

TIME FLIES WHEN YOU'RE HAVING FUN. (AND MAKING AN IMPACT)



TEN YEARS? THAT WAS FAST. AND FUN.



This past year was a significant milestone for Dotted Line – 10 years since we partnered with our first client in 2014. And over the past decade, our shared vision has remained steadfast: To help our clients and team members achieve their potential while enjoying the journey. From humble beginnings as a team of one to where we stand today as a full-service, high-touch agency, the journey has been filled with invaluable lessons, moments of fulfillment and opportunities to grow alongside our clients.

And 2024 has been another year of growth and impact as we've continued to invest in our team– enhancing our leadership and client service capabilities with new expertise to meet each client's unique needs.

In addition, through campaigns and high-impact marketing programs, we achieved results that underscore the talent and commitment of our team. The momentum we've built energizes us as we look to the future, excited about what's next.

In our 2024 Agency Impact Report, we reflect on the progress and accomplishments of the past year. Together, with our partners we've achieved meaningful and sustainable growth, a testament to our shared commitment to innovation and excellence.

And as we step forward into the new year, I want to thank our clients, team, and community for their unwavering trust and support. Your partnership continues to shape Dotted Line into what it is today. So here's to the next chapter of our story. I'm confident it will be as fulfilling and as fun as the last.

With gratitude,
Lauren

THIS IS US



DLA

200

Team members and counting

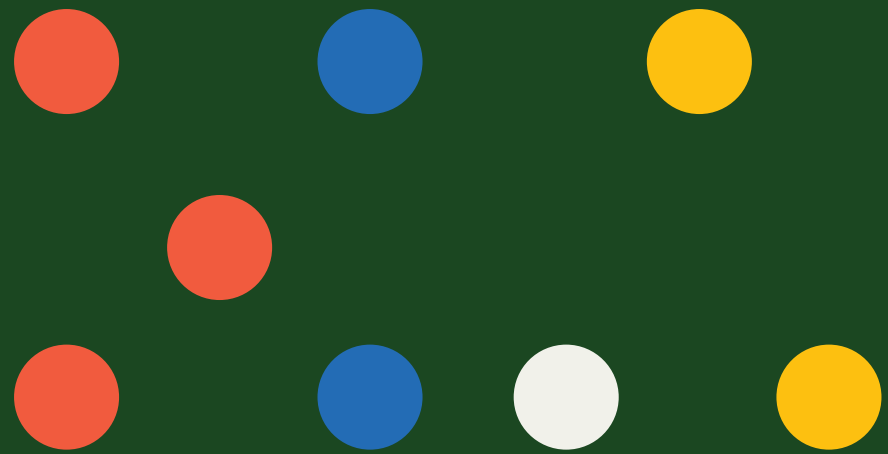
**DOTTED
LINE
AT A
GLANCE**

Founded in

2014

17

Client Partnerships in 2024



OUR CAPABILITIES:

STRATEGY:

Brand Positioning,
Consumer Research,
Product Launch Planning

CREATIVE:

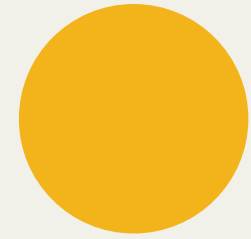
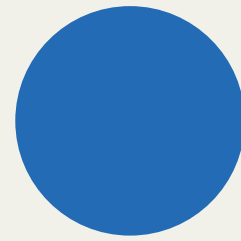
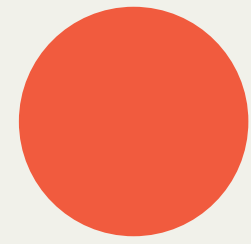
Campaign Concept,
Creative Direction,
Identity Development,
Website Development,
Video Production

MEDIA & PR:

Paid, Earned,
Owned and
Shared Media

MANAGEMENT

Marketing Consulting
Account Management,
Workflow Management



OUR CATEGORY EXPERIENCE:

Healthcare
Tourism + Destination
Food + Beverage
Energy
Professional Services / B2B
Telecommunications

OUR WE EXPONENTIALLY
GROW OUR CLIENTS'
BUSINESSES
SUPER
POWER:

TREAT

Treat everyone—team members, clients, and partners—the way we'd want to be treated: This fosters trust, respect, and strong relationships that serve as the foundation of our work.

ALWAYS ALWAYS ALWAYS

Always be improving, learning, and growing: By continuously evolving, we bring fresh ideas and innovative solutions to every client challenge.



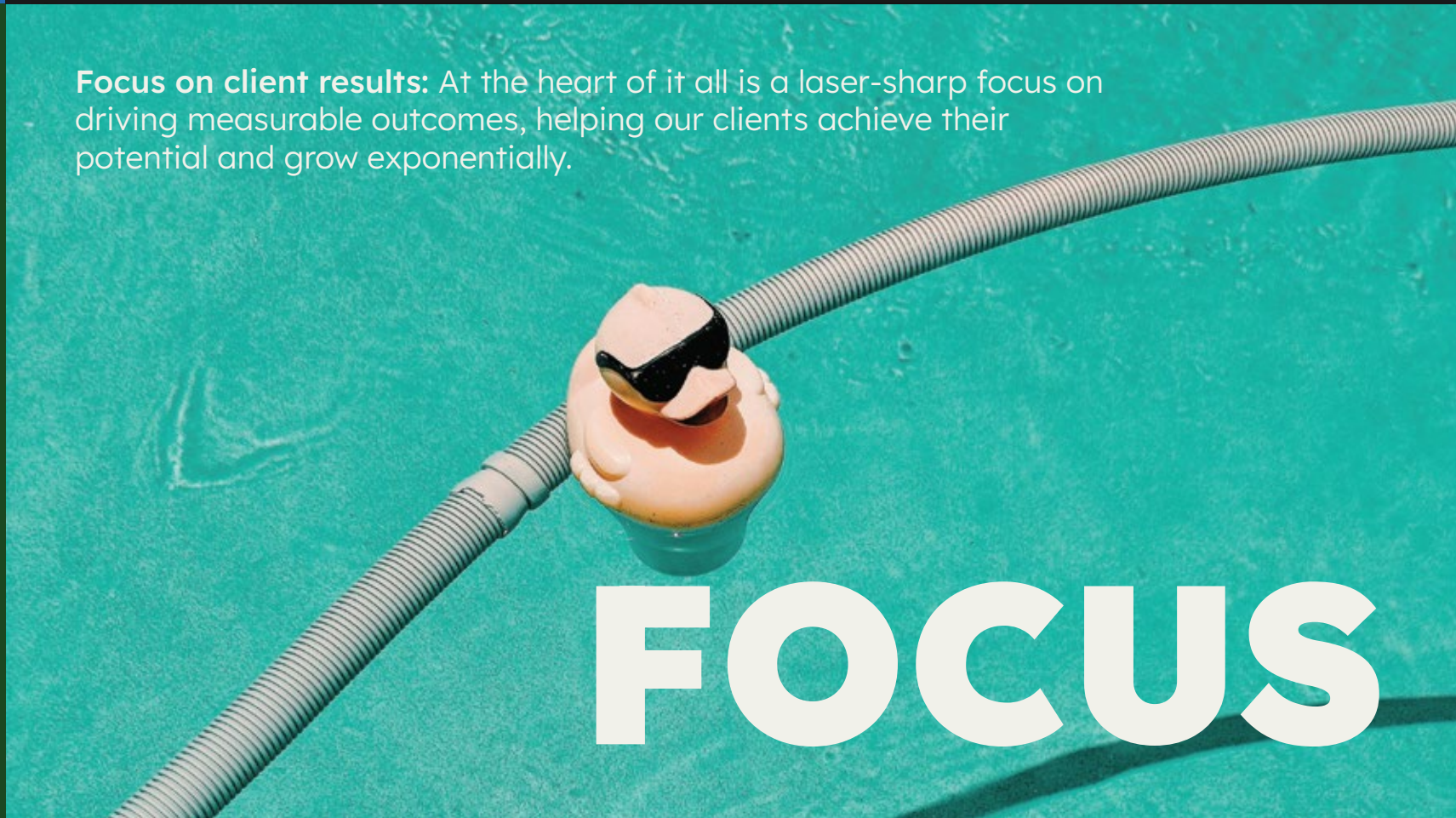
Dotted
Line
Agency

Do work we are proud of: Excellence is non-negotiable. We approach every task with intention and care, delivering creative and strategic solutions that stand out.

DO

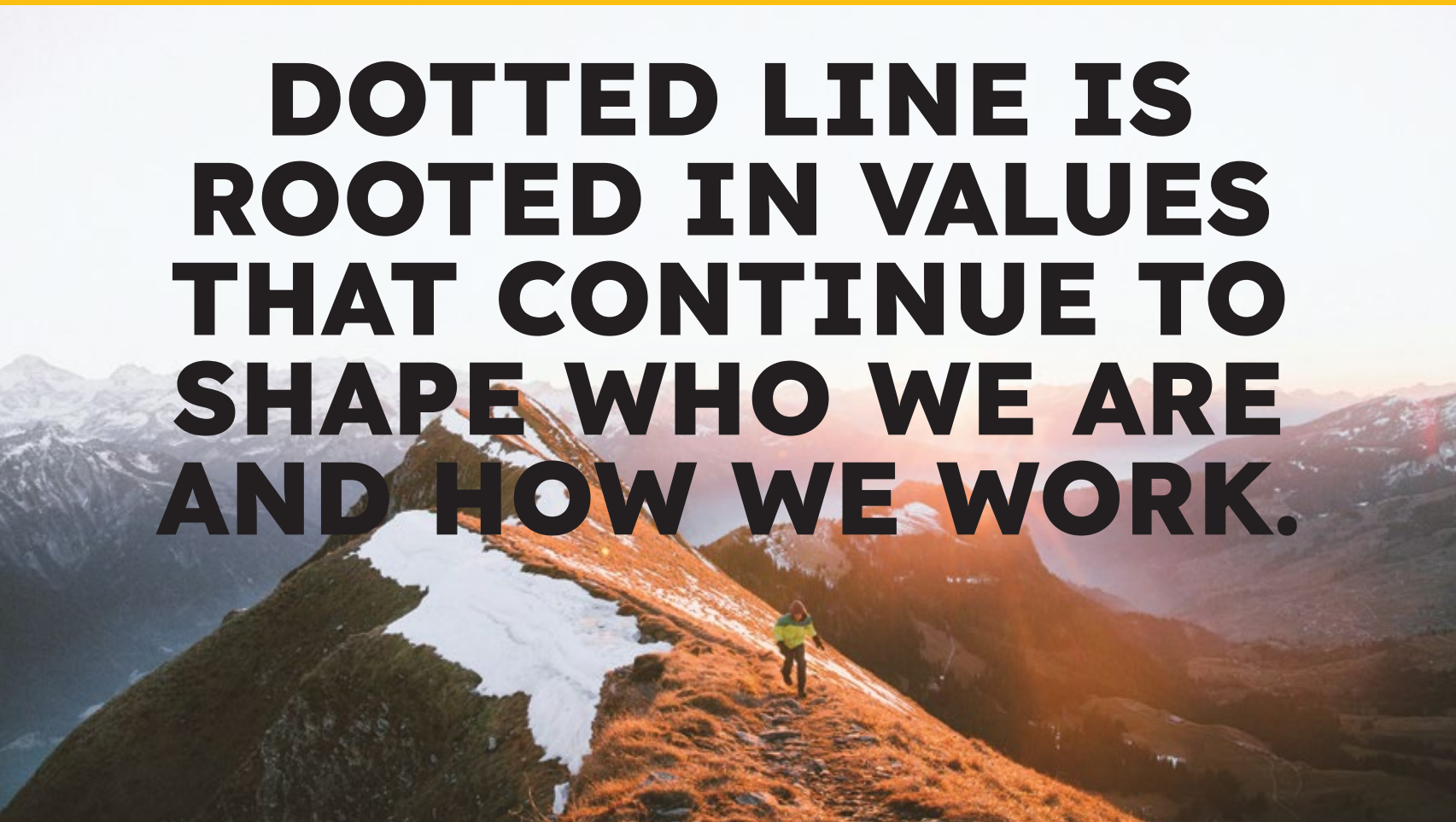
BECAUSE OUR VALUES ADD VALUE

Dotted
Line
Agency



Focus on client results: At the heart of it all is a laser-sharp focus on driving measurable outcomes, helping our clients achieve their potential and grow exponentially.

FOCUS



DOTTED LINE IS ROOTED IN VALUES THAT CONTINUE TO SHAPE WHO WE ARE AND HOW WE WORK.

COLLABORATE

Collaborate and be a team player: Our clients benefit from seamless, cross-functional teamwork that ensures every project receives the best of our collective expertise.

GO

Go the extra mile:

We're committed to exceeding expectations, ensuring our clients feel supported and their goals are not just met but surpassed.

“

**EVERY PROJECT
IS AN
OPPORTUNITY**

This year, Ron Villacarillo joined DLA as our Head of Creative. Ron has already made a significant impact on our brand portfolio, delivering exceptional creative work.

**TO SHARE
A PART OF**



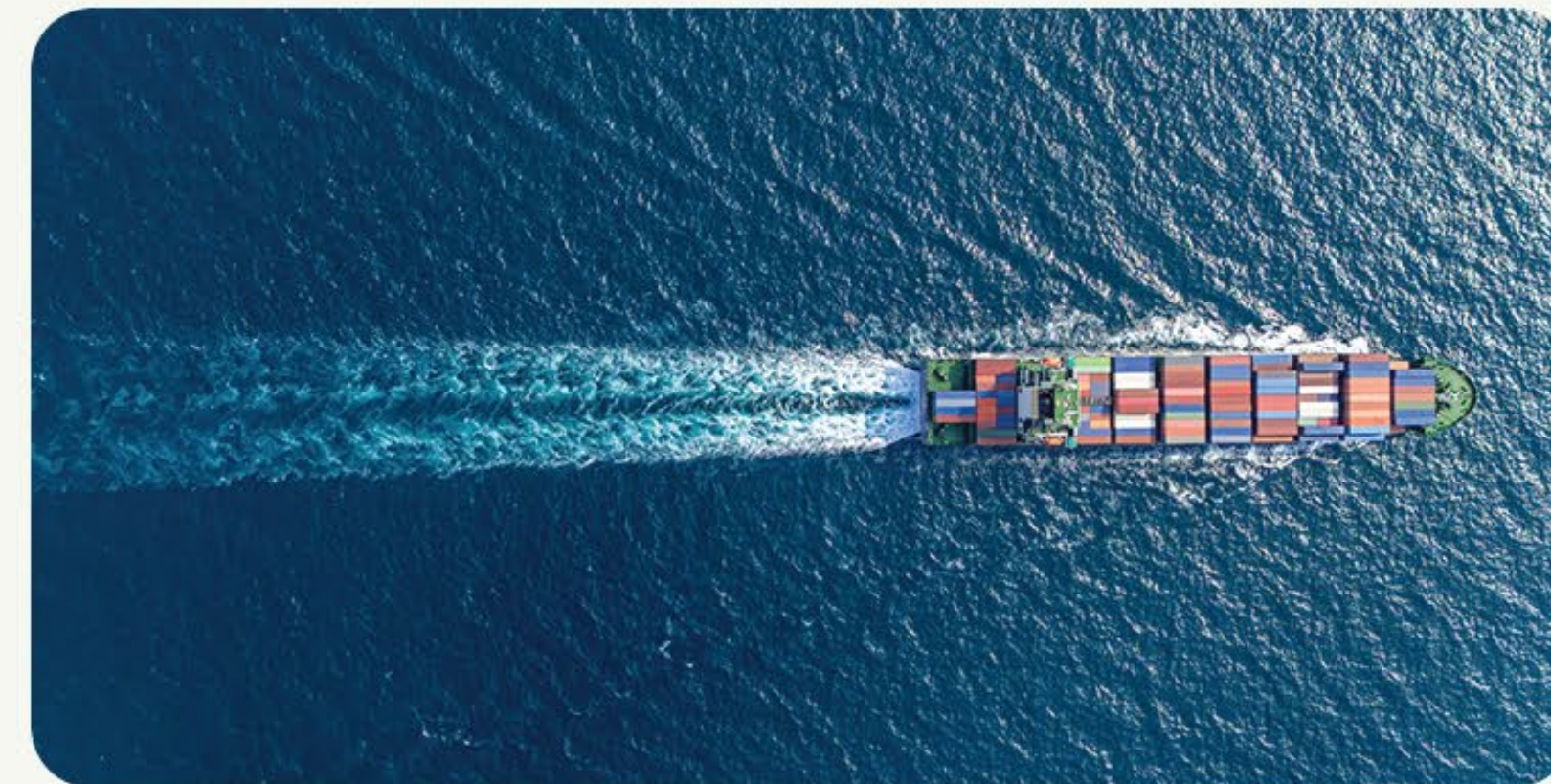
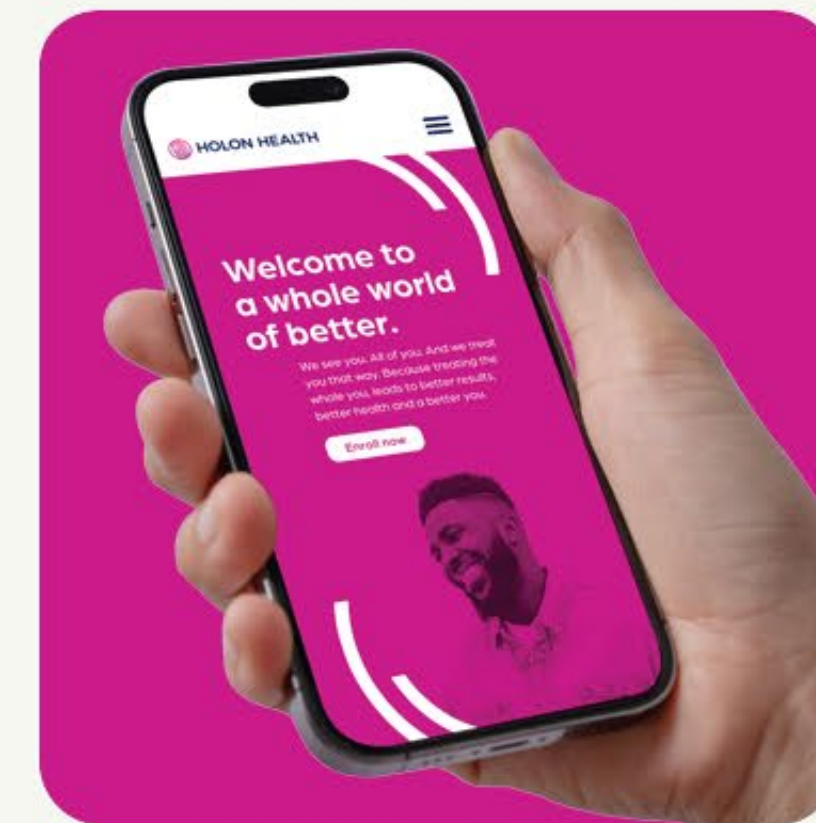
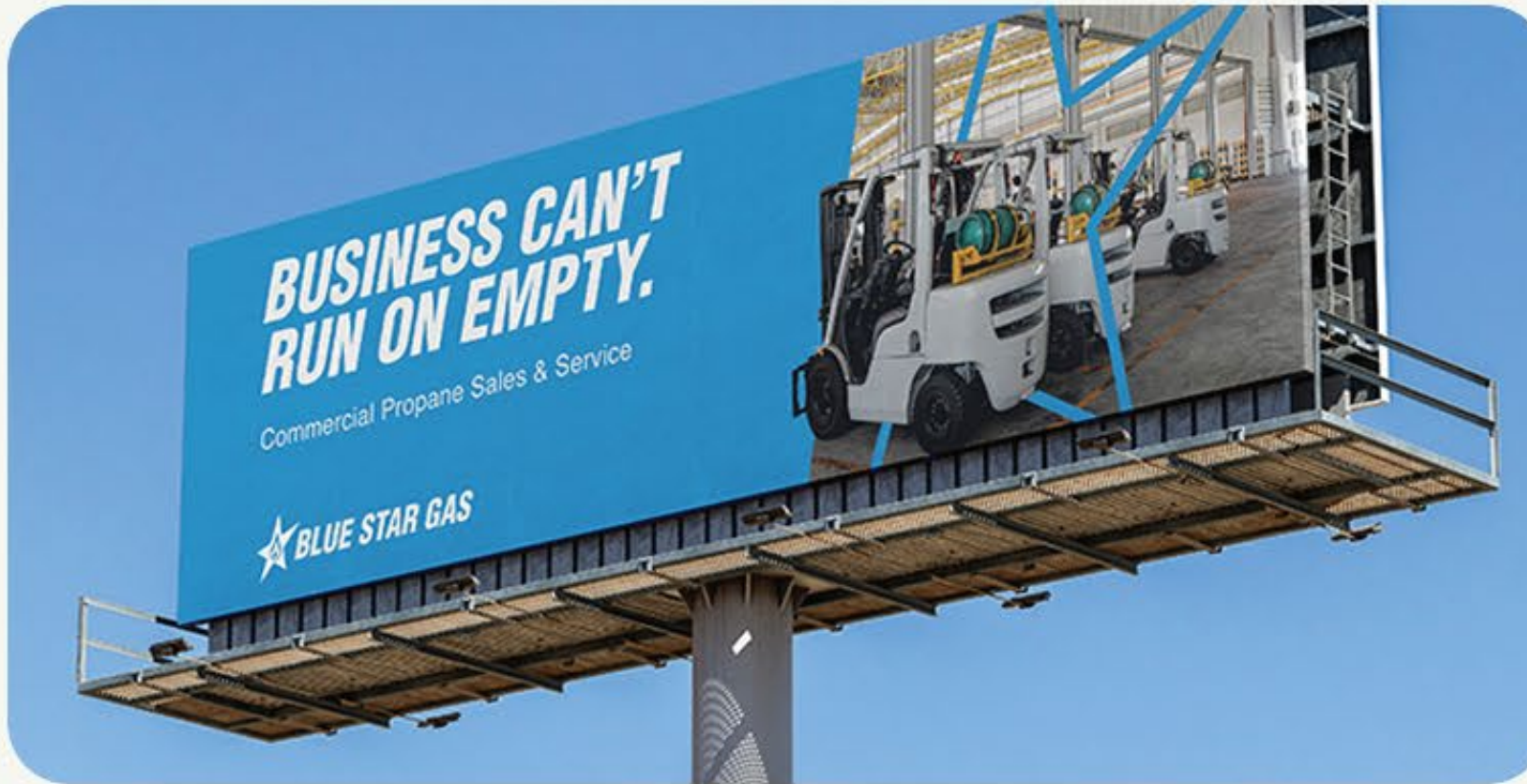
His leadership is a driving force behind our creative, communications, and production strategies.

Ron's energy is a true asset to our team and culture. We're excited for the incredible work and innovation that 2025 holds with him on board.

OURSELVES.

**- RON VILLACARILLO
HEAD OF CREATIVE**

”



TWIST BROADBAND

Launching a bold challenger brand

BLUE STAR GAS

Bringing a brand's core message to life in an overlooked category

GLEN ALLEN GROUNDS

Redefining custom outdoor living

TWIST BROADBAND

Collaborating with strategic PR partners to craft a powerful brand act

HOLON HEALTH

Humanizing the digital footprint of behavioral health

TWIST BROADBAND

Leveraging AI for dynamic, engaging social content

ATKINSON INSURANCE

Bringing fresh appeal to a traditional industry

MEDRVA HEALTHCARE

Highlighting heart, heritage and community impact

CV INTERNATIONAL

Crafting a fresh design perspective for a global shipping brand

A group of people are celebrating, with confetti and streamers falling around them. They are smiling and some have their hands raised. The scene is festive and joyful.

WE'RE ABOUT CREATING WORK THAT WORKS

(and creating a good time while doing it)



Twist A Successful Launch Story Broadband:

Brand Creation: Built a brand from scratch, positioning Twist as a bold, innovative challenger in the broadband space.
Creative Campaign: Launched a challenger campaign to differentiate Twist and resonate with underserved audiences.
Results: Achieved on-pace leads in the initial market during a focused 5-month test campaign.
Strategic Partnerships: Collaborated with key strategic, hyper-local partners to maximize reach and credibility.



Blue Star Gas: Campaign Success Highlights

Exceptional ROI: Delivered a 5x return on campaign investment, driving significant value for the business.
Sales Growth: Achieved consistent month-over-month increases in sales leads, fueling business growth.
Strong Paid Media Performance: Paid campaigns consistently surpassed industry benchmarks, delivering high-impact results.
Outstanding Social Performance: Facebook ads consistently outperformed platform averages, demonstrating exceptional engagement and targeting effectiveness.



Glen Allen Grounds: Driving Growth and Engagement

Revenue Growth: Achieved year-over-year growth aligned with revenue projections, showcasing sustained business momentum.
Targeted Ad Success: Generated 13 click-to-call actions in just two weeks through Meta ads promoting leaf removal services.
Social Media Impact: More than doubled Facebook reach quarter-over-quarter, expanding audience engagement.
Website Traffic: Drove over 500 new visitors to the website in a single quarter, boosting online visibility and customer acquisition.

ATKINSON INSURANCE: Insuring Fast Results

- Achieved weekly lead generation targets, delivering higher-quality leads within the first six months of the campaign.
- The new website launch resulted in an 83% increase in new users and a 377% surge in traffic to the Get a Quote page.



MEDRVA HEALTHCARE & FOUNDATION: External & Internal Success

- Sustained social engagement throughout the year, with engagement rates peaking at 33%.
- Secured 4 local media hits with long-form stories on patient success, enhancing community visibility.
- Achieved above-average open rates on the internal newsletter, improving internal communications.

BALTIK'S BAGEL LAUNCH: An Intro with Impact

- Garnered 7 media hits in a 6 week launch timeline, including prominent features in Richmond Times-Dispatch, Richmond Magazine, Richmond BizSense, and Axios Richmond.
- Coverage included accompanying social posts, digital editions, and shares within community Facebook groups, driving buzz and awareness.

BUT NOTHING MAKES US HAPPIER THAN HAPPY CLIENTS.

We value highly satisfied client relationships with scores † 85-90+% client agency satisfaction survey results. But don't take our word for it.

“The DLA team perfectly captured the story of our business and its deep connection to the community. You looked beyond our excellent product and partnered with us to create a values-driven brand that propelled us a full year ahead of our launch goals.”

Yero Rudzinska,
Baltik's Bagel



“In 2024, we decided to hire a larger, more detail-oriented marketing firm. Dotted Line had been on our radar for a while. The team has been exceptional. They have helped us navigate the challenges of social media & Google, revamped our overall company image, and provided significant recommendations that have boosted the quantity and quality of our inbound leads. I cannot thank and recommend Dotted Line enough for supporting our marketing efforts!”

Eric Ellington,
Co-Founder
and Partner at
Glen Allen Grounds
Management



“Outrageously successful! The DLA team put us a year ahead of our goals in terms of recognition and market penetration with our launch. We look forward to a long-lasting partnership!”

Dr Tracy,
Co-Founder of
Holon Health



“DLA is instrumental to Twist's launch and success. They began with a foundation to really understand our business and customers, and from there create relevant, engaging, and memorable experiences through Marketing.”

Mark Chinn,
Co-Founder
and COO at
Twist



BEFORE YOU GO

Our services focus on brand, content, and creative capabilities. This includes omnichannel marketing, campaign, and brand strategies to scalable content development, public relations, and digital marketing to branding and design services. We look forward to hearing from you.

LET'S START 2025 STRONG