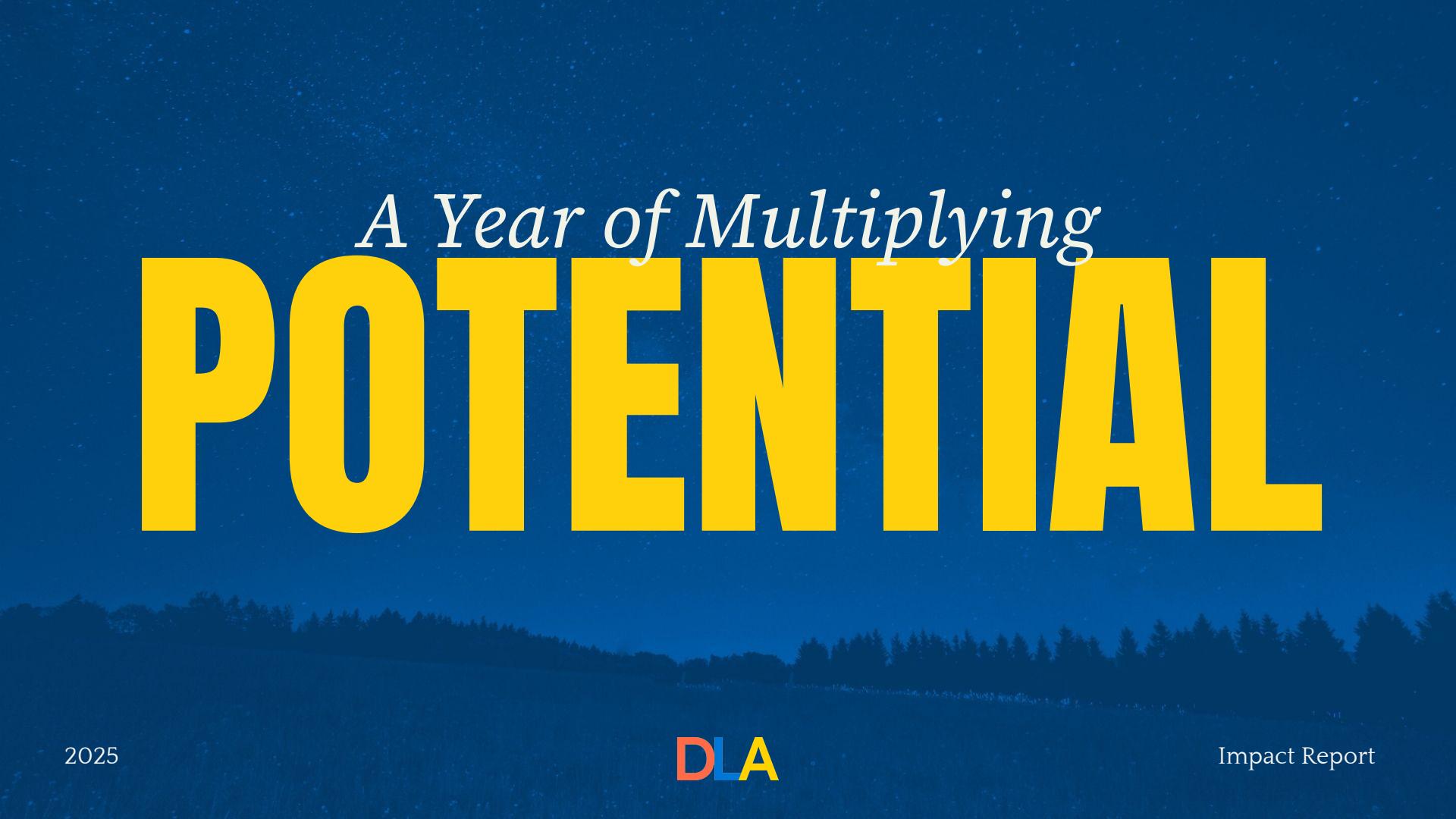


A Year of Multiplying
POTENTIAL

The background is a solid dark blue. At the bottom, there is a dark silhouette of a forest line, consisting of many small, dark greenish-blue dots representing trees. The text is positioned above this forest line.

2025

DLA

Impact Report

HELLO.



2025 MARKED A DEFINING CHAPTER IN DOTTED LINE AGENCY'S JOURNEY – NOT ONLY IN HOW FAR WE'VE COME, BUT IN HOW INTENTIONALLY WE'RE PREPARING FOR WHAT'S NEXT.

In a world where attention is fragmented and AI is quickly reshaping how people discover and choose brands, companies need more than isolated tactics. They need coherent systems that create clarity, momentum, and measurable growth. We developed [Multiply Potential](#) for exactly that purpose - a point of view and framework that helps modern brands achieve a significant impact in a noisy, rapidly evolving marketplace.

This year also marked a pivotal shift for DLA. We multiplied our own potential by deepening leadership, integrating capabilities, and strengthening the media and AI horsepower required to take on more complex challenges. That evolution positions us as a mid-size, fully integrated creative and media agency - built to help ambitious brands navigate what's next.

Across brand strategy, creative, media, social, PR, content, and digital programs, our partners trusted us with work that grows and shapes reputations, drives revenue, and unlocks what's possible for their organizations. And behind every milestone are the people who make it happen - the clients who trust our team and the talented individuals who show up each day with passion, curiosity, and the commitment to do work we're proud of.

Thank you for your partnership, energy, creativity, and shared ambition. 2026 will be a year we chart a future built on possibility - and we're just getting started.

With gratitude,
Lauren Sweeney



Multiply Potential became our point of view, growing impact for our clients and each other. It defines how we identify opportunity, design for impact, and accelerate outcomes. At its core is a belief that the strongest brands are built through clarity, creative that cuts through category noise, and an integrated media and content engine working in concert to drive top-line revenue. This point of view shapes how we think, how we collaborate, and how we deliver modern growth in a rapidly changing marketing landscape.

WHO WE ARE TODAY

Nearly
30
*team members across
strategy, creative, media,
account, and production.*

*Richmond HQ with
a growing
presence.*
ATL

*clients served
in 2025.*
24

PERFORMANCE SNAPSHOT

- New Media & AI capabilities elevating performance, efficiency, and discoverability
- Acquisition of long-time Virginia-based agency, The King Agency, strengthening creative and production depth
- Expanded brand, campaign, and digital engagements across core client categories
- Increased client retention and expanded scopes, signaling deeper, longer-term partnerships
- Continued investment in leadership, talent, and operating systems to support scale

INDUSTRIES WE SERVED IN 2025

Retail

Transportation

*High-Value
Consumer Goods
& Services*

Education

Food & Beverage

Healthcare

Sports

& More

DESIGNED TO SCALE

*Strategy, Creative,
& Brand Systems*

- Brand positioning and platform development
- Full funnel campaign strategy and creative systems
- Content ecosystems designed for scale
- Experience-led storytelling across channels

AI, ANALYTICS & VISIBILITY

- AEO (AI Engine Optimization)
- GEO (Generative Engine Optimization)
- AVO (AI Visibility Optimization)
- AI-Powered creative and content automation
- Advanced dashboards, analytics, and attribution

MEDIA & PERFORMANCE

- Integrated Media Strategy and Planning
- Audience Insights and Analytics
- Acquisition and Retention Strategy
- Omnichannel Activation
- Search
- Performance and Funnel Reporting
- Dynamic Creative Optimization

**AS A FULL-SERVICE, INDEPENDENT AGENCY,
OUR SERVICES ARE DESIGNED TO MAKE EVERY
DOLLAR WORK SMARTER, EVERY MESSAGE
TRAVEL FARTHER, AND EVERY BRAND READY
FOR WHAT'S NEXT.**

MAKING NOISE

This year, our work earned recognition across healthcare, retail, education, and creative categories – a signal that the ideas we’re putting into the world are resonating. We’re grateful to the industry and media partners who take the time to spotlight work that moves brands – and the teams behind it.

- **HEALTHCARE ADVERTISING AWARDS**
- **RICHMOND AD CLUB AWARDS**
- **VIRGINIA BUSINESS FEATURE**
- **INDUSTRY NEWS AD AGE**
- **LITTLE BLACK BOOK**
- **INDIE AGENCY NEWS**



Little Black Book
Celebrating Creativity



OUR REPUTATION

Words Our Clients Use to Describe DLA

PARTNER.

Visionary.
ACCOUNTABLE.

Performance-Driven.

INTEGRATED.

Strategic.

**SERVICE-
ORIENTED.**

66 GREAT CREATIVE

*isn't just about what you say -
it's about what you feel.*

EMOTION. ENERGY. CONNECTION.

This year, we pushed ourselves to create work that's more intentional, more courageous, and felt at every touchpoint.

Ron Villacarillo, Head of Creative





Momentum **IN MOTION**

Making Strides In-House

RAISING THE BAR

This year, we welcomed Leslie Griles, DLA's first Chief Client Officer - a strategic milestone in elevating how we serve our partners.

Leslie brings a leadership philosophy grounded in relationships, clarity, and strategic rigor. Her focus on consistency, communication, and client-centered collaboration is already redefining our account and project standards.



"My commitment is simple: to elevate the client experience through genuine partnership, transparency, and a service mindset that consistently exceeds expectations."

**- LESLIE GRILES,
CHIEF CLIENT OFFICER**

BUILT FOR WHAT'S NEXT



“We've entered a new era of discovery. Search is no longer limited to links - it's answers, summaries, and AI-generated recommendations.”



To help clients stay ahead, we expanded media planning and buying while launching a dedicated AI practice focused on visibility, relevance, and performance. These investments position DLA ahead of the industry curve, ensuring clients remain competitive as AI-driven discovery becomes the norm.

**- MARK PAVIA,
HEAD OF MEDIA & AI**

STRONGER TOGETHER

Our acquisition of The King Agency (TKA) - a Virginia-based creative firm with more than 25 years of experience serving automotive and retail brands - marked a defining moment for Dotted Line. The integration immediately expanded our creative and production depth, added senior-level leadership, and accelerated our ability to support larger, more complex engagements.



THIS INTEGRATION
EXPANDED OUR
CAPABILITIES IN:

*Automotive and retail
category experience*

*Video, motion, and
social production*

Senior-level leadership





How We

MULTIPLY POTENTIAL

2025 Work Highlights

Across industries and audiences, one pattern holds true: clarity and momentum create results.

In 2025, our clients achieved an average growth of 22% by leaning into strategy that sharpened their story, creative that moved people, and performance programs that delivered measurable outcomes.

The work that follows shows what happens when ambition meets alignment - and how **Multiply Potential** turns possibility into impact. Across every category, the brands that grew most were the ones that embraced clarity, consistency, and the courage to evolve.



RONALD MCDONALD HOUSE

*Turning vision into launch.
A campaign built on hope.*

CASSIE LANE MED SPA

*Spotlighting elevated wellness to
generate elevated results.*



SERENITY FIRST

*Delivering compassionate
digital experience for
hospice care.*

BALTIK'S BAGEL

*Creating a new
food brand with
heart and joy.*

FIRST TEAM AUTOMOTIVE

*Modernizing the auto
retail experience to
drive market share.*

SEVEN VENUES

*Making entertainment visible
to the community through
creative impact.*

TWIST BROADBAND

*Building the
future of wireless
connectivity.*

RICHMOND UNITED

*Honoring the past
and igniting the
future of youth
soccer.*

ST. CATHERINE'S SCHOOL

*Refreshing tradition with a
modern, more connected brand.*

YPO SOUTHERN 7

*Shaping an event's
visual identity with
thoughtful design.*

GLEN ALLEN GROUNDS

*Cultivating landscapes
while cultivating results.*



A Closer
LOOK

Results We Can't Stop Talking About

CHALLENGE ACCEPTED



JSI
Reynolds

A 50-year-old brand reintroduced with modern relevance and community pride.

HOW WE **MULTIPLIED POTENTIAL:**

Successfully launched a brand identity repositioning Reynolds as a first-choice school.

IMPACT:

873

Application form submissions in the first month.

58%

Increase in new website visitors.

709K+

Impressions after DLA optimization.

DRIVING RESULTS INTO HIGH GEAR



A modernized retail experience built for today's buying behavior.

HOW WE MULTIPLIED POTENTIAL:

We modernized how First Team shows up online - strengthening their demand channels and creating a more consistent, conversion-oriented retail experience across platforms that drove increased market share and foot traffic.

IMPACT:

19.2%

Market share in Hampton Roads
(14.1% YoY Increase).

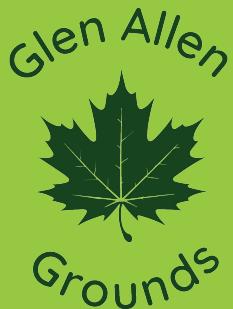
Average VLA
click growth:

+998%

Across all stores.

Showroom traffic up at every single rooftop.

STRONG ROOTS REAL GROWTH



Sustained, measurable growth powered by performance-driven marketing.

HOW WE MULTIPLIED POTENTIAL:

By building a disciplined acquisition engine rooted in precise targeting, optimized creative, and continuous testing, lead growth and strengthening year-over-year revenue performance.

IMPACT:

Multiple quarters of lead growth and strong conversion.

436%

Increase in Instagram reach.

70%

Increase in Google Conversions
(phone calls).

80%

Increase in Active Website Users.

YOU GLOW GIRL



A refined, elevated brand that increased demand and strengthened market presence.

HOW WE MULTIPLIED POTENTIAL:

By modernizing Cassie Lane's identity and elevating visibility across social, and direct channels, we helped drive higher-value patients, increase bookings, and deepen trust. The practice was also voted #1 Best Spas and Salons by RICtoday.

IMPACT:

9%

Increase in Google Ad interactions after taking over paid search management.

100%

Increase in Instagram content interactions.

Almost

100,000

Accounts reached in only 4 months across social channels.

REAL TALK

*What it's like when
ideas stick.*

"Partnering with the Dotted Line Agency has helped us transform and modernize our brand in a way that truly reflects our mission: preparing Virginia's workforce for the opportunities of today and tomorrow. The refreshed identity showcases the energy, innovation, and student-centered focus that define this college, and it positions us to better tell our story to the communities we serve. The college community has received it with enthusiasm, and we can't wait to see it continue to come to life in 2026."



**- DR. PAULA PANDO, PRESIDENT,
REYNOLDS COMMUNITY COLLEGE**



"I am very excited and pleased with the new brand roll out and DLA's overall creative efforts. Your team did an amazing job with the brand book and I can't wait to use it as a sales tool. The website refresh that was launched in Q1 was much needed and looks amazing."



**- ERIC ELLINGTON, OWNER,
GLEN ALLEN GROUNDS**

"Parent feedback from a recent admissions event confirmed the brand positioning and messaging DLA created for us captures the heart of St. Catherine's. That clarity is strengthening trust, alignment, and confidence across admissions, development, and communications."



**- CINDY TRASK,
HEAD OF SCHOOL,
ST. CATHERINE'S SCHOOL**

"DLA gets my brand and my goals, they understand my clients as well. Highly reliable, great with communication, proactive, and responsive. Beautiful creative."



**- CASSIE LANE, OWNER,
CASSIE LANE MED SPA**

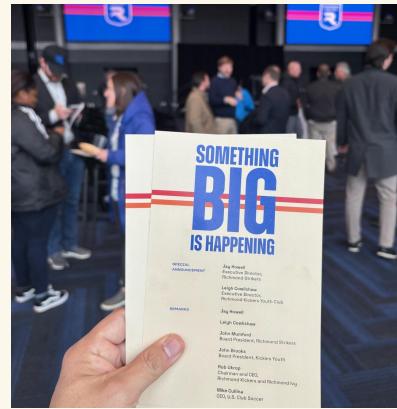
"Working with The Dotted Line Agency has been a true pleasure. Their team has consistently delivered smart strategy, creative solutions, and dependable execution. First Team Auto Group values this partnership and the positive impact it has had on our business."



**- ASHTON LEWIS, JR.,
CHIEF EXECUTIVE OFFICER,
FIRST TEAM AUTO GROUP**



The People **BEHIND THE WORK**



THIS YEAR, OUR TEAM GREW
IN BOTH SIZE AND STRENGTH,
ADDING NEW LEADERSHIP, DEEPENING
EXPERTISE, AND SHAPING A CULTURE
BUILT ON CURIOSITY, HEART, AND
ACCOUNTABILITY.



WHAT TRULY SETS
DOTTED LINE APART ISN'T
JUST WHAT WE MAKE -
IT'S WHO MAKES IT.

OUR NORTH STAR REMAINS THE SAME -
MULTIPLY THE POTENTIAL OF BRANDS
AND THE PEOPLE BEHIND THEM.

*In 2026, we will continue
investing in the areas that drive
the greatest impact for our
clients: AI-driven media and
content, integrated
brand-to-demand programs,
expanded category expertise,
and a stronger creative and
strategic bench.*

SHAPING WHAT'S NEXT

THANK YOU TO OUR CLIENTS, PARTNERS, AND TEAMS.
IT'S A PRIVILEGE TO BUILD ALONGSIDE YOU. HERE'S TO
ANOTHER YEAR OF MULTIPLYING POTENTIAL - TOGETHER.



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Talent Team
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