



# BEHIND THE ARC

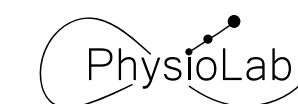
FASHION. DESIGN. SPORTS.



# We are a Creative Social Studio inspired by *fashion,* *design and sports.*

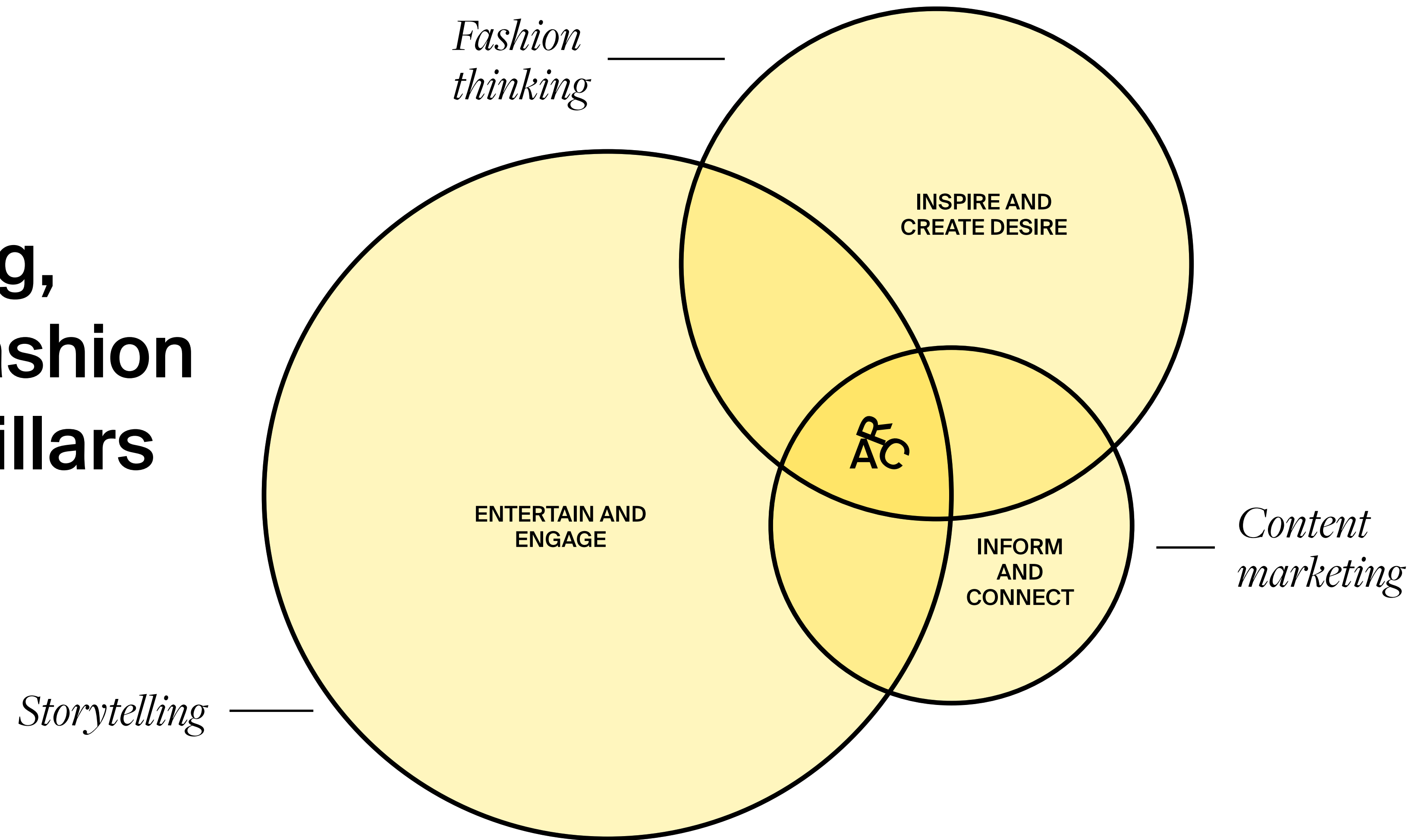
Behind the Arc is the new generation of creatives, designers, strategists and marketing professionals. Our expertise lies in the field of strategic communication and storytelling through digital content creation. We offer a new perspective, challenge stereotypes and shape the future together with our partners.

Behind the Arc takes pride in having a committed community of young creatives and talented professionals who are regularly involved in our projects.



## OUR PROCESS

**Content marketing,  
storytelling and fashion  
thinking are the pillars  
of our process.**



### Content Marketing

*Create a relationship with your customer*

Content is a strategic resource that can provide lasting relationships with the target audience. The content you create, has to inspire, inform and activate the audience. You achieve this by creating a content-formula which includes a goal, strategy and different kinds of content. Then you formulate a core message, describe the audience-journey and make a content calendar.

### Storytelling

*Increasing the engagement of your brand*

Storytelling is a form of content marketing, where the personal story is the most important. Telling stories is a great way to create a bond with your audience. These stories are always authentic, and touches on readers' emotions.

### Fashion Thinking

*Be an inspiration and create desire*

Fashion understands the desire of the customer and the speed of creativity. Fashion thinking is about pushing ideas forward, developing concepts and to challenge the status quo. We let fashion trends inspire us and guide us in our process.

## OUR SERVICES

**Behind the Arc is your**  
*creative partner.*

STRATEGY | BRAND ACTIVATION |  
BRAND IDENTITY | CONTENT  
CREATION & PRODUCTION |  
EVENTS | PHOTOGRAPHY &  
VIDEO | DIGITAL DESIGN | WEB  
DEVELOPMENT | PRODUCT DESIGN



CASES

# Brand identity

*We build eye catching brand identities for companies of every size.*





CASES

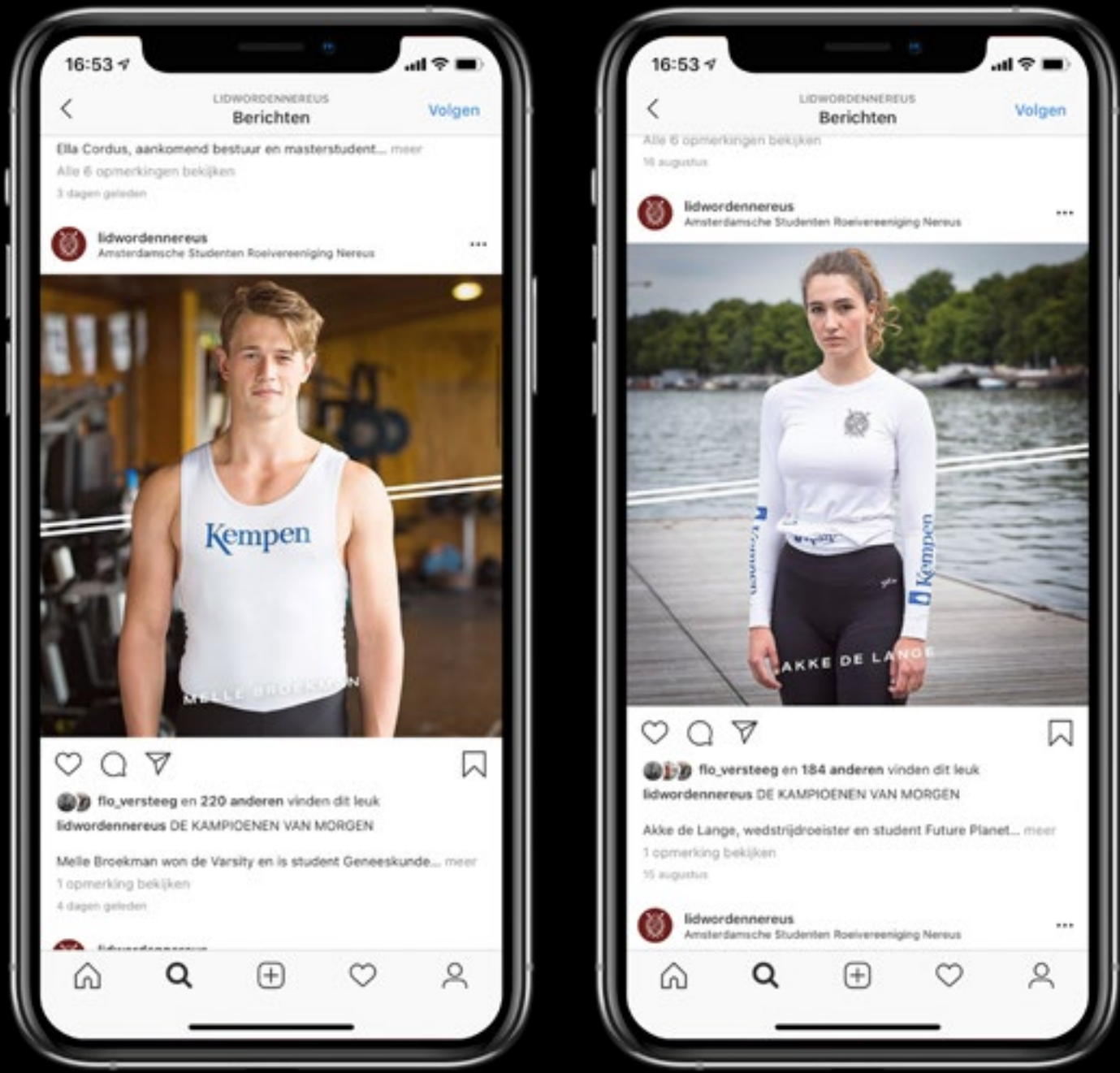
# Brand activation

*Increasing the audience and engagement of your brand.*

## NEREUS

‘Kampioenen van morgen’  
Increase engagement,  
attract new members and  
create a positive identity for  
potential sponsors.

Record number of  
new applications  
and sponsorships



## ORANGE LIONS

Increase visibility and  
engagement with the  
city of Almere.

Sold out event with 11%  
being first time visitors  
from Almere

# irects Apollo Connect Apollo Connects Apol

## APOLLO CONNECTS

Increase engagement of sponsors to create new  
investments for Apollo Amsterdam.

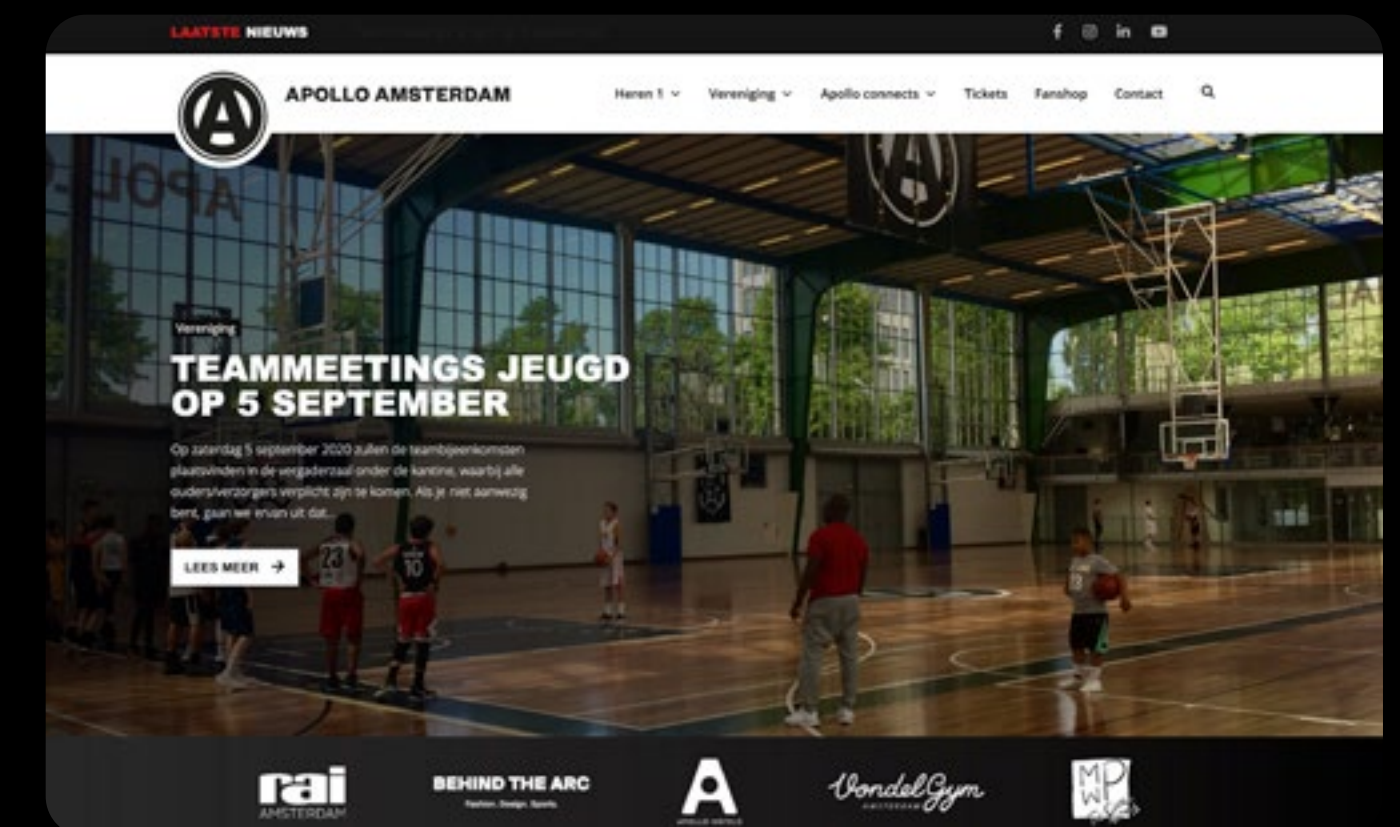
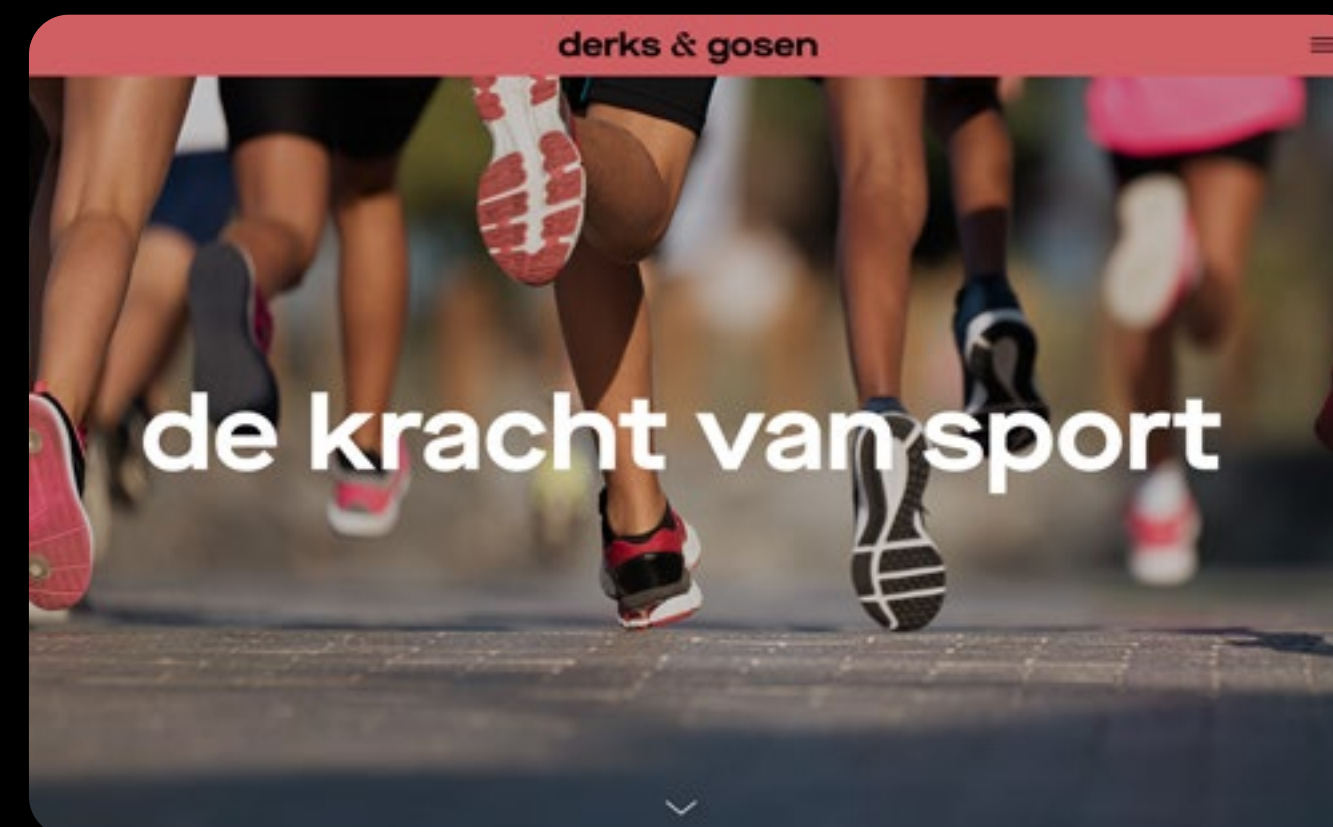
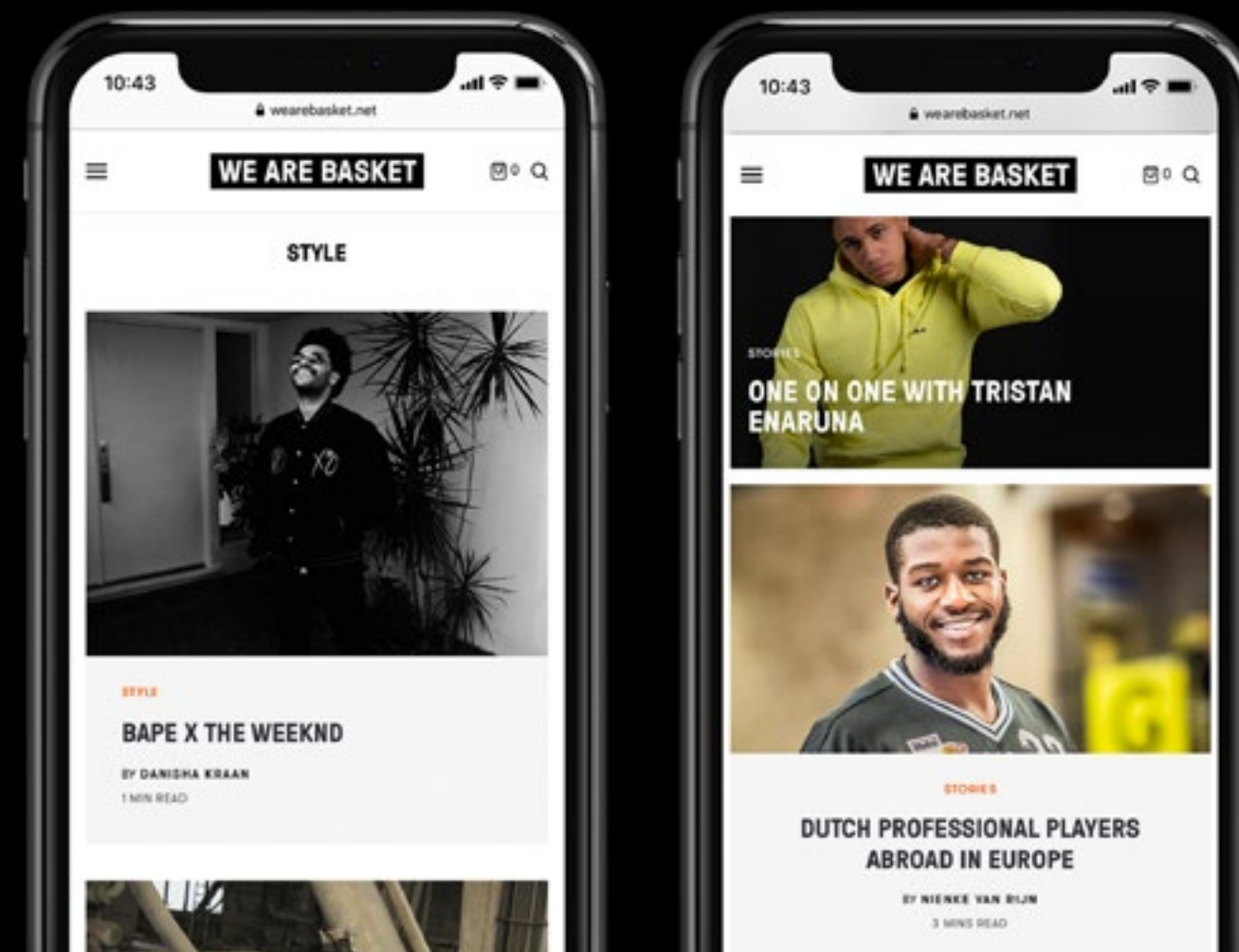
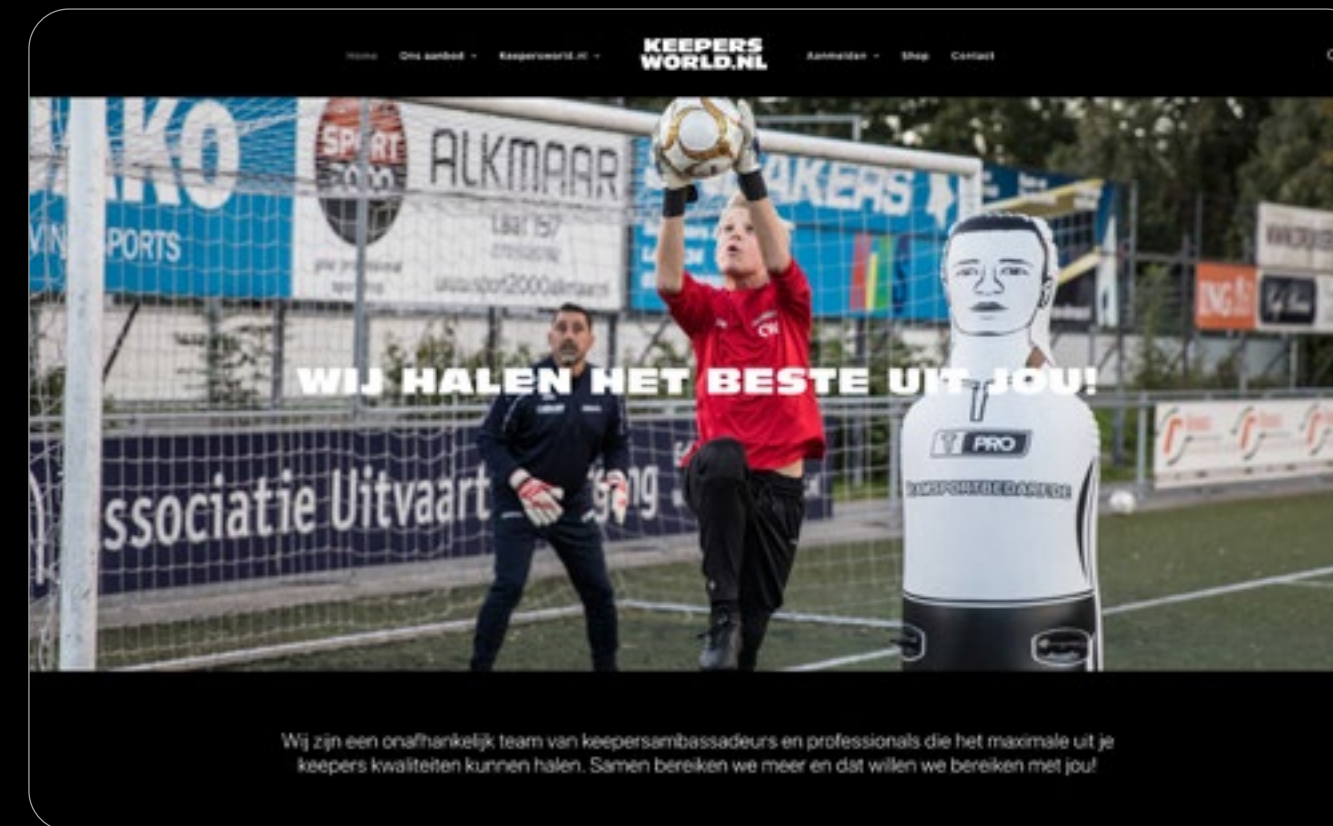
Realised an investment of 178% of our initial goal



## CASES

# Web development

*Beautiful concepts, digital design, UX, UI and much more.*

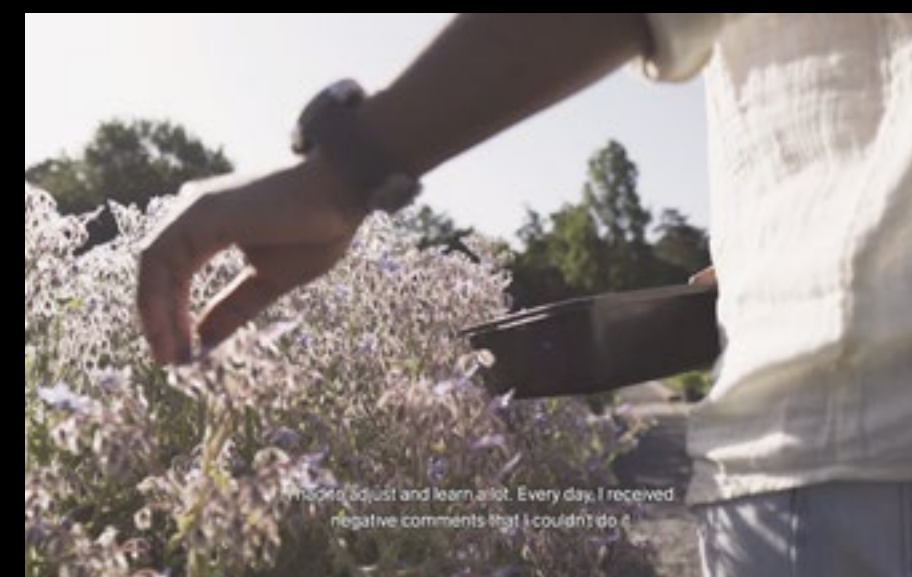
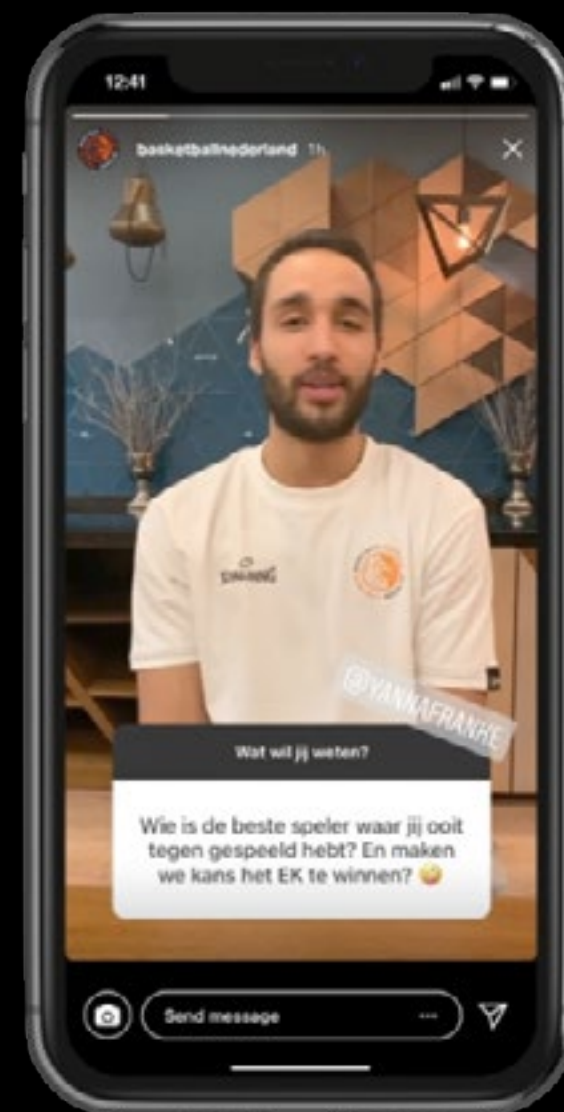
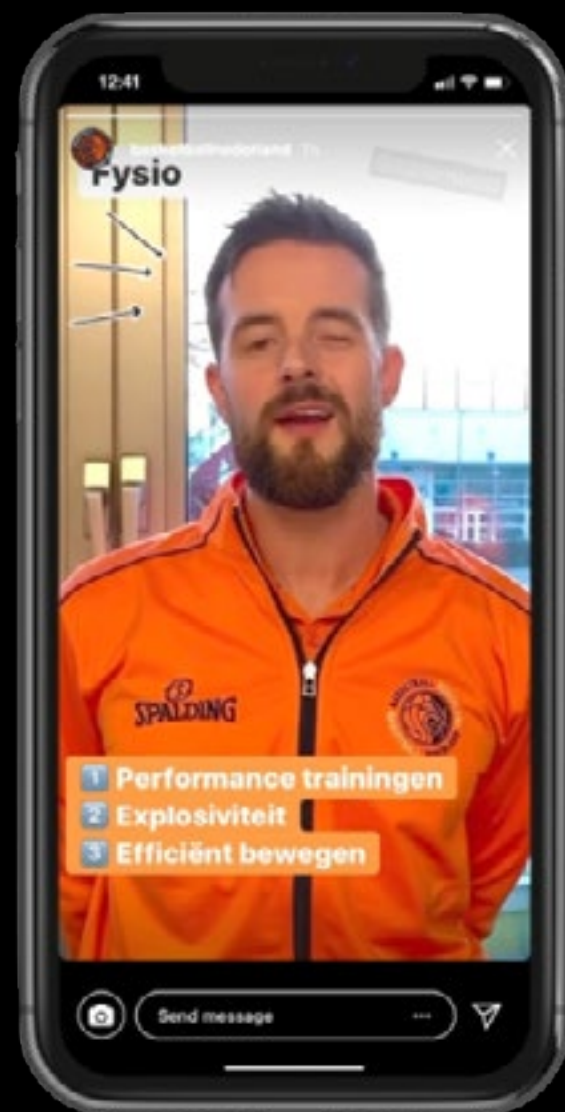




## CASES

# Content creation

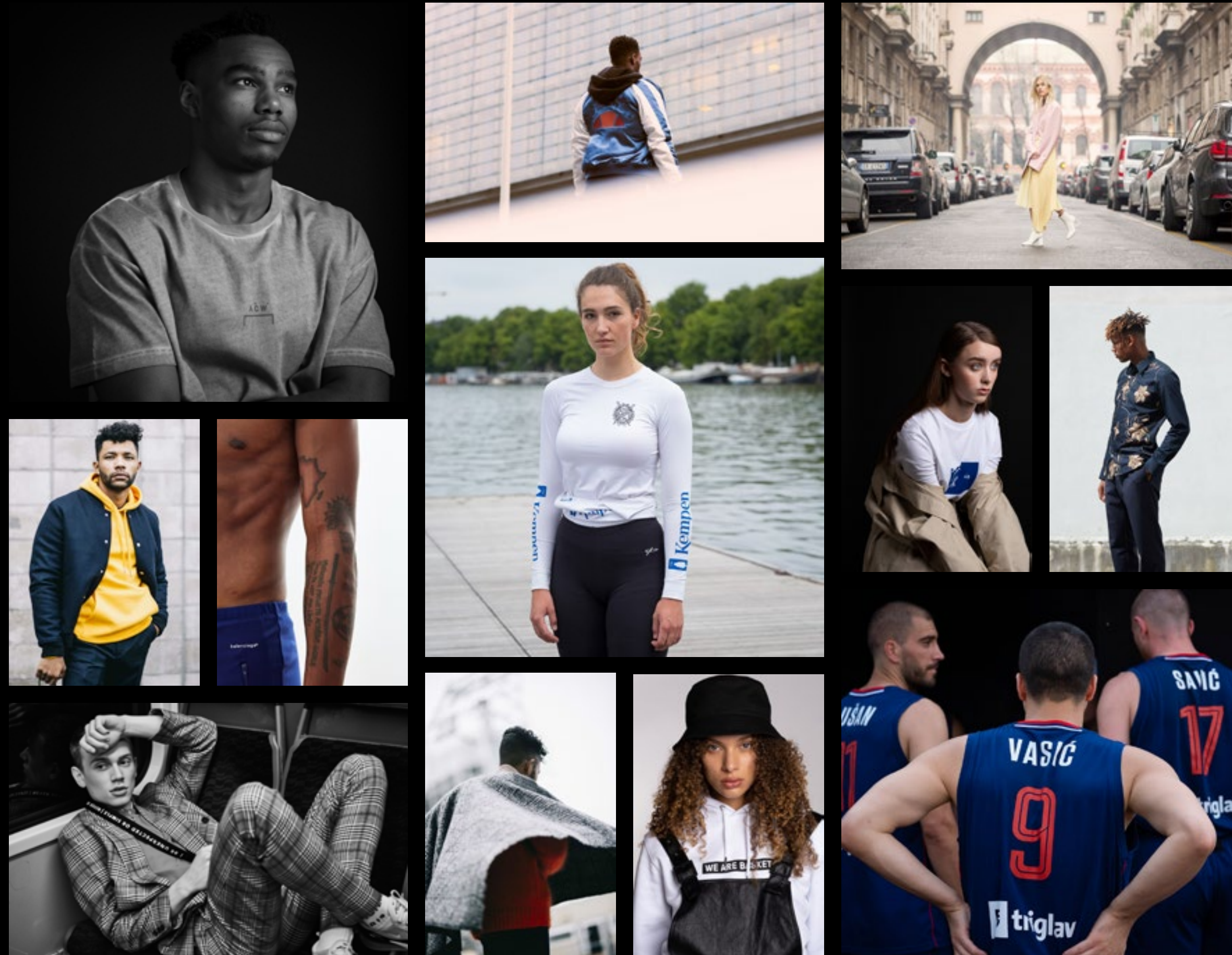
*Creating personalized content to successfully engage your target audience.*



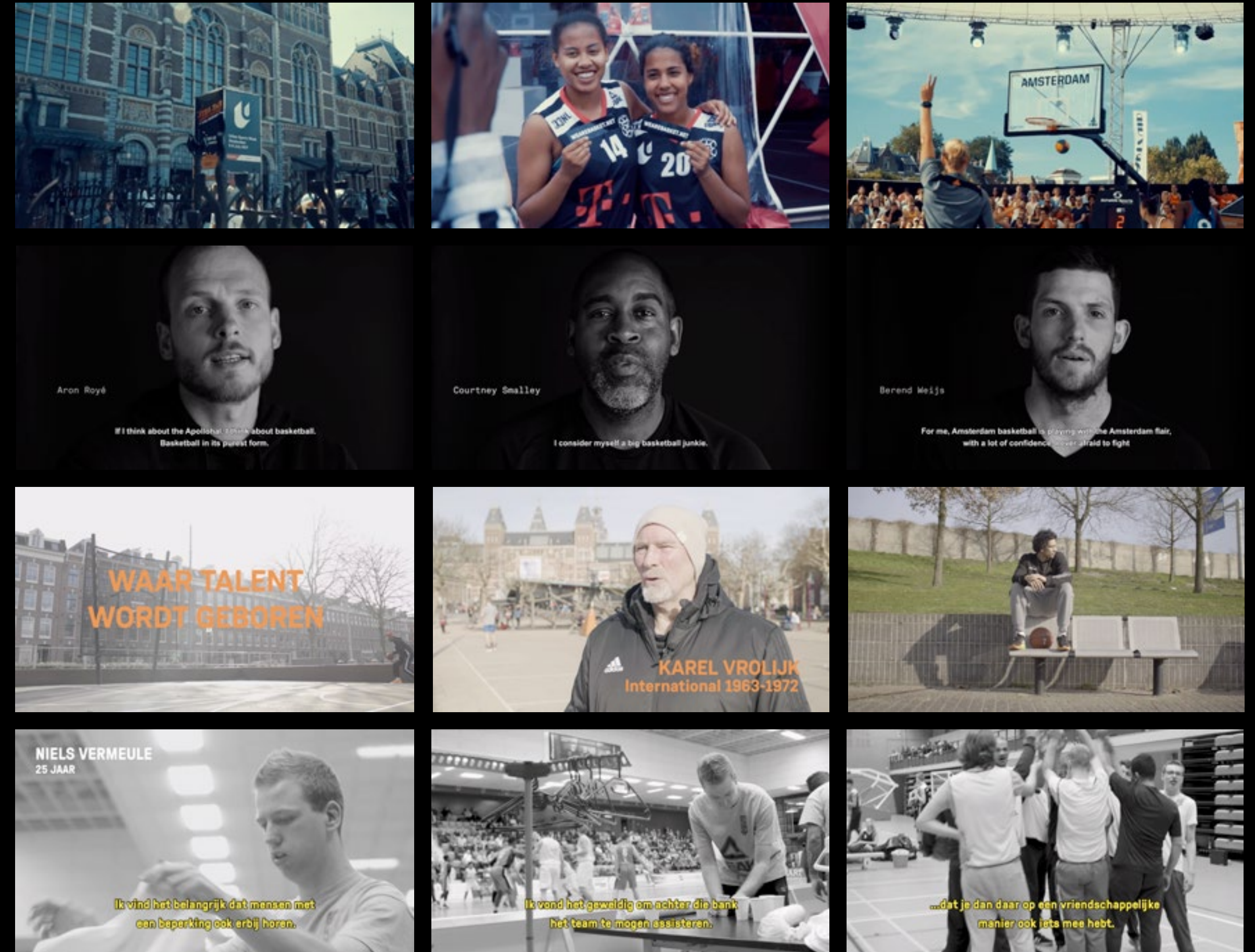


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# Photography



# Video production





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# Events

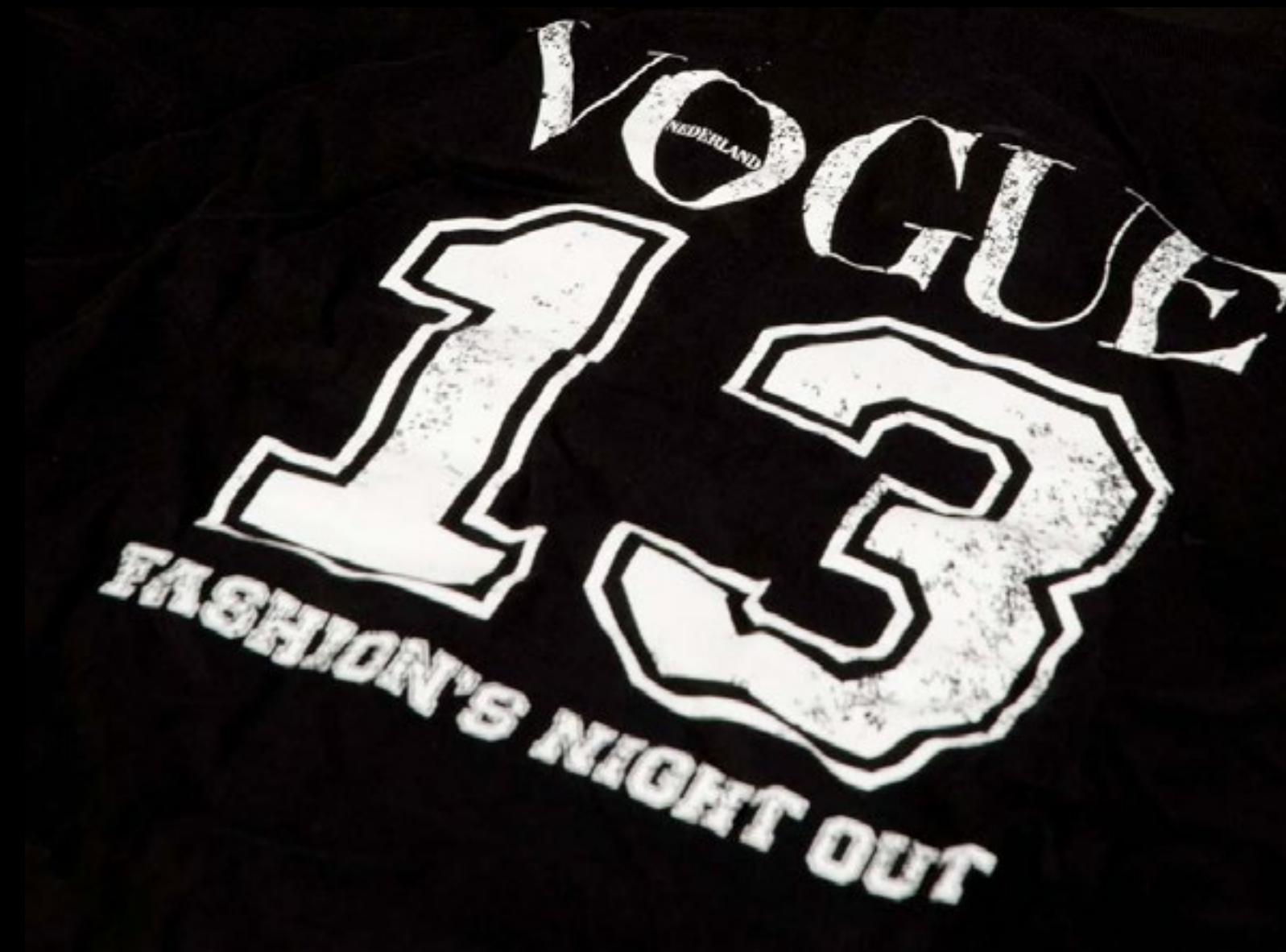
*Translating your brand into  
an offline experience.*





CASES

# Merchandising





CASES

# Product design

*Bringing your brand alive by  
solution orientated processes.*







**KEEPERS  
WORLD.NL**



**de Bijenkorf** 



**WE ARE BASKET**

**VOGUE**

**BEHIND THE ARC**

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