

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

ADVERTISING AGENCY

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

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 SEMInfluencer MarketingProgContent DevelopmentPaidBlogs & ArticlesRetaSEO meta-tagmanagement

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

Programmatic Paid Social Retargeting

Community Relations

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



46Mile | Hearst Communications

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.

46

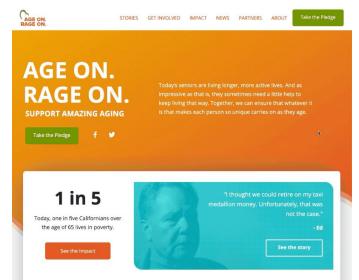


PROJECT HIGHLIGHTS

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**.



SUPPORT AMAZING AGING

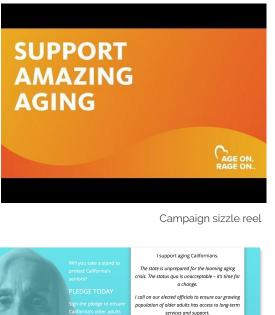


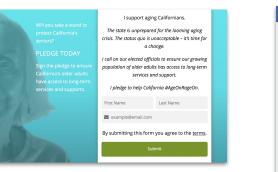
CASE STUDY | LEADINGAGE CALIFORNIA

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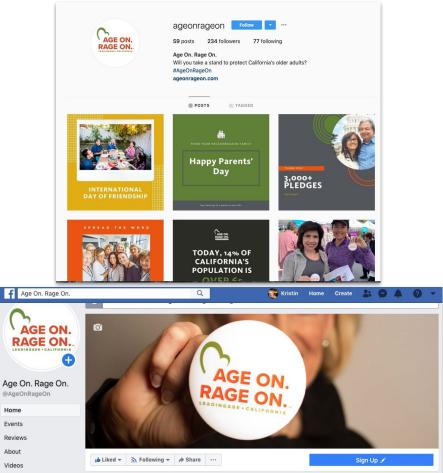


CASE STUDY | LEADINGAGE CALIFORNIA





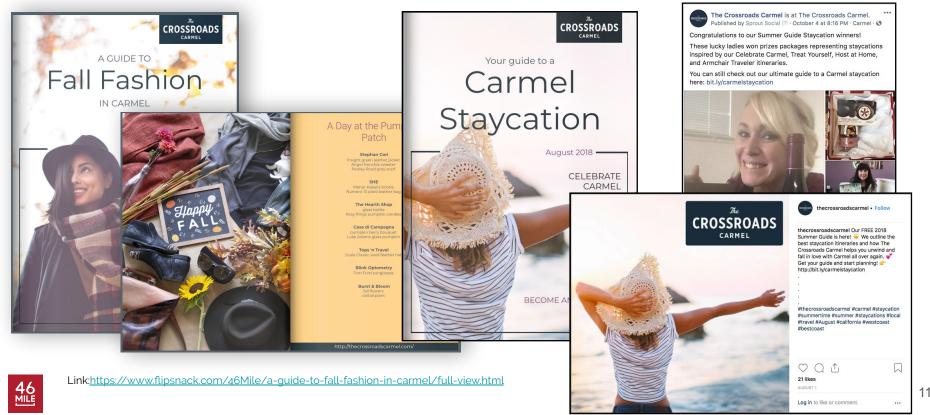
Pledge sign up





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.



12

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.

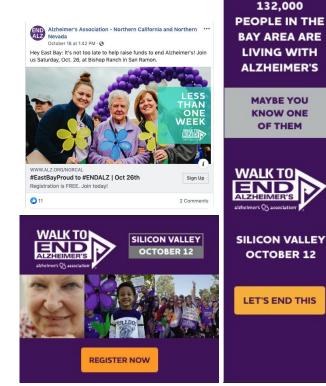
In addition to improving YOY metrics in impressions, clicks, shares & CPC, we significantly increased the ultimate metric: registrations.

2018: + 79% over 2017. 2019: + 85% over 2018 (with a flat budget)



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

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.



















Other Views

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JOIN THE FIGHT FOR ALZHEIMER'S FIRST SURVIVOR.



At the Alzheimer's Association Walk to End Alzheimer's people carry flowers representing their connection to Alzheimer's — a disease that currently has no cure. But what if one day there was a flower for Alzheimer's first survivor? What if there were millions of them? Help make that beautiful day happen by joining us for the world's largest fundariase to fajthe de disease.

Register today at alz.org/walk.

Peraluma | Saturday, October 19 East Bay | Saturday, October 26

San Francisco | Saturday, November 9



Edward **Jones**

San Francisco Chronic

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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"

46 MILE

AdvertisingAge

Modern Healthca



46Mile 901 Mission Street San Francisco, CA 94103

46Mile.com