



An Introduction to 46Mile

February 2020



WE ARE 46MILE

We're a data-driven full-service marketing & advertising agency focused on growth-oriented brands in the Bay Area & beyond. We offer a holistic suite of integrated strategic solutions to help businesses compete and thrive in the marketplace.

Strategically positioned within the San Francisco Chronicle and Hearst Bay Area, we can access proprietary research, data, and technology - all at no additional cost to you.



We are backed by the \$11B global publisher Hearst Corporation, leader in Media Information and Technology Services.



MARKETING CONSULTANCY

Marketing Research & Analytics

Competitive & Audience Analysis
Qualitative Studies
Quantitative Studies
Survey Design & Implementation
Wide Breadth of Paid Sources

Marketing Strategy & Execution

Integrated Marketing Planning
Integrated Advertising
Optimization
Integrated Advertising
Technology

ADVERTISING AGENCY

Creative Services

Copywriting
Visual Design
Ad Campaign Creative
Video Production
Photography
Collateral

Brand

Strategy
Audit
Activation/Refresh

Advertising

Print, Broadcast, Radio,
OOH
Native and Content
Advertising
Sponsorships
Direct Marketing
Email Marketing

Mobile & Web Services

Web Development &
Maintenance
Mobile App Creation

Social Media / SEO

Social Media Management
Influencer Marketing
Content Development
Blogs & Articles
SEO meta-tag
management

Public Relations

Media Relations
Message Development
Internal Relations
Media Training
Trade Outreach
Consumer/Corporate PR
Event Planning/Marketing
Content Strategy &
Creation
Executive Positioning
Change Management

Performance Marketing

SEM
Programmatic
Paid Social
Retargeting

Community Relations

Stakeholder & Influencer
Outreach
Reputation Management
Corporate Social
Responsibility
Cause Marketing
Community Alliances
Multicultural Engagement



46Mile | Hearst Communications

DIFFERENTIATORS

01 WORLD-CLASS TECHNOLOGY

Unlike other regional marketing and advertising agencies, 46Mile is set on the differentiating foundation of leveraging Hearst's resources. No agency of similar size can provide the breadth and depth of marketing tools, data, and analytics.

02 EXPERTISE & EXPERIENCE

At the core of our success are our people and how we collaborate with our partners. Each department is led by a seasoned, hands-on specialist driving strategy and planning for each project. This approach provides a good mix of creativity, get-it-done attitude, and best practices.





WHAT IS 46MILE?

Widely known as the “7x7 city,” San Francisco is 7 miles across from the Ferry Building to Ocean Beach, and 7 miles deep from the Golden Gate to the Outer Mission.

Because we thrive on precision, we determined that it's not *technically* 49 miles squared - it's 46.8. And removing the Farallons & Yerba Buena, where you typically can't live, it's 46.1.

So for argument's sake, San Francisco is actually 46 miles.
And that's how our name was born.



ACCOUNTS

Account Director
Kristin Geiger



Account
Manager
Michelle Choi



Account
Manager
Ivy Mazza



Full Stack
Developer
Max Fedotov



SALES

Director of Sales
Franc Coleman



Digital Sales
Strategist
Phil Eaton

SOCIAL



Director of Social
Media
Misty Ahmadi



Social Media
Manager
Brittney
Reynolds

MEDIA



Director of Media
Chuck Sipos



Integrated Mkt.
Manager
Lauren Jones



Digital Media
Analyst
Michael Marquez



Research
Vicky Kasten

Who's Who?

46
MILE

T
E
A
M

PROJECT HIGHLIGHTS

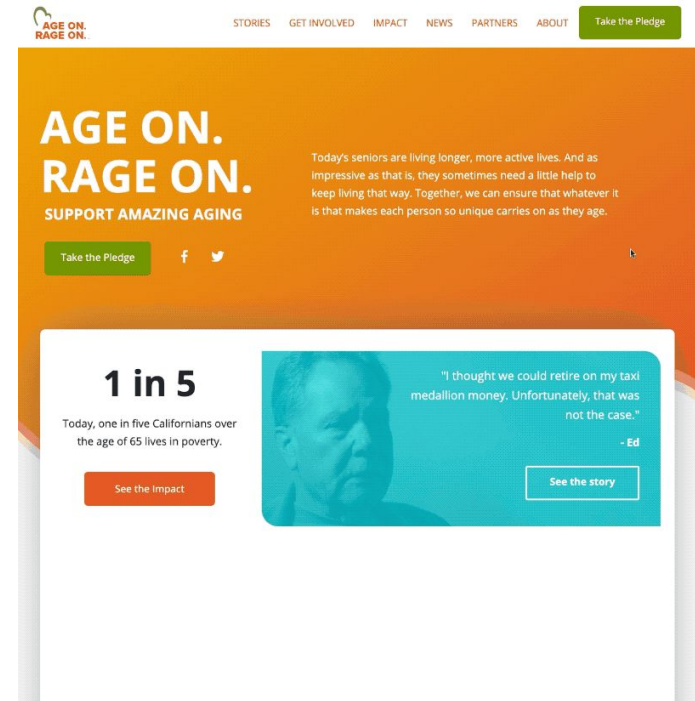


CASE STUDY | LEADINGAGE CALIFORNIA

46Mile developed an integrated marketing campaign for LeadingAge California to raise awareness about the issues surrounding California's rapidly aging population and specifically influence legislators' support of financial long-term care services and industry workforce shortage issues.



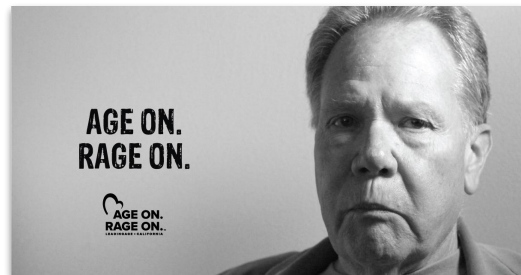
- A comprehensive audience research study set the foundation & direction of the multi-year integrated campaign.
- 46Mile developed inspiring creative assets based on compelling, real-life stories, including videos, emails, social media posts and a custom microsite.
- The “Age On. Rage On.” campaign officially launched in February 2019, motivating people to learn about the situation and pledge their support of the organization's goals.
- With the goal of capturing 5,000 pledges over the 8-month campaign, **we've more than doubled that number: 11,500 & counting.**





CASE STUDY | LEADINGAGE CALIFORNIA

Creatives

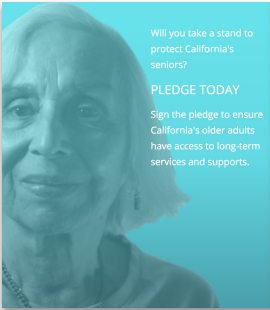




CASE STUDY | LEADINGAGE CALIFORNIA



Campaign sizzle reel



Will you take a stand to protect California's seniors?

PLEDGE TODAY

Sign the pledge to ensure California's older adults have access to long-term services and supports.

I support aging Californians.

The state is unprepared for the looming aging crisis. The status quo is unacceptable – it's time for a change.

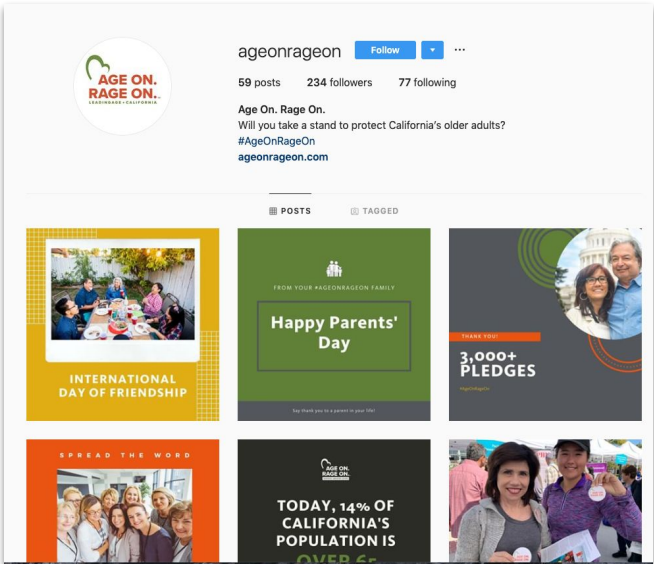
I call on our elected officials to ensure our growing population of older adults has access to long-term services and support.

I pledge to help California #AgeOnRageOn.

By submitting this form you agree to the terms.

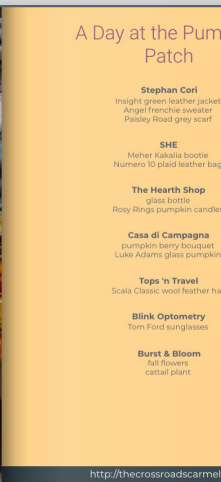
Submit

Pledge sign up




CASE STUDY | THE CROSSROADS CARMEL

Each season, we create digital lookbooks for The Crossroads Carmel, an upscale shopping center, featuring products from their unique collection of merchants. Designed, photographed and built in-house, they're promoted on social media and often include contests.



CASE STUDY | VISIT CALISTOGA ITINERARY BUILDER

Calistoga Chamber of Commerce (<https://visitcalistoga.com/>) created itineraries for visitors with different interests.. 46Mile designed and developed a smart itinerary module for their website: people answer questions and receive a curated itinerary to fit the kind of trip they want.




Experience Calistoga


There's a lot to see and do in Calistoga. Answer a few questions so we can find you the right itinerary to get the most out of your visit to Calistoga.

Get Started


What interests you most?




Relax




Fine Art



Outdoor




Wine



Food

We've got the perfect itinerary for you:

Here are a few recommendations based on your answers



Girls Getaway

Pack light and plan to relax and rejuvenate while you reconnect with your girlfriends, sisters and Moms. Once you arrive in our little town you can bike, walk or ride the shuttle to Calistoga fun.

Learn More


Explore Calistoga Wine

Chardonnay

Cabernet Sauvignon


Pinot Noir

Other itineraries that may suit your needs




Art in Calistoga

Learn More



Romantic Getaway

Learn More



Relax and Rejuvenate

Learn More

Previous Next

CASE STUDY | ALZHEIMER'S ASSOCIATION

For the third year, 46Mile & SFC collaborated to launch an integrated multi-channel media campaign supporting the Alzheimer's Association of Nor Cal & Nevada and their *Walk to End Alzheimer's* events, including print, display, paid social, video, local TV, OOH & in-kind media.

In addition to improving YOY metrics in impressions, clicks, shares & CPC, we significantly increased the ultimate metric: registrations.

2018: + 79% over 2017.

2019: + 85% over 2018 (with a flat budget)

Google

facebook

Google
Display Network

Walk to End Alzheimer's | San Francisco 2019 Walk | alz.org

Ad act.alz.org/SanFrancisco/Register

Come together to fight Alzheimer's! Register to walk Saturday, November 9th at Pier 27. Help raise awareness and funds for care and research. Join a team or walk individually. All Ages. All Abilities. Charity Walk. #EndALZ.

46
MILE



132,000
PEOPLE IN THE
BAY AREA ARE
LIVING WITH
ALZHEIMER'S

MAYBE YOU
KNOW ONE
OF THEM

WALK TO
END
ALZHEIMER'S
alzheimer's association

SILICON VALLEY
OCTOBER 12

LET'S END THIS



CASE STUDY | ALZHEIMER'S ASSOCIATION





CASE STUDY | ALZHEIMER'S ASSOCIATION



CASE STUDY | ALZHEIMER'S ASSOCIATION





===== SPCellDocCellDoc | Wednesday, October 26, 2011 | C2



Comedian Helen Mirren has been

Former Chronicle music and dance critic Marilyn Parker, who is in such locations as Myanmar, Peru, Turkey and Cuba. She was a dedicated runner and weight lifter, and contributed music reviews to the *American Record Guide*.

A memorial service is planned for 11 a.m. on Friday, Oct. 25, at her 50th birthday — at the Moss



2018 NATIONAL PRESENTING SPONSOR

2018 LOCAL MEDIA PARTNER
San Francisco Chronicle

© 2006 Blackwell Publishing Ltd *Journal of Internal Medicine* 260: 405–414

Impeachment: How fast and how far should the House go?

[illegible]

Edward Jones

THE SACRAMENTO BEA

WEDNESDAY SEPTEMBER 25, 2019

Los Angeles spokesman development executive, will be sentenced by the court on Thursday. Prosecutors requested a 12-month prison sentence for Semprun, whose son was admitted to Georgia law as a freshman last fall. The attorney has asked Tolson to spare his client.

Nineteen more parents have pleaded not guilty, and another parent — Xinning Xie, a Chinese citizen who resided in Canada — was arrested last week in Spain.

ingram of its own crea-
tion.*

Dale Kauter: 706-323-6006
@dalekauter

control was, none of it is

go to the office.

Q: Complete this sentence. We will know the DMV is successful when _____.

A: "We're going to see the DMV is successful when our clients are talking about the DMV's success (and say), 'I was able to get in, I met with the staff, they anticipated my need and they were able to fulfill that need.'"

That's success.

Bryan Anderson:
916-226-0378,
@bryananderson



2010 NATIONAL PRESENTING SPONSOR

Sports
OPENI

NG DAY OUT

LOOK

Nation Proposed new rules would clear way for use of drones. A4

... ..

MONDAY, APRIL 4, 2016

MONDAY APRIL 4, 2011

THE REST OF THE WAY
Tuesday: vs. Minnesota
Thursday: vs. San Antonio

THURSDAY, NOVEMBER 15, 2001 ** www.sacbee.com ** FINAL EDITION 16



Raises



**Raises
for UO
execs**

Critics suggest regents sought to avoid the political heat.

2. *THE FIRST TWO STAGES*

[illegible]

CASE STUDY | HOSPICE BY THE BAY

46Mile created a integrated branding campaign for Hospice by the Bay to increase awareness about end of life planning. The "TMI (too much information) Is Good" campaign incorporated programmatic display and mobile, digital native, print supported with public relations, social media, and email newsletters.

"TMI is Good" was recognized as Advertising Age and Modern Healthcare's Digital Campaign of the Year. It was also a resounding success for Hospice by the Bay, with over 14.5MM impressions, a CTR of 0.41%, an efficient CPM between \$2-\$3, a 135.68% increase in total website sessions, and a 14% recall rate for TMIisgood.org.



Digital Campaign of the Year

Hospice By The Bay - "TMI is Good"

AdvertisingAge

46
MILE

Modern
Healthcare



QUESTIONS?

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San Francisco, CA 94103

46Mile.com