

# Agency Credits



ABOUT FLYNN

# Key Agency Stats

## Boutique Agency Partner

25 full-time employees.  
Roster of awesome partners and specialists.  
Average employee tenure of 12 years.

## Ownership

3rd generation family-owned and operated.  
Proudly independent since 1967.

## Core Services

- Insights and Research
- Creative & Content Development
- Media and Performance Marketing

## Location

Headquartered in Rochester, NY.  
Happy to travel to hang with our clients.

## Global Capabilities

MAGNET Agency Network

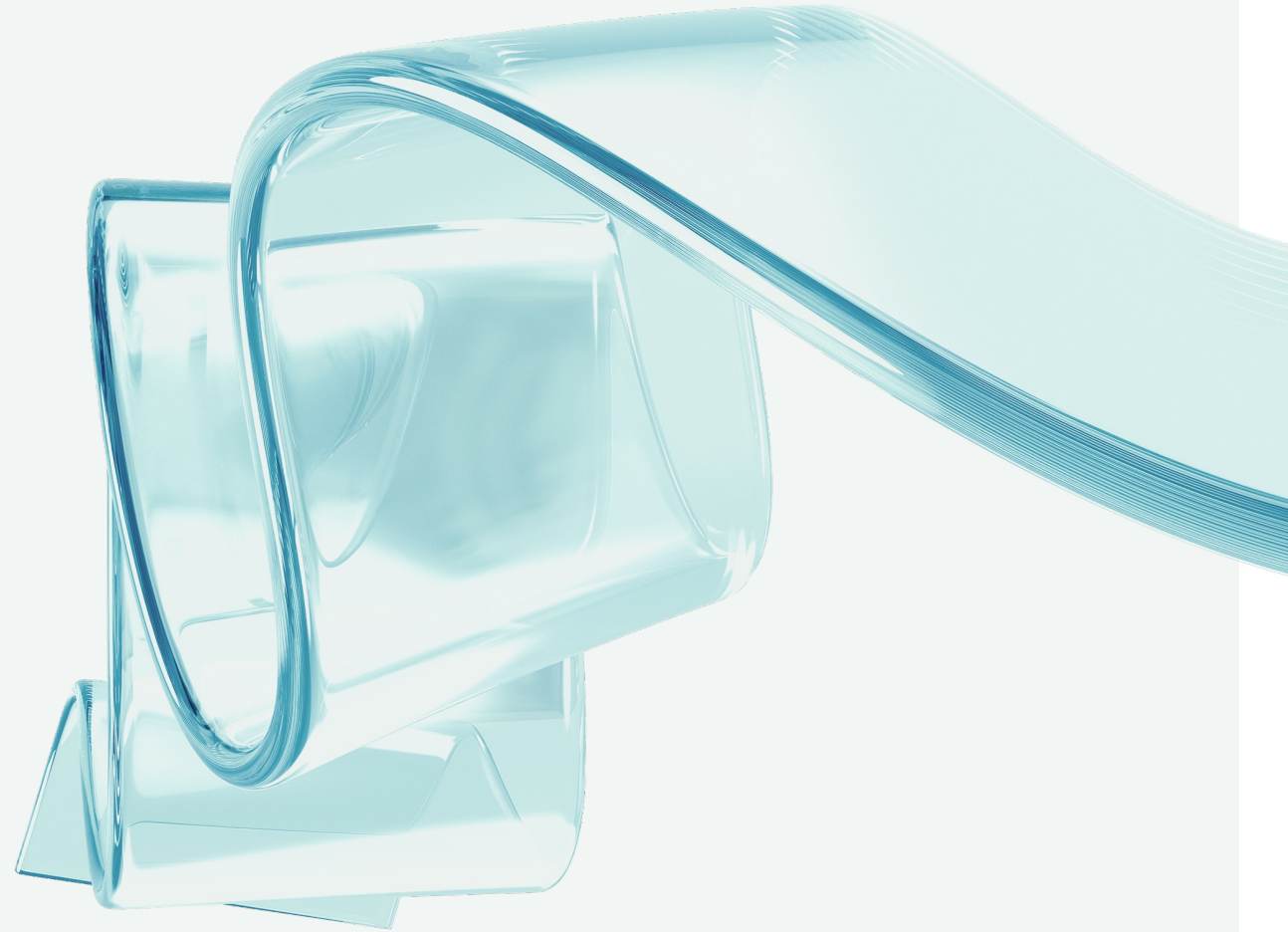




# We help Peace of Mind Brands perform better.

Flynn is an independent, full-service agency that works in highly regulated, high-consideration categories vital to people's lives—healthcare, insurance, banking, and more. Essentially, if you sustain, protect, or improve lives, we're your agency.

And with an audience-first approach driven by data, collaboration, and accountability, we bring our clients peace of mind, too.



# We've got three superpowers



Building + Growing  
Direct-to-Consumer  
Businesses



Reaching + Persuading  
Niche Healthcare  
Audiences



Driving Consumers Into  
Stores, Venues, and  
Health Facilities

# And experience helping businesses grow at any stage, from startups to Fortune 500s.



BAUSCH+LOMB



GOLF GALAXY



MassMutual



# Three core capabilities designed to deliver one outcome: results.

Flynn's **Insights, Media, and Creative & Content Development** teams each play a critical and complementary role in delivering short-term business impact while laying the groundwork for longer-term, sustainable brand building.

We do our very best work when we can apply these services together, amplifying our effectiveness and compounding ROI over time.

★ [See more](#) on our suite of tools & tech in the appendix.





CORE CAPABILITIES

# Insights & Research

Our team is all about the data: collecting it, analyzing it, and teasing out valuable insights. Then we combine those insights with market trends to provide strategic recommendations. All part of our other obsession: understanding customer behavior, market dynamics, and industry trends to help guide client decision-making.

## CX Strategy

- Mission and vision development
- CXM strategy and planning
- Program governance
- Marketing technology consulting

## Journey & Data Management

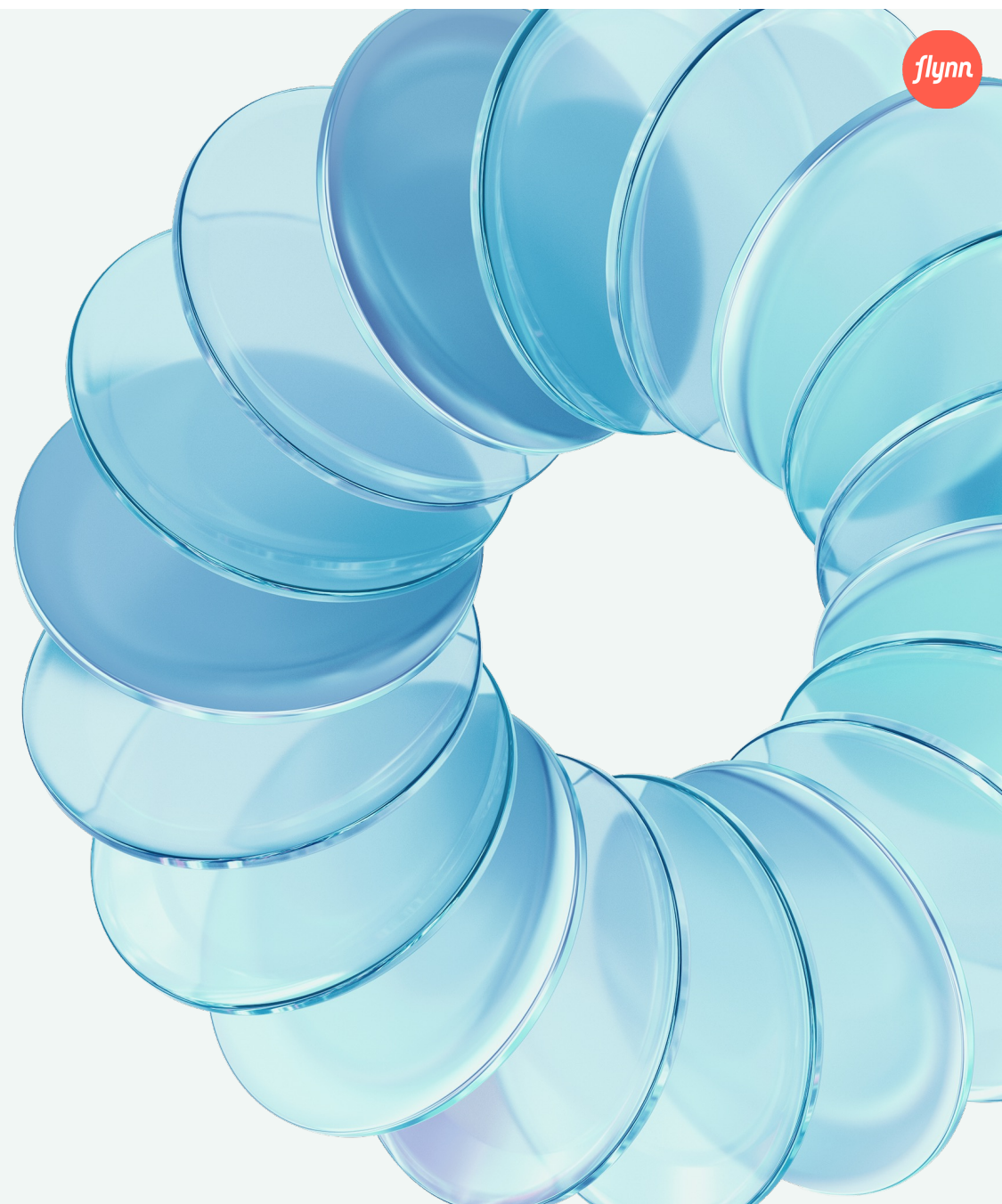
- Audience persona development
- Audience journey mapping
- Voice of Customer (VOC) strategy
- Measurement strategy
- Data visualization

## Market Research

- Custom quant and qual
- Competitive research
- Secondary research
- Segmentation
- Impact cases

## Insight Activation

- Go-to-market strategy
- Communications strategy
- Campaign planning
- Touchpoint optimization





CORE CAPABILITIES

# Media & Performance Marketing

We eat media complexity for breakfast. Our in-house team of planners, buyers, and analysts excels at deploying spend for optimal ROI, often across multiple brands and product categories, while navigating a range of budgets and timelines. We've done this for innovative category challengers and Fortune 500 leaders alike.

## Audience Intelligence

- Audience identification & tracking
- 1st party audience collection
- Customer analysis
- Customer segmentation
- Persona development

## Engagement Strategy

- Media mix & tactical planning
- Message development & testing
- Ad tech consulting, setup & execution

## Paid Media Activation

- Demand capture
- Demand generation
- Programmatic & direct buying

## Measurement Setup

- Measurement strategy
- Media mix optimization
- Multi-touch attribution
- Conversion rate optimization
- Custom dashboards





## CORE CAPABILITIES

# Creative & Content Development

Our in-house creative staff includes creative directors, copywriters, art directors, and designers, all well-tenured with years of experience in their craft. This team works across a wide array of marketing needs, partnering with insights and media to ensure a seamless approach.

### Creative Services

- Logo and brand identity design
- Brand development/rebranding
- Integrated campaigns
- Sales enablement
- Social media content
- Direct mail and email marketing
- Direct response TV marketing
- Packaging design/development

### UX/UI

- Website, landing page, and app design and development
- Ecommerce experiences

### Video & Content Production

Whether shooting in our 1,000 sq. ft. studio space or on-location, we can support a wide range of productions, as well as create, test, and iterate concepts quickly and efficiently.

- Broadcast and video production
- Still photography
- Motion graphics design
- 2D and 3D animation
- Post-production editing



# Case Study



**Quest**  
Diagnostics®

CASE STUDY: QUEST

# Five years in hypergrowth: scaling D2C & B2B for Quest Diagnostics

- **\$10BN market leader Quest Diagnostics hired Flynn in 2019 to help scale its nascent D2C channel.** Competitors like Everlywell and LabCorp were beating them to the punch.
- **This was a two-edged marketplace challenge.** While our client's immediate priority was consumer acquisition (driving more people to choose, buy, and initiate their own healthcare tests), their core business is physician-led testing. We had to balance the two and drive D2C sales without alienating Quest's loyal HCP base.
- After building critical data, CX, and measurement infrastructure, we started to drive D2C growth by eliminating waste, amplifying spend and introducing new channels and tactics. Little did we know, a pandemic was coming that would thrust Quest into the national spotlight and **push our performance marketing skills to the limit.**



CASE STUDY: QUEST

# Our large-scale campaigns, optimized with surgical precision, fueled 14x D2C revenue growth to \$70M+

- With campaigns spanning numerous test products, our work helped Quest achieve **14x D2C revenue growth to \$70M+ in just 3 years.** Proactively managing their budgets, we also helped Quest mitigate the impacts of a steep drop in demand post-pandemic. Overall, our work delivered a sustained **5x revenue growth in their base consumer testing business.**
- Throughout our relationship, we regularly collaborated with Quest’s internal marketing and finance teams to earn executive buy-in, which required us to prove the impact of media on both near-term and lifetime revenue.
- We also built a forecast model to solve for “what if” scenarios. This tool played a critical role in helping us unlock funds for ongoing tactical expansion and testing.



CASE STUDY: QUEST

# We frequently ran structured tests on ad visuals and copy, then fed our learnings into new creative

**Quest serves diverse populations.** Our D2C campaigns sold lab tests to each subset—food allergy, sexual health, etc.—and we often ran head-to-head tests to pinpoint the strongest concepts, visuals, messaging, ad units, and targeting. In an average year, we tested roughly 200 unique versions.

**A real example of one such test in our food allergy campaign:**

- To improve ad effectiveness on Facebook and Pinterest, we ran an A/B test of two different creative approaches.
- Creative B was the clear winner on both platforms, driving much stronger down-funnel actions at a lower cost. We also saw question-based messaging perform better in food allergy.
- This test data helped us confidently produce more winning assets and fine-tune our media budgets.

Creative A (Stats)



**\*WINNER\***  
Creative B (Symptoms)



# Our “Know Your Score” campaign drove thousands of patients to buy a \$300 Quest lab test out of pocket

**Challenge:** Quest Diagnostics wanted to launch their pricey new general wellness test panel to consumers as a D2C offering. But we faced some significant purchase barriers:

- The test was complex and difficult to explain
- It wasn't covered by insurance

**First, we nailed down our audience and media approach:**

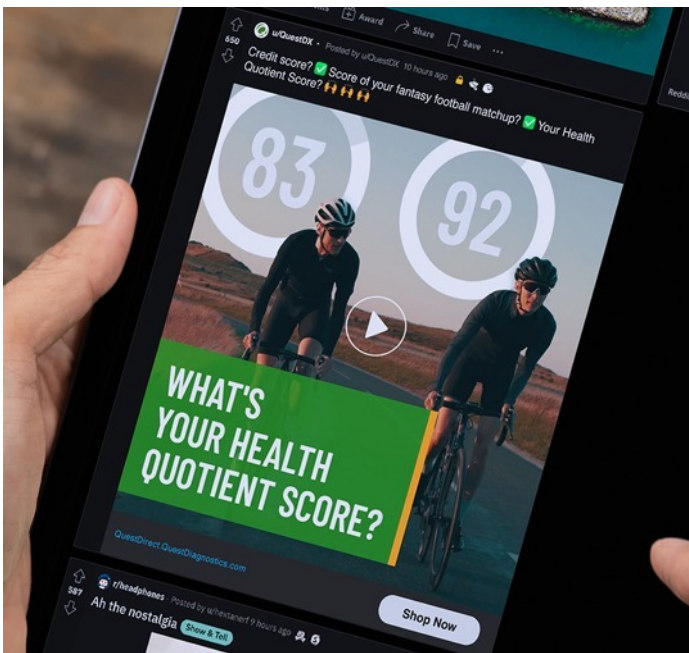
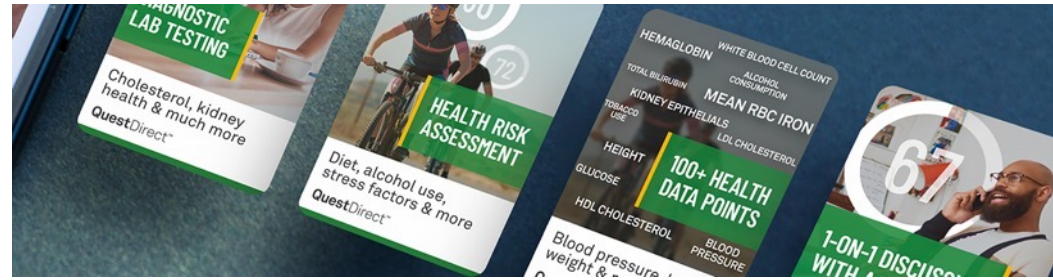
- Using research tools, we built a detailed audience persona
- This data helped us select our lead and supplementary channels
- We identified upper-funnel tactics (e.g., OTT) with high relevancy and cost-efficiency
- We worked with Captiv8 to source influencers and build a program of promoted posts and videos



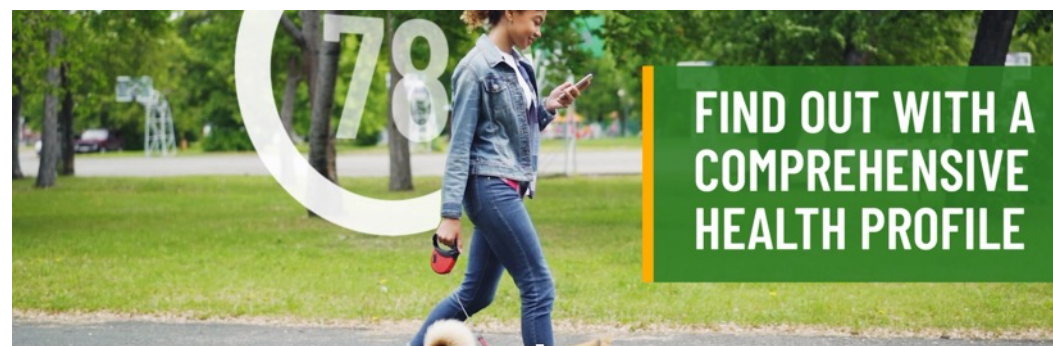
# A wellness test is nothing new. But a personal health score? Now that's interesting

- Further analysis of our audience revealed they would best connect with the product's most unique feature: the Health Quotient Score (HQS), an easy-to-understand 0-100 rating of overall health. So, we made that the focus.
- We decided that one of the best ways to help explain the HQS was to connect it to other "scores" our audience was familiar with, such as their credit score. Then we created high-impact, animated graphics to illustrate it.
- This insight guided full campaign execution across paid social, online display, responsive paid search, OTT, influencer content, and a custom landing page.





# QuestDirect COMPREHENSIVE HEALTH PROFILE



QuestDirect™ SEE MORE TESTS

Your health scored from 1 to 100.

Introducing the Health Quotient Score from Quest—a proprietary algorithm calculation using select elements from your test results, health risk assessment, and biometric screening. All part of our all-new Comprehensive Health Profile.

**\$299.99**  
May be HSA/FSA eligible\*

[BUY NOW](#)

**86** **72** **87**

**Lab Test Results**  
Health Risk Assessment  
Biometrics  
**YOUR HEALTH QUOTIENT SCORE**

**89**

**The higher the score, the better your health**  
...and the lower your risk may be for chronic conditions.  
Our Comprehensive Health Profile creates a snapshot of your health by evaluating more than 100 health data points including liver health, metabolism and cholesterol.

**A complete picture**  
We'll deliver a survey crafted to better understand your physical activity and potential risk factors. Plus, we'll take key physical biometric measurements during your visit.

WHITE BLOOD CELL COUNT  
MEAN RBC IRON  
TOTAL BILIRUBIN  
KIDNEY FUNCTION  
BIOMETRICS  
HEMAGLOBIN  
GLUCOSE  
HDL CHOLESTEROL  
BLOOD PRESSURE

# In just 5 months, this \$300 test became the #1 revenue-driver in the D2C portfolio

- 4,300+ health profiles sold
- +102% revenue year-over-year
- #1 revenue-driver among Quest's D2C tests



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**\$299.99**  
+\$5.00 Physician Fee  
 May be HSA/FSA eligible\*

**BUY NOW**

Lab Test Results  
 + Health Risk Assessment  
 + Biometrics  
 =

**YOUR HEALTH QUOTIENT SCORE**

**The higher the score, the better your health**

...and the lower your risk may be for chronic conditions.

Our Comprehensive Health Profile creates a snapshot of your health by evaluating more than 100 health data points including liver health, metabolism and cholesterol.

“Flynn has been instrumental in providing strategy and performance marketing for our business, and we wouldn’t have been as successful without them. They identified an opportunity for growth and then developed a solid plan to help address it. The campaign delivered very strong ROI and ended up driving millions of customers to our website.”

**Alex Bennett**

Previously Sr. Director of Performance Marketing at Quest Diagnostics

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