



## WHO WE ARE

Owen Mack and Jesse Buckley started making videos together in 2002: unauthorized documentary "ads" for Schlitz beer and PUMA which received national attention. They now head coBRANDiT, a social media marketing agency and consultancy which specializes in web video for online communities and opt-in environments. The coBRANDiT story includes brand hi-jacking, market research, viral video, and the launching of the world's first open-source ad agency.

Our work is predicated on the belief that 1) Consumers are interested in seeing their peers interact with brands and products in real life environments and situations, 2) Consumers are interested in behind-the-scenes information relating to brands and activities they care about, and 3) Consumers want to participate in the creation and marketing of great products and brands.

coBRANDiT has been featured in various publications including Inc. magazine and Dentsu-ho (the Japanese AdAge), and is a frequent presenter at conferences including WOMMA's Summit 2 and WOMBAT 3, the New Communications Forum and PodCamp Boston, and at BlogOn 2005 was recognized as a Social Media Innovator.

Recent coBRANDiT projects include video production and consulting work for Communispace, Flying Dog Brewery, WOMMA, Treehugger, fashion.psfk, ihaveanidea, and PUMA Running.

## WHAT WE DO, HOW WE CHARGE

We develop and implement marketing programs that utilize social media video as a tool to open channels of communication between consumers and brands. In practice, this means working with clients and their existing partners to bring brand stories to life and make appropriate use of the insight and content that arises. This process touches on word-of-mouth marketing, brand communities, qualitative research, and advertising. Our role then is twofold:

Consulting/Project Management: What stories to tell, and who should tell them. How to reach out to consumers and involve them in the process of brand marketing and development, and how to get brands to "open up" to this process. How to leverage this process for maximum value using both social media technologies and traditional methods, and why video is a key component. Design and management of vlogs, feeds, social media channels, etc.

**Monthly retainer depending on length and scope of project. Short-term day rate also available.**

Video Production & Distribution: We shoot, edit, package, and distribute videos designed to authentically and credibly display brands and the place they occupy in the real world.

**On location day rate depending on complexity, hourly fees for editing, etc.**

**For questions/sales please contact:**

Owen Mack  
Strategy & Development

617.823.9286 direct  
[owen@cobrandit.com](mailto:owen@cobrandit.com)