

WHO WE ARE

Upshot is a privately owned, Chicago-based marketing agency with about 170 people. We were founded in 1994.

RECOGNITION

A Top 50 agency in *Ad Age's* Agency Report Card
 A *Hub Magazine* Top 20 Shopper Marketing Agency
 Included on *Crain's Chicago's* Largest Digital Agencies List
 Ranked a Top Workplace in Chicago by the *Chicago Tribune*, for five years running

WHAT WE DO

We create seamless marketing along the digitally enabled path to purchase. We specialize in shopper marketing, brand initiatives and total brand engagement that flow through digital, social, mobile and in-store environments.

SHOPPER MARKETING

Marketing programs along the digitally enabled path to purchase in a specific channel or with a specific retailer. These activities make brands always on and shopper-ready, inside and outside the store.

- National and local programs*
- Multi-brand concepts*
- In-store displays and 3-D design*
- Ecommerce*
- Digital, social, mobile*
- In-store innovation and tech*
- Category/aisle reinvention*
- Packaging*

BRAND INITIATIVES

Key initiatives where a brand needs to inspire people to take action now. These programs are key sales drivers and can make or break a brand's year.

- National and local promotions*
- Contests, sweeps and loyalty*
- Digital, mobile, social*
- Events, experiential, sampling*
- Partners and sponsorships*
- Retail activation*
- Media activation*

TOTAL BRAND ENGAGEMENT

Holistic marketing for brands where engagement trumps straight awareness, and digital, social, mobile and in-store take priority over broadcast television.


- Digital, social, mobile*
- Direct/CRM*
- Advertising*
- Content marketing*
- Brand campaigns*
- Shopper marketing*
- Brand initiatives*

CURRENT CLIENTS

- ACH Food Companies
- Constellation Brands Beer Division
- Fairlife, LLC
- The Fresh Market
- Google
- Kraft Heinz Company
- LiftMaster
- Nature Made
- New Balance
- Nuveen Investments
- Omron Healthcare
- P&G
- Sears Holdings
- Starbucks Corporation
- The Scotts Miracle-Gro Company
- Walden University

CATEGORY EXPERIENCE

- Apparel
- Automotive
- Beverages
- Consumer Electronics
- CPG
- Entertainment
- Healthcare
- Financial Services
- Food
- Home & Garden
- QSR
- Retail
- Technology
- Telecommunications
- Travel & Hospitality

 Supporting nearly all client marketing efforts is Q, a centralized group of specialists that enables Upshot clients to market with precision and insight.

MARKET INTELLIGENCE

- Consumer and shopper trends*
- Retailer and channel intelligence*
- Category and competitive information*
- Innovation updates*

SEAMLESS CONNECTIONS

- Customer decision trees and journey maps*
- SEE-THINK-DO marketing mix models*
- Dynamic marketing plans*

MEDIA MANAGEMENT

- Traditional, digital, mobile and in-store media planning and buying*
- Real-time media management and optimization*
- Media innovations*

PERFORMANCE MEASUREMENT & ANALYTICS

- Performance dashboards and measurement*
- Promotion analytics*
- Retailer program payouts*
- CRM and data management*
- Touch-point ROI analysis*

LEADERSHIP



BRIAN KRISTOFEK
President & CEO



ELLEN SLAUSON
EVP Account Management



BROCK MONTGOMERY
EVP Creative Services



LIONEL KNIGHT
SVP Planning



SCOTT FUJII
SVP Production



KATE MAY
SVP Finance & Administration

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