



KEN WALDRON
PRODUCTIONS

CAPABILITIES



Why Us?

With decades of experience, we've not only developed multiple award-winning, results-driven campaigns for local, national and international brands, we've built long lasting relationships with clients, agencies, vendors and freelancers. We're able to leverage these relationships to build a collaborative team of talented, motivated marketing experts all focused on delivering impactful solutions for our clients' marketing needs.



Ken Waldron

PRINCIPAL + CREATIVE DIRECTOR

Ken's career spans nearly 30 years, holding multiple positions in advertising agencies as well as building and managing internal agencies within large corporations. This unique perspective awarded Ken the experience of looking through the lens of both the agency and client when dealing with marketing challenges.

Starting his career as a graphic designer, Ken honed his skills developing marketing materials for large, national retail brands including Saks Fifth Avenue and Victoria's Secret. From there, he grew to lead large national campaigns, including broadcast, digital, radio and print, for well known brands such as Barbasol Shave Cream, White Castle, SafeAuto, KEMBA Financial, National Church Residences, U.S. Coast Guard, JobsOhio, M/I Homes, The Ohio State University Medical Center and Toyota.

Under Ken's leadership his creative teams have won numerous marketing and advertising awards including Addy Awards, PRSA Awards, Communicator Awards, Hermes Awards, Viddy Awards and National Telly Awards.





Necia Mink

PROJECT MANAGER

Necia has spent most of her career in education as an intervention specialist in the Worthington School District. After starting a family, and taking a break from education, her journey led her into project management with Ken Waldron Productions.

Her years of experience managing school curriculums, children with unique learning needs, and parents, unlocked opportunities she never knew existed in the creative and marketing sector.

She's since assisted with content development for local and national brands, including: Kemba Financial, John Glenn International Airport, Hot Chicken Takeover, The US Coast Guard, Green Planet 21, National Church Residences, JobsOhio and Toyota.



Experience

Barbasol

PureSilk.



Services

Marketing & Branding Solutions

Although we believe that "it all starts with a great idea", we also firmly believe that it's about how you execute that idea. Below is a list of services we specialize in.

- Brand/Marketing Strategy
- Brand Positioning, Messaging + Identity
- Multi-Channel, Comprehensive Marketing Campaign Development
- Creative Direction
- PR Strategy (including Earned + Paid Media)
- Video
- Print, Collateral, Logo + Package Design
- Digital Strategy, Design + Development
 - Web Design + Development
 - Social Media Strategy, Advertising, Design + Development
 - Search Engine Optimization (SEO)
 - Paid Search Marketing (SEM / PPC)
 - Analytics
 - Competitive Audits
 - Keyword Research
 - Remarketing
 - Display / Banner Ads (includes Programmatic)
 - Persona Development



Case Study

PureSilk

Print Campaign

A woman with long brown hair, wearing a pink and black patterned halter-neck dress and black boots, stands in a stable aisle. She is leaning against a wooden wall with horse equipment. In the background, a horse's head and a saddle are visible in a stall.

SHAVING WITH SOAP AND WATER
WON'T GET YOUR LEGS
THIS SOFT AND SMOOTH!

- Jana Kramer

Three cans of Pure Silk shaving cream are shown at the bottom. From left to right: 'Dry Skin Therapy' (blue), 'Raspberry Mist' (pink), and 'Sensitive Skin Therapy' (orange).

Available in a variety of deliciously scented fragrances, Pure Silk's rich lather contains ingredients that give you a closer, long lasting shave. Plus, all Pure Silk Shave Creams contain aloe to moisturize your skin, giving you the smoothest, most touchable legs without irritation.

pure-silk.com

A woman with long brown hair, wearing a teal short-sleeved top and shorts, sits barefoot on a wooden lounge chair. She is smiling and looking off to the side. The background is a lush green garden.

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pure-silk.com

A woman with long brown hair, wearing a white lace-trimmed top and denim shorts, sits on a wicker patio chair. She is wearing gold sandals and looking towards the camera. In the background, there are wooden shutters and a stack of yellow towels.

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pure-silk.com

Digital / Social

Enter for a chance to win a Jana Kramer Concert Getaway!



- 2 Flights -
- A Hotel Stay for 2 -
- An autographed Jana album -
- **2 Tickets to see Jana - perform LIVE***

In addition to the Grand Prize, you could also win 1 of 10 Pure Silk Prize Packs, which include Pure Silk Shave Cream and an autographed Jana Kramer album! Just share your personal referral link for a chance to win.

PureSilk

WIN A VIP
Luxury
WEEKEND
Jana Kramer Experience

You and a friend could win flights, a hotel stay, spa package, meet and greet passes and tickets to see Jana perform live in concert!

Jana is known for her role on TV's "One Tree Hill" and as an award-winning singer/performer.



PRIZE BAG
And Other Giveaways

Digital Channels

YouTube interface showing the Pure Silk channel page. The search bar contains "pure silk shaving cream". The channel name is "Pure Silk" with 1,452 subscribers. The video grid includes:

- Pure Silk - Free Spa Treatment (75 views • 1 month ago)
- Pure Silk Joy Commercial 2018 (385 views • 4 months ago)
- Pure Silk Zen Commercial 2018 (405 views • 4 months ago)
- New Pure Silk Razors - Never Stop Competing (144 views • 1 year ago)
- Pure Silk + Barbasol Commercial featuring Mar... (1.6M views • 1 year ago)
- Smooth Schedule (2.6M views • 2 years ago)

The video "Smooth Schedule" is circled in red.

Facebook interface showing the Pure Silk page. The page name is "Pure Silk" with the handle "@PureSilkShave". The bio states: "We're keeping our resolution of listening to more Jana Kramer! 🎵🎵🎵". The cover photo features Jana Kramer playing guitar with the text "SITTING DOWN WITH JANA KRAMER".

The "Community" section shows:

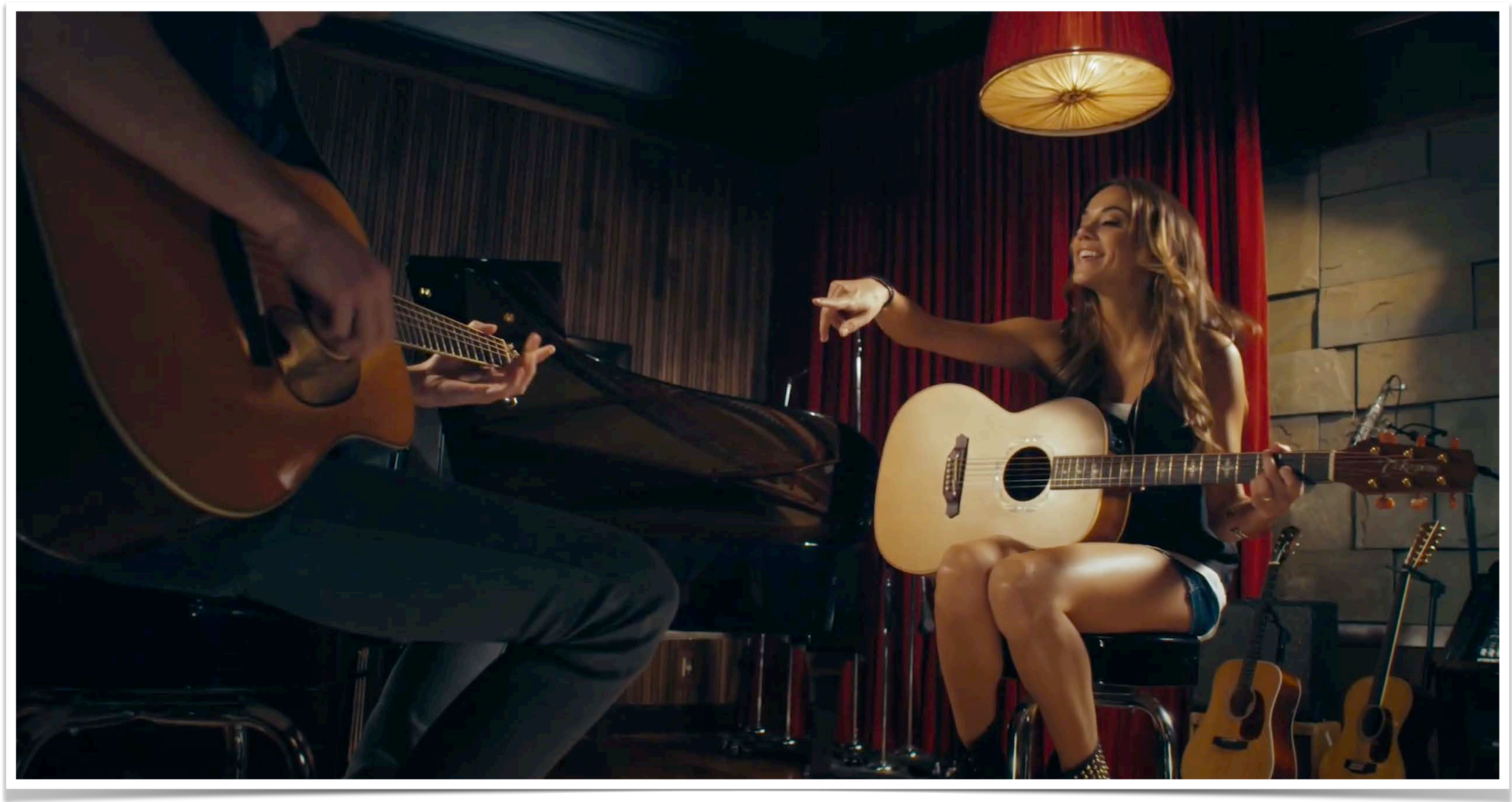
- 94,565 people like this
- 91,581 people follow this

The "Like" and "Follow" counts are circled in red.

The "About" section includes:

- Typically replies within minutes
- pure-silk.com
- Health/Beauty · Beauty, Cosmetic & Personal Care

Broadcast



Results

- 5.5 million+ video views over 1 year campaign flight.
- 250% increase in customer social engagement.
- 45% increase in YOY sales.
- Promotion helped secure shelf space in major retailers including Walmart and Target
- Pure Silk sales exceeded partner company Barbasol
 - * First time in company history

Case Study

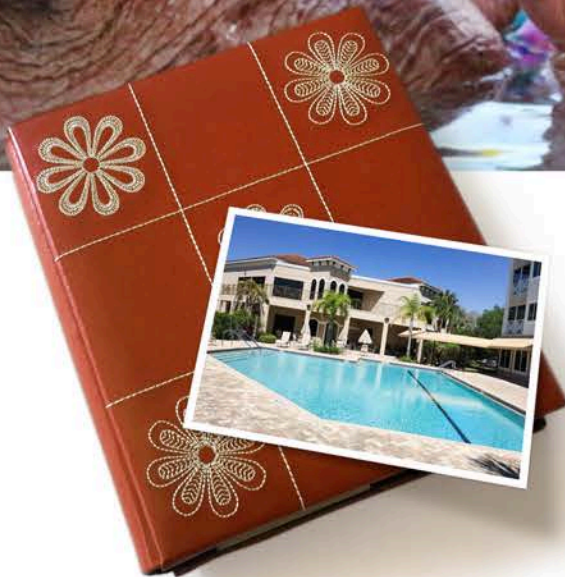


National Church Residences

Campaign



Their Love Story Continues...



Don and Donna's love story began in Toledo, Ohio. He saw her at a dance, and according to Don, "she was lookin' good!" They connected immediately, and after spending 35 years together in the oil business, they traveled the world and took every opportunity they could to spend time in the pool, swimming their laps. Today, the love story continues as they meet new friends, enjoy countless activities, and take their morning laps at Water's Edge of Bradenton senior living community.

To hear more about Don and Donna's story, and all the community has to offer, give us a call and schedule a tour.

INDEPENDENT LIVING · ASSISTED LIVING · MEMORY CARE

WATER'S EDGE OF BRADENTON
844-795-6423
WATERSEDGESENIORLIVING.ORG



Assisted Living License #11742

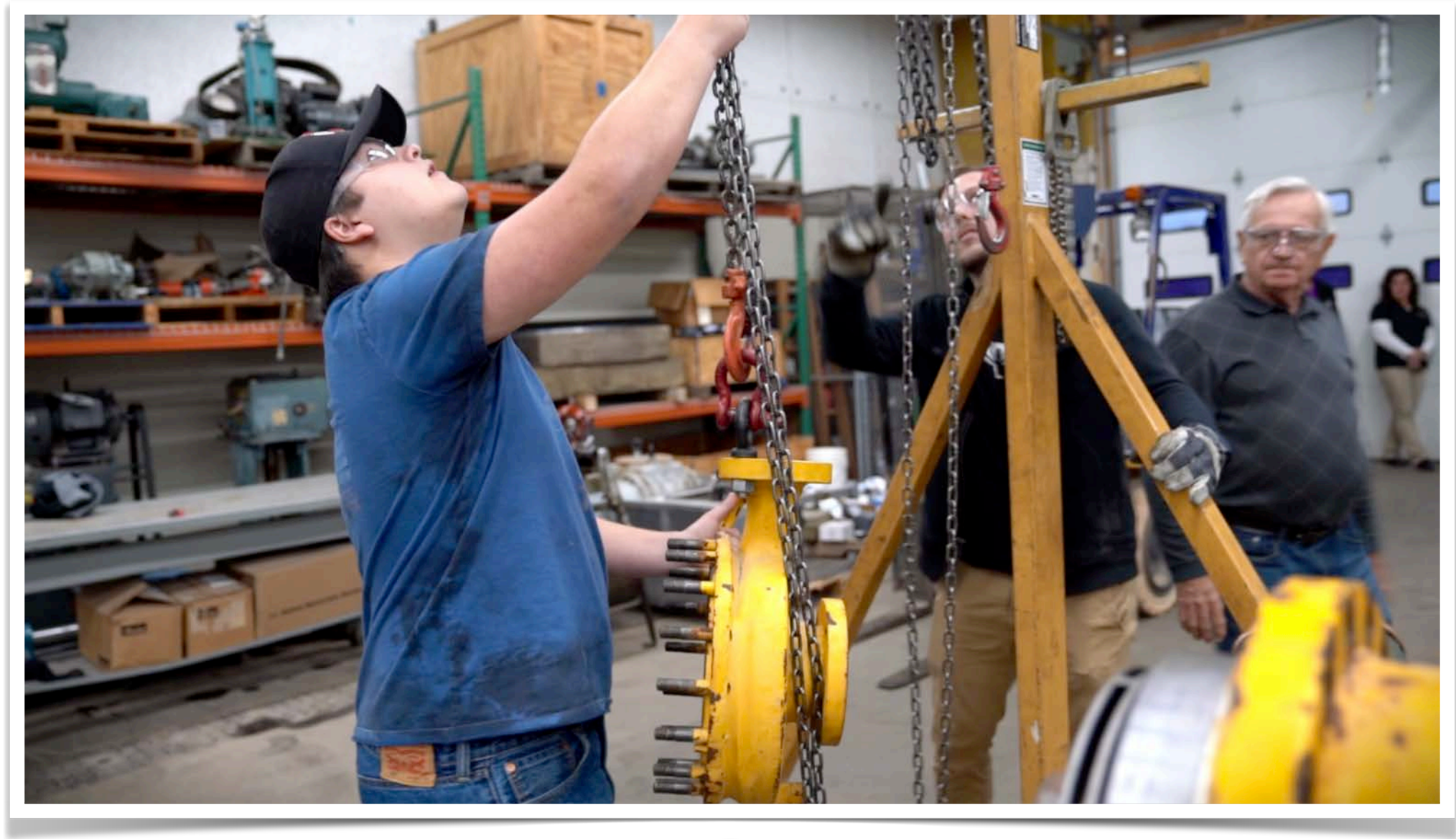


Results

- Over 1 million video views over 6 month campaign
*5 unique videos featuring residents telling true stories
- 250% increase in customer social engagement.
- Obtained full occupancy in featured communities

Sample Work

JobsOhio - WCCC Campaign



Grow your company's future by investing in theirs.

High percentages of the local maintenance workforce are at or near retirement age, creating a demand for trained maintenance technicians. Manufacturers must maintain a critical focus on incumbent worker training to develop skilled maintenance technicians to fill the gap.

Industrial Machinery Mechanic Volume by Age

AGE	Percentage
14-24	3.31%
25-44	4.58%
45-65	35.88%
65+	56.23%

One hour of downtime could cost your business up to \$260,000 or more!

We can fix that!

The cost of paying to up-skill or re-skill existing workers through WCCC's one year industrial maintenance program is only \$10,000.

WCCC offers a high-tech maintenance lab with equipment found in Ohio based manufacturing businesses, giving your employees real-world, hands-on training they need to take their career to the next level. Ask us about our customized training options.

The Career Center Adult Technical Training

For more information, visit: wcccanfixthat.com

*SOURCE: Aberdeen report "Maintaining Virtual System Uptime in Today's Transforming IT Infrastructure" released in February 2016; Data represents average of all business types.

There's a growing Demand for Industrial Maintenance Mechanics

We can fix that!

The Career Center
Washington County
Adult Technical Training

To learn more about our Industrial Maintenance Mechanic program visit:

wcccanfixthat.com

JobsOhio - WCCC/Digital Campaign

Facebook

The Career Center - Adult Technical Training

October 24 at 9:12 AM · 🌐

Looking for your purpose in performance? Learn how to maintain today's manufacturing environments, through realistic emergency maintenance scenarios.

We can fix that!

Industrial Maintenance Mechanic program at Washington County Career Center. Financial aid available. Finish in just 1 year.

Learn More

👍 17

1 Share

The Career Center - Adult Technical Training

October 24 at 9:12 AM · 🌐

Washington County Career Center has several financial aid options available to assist you in covering the total cost of the entire one year Industrial Maintenance program.

Industrial Maintenance Mechanic program at Washington County Career Center. Enquire about our financial aid options.

Learn More

👍 17

1 Share

The Career Center - Adult Technical Training

October 24 at 9:12 AM · 🌐

Did you know maintenance technicians are in high demand and often offer opportunities for advancement, better pay and benefits, and lifestyle balance through first shift opportunities?

We can fix that!

Industrial Maintenance Mechanic program at Washington County Career Center. Build up your strong foundation. Finish in just 1 year.

Learn More

👍 17

1 Share

The Career Center - Adult Technical Training

October 24 at 9:12 AM · 🌐

We offer convenient class times and our state-of-the-art facility is designed to keep you safe while receiving hands-on training from seasoned professionals.

Industrial Maintenance Mechanic program at Washington County Career Center. Expedite your entry into the workforce. Finish in 1 year.

Learn More

👍 17

1 Share

Website

Washington County Career Center

Adult Technical Training

COVID-19 Action Plan

Search...

Home

Training Programs

Employer Services

Student Resources

Contact Information

Industrial Maintenance Mechanic

Overview | Schedule | Financial Aid | News & Updates | Contact

INDUSTRIAL MAINTENANCE MECHANIC TRAINING

Our hands-on industrial maintenance mechanic training prepares you for industrial maintenance positions at top performing manufacturing companies.

PLAY VIDEO

REQUEST PROGRAM INFORMATION

FIND YOUR PURPOSE IN PERFORMANCE

Industrial maintenance is an in-demand field in the modern manufacturing world. Whether you just graduated high school or are looking to gain new skills and expand your career options, The Career Center's industrial maintenance program has the course content for you.

• Machining

• Pipefitting

• Rigging

• Welding

• Pumps

• Laser Alignment

• Hydraulics & Pneumatics

• Bearings, Belts & Chains

• Gaskets, Seals & Gears

• Mechanical Prints & Drawings

• Lubrication

• Preventative Maintenance

• Troubleshooting

• Scaffolding Safety

• Confined Space Safety

REQUEST MORE INFORMATION

PROGRAM INFORMATION

In as little as one year, you could be on your way to a new career.

We offer convenient class times and our facility is designed to keep you safe while receiving hands-on training from seasoned professionals.

SUMMER

JULY 6, 2020

Monday - Thursday

5:30 PM to 9:30 PM

FALL

SEPTEMBER 28, 2020

Monday - Thursday

5:30 PM to 9:30 PM

WINTER

JANUARY 4, 2021

Monday - Thursday

5:30 PM to 9:30 PM

SPRING

APRIL 5, 2021

Monday - Thursday

5:30 PM to 9:30 PM

TUITION

\$7350

SUPPLY COST

\$2180

COMPLETION

12 Months

(720 HOURS)

LEARN MORE

FINANCIAL AID

There are several financial aid options available including Pell Grants and the Industrial Maintenance Mechanic Scholarship to assist in covering the total program costs of \$9,530.

We have all the details regarding scholarship guidelines and application information right here.

LEARN MORE ABOUT FINANCIAL AID

LEARN MORE ABOUT SCHOLARSHIPS

READY TO GAIN THE SKILLS YOU NEED FOR A SUCCESSFUL CAREER?

Complete the form to learn more about our Industrial Maintenance Mechanic program.

FIRST NAME

LAST NAME

EMAIL ADDRESS

PHONE NUMBER

High School Diploma or GED?

Yes

No

List any questions you may have about the program.

SUBMIT

JobsOhio - Rayco Recruitment Campaign



NOW HIRING
FRAME & TAIL WELDER



RAYCO
BY MORBARK

CLICK TO APPLY

**BUILT FOR
MORE**

**MORE THAN JUST A JOB,
WE BUILD CAREERS!**

To apply visit:
raycomfg.com/careers
or text **RAYCOJOBS** to **97211**





RAYCO
BY MORBARK





NOW HIRING
FRAME & TAIL WELDER

CLICK TO APPLY



RAYCO
BY MORBARK

JobsOhio - Craft Brew Campaign

To those seeking favorable liquor laws:
Make Ohio home.

The folks at Cincinnati's MadTree Brewing Company like to say, "Beer builds community and community builds beer." So true in the Queen City, where a renaissance has bolstered its craft beer industry. MadTree appreciates operating in a state that has been very generous to the brewer, who in turn, has taken care of its local workforce. It's a symbiotic relationship that has transformed a humble home-brew into a 100+ barrel operation in just a few years. And we'll drink to that.

Jobs-ohio.com

Welcome to Ohio.

\$2.6
BILLION

15,000+ JOBS
CREATED IN
THE CRAFT
BREWING
INDUSTRY.

CLICK TO
FIND OUT WHAT
THE BUZZ IS
ABOUT.

Welcome
to Ohio.

15,000+ JOBS CREATED
IN THE CRAFT BREWING
INDUSTRY.

> CLICK TO FIND OUT
WHAT THE BUZZ
IS ABOUT.

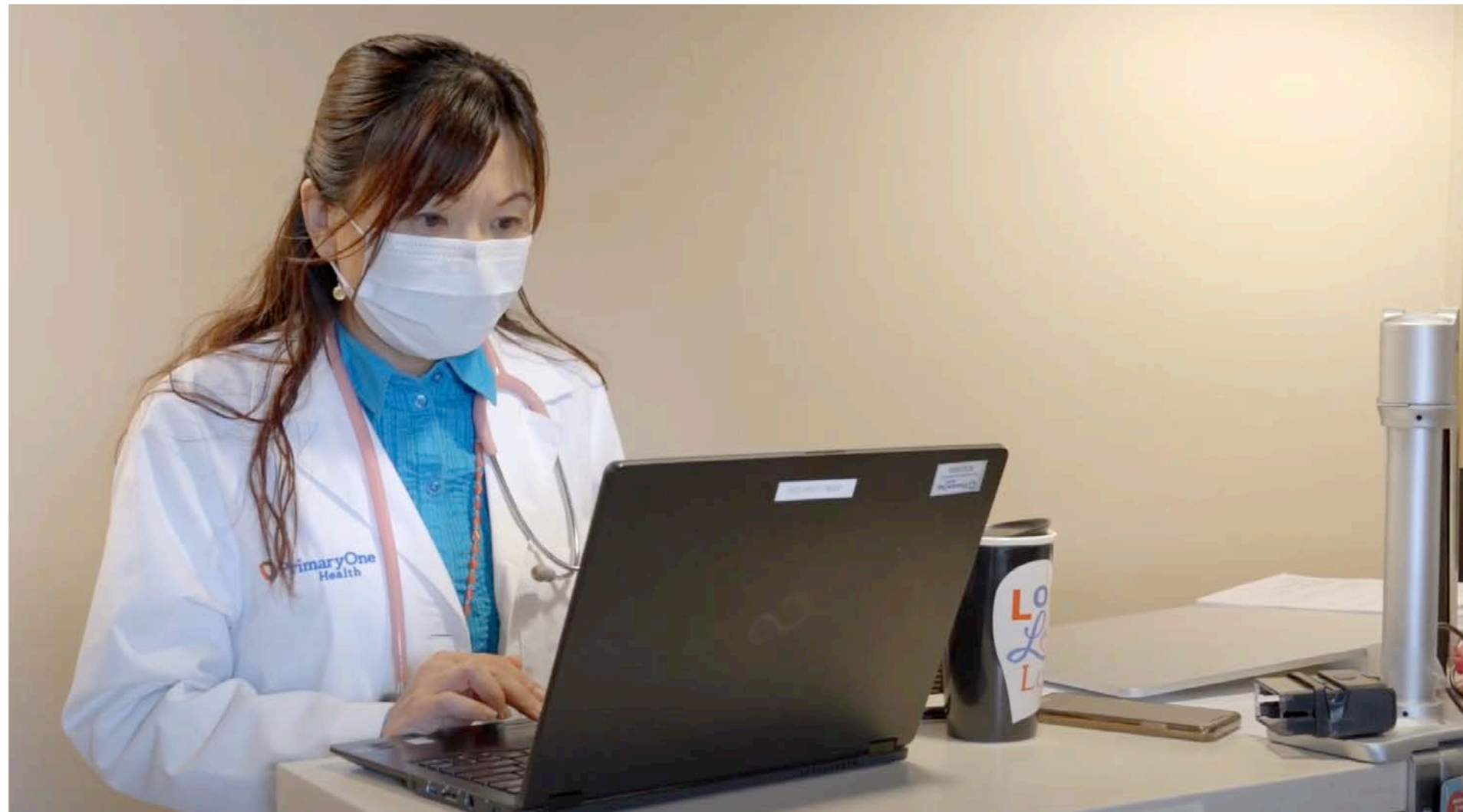
Welcome
to Ohio.

15,000+ JOBS CREATED IN THE CRAFT BREWING INDUSTRY.

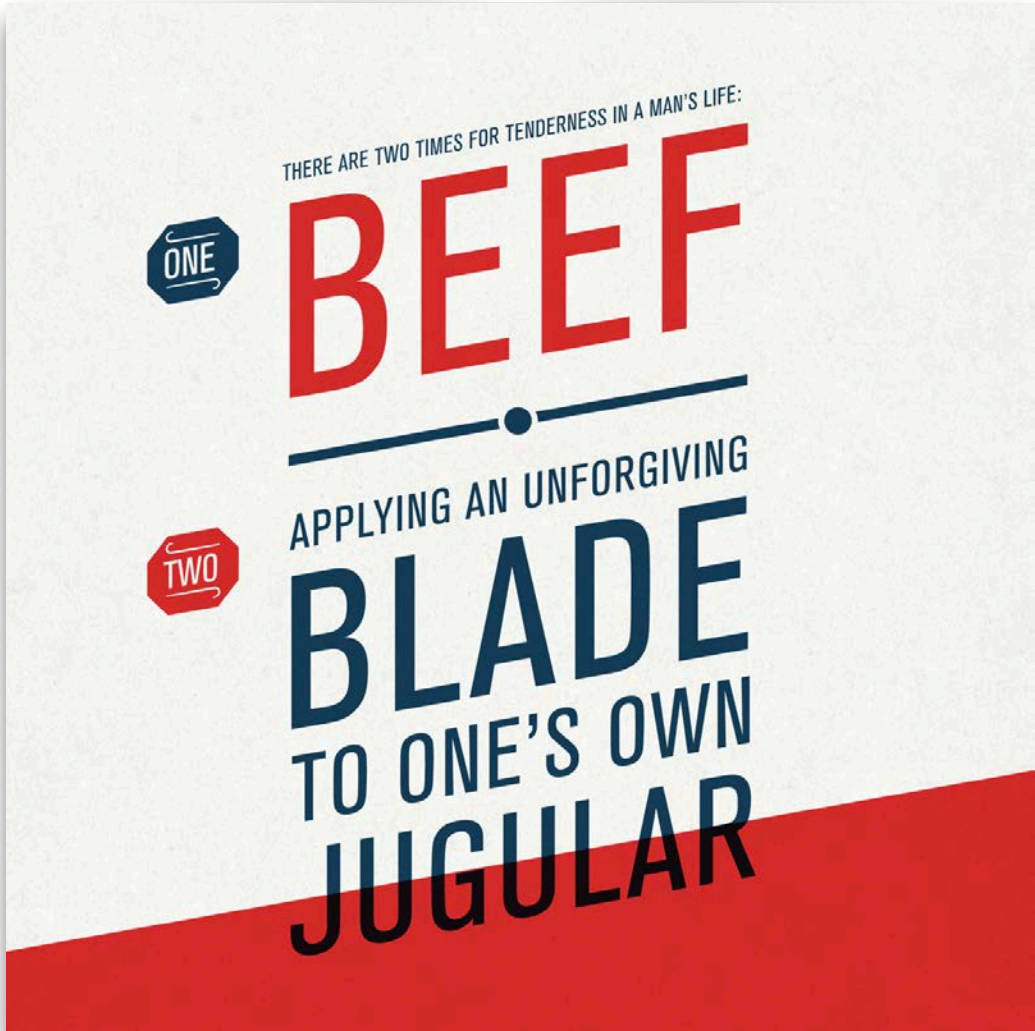
CLICK TO FIND OUT WHAT THE BUZZ IS ABOUT. >>

Welcome
to Ohio.

JobsOhio - Ohio to Work

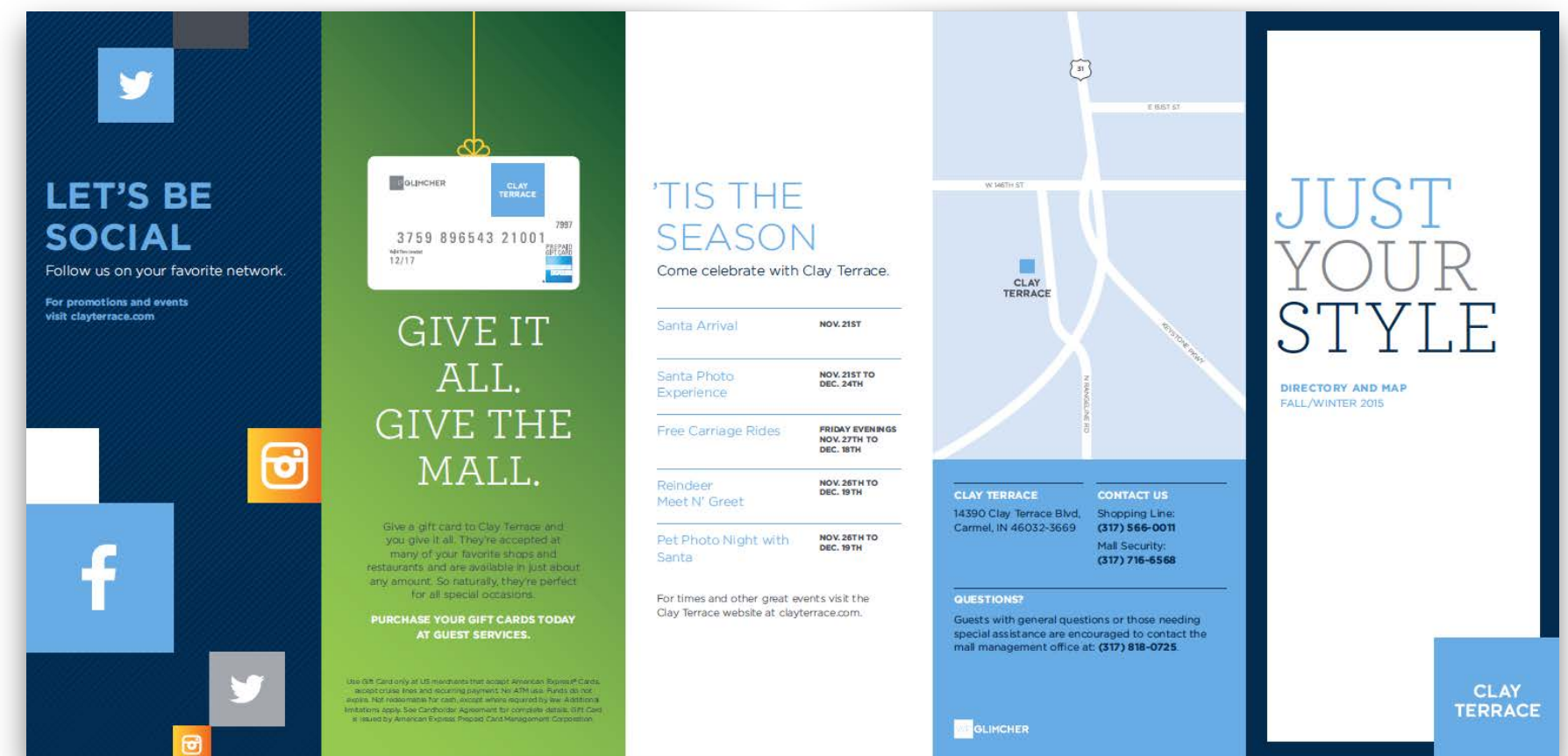


Barbasol -“Shave Like a Man” Campaign





WP Glimcher - Rebranding Campaign



Freshbeards - “Homegrown” Campaign



National Safe Boating Council - Broadcast



National Safe Boating Council - Training Video



Kemba Financial - Broadcast



Joint Implant Surgeons - Marketing Campaign



BioProtect - Social Media Campaign



Print

Cynthia Booth loves being complete.

In Ohio.

For Bobby Rahal, the fast track is balanced.

In Ohio.

Linda Abraham-Silver left L.A.'s hustle for better balance.

In Ohio.

The State of Perfect Balance

Find your balance at OhioMeansBusiness.com.

The State of Perfect Balance

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The State of Perfect Balance

Find your balance at OhioMeansBusiness.com.

LINCOLNWOOD TOWN CENTER

Reach For The Stars

A GIFT TO JUMPSTART YOUR GRAD FOR WHATEVER LIES AHEAD

Use your Gift Cards today at Guest Services to use at any of their favorite stores.

LincolnwoodTownCenter.com

For Every Occasion

LINCOLNWOOD TOWN CENTER

Superman

WHAT DO YOU GIVE THE MAN WHO CAN DO IT ALL?

DICK'S SPORTING GOODS **Buckle** **OLD NAVY**

PURCHASE YOUR GIFT CARD TODAY AT GUEST SERVICES TO USE AT ANY OF HIS FAVORITE STORES.

LincolnwoodTownCenter.com

For Every Occasion

The collaborative nature in which we work with our clients empowers us to deliver true results-driven marketing solutions.

We have all the bases covered to tell your story effectively: strategic, creative, and technical.

We know how to make complex projects simple.

We keep both your current and future needs in focus, as well as your budget.

Our team, our process, and our solutions are all scalable.

We want to work with you as partners to effectively build your brand.

Our approach is flexible and adaptable.

White label services



Thank You.

kenwaldron.com