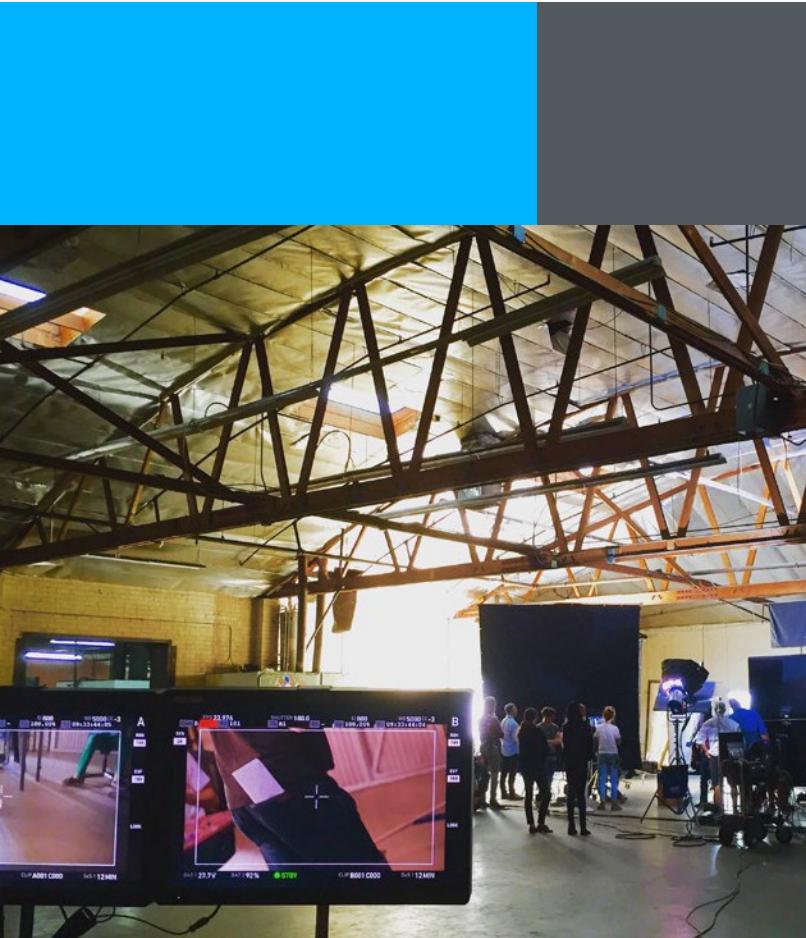




# CREATIVE DRIVEN BY PERFORMANCE



## What is CA+

Consumer Acquisition is a technology-enabled marketing services company that has created hundreds of thousands of ads via animation, editorial and motion graphics. CA+ was created to enhance our service offering into:

- Live Action Video Production
- Photography Production
- Full Post-Production Services
- 3D Computer Animation
- Gameplay Capture
- Branding
- AppStore Icon & Video Design and A/B Testing

## Transparent Pricing Model (actual production costs shared with client after wrap)

Every production at CA+ will include transparent pricing for all clients. That means the budget you are presented with is actual costs, plus 15%.

If CA+ goes over budget, we pay. If we come in under budget you get that amount credited off your next month's production.



Sales@ConsumerAcquisition.com

## CA+ Team

Our dedicated team of seasoned ad and film industry creatives and producers, combined with our experienced UA team and proven methodology, enable us to deliver breakthrough creative faster and cheaper than our competitors. And to us faster and cheaper is better.

**Evan Astrowsky** : GM Creative Studio - Astrowsky is a seasoned advertising executive with a 15 year blend of ad agency, production company and film production experience. As a film producer he has made feature films like CABIN FEVER and FANBOYS, and has overseen commercial and content production for iconic brands including Microsoft, Bud Light and Oculus.

**David DeJong** : Creative Director/Strategist - Responsible for creative strategy and creative direction, David has 20+ years experience in advertising, working for such agencies as BBDO, Hill Holliday, Cramer Krasselt and GSD&M. He's created campaigns for Bank of America to Porsche, Corona, Southwest Airlines and AT&T.

**Mike Merell** : ECD - Mike has 30+ years of animation, live-action, and advertising experience. He began his career at Walt Disney Feature Animation, where he worked on such films as HERCULES, CHICKEN LITTLE and DEADPOOL 2. Since joining CA he has overseen work for such clients such as Jam City, Rovio, Disney, Supercell, Ubisoft, King, Glu and Autogravity.

## How CA+ Works with you

Whether you're looking to film UGC with an influencer or trying to create a campaign that targets steampunk millennials, CA+ partners with you to identify your competitive landscape, develop strategic creative, and then place it in the channels that will produce the best results.

- Single asset creation to entire integrated campaign creation and deployment
- Traditional advertising model combined with rapid "create and test" CA methodology
- Dedicated creative, production and account service from conception to delivery
- Collaborative research, analysis, and concepting
- Transparent pricing model