



OTTO & FRIENDS

Small Business Support

Who We Are & Why We're Different

Otto & Friends is an LGBTQ- and female-owned full-service agency, specializing in public relations, digital marketing and branding.

At our core, we are also a small business, so we know what it takes - and we know what you need - to be successful and sustainable. We are especially passionate about helping startups and nonprofits tell their stories and enhance how their consumers work, live and play, which is why we are committed to making ourselves accessible to small businesses.

Our team has worked with startups and major brands, both in-house and agency-side, to develop and implement strategies that elevate a company's overall goals. We are fully immersed in the ever-evolving worlds of public relations and digital marketing, and the ever-blurring lines between earned, paid, traditional and new media.

Throughout their evolutions, our team has been at the forefront of what's new and what's coming.



Our Values

Our values guide how we work as a team and how we ground our work with each client. They steer us to the Who, What, When, Where and, most importantly, Why of consumer behavior.

AUTHENTICITY

When we work and live as our authentic selves, we uncover valuable perspectives and truths from our experiences and communities.

TRANSPARENCY

True authenticity leads to transparency. We encourage our clients to be completely open with us. As your advocates and confidantes, we promise to do the same.

COLLABORATION

On a foundation of authenticity and trust, we work side-by-side with you, every step of the way, to help you achieve your goals.

BALANCE

Work-life balance is embedded in our company culture. We come to the table energized, focused and ready to achieve your goals.



What We Can Do for **Your Small Business**

We understand that the devil is in the details, and we are equipped to help you with the “little things” that will lead to broader recognition for your business. We will audit, develop and maintain the forward-facing elements of your brand to drive awareness, as well as establish the best online foundation and public presence to tell the story of your business and connect with your consumers.

DIGITAL MARKETING

- Brand style guide
- Best practices
- Content templates
- Community management
- Consultation

BRANDING

- Website design & development
- Brand guidelines
- User experience & flow
- Content & copy
- Company & employee bios

PUBLIC RELATIONS

- Strategic communications planning
- Competitive landscape analysis
- Narrative & key messages development
- Exclusive, embargoed & broad media outreach
- Media related asset creation



ONWARD

MEDIA RELATIONS

SERVICES PROVIDED

- Launch Announcement Strategy
- Narrative Development
- Executive Pitching & Interviews
- U.S. & International Media Placements

Onward is a first-of-its-kind post-breakup concierge that facilitates relocation and life relaunch, coordinating anything and everything from housing search to the move itself, address and utility changes, furnishing purchases and installations. They pair customers with the support they need including, therapist matchmaking, financial and legal tools, and even dog-walking.

They hired Otto & Friends to develop a narrative and launch strategy to introduce them to the world. We dug into the landscape and determined how to position Onward in a way that would make them stand out - to media and to consumers.

OUR RESULTS

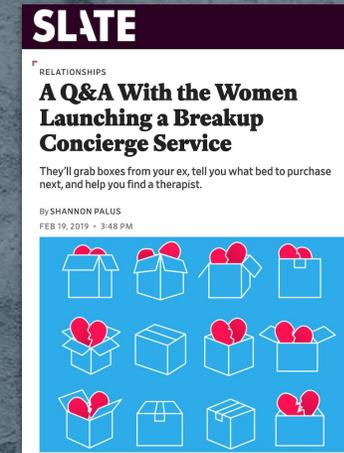
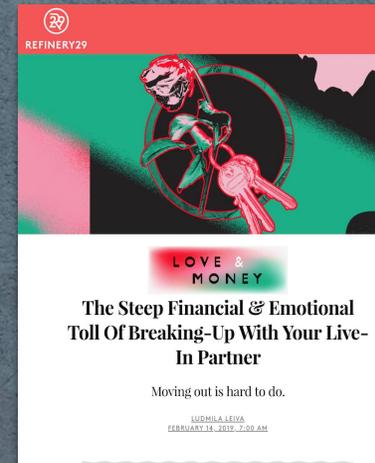
At launch, executives from the company were interviewed by national and international broadcast, print and online. This interview tour, coupled with our direct-to-media pitching, resulted in over 876.7 million earned media impressions in the campaign's first two weeks - and an invitation from the producers at Shark Tank to appear on the show.

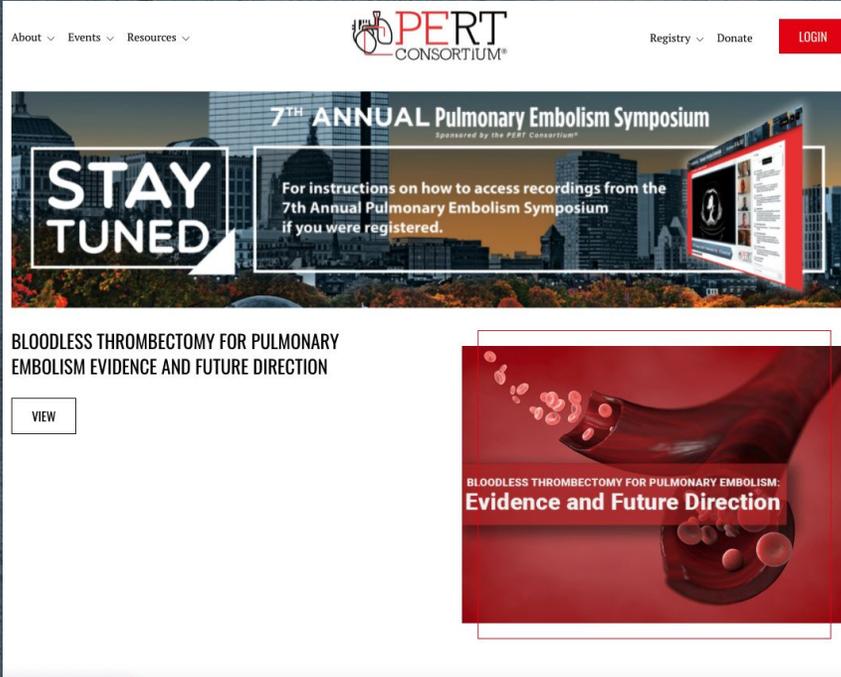
Breaking up is hard to do. Onward makes it easier.

Hi James,

For many couples in New York and other big cities, cohabitation is just as much a logistical move as it is a romantic one. But for the relationships that don't work out, un-cohabitating is anything but romantic.

This Valentine's Day, [Onward](#) - a first-of-its-kind post-breakup concierge service - will soft launch in New York City. Onward helps ease the headaches and heartaches of a breakup by providing convenient, comforting, confidential and customized support for relocation and life relaunch - taking care of the hassle so you can take care of yourself. **I'm reaching out today to offer you an embargoed look behind-the-scenes and a conversation with the founders. The embargo will lift on February 14 at 6:00am ET.**





THE PERT CONSORTIUM WEBSITE STRATEGY & REDESIGN

SERVICES PROVIDED

- Website Design & Development
- User Experience & Flow
- Content & Copy Consultation
- Company + Employee Bios

The PERT Consortium is a nonprofit organization that intends to guide and influence pulmonary embolism (PE) care and research in institutions across the U.S. – and will be the driving force behind increased survival rates and the future of PE treatment.

When auditing the website, we interviewed key stakeholders to learn more about the short and long term goals for the organization, as well as what they like and don't like about the current site and how it functions.

OUR RESULTS

Overwhelming board approval...

We developed a phased approach to the website, starting with streamlining the site on the backend and elevating the look and user experience of on the front end. As PERT continues to grow, so will the website, introducing new features, pages and enhancements.



FDR FOUR FREEDOMS PARK

SOCIAL & EARNED MEDIA

SERVICES PROVIDED

- Social Media Strategy & Content Planning
- Community Management
- Media Relations
- Event Strategy

For World Pride 2019, FDR Four Freedoms Park turned their monumental staircase into New York City's largest Pride Flag – a 12'x100' invitation for all to #AscendWithPride. To drive awareness for the park, we produced a family-friendly event including food trucks, Drag Queen Story Hour featuring books about diversity and inclusion, VideoOut filming coming out stories, and HeadCount registering guests to vote.

FDR's great-granddaughter was on site to speak with media about how the park inspires each generation to define and defend essential human freedoms, and we built the hashtag into the event name to create brand awareness so attendees could organically include it when posting.

OUR RESULTS

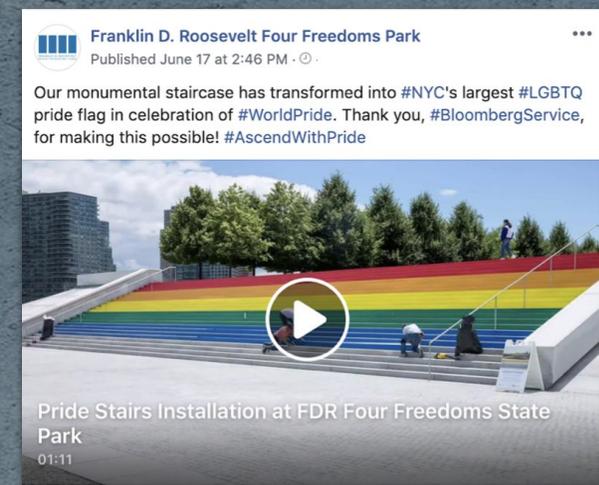
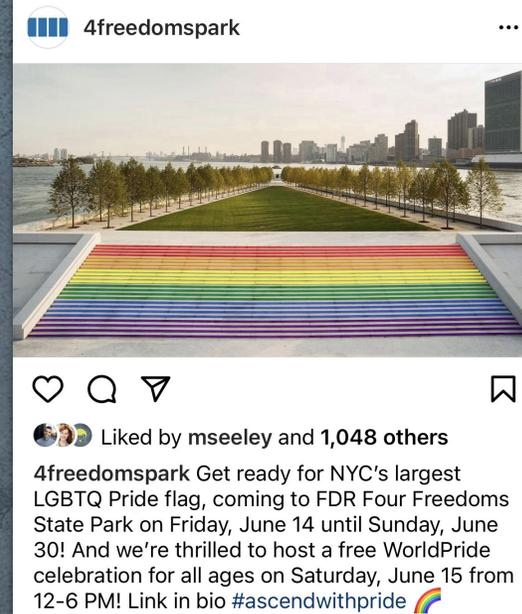
The hashtag brought in 473 million social media impressions, the highest for each official FFPC platform, attributing to an increase in engagement, website traffic and park visitors. The posts contributed to a 450% increase in post views across all social channels year-over-year and resulted in 13% more new followers than in previous June.

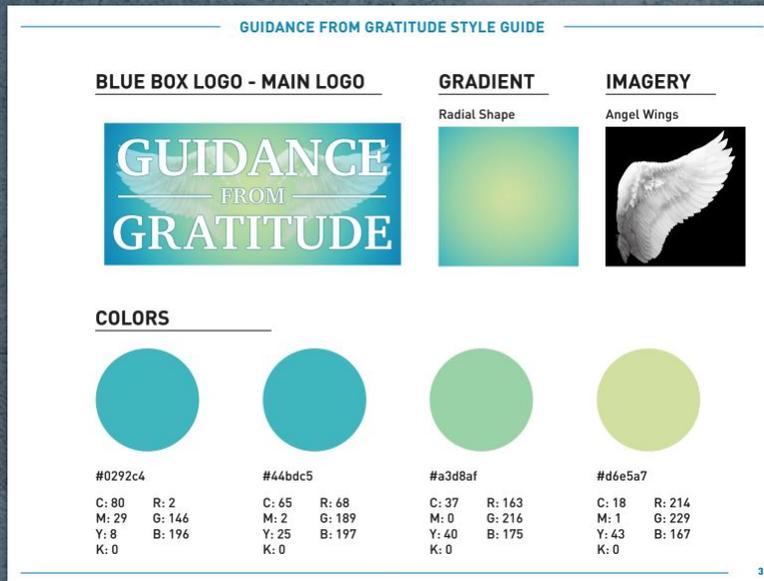
THE WALL STREET JOURNAL

A Rainbow Flag Rises Up on Roosevelt Island



CLIMBING HIGH: The monumental staircase at Franklin D. Roosevelt Four Freedoms State Park has been transformed into a giant LGBTQ pride flag to mark WorldPride. The display, 'Ascend,' commemorates the 50th anniversary of the Stonewall Riots, sparked when police raided the Stonewall Inn, a Greenwich Village gay bar, on June 28, 1969.





GUIDANCE FROM GRATITUDE BRAND CREATIVE REFRESH

SERVICES PROVIDED

- Social Media Platform Branding
- Social Media Style Guide
- Digital Footprint Alignment
- Content Best Practices

Spiritual Life Coach, Robbi Kearns, came to Otto & Friends with a desire to elevate the look and feel of Guidance From Gratitude - an online community built for people to explore their spirituality. Together, we identified fonts, colors, imagery and elements that strongly connected with Robbi and spoke to this work. We landed on a new logo that visually emanates the energy he was looking for: gratitude!

We went on to create a series of social media profile photos, cover photos, and creative templates in which he uses for his "Card of the Day" series, and more.

OUR RESULTS

Branded social media content that is streamlined, clean and visually appealing along with an official style guide that will inform the look & feel of future Guidance From Gratitude collateral.



THE PERT CONSORTIUM

WEBSITE STRATEGY & REDESIGN

SERVICES PROVIDED

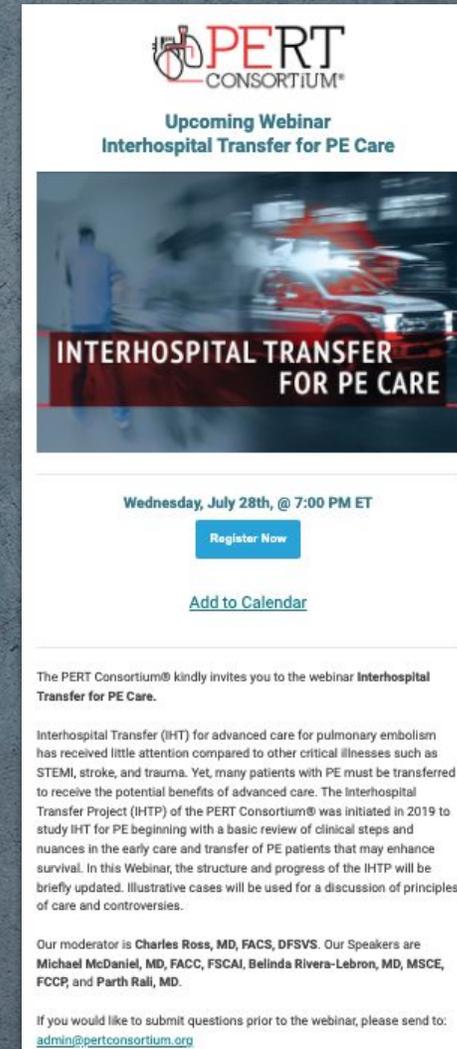
- Marketing Calendar Management
- Special Announcements
- CRM and Distribution Strategy
- Marketing + Advertising

The PERT Consortium is a nonprofit organization that intends to guide and influence pulmonary embolism (PE) care and research in institutions across the U.S. – and will be the driving force behind increased survival rates and the future of PE treatment.

Their Marketing team hired Otto & Friends to assist in establishing The Consortium as the thought leader in PE research by rebranding owned platforms – their website, social channels, email newsletters and print collateral.

OUR RESULTS

By auditing their owned platforms, we have been able to develop a more elevated look and feel. Additionally, we established a more strategic approach to email marketing by utilizing A/B testing, curating audiences and setting a cadence schedule that has led to generating more consistent and larger open rates compared to industry averages.



Let's Get Started, Together

Otto & Friends is equipped to work in a variety of ways. Whether you are a start-up, a growing small business or a non-profit organization, we can tailor our working relationship to achieve your goals.

RETAINER

Building brand awareness is a long game. Setting up your company for long-term success does not happen overnight. A monthly retainer can include everything from our full slate of public relations and digital services to an "à la carte" menu that is best suited to meet your needs.

PROJECT-BASED

For the capabilities and skills your company may not have in-house, or to supplement and support your in-house efforts, we can be a solution. If you have a specific need in the life of your business (e.g., task, event, milestone moment), we can strategically activate around it to get attention and gain traction.

CONSULTATION

Consider us your on-call, how-to expert! For as little or for as long as you need, our team can guide, teach and support you by acting as advisors to ensure your brand's success.



@ottoandfriends

www.ottoandfriends.com



We are proud to be an LGBTQ- and female-owned Tier 1 + Tier 2 supplier.