

WRA Creative Communications

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WRA Creative Communications

WRA offers a wide array of high-level experience designing a broad spectrum of cutting-edge digital content and website channels. Our portfolio of work includes all major categories of editorial and audience-specific collateral including specific genres and traditional verticals. The following categories highlight our experience in the three most highly-valued aspects of online content creation:

- Editorial-targeted and genre-specific work
- Audience specific work
- Custom-branded specific work



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Editorial-targeted and genre-specific work

WRA has extensive experience working with MSN feeding content and creating editorial campaigns for traditional channels and verticals such as Health, Lifestyle, Real Estate, and Fashion. The majority of these undertakings focus on creating high-quality 2-3 minute video series that drive audience engagement and streams. The 65-75 percent average completion rate of content on these sites significantly exceeds the industry norm average. The volume of some of these series, in scope and production, also pushes boundaries. Examples of some of these successful productions with MSN include:

- Motion Picture Gallery
- Two-Minute Series
- Fit Life



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Motion Picture Gallery

400+ episodes of flat content converted into 2-minute videos with a linear narrative, tight editing, stylish look, and general appeal towards a wide audience. The episodes drove upwards of 50-60 million streams.



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Two-Minute Series

WRA worked with our clients to design a low-cost, high-quality series that the online network could produce in-house for use on multiple channels. The end result was more than 400 episodes with topics as varied as health, real estate, travel, auto, beauty/fashion, and more. The popular series provided evergreen content meant to be long lasting and available for channels to dip into when needed in order to beef up their stream numbers.



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Fit Life

120+ episodes covering a wide range of healthy lifestyle topics for women. Sample episodes included content about keeping fit, exercise routines, and maintaining general health. In addition to the video content, the site also utilized flat content supporting the different examples of subject matter.



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Audience-specific work

WRA and our clients have combined their efforts in numerous endeavors to develop editorial content that targets specific age demographics. The challenge in these instances comes from truly understanding an audience and what sparks their interest. The above-average completion rates exemplify their success in these endeavors:

- Kid Wonders
- Dare Devils
- Invest in Yourself



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Kid Wonders

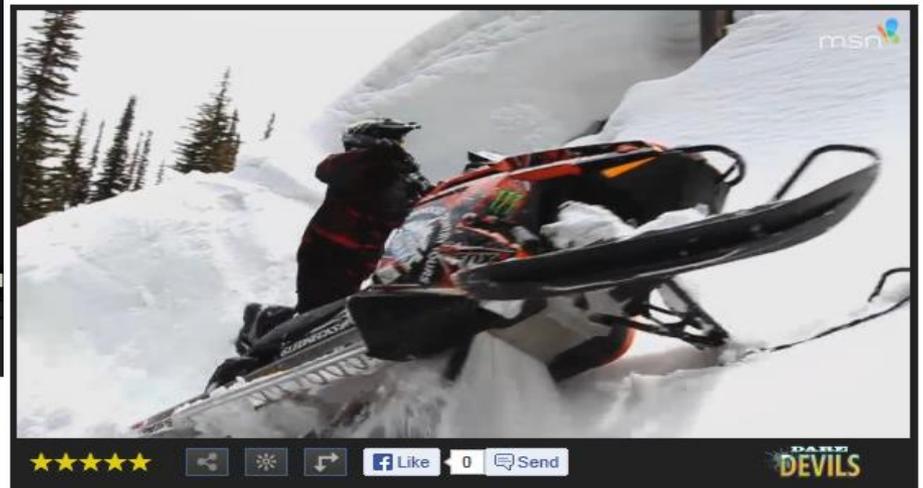
In 26 episodes spread out over two seasons, this MSN Lifestyle/Family website series focused on high-achieving children and young adults. The series went on to win two Telly Awards.



13-year-old 'Grom Social' founder

Dare Devils

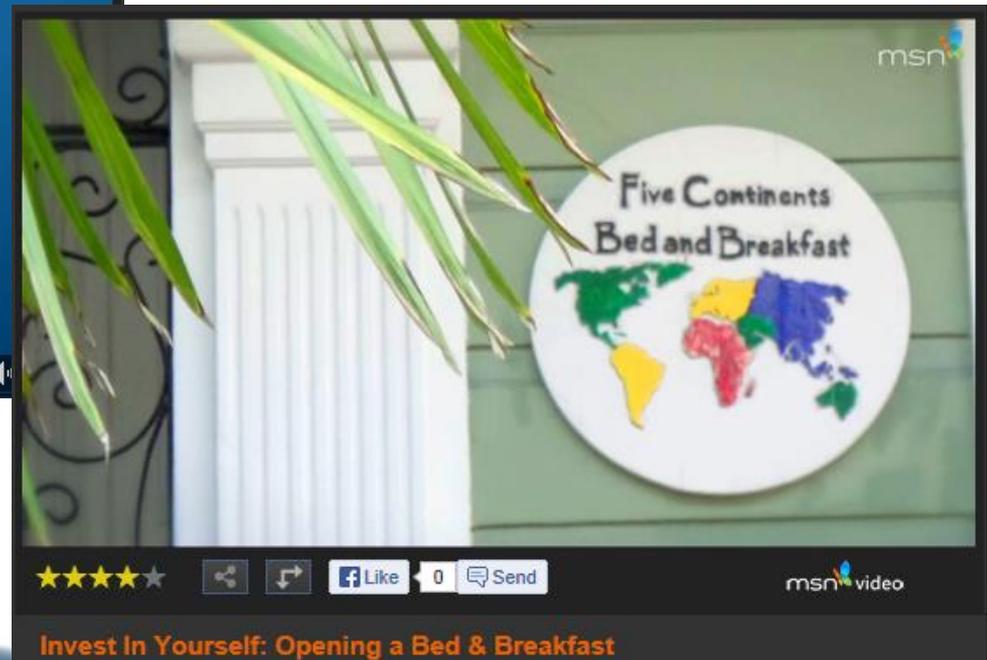
With Daredevils, our clients wanted to target a younger demographic, specifically, 18-30 year old males. The channel profiled people who participate in extreme sports and included interviews detailing how and why they got into the sport as well as footage of them in action. Over the course of 2 seasons, the channel produced 26 successfully targeted episodes.



Chris Burandt takes snowmobile technicality to new heights

Invest in Yourself

WRA worked with our clients to design a financial channel geared towards a business and money audience. The channel focused on people aged over 50, with an annual income exceeding U.S.\$150,000 and ready to start a second career.



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Custom-branded specific work

WRA understands the value of getting a brand in front of an online audience. That's why he's worked on numerous sites where visitors can interact with a brand, the brand itself can become part of the channel, and there can be multiple opportunities for product placement that help drive brand recognition. Some of these examples include:

- News on Main (Sprint)
- Projects Are Calling (Toyota Tundra)
- Cleaning and Organizing from Top to Bottom (Febreze)



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News on Main

WRA worked with MSN to design a small-business channel that profiled small business success stories. The series had more than 300 episodes and ran for four years. In addition to a high level of audience engagement, the series also won a Telly Award for excellence in online programming.

The screenshot shows the MSN Business on Main website. The header features the MSN logo, a search bar, and navigation links for Sign In, Add to Favorites, and more. Below the header is a yellow banner with the text "BUSINESS on main" and "A community of ideas, CONNECTED BY Sprint". The main content area is divided into several sections: "The Knowledge Exchange" sidebar, "KNOWLEDGE EXCHANGE" main content, "ASK A QUESTION" section, and "Play Episode" section. The "KNOWLEDGE EXCHANGE" section includes a "From the Experts" section with articles like "What Does Obama's New SBA Stimulus Mean for Me?" and "Polish Your Company's Image: Brands are under siege and customers are seeking brands they value and trust." There are also "Featured Articles" and a "Community Home" section.

The screenshot shows the MSN Business on Main website, focusing on the "COMMUNITY" section. The header is identical to the previous screenshot. The main content area includes a "COMMUNITY" section with the text "Make new connections with other business owners to share advice, experiences and information. Welcome to a savvy community of business people and ideas." Below this are "Recent Discussions" and "Meet the Experts" sections. The "Meet the Experts" section lists several experts with their photos and titles, such as Dan Briody, Toddi Gutner, Barbara Findlay Schenck, and Mark A.R. Mitchell. There is also a "Business Directory" section with search fields for "Enter Business" and "Enter Location".



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Projects are Calling

WRA worked with Toyota to build a channel for the Auto industry vertical. The hugely successful campaign combined avid user interest with DIY home repair projects and promoted the Toyota Tundra brand. Visitors to the site could choose from a variety of video and flat content. Toyota banner ads and messaging incorporated a portion of each page. See videos [here](#).



Cleaning & Organizing from Top to Bottom

WRA created the content for a 13-episode series geared towards the Lifestyle and Family genres. The site mixed the Febreze brand with video and flat content that focused viewers on content that positively reflected the Febreze brand personality. See videos [here](#).



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Don't Just Take Our Word For It

Our clients have great things to say about working with us:

"Your associates consistently deliver on a level that is just better than other agencies—more thorough, more thoughtful, more responsive, etc. Not trying to flatter, but I think it's worth acknowledging that I've had similar experiences every time I've come in contact with someone from your organization."

"We've been working with you for more than four years now. I haven't had time to tell you enough how much I appreciate what you do for us and what a pleasure you are to work with. Besides being on time every time, you know the subject and the audience, write intriguing copy, follow up on every detail, and are easy to work with throughout the process. Your knowledge is indispensable."



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"The case studies you wrote for the launches—both domestic and international—gained wide visibility for the partners supporting our efforts, and they have helped arm the field to close sales and recruit new partners."

"I just wanted to send kudos. You went way above the call of duty for this. VERY impressive! Thanks again!"



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