

D / K

D/K

**Techno-Translator.
Strategist. Speaker.
Coffee Fanatic.**

I am Daniel Kedingler – a creative strategist with a knack for nuanced problem-solving. Creative leader by day, Father of Five and Apple Fan by night. I enjoy shaping strategies and seamlessly shifting perspectives for clients and cohorts alike. For groups, companies and classes, I speak on the intersection of creativity, technology, and people.

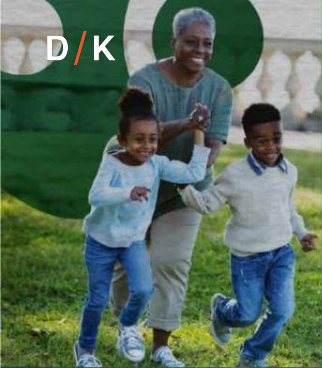
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CREATIVE /1
STRATEGY /2
TECHNOLOGY /3

CREATIVE / 1

D/K



Don't just move.
Move forward.



DON'T
JUST
MOVE



Don't just move.
Move forward.

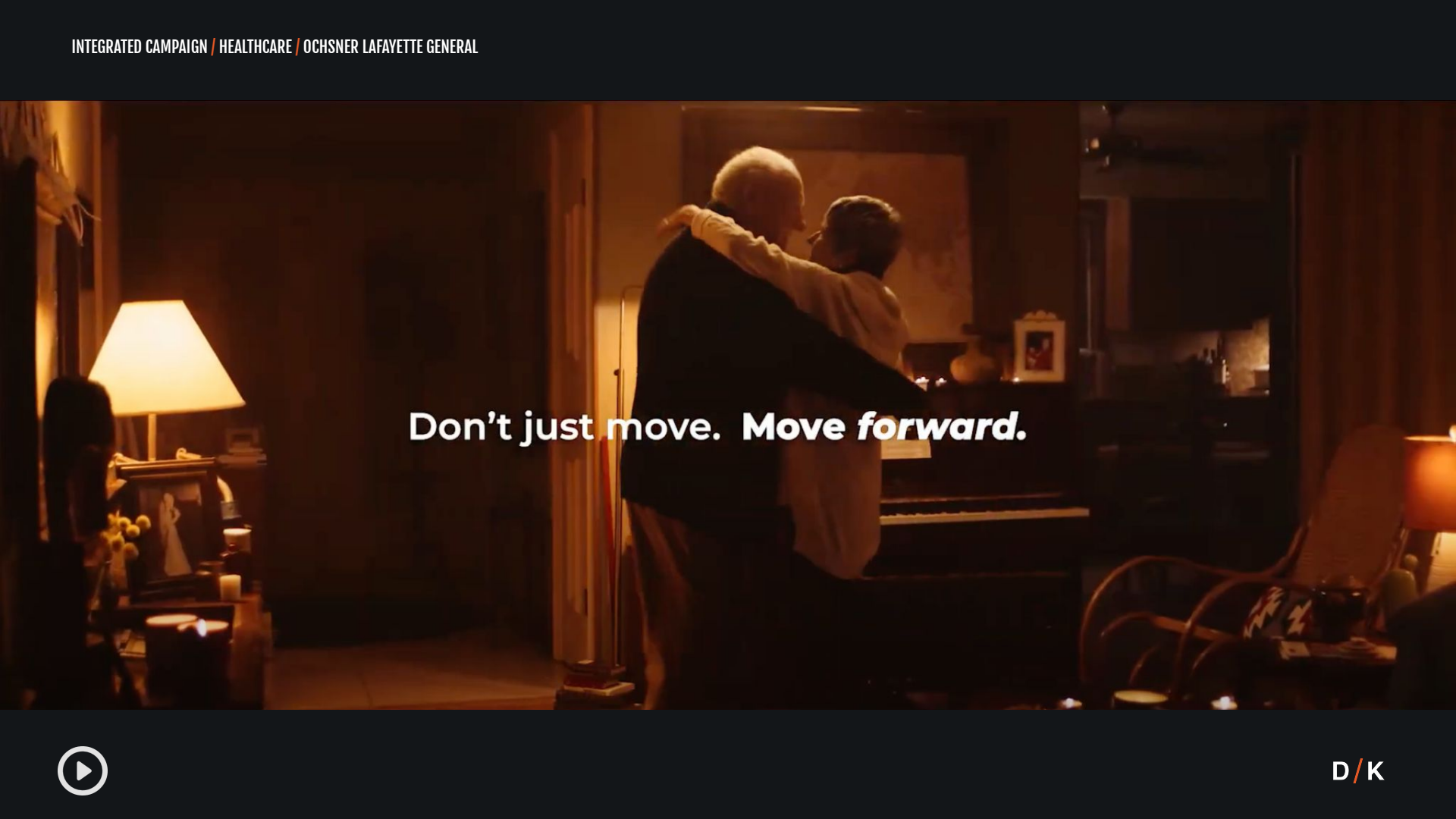


This campaign was designed to promote a newly-dedicated orthopedic hospital while driving awareness of the overall hospital system's commitment to patient outcomes instead of promoting surgical technology. The campaign had three distinct audiences: parents, outdoor enthusiasts, and those over 65. This led to a storytelling approach that showcased that movement is purpose driven.

HEALTHCARE / INTEGRATED


CAMPAIGN

CAMPAIGN STRATEGY, CREATIVE DIRECTION, CONCEPT DEVELOPMENT, EXECUTIVE PRODUCER / ROLES

A man and a woman are shown from behind, embracing each other in a dimly lit room. The man is wearing a dark jacket and the woman is wearing a light-colored top. They are standing in front of a piano. The room is warmly lit with a lamp on the left and another lamp on the right. The overall atmosphere is intimate and emotional.


Don't just move. **Move forward.**





Don't just move. *Move forward.*



A silhouette of a person stands in a room, looking out a large window. The window is framed by white curtains. Outside, a child is seen playing in a grassy yard. The scene is dimly lit, with the primary light source being the window, creating a strong contrast between the dark interior and the bright exterior.

Don't just move. Move *forward.*



The campaign significantly increased orthopedic service utilization and surgery inquiries at the newly dedicated hospital. It generated several hundred million in earned and paid media impressions.





LOUISIANA WORKS FOR YOU

LED | LOUISIANA
ECONOMIC
DEVELOPMENT

This campaign was developed to target C-Level executives of Fortune 500 companies to draw economic investment to the state of Louisiana. The creative highlighted Louisiana tech incentives, workforce development programs, business-ready infrastructure, as well as a Louisiana as a strong quality of place for business.

GOVERNMENT / NATIONAL

CAMPAIGN

CAMPAIGN STRATEGY, CREATIVE DIRECTION, CONCEPT DEVELOPMENT, USER EXPERIENCE, MEASUREMENT / ROLES

#1 IN THE UNITED STATES
FOR WORKFORCE
ENGAGEMENT



Print advertising in key national publications such as Fortune, Fast Company, Wired and Inc. were utilized to targeted C-level executives

HOW ABOUT YOUR WAY AND THE HIGHWAY?

Not to mention railways, waterways and airways. Development-ready sites, hand-picked for your client's needs. And an entire infrastructure that's one of the top in the nation.

When you bring your client's business to Louisiana, you'll have unrivaled access that simply works for them.

Get started at LouisianaWorksWithYou.com

- #3 INFRASTRUCTURE IN THE NATION
According to a ranking by Business Facilities
- 70+ DEVELOPMENT-READY SITES
With 90-day turnarounds
- #2 IN LOWEST INDUSTRIAL ELECTRICITY RATES
in the Southern region

LED LOUISIANA ECONOMIC DEVELOPMENT

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OUR TECH INCENTIVES ARE ENGINEERED TO MEET WORLD-CLASS BENCHMARKS.

That means access to high-tech talent that's expertly recruited. Subsidies and IP partnerships with state universities. And tax cost-of-living never grows obsolete.

When you bring your technology firm to Louisiana, you're putting Louisiana's code for success to work for you.

Get started at LouisianaWorksForYou.com

- #1 INDUSTRY SECTOR IN TERMS OF GROWTH
Software Companies' Emerging Markets
- #2 IN BUSINESS INCENTIVE PROGRAMS
Area Development
- #5 IN THE NATION FOR DOING BUSINESS
Area Development's annual Top States for Doing Business report

LED LOUISIANA ECONOMIC DEVELOPMENT

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WE'LL DELIVER A GROUNDBREAKING TEAM BEFORE YOU EVEN BREAK GROUND.

A team so well-trained that they'll hit the ground running. Grads of curriculums so customized, businesses helped build them. Part of a workforce so devoted, it's nationally recognized.

When you bring your client's business to Louisiana, you're putting LED FastStart®, the nation's top state workforce development program, to work for them.

Get started at LouisianaWorksWithYou.com

- #1 STATE WORKFORCE TRAINING PROGRAM
Business Facilities, seven years and counting
- #1 IN THE UNITED STATES FOR WORKFORCE ENGAGEMENT
Gallup poll comparing enthusiasm of the nation's workers
- #5 IN THE NATION FOR DOING BUSINESS
Area Development's annual Top States for Doing Business report

LED LOUISIANA ECONOMIC DEVELOPMENT

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Business News: Tech, Sta x +

https://www.wired.com/category/business/

WIRED SECURITY POLITICS GEAR THE BIG STORY BUSINESS SCIENCE MORE

MY ACCOUNT GIVE A GIFT

SWAP SHOP

Facebook and Instagram Ads Push Gun Silencers Disguised as Car Parts

DHRUV NEHRTRA

ODPS

A Book App Used AI to 'Roast' Its Users. It Went Anti-Woke Instead

One year-end summary from Fable, a social app where people share what books they read, told the user, "Don't forget to surface for the occasional white author, OK?"

KATE KNIEBBS

ADVERTISEMENT

WE BELIEVE EVEN BUSINESS SHOULD BE WELL-LIVED.

LOUISIANA WORKS FOR YOU

FIND OUT WHY >>

LED LOUISIANA ECONOMIC DEVELOPMENT

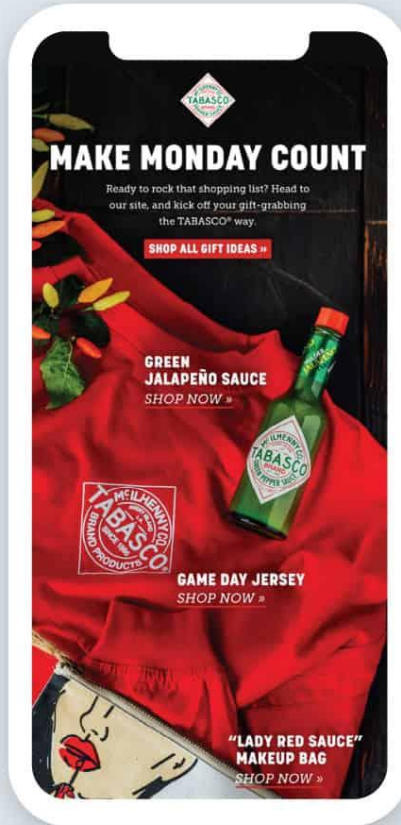
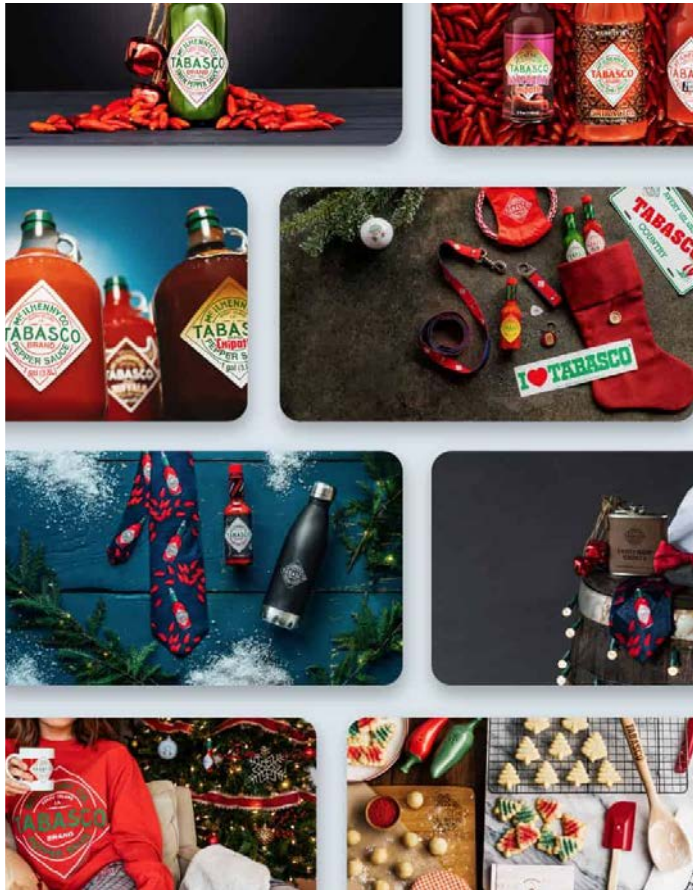
ARTIFICIAL INTELLIGENCE



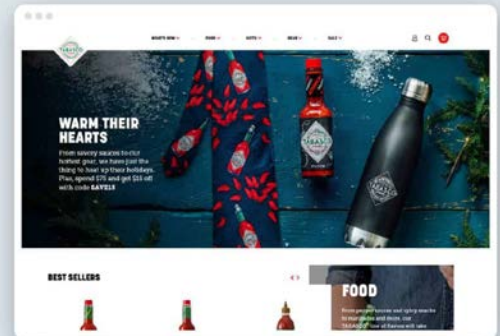
This ongoing annual campaign was developed to engage brand loyal TABASCO® fans through email and social content promoting branded merchandise as well as limited-time offer specialty sauces. The campaign drove a 30% YoY increase in online sales.

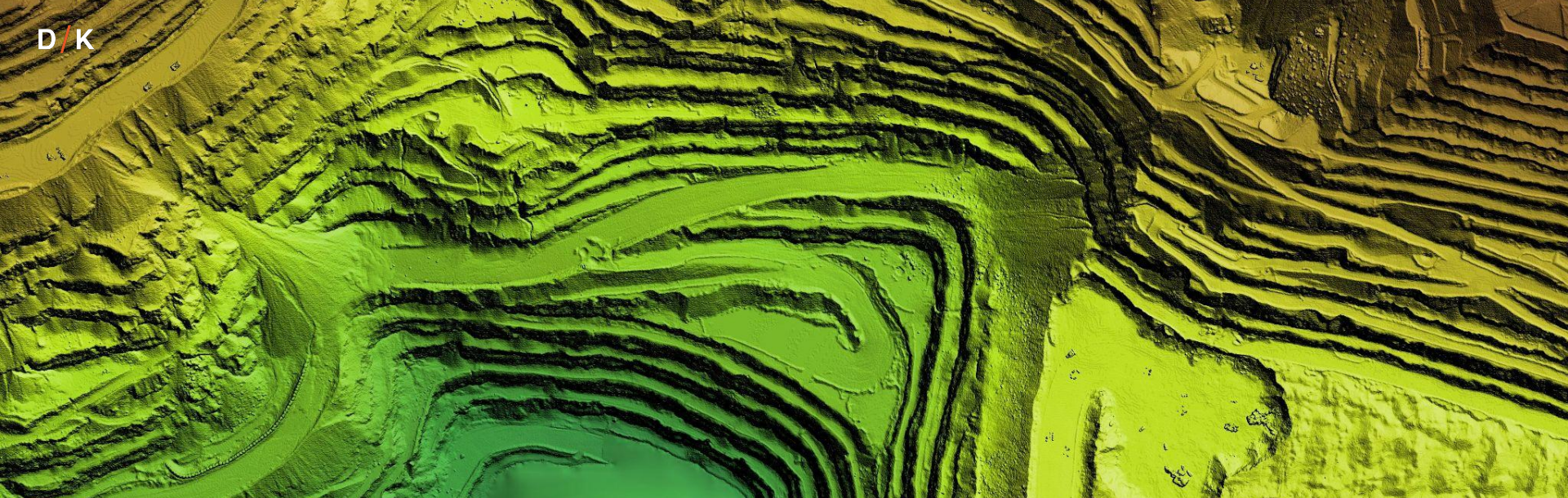
CPG / NATIONAL ECOMMERCE

CAMPAIGN STRATEGY, CREATIVE DIRECTION, JOURNEY MAPPING, MEASUREMENT / ROLES



Custom photography set in lifestyle settings help to elevate their branded products to luxury gift items worthy of any TABASCO® fanatic.





FlyGuys is a dynamic, innovative data capture company that was poised for growth. Backed with superior technology, operational excellence and industry investment, they set out to transform their business. Our team transformed their brand, both visually and verbally, to one that would stand out and elevate them high above the competition.

TECHNOLOGY / NATIONAL

BRANDING

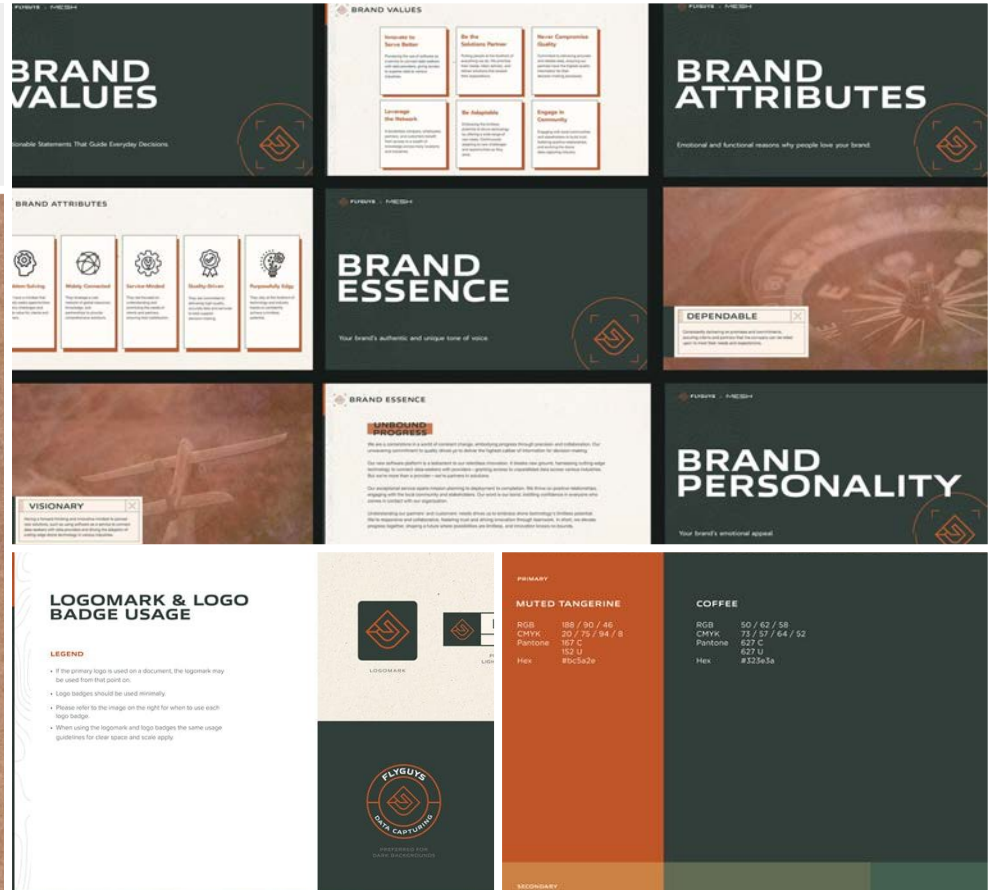
BRAND STRATEGY, CREATIVE DIRECTION, MESSAGING, DESIGN SYSTEMS, BRAND LAUNCH / ROLES



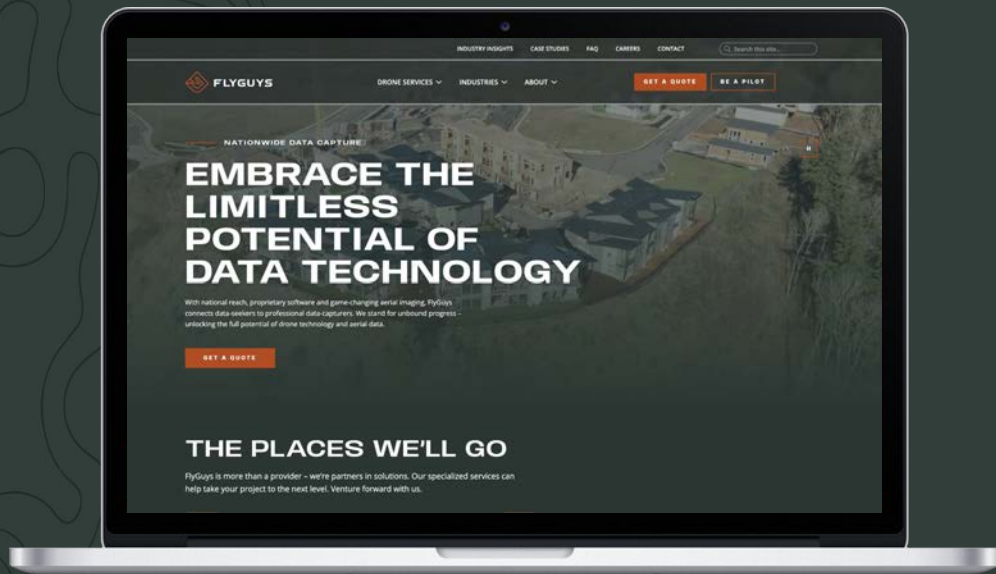
FLYGUYS



The campaign significantly increased orthopedic service utilization and surgery inquiries at the newly dedicated hospital. It generated several hundred million in earned and paid media impressions.







flyguys.com



This campaign was focused on reaching Belgard's core audience made of professional contractors and dealers. Implementing new messaging and contractor creative assets became key for driving awareness in key growth markets. We also launched a contractor-exclusive giveaway, reinforcing Belgard's focus on valuing and supporting their work.

MANUFACTURING / NATIONAL CAMPAIGN

CAMPAIGN STRATEGY, CREATIVE DIRECTION, CONCEPT DEVELOPMENT, VIDEO CREATIVE DIRECTOR / ROLES



PAVE THE WAY TO BETTER BUSINESS



PARTNERSHIP

On-site service, training, and educational tools.



INNOVATION

Industry-leading solutions for faster jobs and maximized profits.



QUALITY

Award-winning quality backed by a lifetime warranty.



That's Why the Pros Choose Belgard

From our innovative, high-quality products to hands-on demos and beyond, we've made it our mission to equip, enable and support contractors like you. Because you deserve a partner like Belgard.



BELGARD.COM/PRO



Active job site photography was essential to bring more authenticity to the campaign as well as including faces of real master contractors to ensure the audience saw Belgard as focused on helping contractors grow their business not just trying to sell more products.





This campaign was developed to help establish Baton Rouge, Louisiana as not just the state's capital city but to position the city as an unmissable and affordable stop for travelers. It was a multi-channel national campaign and won multiple awards statewide and nationally.

TOURISM / NATIONAL
CAMPAIGN

CAMPAIGN STRATEGY, CREATIVE DIRECTION, CONCEPT DEVELOPMENT / ROLES



with a capital S.

Visit **BATON ROUGE**
AN AUTHENTIC LOUISIANA EXPERIENCE

Baton Rouge isn't just another Louisiana city, we're Louisiana's Capital City. It's where soul and spirit collide, resulting in a music scene that's so much more than music - it's an authentic look at life in Louisiana.

Catch a show at VisitBatonRouge.com

with a capital P.

Located in the heart of Louisiana, Baton Rouge boasts facilities of every size and style to suit your needs. Whatever your sport and however you compete, there's no place better to host your event than Baton Rouge - Louisiana's Capital City of competition.

Start planning your event at VisitBatonRouge.com/sports

Visit **BATON ROUGE**

FLAVOR with a capital F.

SOUL with a capital S.

MEET with a capital M.

Print, outdoor, and social advertising was run in key publications and in regions most likely to entice potential travelers. Airport advertising was utilized in Washington, D.C. to promote new direct flights to the area.

ADVENTURE

with a capital A.

Visit **BATON ROUGE**

FLAVOR

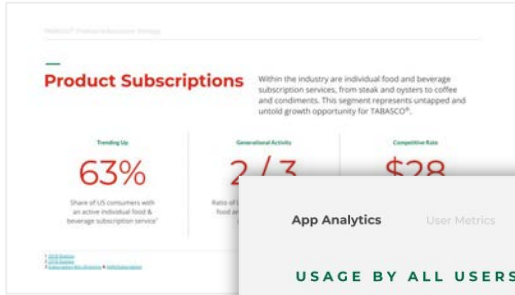
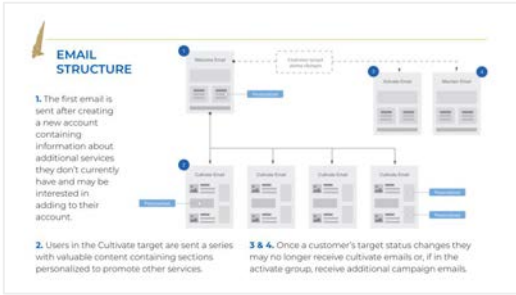
The kind you'll only find in Louisiana's Capital City.

DAILY NONSTOP FLIGHTS

Visit **BATON ROUGE**

STRATEGY_{/2}





COMPARISON

	klavio™	Marketo	ActiveCampaign
Native integration with SugarCRM	Requires 3rd Party (Skylar)	✓	Requires 3rd Party (Skylar)
Dynamic Content/Personalization	✓	✓	✓
Automated lead scoring	✓	✓	✓
Predictive analytics	✓	✓	✓
Industry benchmarking and	✓	✓	✓

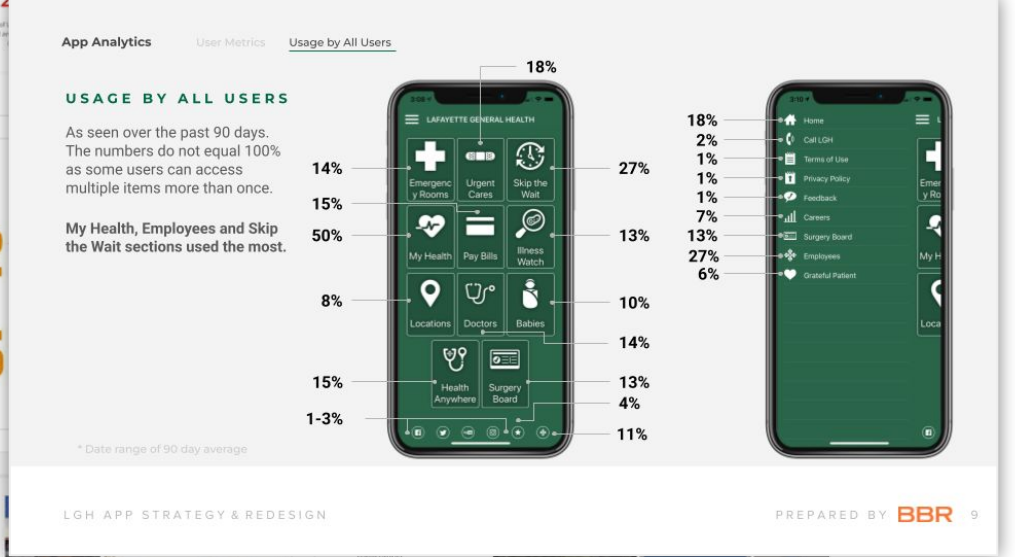
TECHNICAL PLANNING

	PHASE 1 (3-4 MONTHS)	PHASE 2 (4-6 MONTHS)	PHASE 3 (6 MONTHS)
Timing	Product Data Audit & Transformation	New Site Development & Belgard.com Modifications	Integration with Safety PIM system for all production information
Plan	Utilizing the new BelgardCommercial.com product data structure develop a headless product data site	Develop BelgardPro.com using new refreshed homepage and new WP blocks to build a consistent site design with Belgard.com	Change product data source of truth to Safety to ensure consistent product data across all Belgard sites
Design & Messaging	<ul style="list-style-type: none"> Begin working on new content and messaging for homepage new Pro specific pages Create headline messaging for interior pages Collect email about new category videos Develop new product page and resource library design 	<ul style="list-style-type: none"> Build out new product page and resource library Modify BelgardCommercial.com to pull data from product database Modify Belgard.com to pull product data from new product database 	<ul style="list-style-type: none"> Modify Belgard.com & BelgardCommercial.com to request product data from Safety Integrate Safety imagery for product photography and Banner for lifestyle photography
Technical Considerations	<ul style="list-style-type: none"> Setup new headless WordPress site for product data Utilize data transformation tool to import current Belgard.com CSV and BelgardCommercial.com data 	<ul style="list-style-type: none"> Build out new product page and resource library Modify BelgardCommercial.com to pull data from product database Modify Belgard.com to pull product data from new product database 	<ul style="list-style-type: none"> Modify Belgard.com & BelgardCommercial.com to request product data from Safety Integrate Safety imagery for product photography and Banner for lifestyle photography
Level of Effort	👍👍👍	👍👍	👍👍👍👍

BEST PRACTICES

- Get Permission**
Only send to people that have given permission for mailing. This is the key.
- Disclaimers**
The law requires "legit & data rates" disclosures on all signage for signups and in all signup messages.

My Health, Employees and Skip the Wait sections used the most.



Objective

To create a scalable consumer activation program to assist in driving sustained product sales.

Goals

- Increase conversion rate (CVR)
- Increase average order value (AOV)
- Increase customer lifetime value (CLV)
- Increase unit sales across product portfolio
- Prove ROI

BBR 5

Social Media

PRIMARY PLATFORMS

- Facebook, Instagram and Twitter are all used by the brand while individual locations control their own Facebook pages.
- Each brand network, at a minimum, adheres to platform best practices.
- Branded hashtags are longer than advised.
- Of all platforms, Instagram appears to garner the highest engagement rates.

BBR 5

Sustainable Concrete & Cement Solutions

Solving today's construction challenges.

- The next most tapped item is the search bar.
- Much higher tap rates on "Construction Challenges" section than desktop.
- From traffic analytics we know that most mobile users are looking for location information.

BBR 5

INTON ASSOCIATES Audience Segments

- John** City Managers, Public Works Director
- John** Community, Business Owners
- Jody** Planning Commission Member
- David** Civil Engineers, Surveyors, Planners & Plots

Demographics: 30-45, college-educated, predominantly male, suburban and rural areas.

Psychographics: Committed to public service, community development, value integrity, efficiency, and community well-being. Busy schedules, balancing work with family and personal commitments. Involved in local community events and professional organizations. Technically detail-oriented, analytical, and strategic thinkers.

Objective: Desire to improve city operations, infrastructure, and public safety.

SEGMENTATION MODEL - Belgard.com Audience Breakdown

14.5% Pros

- Visited pro-related pages
 - professionals
 - professional-resources
 - /find-dealer
 - /training
 - Pro UTM Sessions
 - Action Taken
 - Download cut sheet
 - Download installation guide

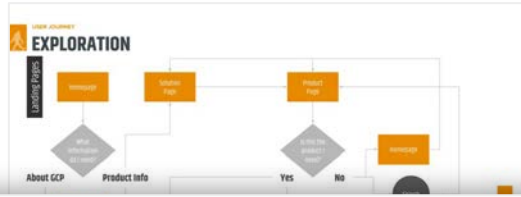
85.5% Homeowner

- Visited non-pro related pages
 - Intro-pro Campaign Sessions
 - Action Taken
 - Download project guide
 - Submitted form a contractor form

11.9K Pro Downloads

232 Pro Form Subs

Conversion Metrics



PERSONAS

Current Useflow - Organic Traffic

CONNECT 2 COMPETE CUSTOMER JOURNEY

	AWAWARENESS/LEARN	APPLY STEP 1 (2024)	APPLY STEP 2 (2024)	INSTALL	USE	
 mental Project & Key Drivers	1. I just learned about Belgard and how they can help me with my project. I need to learn more.	2. I've read about Belgard's programs but I'm not sure if they're right for me.	3. I've seen other sites, but I need to call to find out how Belgard can help me.	4. I've called Belgard and they've scheduled a site visit. I'm excited to see how they can help me.	5. I've been using Belgard for a while now. It's been a great experience. I'll be back soon.	
Actions & Behavior	1. Browse website and click on project free study program. We're looking for more contractors.	2. Contact sales rep to get more information. I need to see how Belgard can help me with my project.	3. Complete online form and submit it. I'm excited to see how Belgard can help me.	4. Schedule site visit. I'm excited to see how Belgard can help me.	5. Install Belgard. I'm excited to see how Belgard can help me.	6. Use Belgard. I'm excited to see how Belgard can help me.
Emotional Journey	1. I'm excited to learn more about Belgard and how they can help me with my project.	2. I'm nervous about whether Belgard can help me with my project.	3. I'm excited to see how Belgard can help me.	4. I'm excited to see how Belgard can help me.	5. I'm excited to see how Belgard can help me.	6. I'm excited to see how Belgard can help me.
Key Insights	1. Contractors are looking for more information about Belgard and how they can help them with their projects.	2. Contractors are looking for more information about Belgard and how they can help them with their projects.	3. Contractors are looking for more information about Belgard and how they can help them with their projects.	4. Contractors are looking for more information about Belgard and how they can help them with their projects.	5. Contractors are looking for more information about Belgard and how they can help them with their projects.	6. Contractors are looking for more information about Belgard and how they can help them with their projects.

MANUAL JOURNEY

Target Audiences & Priorities

User Persona	B2B	B2C	
AI Menard 55 Small Business Owners/Tradesmen Daily Planner	Mike Williams 45 Contractor Larger Projects	Sarah Moore 38 Pharmaceutical Sales Reps Products/Online	Jim & Betty Tatman 58 Business Owner & 58 Homemaker Service/Showroom

CONTRACTOR HIERARCHY OF NEEDS

Reached 3x more often than Lafayette users

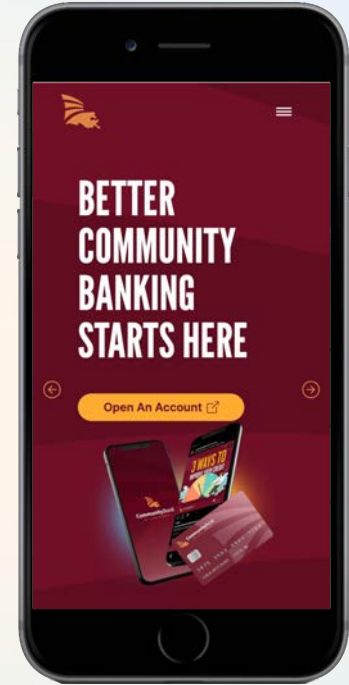
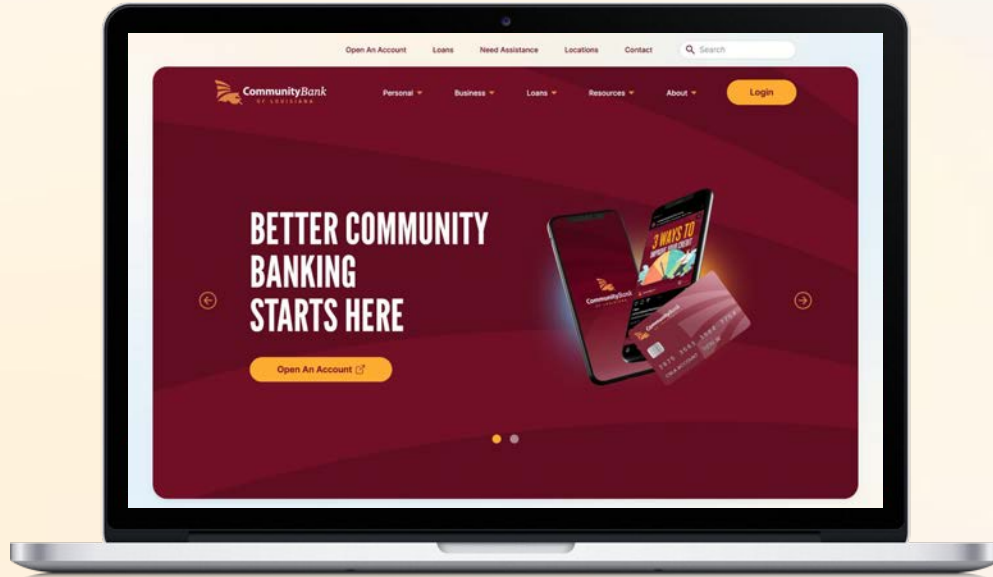
- Male reach exceeds male follower share across all age groups

Country	People Reach	City	People Reach	Language	People Reach
United States	1,234	Atlanta, GA	567	English	1,234
Canada	890	Toronto, ON	345	French	890
United Kingdom	678	London, UK	234	English	678
Australia	456	Sydney, AU	123	English	456

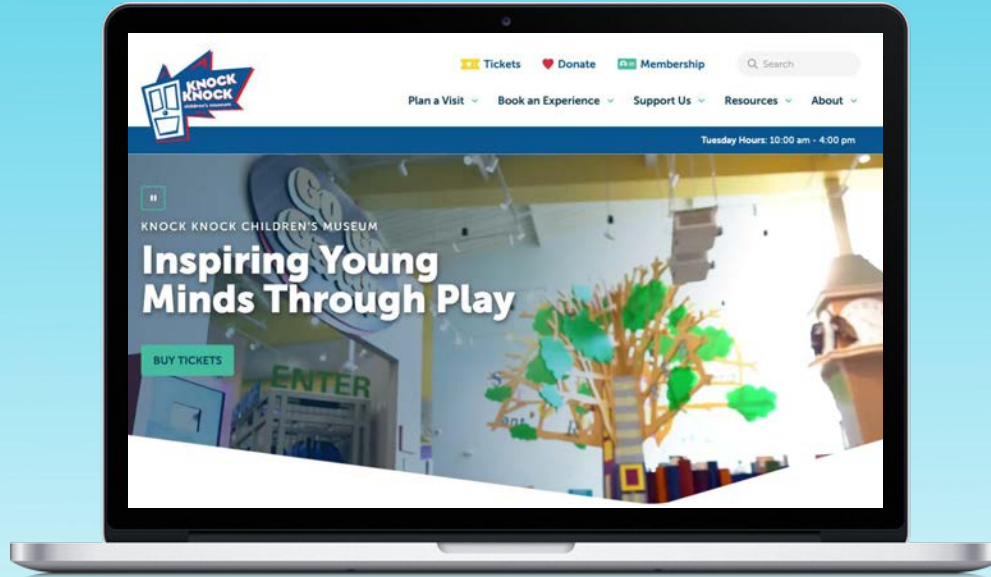
TECHNOLOGY / 3



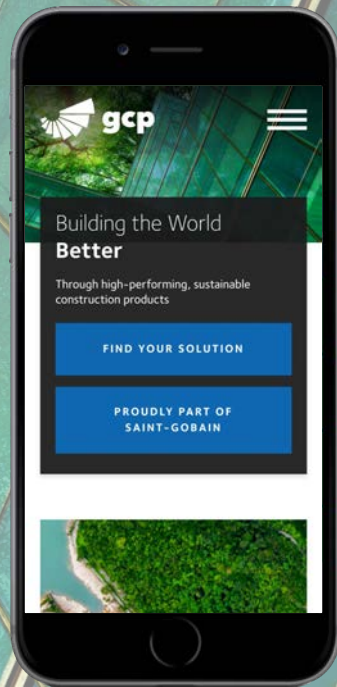
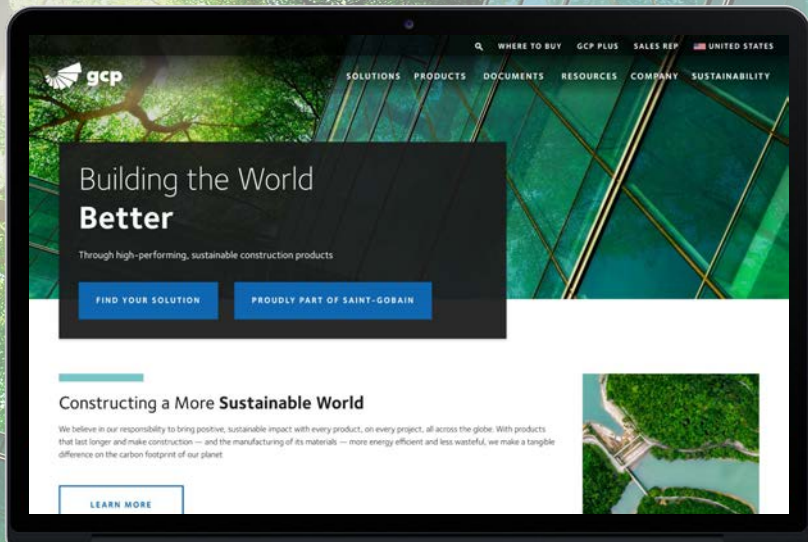
gocivix.com



communitybankofla.bank

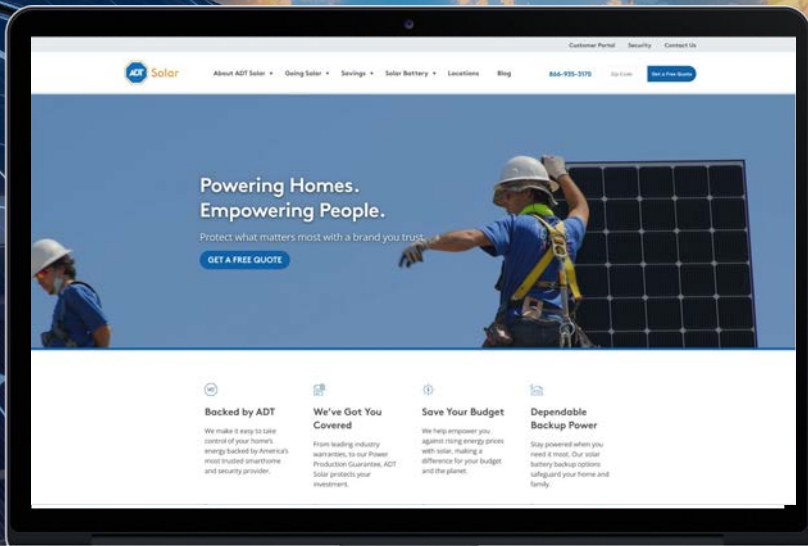


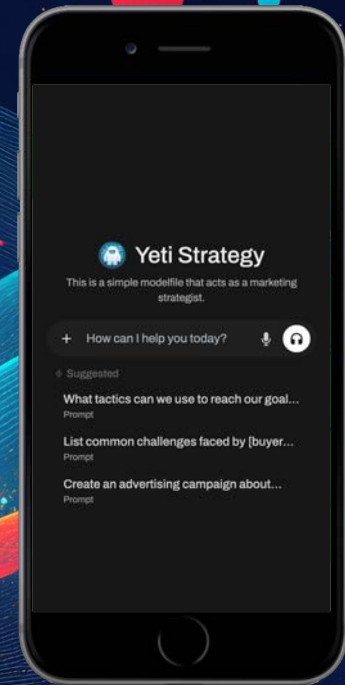
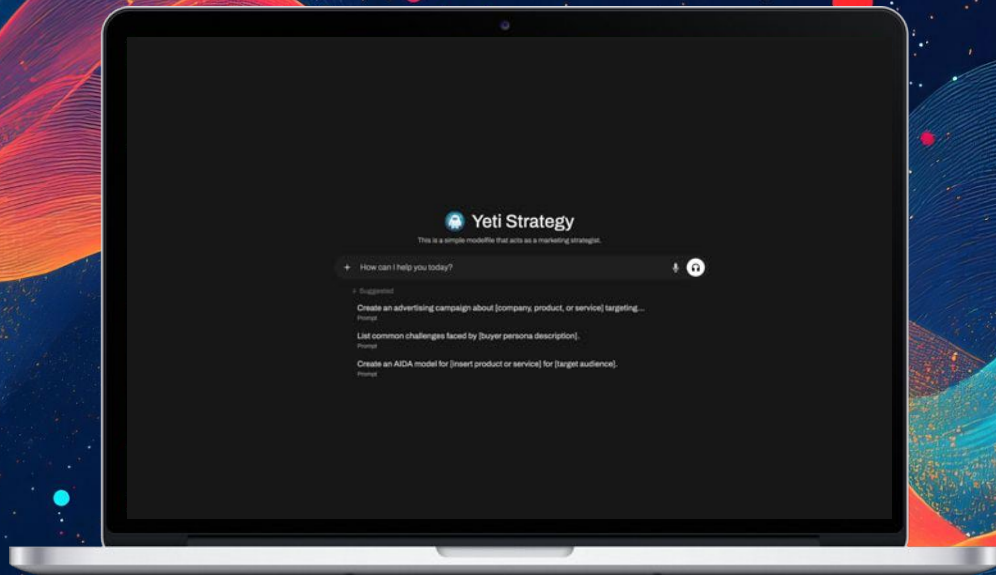
knockknockmuseum.org





rooms.belgard.com





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STRATEGY /2
TECHNOLOGY /3

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