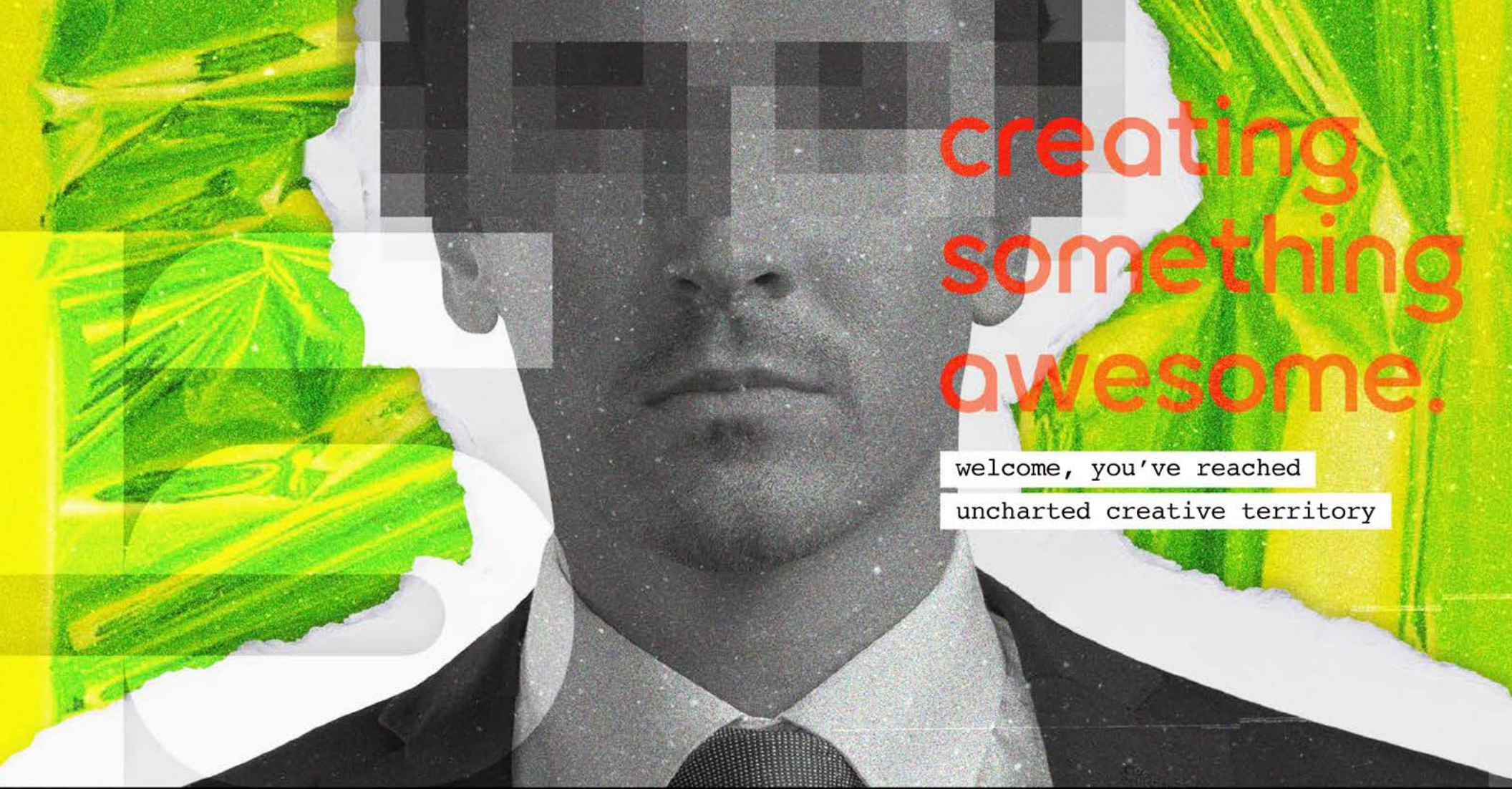




creating
something
awesome.

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

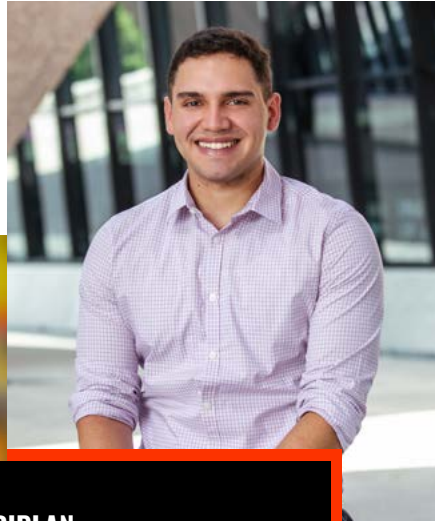
As a pragmatic and analytics person – Mitch finds his role within HIFIVE as a bit of a perfect fit. His talents in data analysis, strategic thinking, and precise decision making lend well to his day-to-day routine of lead generation and digital ad placement.



MARK WITTE
PMP CERTIFIED PROJECT MANAGER

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

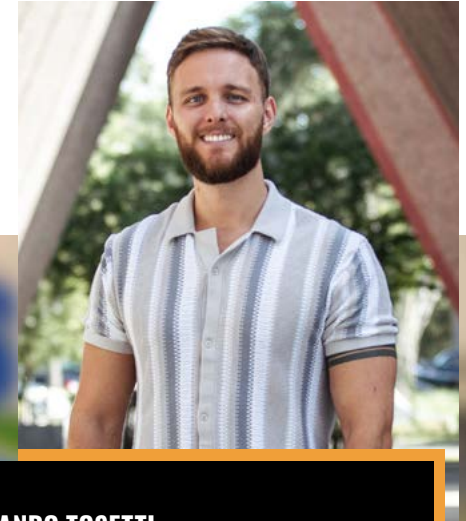
The machine that keeps us all on time – Mark is a PMP and is currently mastering the EOS as well. He is the man with the answers and always remembers the plan, even when the rest of us do not. Because of this, he's our all-star Project Manager.



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

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%



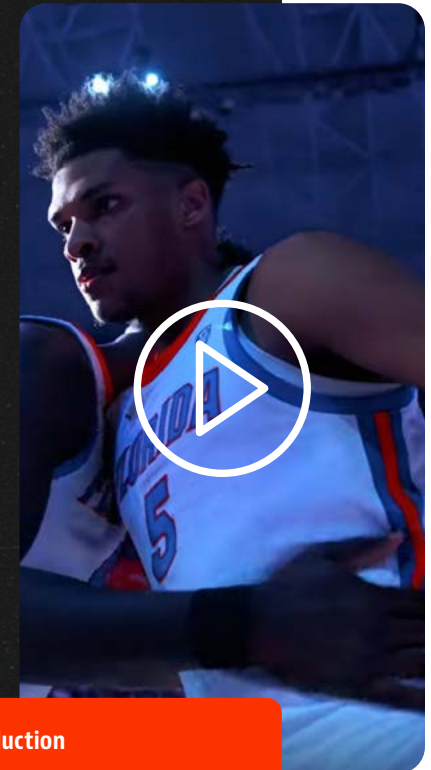
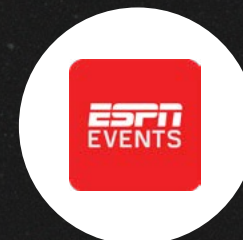
Impact

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



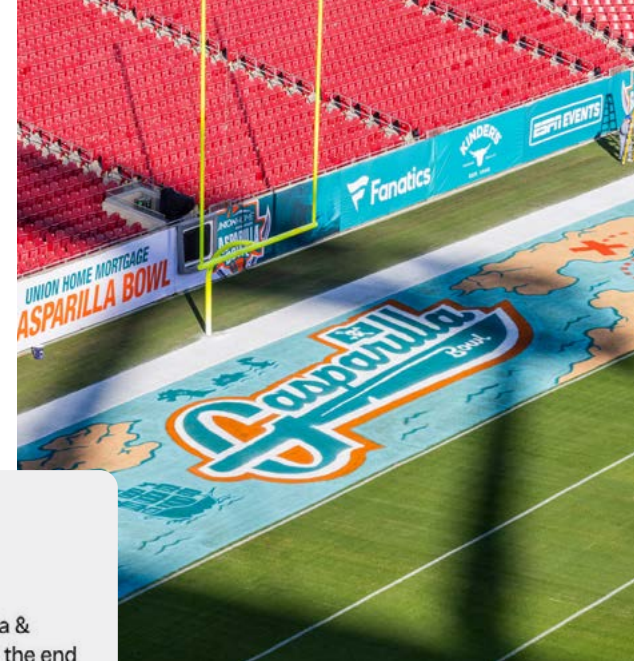
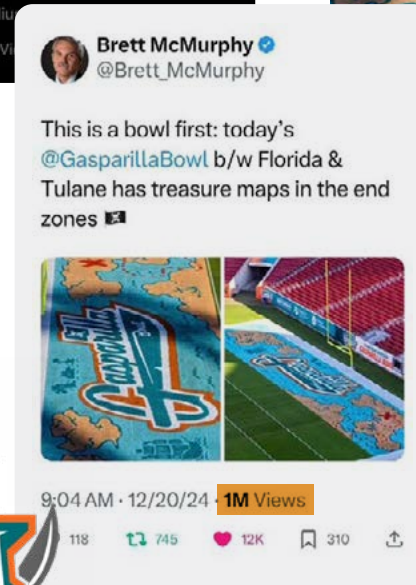
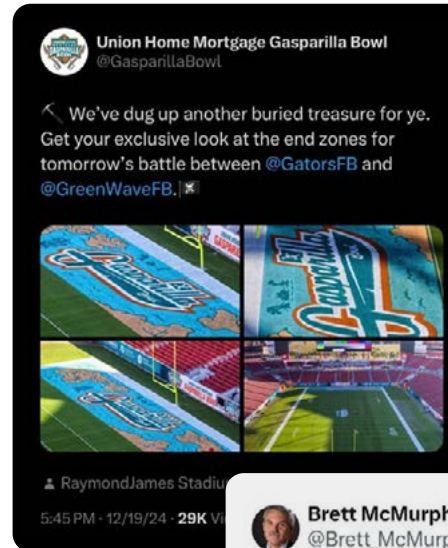
Character Creation



Video Production



Logo Design



ENDZONE IMPACT

Reach: 1,219,582

Likes: 21,338

Shares: 1,424

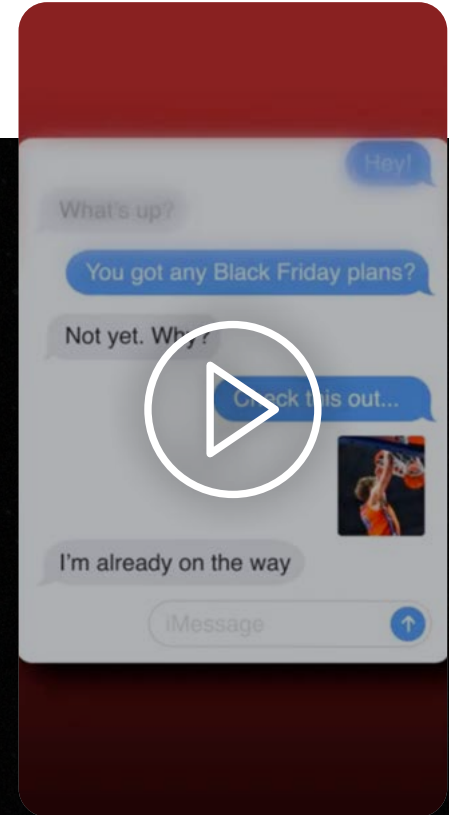
DIGITAL BANNER ADS & IN-STADIUM DIGITAL ANIMATIONS

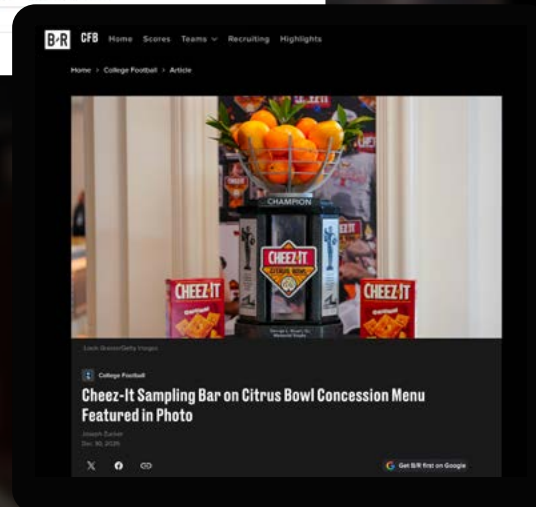
OUR WORK



Invitational Videos

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

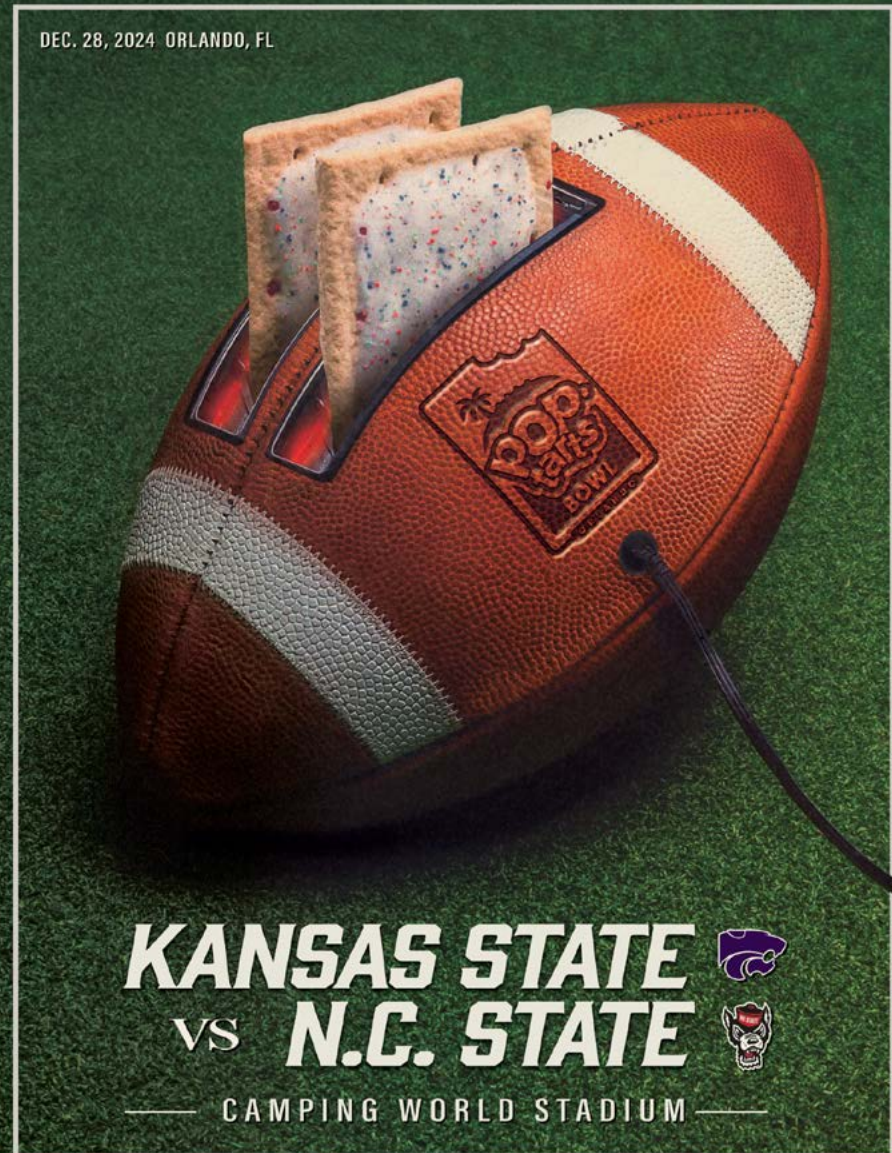




"Sampling Bar"

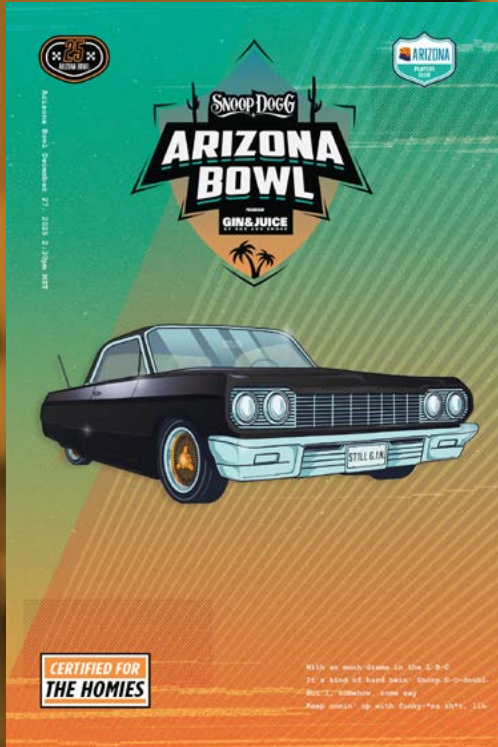
Our team designed and fabricated this one of a kind Cheez-It sumping bar for the Cheez-It Citrus Bowl.





PROMOTIONAL ITEMS

OUR WORK

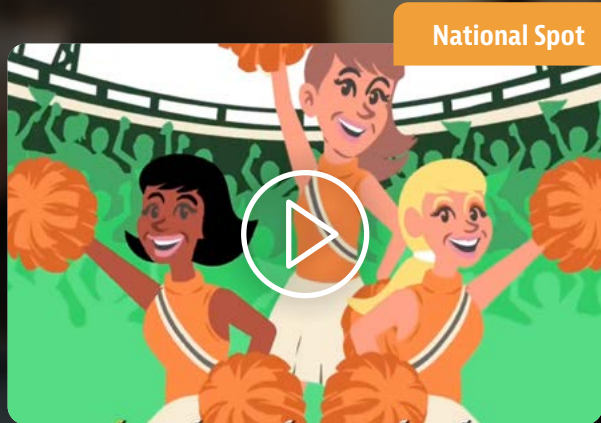


"Matchbox Car"

Our team designed and fabricated over 300 matchbox cars to match the 1962 Impala used at the Arizona Bowl.

VIDEO DEVELOPMENT AND PRODUCTION

OUR WORK

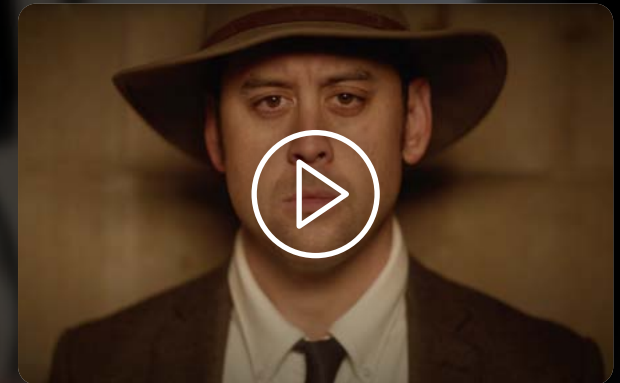


National Spot

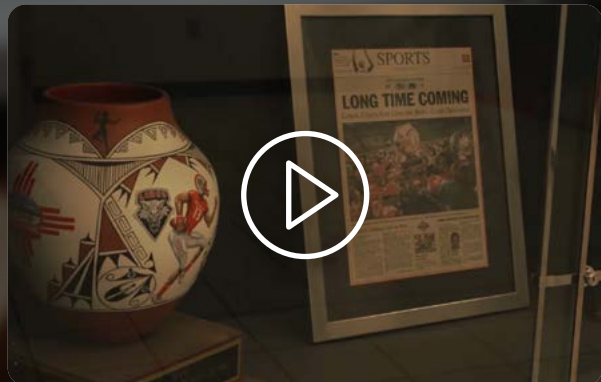
Bowl Season
"It's Bowl Season Today"



Pop-Tarts Bowl
"Ticket Promotion"



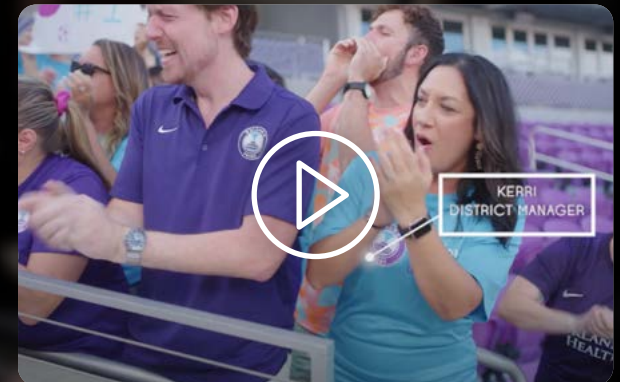
Pop-Tarts Bowl
"Poppenheimer"



New Mexico Bowl
"Journey Of The Trophy"



Orlando Health
"JRP Is Fast"



Orlando Pride + Publix
"Back The Pride"



MASCOT IMPACT

Views: 59,188
Likes: 533
Shares: 455





ENDZONE IMPACT

Views: 102,801
Likes: 2,033
Shares: 867



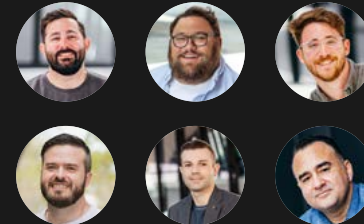
MULTILINGUAL MARKETING CAPABILITY

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





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Orlando, FL 32801

407.468.8405
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OUR AGENCY CAPABILITIES DECK

HIFIVE CREATIVE, LLC