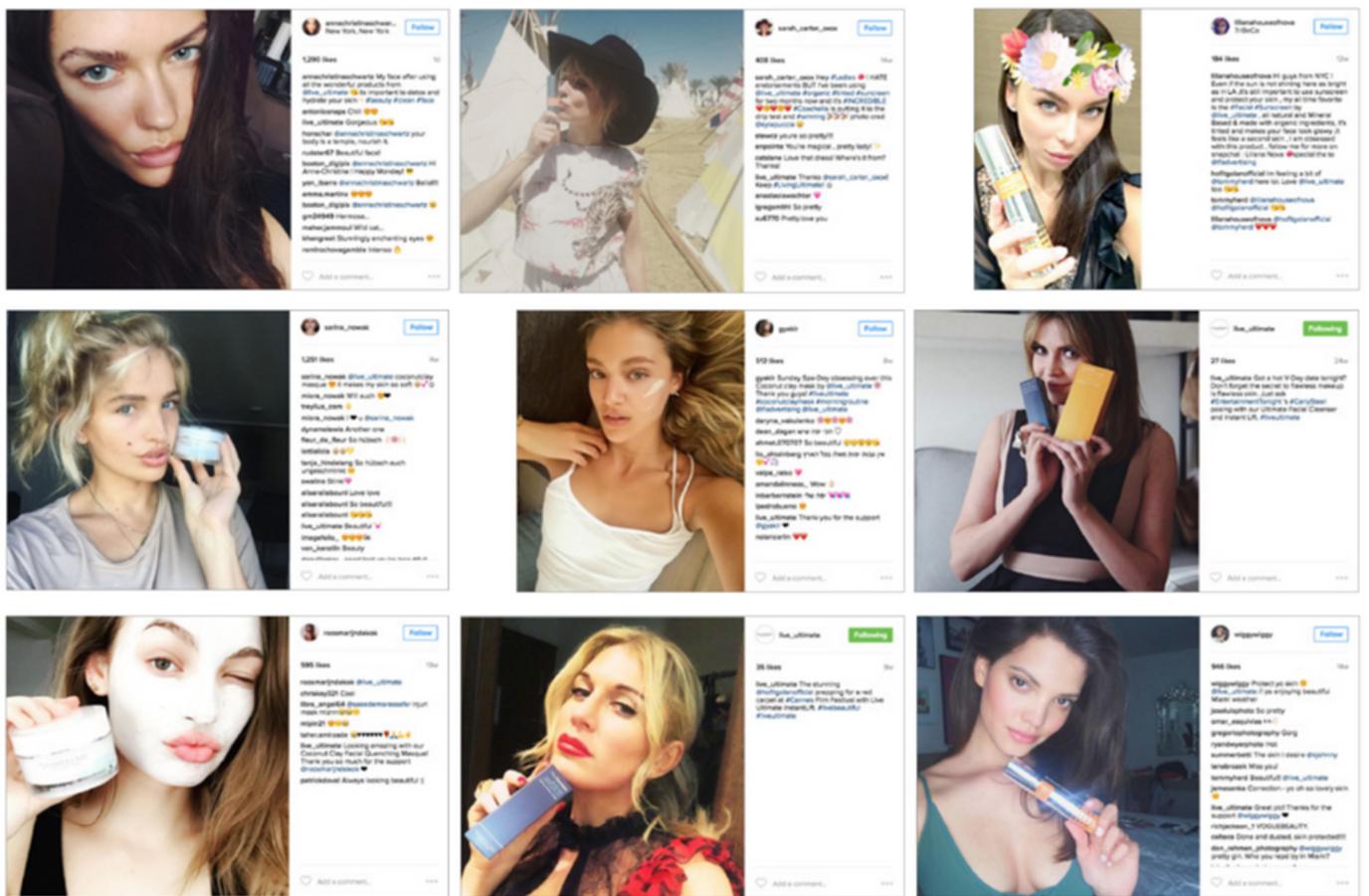


client case studies

Selected Case Studies in Lifestyle/Wellness & Nonprofit Work

Working as a fractional hire for our clients, we sign nondisclosure agreements for all brands we work with. As such, we do not disclose specific metrics, financial details, or other confidential client information.

All of our samples provide a broad overview of our capabilities and should not be construed as a guarantee of performance.



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client case study

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24.324764 | 80.157120
EST. 2015

Live Ultimate Whole Skincare & Superfoods

Live Ultimate was a post-launch, luxury skincare and wellness client seeking to drive increased brand awareness, drive path to market through retail placements and strategic resort partnerships,

CHALLENGES

Launch Lag

Lack of centralized launch and growth strategy to drive traction, sales, and retail placements for the brand.

Lack of Outreach Strategy

Post-launch, brand lacked a detailed outreach strategy for media, influencers, and awards submissions

Credibility

Awards submissions, certifications, and other credibility-building strategies needed to be established and executed

Path to Market

Previous attempts to enter retail marketplace led to losses and unexpected expenses; needed targeted, brand-aligned path to market

TRANSFORMATION STRATEGY

- Digital Transformation
- Influencer Campaigns
- Grassroots Marketing
- Path to Market
- Awards/Certification Strategies

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RESULT

Revenue Growth

Live Ultimate achieved a 47% increase in annual revenue, driven by its more efficient and customer-focused operations.

Brand Recognition

Awards submissions, brand certifications, key placements, celebrity seeding, influencer campaigns and grassroots marketing drove brand mindshare

VC Fundraising Round

Successful pitching and securing of several angel investments for expansion and marketing needs for Live Ultimate.

Product Line Expansion

Move into superfoods included sourcing custom white label formulations and negotiations, beauty from the inside and out brand shift.

CONCLUSION

Saltwater Interactive was able to help Live Ultimate develop a strong, cohesive strategy to expand into the market, drive brand awareness, increase sales, and successfully expand their product line to achieve a unique position in the marketplace.

client case study

Amavara Sunscreen

Client brand development and product launch for a reef safe, EWG-rated sunscreen safe for babies as young as six weeks. Drove all aspects of marketing plan development, package design, brand kit and launch press release, execution on strategic influencer partnership with professional surfer and mom Bethany Hamilton,

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EST. 2015



CHALLENGES

Pre-Launch Strategy

Seeking strategy for product launch, including marketing spend, burn rate, marketing initiatives, and submissions.

Packaging Design

Focus groups needed to be conducted, as well as archetype development refined, to design effective, attractive packaging.

Launch Strategy

Product launch strategy, including traditional media relations, award and certification submissions, paid and earned social needed to be planned and executed. Editorial and social media content calendar needed to be planned on a monthly basis, and negotiations with key influencers and partner spokesperson needed to be completed

TRANSFORMATION STRATEGY

- Brand Strategy
 - Packaging Design
 - Launch Execution
 - Paid & Earned Media
 - Influencer Relations
 - Key Influencer Partnerships
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RESULT

Product/Package Design

Eco-friendly packaging that was cost-efficient and brand-aligned allowed the brand to launch for the correct audience

Brand/Launch Strategy

Launch partnerships included key influencers such as professional surfer and new mom, Bethany Hamilton

National Media Coverage/Certifications

National earned media, product safety and environmental certifications and awards, and social media/influencer marketing

Paid Media Oversight

Drove paid media strategy, including SEM, SMM, and PPC campaigns to effectively target consumers with low CPAs and high customer retention

CONCLUSION

Pre-launch brands face unique challenges, often working without baseline metrics to compare their success. Fractional hires by experts in their space allow for strategic guidance and hands-on execution with sales goals and ROI being top of mind for cash-flow sensitive startup brands.

client

case study

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EST. 2015

MMPS x St. Lucie County x CCA: Sinking of the Voici Bernadette

Sponsorship, fundraising, and event-planning combined with media relations tasks to deliver results for MMPS Environmental, St. Lucie County and Coastal Conservation Association around the sinking of the modern pirate vessel, The Voici Bernadette, as an artificial reef off of St. Lucie County, FL.

CHALLENGES

Limited Resources

MMPS Environmental had limited resources to execute on their project, with aggressive fundraising and media goals

Operational Inefficiencies

Volunteer and outsourced teams had limited time availability and partial skillsets required to complete the required work

Aggressive Fundraising Goals

The organization had a large fundraising goal without the established corporate relationships to drive larger sponsorships

Event Needs

Unique event needs required facilitation of follow boats with live stream and post-deployment party at a secondation location

TRANSFORMATION STRATEGY

- Social Media Marketing
 - Strategic Sponsor Outreach and Activations
 - Local Fundraising Events & Nonprofit Consulting
 - Media Outreach
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RESULT

Strategic Nonprofit Guide

Overall nonprofit planning to advise on fundraising goals and language, refined mission statement, and use of funds

Fundraising Goal Achieved

The organizations were able to achieve their fundraising goals and clean, strip, and deploy the 200 foot vessel off St. Lucie County

National Media Coverage

National media placements included Fox News and Weather Channel, as well as trade and niche publications

Post-Deployment Fundraising

Post-deployment fundraising allowed the organizations to begin work on securing the next vessel in the county's artificial reef trail.

CONCLUSION

New nonprofits benefit from strategic guidance around defining mission statement, refining scope, and understanding clearly how funds can be raised and for what purpose they can be distributed. Limited resources for smaller orgs made fractional hires an easy solution for driving high-impact results without the expense of a full time marketing hire.

client case study

Serena Williams Live Ultimate Run Benefitting The Serena Williams Fund

Event planning and logistics, city permits, sponsorship sales and event marketing/media outreach combined in this large-scale nonprofit run to raise money and awareness for The Serena Williams Fund. National media placements (1 billion+ media impressions), 6000 registered runners, and top line sponsors including Nike, Coca-Cola Beats, and others drive the success of this campaign.

CHALLENGES

Limited Planning Window

Event planning window was limited to four months, from concept to execution, and included numerous rounds of approvals for each step of the process. Working with several large teams spread out throughout the country, we were able to execute on a strategy, secure a full roster of sponsors that did not conflict with Serena's existing contracts, and drive global media awareness.

Logistical Hurdles

Event involved closing down a popular stretch of Ocean Drive in South Beach, which involved securing permits, bringing in professional course designers, and seeking local government approval for all aspects of course design, event requirements, and city requirements for safety, security, and logistics.

TRANSFORMATION STRATEGY

- Event Strategy
- Social Media Marketing
- Earned Media/Paid Media
- Content Creation/Sponsor Deck and Event Site
- Sponsorship Sales
- Media Outreach
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RESULT

1 Billion+ Media Impressions

Coverage included The Today Show (with host Al Roker joining the race), Rolling Stone, New York Times, and hundreds of other placements

Fundraising Goals Achieved

Undisclosed fundraising goals were exceeded for the event, between ticket sales and sponsor dollars.

Brand Awareness

Earned and paid media brought awareness to the important causes supported by The Serena Williams Fund.

CONCLUSION

Working with celebrity-driven nonprofit organizations for events, fundraisers, or partnerships can come with a unique set of challenges - including multiple rounds of approvals by multiple PR teams, each driven to represent their client and protect her brand to the best of their ability. Any large-scale event comes with specific local government cooperation requirements, and missing pieces can cause logistical or legal issues on the event day. Hiring a consultant with experience can help you navigate these channels efficiently.

client case study

Shine A Little Love

Music Video PSA ft.

Singer/Songwriter Brian Collins

During the COVID lockdown of 2020, Saltwater Interactive worked with singer/songwriter Brian Collins and more than 80 other musicians, actors, comedians, and a team of first responders and front line heroes to share hope with the music video PSA, "Shine A Little Love."

SHINE A
LITTLE
LOVE
2020

"WE ARE ALL IN THIS TOGETHER"

CHALLENGES

Difficult Coordination

Musicians were scattered around the globe with different levels of connectivity. All had to learn the song, perform it, and contribute their videos within a tight (2 week) window.

Unique Outreach Challenges

Spreading the word about the music video PSA was also a unique challenge, with many stations and newsrooms adopting remote work environments and studio/newsroom numbers no longer being effective outreach tools. Our team implemented a combination of social media outreach, personal contact research, and personal contact network to effectively share the word about this new single, alongside paid and grassroots social media marketing campaigns coordinated with performers and our heroes.

STRATEGY

- Remote coordination
- Cutting edge recording tools
- Virtual conference calendar
- Media Outreach
- Paid digital ad strategy
- Organic social strategy
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RESULT

SHINE A LITTLE LOVE 2020

Successful completion of the video with a two week turnaround including all musicians and front line heroes.

Media Outreach

Local, regional, and national media outreach results that drove more than 750,000 views across our social channels in 48 hours.

Radio Airplay

Revival of the 2016 single via re-release to country music stations around the country. Release of 2020 version for station sites.

Speaking Engagements

Secured panel for singer/songwriter Brian Collins at industry music con conference alongside several of his video collaborators to discuss their experiences recording remotely.

CONCLUSION

Extreme situations call for extreme creativity. During the COVID pandemic, our team was able to effectively coordinate and execute on a large-scale music video project in a tight time window, while securing media coverage, air time, and brand recognition among industry experts for our client, Brian Collins.