



THREE SIX ZERO
INDUSTRIES

Personalized Strategies, Measurable Results



Strategic Communications, Public Relations & Marketing





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What We Do

We craft communication strategies and cultivate brands that captivate and inspire action. Whether it's a powerful PR campaign, a new website, or a full-scale strategic communication and marketing plan, we generate the buzz that turns heads and delivers measurable results.

Our talented team of strategists, designers, communicators, and marketing experts delivers innovative ideas that shape opinions, spark conversations, and foster long-lasting connections. With a blend of creativity, strategy, and experience, we develop solutions that don't just reach your audience—they engage and move them.

At Three Six Zero Industries, we know that effective communication is the perfect balance of innovation, adaptability, and execution. We ensure your message is heard, your business is elevated, and you're set for growth.

Our Clients

We are proud to have partnered with these clients to strengthen their brand presence and achieve their business goals.

Ascension Parish Government
Cascio Law Firm
Diamond D Industries
Diamond D Logistics
Elite Solutions
ENVOC
Fabric 2 Finish
Forte & Tablada
Heartwell Renewables
Helix Community Schools
JJL&W Insurance Consulting Firm
Kass Construction
Land Hawk
Louisiana Health Care Quality Forum
Native Adventures

Optik
Patriot Resource Group
QISG
Rampart
RES Contractors
Retro 33 Snoballs
Sigma Engineering & Constructors
SOAR
Strix Technologies
Total Diamond Performance (TDP)
Team Hoggy Style
The Brighton School
The Preston Castille Law Firm
Unitas HR Consulting
Vantage Contractors
West Baton Rouge Chamber of Commerce



The Preston Castille Law Firm LLC
A PROFESSIONAL LAW & CONSULTING FIRM

Our Capabilities

Strategic Communications + Public Relations

Effective strategic communications and public relations are grounded in thoughtful, intentional messaging that connects with your audience. By combining creativity with data-driven insights, we craft compelling narratives that strengthen your brand’s reputation and deliver impactful, measurable outcomes.

Services:

Corporate Communications Strategy
Crisis Communications
Stakeholder + Employee Communications
Media Relations Management
Thought Leadership + Executive Positioning
Reputation Management
Press Release Writing & Distribution

Marketing Strategy

Successful marketing goes beyond eye-catching visuals—it's about delivering the right message to the right audience at the right time. We craft data-driven, innovative marketing strategies that engage your audience, build brand loyalty, and drive measurable growth. From crafting compelling content to managing social media and digital platforms, we ensure your brand stands out in an ever-evolving marketplace.

Services:

Digital Marketing Strategy
Social Media Management
Website Design + Optimization
Content Creation + Copywriting
Search Engine Optimization (SEO)
Email Marketing Strategy
Brand Development

Embedded Communications Support

Our team integrates directly with your business, offering ongoing, hands-on communications expertise. This immersive approach allows us to act as an extension of your team, driving consistent, tailored strategies that adapt to your evolving needs.

Services:

On-Site or Virtual Communications Support
Long-Term Communications Strategy Development
Day-to-Day Management of Internal + External Communications
Leadership Advisory + Support for Executive Communications
Ongoing Media Relations + Reputation Management
Crisis Communications
Stakeholder Engagement + Employee Communications Strategy

Digital Strategy

At the heart of every successful brand is a seamless and engaging digital experience. We blend strategic user-centered design with innovative development solutions to create digital platforms that captivate your audience and drive conversions. From concept to post-launch support, we ensure every digital interaction is optimized for both performance and scalability.

Services:

UX/UI Design
User Research + Testing
Custom Website Design
Front-End & Back-End Development
CMS Integration
Search Engine Optimization (SEO)
API Integration
Website Hosting + Maintenance Support
Accessibility + Performance Optimization

Visual Communications

Effective visual communication is essential to your brand’s success. From distinctive logos and impactful signage to well-crafted collateral materials and dynamic digital displays, we create captivating designs that instantly capture attention and clearly convey your brand’s message. Our design work is further enhanced by our expertise in custom photography and videography, bringing your brand to life across all platforms.

Services:

Logo Design
Sales + Marketing Collateral
Advertising Campaigns
Custom Photography + Videography Production
Time-lapse Videography

Brand Strategy

A strong brand is built on a foundation of thoughtful strategy and deep insights. We combine research and innovation to develop a distinctive brand experience that sets you apart in the marketplace. From competitive analysis to messaging development, we create a brand strategy that drives growth and resonates with your audience.

Services:

Brand Management Strategy
Brand Audit
Competitive Analysis
Cultural + Trend Analysis
Messaging Development Strategy
Brand Identity + Standards Development



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How We Do It

We Don't Just Collaborate, We Achieve Success Together.

Our workspace thrives on creativity, collaboration and the drive to push boundaries. We're constantly brainstorming, challenging ourselves, and staying ahead of the curve.

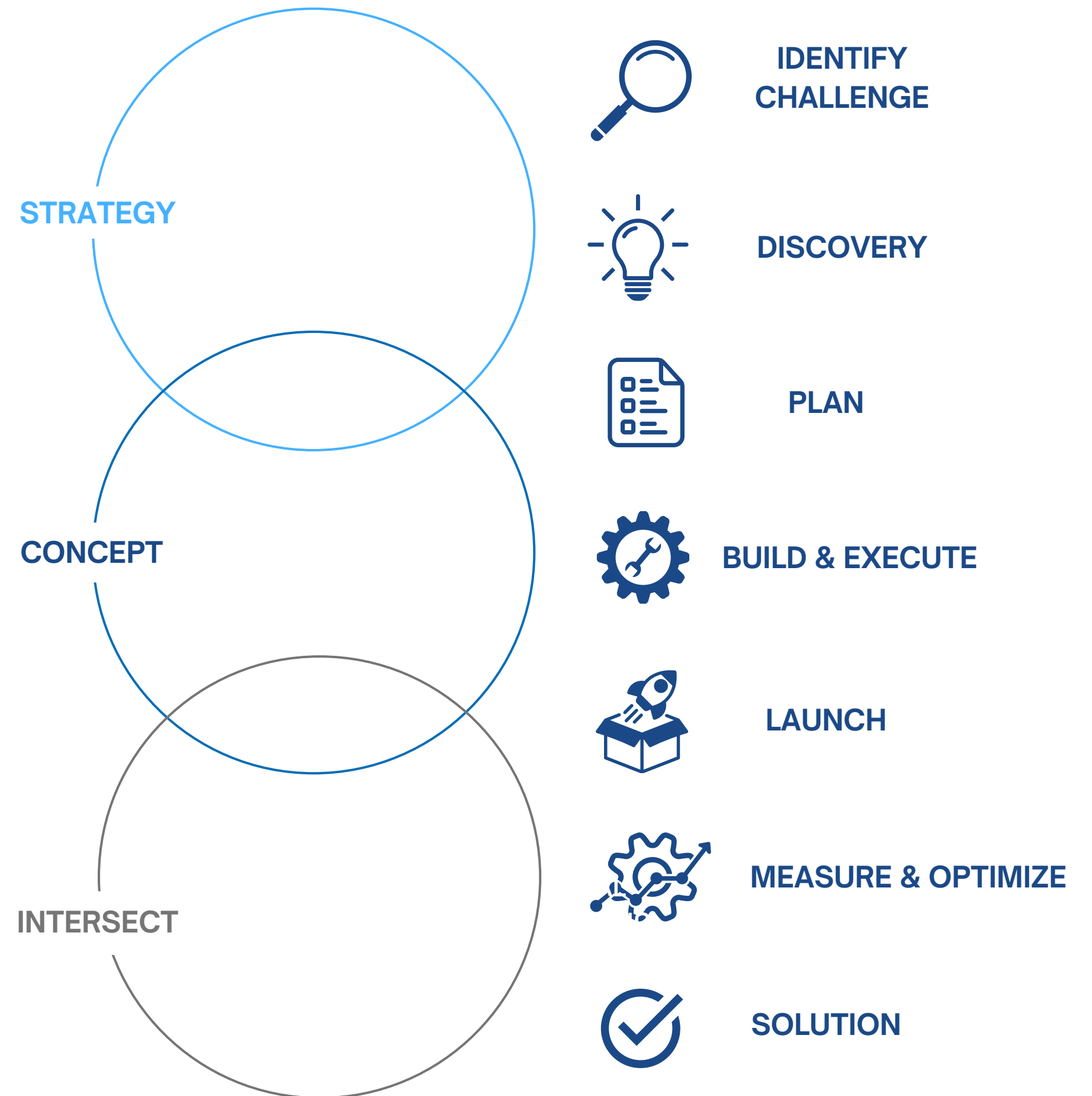
Building exceptional brands and communication strategies isn't just about creativity—it's about deeply understanding the brand's core identity. At Three Six Zero Industries, we dive deep into discovery for every project. Our team fully immerses themselves in your brand and culture, getting to know it as if it were our own. We won't make a move, create a design, or plan a strategy until we've understood your business inside and out.

This approach helps us set clear goals and build strategies to achieve them, while fostering strong, lasting partnerships with our clients. Our team-driven mindset is at the heart of what we do – we succeed together or not at all.

Our Process

At Three Six Zero Industries, we believe every brand and organization has a distinct story that deserves to be told. Your story is at the core of every marketing and creative decision we make, driving the development of a powerful communication strategy. Our process begins with a deep understanding of the key challenges within your industry, allowing us to craft strategies that not only resonate with your audience but also foster meaningful engagement.

Through a strategic process of **discovery, planning, building, and launching**, we create cohesive communication and brand experiences tailored to elevate your business, amplify your message, and drive measurable results.





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Our Work

Vantage Contractors

Constructing A Narrative: The Power of Strategic Communication

Services Provided:

- Brand Strategy
- Content Marketing + Copywriting
- Custom Photography + Videography Production
- Graphic Design
- Sales + Marketing Collateral
- Search Engine Optimization (SEO)
- Website Design + Optimization + Hosting

Challenge

Vantage Contractors sought to rejuvenate their brand's online presence with a total website content overhaul and required the refinement of several highly technical RFPs to improve their bid submission process. Additionally, crafting detailed project descriptions was essential to illustrate their vast capabilities and achievements accurately.

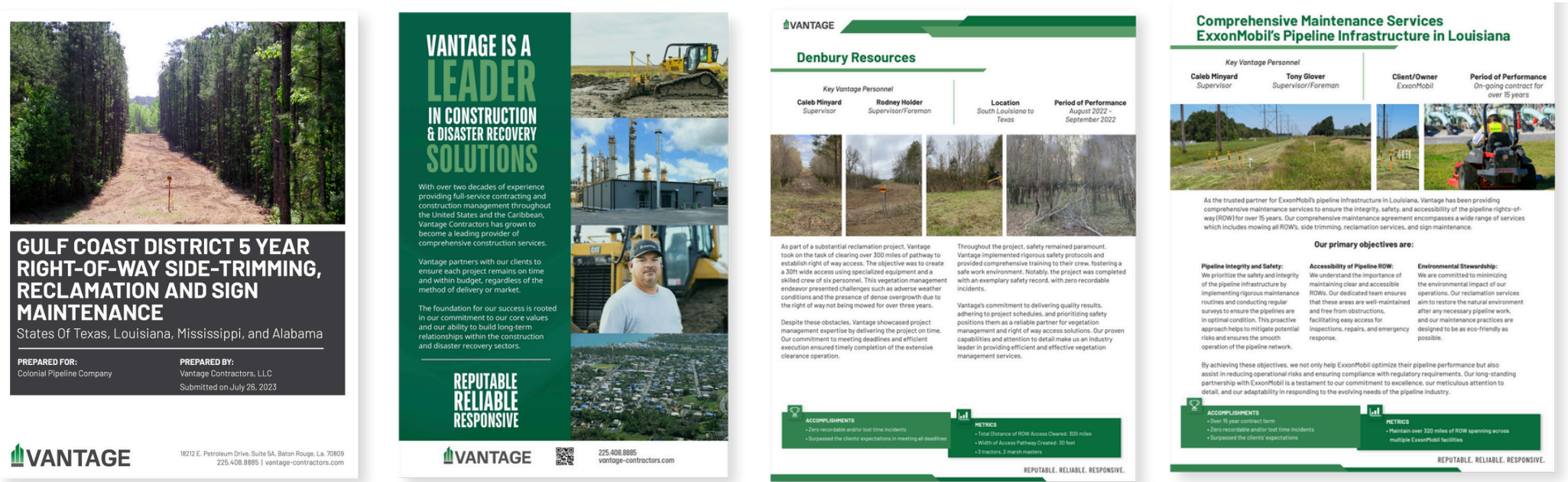
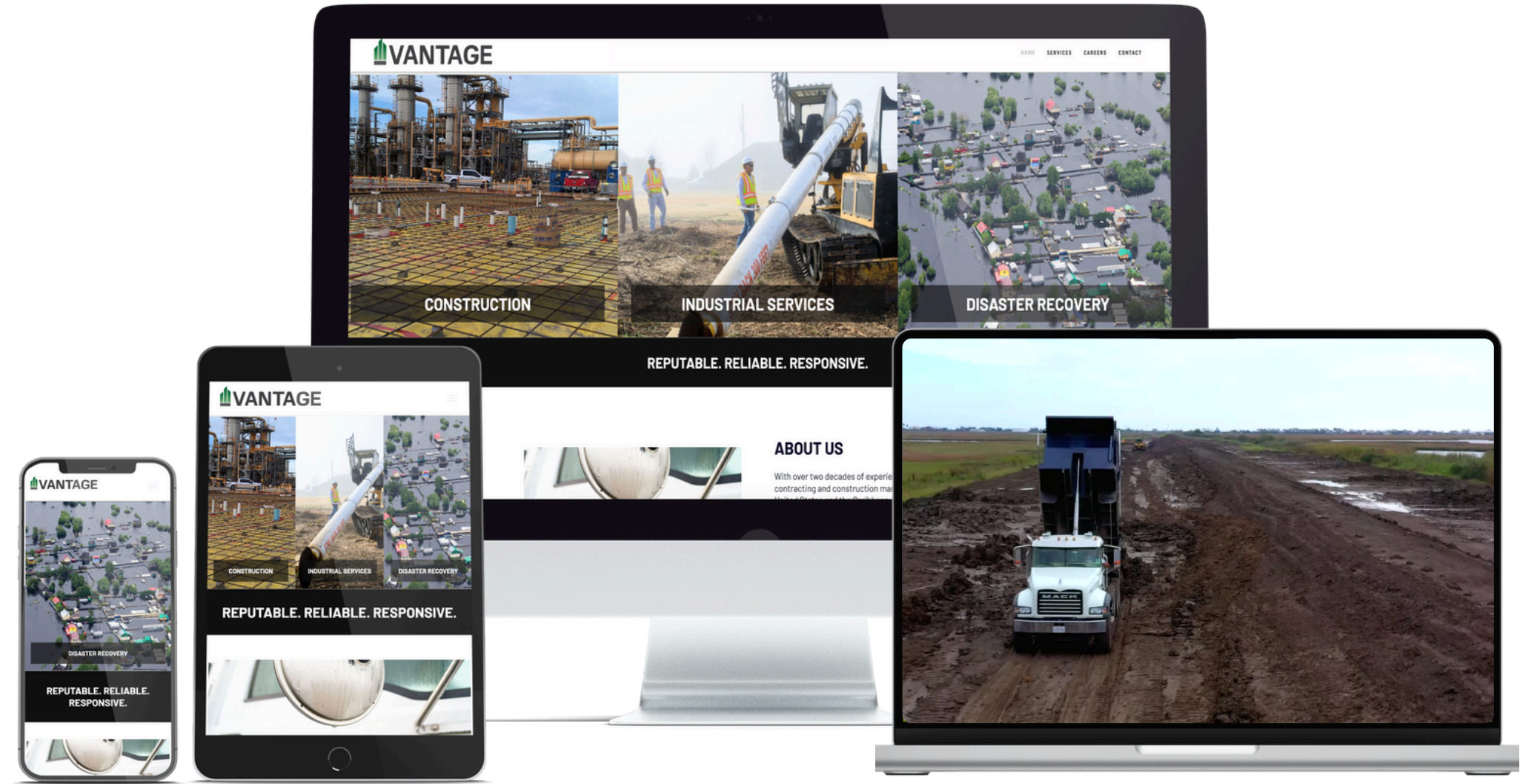
Solution

Three Six Zero was engaged to enhance Vantage Contractors' brand and project success. Our comprehensive approach included:

- Website Content Overhaul:** Redesigning and rewriting website content to accurately reflect Vantage's industry leadership, innovation, and commitment to excellence.
- Technical RFP Revitalization:** Conducting detailed reviews, rewriting, and redesigning highly technical RFPs to improve clarity and persuasiveness, aiming to increase bid success rates.
- Project Descriptions Creation:** Crafting compelling and detailed project descriptions to showcase Vantage Contractors' vast capabilities, achievements, and technical expertise.
- Project-Specific Video Production:** Producing a high-quality, project-specific video to enhance Vantage Contractors’ external branding. This video was tailored to visually communicate their project achievements and capabilities, adding a dynamic element to their marketing efforts and online presence.

Results & Outcomes

The collaboration between Three Six Zero and Vantage Contractors resulted in significant improvements in branding, bid success, and market positioning. The website overhaul transformed it into a powerful platform that effectively showcased Vantage’s legacy, services, and innovations, driving increased user engagement. Revised technical RFPs led to higher response rates and a notable increase in successful bids, solidifying Vantage's leadership in the construction industry. Positive feedback on the project descriptions and project-specific videos reinforced the impact of these efforts. Through this partnership, Vantage Contractors strengthened their digital presence, optimized the RFP process, and adopted innovative branding strategies that reinforced their competitive edge in the market.



Diamond D Industries

Constructing A Narrative: The Power of Strategic Communication

Services Provided:

- Brand Management + Strategy
- Content Creation + Copywriting
- Custom Photography + Videography Production
- Embedded Communications Support
- Graphic Design
- Search Engine Optimization (SEO)
- Social Media Management
- Strategic Communications + Public Relations
- Website Design + Optimization + Hosting

Challenge

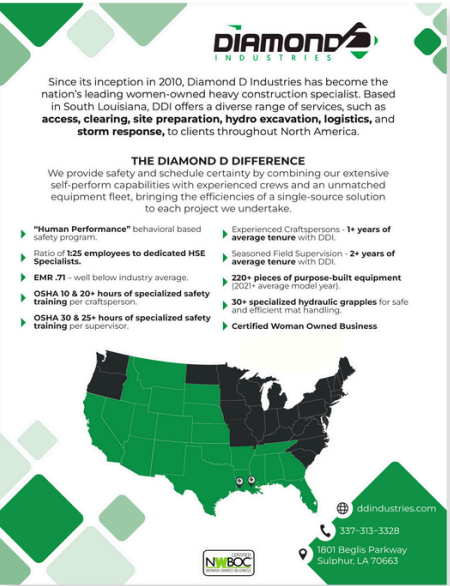
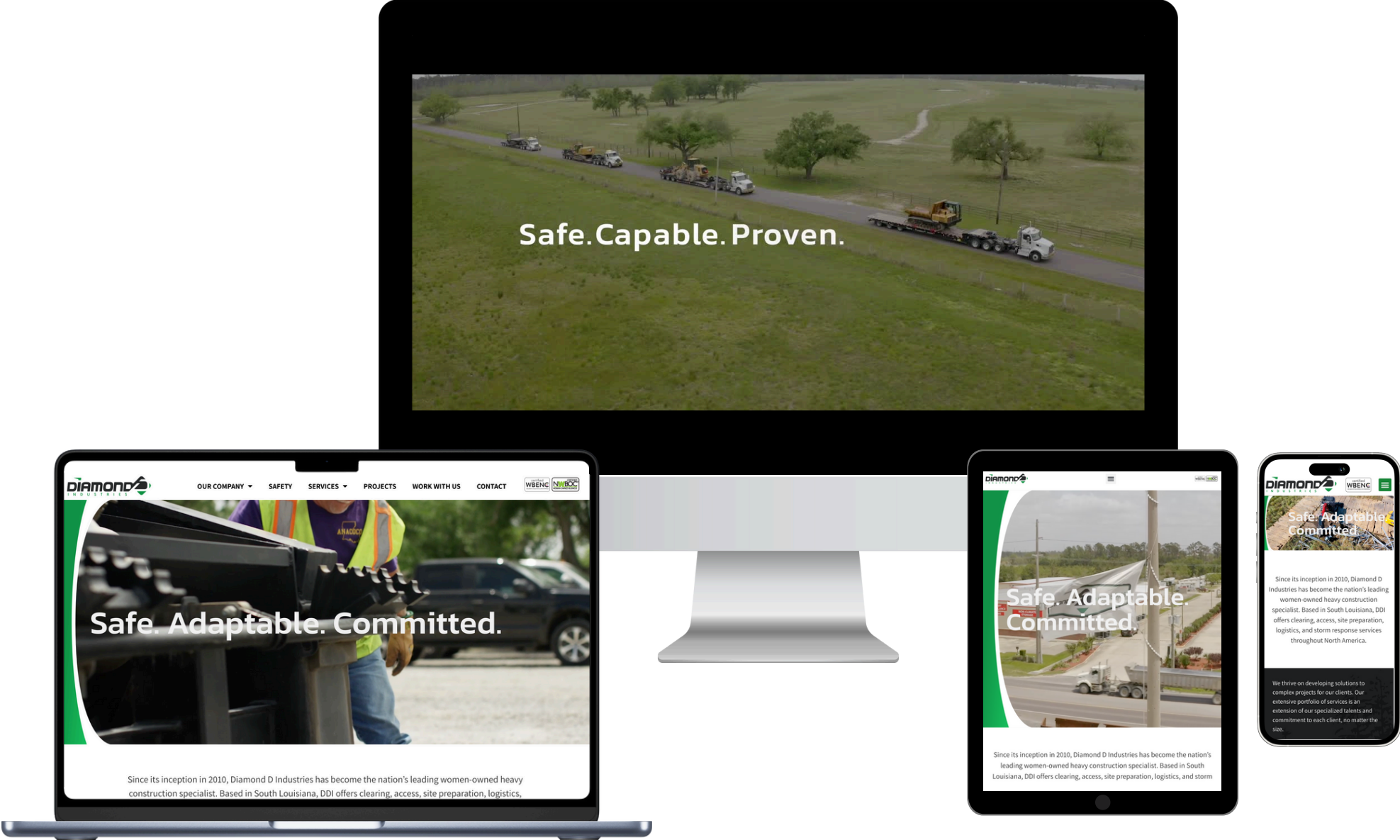
Diamond D Industries (DDI), a leading woman-owned heavy construction company, needed to differentiate itself in a highly competitive industrial market. Their goal was to enhance their online presence, better engage with clients and employees, and clearly communicate their competitive edge. Additionally, DDI required help crafting comprehensive project descriptions that would highlight their expertise across their line of services for their website and RFP submissions. Our research revealed opportunities to strengthen their digital presence and emphasize DDI's unique strengths. Beyond external communications, they also needed an internal newsletter to keep employees connected, spotlighting events, milestones, and industry updates.

Strategy and Execution

We embedded a communications specialist within DDI to bridge the gap between our team and the company, ensuring that all communications, PR, and marketing efforts were aligned with their brand and operations. This specialist led the creation of content, including engaging social media posts and detailed project descriptions that highlighted DDI's extensive portfolio and expertise, while a quarterly newsletter was developed to celebrate the DDI community, showcase company achievements, and strengthen both internal and external brand alignment.

Execution & Outcomes

Our embedded communications specialist played a critical role in executing the strategy, seamlessly aligning DDI’s business goals with our marketing efforts by crafting detailed project descriptions that enhanced their website and RFPs, showcasing the company’s wide-ranging services and successful project outcomes. In addition, authentic social media content highlighted DDI’s daily activities and community involvement, while the internal newsletter celebrated the company’s culture, shared industry updates, and recognized employee milestones, reinforcing a strong sense of community. As a result, DDI’s online presence and market positioning were strengthened, leading to increased brand visibility across platforms, and the internal newsletter fostered deeper employee connections, reflecting DDI’s true spirit and leadership in the heavy construction industry.



SOAR

Breaking Barriers: The Digital and Event Redesign of SOAR

Services Provided:

- Brand Strategy
- Content Creation & Copywriting
- Digital Marketing Strategy
- Event Support + Coverage
- Graphic Design
- Professional Photography
- Search Engine Optimization (SEO)
- Website Redesign + Optimization + Hosting

Challenge

SOAR, a nonprofit focused on empowering female coaches, faced challenges in its digital and event presence, which were critical to expanding its impact. Their website, the main communication tool, lacked the modern design and functionality needed for engagement and clear mission communication. As they prepared for the 2024 SOAR Symposium, they also needed professional content creation, design, and event coverage to deliver a cohesive attendee experience. Additionally, SOAR required a strong digital strategy with optimized content and engaging social media to attract new members and amplify their advocacy efforts.

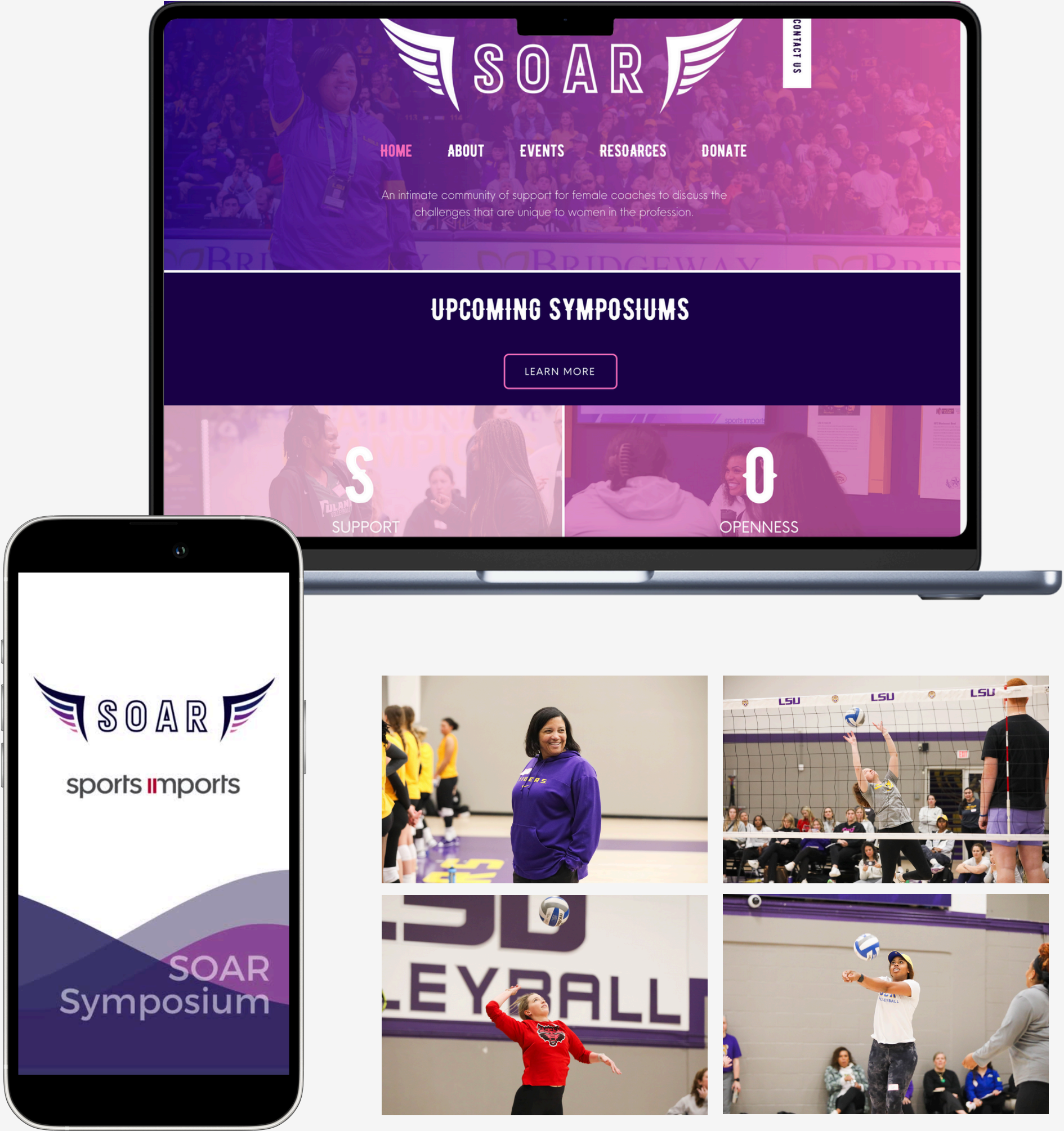
Strategy & Execution

To address SOAR’s challenges, a comprehensive strategy was implemented, including a website overhaul, event support, and social media content creation. The redesigned website improved user experience, allowed direct registration for the 2024 SOAR Symposium, and featured rewritten content aligned with SOAR’s mission. The site was also optimized for search engines, increasing visibility for future attendees as well as attract potential national sponsors.

For the 2024 SOAR Symposium, we provided professional photography, created social media reels to capture key moments, and designed a polished symposium workbook, enhancing the attendee experience with structured content and resources.

Outcomes

The results of the strategy were clear and impactful, providing SOAR with the tools and visibility needed to continue its mission of empowering female coaches. The redesigned website significantly improved user engagement, with increased traffic and a seamless registration process for the 2024 SOAR Symposium, resulting in the highest number of event registrations since its inception in 2019. Attendees could now easily sign up for the event through the website, enhancing their overall experience. The symposium also benefitted from professional photography and social media reels, which captured the essence of the event, increased online interaction, and amplified the reach of the symposium on social platforms, drawing positive feedback from attendees and followers alike. Additionally, the well-designed symposium workbook elevated the experience for participants, providing a polished resource that guided them through the event and supported ongoing learning, with attendees praising its clarity and utility.



The Brighton School

Transforming Reputation: Engineering the Path to Success

Services Provided:

Advertising Campaigns

Brand Management + Strategy

Content Creation + Copywriting

Custom Photography + Videography Production

Embedded Communications Support

Event Planning + Fundraising

Graphic Design

Internal Communications

Paid Media Campaigns (PPC)

Reputation Management

Social Media Management

Search Engine Optimization (SEO)

Stakeholder + Employee Communications

Strategic Communications Planning

Website Design + Optimization

Challenge

The Brighton School needed communication support, as educators and administrators were handling all internal and external communications without a dedicated strategy or team. This lack of structure, along with confusion about the school's identity due to name changes and misunderstandings about who they serve, was limiting enrollment growth and fundraising efforts.

Strategy

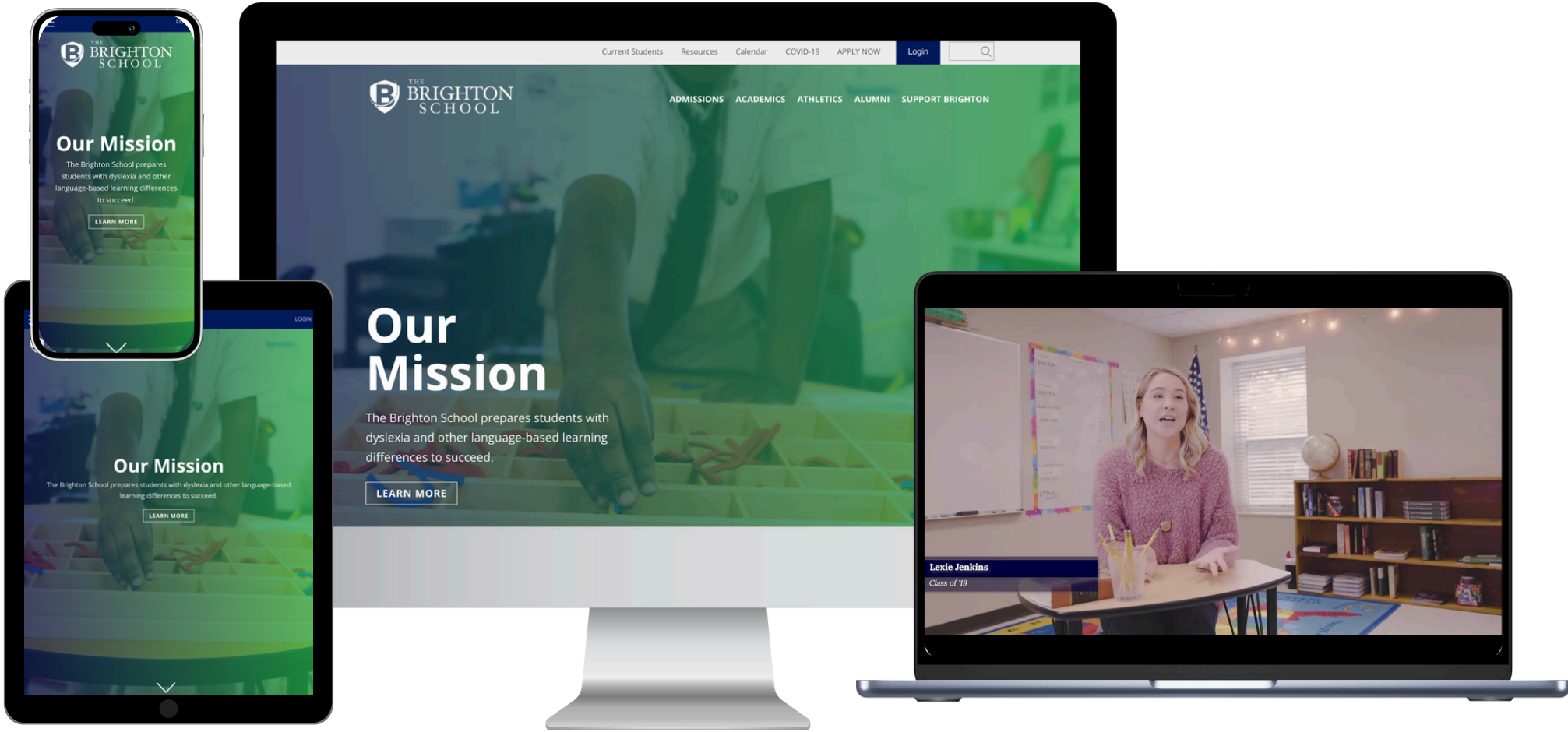
We immersed ourselves in the school by working on-site several days a week, which allowed us to understand its daily operations and build strong relationships with staff. Collaborating with the administration, we set clear communication goals to update the school's reputation, revamp the website, improve messaging, and develop creative collateral. Social media was used to highlight the school's culture, while internal communications were streamlined through weekly emails to faculty, staff, and parents, and a monthly newsletter for board members and alumni. To support fundraising, we emphasized success stories and the school's unique educational approach.

Execution & Outcomes

Our approach centered on clarifying the school's identity, improving communications, and enhancing community engagement. We revamped the website, crafted targeted messaging, and implemented regular communications for key stakeholders. In addition, we strengthened fundraising efforts by sharing impactful stories about the school's positive influence.

These efforts significantly bolstered the school's reputation, extending its reach beyond Baton Rouge to areas like New Orleans and Lafayette. Enrollment increased by 15%, leading to the need for new facilities.

The first annual fundraising campaign we managed raised \$85,000, surpassing the previous high of \$50,000, with steady growth in donations in the following years. The 50th Anniversary Gala generated nearly \$40,000 in profits and drew 206 attendees, while we also helped establish a 250-member alumni database. Overall, these initiatives have greatly enhanced the school's brand and communication strategy, setting them up for sustained success.





THREE SIX ZERO
INDUSTRIES

Let's Collaborate

3035 Rue D Orleans
Baton Rouge, LA 70810
225.252.5363
www.360-industries.com

