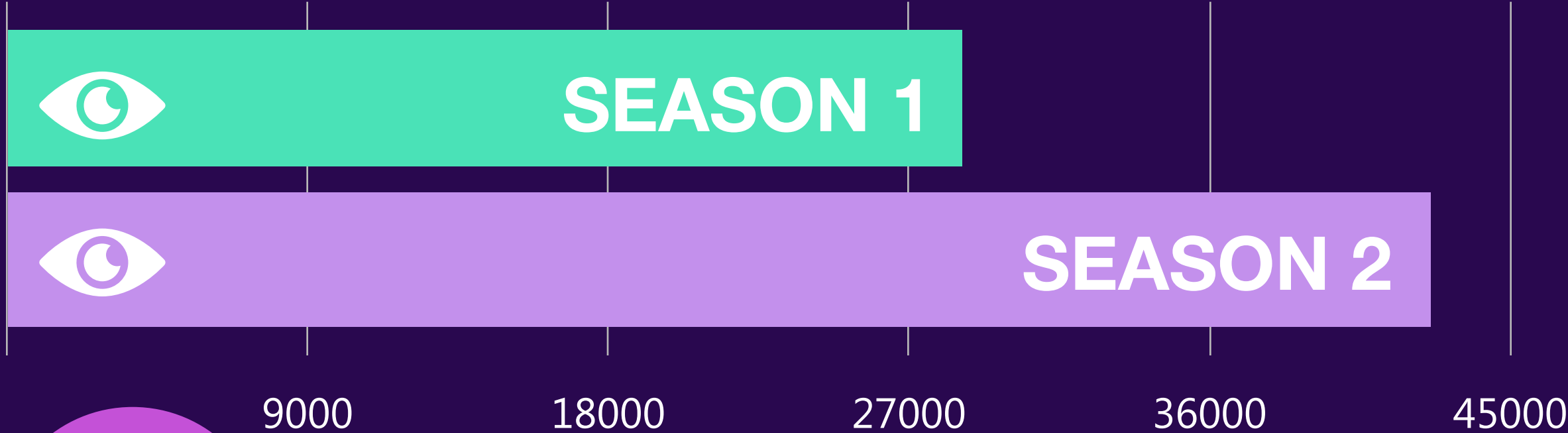


Results: Metrics



The **Download** saw a dramatic increase in key data points from Season 1 to Season 2.

AVERAGE VIEWS (per episode)



THE DOWNLOAD



*"The Download has been a major boost for recruitment. Many job candidates have seen it and will say, "I had no idea you were **that** creative!"*

Jennifer Solomon-Baum
Executive Producer



"In terms of breaking through certain misconceptions people have of Microsoft Advertising, this show has been a total game-changer."

Kristin Ogdon
Executive Producer

Results: Company Impact

The Download exceeded all of Microsoft Advertising's expectations by far. What began as a long shot solution to replace their physical events during the pandemic turned into their most successful content brand to date.

By the second season, the show earned 120x more views than the company's entire YouTube average and became the main driver of their content strategy.

At just 2% of their annual marketing budget, it was a calculated investment with high commercial, cultural, and audience appeal. Strategically, it was a dramatically different way to approach awareness that was easy to explain to all stakeholders.

But **The Download's** biggest success was not in tangible numbers; it was more anecdotal. Therefore, Microsoft was not known for creative content. The success of the show changed the brand's perception in the market, positioning it as a thought leader with its finger on the pulse of the advertising world.



END

PRICING TABLE

SERVICES + ASSETS	 PILOT PACKAGE	 STANDARD PACKAGE	 VIP PACKAGE
Episodes (22 min.)	1	4	10
Segments (per episode)	Up to 6	Up to 6	Up to 6
Social Promos (per episode)	1	4	10
Strategy + Development			
Production + Post-Production			
Marketing + Amplification			
Podcast Pilot Production			
	\$420K	\$1.68M	\$4.2M

Executive Team



Geoffrey Colon
*Co-Founder / Chief
Strategy Officer*

Linked 

Geoff is one of the leading voices in the Marketing and Advertising industry. He held executive positions at Ogilvy & Mather, Dell, and Microsoft Advertising where he created and directed their Brand Studio. His roster of clients includes groundbreaking campaigns for Red Bull, Netflix, Spotify, NBC Universal, American Express, and Coca-Cola. The author of the book *Disruptive Marketing*, Geoff has also contributed to *The Futurist*, *Advertising Age*, and *Fast Company*. In a former life, he worked in the music industry and oversaw innovative marketing strategies for artists like Moby, Britney Spears, The White Stripes, and Blondie. He developed his marketing chops as a rave promoter in the early '90s.



Julia Stander
Chief Operations Officer

Linked 

Julia cut her teeth in Hollywood as an actress with roles on WB cult favorites "Buffy the Vampire Slayer," "Angel," and "Charmed." As a Producer, she has been instrumental in creating episodic series for television, branded content, corporate B2B and B2C content, and trailers. Clients include Disney, Dell, HGTV, Activision, Discovery, Paramount, Microsoft, and Warner Bros. During her tenure as SVP of Operations at Dooya Media, Julia managed content delivery on emerging app-based platforms like OTT, AVOD, FAST channels, and Streaming TV. In her spare time, Julia haunts the halls at Disneyland as Constance Hatchaway, the iconic bride character in the Haunted Mansion attraction.



Spencer Stander
Chief Content Officer

Linked 

A seasoned producer, Spencer boasts over 1000 TV episode credits and three feature films, including Billy Bob Thornton's "The Smell of Success," and "Stay Cool," starring Hilary Duff, Winona Ryder, and Jon Cryer. During a four-year Executive Producer deal with ITV Studios America, Spencer produced successful reality shows for HGTV, Discovery, AMC, AXS Network, and Paramount+. As a podcast producer, he has won awards for "RPG All-Stars," "Healthy Home Hacks," and the Webby Award-winning "Politics Girl." Spencer began his career in Marketing at Warner Bros., winning a dozen Promax awards for promotional campaigns for hit TV series like "Buffy The Vampire Slayer," "Smallville," and "Supernatural."



Jonathan Keith
*Co-Founder / Chief
Creative Officer*

Linked 

A Producer and Creative Director, Jonathan is an expert at delivering content and experiences that help brands connect with and influence mass audiences. He has over two decades experience producing programs on a wide range of mediums and channels: terrestrial radio, broadcast and cable TV, web platforms, podcasts, and social networks. An early adopter of technology, Jonathan started Feelr as a Virtual Art Department, creating brand experiences using 3D animation and visual effects. His skill set includes fluency with AR/VR applications, spatial computing, VFX, and projection mapping. Jonathan was instrumental in developing "The Download" for Microsoft Advertising as well as "The Future of Search," an AR app and experience for Bing.

THANK
YOU

FEELR

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chief strategy officer

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