

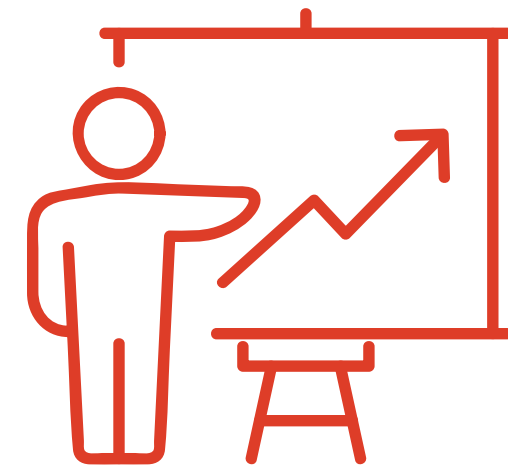


THE NEW WAY OF STRATEGY: **CONNECTING BRAND STRATEGY TO PERFORMANCE**

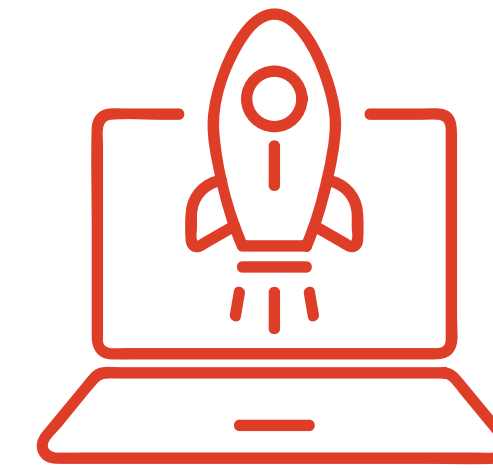
YOUR STRATEGY IS BROKEN



Brands don't need **more** strategy decks.
They need strategy work that:



Increases Revenue



Boosts Performance



WHERE'S THE DISCONNECT?



Dozens of strategy presentations are delivered without any direction.
Teams can't activate. Campaigns drift. Messaging dilutes.

SWOT | ANALYSIS SNAPSHOT

STRENGTHS

WEAKNESSES

COMPETITOR SNAPSHOT

KEY DIFFERENTIATORS AND STRATEGIC INSIGHTS

COMPETITOR SNAPSHOT

THE SHIFT TOWARD FAMILY-FRIENDLY BREWERIES

Going Out for a Beer? Don't Forget to Bring the Kids

The rise of babies in bars, explained

CORE PERSONA SEGMENTS

SOCIAL SAM – THE FLAVOR-SEEKING HANGOUT HERO

KEY CONSUMER TRENDS

Top Discovery Channels

What this means for Via 313:

BRAND MESSAGING SCRIPT

CORE PERSONA SEGMENTS

HOW POS SEGMENTS & BUYER PERSONAS WORK TOGETHER

POS Segments = What people do.

Buyer Personas = Why people do it.

POS segments help us target behaviorally.

Personas help us market meaningfully.

OBJECTIVE

COMMS STRATEGY

TRAILBLAZER CHRIS VENTILITE GTX

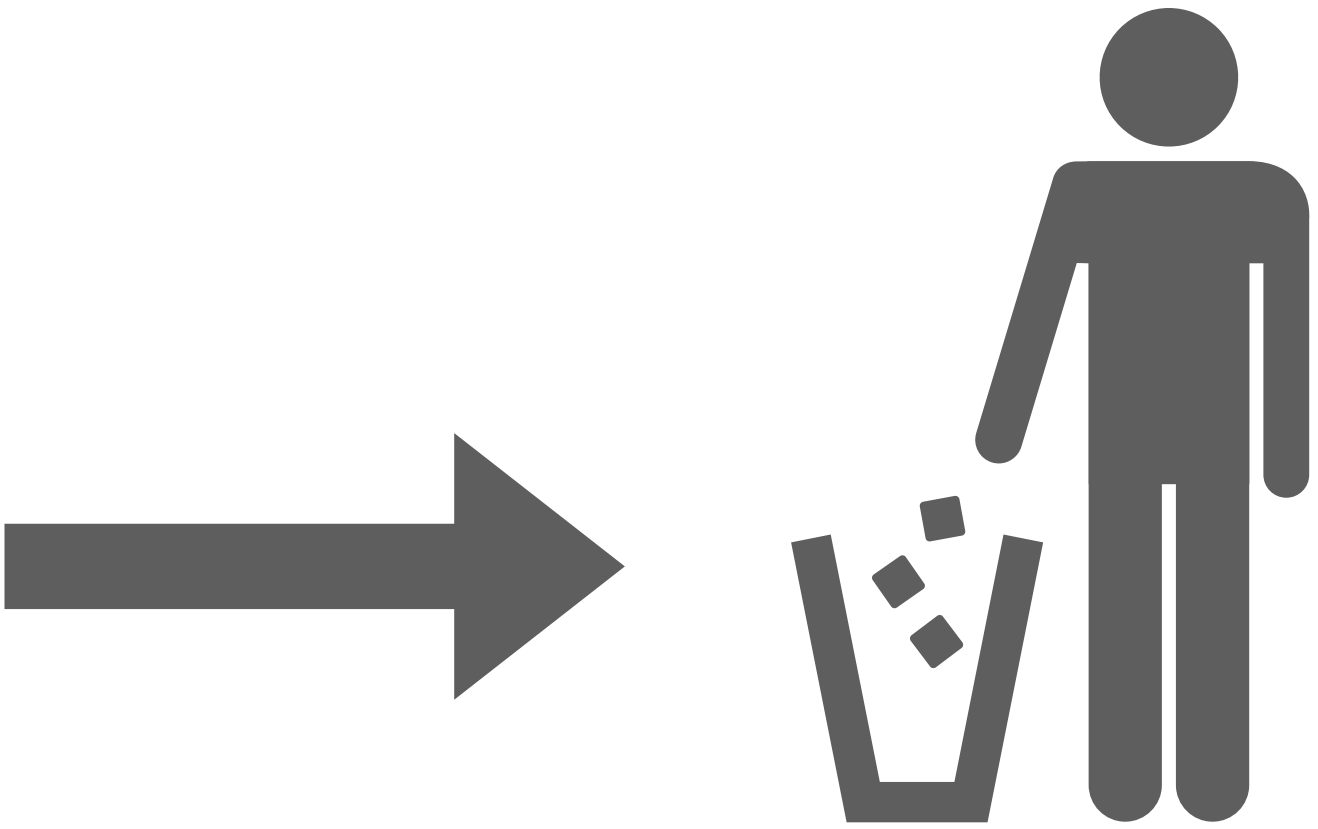
CREATIVE CAMPAIGN

CREATIVE ASSETS: ADS, LANDING PAGES, CHANNELS, ETC.

AWARE (LIVE)

COMPREH (LOOK)

ACT (BUY)



BUT WHAT IF ...there was a way to connect the dots?



More than a dead-end deck that dies on a co-worker's desktop.



A robust system that carries brand strategy, research, messaging, and campaign concepts to effective performance marketing.

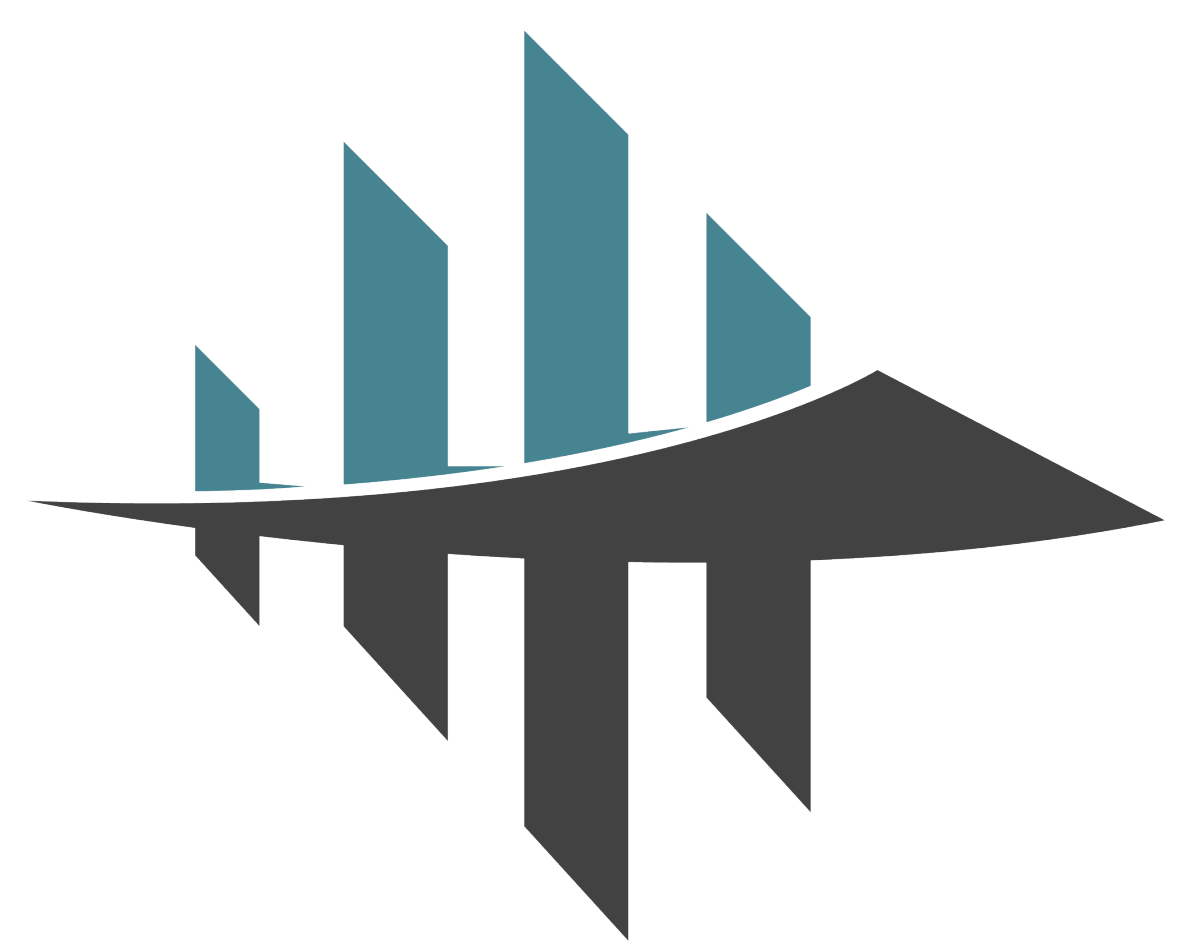
OUR BELIEF

Strategy is the connective tissue that starts with human insight.

Strategy links insight to execution, brand to campaign, idea to outcome.



INTRODUCING
THE STRATBRIDGE METHOD

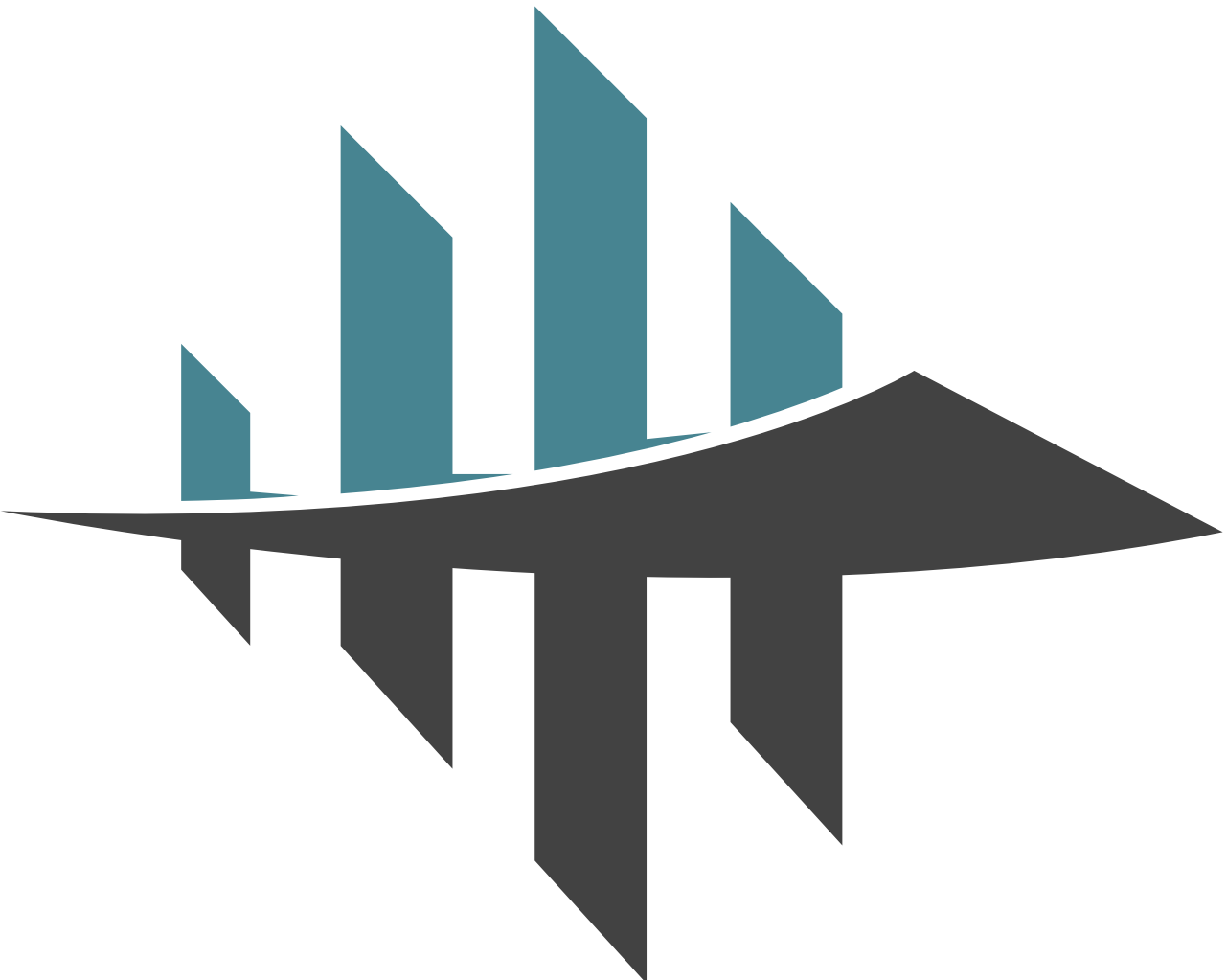


StratBridge

BRIDGING THE GAP BETWEEN BRAND AND PERFORMANCE.



THE STRATBRIDGE METHOD



Discover
Truths

Define
Strategy

Design
Frameworks

Drive
Results

Four phases of Max Connect Digital’s StratBridge

THE STRATBRIDGE METHOD



What lives inside?

From insight to execution, this is how we do it.



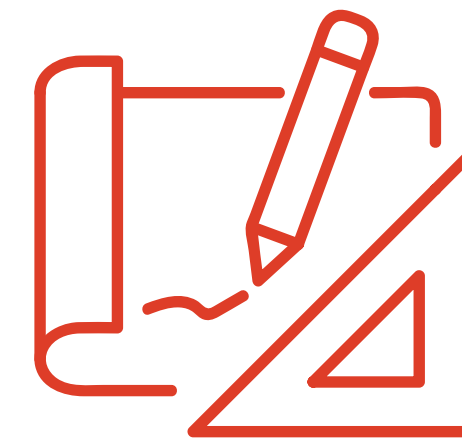
Discover

4Cs Analysis
Primary Research (IDIs,
Focus Groups, Surveys)
Trends & Insight
Reports



Define

Brand Strategy Architecture
(Brand Key, Positioning,
Voice, Pillars, etc.)
Strategy 1-Pager
Audience segmentation
Messaging Territories
Brand Purpose & POV



Design

Comms Frameworks
Customer Journey Maps
Channel Messaging Matrix
Thought Starters
Creative Briefs
Campaign Strategy
Buyer Personas



Drive

Creative Concepting
Campaign Strategy
Messaging
Optimization
Performance Wraps &
Learnings
Test & Learn Plans

STRATBRIDGE IN ACTION

What does this look like in action? Let's take a look.



SWOT | ANALYSIS SNAPSHOT

STRENGTHS

- Authentic origin story (Detroit roots, born in Austin)
- Unique, premium product (Authentic Detroit-style in the West)
- Loyal base in TX
- Mature, edgy tone—authentic & inclusive

WEAKNESSES

- Confused brand positioning across markets
- Low consumer education on product (Authentic Detroit-style)
- Inconsistent tone in marketing
- Limited brand awareness in new markets

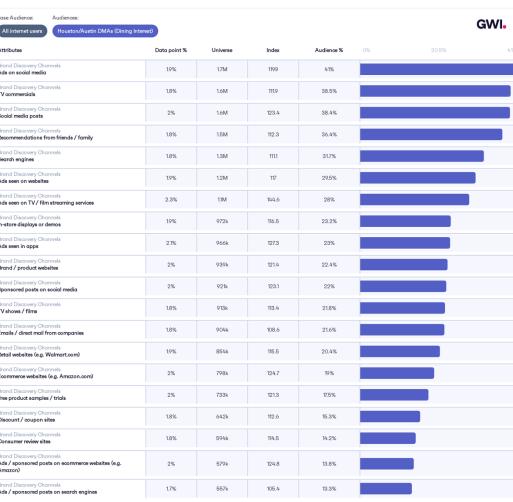
OPPORTUNITIES

- Reclaim "bar-pizzeria" identity and energy
- Own Detroit-style pizza education
- The King of Detroit-style outside of Detroit
- Double down on community events & dine-in

THREATS

- Pizza category saturation in TX, UT, and CO
- Fast casual brands mimicking similar formats
- Loss of authenticity as expansion grows

KEY CONSUMER TRENDS



Houston/Austin DMA - Dining-Interested Audiences (GWI Data)

- **Top Discovery Channels**
 - 47% — Ads on social media (Instagram, TikTok, Facebook)
 - 38% — TV commercials
 - 38% — Organic social media posts
 - 36% — Friend/family recommendations
 - 32% — Search engines (Google, Maps)

- **What this means for Via 313:**
 - Double down on social (paid + organic): Craveable food visuals and bold brand tone should live on both sides of the algorithm.
 - Encourage reviews, shares, and local buzz through events, influencer UGC, and referral offers.
 - Don't sleep on local SEO & search behavior: Optimize Google Business, Yelp, and Maps for top visibility during "Where should we eat?" moments.
 - For broader awareness, test CTV or streaming ads: Especially in Houston, TV/streaming still influences dining discovery.



BRAND MESSAGING SCRIPT



PERSONA 1

A busy schedule and daily stressors keep you on your toes. There's not enough time in the day and on top of everything, you're worried about a breakout or a potential flare-up.

You've started to realize that your list of skincare allergies keeps getting longer. It's a hassle to review every new skincare ingredient in so-called natural and clean products—only to find out that the products aren't truly clean or effective for your skin type. Your life would be much easier if you could find tried-and-true skincare products that are as effective as they are clean.

That's where CLMD can help. As an industry leader in skincare science, we understand your frustrations in looking for clean and effective solutions to skin issues. Acne, rosacea, or any other sensitive skin condition. Your skin is unique, so your skin care products should be, too. Developed by Cheryl Lee Eberling, M.D., our "back-to-basics" and "back-to-nature" products include the only technology in the world to address all five problems of the abnormal skin barrier.

CLMD TONE OF VOICE • BRAND PERSONALITY

CLMD embodies purity and optimism, offering a comforting presence akin to a warm blanket. Rooted in clean, effective ingredients, it provides hope and even reprieve during challenging times. Despite its humility, CLMD plays a powerful role in improving lives.

Moving The Innovent brand archetype, CLMD is optimistic, honest, and humble. These traits align with CLMD's values, reflecting a positive outlook on life. The Innovent seeks fulfillment and happiness for all, recognizing and celebrating inner beauty.

CLMD's marketing aims to build trust through simple, science-backed education. Its tone

feels approachable and resonates as a credible source of truth. Rather than resorting to negative or guilt-based tactics, CLMD positions itself as a supportive companion, giving heartfelt trust, hope, and confidence to its community and consumers.

VOICE CHARACTERISTICS

- AUTHENTIC & HONEST
- CLEAR & SIMPLE
- CLINICAL & SCIENCE-BACKED
- HOPEFUL & SUPPORTIVE

simultaneously. Free of the top 88 allergens, our products redefine hypoallergenic.

CLMD products are specially formulated to heal and repair the skin barrier, free of the 88 top allergens. You don't have to trust us, you can put it to the test.

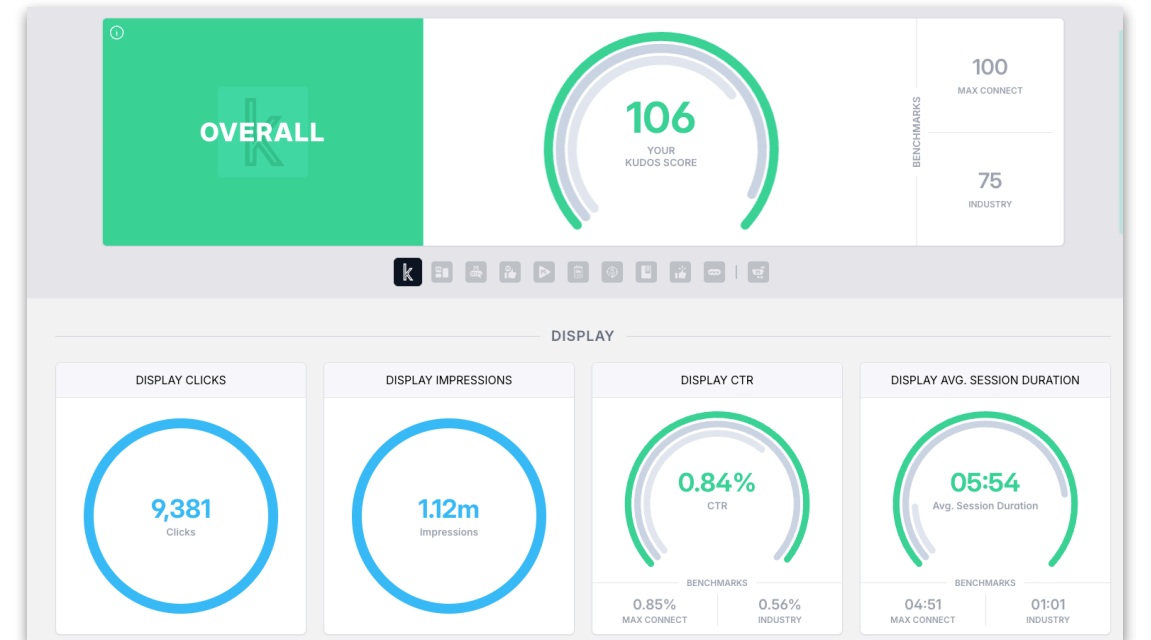
1. Buy any of our **TrueGlow** or **TrueClear** products based on your skin concern.

2. Follow protocol and use products consistently.

3. Watch your skin heal.

READY TO EXPERIENCE THE CLMD DIFFERENCE?
Buy CLMD today to start your skin's journey to healthy healing.

Your search for clean, effective skincare is over. Say goodbye to skincare full of unfamiliar chemicals and allergens that harm your skin. It's time to meet your confident, radiant, and glowing self. Say hello to healthy skin.



COMPETITOR SNAPSHOT

KEY DIFFERENTIATORS AND STRATEGIC INSIGHTS

Customization and Speed:

- Both Blaze Pizza and MOD Pizza excel in offering quick, customizable pizzas, appealing to customers seeking personalized dining experiences. MOD Pizza's unlimited toppings for a fixed price may provide a competitive edge for value-conscious consumers.

Artisanal Focus:

- Pizza Nono emphasizes simplicity and quality, attracting patrons who appreciate artisanal, handcrafted pizzas in a neighborhood setting.

Experience and Ambiance:

- Slackwater Pizza differentiates itself by combining dining with entertainment, offering live music and an extensive beer selection, catering to those seeking a social dining atmosphere.

Community Engagement:

- Local establishments like Pizza Nono and Slackwater Pizza benefit from strong community ties and local partnerships, enhancing their brand loyalty within their respective markets.

Considerations for Via 313:

Highlighting the authenticity and uniqueness of Detroit-style pizza can set Via 313 apart in markets dominated by customizable pizza chains.

Emphasizing quality ingredients and a distinctive dining experience can attract patrons seeking alternatives to the fast-casual norm.

Engaging with the local community through events and partnerships can build brand loyalty and enhance local presence.

CORE PERSONA SEGMENTS

HOW POS SEGMENTS & BUYER PERSONAS WORK TOGETHER

POS Segments = What people do. The segments (like "Rookies," "Loyalists," and "Whales") are based on real behavior pulled from POS and loyalty data. They're incredibly valuable for identifying where customers are in their lifecycle and how they interact with the brand.

Buyer Personas = Why people do it. Our buyer personas are built from qualitative research, surveys, and cultural insight. They represent motivations, values, and emotional drivers—the deeper psychology behind why someone chooses Via 313 and what matters to them.



POS segments help us target behaviorally.

- Who needs a reactivation campaign? Who deserves VIP perks?

Personas help us market meaningfully.

- What message will resonate? What type of experience will deepen the relationship?

COMPETITOR SNAPSHOT

THE SHIFT TOWARD FAMILY-FRIENDLY BREWERIES

- In recent years, many breweries have evolved to accommodate families, recognizing the value in creating inclusive environments. This trend mirrors traditional European beer gardens, which have long served as communal spaces for all ages.

- "Today's breweries are reclaiming the past, providing that crucial third place linking work and home."

- "At Portland, Oregon's Hopworks, play areas are stocked with books and toys and coloring-ready kids' menus, which you'll find at Minneapolis' Surly. And ever since Asheville Brewing opened in 1998, it's accommodated families seeking pizza and beer."

Going Out for a Beer? Don't Forget to Bring the Kids

On why it's okay to bring kids to a bar.

BY JESSICA M. KENNEDY

PHOTO: GETTY IMAGES

THE RISE OF BABIES IN BARS, EXPLAINED

The rise of craft brewing and taprooms has made family-friendly drinking establishments more and more common.

CORE PERSONA SEGMENTS



SOCIAL SAM — THE FLAVOR-SEEKING HANGOUT HERO

Gathers friends around bold flavors and cool vibes. Loves discovering crave-worthy pizza spots that feel social, fun, and a little off the beaten path.



INTENTIONAL OLIVIA — THE QUALITY-FIRST DINER

Selective and thoughtful, Olivia seeks food experiences that feel elevated and consistent. She's not chasing hype — she's investing in great food and hospitality.



NEIGHBORHOOD NATALIE — THE FAMILY-FOCUSED LOYALIST

Values reliability, comfort, and ease. Natalie's the one picking up dinner after soccer practice or planning a Friday night out where everyone (including the gluten-free kid) feels welcome.

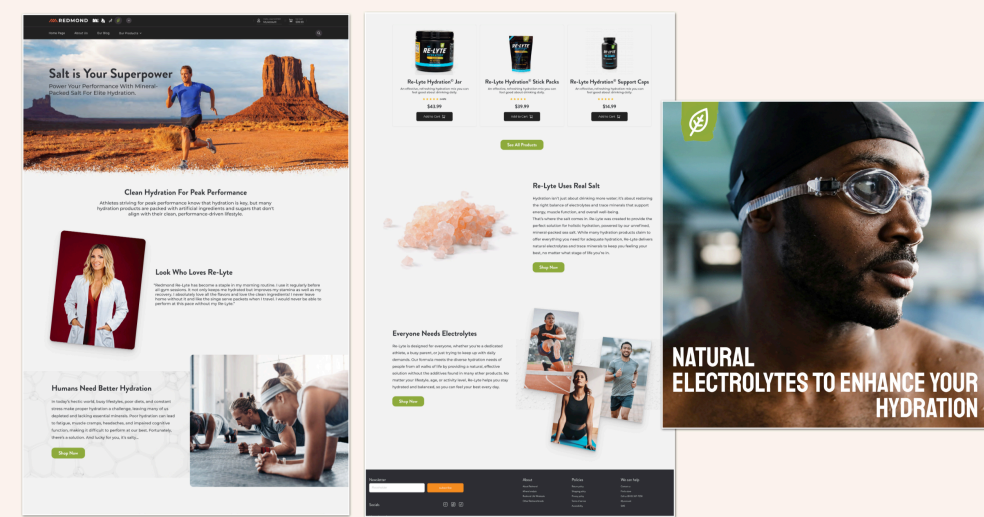


CURIOUS CHRIS — THE FIRST-IN-LINE FOOD EXPLORER

Always on the hunt for something new and authentic. Chris is plugged into local culture, food content, and indie vibes — and he loves sharing his discoveries with others.

CREATIVE CAMPAIGN

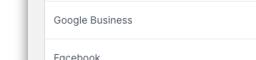
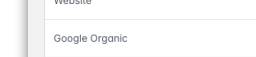
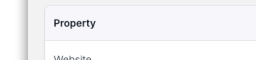
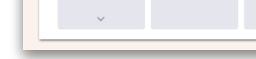
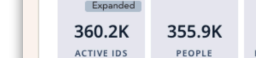
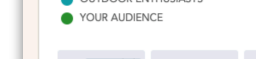
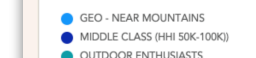
CREATIVE ASSETS: ADS, LANDING PAGES, CHANNELS, ETC.



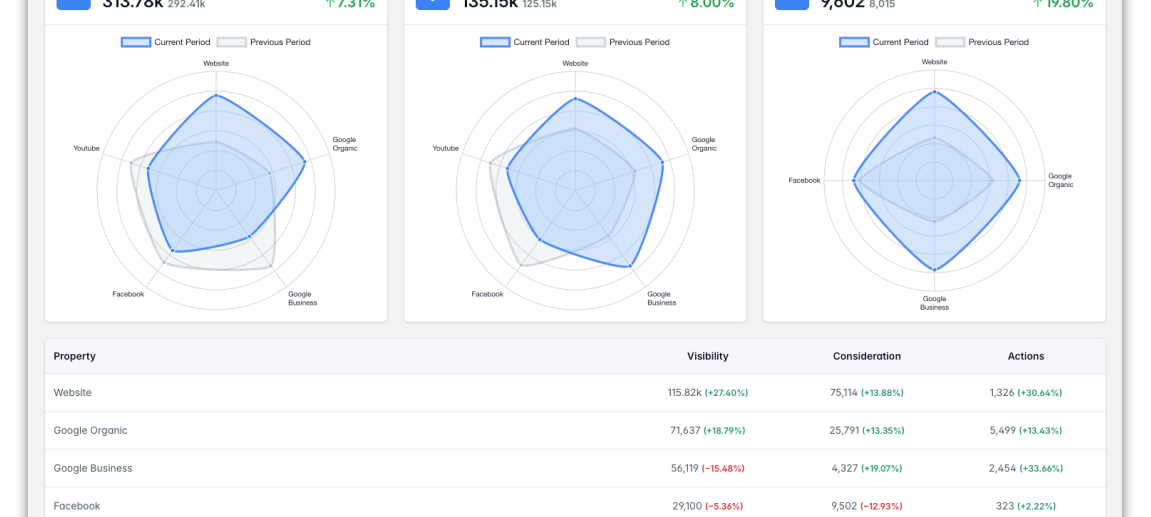
CREATIVE CAMPAIGN

MAX CONNECT DIGITAL APPROACH

Viewing uniques for United States



CREATIVE CAMPAIGN



DISCOVER

DEFINE

DESIGN

DRIVE



StratBridge

BRIDGING THE GAP BETWEEN BRAND AND PERFORMANCE.

