

We are Modera, a marketing agency that gives brands a strategic edge.

Since 2010, Modera has been working with brands across a variety of industries to inform, engage and inspire their customers.



Automotive



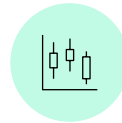
Arts & Entertainment



Healthcare & Insurance



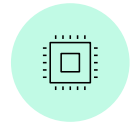
Hospitality & Tourism



Financial Services



Retail



Technology

What we do

Modera leverages our collective experience and expertise to build strategies that consider the unique attributes of your business, customers and macro environment. We create customized solutions that help brands:

- + Acquire customers
- + Improve brand reputation
- + Launch new products and services
- + Support sales initiatives
- + Funnel traffic to owned media
- + Retain existing customers
- + Become thought leaders
- + Break into new markets

Our services



Branding

- + Strategy and architecture
- + Identity and design
- + Messaging framework
- + Storytelling and brand experience
- + Website design and development



Marketing

- + Strategy and positioning
- + Advertising and promotions
- + Integrated, omnichannel campaigns



Communications

- + Thought leadership programs
- + Key messaging strategy and development
- + Employer value proposition and culture

How we do it

1 Data Gathering + Analysis

Through discovery sessions, third party and our own research, we create insights that will inform our strategy and recommendations. We also know how important it is to agree on key performance indicators before any campaign begins. Being on the same page will help us stay focused on the results we're trying to achieve.

2 Audience + Competitor Research

We get to know who you want your brand to resonate with and define your target audience using a variety of tools. Then we look at where your brand is positioned compared to others in your industry and category, and pinpoint opportunities to showcase your strengths and differences.

4 Implementation

Like any good agency, we know where our strengths start...and stop. And we've developed a collaborative approach to delivering our clients the best service possible to activate campaigns and projects.

3 Channel + Message Planning

Just like a puzzle, we look at all the pieces and come up with a strategy to bring it all together to help you create a lasting impression on your audience and meet your business' goals and objectives. We'll provide you with a plan that includes a messaging framework and guidance on the most effective channels to share your brand's story.

5 Evaluation + Optimization

We know results matter. We'll show you what is working well and where there are opportunities to learn and grow. We'll look at benchmarks and work with you to identify best practices for your brand.



Our partnership will help your marketing reach new heights.

Values Guide Our Actions

At Modera, we listen to understand, and celebrate that great ideas come from diverse perspectives. Our service is unmatched because we love what we do and the team we get to collaborate with every day, including our clients and partners. We also work smart because operating with efficiency makes a difference to your business and ours. Making an impact is something we do best; however, when it comes to our footprint, Modera is mindful of our planet.

Interested in learning more?

Let's talk: info@moderainc.com