



**YOUTH
CULTURE**
MARKETING
CAPABILITIES

AGENCY OVERVIEW

Fuse was one of the first agencies established to connect brands to teens and young adults

- Founded in 1995
- Offices in Burlington, Vermont and New York, New York
- Fuse is an independent agency and privately owned by Bill Carter, Issa Sawabini and Brett Smith



MISSION

MISSION /

We develop marketing strategies that reach a mass market while maintaining legitimacy with youth culture's opinion-leaders and influencers.



AWARDS AND RECOGNITION

AWARD-WINNING CLIENT
PROGRAMS AND AGENCY
RECOGNITION /

FIELD MARKETING AND BRAND EXPERIENCE INTERNATIONAL AWARDS

- Gold Winner

NATIONAL TELEVISION ACADEMY

- Sports Emmy Nomination

BULLDOG REPORTER

- Bulldog Award For PR

EVENT MARKETER MAGAZINE

- Grand EX Award
- Top 100 Agency
- EX Award

PROMO MAGAZINE

- Top 100 Agency
- Pro Award
- Promo 100 List

INC. MAGAZINE

- 5000 Fastest Growing Private
Companies List

SPORTSBUSINESS JOURNAL

- Forty Under 40
- Sports Business Award Finalist
- Top 20 Agency

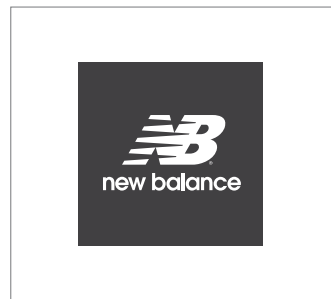
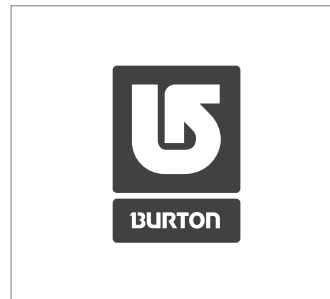
RECOGNITION

QUOTE /
Event Marketer Magazine

“From the totally crunchy but super-cool town of Burlington, VT comes Fuse, one of the industry’s best youth culture agencies.”

PARTIAL CLIENT LIST

PARTIAL CLIENT LIST /



FUSE SERVICES

FUSE SERVICES /

BRAND STRATEGY

- Brand Positioning
- Retail Programs
- Research
- Sponsorship Management
- Grassroots Programs
- Partnership Marketing
- Influencer Marketing

PUBLIC RELATIONS

- Endemic / Mainstream / Trade
- Digital
- Media Events
- Copywriting
- Media Training

DIGITAL

- Strategy
- Web Design
- Web Development
- Mobile
- Micro Sites
- Content

EVENT MARKETING

- Onsite Activation
- Guerilla Marketing
- Mobile Tours
- Event Management
- Presence & Premium Production
- Product Sampling
- College Marketing

DESIGN

- Art Direction
- Identity
- Packaging
- Print
- Collateral
- Production

SOCIAL MEDIA

- Strategy
- Content
- Development
- Distribution

CASE STUDIES /

CASE STUDIES

BRAND STRATEGY / MOUNTAIN DEW

CASE STUDIES /

- Reinforced Mountain Dew's heritage in youth culture, including sports, music, art and gaming
- Created deep connections to key sub-cultures, including graffiti, DIY and emerging music
- Platform included major media properties, grassroots events, guerilla marketing and influencer parties
- Maximized opportunities for Mountain Dew through media partnerships
- Showcased integral elements of youth culture, such as art and music, to extend the onsite event execution
- Created volume driving in-store promotions based on the Dew Tour sponsorship

QUOTE /

SportsBusiness Journal
10th Anniversary Special

“Mountain Dew’s activation and growth is as close to a case study on brand development as there is.”



EVENT MARKETING / DUREX

CASE STUDIES /

- Raised awareness of Durex among American college students
- Utilized current college students as “Brand Ambassadors” to promote Durex on campuses
- Produced and distributed eye-catching, cheeky imagery incorporating the featured Durex products
- Increased student purchases of Durex products through product sampling
- Created buzz on campus during Durex campaign, focusing on “DurexU” and “majoring in sex”
- Drove students to website to download a \$2 coupon and enter to win a \$25,000 scholarship and other prizes

STATISTIC /

Number of impressions among college students during four week promotion

8 +
MILLION



PUBLIC RELATIONS / GATORADE

CASE STUDIES /

- Developed a PR strategy that strengthened Gatorade's position in action sports by communicating product attributes that allow riders and skaters to go longer and progress faster
- Activation included "All Day Sessions" – special athlete media trips that provided editors and Gatorade sponsored athletes with unique experiences in Tokyo, British Columbia and the Cayman Islands
- Sports scientists on-site analyzed how each athlete's body performed during activity - the first testing of its kind in action sports
- Attending media were also tested to give them first-hand experience with Gatorade's scientific approach

STATISTIC /

Unique media impressions
earned in program's first year

71 MILLION



DESIGN / MATADOR

CASE STUDIES /

- Collaborated with Jack Link's to build their new teen-focused meat snack brand, MATADOR
- Developed the brand from its inception, including product naming, brand essence, and visual identity
- Developed the print advertising, digital advertising, and social media platform to launch the brand
- Designed all in-store point of purchase displays, bringing the new brand to life at thousands of convenience stores across the country

FACT /

Within a year of launch, MATADOR had gained the highest percent consumption by millennials in the meat snack category



DIGITAL / CONVERSE

CASE STUDIES /

- Created the “Steal the Show” series of websites for the Converse Co-Star line of sneakers available exclusively at Footlocker, Lady Footlocker and Champs
- Design featured unique visual elements to reflect the unique, modern, youthful, creative mindset of the target customer
- Creative direction was inspired by fun, social, digital communication and sites were customized for each of the three retail partners

FACT /

Brand launch exceeded sales projections resulting in multiple re-orders by all three participating retail chains



SOCIAL MEDIA / AMP ENERGY

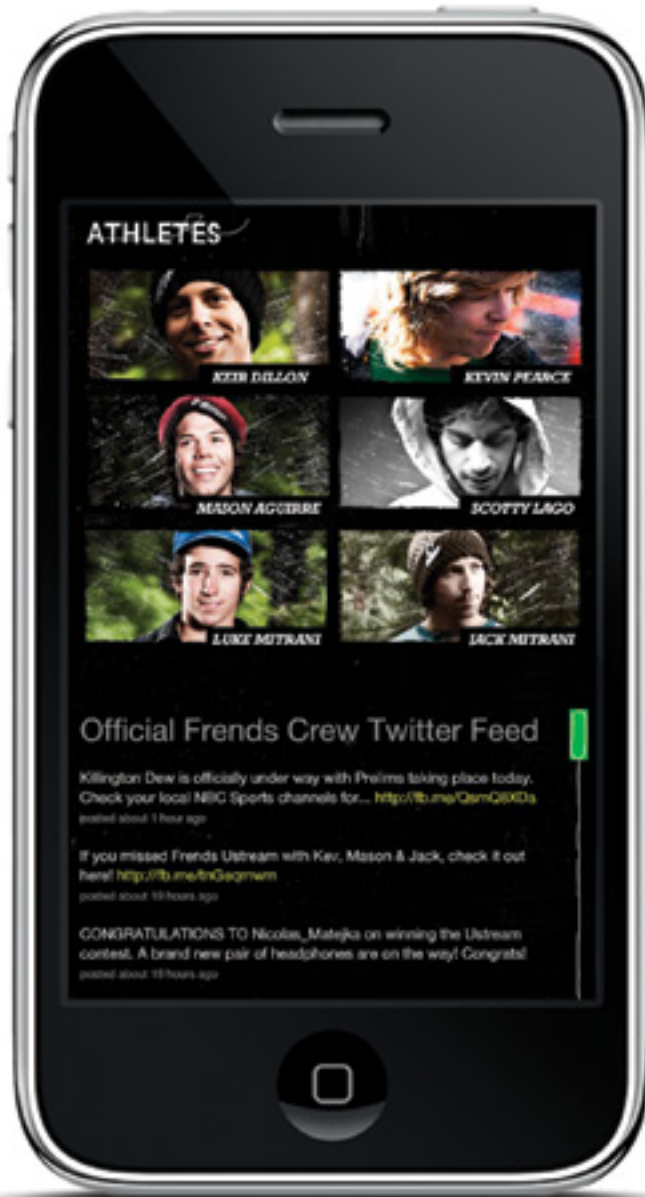
CASE STUDIES /

- Utilizing AMP's position in snowboarding, broadened reach of communication to target audiences through social media
- Utilized AMP Energy athletes including the Friends Crew (Keir Dillon, Kevin Pearce, Mason Aguirre, Scotty Lago, Luke Mitrani, and Jack Mitrani) to disseminate messaging via their social media profiles
- Combined the power of Twitter with core, respected athletes to ensure AMP's communication with its consumers was relevant, credible, and interesting

STATISTIC /

Number of core action sports enthusiasts who engage every day with AMP through the Friends Crew social media platforms

275 **+** **THOUSAND**



SELECT STAFF BIOS /

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ISSA SAWABINI /
PARTNER

- *SportsBusiness Journal* Forty Under 40 Award winner, as one of the "Forty Most Influential Executives In Sports"
- Highly-respected youth culture expert with close relationships with top professional athletes and artists, event organizers and endemic media
- Oversees all client services at Fuse and specializes in the development and execution of targeted marketing strategies



BILL CARTER /
PARTNER

- *SportsBusiness Journal* Forty Under 40 Award winner, as one of the "Forty Most Influential Executives In Sports"
- Has been featured in the *New York Times*, *USA Today*, *Brandweek*, *Transworld Business* and other media
- A regular speaker at a wide variety of marketing conferences, trade shows and universities



BRETT SMITH /
PARTNER

- Awarded *Fast Company's* Fast 50 Award and *Vermont Business Magazine's* Rising Stars Award
- Oversees agency and provides strategic guidance on all client projects and accounts
- Featured speaker at the IEG Sponsorship Conference, The Youth Marketing Exchange Executive Conference and the Marketer's Creative Conference

SELECT STAFF BIOS



HEATHER HENNESSY /
PR DIRECTOR

- Oversees the development of PR and media strategies
- Extensive experience working with editors at major magazines, digital and social media, newspapers and television
- Former Vice President at Cohn & Wolfe in New York, where she was responsible for strategic communications and creative planning



JULIE JATLOW /
EXECUTIVE DIRECTOR,
STRATEGIC PLANNING

- Oversees the development of brand strategies, athlete and artist marketing, grassroots programs and sponsorship marketing
- Expertise in retail systems and leads all client retail programs and promotions
- Has consulted with PlayStation, Yahoo!, Harley-Davidson, NBC, Pepsi, Discover Financial Services and others



CLARKE COLON /
EVENTS DIRECTOR

- Oversees all event programs, from conceptualization to planning through activation, including campus programs, sponsorship executions, grassroots initiatives and turnkey event marketing
- Experience includes work with Durex, Gatorade, New Balance, Harley-Davidson and others
- Prior to joining Fuse, Clarke managed Coca-Cola's Olympic Torch Run sponsorship for the Salt Lake City and Athens Olympic Games

SELECT STAFF BIOS



SCOTT RIVERS /
PRODUCTION DIRECTOR

- Oversees all production projects, including catalogs, printed marketing collateral, premiums, vehicles and custom built experiential elements
- Provides insight and strategic recommendations on the latest trends in production and products
- Has a wide network of vendors to ensure top quality products and the best possible pricing



TIM BENTLEY /
CREATIVE ACCOUNT
DIRECTOR

- Oversees all creative print and digital projects
- Manages project timelines, billing and resources and acts as primary creative client contact related to overall project direction and strategy
- Prior to joining Fuse, Tim supervised all print work at Burton Snowboards, including catalogs, ads, POP, packaging, brand identity and event collateral



MATTHEW HAY /
ART DIRECTOR

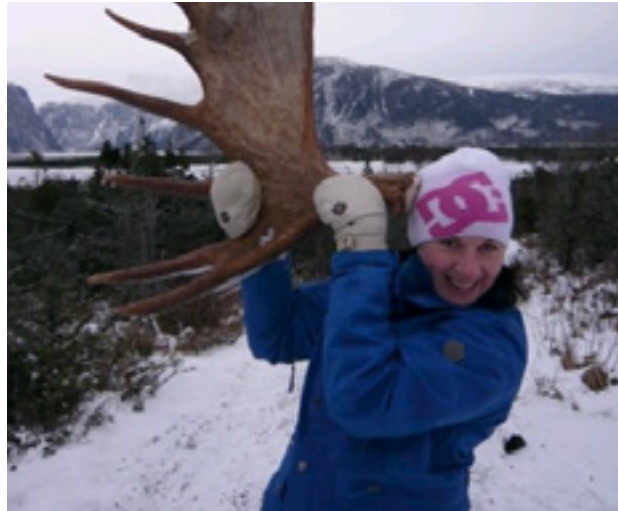
- Talented artist and graphic designer with a personal and professional passion for youth culture
- Serves as the creative lead for all Fuse design projects
- Prior to joining Fuse, Matt designed snowboard graphics for Burton Snowboards

SELECT STAFF BIOS



MARK HEITZINGER /
ASSOCIATE BRAND
STRATEGY DIRECTOR

- Leads strategy development and execution of client campaigns
- Experience includes working with Pepsi, Gillette, Procter & Gamble, Yahoo!, NBC, MTV and others
- Has a lifelong passion for technology and the Buffalo Bills



ARA FINLAYSON /
DIRECTOR, AGENCY
INSIGHTS

- Oversees the development of the agency's techniques and tools required for its staff and clients to have a complete and timely understanding of youth culture
- Contributes to the development and execution of client initiatives based on research and understanding of actionable consumer insights
- Has managed multiple award winning projects for clients such as New Balance, Eastern Mountain Sports, and Pepsi

CONTACT INFORMATION /

FUSE / CONTACT INFORMATION

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