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The Madison Melle Agency

Spring Issue / 2021



In With The New

It's been a while. We are proud to present The Madison Melle Agency with a reimagined look & feel. There's a discovery for everyone, we promise.

Join us on this journey and peruse our new website:

[Studio](#)

[Consultancy](#)

Vodka Made From Air

Say hello to Air Company. Honored in Forbes 30 Under 30 and mentioned by NASA, they've created an innovative and patented technology to produce vodka with a carbon-negative impact. Proving to minimize anthropogenic climate change, every liter made from the air cleans as much CO₂ as 8 trees. Bringing their advanced technology to different industries, the future for Air Company is unlimited.

Cheers to That

Photos courtesy of @aircompany

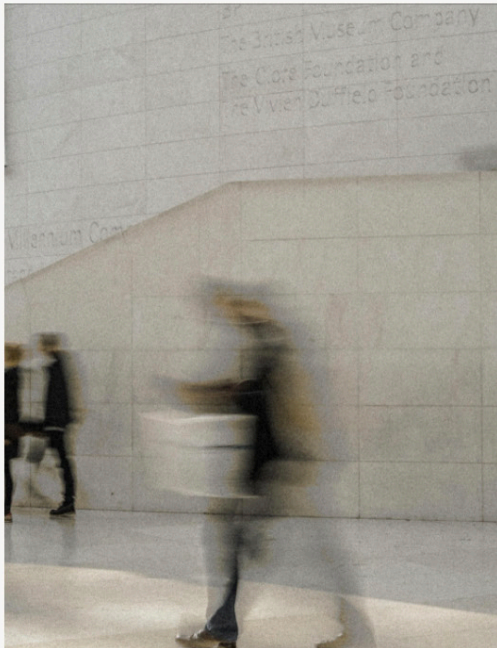


SEO: Core Web Vitals

There's never been a better time to optimize your SEO strategy. Google recently introduced Core Web Vitals, a set of metrics used to rank a website's speed, responsiveness and visual stability. With a focus on positive user experience, you'll climb higher than ever before.

Hit the measurements & you're off to the races.
Miss the mark - you're at the bottom of the list.

Check Your Vitals



Subscription Economy

Gone are the days where New York Times was the only subscription you owned.

Subscriptions are taking over every industry, and it may be time to capitalize on it.

Consider new revenue streams and earn back the losses of 2020. The Subscribed Institute has created a think tank membership for those who seek to realize the maximum benefit of the Subscription Economy.

[The Secret Sauce](#)

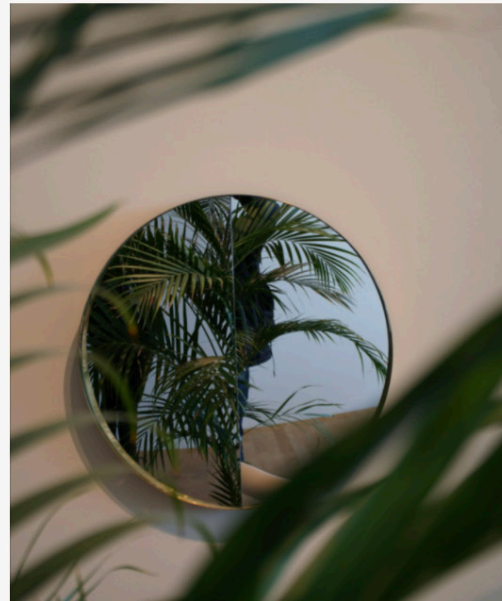
Clubhouse Clones

Thought you were on top of social media trends? Think again.

First came the boom of Zoom, then Clubhouse entered the scene. Now Facebook, Twitter and Reddit are here to demand authority on all things audio/visual.

Who does it best?
Let the data speak for itself.

[The Plummet of Clubhouse](#)





What She Said

As the travel industry makes a comeback, "the successful and innovative brands are those whose guests really don't feel or see much of a change in strategy pivots, but the experience is compelling and strong." - Cara Federici, CEO, The Madison Melle Agency & Tech Theory Group

This year, the hospitality industry is eager to boost revenue & sales in order to put the past, in the past.

How to emerge on the other side?

[What to Do,](#)
[Who to Watch](#)

Left Us Speechless

Just when you thought you'd seen it all, office design reaches a whole new level.

Iridescent, inflatable wall dividers. Desks that transport you. Remote keyless systems that automate individual workspace preferences with just a scan (including surrounding temperatures). And, virtual meeting rooms tuned campfire circle.

The coolest office technology.

[See Inside](#)





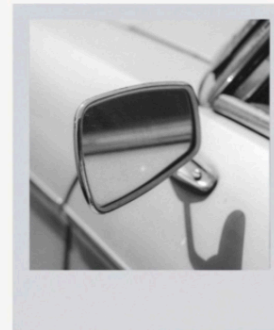
Asksuite

SPOTLIGHT

Revolutionize your customer experience. The Madison Melle Agency is proud to partner with Asksuite, an intelligent, digital solution for service excellence, complimenting employees and driving new revenue.

Talk to us, day and night.
We're always on.

[More than Chatter](#)



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A multi-faceted creative studio & lifestyle consultancy - inspiring clients across the globe.

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