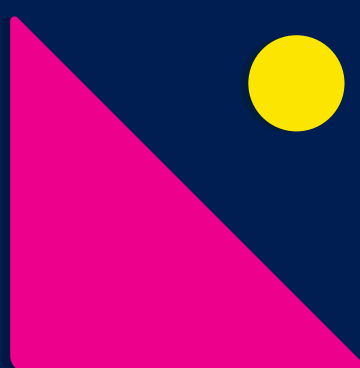


CVR

A D V E R T I S I N G



ADVERTISING THAT INSPIRES ACTION

CVR is a full-service, integrated advertising agency that delivers strategically grounded work across five in-house departments: Strategy, Creative, Video, Media, and PR/Social. We support end-to-end execution for our clients, spanning B2B and B2C industries at every level. Our independent agency model is strengthened by our membership in [AMIN Worldwide](#), extending our reach around the globe. We turn insights and motivations into creative storytelling that moves audiences to engage and act.



ALL IN YOUR BUSINESS

A state of mind. A rallying cry.
A promise to you. We learn everything
we can about your challenges,
customers, and industry to drive
demand and sales. We go all in because
we believe strategy should be creative,
and creativity should be strategic.



115

years in operation



60

independent, global
partners through AMIN



35

employees



5

integrated departments,
including in-house video

EXPERIENCE THAT DRIVES CONNECTIONS

With more than a century to our name and a team with diverse experiences both within and outside the marketing industry, CVR is more than the sum of our parts. Together, we create insightful solutions for clients, then execute and scale those solutions to connect with your audience.

As storytellers, we believe authenticity resonates, which is why it's so important that we learn your story before we tell it. We know that conveying that message in the right way, in the right place, is essential.

**ALL IN
YOUR
HEALTH**

Central Indiana Orthopedics

INCREASING PATIENTS YEAR OVER YEAR ON A SET BUDGET

Nobody looks for a surgeon until something hurts. When Central Indiana Orthopedics (CIO) had multiple competitors open locations near their flagship sites, they started feeling the pain. With a hardline budget and internal marketing department of one, CIO came to CVR to help defend and grow market share against better-funded rivals.

We started with a competitive analysis to identify CIO's strengths in the market and to learn why individuals choose a practice. Our research uncovered key differentiation claims that became proof points to support the real reason people choose one practice over another: who can get them back to doing what they love?

Backed by these insights and centered around CIO's distinct advantages, we developed a conversion-led media strategy engineered to maximize their budget. By running Meta ads and paid search in tandem, we built awareness and extended the campaign through display, native, and YouTube, all anchored by a :30 TV spot that ran locally.

CVR went all in by understanding CIO's marketing objectives and becoming an extension of their internal marketing team, working side-by-side with them to develop strategic planning for the future while meeting their immediate needs.



**OVER TWO YEARS
WITH NO INCREASE IN
BUDGET, WE WERE
ABLE TO DELIVER:**

17,000
conversions
up 12% YoY

40% increase
in web
sessions

33% were
new
users

70%
new traffic direct
from paid media

**ALL IN
YOUR
LEADS**

International Comfort Products **BUILDING AN ASSET LIBRARY FOR A HOUSE OF BRANDS**

International Comfort Products (ICP), a division of Carrier Corporation, needed to update its co-op advertising materials for dealers and distributors. With seven different sub-brands under the ICP umbrella, CVR needed to create videos and photography that could be used for each brand, allowing dealers to customize local marketing year-round.

Drawing on extensive two-step distribution experience, we spoke to HVAC dealers and customers, learning the best way to showcase products for both audiences. Based on those insights, we then developed an asset production plan that made it possible to capture both video and photography of all ICP products while swapping out unit branding to meet the needs of each sub-brand. In post-production, we created 3D renderings of the units so they could be placed in front of a variety of homes across the country.

CVR went all in for ICP by collaborating with the client and creating efficiencies that helped them cover each brand identity with a deep understanding of the two-step distribution process.



**WE CREATED THE
ASSET LIBRARY
THAT ICP AND THEIR
CUSTOMERS NEEDED:**

1

ICP brand
overview
video

7

sub-brand
:30 TV
spots

43

sub-brand
video
variations

57

3D
product
renders

**ALL IN
YOUR
SERVICE**

Goelzer Investment Management **HIGHLY CURATED TARGETING FOR NICHE AUDIENCES**

Equipped with a well-structured brand identity, Goelzer Investment Management, an investment and financial advising firm for ultra-high-net-worth individuals and regional institutions, needed help reaching their specialized audiences. To hone their strategy and build awareness, Goelzer turned to CVR.

We began by performing an audit of Goelzer's existing external communications and media channels, including a competitive analysis and discovery interviews with key stakeholders. These insights informed a targeting and creative strategy focused on who makes up these audience segments, why someone would consider changing financial advisors, when they are most likely to make a move, and what they expect from that relationship.

Building on the Goelzer branding, we developed video, digital, premium mailers, and print materials that were hyper-targeted through geo-fencing and supported by premium media placements, selecting high-end national and local outlets. By pulling the brand look and tone through advisor sales and presentation materials, we reinforced consistency and brand trust. We enhanced awareness at potential client touchpoints through event sponsorships and in-person activations.

CVR went all in for Goelzer by unlocking insights that moved the needle.



GOELZER
INVESTMENT MANAGEMENT

**WE UNLOCKED INSIGHTS,
INCREASED AWARENESS,
AND DELIVERED:**

4.5+
million impressions

8,500+
unique campaign site visits

2.85%
CTR across digital tactics

45%
increase in site traffic



**ALL IN
THEIR
BUSINESS.**

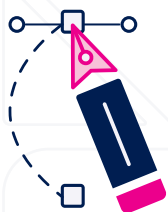


CAPABILITIES



MEDIA

Integrated Campaign Planning,
Media Buying & Execution,
Performance Analytics
& Attribution Reporting



CREATIVE

Advertising Campaigns, Print, Digital
& Social Content, 3D Rendering,
Web/UX Design, Photography



VIDEO

Commercial Production, Testimonial
Development, Animation & Motion
Graphics, Studio Services



STRATEGY

Brand Strategy, Positioning
& Brand Identity, Research,
Audience Segmentation
& Journey Mapping



PR/SOCIAL

Media Relations & Monitoring,
Crisis Communications, Thought
Leadership, Channel Strategy,
Content Creation, Social Listening,
Influencer Partnerships

GET ALL IN OUR BUSINESS



CVRINDY.COM

C V R
A D V E R T I S I N G