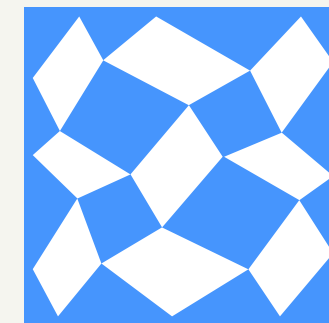


POP
& AWE

Crafting Connection.



POP
& AWE

We create experiences across
platforms that *deepen connections*
between your brand and your audience –
creating brand champions.

**FROM
AN IDEA**

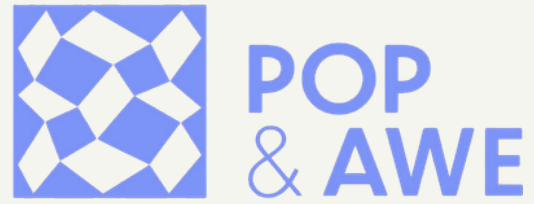


Every project has twists, turns, and surprises. At Pop & Awe, we help you move from idea to execution by keeping your focus on what matters most—*why* you're doing it and *who* you're doing it for.

After 20 years of learning by doing, we design experiences that engage your brand champions and spark connections with future advocates.

We're big-picture thinkers who help scale your team's ambitions. Whether you're launching a campaign, updating your brand POV, refining how your team works, or dreaming up something entirely new—we're here to listen, uncover opportunities, and help you create something that fits your vision.





DESIGNS FOR...

Awareness

Cross-platform brand campaigns that deliver **thousands of qualified sales leads, millions of downloads, countless brand mentions, and more.**

Engagement

Strategic planning, development & activation for brand & thought leadership experiences **engaging thousands – IRL and online.**

Impact

Awareness and engagement that drive impact – **revenue growth, member retention, earned media, strategic distribution – aligned to mission.**

WHAT WE DO (REALLY WELL.)

STRATEGIC MARKETING

Integrated marketing
& messaging
strategies to reach
audiences and fuel
long-term growth

MARKETING OPERATIONS

Organize your brand
team efforts for impact
by assessing processes
and centering dialogue

BRANDING

Build messaging,
campaigns &
destinations that
foster deeper
connections

COMMUNITY BUILDING

Create spaces +
experiences to build
community & invite
connection

HOW WE CAN HELP YOU



BRAND STRATEGY

- Brand positioning & messaging
- Value proposition development
- Audience segmentation & persona development
- Competitive analysis
- Brand audits and evaluations



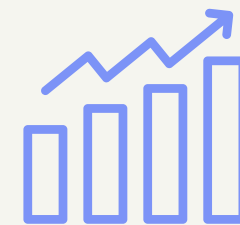
PRODUCT / INITIATIVE LAUNCHES

- Go-to-Market strategy & execution
- Integrated campaign planning (paid, owned, earned media)
- Audience targeting & segmentation strategy
- Launch timeline and milestone planning
- Content strategy and messaging frameworks



CONTENT STRATEGY

- Content channel strategy (email, web, social, SEO, etc.)
- Editorial planning
- Content audit
- Messaging hierarchy
- Copywriting



MARKETING OPERATIONS

- Annual & quarterly marketing plans
- Budget allocation strategy
- KPI framework development & ROI tracking
- Marketing workflow audits

WHO WE'VE PARTNERED WITH



CAMPAIGNS THAT PERFORM.



Led “NPR for Brands” cross-platform campaign delivering 6M imp. & +70% YOY inbound leads. **Developed campaign strategy, inclusive of creative, campaign roll out, budget, internal reporting**



Developed go-to-market strategy + led activation for TinkerClass launch – the first-of-its-kind interactive, K-5 educational podcast program providing free tools and resources for teachers



Defined digital messaging & experience for Stride, a leading Edtech company, following a rebrand. Focused on organization’s “life-long learning” offerings for K-12 and beyond

BRAND MESSAGING THAT CONNECTS.

A consistent brand voice helps foster deeper connections, spark curiosity, and communicates how your mission aligns with your audience's interest. From brand messaging / tone of voice to brand audits and guidelines, we help you create experiences that showcase your distinct offering and values.



Assessed leading science kids podcast *Tumble Science Podcast for Kids* marketing with focus on **defining brand voice**, target audience, and **distinct value proposition** and **gaps & opportunities** for expansion / refinement



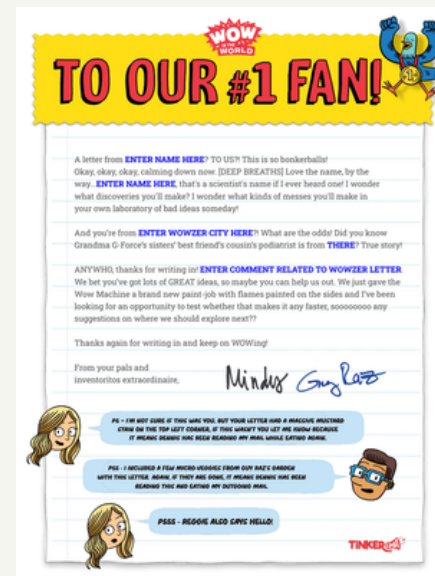
Developed marketing strategy for Share Our Strength's podcast, *Add Passion and Stir* – **leading to +20% YOY** downloads, refined brand voice, improved production / promotion processes, broader integration with organization.



Updated messaging & materials for non-profit sector digital services agency, 4Site Studios. **Developed brand language guide** inclusive of UVP / USP, attributes, editorial plan, and digital messaging

FROM AUDIENCE TO COMMUNITY.

Building community starts with *listening*. Listening to what your audience is saying about your brand. Listening to how they want to use / engage with your brand. At Pop & Awe, we help you really listen to your audience, so you can create experiences that make them feel like active *participants* in your mission.



Created customizable fan mail response templates for top kids podcast *Wow in the World* – creating a sustainable, *FUN* way to show fans that their letter was received!



Co-led development of Tiny Desk Contest – a spin-off of beloved Tiny Desk Concert. Grew the cross-platform series into six-figure sponsorship and eight-city tour in under three years.



Designed dozens of thought leadership event for NPR's sponsorship team; nurtured public media fandom in ad community + demonstrated NPR's strategic audience & paid media opps.



PROCESS THAT SUPPORTS.

Marketing operations designed for *you*.

Marketing and communications is at its best when it is intentional. You can not do it all – Pop & Awe helps you make the pieces fit, by identifying what efforts will *really* move *your* mission forward. Then, we build processes to help you stay focused, so you can say “Not now.” to distractions.

Services include:

- Marketing workflow audits
- Cross-functional collaboration systems
- Documentation & knowledge sharing systems



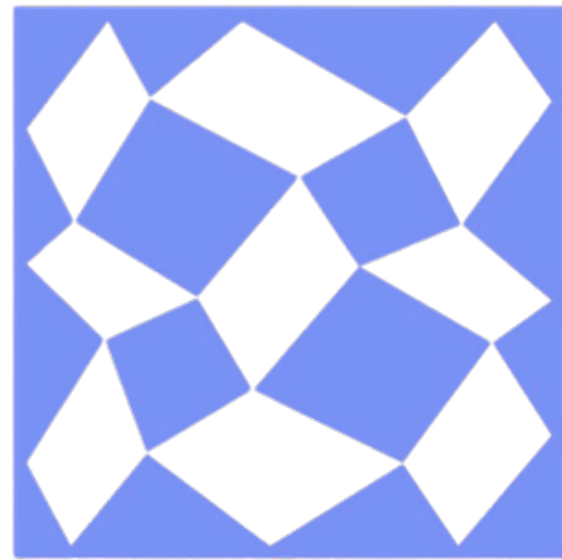
Johanna Weber, Founder & CEO

I founded Pop & Awe in 2020, to use my marketing & brand experience to help mission-driven organizations build real connection with their audience – both internal & external. I believe that you have to *listen* to really connect, and I prioritize that in my work with partners.

When I'm not helping amazing organizations find & connect with their audience, I'm biking with my kids or attending one of their baseball games (So. Many. Baseball. Games), listening to podcasts, knitting, reading, or cooking (yes, I love crafts). I love letterpress stationery and believe in the healing power of snail mail.

I'm pro-wallpaper, Phoebe Waller Bridge, random trivia, and summertime in Maine.

Let's connect on [email](#) or follow me on [LinkedIn](#).



**POP
& AWE**

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