



**CampWest**<sup>™</sup>

# YOUR SUCCESS IS OUR PASSION.

Discover who we are, what we do and how we can drive  
your online presence

**WE ARE A DIGITAL AGENCY  
FOCUSED ON RESULTS.  
WE SPECIALIZE IN USER  
EXPERIENCE AND DESIGN  
THROUGH VARIOUS  
FORMS OF MEDIA AND  
MARKETING CHANNELS.**

# OUR APPROACH

We listen, then solve. We listen to our clients to understand their needs and goals. Then, we come up with the best solution.

Simply put, we create. We've enlisted talent from around the world to build one of the most unique agencies. Our unique perspective gives us the ability to create completely fresh work. In the end we're people, and we work with other people. Specifically, you.

## OBJECTIVE



## IDEAS

Ideas present ways to accomplish your objective. They are generated from insights in your analytics, user surveys, current trends and more.



## PROJECTS

Ideas are developed into projects in a orchestrated chaos of brainstorm sessions with live whiteboarding, sketching & wireframing.



## DESIGN AND BUILD

There is no shortcut to good design. However, it's rare to get it right the first time, so it's best to design and build in lean and iterative cycles as opposed to a rigid and linear waterfall process.



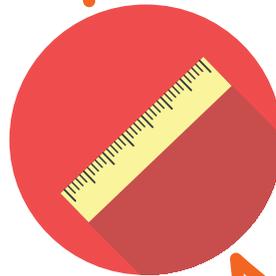
## LEARN

Learn from your users so that you can iterate your ideas and accomplish your objectives.



## MEASURE

Design without metrics is art, not business. In order to accomplish your objective, you must measure the result of each project and generate new ideas.



# WHO WE WORK FOR

We don't work for anyone. Not exactly anyways. We work with you to identify what your brand needs and wants. **We work together to achieve goals.**

We work as a lean and agile team. **Our agile process all begins with a purpose.** The purpose is at the core of every project we work on. We work as a tight-knit group even though we are rarely in the same room as one another. You'd be surprised how much can be accomplished when unnecessary meetings are taken out of the equation.

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**EXEMPLAR DESIGN**  
NOVEL CONCEPTS AND INNOVATIVE IDEAS

*krave*

 **ZerLin**  
Made  
with respect

Pirouline

 **THROWDOWN**

# CULTURE

Camp West is defined by our culture that is shaped by our wordly team. While we're rarely in the same room, or timezone for that matter, it doesn't mean we aren't as tight-knit of a group as you'd find anywhere else. **We're united by creativity and the passion to deliver successful work.**



**WHAT  
WE DO.**

**FOR YOU.**

**OUR FOCUS IS  
EXPANDING  
YOUR POTENTIAL  
THROUGH VARIOUS  
DIGITAL METHODS SO  
YOU CAN FOCUS ON  
WHAT YOU DO BEST.**

# DESIGN SERVICES

Don't neglect traditional marketing. If you are planning on doing any print advertising or promotional giveaways making sure that your logo and brand remains consistent with your online presence is necessary.

- › Retail Displays
- › Window Clings
- › Cooler Clings
- › Packaging Design
- › Re-Branding
  - Logo Design
  - Typeface Selection
  - Color Swatch Refinement
- › Sell Sheets
- › Coupon Designs
- › Print Advertisements

# VIDEOGRAPHY

Video is a great element to add for a UX/UI experience. If you need help filming for your online or offline presence we offer videography services.

- › Music Composition

# PHOTOGRAPHY

Photos are an important element for a solid online presence. Especially if your service is visually based. If you need help with photos for Pinterest or any other angle of your site our professionals would love to help.

- › Product Shots
- › Recipe Photography
- › Lifestyle Shots

# ANIMATION

The craft of animation allows you to take your videos to a level of infinite imagination and creativity. CampWest Agency offers animation services which are perfect for video openings, or commercials. Animations are a great way to generate a viral effect on your marketing efforts.

- › Video opening
- › Commercials

# ADVERTISING / MEDIA

Traditional media is not dead! If you are considering coupling several types of advertising together for a well-rounded campaign let us help strategize and work with you to find the most effective campaign options.

- › Concepting Full Marketing / Advertising Campaigns
- › Media Buy / Websites & Video Distribution

# ILLUSTRATOR

Rather than using a cookie cutter template that doesn't fully capture the brand of your company, you can utilize one of our staff creative's to help illustrate the perfect artwork for your campaign.

- › Custom art for campaigns

# WRITING

Many times as a business owner you don't realize the amount of content that needs to be written: blogs, social media posts, print publications the list goes on. Like most business owners if you don't have the time to do the writing yourself reach out to our team of professionals for help.

- › Copywriting
- › Article Writing

# E-COMMERCE MANAGEMENT

Utilizing several a/b testing tactics and a bit of wizardry CampWest has a proven streak of increasing ROI for small businesses.

- › Product / Inventory Management
- › Paid Ads
  - Google AdWords
    - Text Ads
    - Display Ads
    - Product Listing Ads
  - Yahoo Ads
  - Bing Ads
  - Facebook Ads
- › Email Marketing Campaigns
- › Social Media / Publishing Integration
- › Analytics / Kiss Metrics / Crazy Egg Analysis
- › Reporting Dashboard
- › Sale Campaign Creation

# SEO

Search Engine Optimization - who doesn't want to rank highly across a variety of search indexes. SEO is certainly one of the most important factors of a digital campaign to gain your business credibility. Let us keep up with Google's algorithm changes and HTML code updates to keep your business ranking highly.

- › Website Optimization
- › Product Optimization
- › Article / Content Optimization

# APP DEVELOPMENT

- › iOS
- › Android
- › Windows Phone

# WE WANT TO WORK WITH YOU.

We surround ourselves with  
passionate brands who strive for  
results day in and day out.

We believe you're it.