BOL.AGENCY

Content and Creative That Zigs When Your Competition Zags

Be perfectly honest

Do you like B2B creative as much as you like B2C creative? Chances are, the answer is no. Memorable, provocative, share-worthy B2B campaigns are few and far between. Why? They usually treat businesspeople like corporations instead of connecting on a personal level.

BOL's creative process starts with a deep understanding of our target audiences. We focus on their challenges and make them the hero of the story instead of the products we're selling. The result is work that strikes an emotional chord and accelerates performance.

The creative team at BOL is made up of copywriters, art directors, designers, animators and editors who know how to craft work that stands apart. Yes, we're a small agency. But our team has decades of big agency experience and has worked on some of the most admired B2B campaigns — including work for IBM, American Express, PayPal, and UPS.

Key questions to ask yourself about content and creative

- Do your branding and tone of voice break through the “sea of sameness” often seen in B2B?
- Are you reaching your target audience with unique, high-quality, relevant creative that drives action?
- Are your content and creative campaigns data-driven and backed by strategy?
- Are you A/B testing your content and creative? Are you measuring your results?

How is BOL content and creative different?

The competitive marketplace is changing, and our team of top-tier creatives understands how to differentiate your business and make an impact. Our content and creative is backed by extensive research into your target audience and a comprehensive, full-funnel strategy to reach customers where they are.

At BOL, all we do is B2B, but we do it all. Need branding, art direction, or strategy? Our art directors have decades of experience working with enterprise B2B companies. Want to make a splash with your ad creative, deliver a memorable webinar, or concept a video? We’re your team. Long-form content and landing pages? Yes and yes.

We believe B2B doesn’t have to mean boring. From the first touchpoint to the sales call, our targeted, impactful creative takes your ideal customers on a journey that resonates deeply – and gets results.

BOLD creative services

- Art Direction
- Branding
- Ads
- Copywriting
- Design
- Direct Mail
- Email
- Events
- Full-Funnel Campaigns
- Long-Form Content
- Out-of-Home
- Podcasts
- SEO
- Video
- Webinars
- Content Strategy
- Content Gap Analysis
- Competitive Analysis
- Go-to-Market Plans
- Persona Development

Learn more and see our work

Aren't content and creative being replaced by AI?

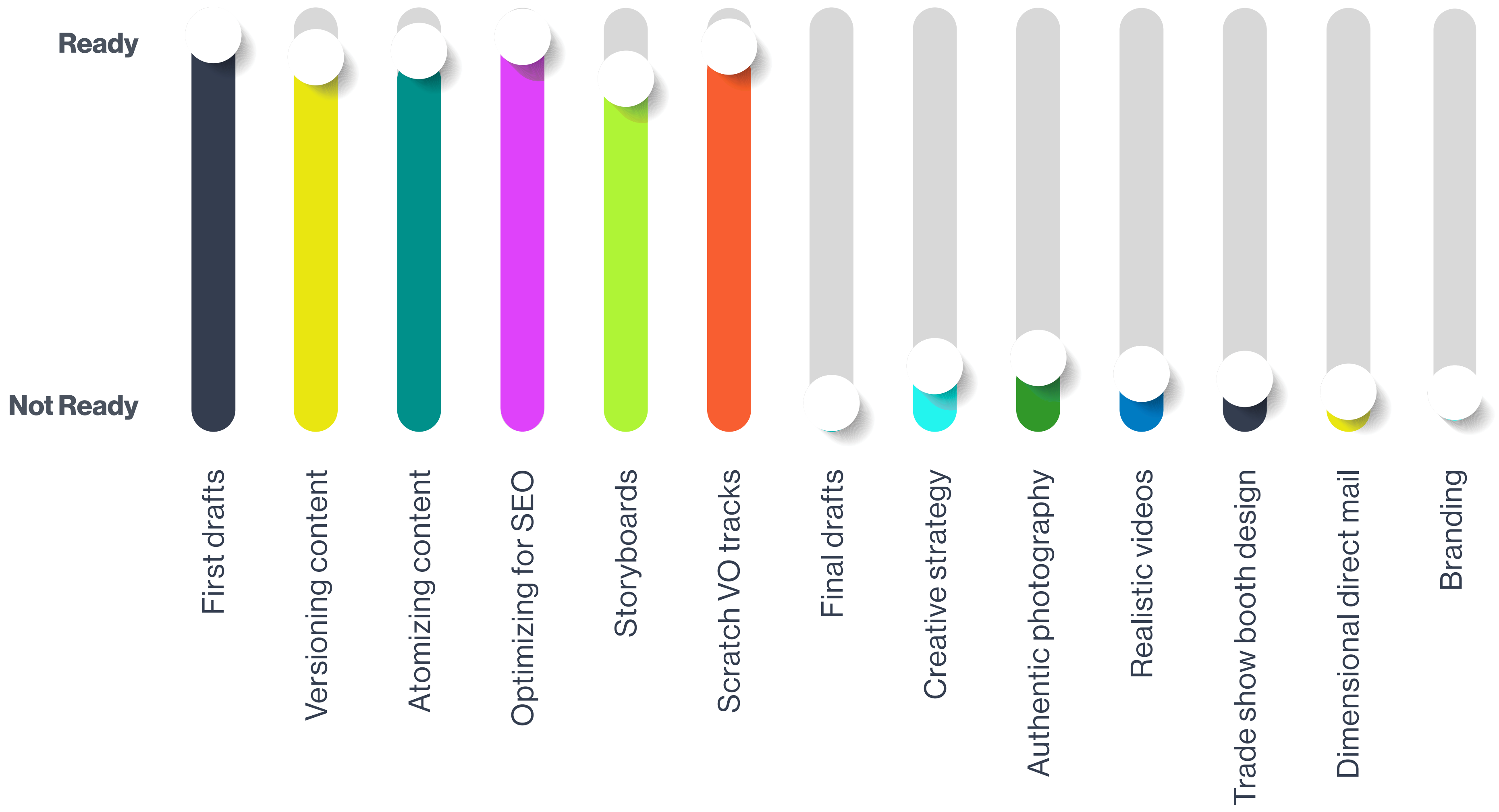
Not quite. Artificial intelligence (AI) has a role to play, but it isn't a golden ticket. It's still prone to mistakes: AI is notorious for botsplaining, confidently giving incorrect answers. Chatbots swear at customers and trash talk their own brands. And don't get us started on the hands with six fingers.

Plus, it's spammy. Think of it this way: Your audience is likely seeing hundreds of ads per day. Google processes 6.3 million searches per minute. The digital realm is overflowing with generic content and creative – and AI produces more of the same. That's why Google keeps refining its algorithms to weed out AI-generated content. And it'll only get better at detecting and removing spam.

Ultimately, B2B is still human-to-human. Expertly curated content and creative is the only way to build authority, stand out, and connect with customers in our increasingly cluttered world.

AI Readiness Meter

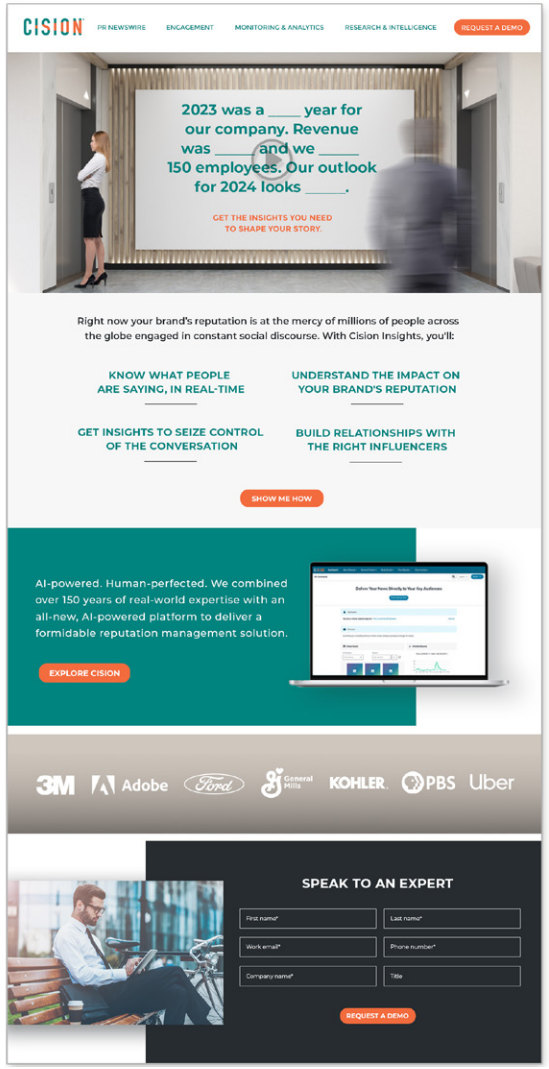
We’re not completely against our robot overlords. We see a future where AI drives efficiencies by helping with researching, concepting, outlining, and optimizing. In other ways, it’s just not ready yet.



Creative Examples

See where inspiration meets acceleration

LANDING PAGE



CISION PR NEWSWIRE ENGAGEMENT MONITORING & ANALYTICS RESEARCH & INTELLIGENCE REQUEST A DEMO

2023 was a ____ year for our company. Revenue was _____ and we _____ 150 employees. Our outlook for 2024 looks _____.

GET THE INSIGHTS YOU NEED TO SHAPE YOUR STORY.

Right now your brand's reputation is at the mercy of millions of people across the globe engaged in constant social discourse. With Cision Insights, you'll:

KNOW WHAT PEOPLE ARE SAYING, IN REAL-TIME

UNDERSTAND THE IMPACT ON YOUR BRAND'S REPUTATION

GET INSIGHTS TO SEIZE CONTROL OF THE CONVERSATION

BUILD RELATIONSHIPS WITH THE RIGHT INFLUENCERS

SHOW ME HOW

AI-powered. Human-perfected. We combined over 150 years of real-world expertise with an all-new, AI-powered platform to deliver a formidable reputation management solution.

EXPLORE CISION

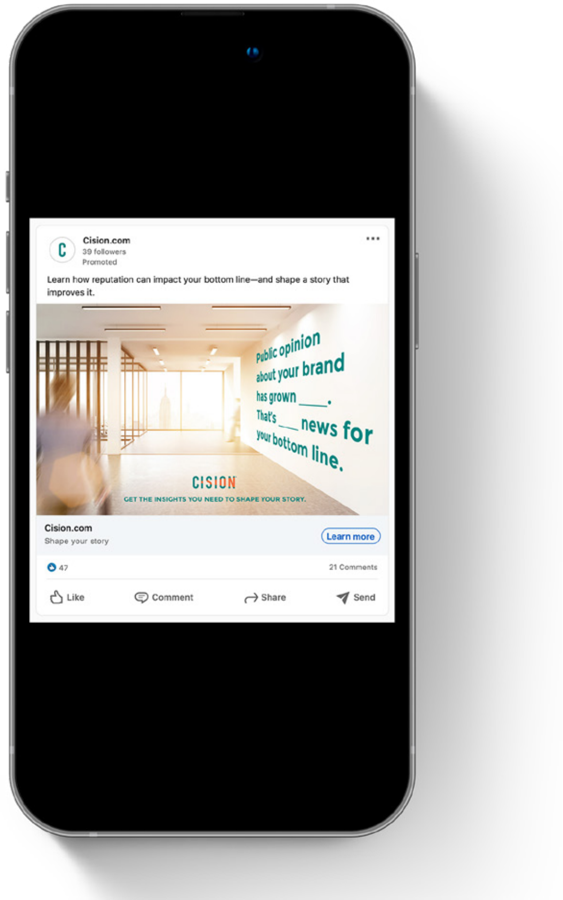
3M Adobe Ford General Mills KOHLER PBS Uber

SPEAK TO AN EXPERT

First name*	Last name*
Work email*	Phone number*
Company name*	Title

REQUEST A DEMO

SOCIAL AD



Cision.com
39 followers
Promoted

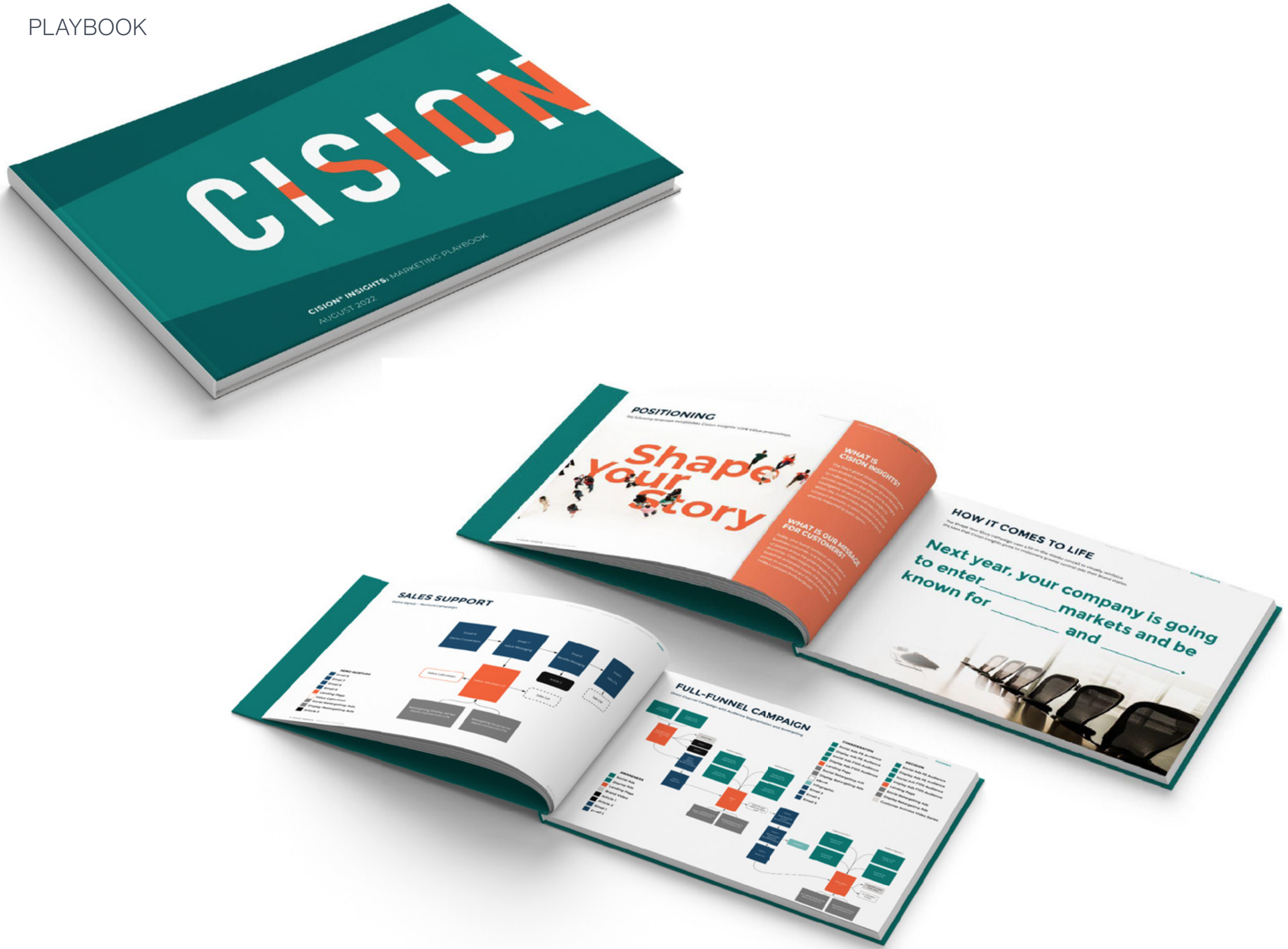
Learn how reputation can impact your bottom line—and shape a story that improves it.

Public opinion about your brand has grown ____. That's ___ news for your bottom line.
CISION
GET THE INSIGHTS YOU NEED TO SHAPE YOUR STORY.

Cision.com
Shape your story

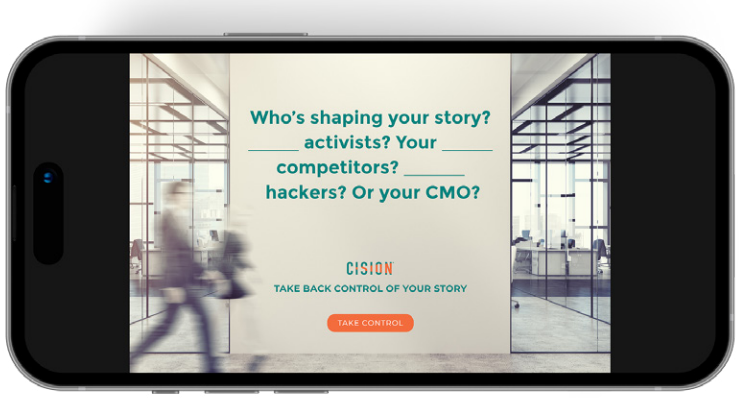
Learn more
47
21 Comments
Like
Comment
Share
Send

PLAYBOOK



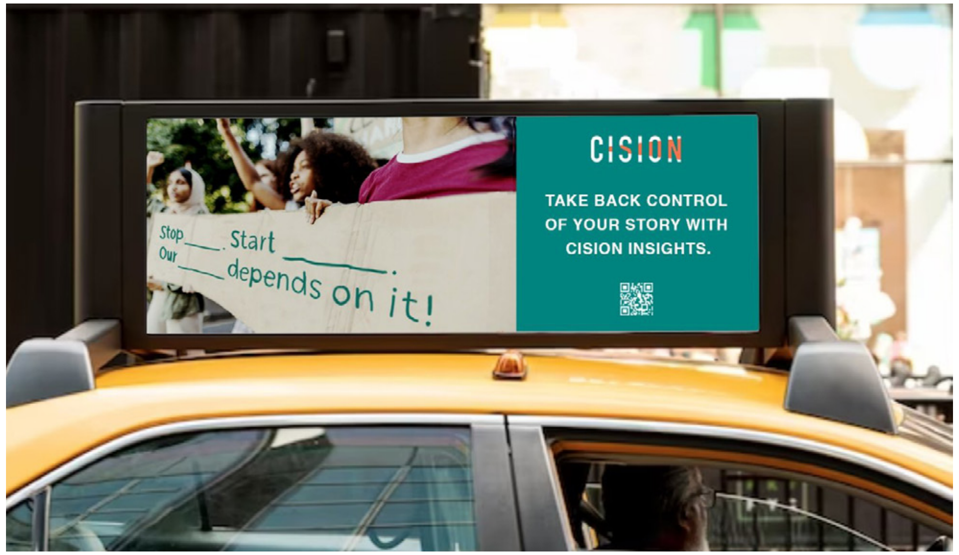
CISION
CISION® INSIGHTS: MARKETING PLAYBOOK
AUGUST 2022
POSITIONING
Shape your story
HOW IT COMES TO LIFE
Next year, your company is going to enter ____ markets and be known for ____ and ____.
SALES SUPPORT
FULL-FUNNEL CAMPAIGN

DISPLAY AD



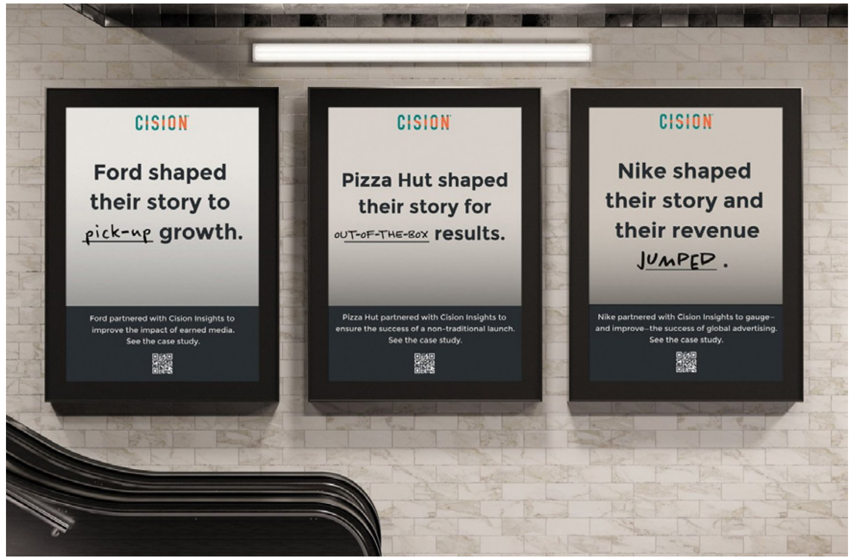
Who's shaping your story? ____ activists? Your ____ competitors? ____ hackers? Or your CMO?
CISION
TAKE BACK CONTROL OF YOUR STORY
TAKE CONTROL

OUT-OF-HOME



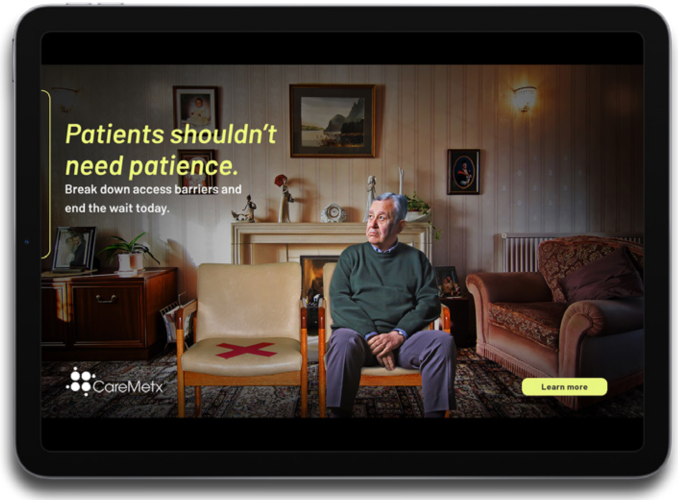
Stop ____. Start ____. Our ____ depends on it!
CISION
TAKE BACK CONTROL OF YOUR STORY WITH CISION INSIGHTS.

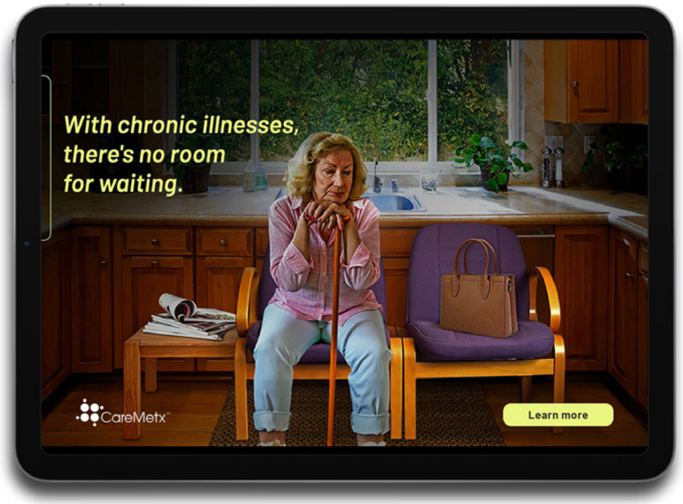
OUT-OF-HOME

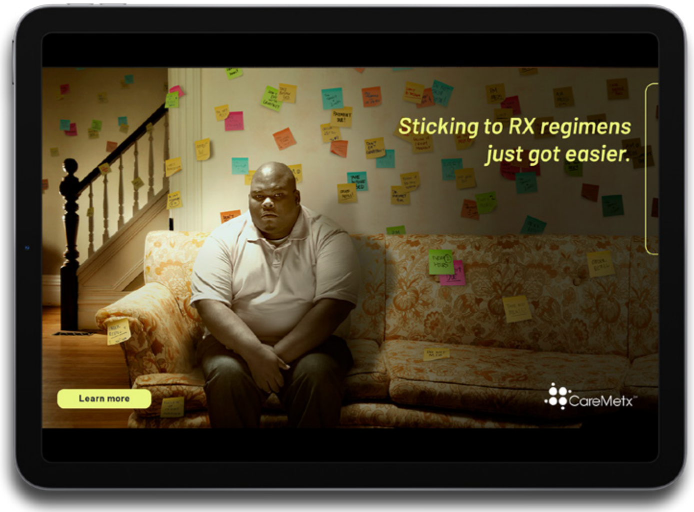


CISION
Ford shaped their story to pick-up growth.
Ford partnered with Cision Insights to improve the impact of earned media. See the case study.
CISION
Pizza Hut shaped their story for OUT-OF-THE-BOX results.
Pizza Hut partnered with Cision Insights to ensure the success of a non-traditional launch. See the case study.
CISION
Nike shaped their story and their revenue JUMPED.
Nike partnered with Cision Insights to gauge–and improve–the success of global advertising. See the case study.

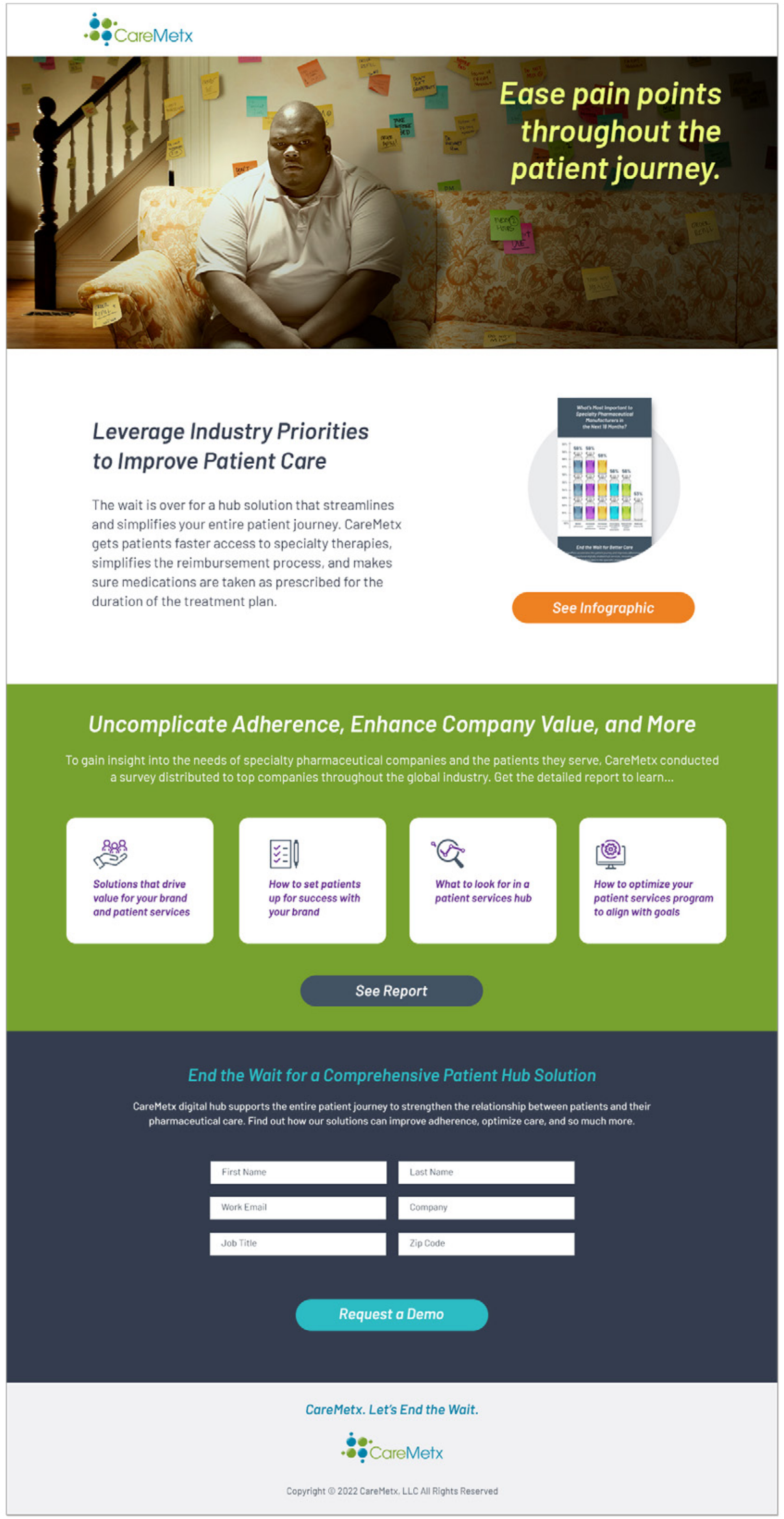
DISPLAY ADS


Patients shouldn't need patience.
Break down access barriers and end the wait today.
CareMetx
Learn more


With chronic illnesses, there's no room for waiting.
CareMetx
Learn more


Sticking to RX regimens just got easier.
Learn more
CareMetx

LANDING PAGE



Ease pain points throughout the patient journey.

Leverage Industry Priorities to Improve Patient Care

The wait is over for a hub solution that streamlines and simplifies your entire patient journey. CareMetx gets patients faster access to specialty therapies, simplifies the reimbursement process, and makes sure medications are taken as prescribed for the duration of the treatment plan.

Uncomplicate Adherence, Enhance Company Value, and More

To gain insight into the needs of specialty pharmaceutical companies and the patients they serve, CareMetx conducted a survey distributed to top companies throughout the global industry. Get the detailed report to learn...

- *Solutions that drive value for your brand and patient services*
- *How to set patients up for success with your brand*
- *What to look for in a patient services hub*
- *How to optimize your patient services program to align with goals*

See Report

End the Wait for a Comprehensive Patient Hub Solution

CareMetx digital hub supports the entire patient journey to strengthen the relationship between patients and their pharmaceutical care. Find out how our solutions can improve adherence, optimize care, and so much more.

First Name	Last Name
Work Email	Company
Job Title	Zip Code

Request a Demo

CareMetx. Let's End the Wait.

CareMetx

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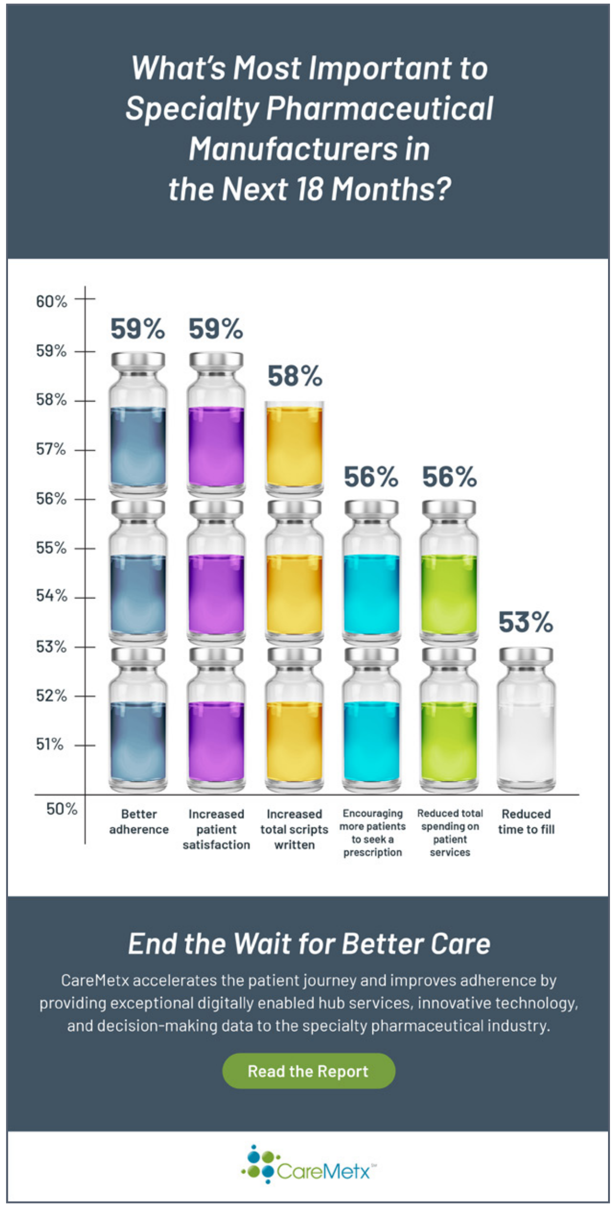
INFOGRAPHIC



What's Most Important to Specialty Pharmaceutical Manufacturers in the Next 18 Months?

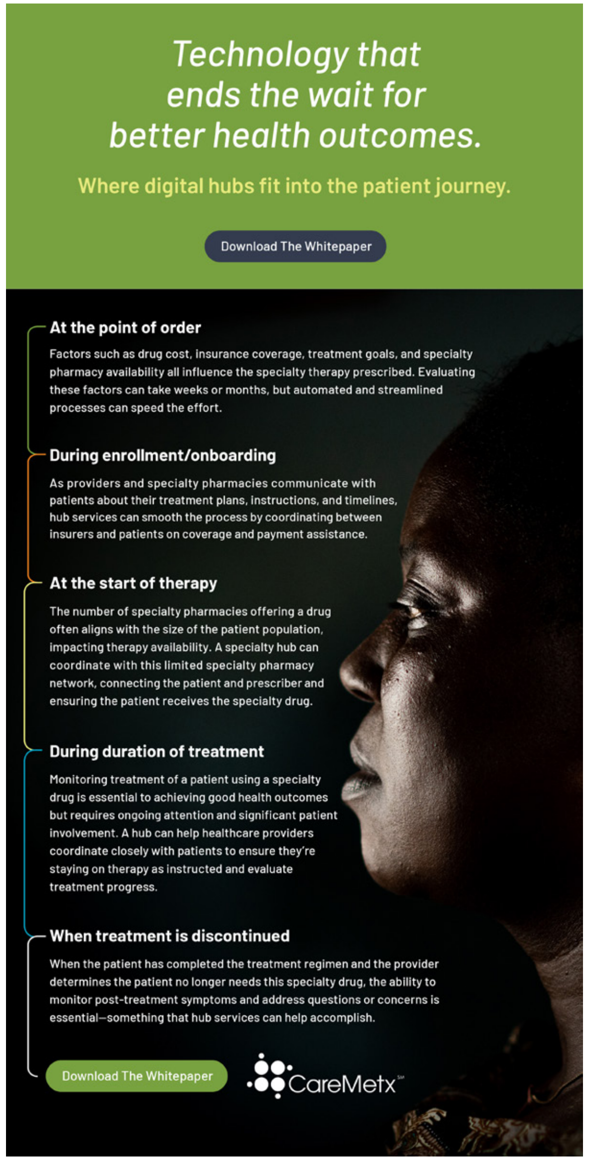
End the Wait for Better Care

CareMetx accelerates the patient journey and improves adherence by providing exceptional digitally enabled hub services, innovative technology, and decision-making data to the specialty pharmaceutical industry.

Read the Report

CareMetx™

ONE SHEETER



Technology that ends the wait for better health outcomes.

Where digital hubs fit into the patient journey.

Download The Whitepaper

At the point of order

Factors such as drug cost, insurance coverage, treatment goals, and specialty pharmacy availability all influence the specialty therapy prescribed. Evaluating these factors can take weeks or months, but automated and streamlined processes can speed the effort.

During enrollment/onboarding

As providers and specialty pharmacies communicate with patients about their treatment plans, instructions, and timelines, hub services can smooth the process by coordinating between insurers and patients on coverage and payment assistance.

At the start of therapy

The number of specialty pharmacies offering a drug often aligns with the size of the patient population, impacting therapy availability. A specialty hub can coordinate with this limited specialty pharmacy network, connecting the patient and prescriber and ensuring the patient receives the specialty drug.

During duration of treatment

Monitoring treatment of a patient using a specialty drug is essential to achieving good health outcomes but requires ongoing attention and significant patient involvement. A hub can help healthcare providers coordinate closely with patients to ensure they're staying on therapy as instructed and evaluate treatment progress.

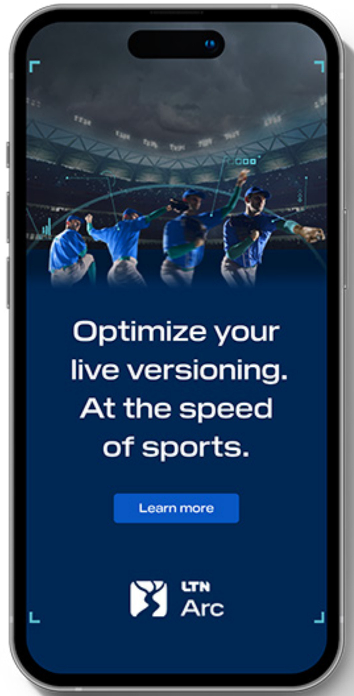
When treatment is discontinued

When the patient has completed the treatment regimen and the provider determines the patient no longer needs this specialty drug, the ability to monitor post-treatment symptoms and address questions or concerns is essential—something that hub services can help accomplish.

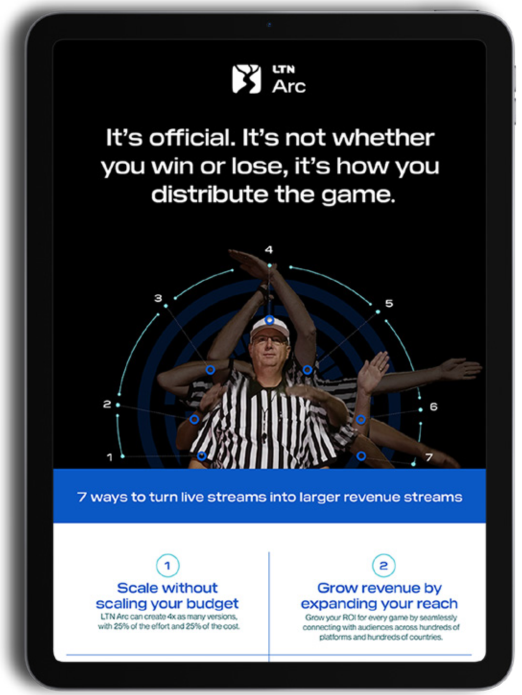
Download The Whitepaper

CareMetx℠

DISPLAY AD


Optimize your live versioning. At the speed of sports.
Learn more
LTN Arc

INFOGRAPHIC



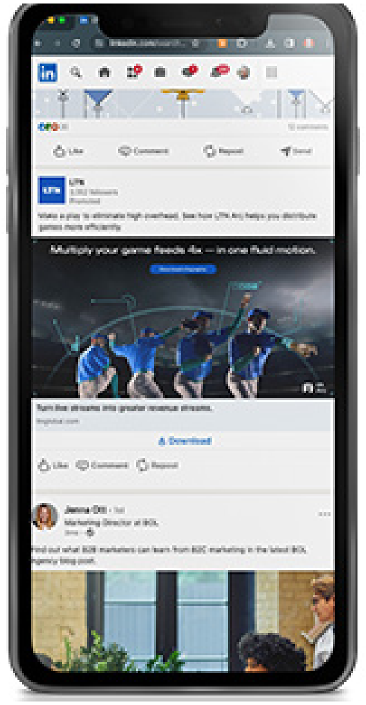
It's official. It's not whether you win or lose, it's how you distribute the game.

7 ways to turn live streams into larger revenue streams

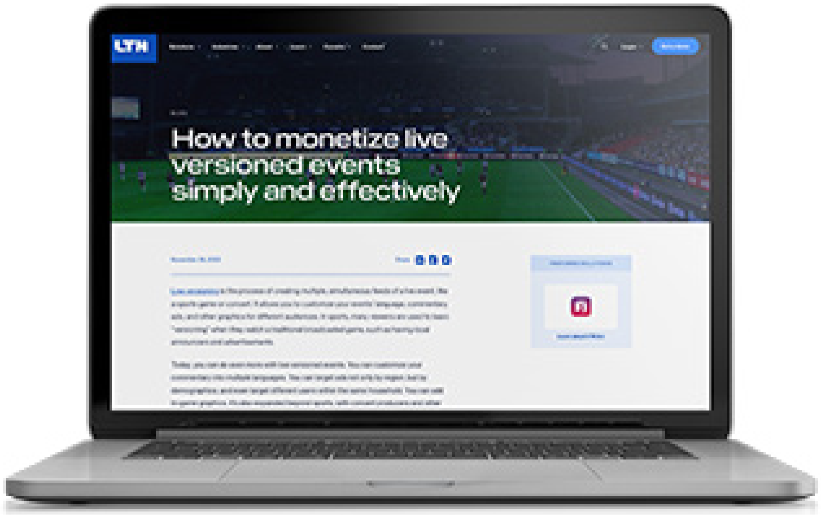
1 Scale without scaling your budget

2 Grow revenue by expanding your reach

SOCIAL AD

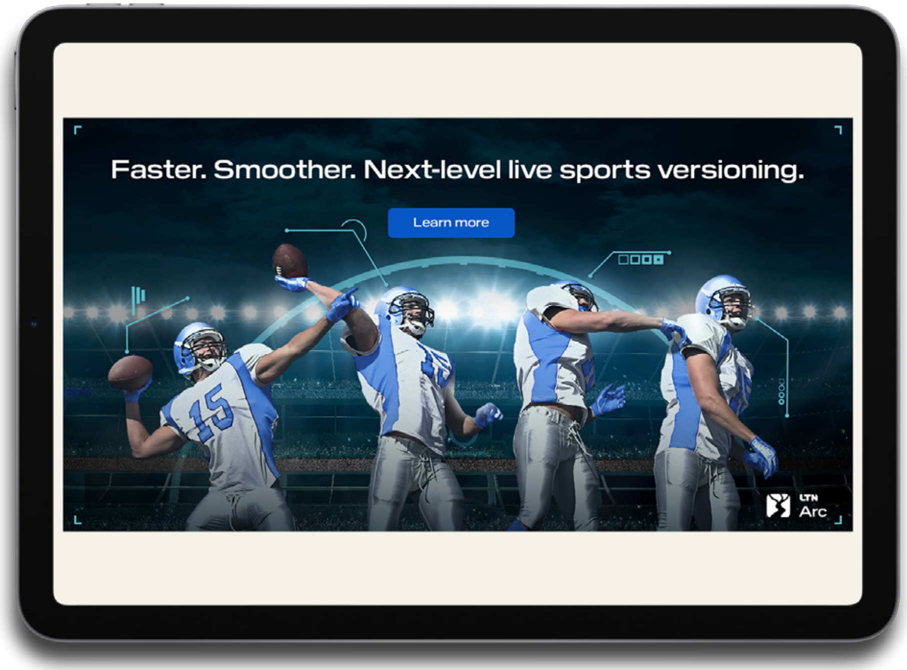

Multiply your game feeds 4x — in one fluid motion.

BLOG POST



How to monetize live versioned events simply and effectively

DISPLAY ADS


Faster. Smoother. Next-level live sports versioning.
Learn more
LTN Arc

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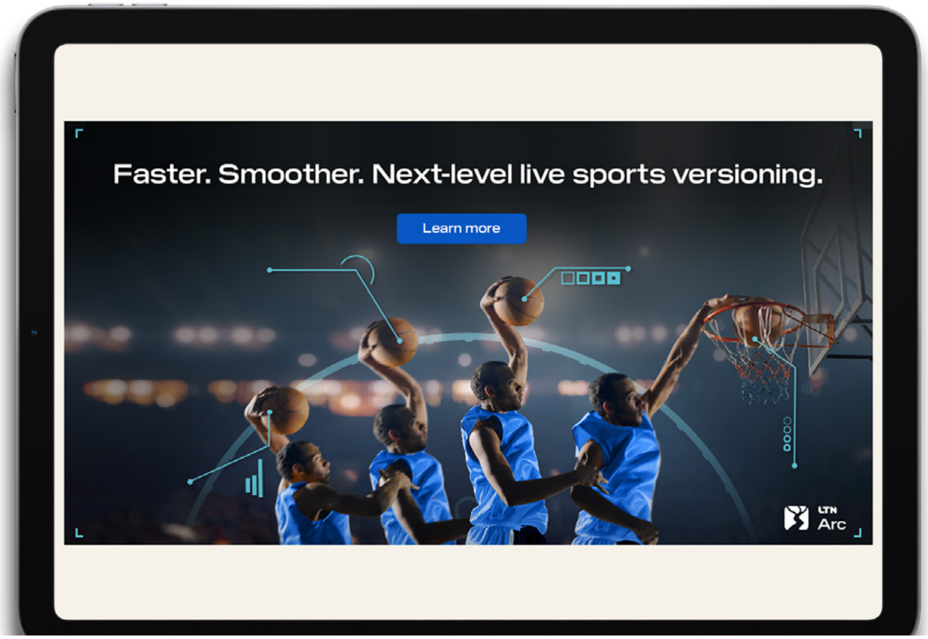
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