



CASE STUDIES

THE LEAP AGENCY

The Leap Agency is a full-service digital branding agency dedicated to bringing noble ideas to life.

We provide a convenient one-stop-shop experience that allows entrepreneurs, corporations, churches and non-profits to realize their full digital potential.

Our clients love us because we offer an all-access pass to top notch video production, branding strategy, web development, graphic design, marketing and social media management.

We believe wholeheartedly that our work speaks for itself. To that end, instead of talking about ourselves, we'll present you with our work and the results we've achieved for our clients and let you decide if we're a good fit for your brand.

WHAT WE DO



VIDEO PRODUCTION



DIGITAL INSIGHTS



GRAPHIC/WEB DESIGN



VIDEO COACHING



BRAND STRATEGY



BRAND DEVELOPMENT



SOCIAL MEDIA



CORPORATE REBRANDING

NEXT LEVEL BRANDING

Ready for the next level? Let us take you there! All of your video production, design, social media, branding and marketing needs will be handled right here at The Leap Agency. You no longer need to manage a number of vendors for one project. And, because we're working on your brand from start to finish, all of your marketing materials and efforts will be consistent in both messaging and appearance. Can't beat that with a stick!



CLIENT

ANTHEM STRONG FAMILIES

Anthem Strong Families is a well-established and highly respected non-profit organization dedicated to strengthening families, championing fatherhood and building strong communities. They came to us in desperate need of a re-brand. We conducted a thorough brand audit and developed a brand strategy that highlights what they do, who they serve and helps to raise awareness of their many free programs and classes.



BRANDING COLLATERAL

Our first order of business was to re-brand their print identity. Our challenge was to overhaul their brand without completely changing the look and feel their clients had become familiar with. We decided to work with their existing logo and color scheme. We used images of actual clients and staff which lends to authenticity. The result is an identity that is clean, inviting and effective.



STARTING THE CONVERSATION

We armed street teams with the ability to engage the local community with a series of fliers, postcards and rack cards that were specifically designed to address various segments of their target audience.



COMMUNITY ENGAGEMENT

Posters were displayed in strategic areas throughout the community to announce upcoming events as well as raise brand awareness.



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LIVE EVENT MARKETING

We equipped our client with banners, signage and promotional materials to use at live community events such as job fairs, seminars, workshops and conferences.



DIGITAL BRANDING

In this day and age, if a brand doesn't exist online, they simply don't exist. Period. We specialize in making our clients look great online. We create magnetic content, sticky websites and stunning videos that attract and engage audiences.

Content with images get

94%

more views than content without relevant images.

By the year 2017

74%

of all Internet traffic will be video.

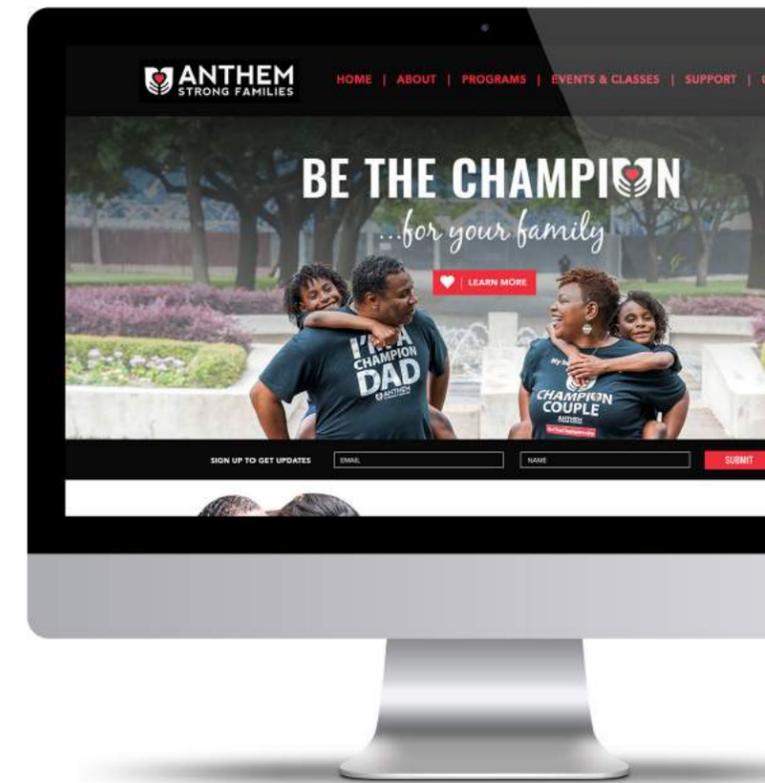
Before making a purchase

81%

of all consumers will research your brand online.

WEBSITE DESIGN

Our client's main challenge with their original website was they didn't know how to organize their content in a way that was inviting and didn't overwhelm visitors. Visually, their website was too dark, uninspired and uninviting. We completely overhauled their website with a fresh new look, cutting edge features and streamlined content.

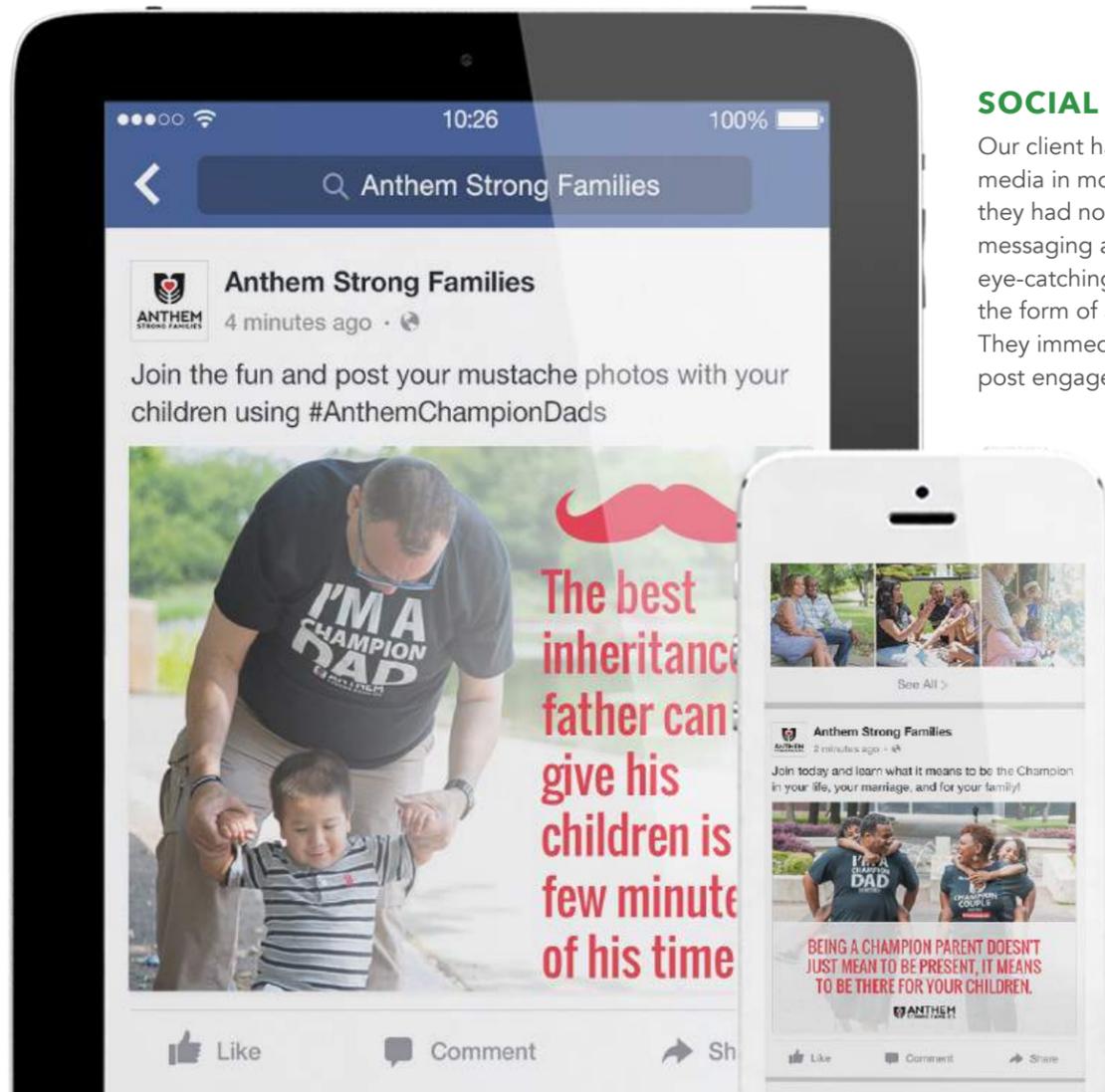


CAMPAIGN LANDING PAGES

As a non-profit, our client relies heavily on donations. We launched a digital fundraising campaign that generated thousands of dollars for our client's programs and initiatives. By designing a custom landing page specifically for the campaign, we were able to target and engage donors without overhauling the main website and taking away from the messaging of the overall brand.

SOCIAL MEDIA CREATIVE

Our client hadn't posted to social media in months simply because they had no content. We used their messaging and created magnetic and eye-catching social media content in the form of a custom meme series. They immediately saw an increase in post engagement.



VIDEO PRODUCTION

Video is the most engaging form of digital communication and plays an integral role in digital branding. We created a series of custom, web-ready company videos that were used on the web and social media. The result was a video series that effectively conveyed our client's message in a way that energized and engaged their donors and constituents alike.



CLIENT

KEMP EXECUTIVE COACHING

Larry Kemp is a wildly successful and well-respected entrepreneur who grew a small family business into a multi-million dollar corporation. He came to The Leap Agency to help him build his personal brand and create a platform that would allow him to promote and monetize his passion for public speaking, executive coaching and community outreach.

BRAND IDENTITY

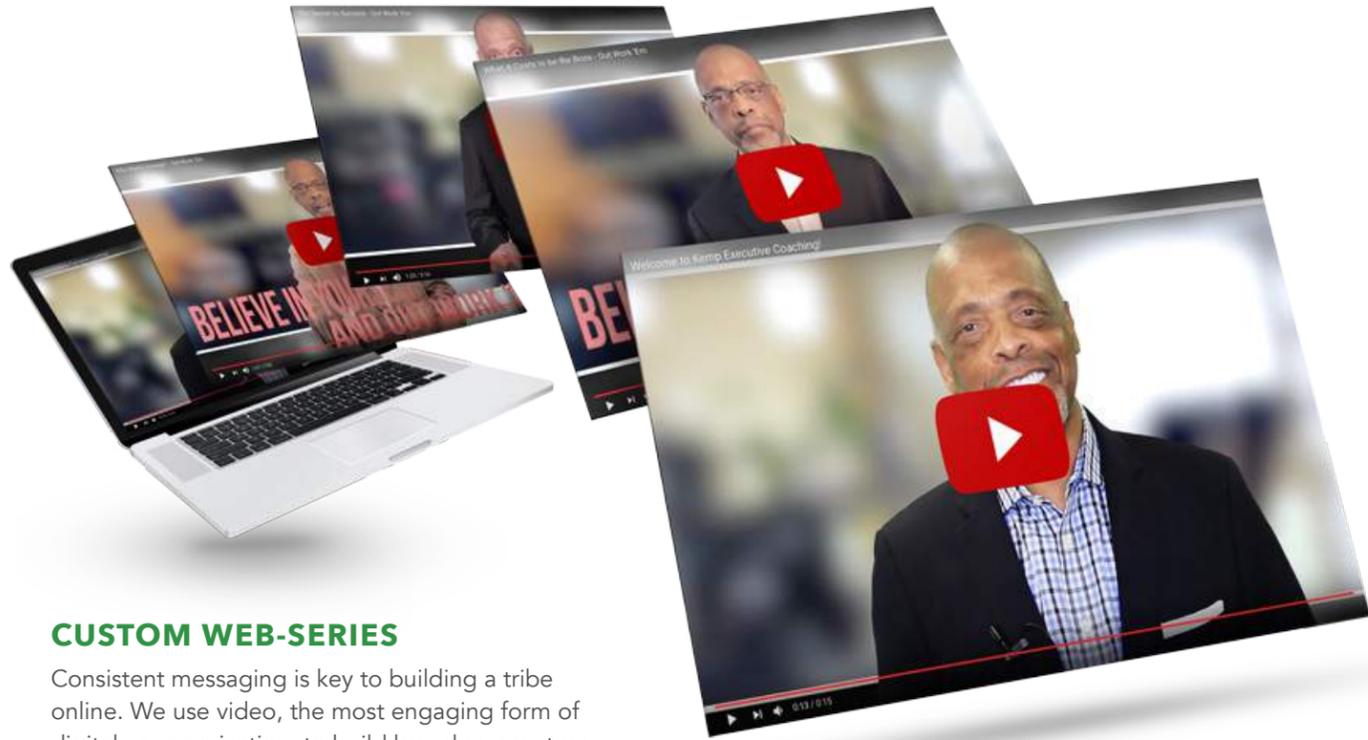
We are always careful to create an identity that closely matches the interests and style of our clients. Our discovery phase with Larry Kemp revealed that he is an avid cigar enthusiast so we took inspiration from a cigar label to design his logo.



PERSONAL BRAND DEVELOPMENT

Personal brands are powerful vehicles that, when done right, can be used to achieve very lofty goals. Our approach to personal brand development is just that, personal. We take the time to fully understand our client's style, passion and goals before undertaking their brand. We delight in working alongside clients who have noble ideas and messages worth sharing. We help them build an engaged audience and get their message heard.





CUSTOM WEB-SERIES

Consistent messaging is key to building a tribe online. We use video, the most engaging form of digital communication, to build brand momentum. By producing weekly shows for clients, we not only boost awareness for their brands but we also create lucrative opportunities for our clients to monetize their message.



LIFESTYLE PHOTOGRAPHY

No iPhone selfies here! At The Leap Agency we ensure that every client's brand is equipped with the highest quality images. We visually craft your story with lifestyle photography. The result is a clearly painted picture of who our clients are, what they stand for and why people should care.



WEBSITE DESIGN

Your digital brand is only as strong as your website. The quality, functionality and creativity of your website communicates more to audiences than the web copy itself. We are cognizant of that and ensure that we use the latest technology and creative trends to ensure our client brands are consistent, relevant and impressive.



SOCIAL MEDIA CONTENT

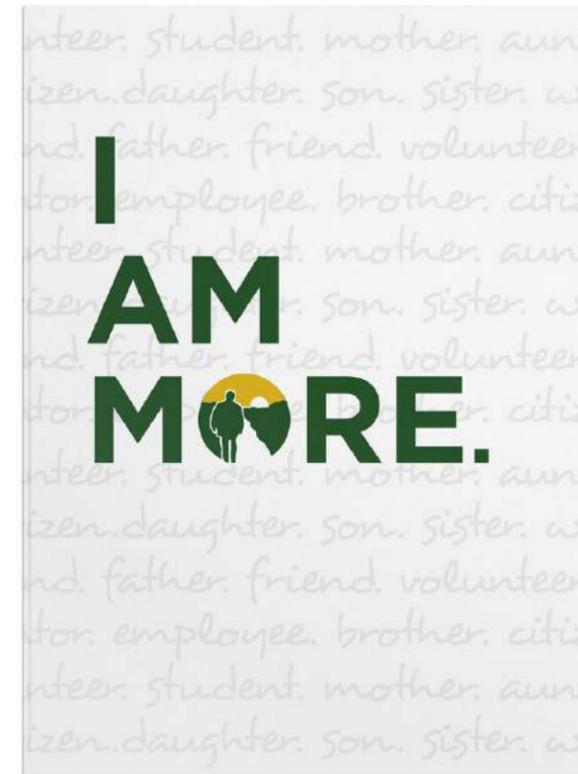
Second only to video, social media memes are among the most engaging methods of online communication. We capture the essence of what our client's brands stand for to generate social media content. We curate, craft and deliver custom memes to our clients on a weekly basis.



CLIENT

TEXAS OFFENDERS REENTRY INITIATIVE (T.O.R.I.)

T.O.R.I. provides dedicated support that helps former inmates acclimate back into society. Under the stewardship of Bishop Jakes, T.O.R.I. continues to be a proverbial light at the end of the tunnel for former inmates seeking help upon release. They came to The Leap Agency to refresh their brand identity and create an attractive presence when they participate in live events, job fairs etc. We also produce videos, promotional products and signage for their annual graduation ceremony held at The Potter's House of Dallas.



BRAND IDENTITY REFRESH



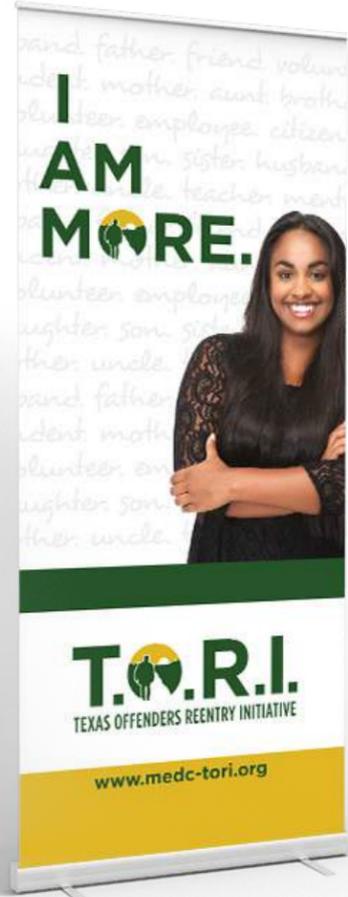
SOCIAL MEDIA CONNECT CARDS



SOCIAL CAMPAIGNS



HANDOUT MATERIAL



LIVE EVENT MARKETING

We equipped our client with banners, signage and promotional materials to use at live community events such as job fairs, seminars, workshops and conferences.



CLIENT

CHRYSTAL BERNARD

Chyrstal Bernard is an accountant who wanted to launch a lifestyle brand that merged her personal interests along with her career. We created a brand that reflects her personal style while still remaining professional for business use.



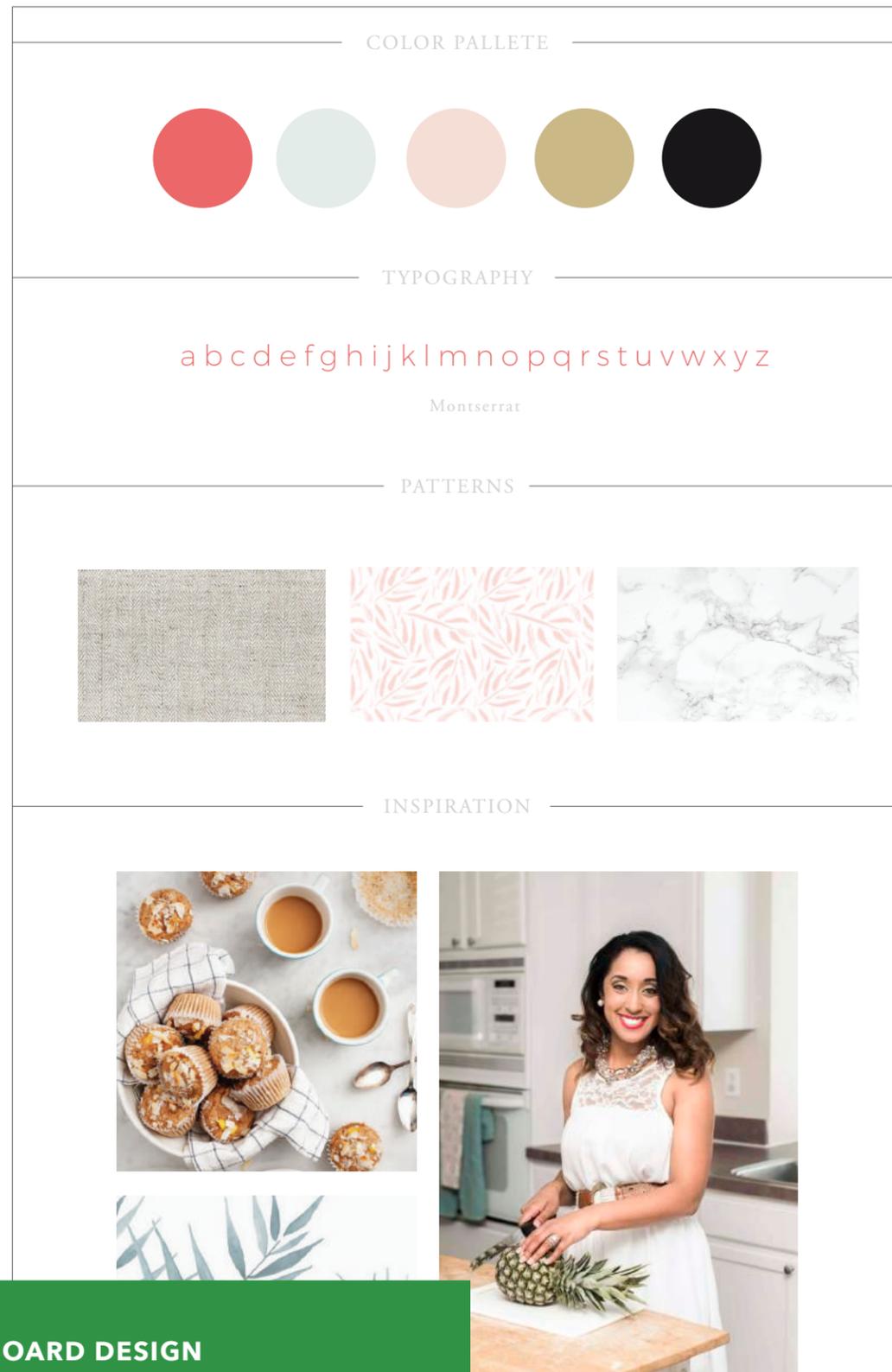
CHRYSTAL BERNARD

FAITH | FAMILY | FOOD | FINANCES

LOGO DESIGN

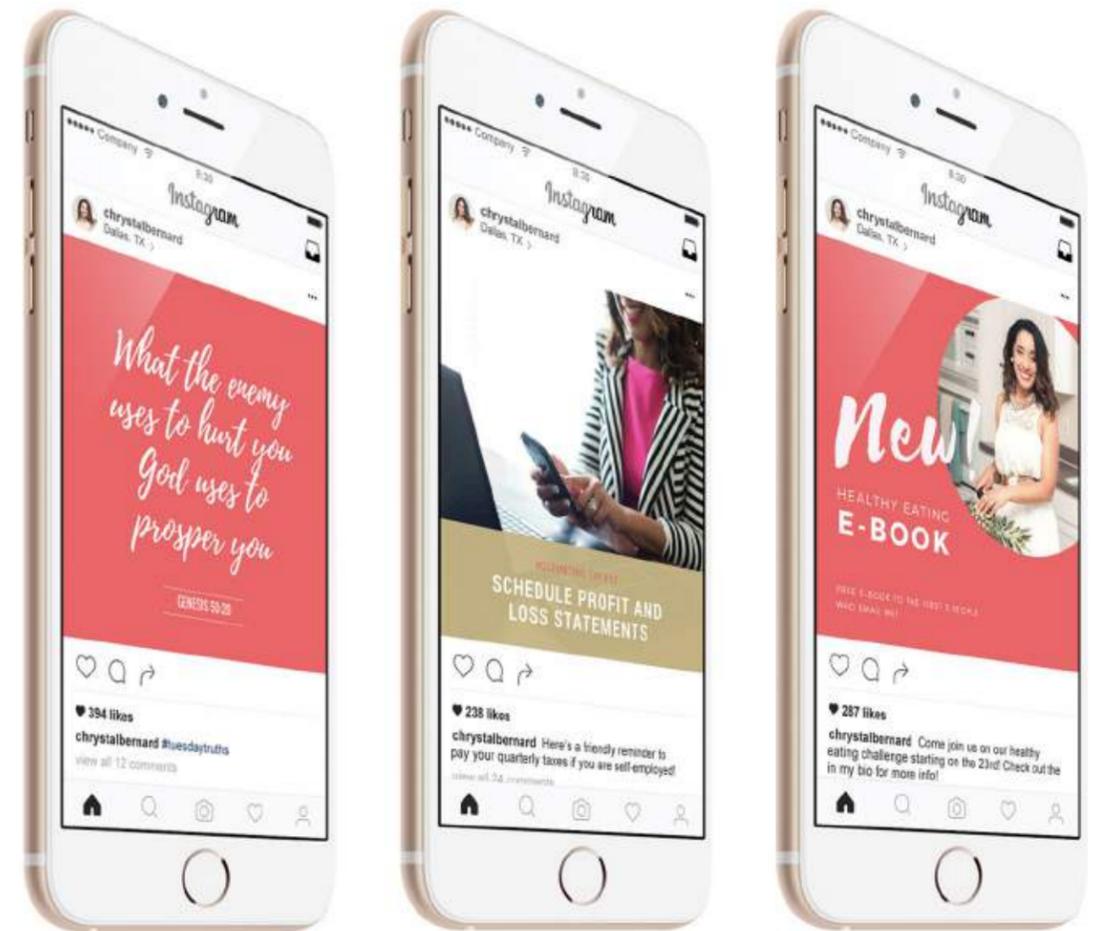


PRINT COLLATERAL



MOOD BOARD DESIGN

Personal brands are powerful vehicles that, when done right, can be used to achieve very lofty goals. Our approach to personal brand development is just that, personal.



LIFESTYLE PHOTOGRAPHY

No iPhone selfies here! At The Leap Agency we ensure that every client's brand is equipped with the highest quality images. We visually craft your story with lifestyle photography. The result is a clearly painted picture of who our clients are, what they stand for and why people should care.



CLIENT

AMY'S CHOCOLATE

Amy's Chocolate is a gluten-free, dairy-free chocolate company that started out in local farmer's markets and quickly grew into a favorite among health-conscious consumers. They came to us with virtually no branding or cohesive marketing materials and tasked us to create a brand identity, logo, collateral that would appeal to their customer-base.



AMY'S CHOCOLATE

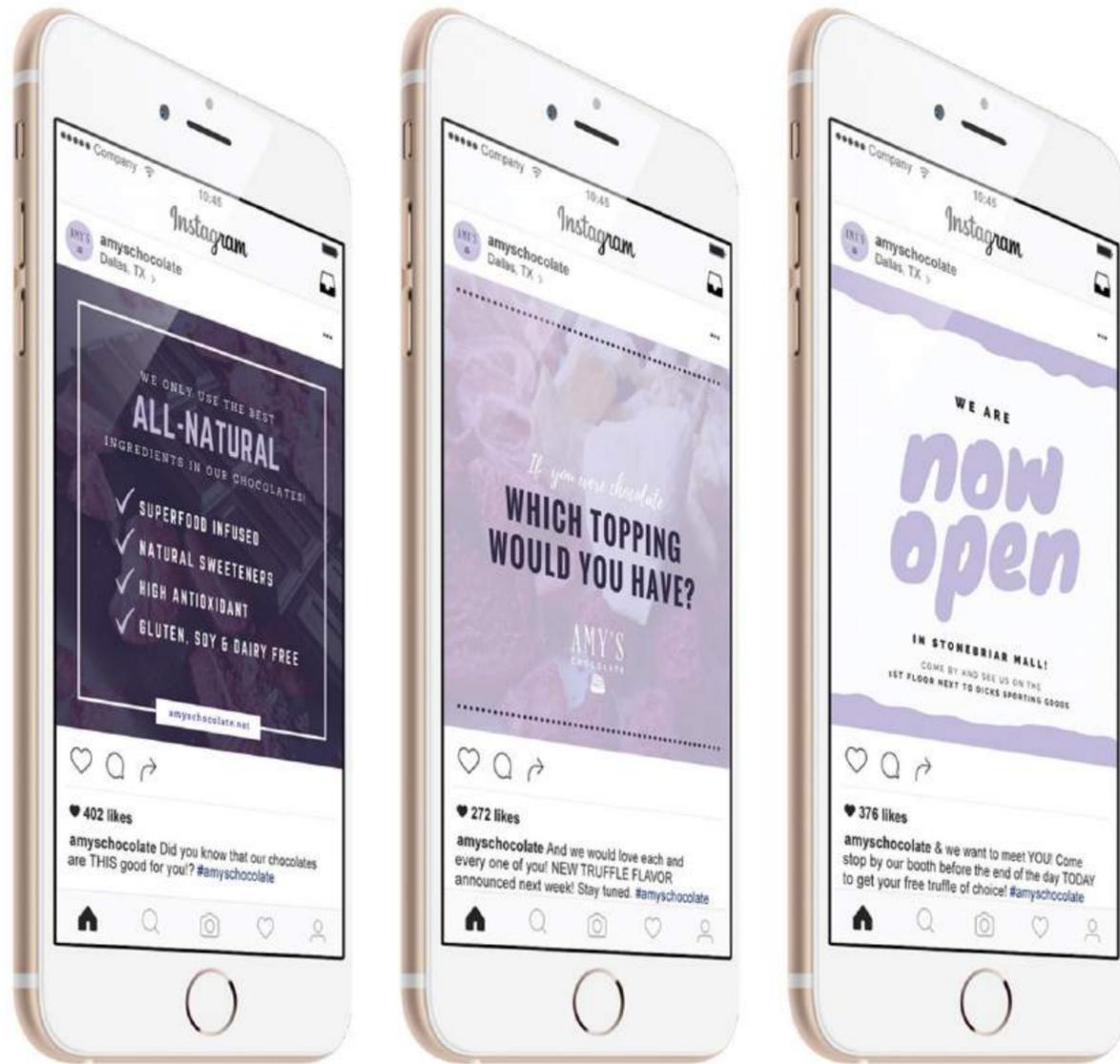


BRAND IDENTITY

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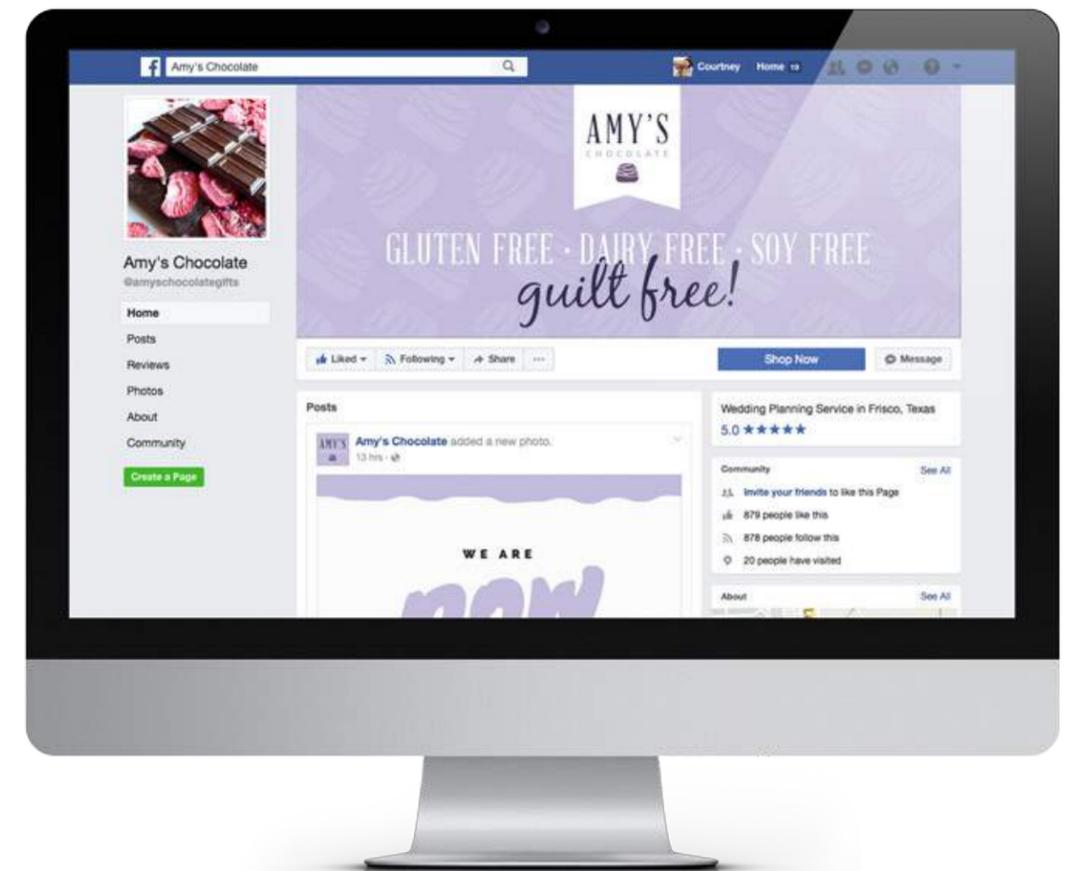


SOCIAL MEDIA DESIGN



KIOSK DESIGN

We are always careful to create an identity that closely matches the interests and style of our clients



CLIENT

RESTORATION 1

Restoration 1 is a water, fire and mold remediation company that asked us to create marketing materials to get the word out about their services to homeowners affected by Hurricane Harvey.

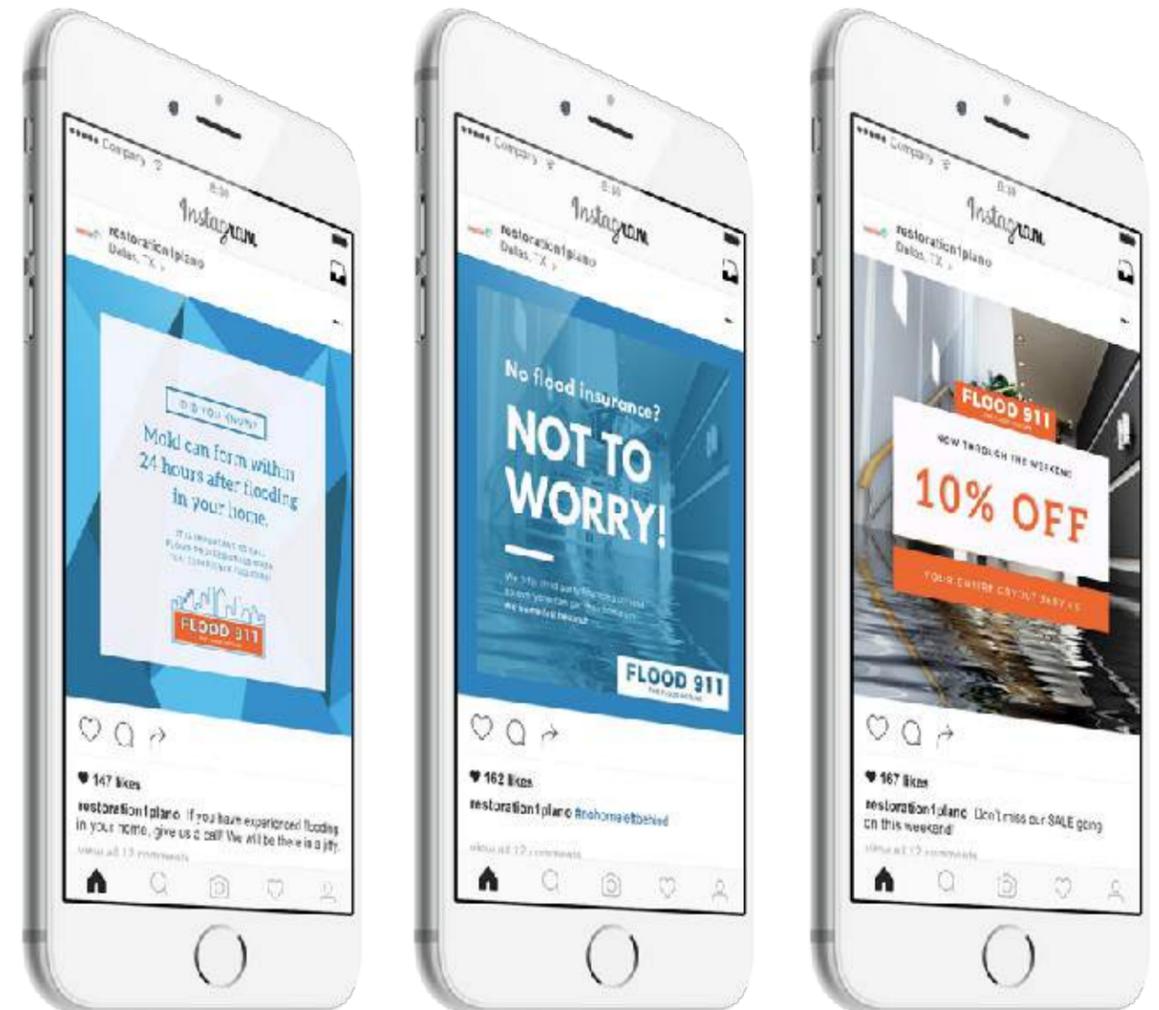


SOCIAL MEDIA CAMPAIGN



SOCIAL MEDIA CAMPAIGN

We launched a social media campaign to educate homeowners and get the word out about the help that is available to them.



CLIENT

DANGERFIELD REALTY

Dangerfield Realty came to us to create a modern, updated brand identity while keeping their original logo design.



BRAND IDENTITY UPDATE





PRINT COLLATERAL



CLIENT

DR. HOWIE B.

Dr. Howard Barrett is a talented physical therapist who came to us to brand and launch his physical therapy and wellness practice.



SOCIAL MEDIA

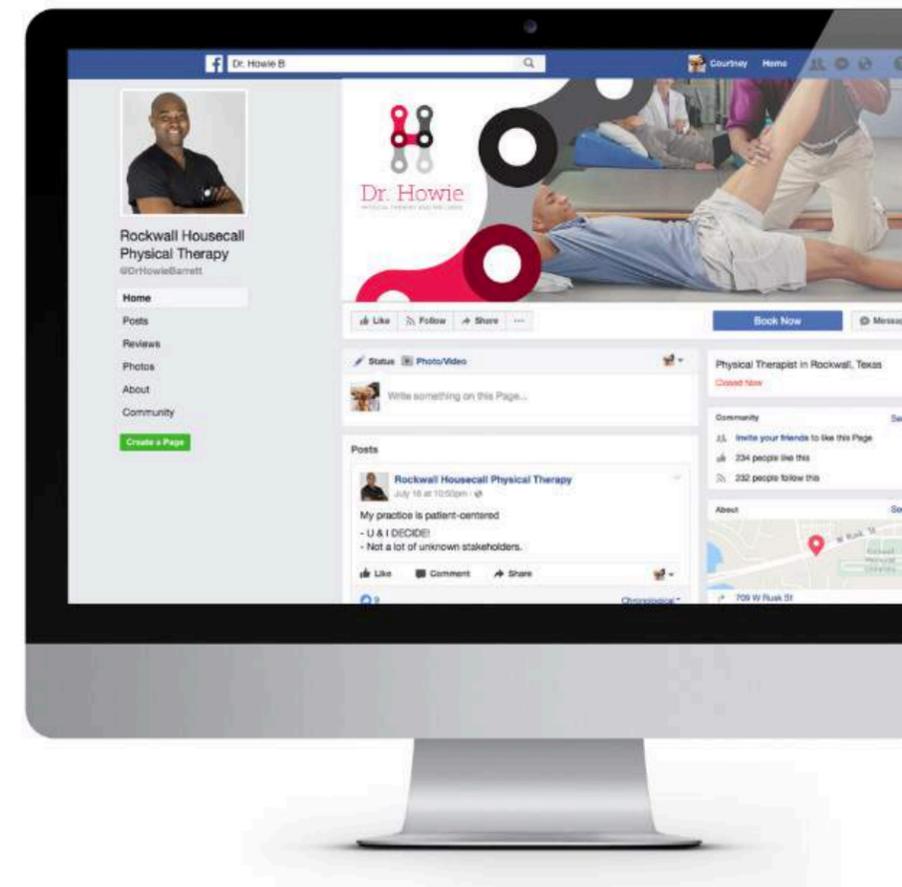


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Dr. Howie
PHYSICAL THERAPY AND WELLNESS



LET'S GET SOCIAL!

@leapstreet



SOME OF OUR HAPPY CLIENTS INCLUDE:

American Painting
Anthem Strong Families
Beauty Unrestricted
Black Beauty Management
ChurchStars Entertainment
Exclushear Salon
The Carrington Team
DUWA Enterprises, LLC
Dallas West Indies United
First Saturday Food Pantry
Friends of the Dallas Public Library
Kemp and Sons General Services
Kemp Executive Coaching
Mona Home and Office Cleaning
Patrick Winfield Ministries
Restoration 1 Canada
Restoration 1 of Plano
Sheri-Lou TV
Spencer Squared
Silver Mountain Productions
Smart On Crime
Stream of Life
The Tipping Point Church
The Potter's House of Fort Worth
TrueStory Sounds
Zoe Communications Agency



“ Their dedication to innovation has taken our brand to an exciting level of engagement with our audiences. I highly recommend their work - but only if you're ready to stretch your imagination and the boundaries of your creativity. ”

LISA BROWN-ROSS, ANTHEM STRONG FAMILIES



“ I am blown away by how many speaking engagement requests I recieved from day one of my launch! Thanks Leap Agency! ”

LARRY KEMP, KEMP EXECUTIVE COACHING

**CONTACT US TODAY
FOR A FREE DIGITAL
BRAND ANALYSIS**

 theleapagency.com

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