

A Starting Point

Media Platform & Civic Engagement App

ink,inc.

ASP
A STARTING POINT



CLIENT CASE STUDY

How our digital strategy & content generation process increased followers by 150% and lead to \$40+ million in EMV growth



THE CLIENT

The client, A Starting Point, is a media & civic engagement startup, founded by actor and "Captain America" star Chris Evans, director and producer Mark Kassen, and technology entrepreneur Joe Kiani.



CHRIS EVANS
CO-FOUNDER



MARK KASSEN
CEO & CO-FOUNDER



JOE KIANI
CO-FOUNDER



CUSTOMER CASE STUDY

**"Since launching in July 2020,
the nonpartisan ASP has
grown into a reputable civic
media brand viewed by
millions of Americans
monthly."**

DEADLINE HOLLYWOOD

APRIL 2020



KEY STATISTICS

150%

Boost in followers, generating over 1.5m monthly video views across social channels

\$40M +

Earned Media Value (EMV) added through organic social content

13x

Increase in organic content production through new formats and reinvented workflow to streamline the asset generation process with cutting-edge Adobe Creative Cloud features

100K+

Email signups turned from dormant subscriber list to a powerful new channel asset through the creation of an engaging weekly newsletter



PARTNERSHIPS

Developed content strategy and coordinated publication of collaborative assets for partnerships with major media organizations



OUR STRATEGY



**Brand
Development**



**Digital
Content**



**Email
Marketing**



**Partnerships &
Ad Campaigns**



THE STRATEGY

At the core of ASP's mission, impartiality, objectivity, and simplicity were essential pillars of our new messaging architecture.



THE STRATEGY

We began by developing a brand style guide for visual & copy collateral that aligned with these values. This style guide then formed the foundation of engaging, new content formats.



ASP



THE STRATEGY

These formats were then standardized and integrated into a fully modular content production process. Utilizing the latest Adobe Creative Cloud features,* we built a simple, replicable process for generating entirely dynamic, high-quality brand assets.

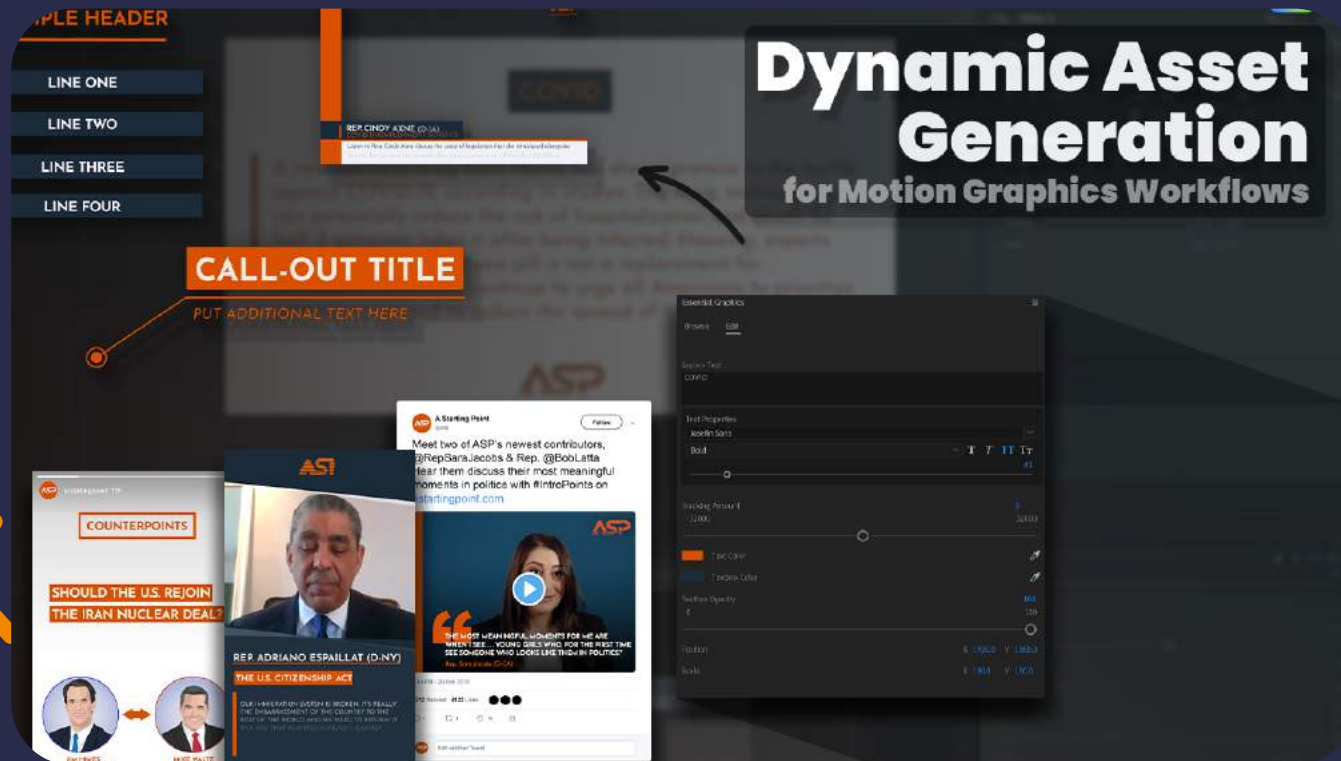
* Essential Graphics & MOGRT Libraries



THE STRATEGY

This shared library served both our content team and the client's in-house editing team, enabling ASP to respond consistently & swiftly to urgent news. In the ever-changing media landscape, this exponentially amplified output capability and the value of the client's content archives.





"Because it's short-form media, we're engineered to be social ... The key is to use modern tools to push out content that's tonally different from what you might find on modern cable news."

MARK KASSEN
CEO, A STARTING POINT
(QUOTE FROM WASHINGTON POST)





"The platform's social media team pushes out potentially newsworthy clips ... the [Angus] King clip was viewed more than 400,000 times on [ASP's] Twitter account, compared with the 10,000 who caught in on CNN's social media."

WASHINGTON POST

OCTOBER 22, 2020



Ink, Inc. Creative Group



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ROI and brand value today

