



kick-ass marketing for bold brands [teamksa.com](http://teamksa.com)

3351 Post Road  
Warwick, RI 02886  
401.681.4900

## Client Case Studies

### PEPSICO

Since 2011, KSA has been PepsiCo's go-to partner to deliver its most complicated, integrated marketing partnerships on a national and global scale. KSA helps oversee the development and implementation of all creative elements from retained PepsiCo agencies, managing approvals and implementation with talent, properties and strategic partners.

#### Services

- Talent Management
- Global Campaign + Market Approvals
- Toolkits + Best Practices
- Project/Shoot Production Management
- Strategic Consultation

#### Length of Relationship: 2011 to present

#### A few of our favorite projects/campaigns from the past decade include:

- Lay's Leo Messi Sponsorship, 2012-2020
- Pepsi Global Soccer, 2011, 2014-2020
- Pepsi Beyoncé Global Tour + Sponsorship, 2013
- Pepsi's Short Film: Black Knight Decoded featuring Usher, 2016
- Gatorade Global Football Campaign, 2014, 2016
- Global Foods Group Market Reviews, 2020
- Doritos For the Bold Campaign + Toolkit, 2013
- Nicki Minaj Pepsi Live for Now Global Campaign, 2012
- Lay's Global Enrique Iglesias Sponsorship, 2016
- 7Up Fido Dido Campaign, 2018-2020
- Serena Williams Fund PSA, 2016
- Pepsi Generations/Vintage Campaigns, 2018
- PepsiCo UEFA Sponsorship, 2016-2020



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## Testimonial(s)

“KSA is an outstanding global partner for PepsiCo. They are highly collaborative, hugely dedicated, and very agile...all helping us deliver highly complex global programs.”

- Adam Warner | Senior Director | Global Sports Marketing | PepsiCo

## READE ADVANCED MATERIALS

READE Advanced Materials is a legacy brand with a family history that stretches close to 400 years. Today, READE is an ISO certified Service-Disabled Veteran-Owned Small Business that partners with manufacturers and sources raw inorganic chemicals and high-quality materials for research to support increased productivity for development projects all around the world.

**Length of Relationship:** 2019 to present

### Project(s) + Services

More efficiently reach their audience by revamping their website and increasing search engine optimization.

- Digital Audit
- Website Development + Refresh
- Search Engine Optimization
- Partnerships + Press

### Goals

Conduct a thorough digital audit of the READE website to identify improvements to transform the user experience.



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Streamline the Request For Quote process.

Increase organic search engine rankings to drive their audience to the website and awareness of the READE brand among its target audience.

### Results

The READE website has been rejuvenated to provide a more user-friendly experience. The KSA team continues making further improvements that will involve using YouTube videos to improve search engine rankings, homepage optimizations to improve search and speed performance, and generate links for off-site SEO tactics.

### Testimonial

“In the eight months we have been working with KSA, I have learned more about various aspects of my business than in the past eight years! KSA has helped me preserve my lengthy family business history and use that story to connect to today’s buyers. Working with KSA is a bit like Christmas...each meeting is full of unexpected pieces of information, takeaways and insights that are delightful surprises. Thank you KSA for all of your hard work, interest, and partnership in our marketing company!”

- Elisabeth Law | Marketing Director | READE Advanced Materials

### MASSHIRE - REMAKE 4.0

ReMAke 4.0’s goal is to forge bold paths for the people and employers of Massachusetts through the implementation of robust manufacturing training programs that develop a skilled talent pipeline for local manufacturers. Through partnerships with employers, educators, and workforce boards, reMAke 4.0 will revolutionize workplaces while growing the state’s economic and social welfare.

### Project + Services



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Break down misconceptions of manufacturing and transform the industry into an opportunity for the Massachusetts workforce to remake their skills and power today's industrial revolution.

- Website Development
- Brand Strategy + Messaging
- Key Visuals for Print Advertising
- Logo + Tagline
- Social Media + Project Management
- Paid Media

## Goals

Evolve the image of manufacturing from outdated to desirable so the industry can thrive and break free of stigmas.

Launch a brand that will encompass the workforce development programs offered by the MassHire Central Region.

Grow the brand on the regional level and allow it to flourish with the goal of expanding statewide and eventually nationwide.

## Results

KSA created the reMAke 4.0 brand and grew it into a fully integrated marketing execution through a Fall 2019 awareness campaign rollout; this is contributing to further education of employees and has enabled manufacturing to thrive and become desirable in the state of Massachusetts with the potential for expansion nationwide.

## Testimonial

“The high level of energy that KSA brings to project development is infectious. Their progressive thinking leads to innovative marketing campaigns.”



marketing

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- Kelley French | Deputy Director | MassHire