

A civic and community engagement agency

PRESENTATION FOR STRATEGIC PARTNERSHIP OPPORTUNITIES

Prepared by VCE Agency | Leonzo Vargas

www.vceagency.com



WHO WE ARE & WHAT WE DO

Vargas Creative Engagement Agency

- We design marketing campaigns, programs, and initiatives that drive action and move culture forward.
- We deliver through internal expertise and trusted partners, activating digital, in-person, and creator strategies.
- We specialize in cultural engagement, program design, and community mobilization.



Capabilities



Campaign Strategy & Messaging



Digital Engagement

Social media management, content creation, email marketing



Creator & Community Leader Engagement



Program Design & Implementation



In-Person Activations / Events

Concerts, town halls, community gatherings, pop-ups, mobile advertising, projections



Paid Media

Social media ads, TV and streaming advertising

SHOW UP STRONG

Inspire civic participation across Pennsylvania, with a focus on young and underserved voters.

The challenge

The goal was to move Pennsylvania residents to a voter action. The client was spending money on events and having trouble getting people to show up and take that action.

The turn

Three moves, all built around where people already show up:

1. Large-scale, culturally aligned events we produced ourselves, designed to excite people.
2. Smaller events run by local organizers, which we amplified with funding and marketing to hit campaign goals.
3. The mobile van, deployed into events already happening across the city to reach more people where they were.

Creator-led giveaways and trusted partners ran through all three, and gave people a reason to check their voter registration status.

On air and on walls

A TV spot aired on Monday Night Football in Pennsylvania, and building projections lit up the streets.

Services: strategy and messaging, creator engagement, community partnerships, program design and implementation, digital engagement, in-person activations, paid media.

RESULTS

258,801 voting actions

173M views

121 events

\$9 vs \$21

Cost per civic action: as low as \$9, against the \$21 the client was working with.

What it meant: up to 57% saved per civic action.



Figures as stated by VCE Agency.

CREATIVEPHL

CreativePHL is the City of Philadelphia's Office of Creative Economy, funded by the William Penn Foundation. It was building a cultural master plan for the whole city.

The challenge

The City needed residents of every generation and culture to show up at town halls and give input. Earlier town halls drew fewer than 15 people, mostly over 60.

What we built

We designed the campaign, its branding, and the initiative itself. A digital engagement campaign then led people to the town halls to take part and give their input.

The turn

We recruited 50 local creators, 5 per district, and sent neighborhood-specific invites. Footage of residents was shared back, so neighbors saw neighbors. Residents came because someone they knew asked them to.

WHY IT MATTERS ECONOMICALLY

The input gathered at the town halls let the City and William Penn build the cultural master plan for all of Philadelphia. That plan feeds the mayor's Safer, Cleaner, Greener Philadelphia agenda, and a safer, cleaner, greener city draws people to live, visit, and spend: festivals, sporting events, concerts, and tourism.

Services (ongoing): campaign strategy and messaging, initiative and program design, social content strategy and creator engagement, community recruitment and selection.

RESULTS

8 of 10

town halls at full capacity; two at 65%

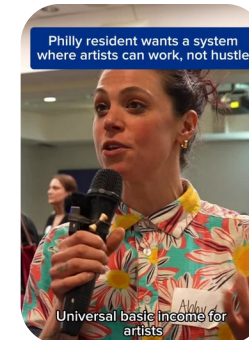
~1,400

attended, against a goal of 2,000

12

funded incubator programs

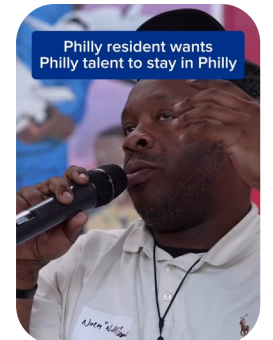
RESIDENT VOICES, SHARED ON @CREATIVEPHL



93.2K
views



155K
views



183.3K
views

Figures as stated by VCE Agency. Views across Instagram + Facebook as of Oct 6, 2026. Tap a still to watch.

The model travels. The voices are local.

01

Desired result

The action the client needs: signups, status checks, attendance.

02

Campaign story

A message people see themselves in.

03

Invitation

Delivered through trusted local voices: creators, community leaders, events already drawing people.

04

Measurement

Track participation. Learn what moved people.

IN A NEW CITY

Proven at two scales: statewide (Show Up Strong) and citywide (Creative Philadelphia). In a new city, the playbook stays and the local layer gets rebuilt: that city's creators, its trusted messengers, a story tuned to its identity. We don't export one city's story. We cast locally, every time.

SERVICE PACKAGES OVERVIEW

Start where your team is. Each package builds on the one before it.

Starter Campaign Strategy

For teams needing foundational strategy and clarity before launch

- Campaign strategy and creative direction
- Messaging framework and tone guide
- Audience segmentation and high-level rollout plan
- Activation roadmap
- Basic measurement and insights snapshot

Core Campaign Execution

For teams ready to implement strategy with content, engagement, and rollout

- Everything in Starter, plus:
- Social content calendar and scheduling
- Creator and trusted messenger coordination
- Paid ad campaign strategy, setup, and limited optimization
- Content pillars and engagement toolkits for partners and community orgs
- Weekly performance tracking and content updates

Full Campaign Activation

For initiatives requiring full-scale execution, production, and community impact

- Everything in Starter and Core, plus:
- On-the-ground activations and event production
- Full video and photo production
- Cohort and incubator program design and delivery
- Grassroots field marketing and street teams
- Comprehensive measurement and funder reporting
- Post-campaign wrap and impact planning

Program Strategy, Design & Implementation

For clients launching programs, incubators, or strategic initiatives

- Strategy and concept development for programs
- Experience and journey design
- Recruitment and selection frameworks
- Implementation management and facilitation
- Evaluation and final reporting

A LA CARTE CAPABILITIES

Choose what fits. Each capability stands on its own or joins a package.



Strategy & Content

- Campaign strategies that drive engagement
- Messaging frameworks that move audiences
- Social media content and reels that build reach
- Emails and newsletters that deepen relationships

Partner & Program Engagement

- Partner targeting and outreach that mobilizes action
- Creator and community leader recruitment
- Program design that delivers community impact

Production, Events & Field Marketing

- Video production and on-site content capture
- Pop-up experiences and event programming
- Grassroots field marketing and street teams

Measurement & Reporting

- Performance dashboards and impact reporting
- Audience insights and strategic advising



RECENT PARTNERS

Collaborating with visionary organizations to create lasting impact and meaningful engagement.

TELL US THE RESULT YOU NEED. WE'LL BUILD THE STORY.

We scale engagement through culture and trust.
We handle the work so your team can focus on the mission.

Leonzo Vargas

Schedule a Call

growth@leonzovargas.com

www.vceagency.com



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