



OTM PARTNERS
Trust. Integrity. Creativity.

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Agency Overview and Capabilities



Agency Overview



Strategic Partnerships Make A Difference

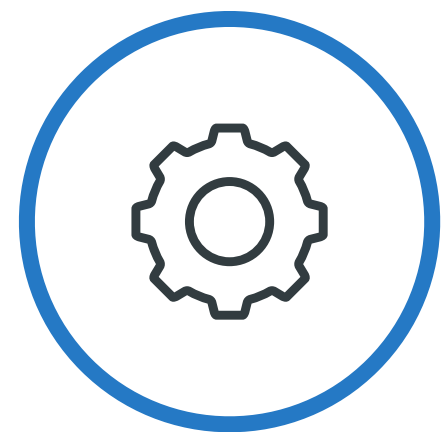
We create and deliver innovative communications campaigns and solutions that benefit our clients, their customers, and society as a whole.

We partner with our clients to strengthen their businesses, to help them tell their stories, and to amplify their impact.

We help organizations operate responsibly in regulated and non-regulated industries through innovative programs and campaigns that produce long-term positive outcomes.

Results

OTM has transformed daunting challenges into sustainable platforms and well-respected institutions. Whether industry-wide or company specific, short-term or decades long, statewide or national — the results have been consistently powerful. We have significant experience developing campaigns that elevate our clients as thought leaders and enhance their image. **We partner with companies large and small to develop sustainable strategies that are aligned with key stakeholders and designed to answer their specific challenges.**



**Issue Awareness
Campaign
Development**



**Creative Content
Development**



**Online
Certification
Training Programs**



**Campaign
Supporter
Activation**



**Social Media
Strategy and
Engagement**



**Coalition Building
and Management**



Read deButts

President

Read has more than 30 years of experience in marketing, communications, public affairs, and research and is known for his commitment to clients and their causes. He has designed and implemented hundreds of marketing communications campaigns from sophisticated grassroots campaigns to complex direct marketing efforts and is skilled at building coalitions of diverse stakeholders around cause-related issues.



Regan Lamb

Executive Vice President

Regan is an experienced leader who is passionate about advancing and achieving business objectives, and helping organizations share their impact stories. She has worked with associations, cross-industry coalitions and non-profit organizations on communication strategies and programs that have an impact. Regan is the former president of the AMADC (American Marketing Association DC Chapter).



Doug Anderson

Chief Operations Officer

Doug is a 28-year veteran of public affairs, corporate social responsibility and integrated marketing campaigns. An expert in strategic management of marketing and public relations programs, Doug has led the way to client victories on everything from sustainable CSR programs to multichannel marketing.



OTM Partners Case Studies and Sample Work



Overview:

To combat increasing teen access to tobacco and other age restricted products, complex legal compliance and a growing national issue, a national coalition formed to deliver a single message, through an awareness campaign and a comprehensive training & education program.

Timeframe:

Ongoing

Outcome:

- High Market Penetration of 90% of U.S. retailers.
- Developed coalition of manufacturers, wholesalers, retailers, national & state organizations.
- Award-winning online training & public relations program.
- Ubiquitous visibility and large scale training program.
- Teen access to tobacco reduced from 4 in 10 to less than 1 in 10.
- “Carding” is now a business norm and societal expectation.
- In 2017, 38 State Governors’ issued Proclamations and letters of support.



Overview:

A coalition of industry leaders, working together to raise public awareness of potential regulatory ramifications on their products. Focused on leveraging state-level priorities to activate supporters to reach out to their Members of Congress.

Campaign Goals:

- Reach 1,000,000+ consumers
- Deliver hundreds of contacts focused at key legislators supporting a specific legislative amendment (legislation pending)

Outcome:

Over the course of 12 months, the campaign achieved the following results: Where a digital identity did not exist before – the website is now a destination for information and activation.

Reach: 24,981,166

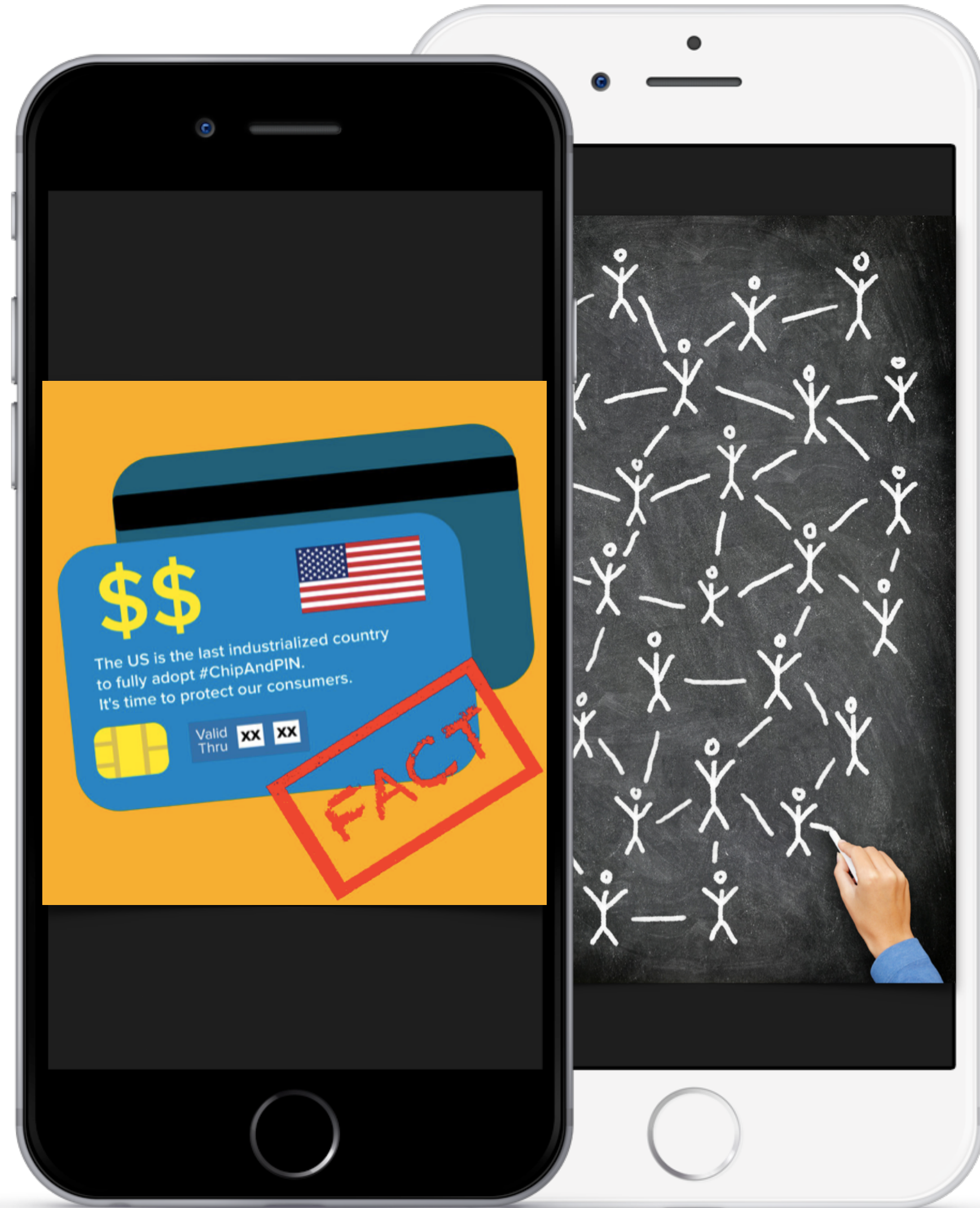
Engagements: 1,791,632

Concerned Citizens E-mailing, Calling and Tweeting Congress:

E-Mails: 32,154

Calls: 134

Tweets: 2,533



Strategic Position:

The Chip & PIN campaign focused on consumer credit card protection and occurred against a backdrop of issue confusion. The main goal of the campaign was to educate consumers on the importance of consumer protection technology and to build a strong social media presence, creating an environment where consumers could express their concerns about inadequate credit card security.

Outcome:

The Chip & PIN campaign transformed the conversation surrounding PIN technology and increased consumer awareness and understanding. As a result of the campaign, diverse audiences cohered into a movement, via social media, in support of PIN.

During the three-month campaign, NACS raised consumer awareness of the benefits of PIN technology. The Chip & PIN message reached 1.9 million people, triggered 50,300 engagements, including 2,350 Facebook likes, 847 Twitter followers, and 6,600 visits to the campaign website.





Overview:

A three-week public awareness campaign that highlighted the stories of NACS members (convenience stores, corner stores, and gas stations) supporting communities impacted by the hurricanes that hit the United States in August and September of 2017, raised awareness of the scope of the current challenges regarding fuel supply and demand, and promoted the NACS partnership with the Red Cross.

Tactics:

Using infographics and timely content that shed light on the issue, the campaign targeted Fuel Retailers and Convenience Store Owners, NACS Members, Media/Bloggers and General Fuel Consumers. tracked human interest stories, and created and promoted infographics, talking points and messaging that called attention to the great things that NACS members were doing in their communities. The hashtag #ConvenienceCares was introduced to engage retailers, the media, and the public.

Outcome:

Reach: 665,993

Engagements: 24,625

Web-Traffic: 4,639 link clicks resulting from campaign content

Red Cross Donations: The retail industry is credited with contributing more than \$17 million in disaster relief related to the hurricanes.





Convenience Stores Work Hard Every Day Supporting Communities Across America

160 Million Customers Go to Convenience Stores **Every Day**

Convenience Stores Contribute **2.7 Million Jobs** in the United States

1 in 5 Americans have worked at a convenience store, corner store, or gas station and **9 out of 10** say it's a great way to enter the workforce.

NACS Advancing Convenience & Fuel Retailing

Among those who have worked at c-stores:

- 84%** agree that their experience was valuable
- 80%** learned how businesses are run
- 77%** would recommend this type of job to others

Hurricane Harvey Spikes Fuel Prices

2.52 Unleaded gas price **Highest This Year**
American Automobile Association (AAA), Gas Prices, 9/1/17

5,500 miles Miles of pipeline slow to a trickle

25% of U.S. gas refining capacity shut down

26 States Federal Emergency Response to anticipated fuel shortages for 26 states
Federal Motor Carrier Safety Administration (FMCSA) issues a regional declaration emergency waiver for Hours of Service (HOS), Aug. 31, 2016.

Colonial Pipeline - 5,500-mile system of pipelines connecting **29 refineries** and **267 distribution terminals** from **Houston to New York** operating at reduced capacity. *Wall St. Journal, 8/31/17*

NACS Advancing Convenience & Fuel Retailing

SHUT DOWN! Nation's two largest refineries along with dozens of smaller refineries.

8.5% of all U.S. convenience stores that sell fuel are in Texas.

Audience Intelligence Research and Strategy Recommendations:

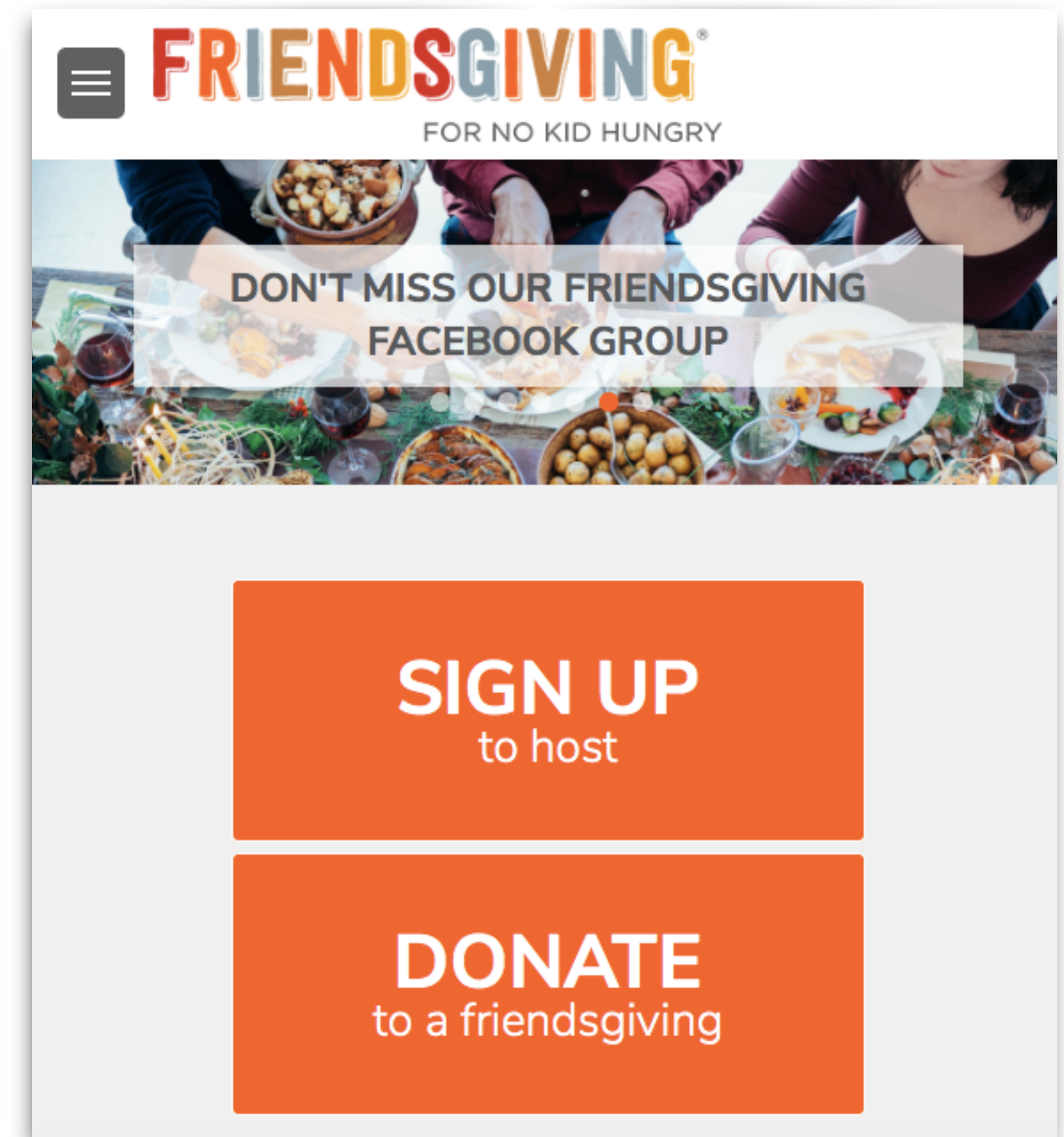
Our Friendsgiving® for No Kid Hungry audience intelligence research and recommendations provided insights and strategy to help lift the campaign and drive the marketing plan to increase awareness and national participation.

Timeframe:

5 Weeks

Deliverables:

- Social media channel audit informed benchmarks goals
- Analysis of target audiences' online behaviors, interests, and conversations shed light key targets
- Insights into the trends and topics on social media determined the type of content that performs best among target audiences
- Influencer list captured key people and organizations to engage with and to inform community management priorities
- Demographic profiles around key target audiences to informed organic engagement and paid promotions
- Advertising and promoted content recommendations and targeting
- Audience profiles and suggested messaging matrix informed organic and promoted content



Overview:

The goal of the Protect Swipe Fee Campaign was to stop legislation that would have “rolled back” hard fought swipe fee reforms gained in previous legislative efforts. The campaign sought to educate and activate consumers and small businesses overnight to ensure that their voices were heard in Washington. The possible rollback would have had a \$40 billion impact on retailers and consumers. The campaign ramped up overnight, built a huge social media following, and activated thousands.

After a 2 month activation, the outcome was a win: the rollback would not proceed, and particularly important was social media where the other side said, “We lost the battle...”

Tactics and Deliverables:

Through compelling content and digital story-telling on radio and TV, and in print and digital media, the campaign prompted and inspired consumers and retailers to take immediate action, spread the word, talk about the importance of protecting swipe fee reform, bring attention to the issue, and contact their representatives.

Metrics:

Between April 28 and June 16, the campaign generated 4.4 million organic impressions on social media, 8.7 million promoted impressions, and 145,479 engagements on Twitter and Facebook. The hashtag #SaveSwipeReform garnered more than 136,000 impressions. The campaign generated 1,416 e-mails, Tweets, Facebook posts and calls to lawmakers, 1,000+ followers on Twitter, and 200+ likes on Facebook.



Increase Awareness

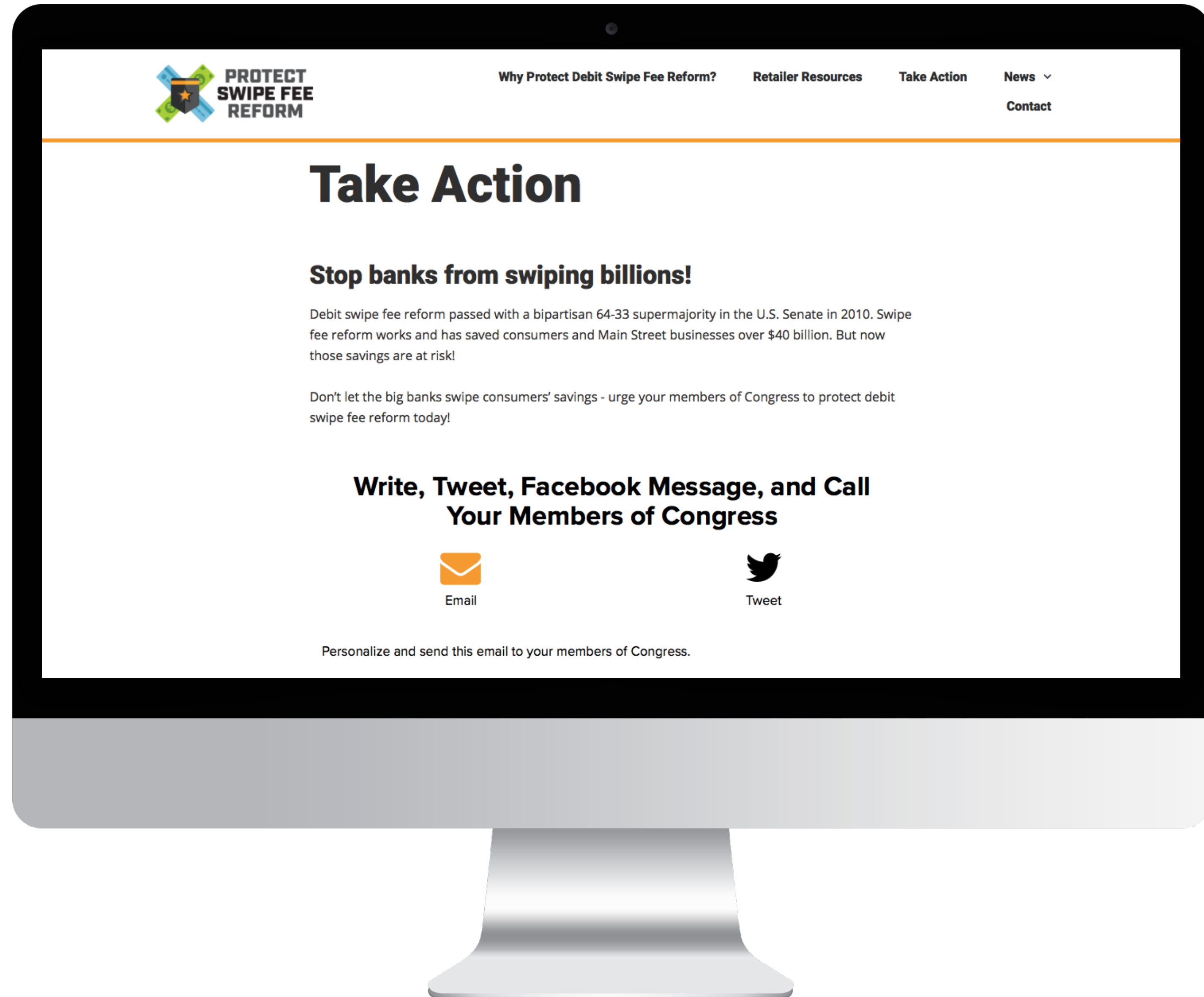


Through interactive and engaging portals, we help our clients enhance the digital user experience and provide easy to understand information and resources.

Act Now!



Through letter writing, tweet, phone, and op-ed functionality, the public is activated to direct their desire for action to their members of Congress as well as appropriate federal agency audiences.



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