

**VERTICAL RIVER IS**  
 AN AUTHENTIC,  
 FORWARD-THINKING  
 CREATIVE CONTENT  
 PRODUCTION AND  
 MARKETING AGENCY  
 HELPING BRANDS  
 CAPTURE TODAY'S  
 SCARCEST RESOURCE...  
**ATTENTION.**



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#CONTENTCREATORS  
 #MARKETINGSTRATEGISTS  
 #CREATIONANDAMPLIFICATION  
 #GETYOURSHOOTTOGETHER

# CONTENT CREATION & AMPLIFICATION

## ABOUT US



### WHO WE ARE

We have 30+ years of combined traditional and digital marketing experience helping brands big and small across a myriad of industries, including environmentally-focused non-profits. We build lasting relationships that go far beyond the COB.



### WHY WE DO IT

We want to amplify the message of ethical brands and organizations that are doing good. We believe in stories that resonate in the hearts and minds of real people, and we believe in commerce and conservation working together. We believe in ourselves and our clients.



### HOW WE DO IT

We bring innovative strategies and valuable insights to the table that are backed by data. We work collaboratively as an extension of your team. We create content that stirs emotions and influences decisions. Then we amplify that content with consumer-engaging media strategies.

## WHAT WE DO

### STRATEGY

Branding  
 Market Research  
 Competitive Analysis  
 Audience Profiles  
 Strategic Alliances  
 Analytics-based Planning  
 YouTube Optimization  
 Consulting

### CREATIVE

Custom Concepts  
 Campaignable Ideas  
 Copywriting  
 Graphic Design  
 Scripting  
 Cinematography  
 Photography

### PRODUCTION

Video and Photography  
 Audio and VO  
 On-location & In-studio  
 Motion Graphics  
 Post Production  
 Live Streaming  
 Podcasts  
 Aerial & Marine

### MEDIA

Plan  
 Negotiate  
 Buy  
 All Media  
 (Local, Regional  
 National, International)  
 Non-Traditional  
 Digital

## WHO WE'VE WORKED WITH

