

# ARM CREATIVE

## Content with Intention



Left to right:  
Samuel Rice, Chief Creative Officer,  
Zachary Aregood, CEO, Deanna Miller, Director of Client Experience

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As an unconventional, full-service marketing agency, ARM Creative excels at providing strategic solutions that generate value and results. The Anchorage firm offers a solid mix of creative development, content creation, and campaign management services to businesses statewide. But the company's real forte is employing programmatic advertising [digital] to help clients effectively target audiences in real time. "Programmatic takes the guess work out of advertising and provides success metrics that you can use to make strategic business decisions," says CEO Zach Aregood.

ARM Creative specializes in crafting content in house rather than outsourcing content production. Today, brands need to push out a lot of information, and having an internal videography and content team allows the agency to better meet their needs. "We can create content on demand, which saves our clients time and money," Aregood says.

### FOCUS ON EDUCATION AND COLLABORATION

ARM Creative places a strong emphasis on educating itself, its clients, and the market about the intricacies of content creation and digital marketing. That's why it offers a State of the Industry (SOTI) event series that anyone—even competitors—can attend to enhance their knowledge. "It's our way of leaving the market better than we found it," Aregood says.

The SOTI seminars are also designed to bring agencies together for networking and collaboration. "There's enough money out there for everybody," he says. "It can be positive for everybody if we put our heads together and try to collaborate."

### SUCCESSFUL COMPANY CULTURE

ARM Creative has experienced tremendous success since its 2018 inception, growing 500 percent by 2019. Its expanding client roster reflects major brands: Alyeska Tire, which has eight locations, Alcan Electrical and Engineering, The Alaska Club, Bristol Bay Native Corporation, Sealaska Corporation, United Way of Anchorage, Kaladi Brothers Coffee, and Scan Home. "We let our work speak for itself and try to do the best we can every day," Aregood says.

Aregood attributes the success of ARM Creative to its employees' extensive experience, diverse expertise, and positive perspective. Their non-complacent attitude makes them yes-people who tenaciously pursue results. Aregood explains: "We are firm believers that there's always a way to make something happen. We want to be at the top of our game, bring new things to the market, and make sure our clients have the most exciting, fun and profitable service from us."

In fact, excitement and fun are key elements of ARM Creative's successful

culture. The agency has a laid-back, fun work atmosphere that is also fast-paced and focused on high quality. These qualities have helped foster close client relationships that often result in hugs at the end of the day. ARM Creative also maintains an inclusive environment where employees are comfortable sharing ideas and excited to come to work. "We genuinely love what we do, and we don't view it as a job," Aregood says.

Consequently, ARM Creative's team sincerely cares about helping clients—even if it means referring them to another agency that might be a better fit. "When they're winning, we win," Aregood explains. "When they lose, we lose. We want to see businesses do well."



For more information, contact

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