

THE CARLSON COMPANY

IMPACT, MARKETING
& MEDIA GROUP



OUR PURPOSE IS TO DO GOOD

OUR BUSINESS PHILOSOPHY IS STRAIGHT FORWARD

We create socially responsible branding strategies and purpose driven content designed to build brands, raise funds and drive awareness and action.

Our goal is to leave a long lasting, positive footprint on the world.

THE CARLSON COMPANY

Eric and Susan Carlson started their careers at Creative Artists Agency in Los Angeles, California. Eric spent fourteen years as an agent packaging more than \$2 billion dollars of content as Co-Head of Television. In Susan's 15 years at CAA, she was Chief of Staff to the Chairman working at the highest level with the Agency's actors, directors, writers, musicians and athletes. Susan also worked with CAA's advertising clients including Coca Cola and Nike and the consulting group for Media Companies including Sony, Universal, and Disney.

The pair left CAA and launched CK&D, a leading cause marketing agency working on some of the most transformational causes and initiatives with large charitable organizations, leading corporate foundations and B Corporations. Clients include the UN Foundation, PBS, American Heart Association, Alzheimer's Association, Easter Seals, the Elizabeth Dole Foundation and WebMD, to name a few. Susan and Eric have created and/or produced some of the most important and lasting campaigns in history, i.e., Stand UP 2 Cancer, Iparticipate, Go Red For Women & Stayin' Alive (hands only CPR) for the American Heart Association to name a few.

With their entertainment industry experience, the Carlson's are in a unique position to shape compelling stories and amplify messages in creative ways that motivate widespread action and bring about measurable social change. They have produced more than forty public service announcements, and global campaigns featuring many award-winning actors and icons such as Tom Hanks, Ben Affleck, Morgan Freeman, Reese Witherspoon, Joaquin Phoenix, Zoe Saldana, Garth Brooks, Mark Wahlberg, Shonda Rhimes and Elizabeth Banks.

Eric and Susan Carlson sold their interest in CK&D at the end of 2020 to focus full time on storytelling, content and working with organizations that are passionately dedicated to lasting positive change.

WE ARE STORYTELLERS

THE CARLSON COMPANY

Taps into the world's foremost storytellers to help shape your unique story

Navigates the industry to build smart strategic partnerships

Stays current with popular culture trends and cutting-edge technologies that can amplify your message and motivate action

Connect your team to the right talent and entertainment properties at the highest levels

LEVERAGES

THE INDUSTRY'S MEDIA

MEGAPHONE



Disney



HBO



CNN

CBS

SHOWTIME

CAA



WARNER BROS. DISCOVERY



SAG-AFTRA ONE UNION



VARIETY



KEARNEY CORPORATION

THE HOLLYWOOD REPORTER

WGA

CONDÉ NAST

RODALE

meredith

IMPROVING LIVES

The Carlson Company has a wealth of experience. We are proud to work on some of the most transformational causes and initiatives, top charities and leading corporate foundations.



CONCEPTUALIZE


NATIONAL CAMPAIGNS



CREATE THE GOOD

There are so many ways to serve. Now more than ever. It is our time to work as one. Find out how you can ease a burden, create something beautiful, or be there for someone else. Help can come in so many forms. How will you participate?


Visit:
www.CreateTheGood.org
www.iParticipate.org



I WILL PARTICIPATE TODAY

It's easy to take for granted the life we have in this country. Yet we wouldn't have the freedoms we enjoy if it weren't for our veterans. It's our duty to give something back. There are so many ways we can say "thank you." Let's honor their service with ours. How will you participate?

Visit:
www.welcomebackveteran.org
www.iParticipate.org



HEALTH NEEDS A HERO

When you provide another with comfort, when you lend a hand, or simply be there for someone who needs help, you transform the health of our country. Big changes don't require a hero's effort. Just one small act of kindness can make you a hero to someone else. How will you participate?

Visit:
www.givehealthahand.org
www.iParticipate.org

We challenge ourselves to look at things differently. From conception through execution, The Carlson Company develops large-scale national movements by generating creative ideas and implementing programs that bring about measurable change.

Brought together the four leading broadcast networks (ABC, NBC, CBS and FOX) in a historic weeklong television event, engaging more than 110 television shows, to promote volunteerism as part of the iParticipate campaign.



RE-ENERGIZE BRANDS



We reinvigorate and realign brands in ways that emotionally connect to targeted stakeholders. We create consistent and relevant content and marketing materials to match the story our clients want to tell and then distribute in ways that consumers want to engage.



*Reinvigorated the Go Red For Women initiative with a full-scale public service campaign, including a first-of-its-kind short film directed by and starring **Elizabeth Banks**. The piece has been viewed more than 25 million times – the single largest-audience reach in the campaign’s history.*

PRODUCE MARKETING CAMPAIGNS



The Carlson Company creates and designs a wide array of marketing programs, public service announcements, websites, brochures, online videos and purpose-driven films. We help you discover your emotional connect to your target audience, delivering clear and consistent messages throughout.

*The Carlson Company redesigned **Breakawayfromcancer.com** taking it from a site that highlights BFC's association with the Amgen Tour of California to one that connects cancer patients with helpful programs, services and tools. We develop all of the marketing materials connected to the campaign including a first-of-its-kind Patient Resource Toolkit distributed by Amgen's sales force to oncology offices nationwide.*



BUILD STRATEGIC PARTNERSHIPS



Beyond the entertainment industry, we identify and seek out mutually beneficial partners that bring relevance, credibility and value to your brand. We build strategic partnerships between nonprofits and corporations that bring significant funds and awareness to your cause.

The Carlson Company initiated a first-of-its-kind partnership between two leading media properties; our client PBS SoCaL and The Hollywood Reporter. We negotiated and facilitated the airing of The Hollywood Reporter Roundtable series on PBS, giving millions of viewers an intimate look at some of Hollywood's most powerful personalities while deepening PBS' relationship with the entertainment industry.



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