



# Experience

The Nerds have 20+ years of experience in advertising, [web design](#), [marketing](#), and of course [Brand Development](#).

We're at your disposal, as needed for all digital and print needs.

Being intently focused on driving your brand forward, not just jumping straight into random acts of marketing. So using digital and traditional methods to build up awareness.

# Branding and Media Strategy

Our brand philosophy is essentially set the core of beliefs, values, and principles to guide a organization's actions and decisions. It's the "why" behind what a company does, going beyond just the products or services it offers.

**A “Way of Doing Things”** - Our WHY starts with helping your improve every aspect of your brand. NerdBrand builds strategies for brands to express their vision which leads to better marketing campaign outcomes.

**Data and UX Focused** - We provide the overall strategy that guides sales and marketing teams. It's more than launching new brands, we guide clients through rebranding projects, and help companies strengthen their ongoing marketing campaigns. All to create a memorable customer experience thru data-driven methods.

# Portfolio Samples

# Digital Menu Boards - Blaze Pizza

## SIMPLE PIZZAS

- 

**Simple Pie**  
Mozzarella, parmesan, red sauce  
650 cal | \$7.25
- 

**1 Topping**  
Sauce, cheese & 1 topping  
470+ cal | \$8.25
- 

**2 Topping**  
Sauce, cheese & 2 toppings  
470+ cal | \$9.25

## BLAZE YOUR OWN

470+ cal | \$10.95

### STEP 1 Choose your crust

- Classic dough (v)
- Gluten-free dough (v) + \$2.60
- Cauliflower (gf) + \$4.00
- High-rise dough (v) + \$2.75
- 10" Keto crust (gf) + \$4.00



## BLAZE TAKE TWO

Choose any combination of two items

Side Salad | Cheesy Bread | Half Pizza

493+ cal | \$10.25



## SIMPLE PIZZAS

- 

**Simple Pie**  
Mozzarella, parmesan, red sauce  
650 cal | \$7.25
- 

**1 Topping**  
Sauce, cheese & 1 topping  
470+ cal | \$8.25
- 

**2 Topping**  
Sauce, cheese & 2 toppings  
470+ cal | \$9.25

## BLAZE YOUR OWN

470+ cal | \$10.95

### STEP 2 Choose your sauce

- Red sauce
- White cream sauce
- Spicy red sauce
- Red sauce dollops
- Garlic pesto sauce



## BLAZE TAKE TWO

Choose any combination of two items

Side Salad | Cheesy Bread | Half Pizza


493+ cal | \$10.25





## BLAZE TAKE TWO

Choose any combination of two items

\$10.25

- 

**Side Salad**  
125+ cal
- 

**Cheesy Bread**  
690+ cal
- 

**Half Pizza**  
470+ cal

## SIGNATURE PIZZAS

\$10.75

- 

**Meat Eater**  
Pepperoni, meatballs, red onion, mozzarella, red sauce  
930 cal
- 

**Green Stripe**  
Pesto drizzle, chicken, garlic, red peppers, mozzarella, arugula  
790 cal
- 

**Hot Link**  
Spicy red sauce, jalapeno, sausage, black olive, red onion, banana pepper, mozzarella  
790 cal
- 

**Veg Out**  
Seasonal veggies, mushrooms, red onion, mozzarella, gorgonzola, red sauce dollops  
760 cal
- 

**BBQ Chicken**  
Chicken, mozzarella, banana peppers, gorgonzola, red onion, bbq drizzle  
760 cal
- 

**White Top**  
White cream sauce, mozzarella, bacon, garlic, oregano, arugula  
770 cal
- 

**Red Vine**  
Ovalini mozzarella, tomatoes, parmesan, basil, red sauce, olive oil drizzle  
660 cal
- Blaze Favorites**

## BEVERAGES

- 

**Fountain Drink**  
\$11.25 | \$2.95
- 

**Bottled Beverages**  
\$4-5
- 

**Lemonade**  
\$11.25 | \$2.95
- 

**Beer | Wine**  
\$4-5
- 

**Blood Orange Lemonade**  
\$11.25 | \$2.95

## DESSERTS


- 


**5'more Pie**  
220 cal  
\$2.45
- 


**Chocolate Chip Cookie**  
Sprinkled with Sea Salt  
340 cal  
\$2.45
- 


**Chocolate Brownie**  
Brushed with Olive Oil  
380 cal  
\$2.45


## SALADS

- 

**Classic Caesar**  
280 | 360 cal  
Side \$5.95 | Entree \$8.95
- 

**Capers Salad with Fresh Mozzarella**  
195 | 235 cal  
Side \$5.95 | Entree \$8.95
- 

**Fresh Berry**  
240 | 300 cal  
Side \$5.95 | Entree \$8.95
- 

**Build Your Own**  
170-800 cal  
Side \$5.95 | Entree \$8.95
- 

**Greek Salad**  
170 | 330 cal  
Side \$5.95 | Entree \$8.95

## CHEESY BREADS

- 

**Cheesy Bread**  
690 cal | \$5.78
- 

**Pesto Garlic Cheesy Bread**  
690 cal | \$5.78


# DTC - Digital Ad Campaigns





# DTC - Email Campaigns

LENSFACTORY




**20% OFF TRANSITIONS®  
XTRACTIVE POLARIZED LENSES**

Sunglasses | Block UV rays | Blue Light Protection


No discount code is needed. Promotion ends at 11:59pm EST on June 2, 2022.

REPLACE YOUR LENSES




**SAVE \$60**  
SINGLE VISION  
Polarized + Transitions  
Now \$29.00 | Reg. \$89.00

SHOP NOW



**SAVE \$70**  
PROGRESSIVE  
Polarized + Transitions  
Now \$49.00 | Reg. \$119.00

LENSFACTORY



**ATTENTION  
U.S. VETERANS**

**SAVE 25%**  
ON REPLACEMENT LENSES  
for prescription & non-prescription glasses

use code: **VETS25**

**Veterans Serving Veterans**  
LensFactory is proud to be a Service Disabled  
Veteran Owned Small Business.

Online lens replacement might be new to you,  
but we have you covered:

Save up to 75% compared to retail | Fast turnaround times  
US-based customer support | Lenses crafted in Louisville, KY  
Simple 3-step ordering process (just have your Rx ready)

Plus, keep your frames and get high-quality replacement lenses  
from the comfort of your couch. What's not to love?


REPLACE YOUR LENSES

Promotion ends November 13, 2022. Excludes custom orders.

**ORDER NOW, PAY LATER.**

LENSFACTORY

**THIS APRIL**  
we are showering you with  
**FREE LENSES**



Place an order in the month of April and be automatically  
entered for the chance to win a free lens replacement!

SHOP LENSES

Three winners will be randomly selected on May 1st.

Entries close at 11:59pm EST on 4/30/22. Winners will be notified by email on  
or around 5/1/22. Must be at least age 18 to enter. Void where prohibited.

**ANYONE CAN CLAIM THEY'RE GREAT.  
WE CAN PROVE IT.**

Customers give us an average of 4.6 stars, and we're grateful  
for our 1,400+ verified customer reviews on Trustpilot.

★★★★★

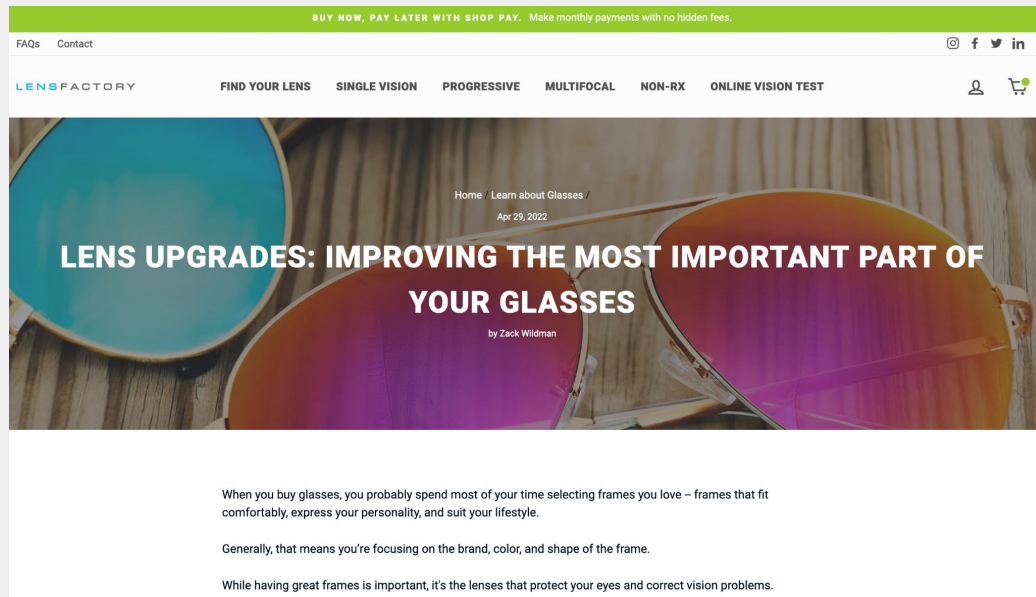
"Wow! Thank you. Everything about my experience with LensFactory was wonderful. First, the  
shipping boxes (for my old glasses) were sent to me quickly. Then, when I wanted to tweak my  
order to add Anti-Reflection to the lens, the customer service was excellent. Now, I have my new  
glasses and the techs did a FABULOUS job. I can seeeee! The craftsmanship and customer  
service is top-notch. I am a customer for life now. I can't thank you enough."

- HEATHER R.

"Exceptional! The ordering process was very smooth. My questions were addressed very  
quickly. The lenses are exceptionally clear given the strength of my prescription. I have already  
gushed about my experience with LensFactory to my children and friends. I will return for  
sunglasses soon."

- YASMEEN K.

# DTC Content Marketing



**50% YoY revenue growth in sales from both traditional and digital strategy.**



# Entertainment Brands

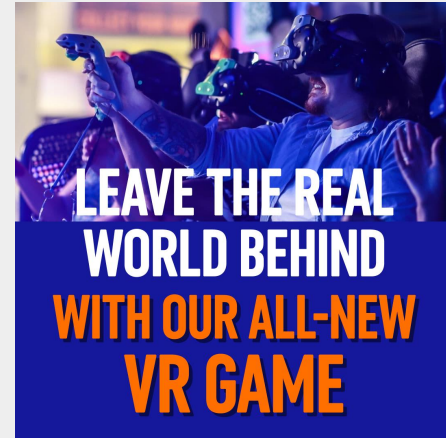
## Deliverable:

- Advertising support
- Graphic Design
- Marketing Strategy for offers and campaigns on social media.
- Raise local store awareness.
- Build a brand awareness foundation and event booking for their meeting spaces.

# DAVE & BUSTER'S



## BE THE HERO.



# Digital Placements

Our goal is for attracting students at the VERY top of the funnel working with marketing and communications department.

## Display

Keyword & Intent Targeting  
Household Targeting

## OTT/CTV

Household Targeting

## Online Video

Keyword & Intent Targeting  
Household Targeting

## PPC

Keyword Targeting

# Geofencing: Household Targeting Example

## College-Focused Households (Primary Audience)

- Households with adults who are college graduates
- Presence of Children: Ages 13-18

## Pell Promise Households

*Will receive a small percentage of the budget relative to College-Focused Households*

- Presence of Children: Ages 13-18
- Household Income: Under \$100K

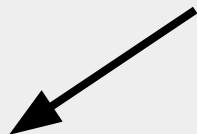
## First-Party Lists from DSP's and Client Lists

# Geofencing

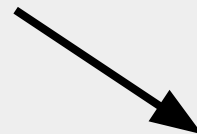
**Fence around High Schools and  
Feeder Schools**



**Tags Prospective  
Student**



**Connects to all devices  
in the household**



**Continues serving & tracking  
device location/user behavior**

# The College Tour - Amazon Prime

## Impressions delivered in:

- Movie theater auditoriums and lobbies
- TikTok and YouTube
- OTT/CTV - streaming TV and online video



# The Types Of Services We Provide

1. Content Marketing
2. Search Engine Marketing
3. Social Media Marketing
4. Email Marketing
5. Graphic Design and Print
6. Digital and Traditional
7. Web Design and UX



Healthy lawns start  
with **aeration**.

Servicing Louisville and southern Indiana.

**The** **LAWN**  
**PRO**®





**Let's get start with a free evaluation!**

