WHO WE ARE & WHAT WE DO

Ruckus Credentials & Capabilities

- Room Member since 2019 -

EXPERTLY

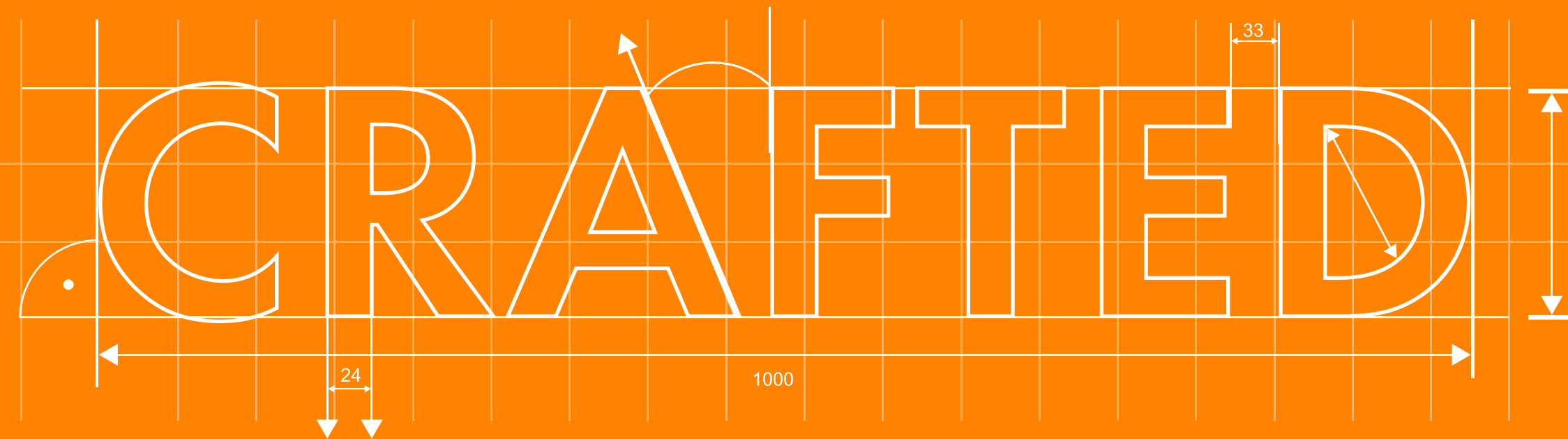Possessing special skill or knowledge

Creating with a special
& unique process

CRAFTED

33

100

1000

24

DISRUPTION

A radical
change

FOR NEARLY TWENTY YEARS, RUCKUS
HAS BEEN DELIVERING WORK THAT
POWERS **GAME-CHANGING COMPANIES
AND GLOBAL INFLUENCERS.**

We execute every engagement with
precision, **prowess**, and **power**.

50+ Employees

Offices in NY and Allentown, PA

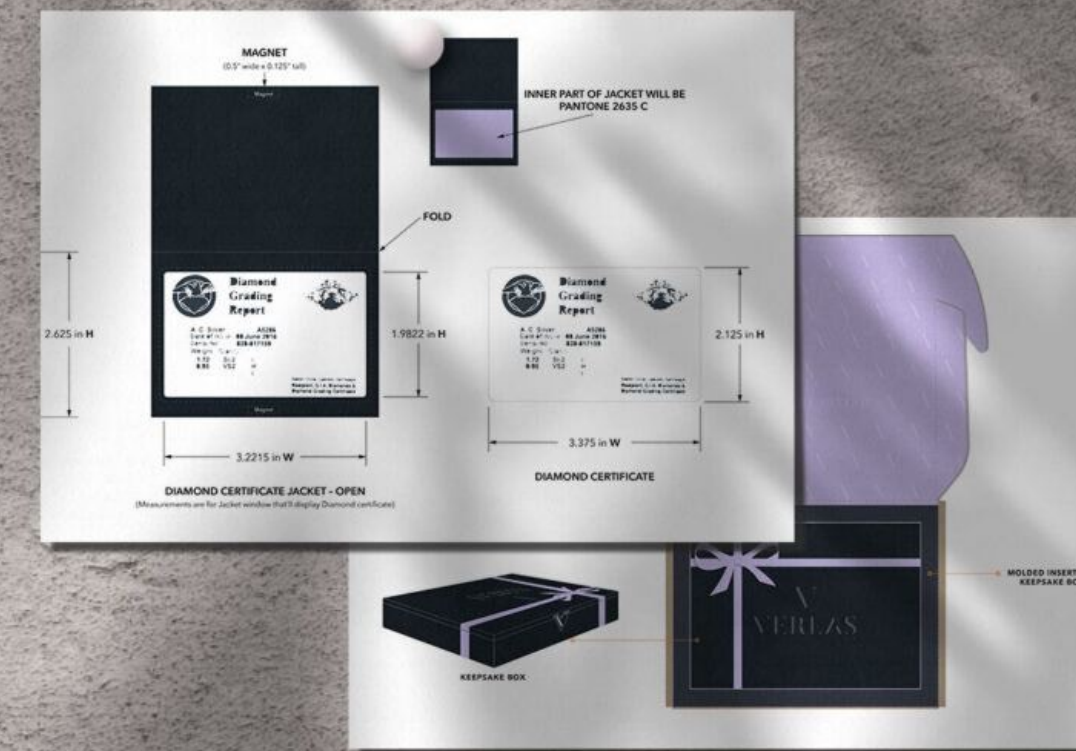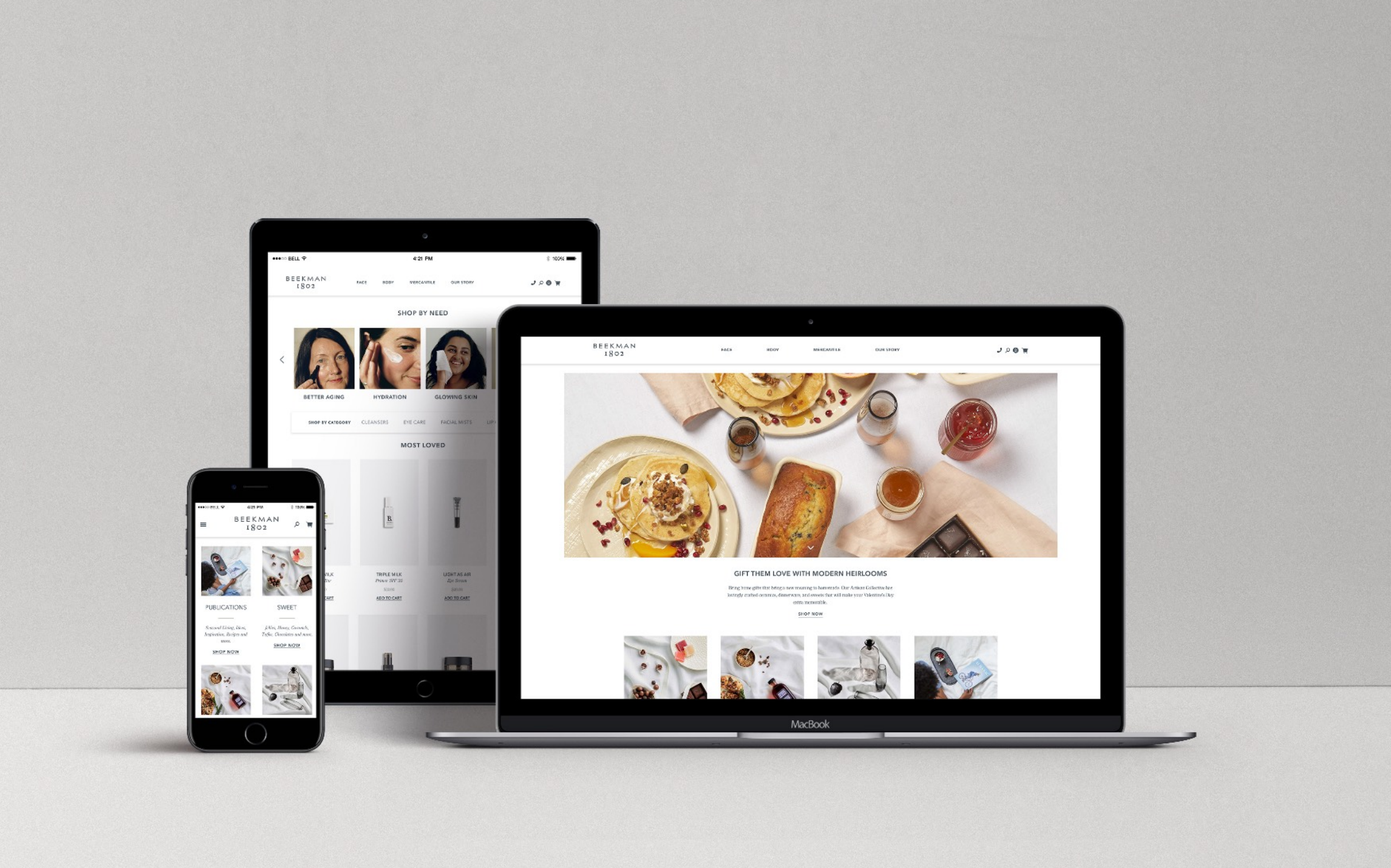Privately Held

Yes, That's Our Emmy

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BRANDING /

DESIGN THE STORY
CREATE THE CONNECTION

We focus on growth at any stage of the company lifecycle. Whether startup or corporate spin-off, product launch, or enterprise rebrand, we've executed strategic brand developments for more than 200+ companies worldwide.

- Brand Persona
- Brand Guidelines
- Corporate Materials
- Packaging & Materials
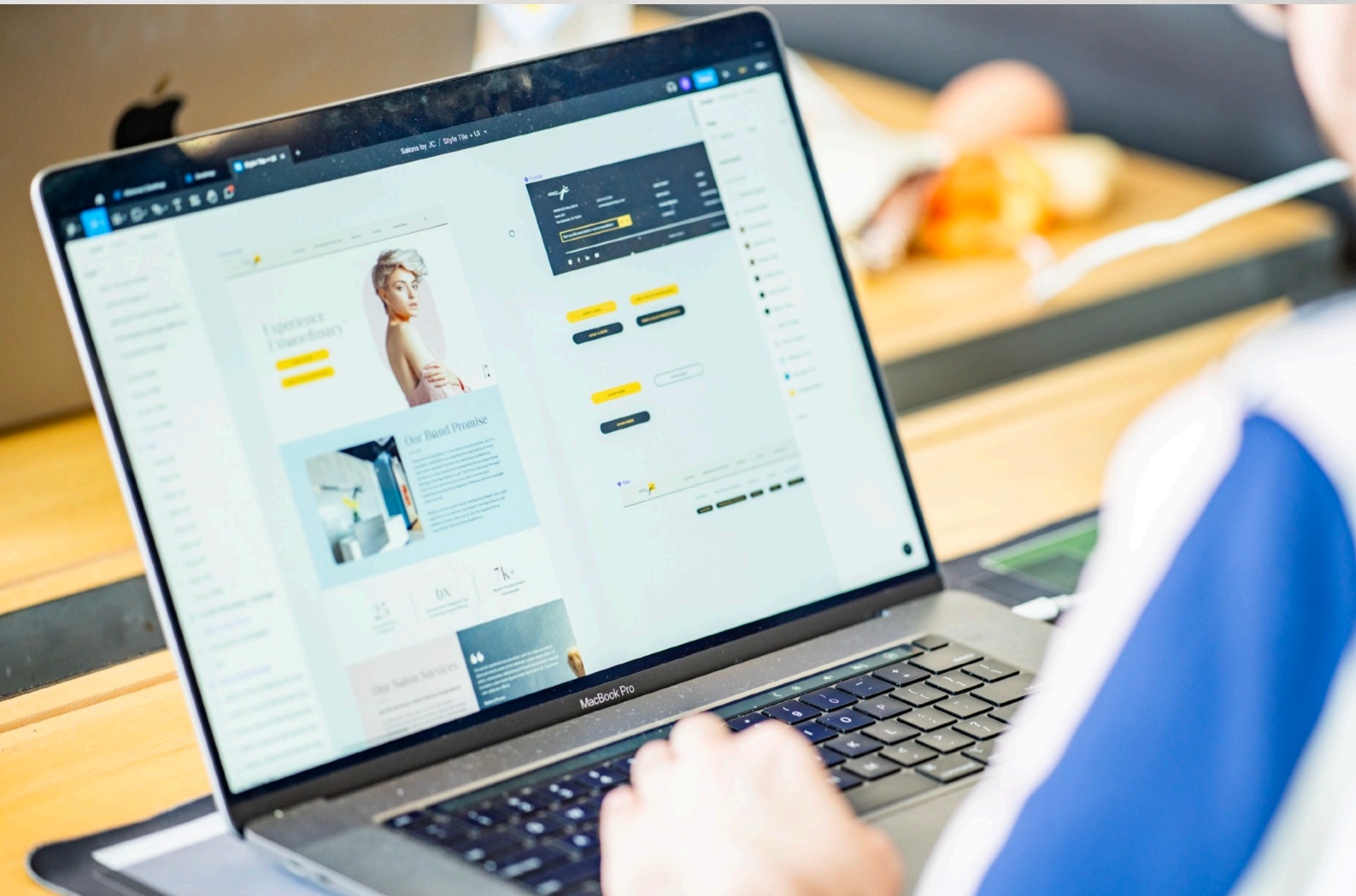
- Positioning
- Brand DNA
- Messaging
- Logo Design

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PLATFORMS /

ENGAGEMENT ACROSS DIGITAL LANDSCAPES

We design functional interfaces that help you tell your story and boost brand performance. Each page and screen relays an intuitive user experience that maximizes visitor interaction. We're as responsive as our designs to help you engage consumers across your digital landscape.

- E-Commerce
- B2B, C2C, B2G Sites
- Responsive Design
- UX/UI Design
- WooCommerce
- Wordpress

- User Testing
- Platform Auditing
- SAAS Design
- API Integrations
- Content Migration
- Shopify & Shopify Plus

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CONTENT /

PURPOSEFUL AND COMPELLING STORYTELLING

Good content captures attention. Great content captures the imagination. We craft visual stories while ensuring that creative is purposeful, meaningful, and powerful. Working with storytellers that not only understand customer behavior but also business strategy is truly what sets Ruckus apart.
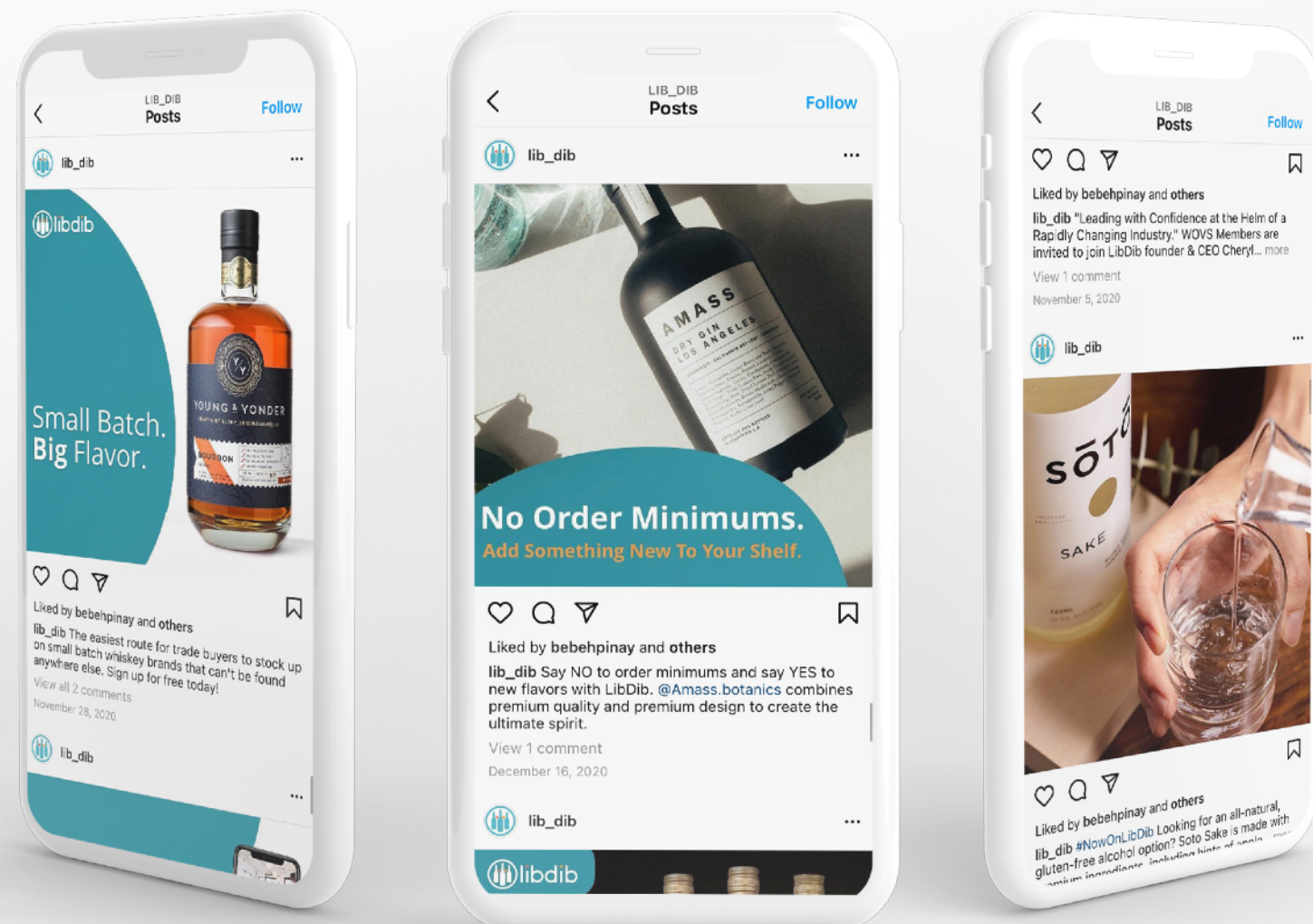
- Video
- Photography
- TV Commercials
- Editorial / Magazine
- Animation

- Digital Content
- Short Films
- Headshots & Profiles
- Product Shots
- Casting & Locations

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CAMPAIGNS /

DRIVE ACTION &
GENERATE ENGAGEMENT

Great advertising marries the message, medium, and target. It's a mathematical formula that can be modeled and supercharged with brilliant creative. We do the math, build the comprehensive plans, concept the campaigns, and craft disruption together.

– Marketing Strategy

– Media Buying

– Experiential

– Social Media

– Out of Home

– SEO/SEM

– Lead Generation

– Print Advertising

– Linear TV & OTT

– Digital Advertising

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EXPERIENTIAL /

BUILD IMPACTFUL BRAND EXPERIENCES

Enhance your relationship with customers through physically immersive experiences. Our creative and production prowess converges to deliver world class activations limited only by the imagination. We push the envelop with technology, fabrication, and turnkey management for flawless execution.

- Turnkey Booth Design

- Onsite Trade Show Management

- Live Studio Video & Photo Capture

- Special Event Production

- Talent & Staffing Management

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FROM BACK OF THE NAPKIN TO RINGING THE BELL.

Hundreds of clients. Dozens of industries.

From Startup to Fortune 500.

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NETWORK AND THE ROOM

HOW WE HELP THE ALLIANCE AND HOW THE ALLIANCE HELPS US

Ask us for help with:

C-Level Executive Relationships / Marketing Leads

Sounding board for Marketing / Advertising efforts

Venture Capital / Private Equity groups

Content Planning and Deployment

We are always looking for:

C-Level Executive Relationships / Marketing Leads

Venture Capital / Private Equity groups supporting portfolio companies

Advertising / Marketing Executives

Trade Show Exhibitors

Startups (Post funding)

Fun Things To Ask Me About

18 years of IP Litigation Experience (I'm not a lawyer)

Owner of commercial real estate properties (Florida)

Reading Premium Beer (we make it)

SendSmiles.com - Picture Perfect Flowers!

Natural Entry Points:

New Campaign Strategy and Creative

Major Events / Trade Show Needs

Content Needs - Film / Photography / AI Generated Content

Re-branding / New Product or Service Launch

RUCKUS

LET'S CHAT OVER A BREW
COFFEE, TEA, OR
SOMETHING STRONGER…

———

646.564.3880

info@ruckusco.com

www.ruckusco.com