



hello

Carrier

01 **about us**

02 **what we do**

03 **industry experience**





01



about us

A little bit about us.

We partner with home and building brands who desire **bold strategy, audacious creative** and **transformative results**. Through extensive category knowledge and relationships, our integrated teams help you cut through the clutter and engage with your audiences in comprehensive and yet unimagined ways - all so your brand can stand-out and beat the competition.

Core Values

Here's how we sum up our shared work ethic and approach:

We, not me.

We check our egos at the door. As a result, we thrive in a positive, collaborative atmosphere that welcomes a diversity of ideas and invites everyone to contribute their best.

Be fearless.

Creativity demands we hold nothing back. So we mutually support each other in speaking up, taking calculated risks and courageously contributing bold, unedited, and unconventional ideas.

Nail it.

Everything we do is about results. Every person here shares individual responsibility for our clients' and agency's success, as well their own.

Ask, "What if?"

Always going beyond what "is" and considering what "could be," we create unexpected possibilities that differentiate our brands and accelerate their success.



America's Favorite Garage Doors®



We've helped these brands become household names

with enduring client relationships that go back 30+ years in some cases. It's a testament to how much we value our partners, both category leaders and challenger brands. And it shows we are always in it for the long haul.

02

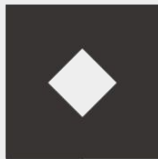
what we do

Our Solutions

Our inspired marketing solutions help solve complex challenges while delivering meaningful results.



Strategic
Foundation



Brand Building
& Remodeling



Connections
Planning,
Activation &
Measurement



Creative
Campaign &
Content
Development



Trade
Love



Strategic Foundation

A strong strategic foundation is vital for work that not only stands out, but also uniquely stands for the brand it serves.

To lay this foundation, we immerse ourselves in your brand, culture, market dynamics, customer insights and more. Then we collaborate with you to translate essential insights into ownable strategies.

- Immersion
- WWorkshop™
- Persona Development
- Journey Framework
- Brand Architecture
- Strategy Recommendations



Brand Building & Remodeling

Throughout a brand's life, we frame its identity to immediately and authentically connect with target audiences. From positioning to naming and logo development to brand guidelines, we collaborate with your team to capture the soul of your brand, giving it forms that feel innate to you and inspiring to the world.

- Brand Platform
- Brand Identity Design



Connections Planning, Activation & Measurement

Whatever your objectives, we deliver the right messages to the right audiences at the right times and in the right places.


- Audits and Assessments
- Strategy and Planning
- Experience Map
- Integrated Media
- Search Marketing
- E-Commerce
- Shopper Marketing
- Public Relations
- Content Marketing
- Social Media
- Influencer Marketing
- Marketing Automation/CRM
- Direct Marketing
- Brand Experiences
- Performance and Analytics



Creative Campaign & Content Development

We bring together a multidisciplinary team of brand strategists, creative directors, art directors, designers, writers, cinematographers, photographers, editors and producers to imagine strategically sound, creative solutions that get attention. We then produce and deliver experiences that get results.

- Multichannel Advertising Campaigns
- Television/Video
- Print/Digital
- Radio/Audio
- Out of Home
- Collateral
- Direct
- Digital Platforms
- Photography
- Social Media Content
- Brand Editorial



Trade Love

Decades of B2B expertise equip us to woo the pros who can make or break a brand's success. With a deep understanding of their challenges, wants and needs, we get right to the heart of the matter with highly targeted campaigns, sales tools and event activations designed for your business.

- PR, Social, Content Marketing Strategy, Planning and Activation
- Trade Show, Conference, Customer Event Planning and Activation
- Event Concept and Exhibit Design
- Sales Support Materials
- Marketing Automation
- Influencer Marketing
- CEUs

03

industry
experience

Charlotte Pipe and Foundry

Charlotte Pipe and Foundry (CPF) is a leading pipe and fittings manufacturer with over 100 years of experience and legacy to its name. CPF was looking for a partner who could help elevate their marketing strategy to leverage the brand equity and heritage that they value and modernize for the future.

Wray Ward was able to set a solid Strategic Foundation for the brand through stakeholder interviews with key team members, a comprehensive 5Cs situational analysis, that led to an updated Brand Platform. This provided the foundation of the new brand campaign that embodies the brand legacy today and allows for evolution.

The Creative and Connections team then took the learnings and strategy and created a campaign to speak to plumbing contractors and engineers - developing creative concepts, media plans, content production and media buying.

RELY ON MORE THAN OUR PIPE AND FITTINGS.

RELY ON US.

Not every customer needs repeat our work. When you give us your pipe and fittings, we're there for you. From solving complex challenges to making connections, we have a team of people with the knowledge and experience to help you. We're here to support your business and help you succeed. **Charlotte Pipe and Foundry** is the partner you need.

Expert Knowledge at Your Disposal
Scan the QR code or visit our website at CharlottePipe.com to get access to our team of experts, product literature, and support for your next project.

CHARLOTTE
PIPE AND FITTINGS COMPANY

NOT ONLY ARE WE MADE IN AMERICA - WE HELPED BUILD AMERICA.

Since 1882, we've been manufacturing the highest quality pipe and fittings right here in the USA by people like maintenance mechanics, heavy iron and electrical fitters, and other professional family-owned businesses, who are making the products that keep our world moving and thriving every day. We're proud to be a part of the American workforce and the plumbing industry and engineers that choose here.

Learn more about our commitment at CharlottePipe.com

CHARLOTTE
PIPE AND FITTINGS COMPANY

WE MAKE OUR PIPE AND FITTINGS TO THE HIGHEST STANDARD - YOURS.

From product to service, Charlotte Pipe and Foundry has an unwavering commitment to the highest standard of quality. We're proud to be a part of the American workforce and the plumbing industry and engineers that choose here.

Learn the 100 ways we make our pipe and fittings to the highest standard at CharlottePipe.com to get access to our team of experts, product literature, and support for your next project.

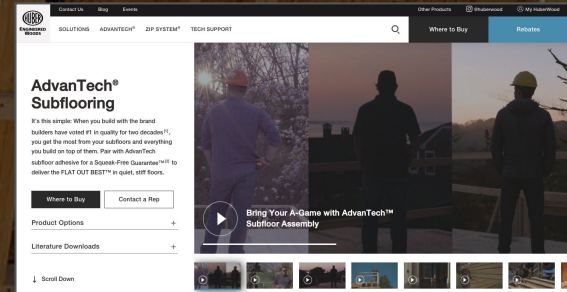
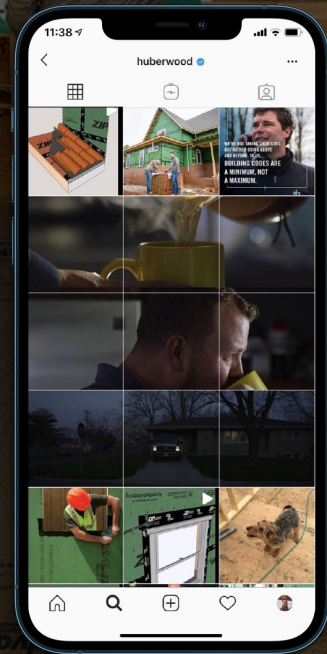
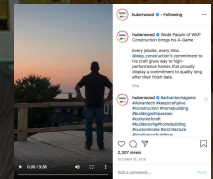
CHARLOTTE
PIPE AND FITTINGS COMPANY

AdvanTech

AdvanTech was facing competition from newly introduced premium subflooring products as well as a new generation of builders interacting with media in new ways. Anecdotal research suggested prospects were seeking advice and new ideas from peers.

Wray Ward identified the power and value of peer-to-peer relationships through social listening. Wray Ward devised a comprehensive content strategy that placed a strong emphasis on influencers and the audience to tell the value of AdvanTech. We leveraged the stories of select builders aligned with the AdvanTech values to build credibility for the brand.

The campaign led to increased engagement, generated more than 20,000 video views among the target audience in less than a year, gained thousands of visits to the campaign landing page and cemented AdvanTech as the leader in online engagement in the builder community.

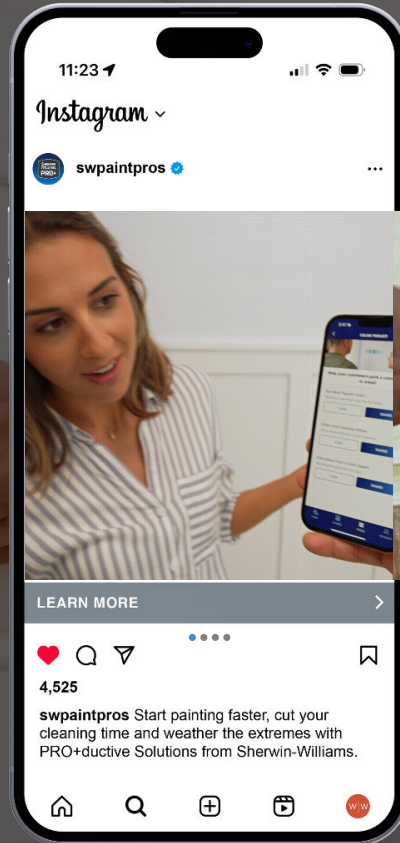


Sherwin-Williams

The Sherwin-Williams Differentiator: Sherwin-Williams has been dedicated to the success of its Pro customers for 150 years, offering a comprehensive, exclusive and growing suite of business-building services, tools and resources that can't be found anywhere else. PRO+ductive Solutions further delivers on this dedication, providing timely solutions to labor challenges that maximize productivity, efficiency and jobsite performance with quantifiable results.

We created an integrated campaign speaking to the benefits of the "PRO+ductive Solutions" offering by demonstrating how Sherwin-Williams' Solutions save Pros time and money and deliver positive business results. The campaign drove awareness, consideration and conversion.

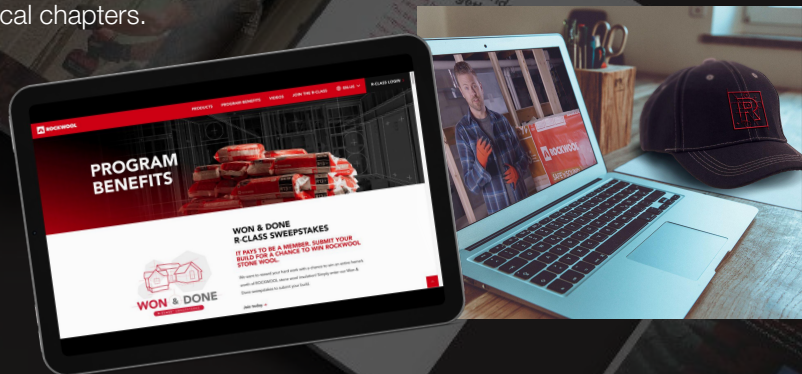
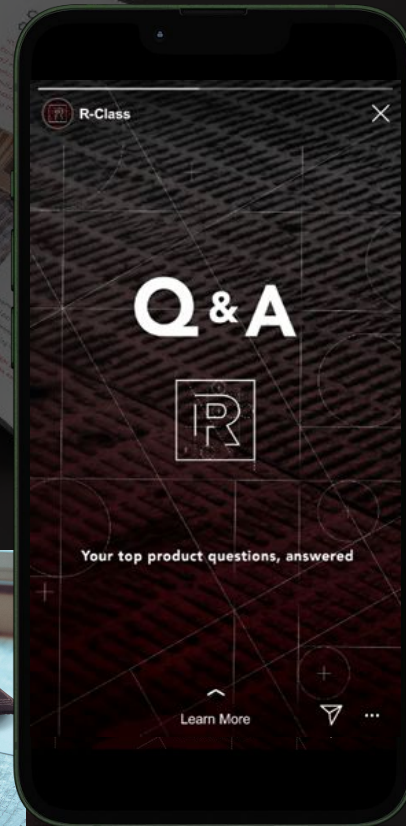
Paint smarter, paint faster, paint more.



Rockwool

Modernizing an existing brand ambassador program to better appeal to discerning custom builders by acknowledging that they're in a class of their own.

Our solution was to transform and rename the brand's Elite Builder program to the R-Class Builder Program. We created an alliance of the strongest and proudest builders out there, united by their ability to discern the best products for their custom builds. We shared ambassadors' evolutionary stories from an average person to a custom builder or contractor on our social media and microsite. We offered virtual events to help build camaraderie among the group and local chapters.



National Gypsum

National Gypsum Company is the exclusive service provider for reliable, high-performance building products manufactured by its affiliate companies and marketed under the Gold Bond®, ProForm® and PermaBASE® brands.

National Gypsum challenged Wray Ward to build and activate a content marketing program through best-in-class content development and distribution, sales enablement tactics, creative concepts and digital media activation — all to drive engagement with key decision-makers.

To position National Gypsum as a leading educational authority and trusted product partner, Wray Ward creates and distributes a strategic mix of content assets including blogs, case studies, emails, infographics, sales sheets, social media graphics and videos. We also established a CRM and marketing automation strategy to support sales enablement activities.

Content developed by Wray Ward is so effective that National Gypsum now uses it to educate its new team members.

SIX VARIABLES THAT AFFECT STC RATINGS

- MASS**: Read our blog "How to Build a System to Improve STC for walls or ceilings." [LEARN MORE](#)
- CAVITY ABSORPTION**
- CAVITY DEPTH**
- STIFFNESS**
- DECORPLUG**
- TAPPING**

ROOF ASSEMBLIES CARRY AN OUTDOOR-INDOOR TRANSMISSION CLASS RATING

STC (Sound Transmission Class) is a measure of how well a building assembly resists sound energy from passing through it. STC is a single number that represents the average sound insulation performance of a building assembly. STC is a better measure of how sound resistance is provided by transmission class than R-value. It includes tests for airborne sound, STC rating.

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OITC (Outdoor-Indoor Transmission Class) is a measure of how well a building assembly resists sound energy from passing through it. OITC is a single number that represents the average sound insulation performance of a building assembly. OITC is a better measure of how sound resistance is provided by transmission class than R-value. It includes tests for airborne sound, OITC rating.

Read our blog "Using Roof Coverboard to Reduce Outdoor Sound Transmission." For more information on OITC and roofboard products, visit our website. [LEARN MORE](#)

Find tested roof assemblies on page 2-16 of "The SoundBook." [LEARN MORE](#)

Challenges

Novant Health prioritized safety and resiliency

Fire resistance and mold/mildew/moisture resistance are two critical factors in creating a facility that is resilient and fosters a healthy and safe environment for patients and staff.

On the Novant Health Presbyterian Charital campus, the new facility's unique fire-rating challenges, including medical office building, elevated walkway to give patients access to both buildings, which are busy roads.

If the elevated walkway to an existing building meant that the walkway and existing building had to be fire-rated.

The new walkway also connected to an existing elevated walkway, so the architects had to design smoke barriers in two locations. Other fire safety challenges included planning a health-care clinic option to protect patients who can't be evacuated in the event of a fire and providing robust fire protection for hazardous materials.

From a resiliency perspective, the architects and contractors needed to protect the building from moisture during construction — before it was enclosed — and after completion when people began using it. For example, it was essential that the exterior cladding board used in the third-floor showers would prevent the growth of mold and mildew.

Fire Safety
Build a fire-rated elevated walkway connecting the new facility with the existing medical office building design. Fire safety into the building to provide for evacuation, disaster response and hazardous material protection.

Mold and Mildew Prevention
Control mold/mildew/moisture resistance into every aspect of the building. From shower and operating rooms to patient areas, factors and risks associated to the patients during construction.

Abuse Resistance
Protect walls in residential rooms.

Exterior Weather Resistance
Prevent moisture damage to the building's exterior during and after construction.

Indoor Air Quality
Ensure good indoor air quality for patients and staff over sound extended periods inside the facility.

Primary / Background / **Challenges** / Solutions / Results

REDUCE UNWANTED NOISE WITH SOUNDBREAK® XP®

Drywall solutions for the toughest noisy neighbors with PURPLE SoundBreak® XP®.

[SEE HOW](#)

SoundBreak XP Provided By National Gypsum

Release

Let's get to work.

WRAY | WARD