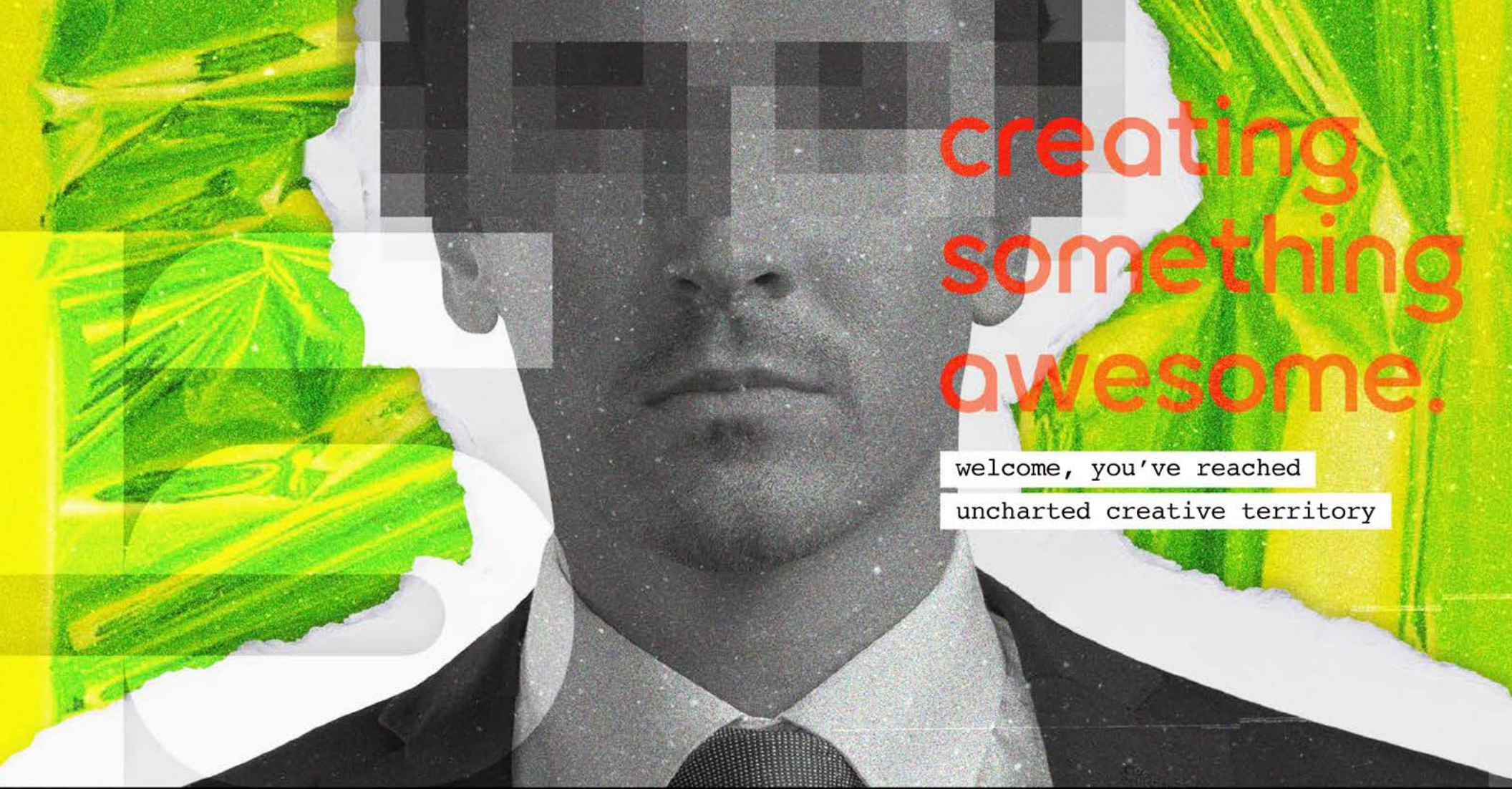




creating
something
awesome.

welcome, you've reached

uncharted creative territory

hifive
ad agency

**OUR AGENCY
CAPABILITIES DECK**

HIFIVE CREATIVE, LLC

ABOUT HIFIVE CREATIVE

Founded in February of 2020, HIFIVE has been a leading creative advertising agency in the Central Florida region.

Our agency has built a strong reputation on successful partnerships that focus on the value of strong collaboration and communication, consistent reliability, timely delivery of work, and adaptability among a variety of fast-paced industries. We've built our team with customer service and client satisfaction are both at the forefront of our ethos.

We've cultivated longstanding collaborative business relationships with industry leaders such as Florida Citrus Sports, FAS Exteriors, ESPN, Orlando Health and The Fold Hotels.

HIFIVE is a member of the following organizations



Hispanic Chamber
of Metro Orlando



Mills 50
Mainstreet



Winter Park
Chamber



Florida Citrus
Sports



West Orange
Chamber

Website

hifive.agency

Address

1312 E. Robinson St. Orlando, FL 32801

[Business Filing Doc](#)

[Insurance Doc](#)

AWARDS



GOLD ADDY (4)



SILVER ADDY (4)



GOLD DAVEY



SILVER DAVEY



GOLD AVA



BEST MARKETING & PR



BOWL SEASON BESTIE



GOLD COMMUNICATOR



SILVER COMMUNICATOR



AND 35+ 5 STAR GOOGLE REVIEWS

why our team **ROCKS**

THE HIFIVE TEAM IS A GROUP OF EXPERIENCED PROFESSIONALS WITH DIVERSE BACKGROUNDS AND A COMMITMENT TO CREATIVE AND STRATEGIC EXCELLENCE THAT YOU WILL NOT EXPERIENCE WITH OTHER AGENCIES.

With a combined 90 years of creative and digital experience, we are composed of nationally recognized, award-winning advertising rockstars. Our goal is collaboration and communication at every turn, our quality of work exhibits that this is our primary focus.



**CHRIS DELAHOZ
PRESIDENT**

Your Account Lead & Strategist
Primary Contact: chris@hifive.agency

With over 10 years of experience in brand design, web development, digital strategy, conversion optimization and audience insights – Chris is the guiding strategist and creative for HIFIVE and their Clients.



**JORDAN EICHENBLATT,
PARTNER & VP CREATIVE & CONTENT**

Your Creative & Content Lead
Primary Contact: jordan@hifive.agency

Along with his boisterous energy, Jordan has more than 10 years of experience in video production, content creation and creative ideation have positioned him as one of the area's premier producer of brand stories, creative and video media.



CALLUM SHEPHERD
CHIEF BUSINESS OFFICER

Your Business Strategist
Primary Contact: callum@hifive.agency

With nearly two decades of experience in sports entertainment, Callum has seen (and done) it all. His specialties include client relations, account management, and campaign strategy. His extensive background and collaborative spirit are the perfect combo for clients big and small.



SCHIANI LEDO
SENIOR GRAPHIC DESIGNER

Your Graphic Design Rockstar

In dark alleys, they call him "Sleds". That's where you'll find some of his most beautiful art. He's the blend of detail and outside of the box – which makes him one of Central Florida's best illustrators. Don't sleep on his ability to creatively ideate as well!



MITCH EARLL
ACCOUNT ANALYST

Your Paid Advertising Lead

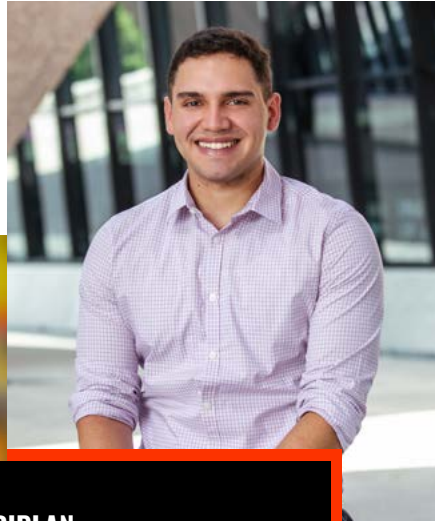
As a pragmatic and analytics person – Mitch finds his role within HIFIVE as a bit of a perfect fit. His talents in data analysis, strategic thinking, and precise decision making lend well to his day-to-day routine of lead generation and digital ad placement.



MARK WITTE
PMP CERTIFIED PROJECT MANAGER

Your Certified Project Manager
Secondary Contact: mark@hifive.agency

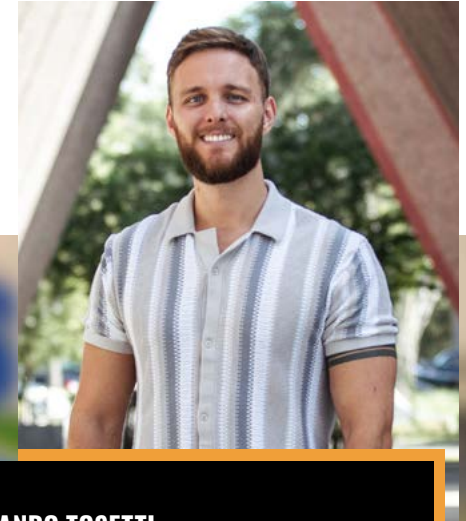
The machine that keeps us all on time – Mark is a PMP and is currently mastering the EOS as well. He is the man with the answers and always remembers the plan, even when the rest of us do not. Because of this, he's our all-star Project Manager.



SAUL DIPLAN
ACCOUNT COORDINATOR

Your Account Coordinator

Saul started as the intern who wouldn't stop asking questions. Now he's the agency's official Gen-Z correspondent and go-to SEO brain. If it's trending, he's already optimizing for it.



FERNANDO TOSETTI
CONTENT CREATOR

Your Content Creator

Fernando has led creative campaigns for global brands like Amazon Prime, ESPN, and eBay, blending strong visual style with compelling storytelling. As HIFIVE's content producer, he creates everything from TV commercials to social media content while directing award-recognized films and documentaries that reflect his belief in storytelling's power to make a lasting impact.

OUR FOCUS

HIFIVE is Orlando's premium creative advertising agency. Our clients trust us as the subject matter experts for creative and digital services that elevate their brand, reach, and influence.

We live in the creative zone, we strategize with intent, and we deliver with impact. Our differentiator is the unique blend of services we offer which allows us to support clients with successful solutions.



VIDEO PRODUCTION

Full Video Production

Multi-award winning service that transcends platforms and audiences

Social Media Content Creation

High quality & impactful content that engages audiences

Motion Graphics

Captivating graphics for apps, stadiums, arenas, and digital devices



CREATIVE

Graphic design

Multi-award winning service that attracts eyeballs and interest

Animation

Short & long form animation that's both engaging and educational

Illustration

Never templated, often imitated, never duplicated

Branding

Multi-award winning service that brings new life to brands



DIGITAL

Paid Advertising

Google, Bing, Meta, TikTok and more – we formulate segmented audiences and engage with them. Paid advertising is the intersection where our supreme creative meets strategic placement.

Local SEO

From on-page SEO, to review generation, survey generation, and Google Business management. LocalSEO is the tactical approach to growing your digital footprint.

Reporting

HIFIVE tracks everything. Website activity, paid ad sources, social media engagement, and even inbound leads from print & broadcast efforts. We roll it up for you to review in monthly and annual reports



WEBSITE

Web Design

Our team believes that a well designed website is the ultimate business tool that is able to reach and convert any time, any day.

Web Development

We develop websites with SEO and placement in-mind. Always mobile-first and ready to rock.



ADMIN

Project Management

Ensuring that your account, projects, requests, and revisions are all in good standing – while communicating at every turn.

Logistics & Vendor Management

Working with print vendors, voice over artists, influencers, on-camera talent and even partners of your organization. We align all the moving parts to help improve efficiency and output.



WHAT CLIENTS *are saying*



HIFIVE has been a pivotal resource to Florida Citrus Sports and our events during a period of scale and growth. We value their creativity and collaborative approach to bring a vision to life. Their team has operated at times like an extension of our staff, and their contributions to our content, brand and marketing strategy have raised our game to a whole new level.



Matt Repchak
Chief Marketing Officer

FLORIDA CITRUS SPORTS

✉ mrepchak@fcsports.com
🌐 floridacitrusports.com



HIFIVE has taken our marketing efforts in a new direction utilizing a broad cross section of consumer related media. Their team have demonstrated a high level of creativity that continues to grow our inbound lead flow while balancing our message through the traditional broadcast outlets. HIFIVE has proven to be a knowledgeable, personable, and attentive business partner.



Larry Calise
Vice President

FAS EXTERIORS

✉ larry.calise@faswd.com
🌐 faswd.com



HIFIVE has been a great creative partner for both the Gasparilla Bowl and the ESPN Events Invitational. In our two years working alongside their team they have demonstrated top level creative services, effective communication and organizational skills that have immensely helped our team market premier events in the Orlando and Tampa markets.



Jen Wagner
Manager

ESPN EVENTS

✉ jennifer.wagner@espn.com
🌐 espnevents.com

BUSINESS TO BUSINESS

OUR WORK

Relationship Based Performance Driven

CES

FLORIDA'S RECOGNIZED LEADER

Comprehensive Energy Services is Florida's recognized leader in self-performed building automation systems (BAS) solutions for office, healthcare, educational and commercial buildings. CES offers open system platforms to provide a wide range of services to Lumicon, BASnet, Modbus and other legacy-based systems.

- Terminal Room with Intergraph and Lighting
- Alarm UNITOUCH
- MyPCECURITY Mobile App
- Lighting Preprocessor
- Blind Control

CES is Central Florida's largest DISTECH systems and Open Source BAS integrator company

In today's competitive marketplace, providing customers a single platform for consideration does not suffice, which is why CES turns to an open source platform, DISTECH.

- Reduce operating and energy costs.
- Control your facility from anywhere, any time.
- Improve system reliability and uptime.
- Product capable of remote monitoring.
- Proven BASnet Modbus & Intergraph.
- Highly Network Security Compliant.

info@cesmechanical.com
(800) 393-1261
 Lic# CF C043045 | CM C039581 | PE 45955

LOCATIONS

- 1 ORLANDO
- 2 NORTH FLORIDA
- 3 WEST COAST
- 4 SOUTH FLORIDA

Comprehensive Energy Services, Inc.

“At CES, we strive to put our community first. Our charitable works reflect a company-wide mission that reshapes lives.”

> 30+ YEARS OF CES EXCELLENCE

CES is a proud supporter of AdventHealth and sponsor of the Golden Gala XLII.

Comprehensive Energy Services

RELATIONSHIP BASED • PERFORMANCE DRIVEN

LICENSES: CM C039581 | CF C043045 | PE 45955

CESMECHANICAL.COM

Relationship Based Performance Driven



CASE STUDY

FAS WINDOWS AND DOORS

We've been working with FAS since August of 2022 to improve their lead flow, lead cost efficiency, and overall digital footprint.

Our team started by assessing their annual budget, where those dollars were spent, and the returns they were getting. After shifting the budget around we saw an increase in LEADS (~11%) and SALES (~56%) OVER 30 DAYS.

Next, we fully redesigned their 34 page website with an emphasis on conversions, SEO ranking, mobile formatting, and user navigation.

By January 31, 2023 – we compared our performance against July 2022. Increased LEADS (~31%) and increased SALES (~119%).

WHAT WE DID

-  Budget Reallocation
-  Content Marketing
-  Paid Ad Strategy
-  Tailored Video Ads
-  Redesigned Website



RESULTS

+31%

Lead Flow

+119%

Sales #s

+29%

SEO Ranking

FAS
WINDOWS & DOORS

“

HIFIVE has taken our marketing efforts in a new direction utilizing a broad cross section of consumer related media. Their team have demonstrated a high level of creativity that continues to grow our social media presence while balancing our message through the traditional broadcast outlets. HIFIVE has proven to be a knowledgeable, personable, and attentive business partner.

LARRY CALISE
FAS CFO



CASE STUDY

ESPN EVENTS

The ESPN Events team came to HIFIVE to partner with a sports entertainment specific ad agency that could execute their digital creative, ad strategy, and ad buying needs for the ESPN Events Invitational and NIT Men's College Basketball Tournaments. Our team created a multi-platform digital advertising strategy with the intent of increasing awareness of the tournament and increasing ticket sales. In this strategy we identified necessary creative needs, messaging, budgets, and placements.

This project was a 5 week turn around that showcased our talents for ideation, video production, editing, advertising strategy, and advertising leadership in the digital space.

RESULTS



Radio

437 Commercial Ran
Reach: 15,000
Impressions: 45,000
Frequency: 3.5



Organic Social

Reach: 27,890
Impressions: 112,587
Clicks: 1,154



Paid Social

Reach: 192,004
Impressions: 467,429
Clicks: 8,025
CTR: 2.57%



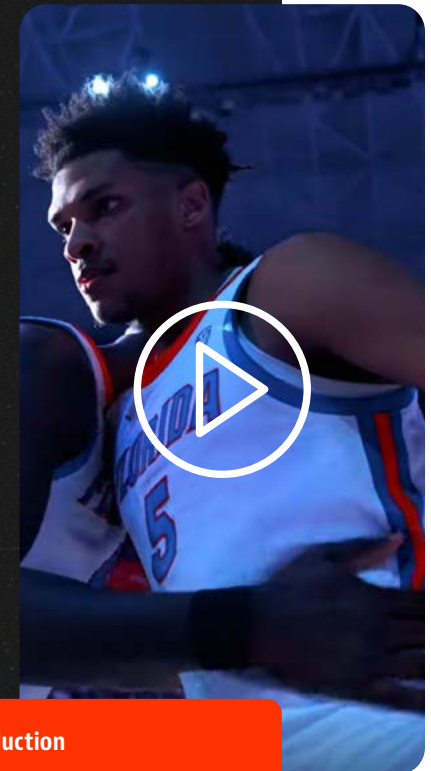
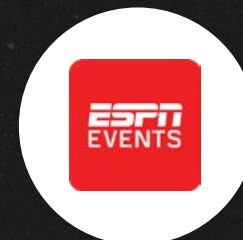
Impact

2nd highest attendance
efficient ticket sales
improved creative effort

FULL COURT
AD STRATEGY

For a digital ad campaign, understanding your target audience is half the battle. Grouping precise targeting with correct ad placement and exciting creative is the secret sauce when it comes to sports entertainment marketing.

Our team worked with the ESPN Events team to identify our core audience. From there we identified the best-case channels and went to work creating video and voice ads that would go down as the greatest buzzer-beater of all time. To the left you'll see some of the metrics from our efforts.



Video Production

Sports-specific video content for social media needs to be high energy and engaging. Check out this [video playlist](#) that features our work from the ESPN Events Invitational. All executed in-house by the HIFIVE team.

CASE STUDY

GASPARILLA BOWL

The Gasparilla Bowl is a game with great historical ties. The name of the bowl relates to pirate Jose Gaspar who called Tampa Bay his home. This detail is why the team of the Gasparilla Bowl came to HIFIVE. Our expertise in creating narratives out of ideas lead us to dawning Billy Bayshore, the new face of the Gasparilla Bowl.

In the processes of creating Billy and his background story, our team had a thought – wouldn't custom end zone designs bring a level of attention to this bowl game that it has never had before? Cue the lightbulbs.

The Gasparilla end zone designs (Right) were the talk of college football bowl season for 48 hours – which is quite a feat when you consider that in those 48 hours there were 8 other bowl games on broadcast television.

WHAT WE DID



End Zone Graphics



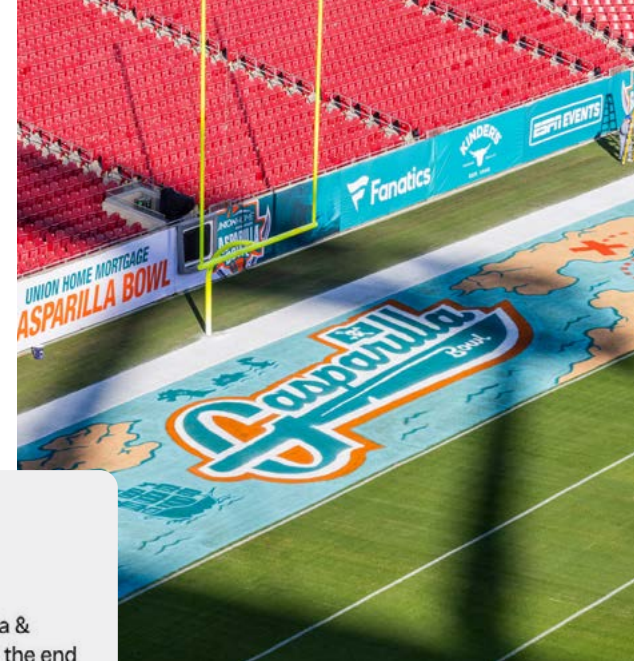
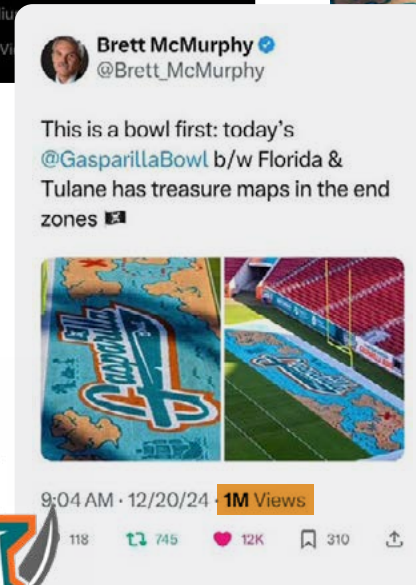
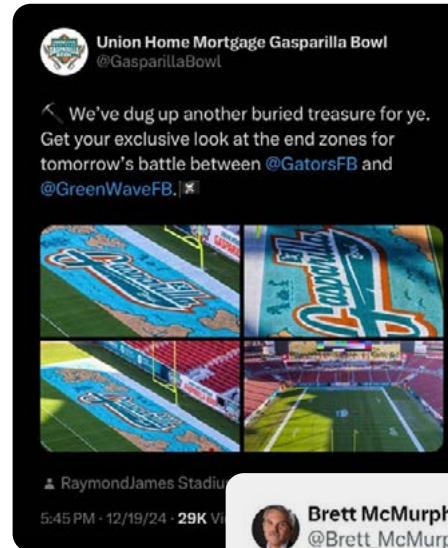
Character Creation



Video Production



Logo Design



ENDZONE IMPACT

Reach: 1,219,582

Likes: 21,338

Shares: 1,424

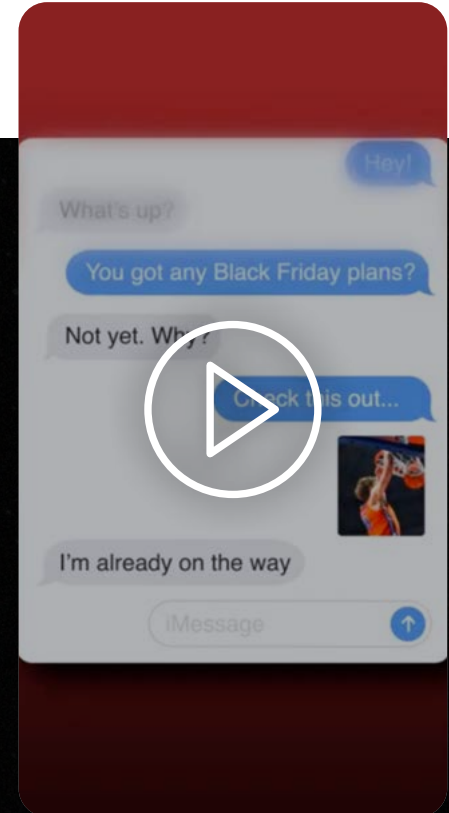
DIGITAL BANNER ADS & IN-STADIUM DIGITAL ANIMATIONS

OUR WORK



Invitational Videos

These were used on-site at Disney's Wide World of Sports for tournament promotion.



BROADCAST COMMERCIALS

OUR WORK



"Say Anything"

We take a creative approach to our video production. From scripting to shot selection and transitions.



"Fat Savings"

Our mission is to separate our partners from their competitors through creativity.



[VIEW ALL →](#)







ENTER FOR A CHANCE TO **WIN**
\$20,000
WINDOWS & DOORS

- ✓ UP TO 10 FAS **WINDOW**
- ✓ UP TO 1 **PATIO DOOR**
- ✓ UP TO 1 BHI **ENTRY DOOR**



VISIT faswd.com/giveaway
TO ENTER FOR A CHANCE TO WIN!

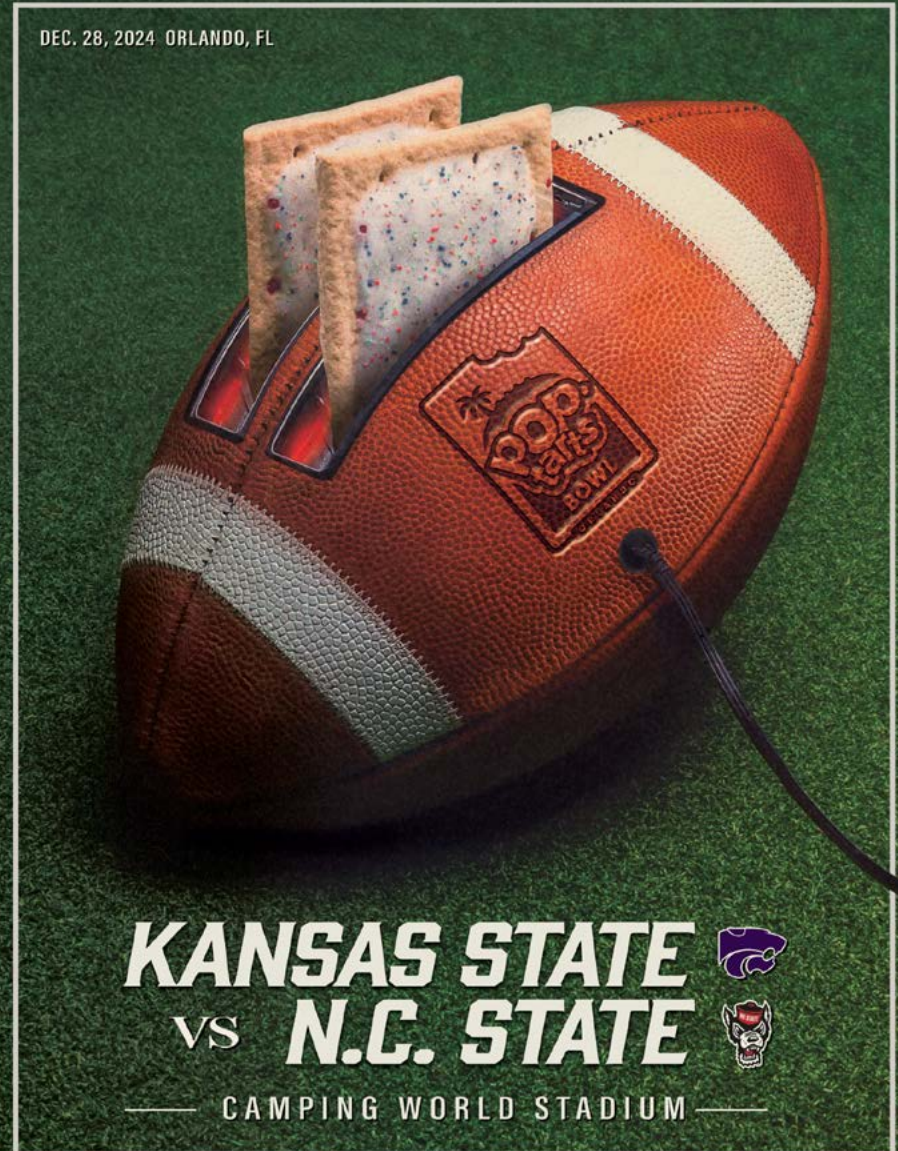
RESIDENTS OF THE TAMPA BAY AREA MUST BE REGISTERED TO WIN | CONTEST ENDS FEBRUARY 3rd, 2024

QUESTIONS? JUST CALL! **866-737-7173**

FAS
WINDOWS & DOORS

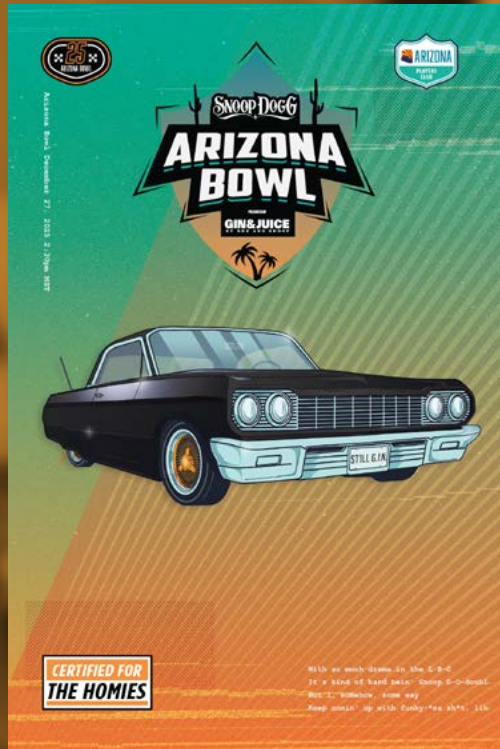
NO PURCHASE NECESSARY. Open to Florida residents of Pinellas, Hillsborough, Manatee, & Pasco Counties who are at least 18 years old. Begins 12:00 AM EST December 1st, 2023 and ends 3:59 PM EST February 3rd, 2024. Drawing to select the winner will be held on February 3rd, 2024 at 5:00p EST at the FAS Palm Harbor Design Center. To enter, you must be in attendance on the day of the drawing. One (1) winner will be selected and receive up to 10 windows, 1 patio door, and 1 BHI entry door. Selection of products are subject to FAS Window & Door approval. All winning products to be professionally installed by FAS Windows & Doors. VOID WHERE PROHIBITED. Entry door is unfinished and must be painted or stained by winner. All products must be installed by FAS. No delivery and no trade for cash value. Limited lifetime warranty on windows and doors included. Right of exclusions held solely by FAS Windows & Doors.





PROMOTIONAL ITEMS

OUR WORK



VIDEO DEVELOPMENT AND PRODUCTION

OUR WORK

Multilingual



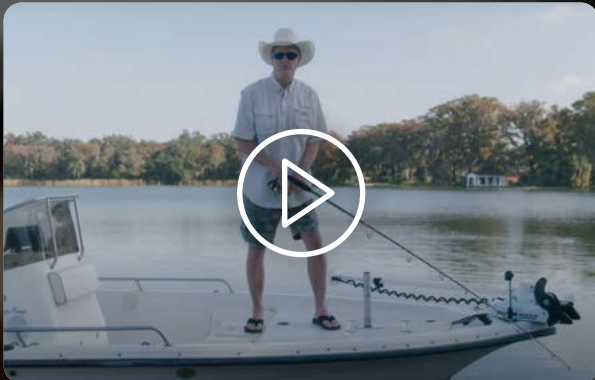
Legacy Vacation Resorts
"B Corp"



Playa Viva
"More Than Just a Hotel"



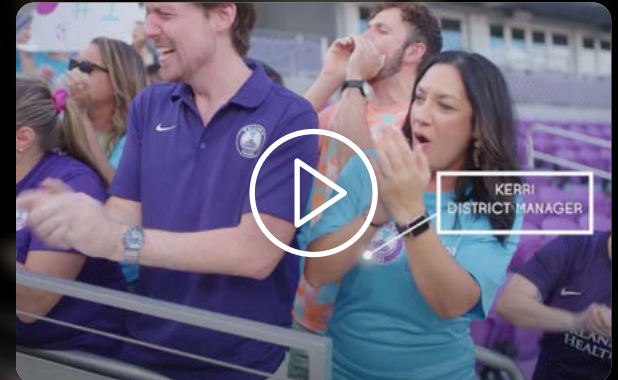
Pop-Tarts Bowl
"Poppenheimer"



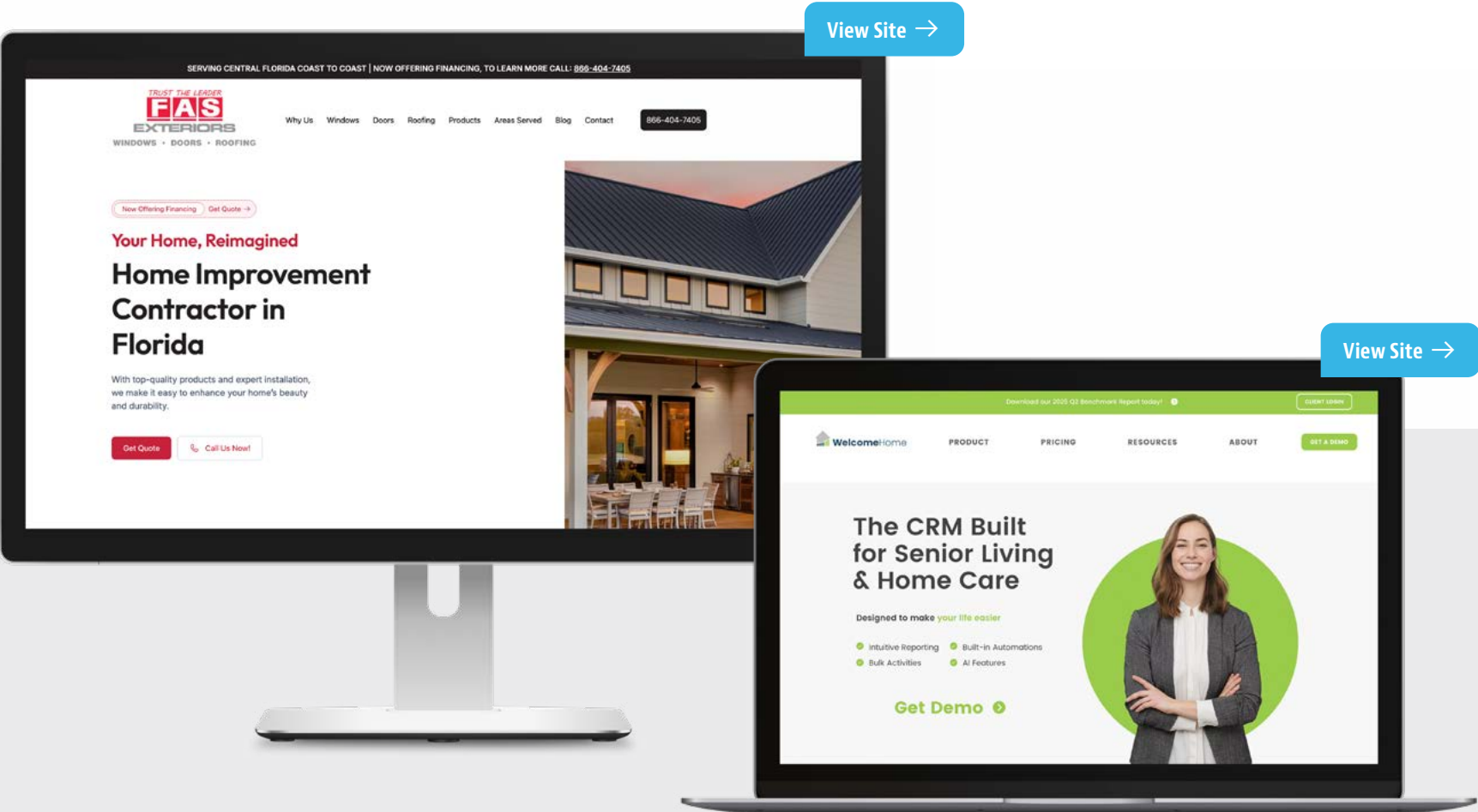
Frank Eidson
"Frank Fishes For Results"



Orlando Health
"JRP Is Fast"



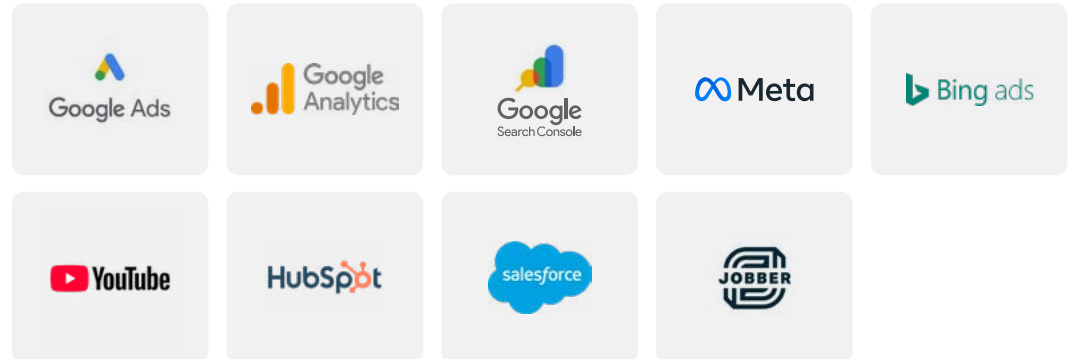
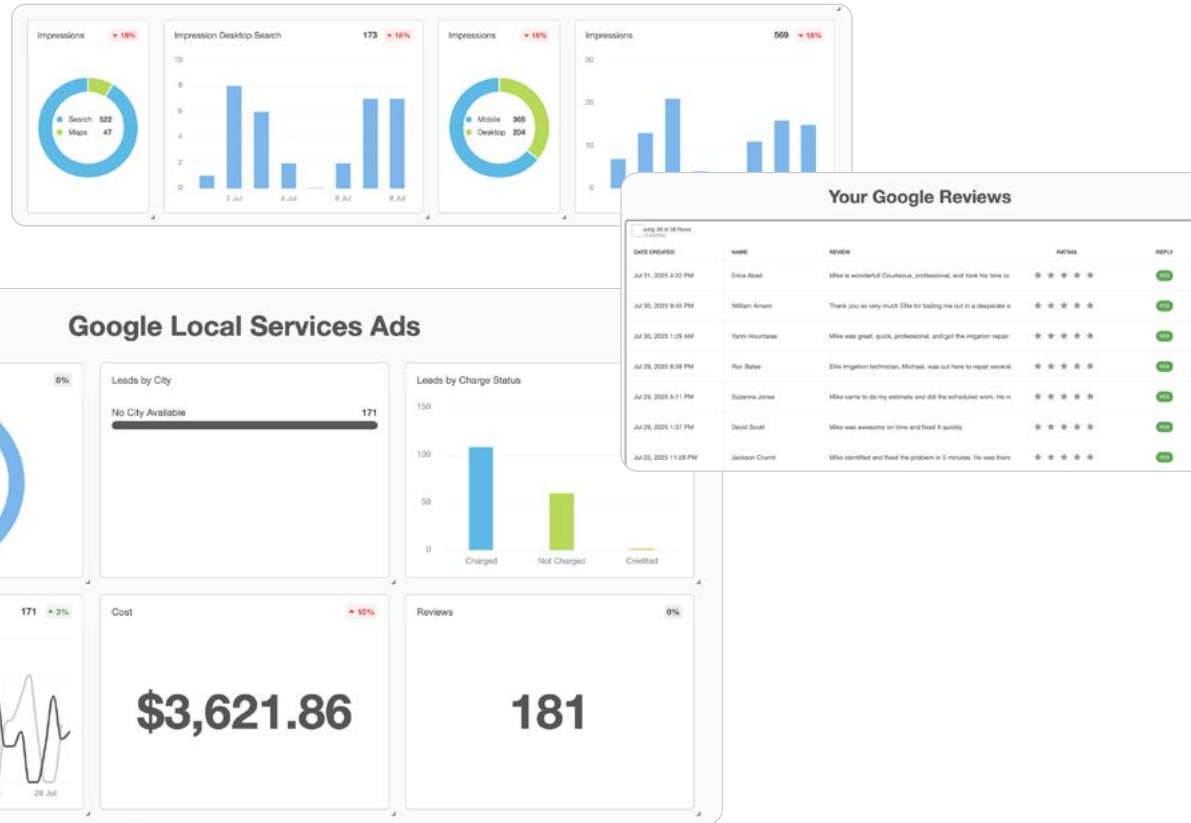
Orlando Pride + Publix
"Back The Pride"



ANNUAL REPORTS

Our agency offers an in-depth look at all of your digital channels with a robust software that is accessible 24/7 and custom built to show the performance indicators that you believe to be the most important. Not only will you have unlimited access to data that is updated by the minute, but our Digital team will review analytics with you, monthly, that will lead to data-driven decisions from these robust reports.

We have extensive experience integrating tracking resources like pixels, attribution codes, and call tracking numbers along with a robust knowledge of CRM platforms like HubSpot, Salesforce, Jobber and more.



PRIMARY LOGO



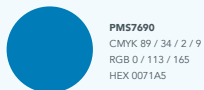
Primary Icon Logo



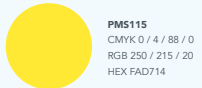
Primary Icon Logo w/ Text

COLOR PALETTES

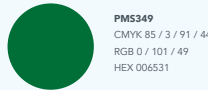
OCEAN + SKY



MOUNTAIN SUN + DESERT



SUSTAINABILITY



MODERNIZATION



Headlines

Blair ITC Medium

LOREM VOLO BLAB IS
ETEM QUI BEATIUM.

Northwell - Limited use only

Lorem ipsum.

Subhead

Avenir Black

Lorem volo blab is etem qui beatium.

Body Copy

Avenir Book

Aquamus, sundist reped ut hilit, que ex et voloreptasi
quaepero beaque consequi comnis nat.

Maximinctiur a dolecum volupta doluptibus adia sequossus re
con nonessi consequae volupta spisquam venihit inullaborem
delitium aut rem doloreh endaeatur, nemporibus.

Logo shapes for masking



Icon Style





HEX: #E64438
RGB: (230, 68, 56)
CMYK: (0%, 70%, 76%, 10%)
PMS: 485 C

HEX: #A557AF
RGB: (165, 87, 175)
CMYK: (6%, 50%, 0%, 31%)
PMS: 2593 C

HEX: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0%, 0%, 0%, 0%)
PMS: Safe (White)

HEX: #202056
RGB: (32, 32, 86)
CMYK: (63%, 63%, 0%, 66%)
PMS: 2766 C

Dear Sir,

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Lorem ipsum dolor sit amet.



John Doe

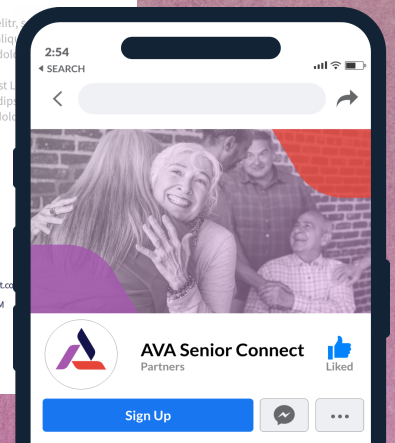
MANAGING PARTNER

401-777-7777

JohnDoe@AVASeniorconnect.com

WWW.AVASeniorconnect.COM

Send





MASCOT IMPACT

Views: 59,188

Likes: 533

Shares: 455





LOGOMARK 1



LOGOTYPE LOCKUP 1



LOGOMARK 2



LOGOTYPE LOCKUP 1

FONT STYLE

Ostra Centra: The Quick Brown Fox Jumps Over The

COLOR PALETTE



Music note shape to resemble New Orleans



Custom serif throughout to add personality



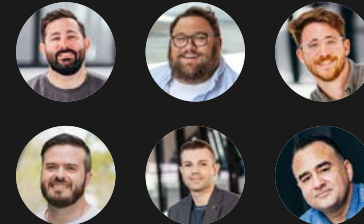
MULTILINGUAL MARKETING CAPABILITY

HIFIVE is capable of developing creative and advertising campaigns in English, Spanish, and Portuguese (Brazilian). HIFIVE is also a tenured member of the Hispanic Chamber of Metro Orlando.



English

6 native speakers



Spanish

3 native speakers



Portuguese

1 native speaker





creating
something
awesome.

welcome, you've reached

uncharted creative territory

hifive
ad agency

1312 E. Robinson St.
Orlando, FL 32801

407.468.8405
hifive.agency

OUR AGENCY CAPABILITIES DECK

HIFIVE CREATIVE, LLC