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DESCRIBE YOUR AGENCY.

At Padilla, we believe that too many great companies, brilliant ideas and noble initiatives fail because they're not well-communicated. Our purpose is to change that – whether we're helping clients build, grow or protect their brands and reputations. As a top 10 independent public relations and communications company, we do this by forging meaningful connections with our clients' most important stakeholders – customers, employees, investors, policymakers and industry and local communities. Our 240+ employee-owners use their industry and functional expertise to get results through award-winning marketing communications, brand strategy, public relations, digital strategy and social media.

WHAT IS YOUR AGENCY LEADING THE CHARGE ON?

We find that many organizations struggle to connect with their audiences in meaningful ways in order to achieve their business goals. They question whether their content is relevant and captivating enough to inspire action. And they wonder if their content is reaching their targets through the right channels at the right time.

We're leading the charge on connecting with greater purpose and with greater precision, so our clients can:

- Understand the buyer emotions and behaviors that build deeper connections.
- Develop a roadmap of "connection moments" that are aligned to their targets' specific motivations.
- Create more meaningful content that inspires those targets along their path to action.
- Identify and optimize the right mix of paid, earned, shared and owned channels.
- Continuously measure and improve engagement to achieve greater degrees of success.

TELL US ABOUT ONE OF YOUR FAVORITE, RECENT CAMPAIGNS.

We partnered with our longstanding client, Rockwell Automation, to create a thought leadership campaign centered around *The Connected Enterprise*. This initiative educates manufacturers on the why and how of connecting their factory floors with Internet of Things (IoT) technology to increase operational efficiencies and productivity.

Our campaign strategy capitalized on existing customer-facing events, amplified through earned, social and paid media, to

get customers and prospects on board with this new way of thinking. Educational content paired with a year-long advertising campaign, including a branded microsite with *IndustryWeek*, increased the eyes on important Connected Enterprise webpages. A pay-per-click campaign used key content pieces as fulfillment, driving to optimized landing pages.

As a result, awareness of how to build a connected enterprise increased exponentially, as website content downloads increased by 93 percent over the previous year. We achieved four cover stories and more than 70 other stories in key news media. In addition, Rockwell's 15 posts related to *The Connected Enterprise* on LinkedIn had 4,000 clicks and 937 interactions.

HOW HAS YOUR AGENCY EVOLVED OVER THE PAST FEW YEARS?

As we've seen a convergence in paid, earned, shared and owned marketing, we've evolved our organization to build expertise in all of these areas. For instance, we expanded our research and insights capabilities through our SMS Research Advisors division. We also acquired Joe Smith, our brand consultancy that helps organizations of all kinds develop strategies for their brand, design visual and verbal identities, and create experiences that bring their brand to life for customers and employees. Padilla also expanded its expertise in the food category with the acquisition of FoodMinds, an award-winning food and nutrition communications and consulting company. This past year, we added to our digital strategy and development capabilities by acquiring INM United, which has produced hundreds of digital applications for clients, including Fortune 500 companies, startups, universities and nonprofit organizations.

The world is changing, and how people consume, consider and react to information is changing along with it. We will continue to stay on top of it, so we can help our clients achieve their communication and business goals.

