



RIDE5 GROUP SNAPSHOT

Ride5 Group LLC is a brand building, marketing and technology firm located in midtown Manhattan. We specialize in positioning and implementing activities for brands that lead to accelerated awareness and growth. Activities with (*) indicate overseen by Ride5 Group but performed by specialist business partners.

SERVICES

STRATEGY

Market positioning, competitive analysis, business plans, full brand experience, marketing roadmap, brand expansion within/beyond current geographic/demographic market, consumer behavioral trends

MARKETING

Brand image enhancement, messaging, logos & graphic design, websites, advertising, digital ads, e-mail & direct mail marketing, social community build-out, management & ads, video* (promotional & branded media), print media, packaging, integrated cross-platform campaigns, platform-specific micro campaigns, events, sales lead generation

MEDIA

Cross-platform brand alignment (digital, TV, print, ambient), PR – traditional* & digital, blog & content development, personal branding & talent management, live streaming*, webcasts*, media buying*, productizing, packaging, distribution

VIDEO/FILM*

Pre-production (concepts, scripting, logistics, art direction), Production (filming), Post-production (editing, motion graphics, animation, sound, voice-overs, color correction)

TECH

Managed hosting & tech support, Web coding, e-commerce, mobile apps*, SEO, cross-platform integration & alignment, user experience, analytics, metrics

APPROACH

Business objectives are aligned to content creation supplemented by our ability to reach a brand's target audience with high impact messaging, compelling visuals and agile, tech-driven marketing solutions all driven by a brand's business objectives

DIFFERENTIATION

Beyond an uncompromising commitment to client success, Ride5 Group differentiates through its:

- Diversity of experience across verticals, company size and multi-cultural impact
- In-depth understanding of brand positioning, consumer experience and usability
- Technology acumen from enterprise systems to digital, mobile and social platforms
- Fluency in Millennial lifestyle and behavioral patterns
- Ability to help brands enter U.S market or U.S. firms seeking to expand globally