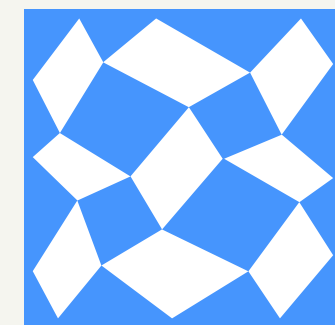


**POP
& AWE**

Crafting Connection.



POP
& AWE

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

**FROM
AN IDEA**



**TO AN
EXPERIENCE**

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, building a brand guide, refining how your team works, or dreaming up something entirely new—we're here to listen, uncover opportunities, and create something that truly 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



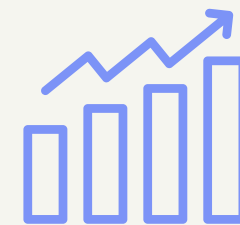
PRODUCT / INITIATIVE LAUNCHES

- 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
- Dashboard creation and reporting
- Marketing workflow audits
- KPI framework development & ROI tracking

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.

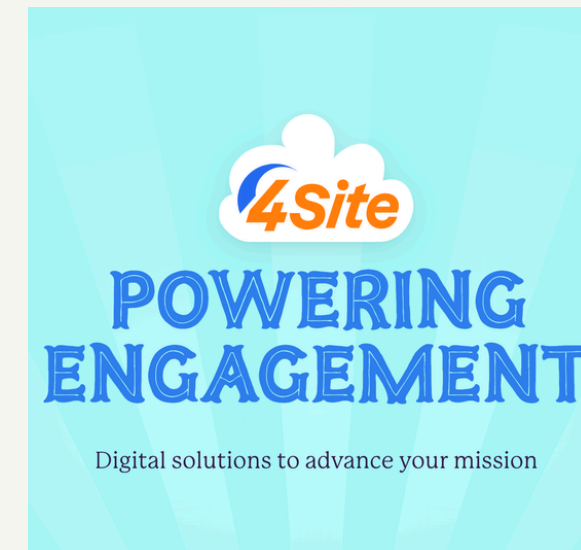
A consistent brand voice helps foster deeper connections, spark curiosity, and communicates how your mission aligns with your audience's interest. From brand messaging / tone of voice to brand audits and guidelines, we help you create experiences that showcase your distinct offering and values.



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



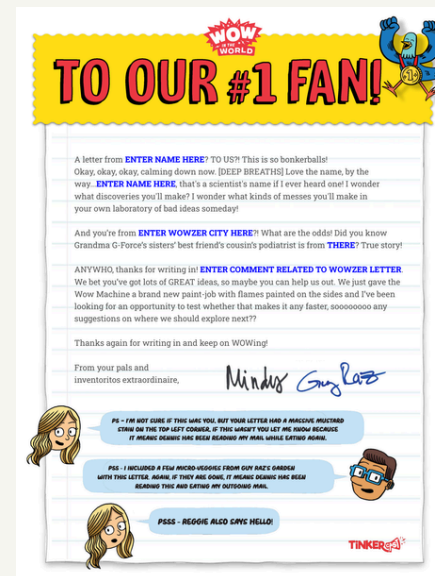
Developed marketing strategy for Share Our Strength's podcast, *Add Passion and Stir* – **leading to +20% YOY downloads**, refined brand voice, improved production / promotion processes, broader integration with organization.



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 science podcast *Wow in the World* – creating a sustainable, *FUN* way to fans that their letter was received!



Co-led development of Tiny Desk Contest – a spin-off of the beloved Tiny Desk Concert. Grew the cross-platform series into a six-figure sponsorship and 8-city tour in under three years



Designed dozens of events / appearances for NPM, NPR's sponsorship team, focused on creating public media fans in the advertising community while also showing NPR's strategic value as paid media platform

[See More Community Building Work](#)



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
- Dashboard creation and reporting
- Cross-functional collaboration systems
- Training & onboarding for marketing platforms
- Documentation & knowledge sharing systems

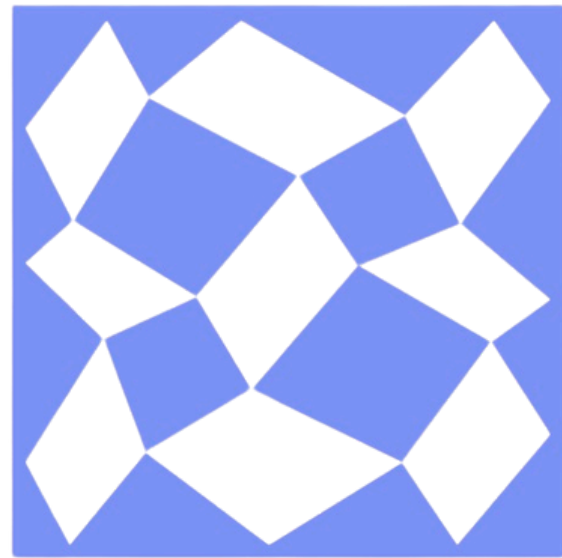


Johanna Weber, Founder & CEO

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, reading, or cooking. 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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