

The
CONTENT LAB



MARKETING AT THE SPEED OF CULTURE

People consume content in real time, all the time. To break through the social noise, you need to create compelling content that maximizes your brand's impact, social currency and ROI.





IDEAS TODAY

CONTENT TOMORROW

The Content Lab, RP3 Agency's award-winning in-house production studio was created to meet the demands of clients seeking high-end content, without big-budget barriers and lengthy timelines. With a proven, streamlined process and internal resources, the Content Lab removes the unnecessary obstacles of real-time content production. When making great ideas at the mad pace of today, let nothing stand in your way.

**WE RUN WITH
SCISSORS
*TO CUT OUT
THE CRAP***







CONTENT STRATEGY

The Content Lab strategist’s main deliverable is the “Content Playbook.” This playbook offers an individualized framework that sets the social media strategy and provides social content mapping and amplification tactics across multiple platforms. With each insight, identified goal and element of activation, the content playbook steers the content toward its highest potential.

STRATEGIC APPROACH

Takes the project brief and transforms it into an actionable campaign strategy that ladders back to goals

CONTENT ROADMAP

Outlines how content will be distributed across multiple platforms

CHANNEL PLAN

Provides a detailed breakdown of the various elements needed to execute the campaign

CONTENT CREATION

The Content Lab is made up of Content Creators — a team of hybrid creatives, with diverse experiences, specializing in multiple disciplines. Content Creators are a new breed of thinkers, designers, photographers, videographers, writers, makers, coders, animators and editors. Living on the edge of culture, they thrive on taking ideas today and turning them into content tomorrow.

PHOTO

- Commercial
- Portraits
- Products
- Lifestyle
- Food
- Fashion
- E-commerce
- Headshots
- Events

POST PRODUCTION

- Video Editing
- Audio/Music

VIDEOGRAPHY/EDITING

- Social Media Campaigns
- Online Videos
- TV Commercials
- Documentary-Style Videos
- Brand Videos
- Product Videos
- Testimonials
- Interviews
- PSAs
- Animated Videos
- Behind-the-Scenes Videos

DESIGN/ANIMATION

- Graphic Design
- Animated Graphics
- GIFs
- Cinemagraphs
- Stories

PRODUCTION

- Print
- OOH
- Digital/Social Banners
- Collateral
- Signage
- Posters

CONTENT AMPLIFICATION

The RP3 Connections Team is composed of paid, earned and owned media specialists. Using assets developed in the Content Lab, they manage the end-to-end strategy, implementation and optimization of digital, native and social media advertising campaigns on behalf of our clients.

Depending on client needs, they also work in a consultative role to provide recommendations on how to maximize content across various internal and external media channels.

MEDIA BUYING

- Social Media Advertising
- Digital Displays & Video
- Native Advertising

MEDIA PLANNING

- Social Media Roadmaps
- Paid Media Plans
- Reporting Dashboards

OUR PROCESS

Online Intake Form/Assignment Brief



Budget and Project Plan Alignment



Creative Development/Production



Approval



Delivery

OUR WORK

NORFOLK SOUTHERN

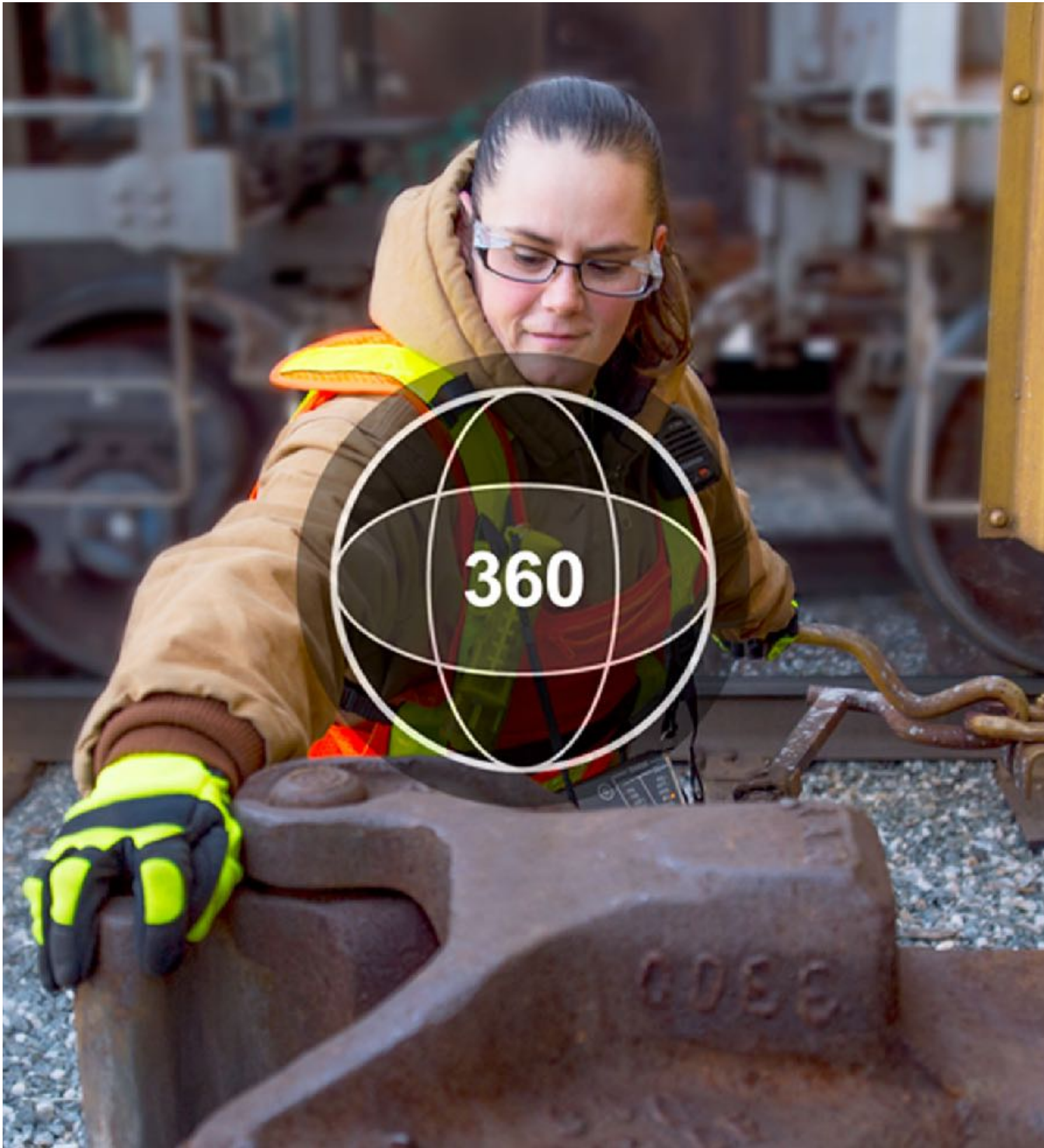
Our Content Lab has been busy producing a series of content deliverables with impactful storytelling flair. From activations to 360° films, online videos with supporting digital and social, and print — our content covers the communications landscape across multiple campaigns.



Watch the Case Study

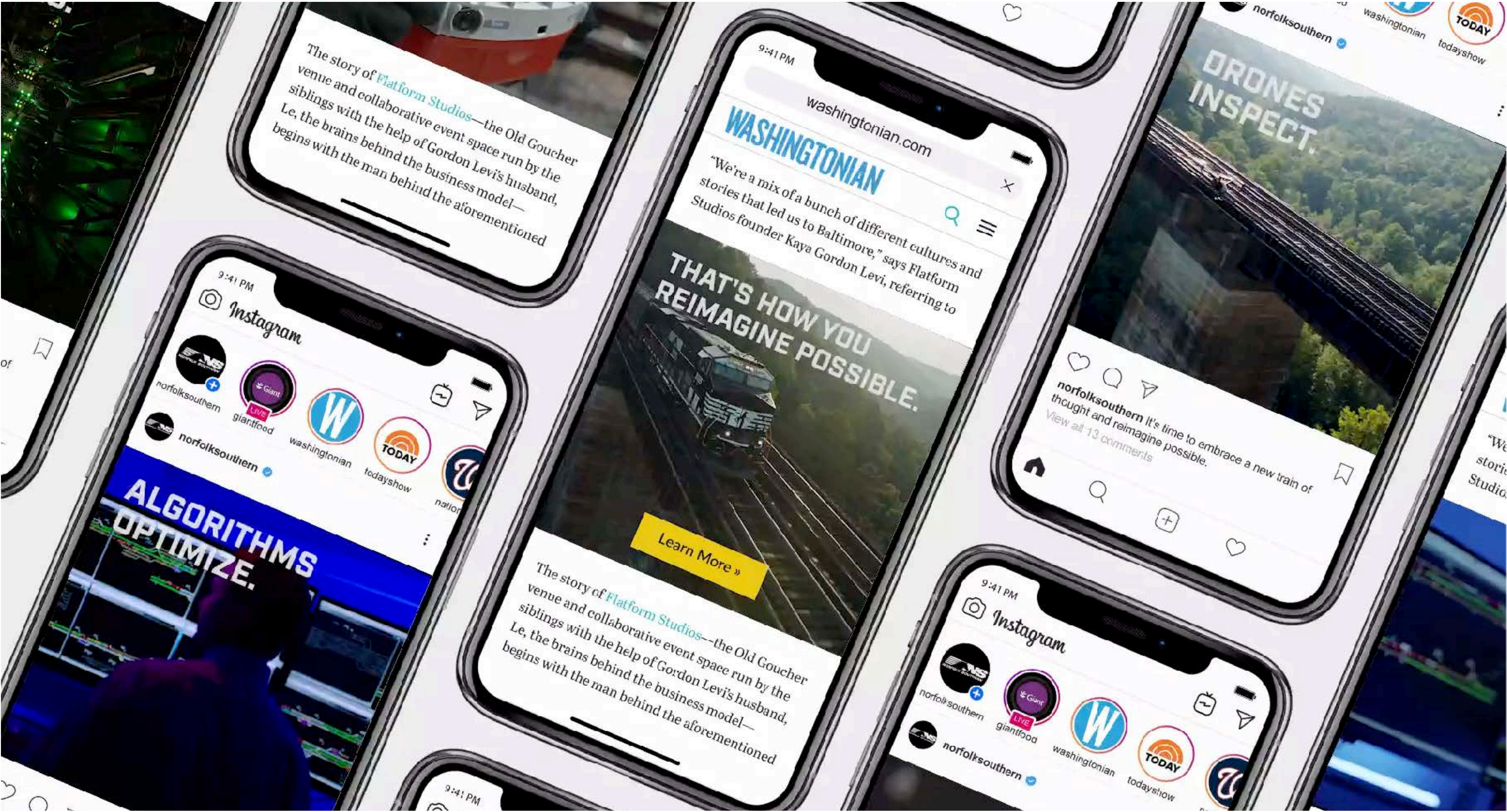












GIANT FOOD

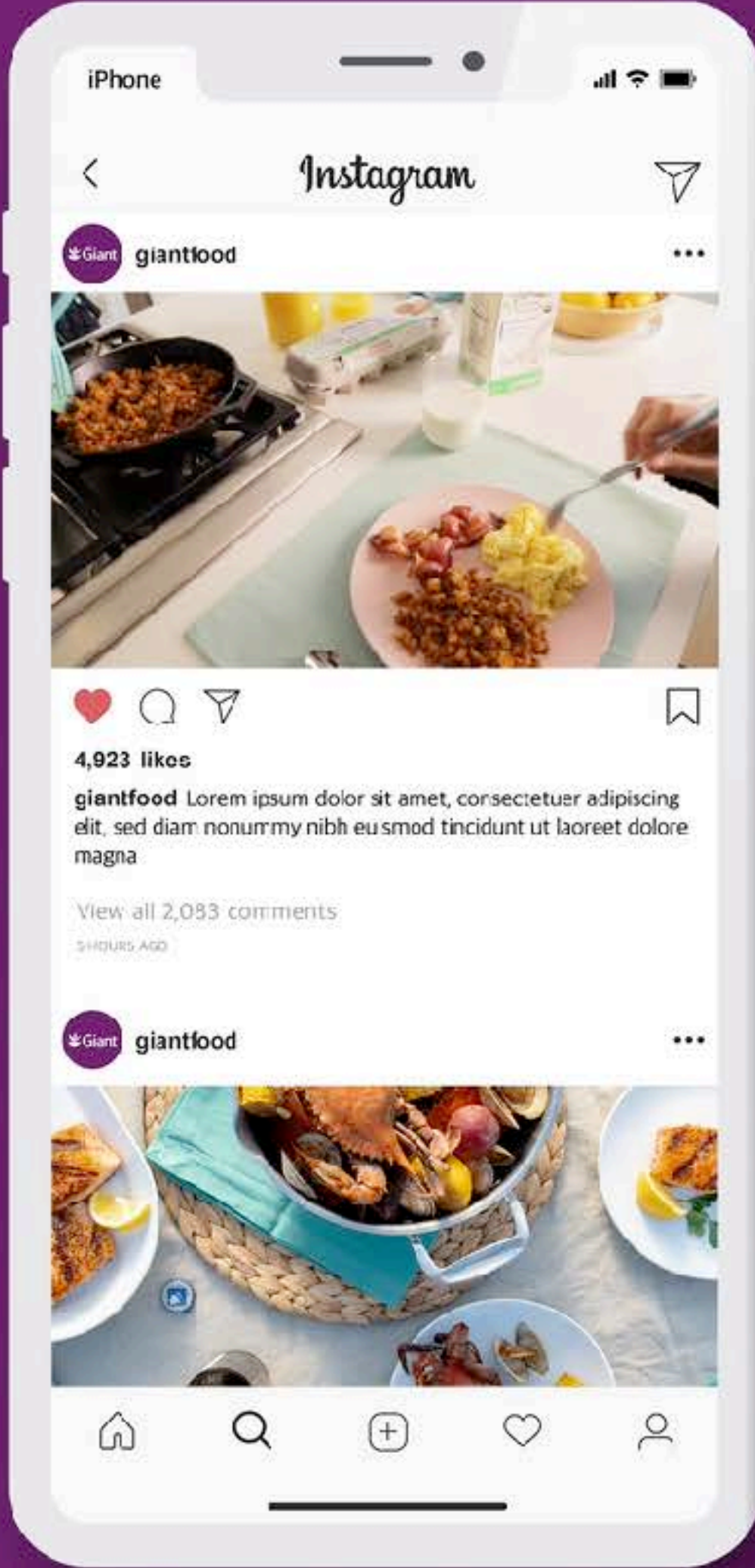
THE LITTLE THINGS ARE GIANT

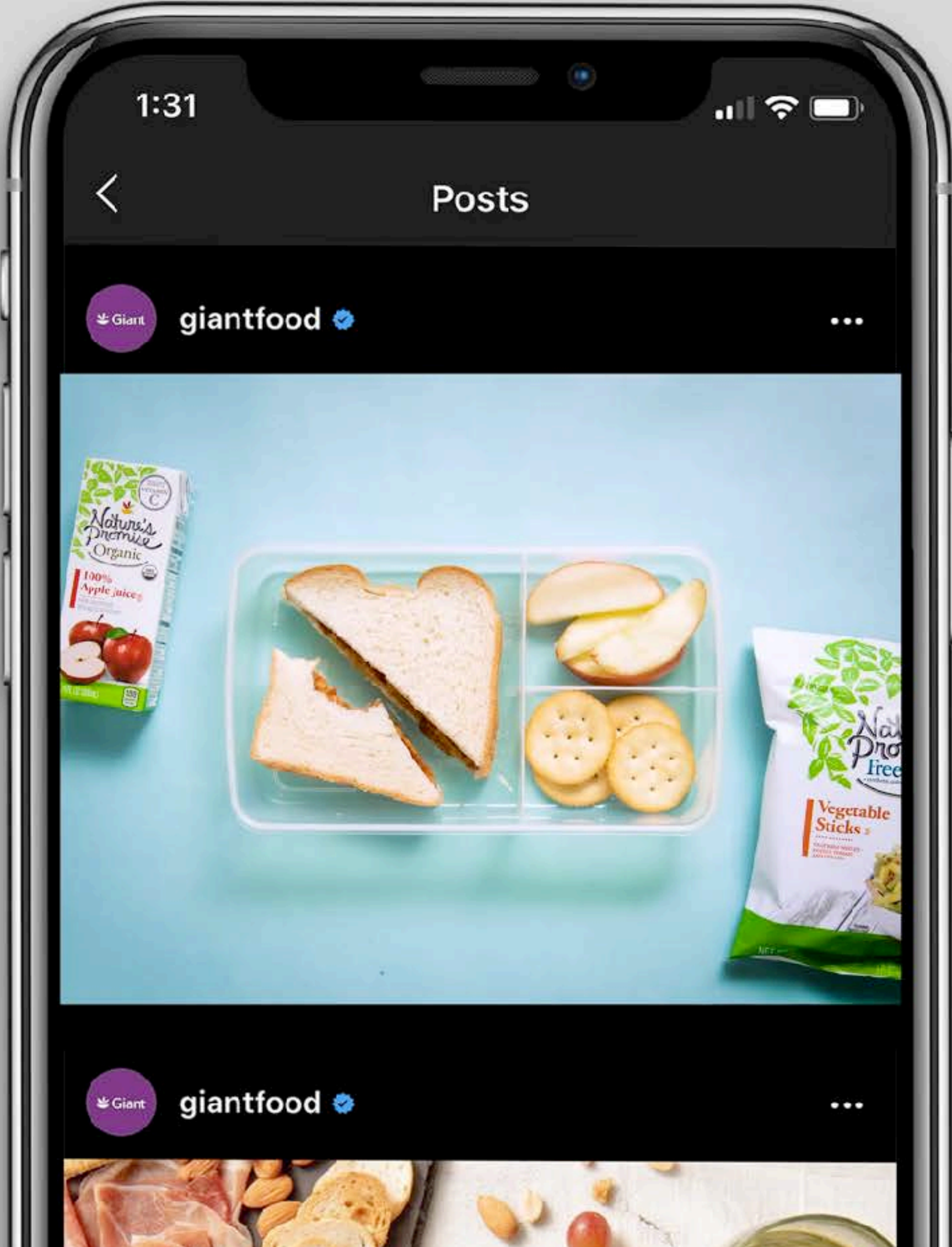
With the launch of “The Little Things Are Giant,” our Content Lab went to work producing all of the supporting content for digital, social and print assets. Our Content Creators shot photography and video during the TV production, creating a more cohesive look across all of Giant’s touchpoints — website, social channels, in-store signage and FSI.



See the Work

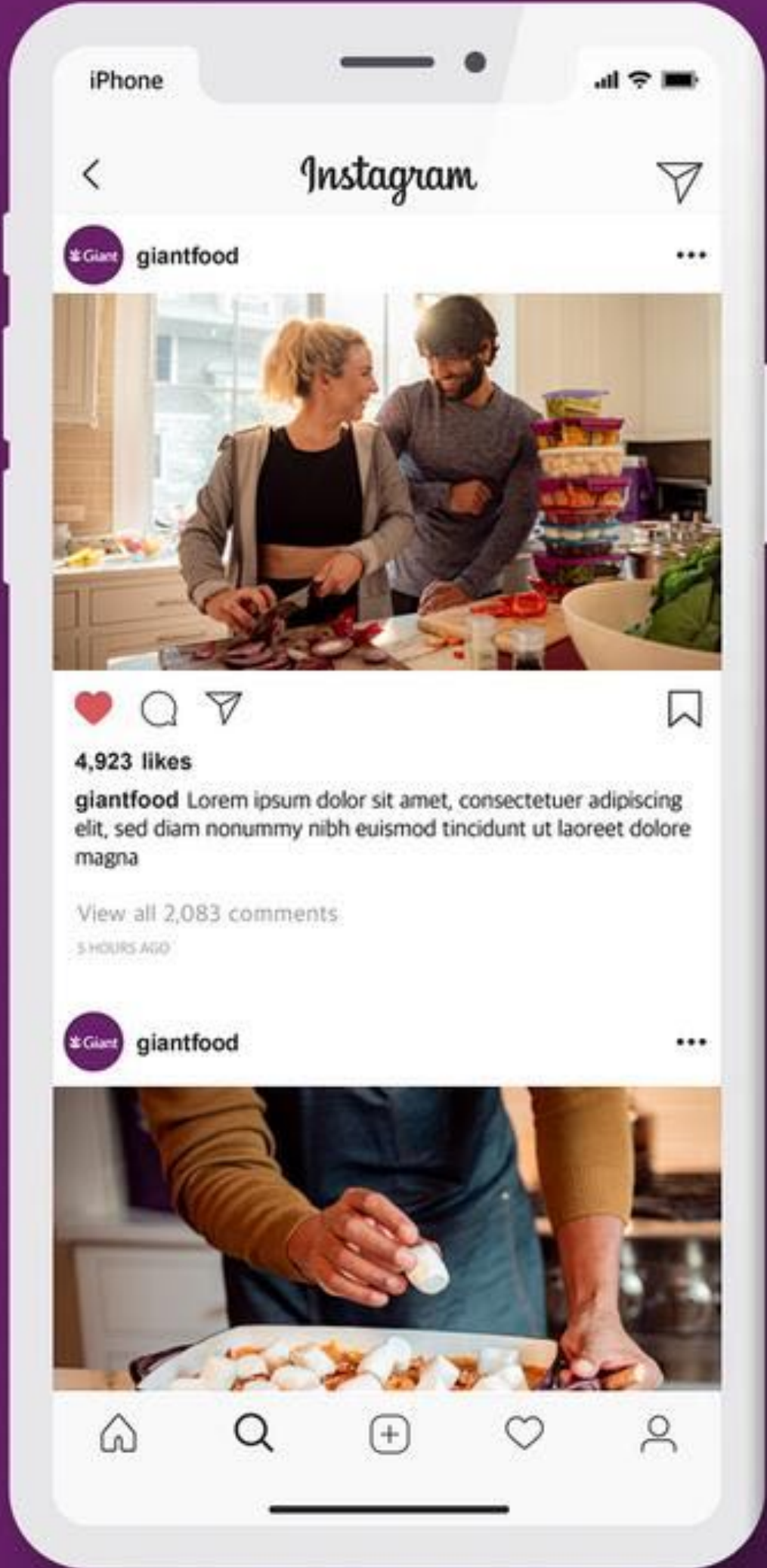














QUALITY FOOD
— WITHOUT SACRIFICING —
QUALITY TIME

THE LITTLE THINGS ARE  **Giant**

FREEDOM FORUM

FUTURE FREEDOM FIGHTERS

The First Amendment is a constitutional guarantee of freedoms — it defines who we are, what we say and how we worship, and holds the government accountable. It’s what makes Americans, “American.” Today, it’s never been more important to know and understand our five freedoms.

We created a powerful, emotive film based on a simple strategic truth: you don’t know what you have till it’s gone. And to voice our video, we tapped those who have the most to lose as well as the most to gain — the next generation.

[Watch the Spot](#)







EAGLEBANK

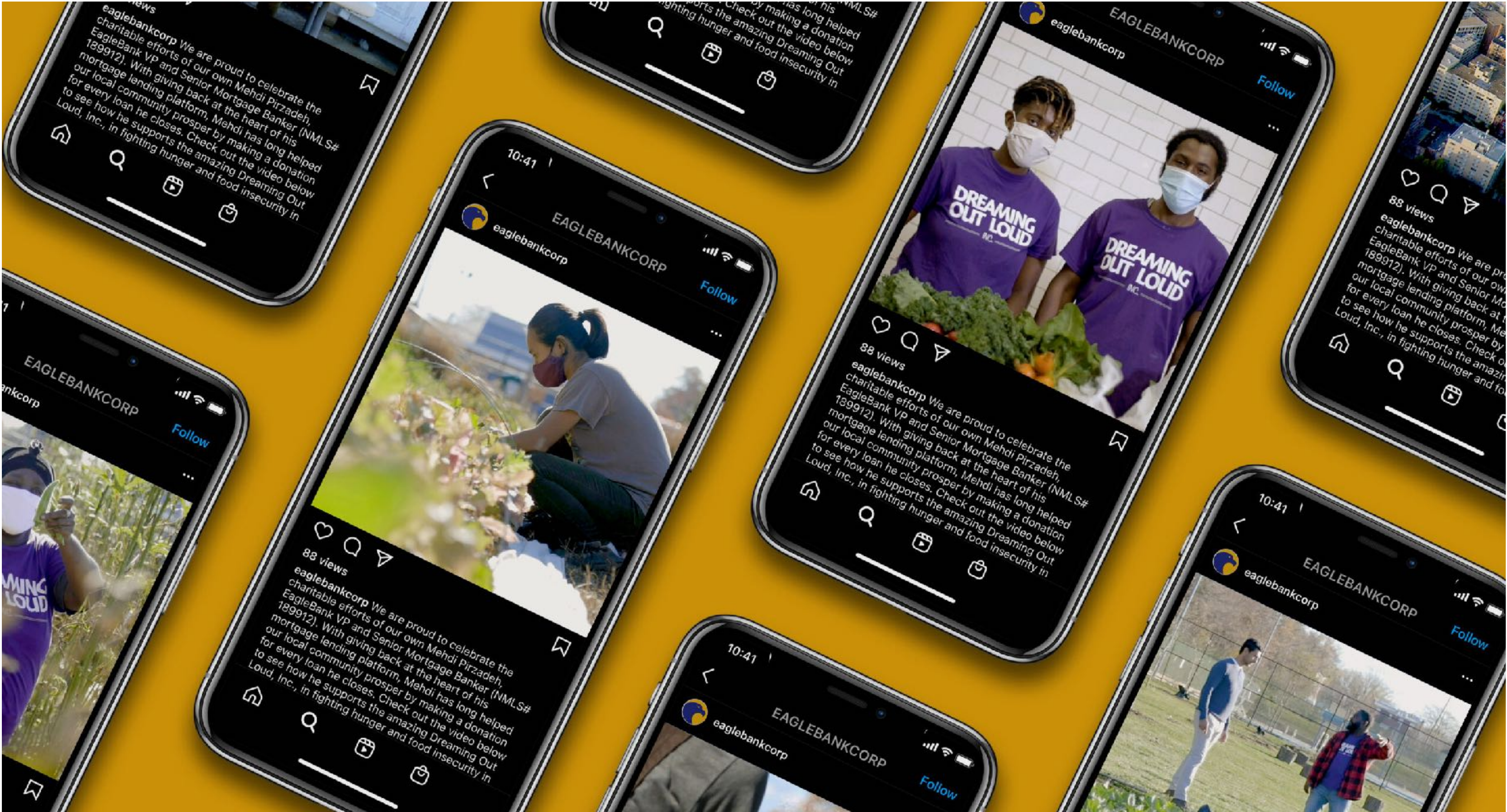
WHAT COMMUNITY BANKING REALLY MEANS

EagleBank came to us with a goal to raise awareness of Mehdi Pirzadeh's contributions and commitment to the DC-area community, and indirectly, to build EagleBank Residential Lending's reputation by increasing awareness around Mehdi's story of giving back. We went to work creating an emotive film, photography and digital assets to support our integrated campaign.

The performance of the video is at 80% completion rate, with industry norms at 60%.



Watch the Spot





The Washington Post

Democracy Dies in Darkness



A top mortgage banker fights hunger within our community.

[Watch Mehdi's Story ▶](#)



EAGLEBANK
RESIDENTIAL LENDING

[Watch Mehdi's Story ▶](#)

Coronavirus

U.S. added just 245,000 jobs in November, a worrisome sign

The November jobs report showed a continued slowing in the economic recovery as new closures and shutdowns in many states have begun to weigh on parts of the labor market and the larger economy.

- By Eli Rosenberg • 49 minutes ago
- [McConnell, Pelosi talk as stimulus package gains momentum](#)
 - [What's in the \\$908 billion proposal](#)

LIVE CORONAVIRUS UPDATES

Access to these updates is free

- 9:12AM
[Berlin is building mass vaccination centers at six venues](#)
- 7:48AM
[Fauci: Despite soaring cases, 'we have not yet seen the post-Thanksgiving peak'](#)
- 7:30AM
[Obituary slams anti-maskers who](#)



Emergency responders in D.C. prepare for a shift. (Jani Chikwendu/The Post)

Pandemic is pushing America's 911 system to 'breaking point,' ambulance operators say

Surging demand and financial strain are leaving ambulance corps exhausted and running out of funds, threatening longer wait times and the closure of some providers.

By William Wan



With hospitals slammed by covid-19, doctors and nurses plead for action by governors

By Lenny Bernstein

Election 2020

Biden taps Murthy as nation's top doctor, offers Fauci key role

The president-elect began choosing his top health-care officials, naming Vivek H. Murthy and Anthony S. Fauci as he prepares to take office during a devastating pandemic.

By Toluse Olorunpa and Amy Goldstein

LIVE ELECTION UPDATES

- 9:32AM
[Obama, Pence to hold dueling events for Senate candidates in Georgia](#)
- 9:25AM
[Trump to award Medal of Freedom to former Olympic wrestler with successful coaching career](#)

Sen. Perdue appears to acknowledge Biden's win in call with GOP group before Trump rally in Ga.

By Amy Gardner

The Fix Analysis

... ..

For this successful mortgage banker, community comes first.

[Watch Mehdi's Story ▶](#)

EAGLEBANK
RESIDENTIAL LENDING







PRODUCT

















PORTRAIT













LIFESTYLE











