

Proposal:
NH Department
of Transportation
TAD Proposal
Seward County Marketing Group



October 23, 2010

New Hampshire Department of Transportation
Attn: Stuart Thompson
7 Hazen Drive
Concord, NH 03302-0483

Re: Proposal: NH Department of Transportation, "TZD Proposal"

Dear Mr. Thompson and Members of the Evaluation Committee:

Swardlick Marketing Group appreciates this opportunity to submit our proposal to provide the New Hampshire Department of Transportation and its local agency partners with professional public relations, marketing and information management services for the successful launch and ongoing development of the "Towards Zero Deaths" strategic highway safety program. We do so in response to the NHDOT Request for Proposal for marketing firms dated September 24, 2010.

Our full-service marketing communications firm is uniquely qualified to provide all of the services required for the success of the assignment, because:

- We are one of only a limited number of agencies across the nation who have actually developed and launched a statewide highway safety media program
- Our directly relevant experience puts us ahead of other agencies in the ability to move forward quickly and efficiently with the development and launch of the "Towards Zero Deaths" program
- The experience and dedication of our team, plus the commitment of a senior level executive with significant transportation industry experience to serve as day-to-day contact and hands-on project manager for this assignment enable us to offer a more substantial and valuable contribution to the program than could most other firms

In our proposal booklet you will find information and samples of work that demonstrate our ability to meet or exceed the scope of work required. Beyond that, if given the opportunity to work with you on this critically important assignment, we pledge our

talents, abilities and energy to meeting our collaborative goals—and also to making our work together professionally and personally rewarding, fun and motivating.

As required by the RFP Section 18, sub-section 1: This proposal is submitted by:

Swardlick Marketing Group
7 Custom House Street
Portland, ME 04101
Phone: 207-775-4100
Fax: 207-775-5668
Web: Swardlick.com
Designated Contact: Steven E. Mason, Managing Partner
Email: smason@swardlick.com

We hope to have the opportunity to meet you in person and participate in the oral presentations. Thank you once again for your time and consideration of our proposal.

Best Regards,

<Hard Copies Bear Signature>

Steven E. Mason
Managing Partner

Table of Contents

<u>Section</u>	<u>Tab #</u>
1. Cover Letter.....	1
2. Table of Contents.....	2
3. Executive Summary.....	3
4. Scope of Work.....	4
5. Offeror(s) Qualifications and References.....	5
a. Agency Qualifications and References	
b. Team Qualifications and Accomplishments	
c. Objectives	
6. Samples of Client Creative.....	6
7. Contract Terminations and References.....	7
8. Appendix.....	8

Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Executive Summary

Swardlick Marketing Group will organize and lead a collaborative work process with the New Hampshire Department of Transportation (NHDT) and the New Hampshire Strategic Highway Safety Plan Committee (SHSP Committee), with consultation by the Federal Highway Administration and Federal Motor Carrier Safety Administration, to develop and implement a strategic communications plan for the "Towards Zero Death" program.

Working closely with NHDT and the SHSP Committee, we will design and execute an integrated communications plan with tactics (action plans) addressing emphasis areas identified and prioritized through our work process. Such emphasis areas may include, for example:

- Occupant Protection
- Impaired Driving
- Distracted Driving
- Aggressive Driving
- Excessive Speed
- Lane Departures
- Adolescent and Mature Adult Driving
- Motorcycle Safety, Pedestrian, Bicycle and Public Transportation Safety

Crash prevention, elimination of fatalities and injuries, and avoidance of property damage are our objectives. Our education and outreach strategies will complement and support enforcement and engineering strategies. Three overarching strategies are critical to our success:

- **"Simple and Direct"** – The most effective highway safety / driver safety programs are those that deliver a simple, factual message in a blunt, effective way, consistently over time. We should do the same.
- **"Timing is Everything"** – Intersecting drivers at the right moment—when they are thinking about or are actually driving—will allow us to maximize the power of our message.
- **"All Together Now"** – By coordinating the timing of our statewide efforts with national campaigns and initiatives, we can benefit from national messaging in our market. And, by being consistent in our messaging across all channels and from all partners, we will be even more effective. (Note: We understand that without a primary seat belt law, the national "Click It or Ticker" campaign does not apply in New Hampshire, but localized messaging concerning safety belt use can still be timed to coincide with national occupant safety efforts.)

Swardlick Marketing Group

We propose a program comprised of innovative, core education and outreach strategies and tactics targeting the primary audience of New Hampshire drivers, including:

- **Safety Restraint messaging at gas stations, convenience stores and grocery stores** reaching nearly all drivers 2-3 times per week, ongoing
- **"Make me a promise" Online advertising** – Facebook users in New Hampshire, "I care about you, so please promise me you will..." driver safety social media viral messaging
- **YouTube.com Safety Videos**, targeting certain at-risk driver segments (Teen, Pick-Up Truck)
- **Publicity of enforcement initiatives**, with an emphasis on media personality involvement
- **Mailing to Parents/Guardians of New Drivers**, a packet of safety information mailed to every new teen driver license household in New Hampshire
- **"Spotlight on Safety" publicity outreach, highlighting engineering innovations** and investments made to improve highway safety that are typically overlooked and deserve greater attention (rumble strips, guardrail systems, new ITS/Technology solutions, etc.)
- **New Hampshire Highway Safety Communications Tool Kit** – a coordinated, integrated set of web-based, mobile and practical communication tools (PowerPoint presentation, collateral, etc.) that draw together key information and messaging from the member agencies and partners that make up the SHSP Committee
- **Television spots for use on local access cable channels**, or as PSAs delivering key safety messages to New Hampshire drivers statewide
- **Drive-time safety radio messaging**, reaching drivers during the most congested hours, with involvement of radio personalities to drive the message home

These strategies and tactics are designed to accomplish effective public education resulting in increased awareness, attitude and behavior modification, as well as to contribute to the creation of a "safety culture" in New Hampshire relating to driving.

Beyond the primary target audience of New Hampshire drivers, our comprehensive program will also include electronic or printed communications to key stakeholder groups, including community and business leaders, regional planning officials, education leaders, health care leaders and more. The development of key contact databases is a priority that will enable effective, ongoing low-cost electronic communications with these key stakeholders.

Swardlick Marketing Group has full in-house capabilities as well as the experience to develop and implement this comprehensive "Towards Zero Deaths" program.

Swardlick Marketing Group

Scope of Work

Work to be Performed: Swardlick Marketing Group understands that the work to be performed includes:

- Strategic planning, and specifically the development of a written communications plan with a program calendar and detailed budget
- Development and implementation of approved, budgeted program elements, including:
 - Public Relations activities, media outreach planning and execution
 - Web site(s), landing pages and rich media content
 - Advertising and collateral of several different types
 - Media research, planning, analysis and buying
 - Creation of presentations, visualizations and other tools
 - Email broadcasts, newsletters, or other communications
- Project management and supervision, including the development and execution of a viable work process with appropriate levels of collaboration and progress reviews at significant milestones
- Appropriate and necessary program administration reporting, documentation and accounting records, budget spreadsheets, project timelines, project estimates, invoices and correspondence
- Client communication and coordination, including face-to-face meetings, conference calls, emails and presentations

Ability: Our agency has the proven ability to perform all of the work anticipated in this assignment, as we are one of only a few agencies in the nation to have planned, developed and launched a statewide highway safety communications program. As a full-service agency, we provide strategic planning, project management and supervision, program administration, as well as creative and media services to our clients.

Approach: Here is a summary outline of our approach:

Step 1

Briefings – Initial meetings to listen and learn, to ask questions and to get to know each other as we discuss the objectives, challenges and opportunities. We will want to go through your strategic plan documents together, and we want to hear your vision for what you hope we will achieve together.

Step 2

Research – We will immerse ourselves in any available research and information that you can provide, and we will conduct our own secondary research to gather and review as much intelligence as we can on the current situation, best practices, and existing models from other states, provinces or countries. Key insights will be cataloged, and research results shared.

Swardlick Marketing Group

Step 3

Strategic Planning – We will begin to organize and write a strategic communications plan, and will meet with you to review and discuss potential strategies and program elements/tactics. We will combine your feedback, input and suggestions with our own ideas, concepts and innovations to develop draft program descriptions and action plans. Drafts will be reviewed and revised until approved. Cost estimates will be developed and a draft budget and program calendar will be prepared for your review. Much of the review of documents will occur via electronic means, allowing you to provide feedback when most convenient. After revisions, a final plan will be approved.

Step 4

Implementation – Implementation of certain program elements may begin even before finalization of the entire plan, subject to your advance approval. Timelines and estimates will be provided to you in advance of work beginning on each individual project or program element. As implementation proceeds, status reports and conference calls will keep everyone informed and on the same page. Adjustments to the plan will be made as we proceed, as necessary.

Step 5

Reporting and Measurement – We will use a web-based platform to share all materials, status reports, media plans, and progress reports. Additionally, we will identify and agree in advance on the intended measurement protocol for each program. Quarterly meetings are recommended to review programs and results.

Resources: Swardlick Marketing Group has the complete set of resources needed to execute all of the work to be performed. Our in-house creative studio includes talented and experienced creative directors, art directors, copywriters, mechanical artists, graphic artists, web designers, production managers and traffic managers. We maintain state-of-the-art digital studio systems utilizing the latest professional design software. We use trusted suppliers and partners to provide such outside services as filming, editing, photography, printing, computer programming and CG animation. All media research, planning, analysis and buying is done in-house by agency staff.

Performance Expectations: We are prepared and able to deliver a detailed strategic communication plan within three months of being notified and given this assignment. Further, we are able to begin program element development while we are finalizing the strategic plan, allowing for certain priority elements to be implemented as soon as possible.

Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Offeror(s) Qualifications and References

Agency Qualifications and References: Swardlick Marketing Group is now in its 30th year of serving local, regional, national and international clients. We are in business to form long-term partnerships with companies and organizations to help them achieve ambitious marketing goals. In short, our mission is to help clients achieve great things.

We are a team of 25 dedicated and talented marketing professionals experienced in developing and executing highly effective strategic communications campaigns, as well as powerful promotional and public relations programs.

Our agency offers substantial directly relevant experience, including:

- **The development and launch of a statewide public education and outreach program for highway safety** for the Maine Department of Transportation and the Maine Highway Safety Media Group (Maine Bureau of Highway Safety, the Maine Turnpike Authority, MaineDOT Safety Office) 2006 through 2009 (Our engagement was discontinued due to budget limitations)
- Ongoing **highway safety communications** for the Maine Turnpike Authority (We are now in our eleventh year of service to this client)
- The award-winning "Widening" **highway improvement public information campaign** for the Maine Turnpike Authority, for the widening of I-95 to Portland, Maine
- The breakthrough "Smart Alternatives" **transportation use campaign** for MaineDOT
- The development and execution of the "Explore Maine" **multi-modal transportation web site** for MaineDOT
- The highly successful **launch and communication of Maine's 511 Travel Information service**
- **Social marketing experience** on the issue of childhood obesity with the California Department of Health/Nutrition Network

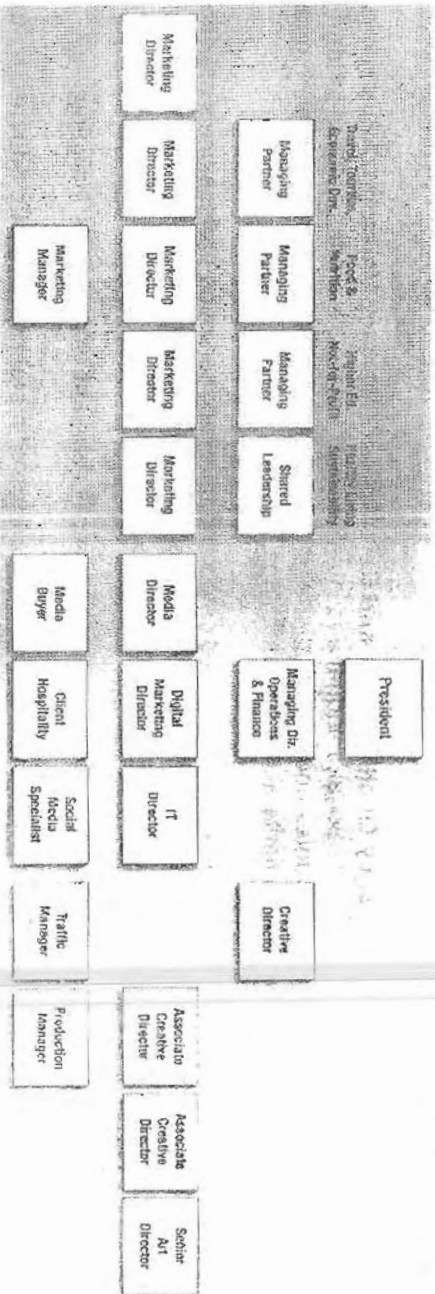
Each of these clients serves as a reference for our agency. Please see Section 7 (Tab 7) for contact information for these clients. Also, please see Section 6 (Tab 6) for brief case histories and sample creative.

Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Team Qualifications and Accomplishments

Organizational Chart



Key Staff Assignments to NHDOT – "Towards Zero Deaths"

(Please see key accomplishments, biographies and photos for each person in Appendix - Tab 8)

- Account Manager/Supervisor & Day-to-Day Contact..... Steven Mason, Managing Partner
- Account Manager/Alt. Contact..... Marcus Fairbrother, Marketing Manager
- Media Planning & Buying..... Vicky Ayer, Media Director
- Interactive/Web Development..... David Brewbaker, Digital Marketing Director
- Broadcast Creative Director..... Paul Bonneau, Group Creative Director
- Creative Director..... John Cooney, Associate Creative Director
- Copywriter..... Ann Swardlick, Associate Creative Director
- Art Director/Designer..... Doug Campbell, Sr. Art Director

The above team members are available to meet the scope of work requirements for this assignment.

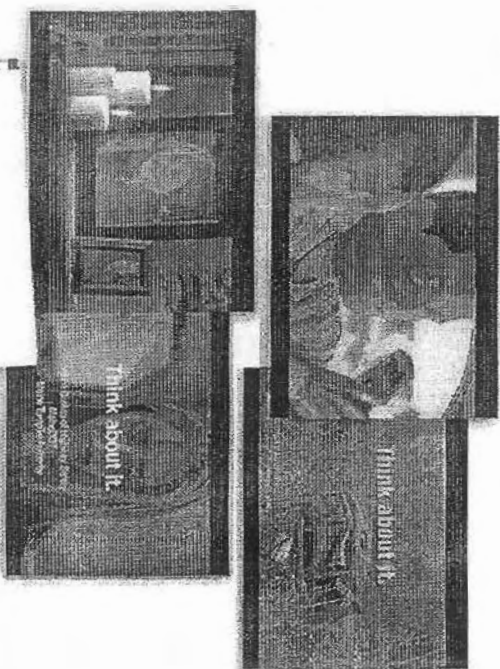
The members of this team possess research and strategic planning skills, as well as in-depth experience in the creation and implementation of adaptive behavior projects including transportation safety projects. Please see the team member biographies in the Appendix (Tab 8) for details.

A table listing services provided in-house by Swardlick Marketing Group, and those typically outsourced is provided in the Appendix (Tab 8)

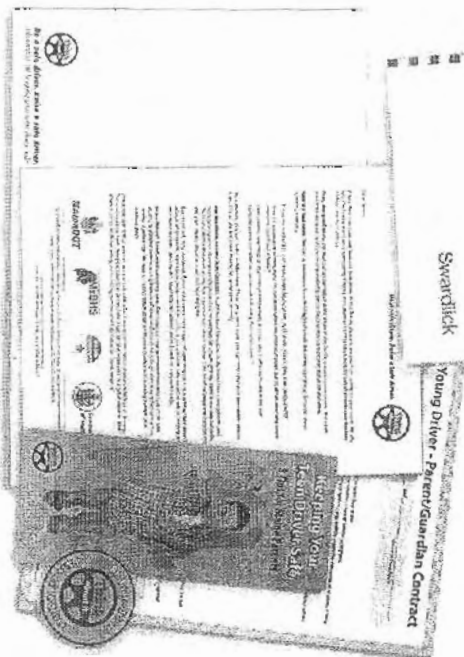
Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Samples of Client Creative: Maine Highway Safety Media Group



See these highway safety TV spots by playing the DVD in the appendix, and see larger copies of the Parents Mailing pieces, also in the Appendix.



In 2006, the Maine Highway Safety Media Group was formed as a partnership of MaineDOT, the Maine Turnpike Authority and the Maine Bureau of Highway Safety. Through a competitive proposal process, Swardlick Marketing Group was selected to plan, produce and deliver a statewide focused media program to educate drivers about highway safety.

We quickly developed the powerful "Think About It" campaign, with television and radio advertising addressing safety belt use and the issues of excessive speed and driver distraction.

We designed and completed a benchmark Highway Safety Study. This quantitative research project provided insights to driver attitudes and behavior across the emphasis areas identified by the Highway Safety Media Group.

And we developed and launched a "Parents/Guardians Mailing" to every new licensed driver under the age of 18 in Maine, with information on "Keeping your teen driver safe".

This important program was put on-hold in 2009 due to budget constraints, but we were encouraged by improvements in such key measures as safety belt use and overall highway safety data while this program was being executed.

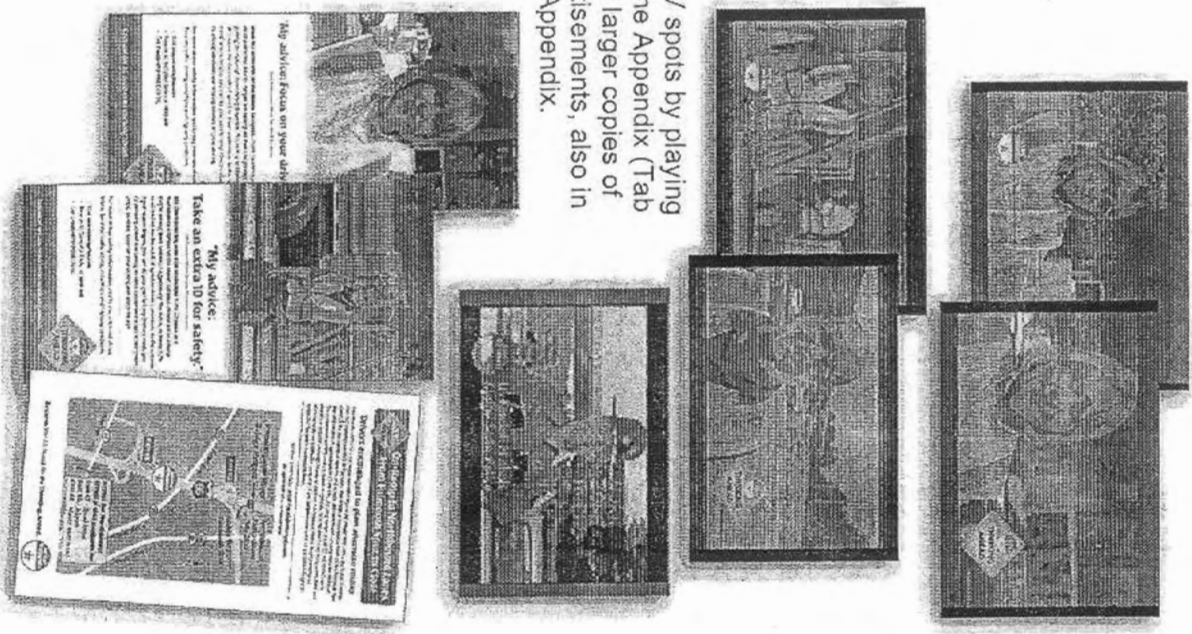
Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Samples of Client Creative: Maine Turnpike Authority

An important part of the work Swardlick Marketing Group does for the Maine Turnpike Authority is its ongoing highway safety communications. Most recently, we have addressed the issues of excessive speed and aggressive driving, along with distracted driving through messages of care and concern expressed by actual Turnpike employees. This multi-media effort has included newspaper, online, radio and television advertising.

See these TV spots by playing the DVD in the Appendix (Tab 8), and see larger copies of these advertisements, also in the Appendix.



When the annual survey of Maine citizens conducted by the Turnpike revealed concerns about lane use on the newly widened sections of the highway, we developed a fun and memorable television spot with print advertising to educate drivers about proper lane use and merging.

During the 5-year "Widening" of the Maine Turnpike, we executed integrated multi-media communications encouraging driver safety through work zones. One of the most memorable TV spots featured Maine State Trooper Randy Nichols with a friendly but no-nonsense message for drivers.

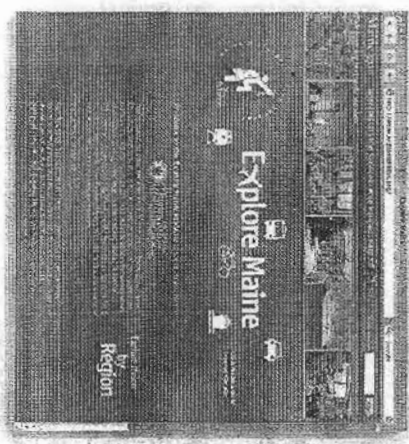
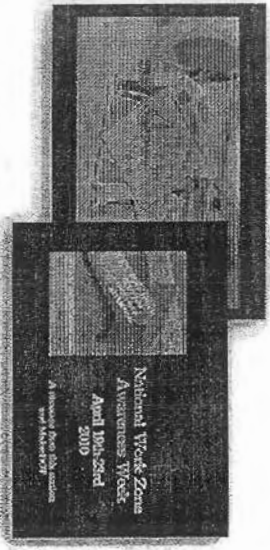
Additionally, we routinely develop and place print advertising to tell drivers about construction projects, taking engineer's maps and converting them to easy-to-understand map graphics for consumers.

Finally, our agency developed and maintains the comprehensive web site maineturnpike.com.

Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Samples of Client Creative:
MaineDOT



See larger copies of the MaineDOT public information advertisements in the Appendix. Visit the Explore Maine web site at exploremaine.org

Swardlick Marketing Group has had the privilege of working with MaineDOT for nearly a decade. During that time, our work has spanned a wide variety of projects including public education and information on alternative transportation, traveler services, construction projects and safety.

Most recently, our work has involved support of a Work Zone safety program through Public Service Announcements on television statewide. Also, safety messages have been an important part of our public relations efforts related to the I-295 Interstate Improvements in the greater Portland area. Work on this project illustrates our ability to take complicated project maps and turn them into easy-to-understand graphics for use in consumer communications.

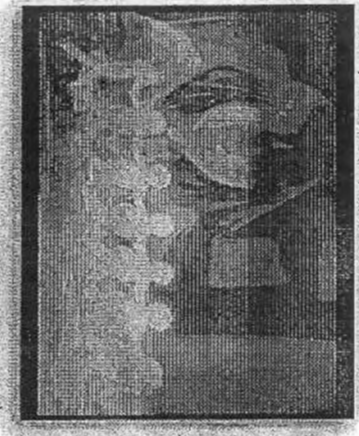
Our work for MaineDOT includes ongoing public relations and media outreach, as we write and distribute weekly construction advisories, press releases for project milestones, and arrange press conferences and interviews with MaineDOT personnel.

Another dimension in our work for MaineDOT was the design and development of the Explore Maine web site (exploremaine.org), a comprehensive multi-modal transportation information resource for Maine citizens and visitors.

Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Samples of Client Creative:
California Nutrition Network



As agency for the Produce for Better Health Foundation, we took on the challenge of bringing the 5 A Day healthy eating campaign to the national public debate on obesity. We developed a multimedia issues campaign, "Get Healthy America," which we subsequently adapted for the California Nutrition Network.

Working with the Network and its 5 A Day partners, we produced two hard-hitting television advertisements that became the centerpiece of a California campaign to change attitudes and behavior about diet, nutrition and exercise. These two spots address the issue of childhood obesity.

The campaign launched during National 5 A Day Month. National versions of the television ads were also distributed to media outlets across the country as a major Public Service Announcement initiative.

See these adaptive behavior TV spots by playing the DVD in the Appendix (Tab 8)

Swardlick Marketing Group

Contract Terminations and References

Swardlick Marketing Group is proud to have a history of long-term relationships with clients, with many choosing to be with us for more than a decade. But, on occasion, clients do move on due to a variety of reasons. As requested in the RFP Section 18, Sub-Section 7 here is a description of contract terminations occurring in the last few years:

Bay Ferries Ltd. / The CAT

- Relationship discontinued: 2010
- Length of relationship = 10 years
- Reason for discontinuation: Bay Ferries Ltd. lost the Canadian federal subsidy which allowed The CAT ferry service to remain viable
- Contact: Mark MacDonald, President & CEO, Bay Ferries Ltd., 94 Water St., Charlottetown, PEI, Canada C1A 7L3, Phone 902-566-3838

The Cheeses of France / CNIEL (National Dairy Board of France)

- Relationship discontinued: 2010
- Length of relationship = 3 years
- Reason for discontinuation: A change in leadership in the client's organization occurred at the same time the contract had to go out for RFP after 3 years, the new leaders selected a New York agency, citing a desire to have an agency located there.
- Contact: Philippe Jachnik, International Affairs Counselor, Centre National Interprofessionnel De L'Economie Laitiere, 42 rue de Chateaudun, 75314 Paris Cedex 09 France, Phone +33(1) 49 70 72 60

Northeastern Log Homes / Classic Post & Beam

- Relationship discontinued: 2008
- Length of relationship = 15 years
- Reason for discontinuation: This manufacturer of log homes / post and beam homes was particularly hard hit by the recession and the housing bubble, and had to eliminate virtually all outside costs.
- Contact: Rich Horn, Director of Marketing, Box 46, Ames Road, Kenduskeag, ME 04450, Phone 207-884-3000

Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Appendix: Contents

<u>Appendix Item</u>	
References' Contact Information.....	Appendix A
Table: Services Provided In-House vs. Outsourced.....	Appendix B
Complete Biographies of Key Team Members.....	Appendix C
Sample Creative: ME Highway Safety Media Group "Parents Mailing"	Appendix D
Sample Creative: Maine Turnpike Authority Safety Ads.....	Appendix E
Sample Creative: MainedDOT Public Education/Safety Ads	Appendix F
Additional Samples of Client Creative.....	Appendix G
Samples of Brand Identity / Logo Development.....	Appendix H
DVD: Selected Highway Safety and Adaptive Behavior Television Spots.....	Appendix I

Swardlick Marketing Group

Appendix A: References' Contact Information

Following are the names and contact information for clients with whom during the last five years Swardlick Marketing Group has worked on programs involving transportation and/or safety communications:

Daniel Paradee
Public Affairs Manager
Maine Turnpike Authority
2360 Congress Street
Portland, ME 04102
207-871-7771
(Alternate Contact: Bruce Pelletier, Assistant Manager)

Meg Lane
Communications Office
Maine Department of Transportation
16 State House Station
Augusta, ME 04333
207-624-3197

Duane Brunell
Safety Office – MaineDOT
16 State House Station
Augusta, ME 04333
207-624-3359

Risteen Masters
Marketing Manager
Bangor International Airport
287 Godfrey Boulevard
Bangor, ME 04401
207-992-4610

Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Appendix B: Services Provided In-House vs. Services Typically Outsourced

Services Provided In-House	Services Typically Outsourced
<ul style="list-style-type: none"> • Strategic marketing planning • Brand development • Research management • Media strategy, planning, buying • Project supervision • Account administration • Interactive marketing solutions • Public relations/media relations • Promotional programs • Advertising campaigns • Print, broadcast and digital creative • Web site development • Collateral programs • Direct marketing • Brand identity/guidelines • Package design • POS design • Special events • Print bids and management • Specialty advertising management • Analysis and reporting • Production management • Traffic Management • Copywriting/report writing • Program measurement/evaluation • Marketing consulting 	<ul style="list-style-type: none"> • Filming/videography • Photography • Editing • Voice Over/Talent/Models • Recording services • Printing • Duplication • Shipping • Music composition • Orchestration/musical performance • Music licensing • Production of specialty advertising items • Production of trade show panels and displays • Computer programming • Specialty illustrations • Stock photography and film • Specialized copywriting • CG Animation • Special effects • Sound effects • DVD production/duplication • Film proofs • Oversized printing

**Complete Biographies
of Key Team Members**



David Swardlick
President
Swardlick Marketing Group

Complete Biographies of Key Team Members

For over 25 years, David has led Swardlick Marketing Group's efforts to create powerful, innovative marketing programs for a growing roster of international, national and regional clients. His expertise in strategic planning and creative development has earned the confidence and respect of clients across a broad spectrum of industries.

With a strong focus on brand development plus business-building and behavior-changing programs, David's leadership has made an impact in the fields of economic development, tourism marketing, public-private collaboration, higher education, and healthy living.

Key accomplishments in these areas include:

- Elevating the stature of Bentley University through an innovative multifaceted public relations and media partnership with TIME, Inc.
- Developing national recognition for Maine as a "must-see" travel destination, resulting in a 25:1 return on taxpayer investment
- Revitalizing the national 5-A-Day healthy eating program, giving consumers a motivating, behavior-changing impetus to eat more fruits and vegetables
- Launching and directing a new, national conference called greaterthan > that brought national thought-leaders together to explore new models of cross-sector collaboration

As an active participant in community service, David serves on the Business Advisory Council of the University of Southern Maine School of Business, recently completing a two-year term as Chairman. He is a past president of the Portland, Maine, Chamber of Commerce and served as a longtime board member of the Greater Portland Regional Chamber.

David was the founding President of the board of the Maine Center for Creativity, and he has received numerous public service and professional awards on behalf of his colleagues at Swardlick Marketing Group.

David received his BA in Art History from Colby College and his MEd in Media and Technology from Boston University.



Steve Mason
Managing Partner,
Travel, Tourism & Economic
Development

Steve joined Swardick Marketing Group in 2000 bringing more than 15 years of senior level marketing experience in the transportation, travel and tourism industry. He is responsible for overseeing the account management team and is instrumental in the development of strategic marketing programs for agency clients.

Prior to joining the agency, Steve held leadership positions in the travel and tourism industry including vice president of marketing for American Classic Voyages/The Delta Queen Cruise Line, chief of advertising for Continental Airlines, vice president of Continental Airlines' Continental Express Division and director of marketing for Eastern Expresser Harbor Airlines.

Steve was the architect of the strategic planning for Maine's first ever statewide highway safety program. He also managed the development and implementation of that program's metrics.

His experience includes strategic leadership and supervision of the agency's work for The Maine Highway Safety Media Group, The Maine Turnpike Authority, Maine Department of Transportation, Bay Services Ltd./The CAT, and the Maine office of Touristco.

Steve's work has been nationally recognized with the American Marketing Association's Elite Award, the Silver Anvil Award from the Public Relations Society of America and the Hospitality Sales and Marketing Association International Bronze Adria Award for direct marketing.

A Maine native and alumnus of the University of Maine at Presque Isle and Oregon, Steve returned to his home state after pushing his career in Houston, New York, and New Orleans.



Marcus Fairbrother
Marketing Manager

Marcus brings a wealth of experience to the agency in research, writing, strategic planning and project management. Marcus recently directed the effort to reinforce the positioning of the University of Maine Farmington as a leading public liberal arts university. His client experience also includes managing marketing programs for:

- Mid Coast Hospital
- The Unitarian Universalist Association
- University of Maine System
- Global Conflict Prevention Mechanism (Alliance for Peacebuilding/swisspeace)
- Building Solutions
- Endless Energy

Previously, Marcus served as a special assistant to former independent Maine governor Angus King. He also directed communications, research and strategic planning for the Institute for Global Ethics, an internationally recognized nonprofit organization providing ethics training, consulting, research and commentary.

Marcus received his BA in Government from Colby College.

Complete Biographies of Key Team Members



Vicki Ayer
Media Director

Vicki has directed media planning at Swardick Marketing Group for over 17 years. She is responsible for developing media strategies and plans, as well as negotiating and implementing media buys.

Vicki plans and works to develop high ROI broadcast campaigns for the Maine Office of Tourism, combining direct response and longer-building strategies.

She has managed highly effective, low-impact media programs for a diverse range of regional and national clients, large and small including:

- Maine Highway Safety Media Group
- Maine Turnpike Authority
- Maine Department of Transportation
- Bentley
- Maine Office of Tourism
- University of Maine System
- Le Bean
- White Rock Distilleries
- Bay Farms, Ltd.
- Gorham Savings Bank
- Wild Blueberry Association of North America



David Brewbaker
Director, Internet Marketing

David heads up the agency's digital media programs. He has specialized in this arena since the early days of Internet Marketing in the mid 90s. In addition to website design, social media and online marketing programs, David has been instrumental in developing search engine optimization strategies to improve our clients' online effectiveness.

David was instrumental in the design and launch of the Maine Turnpike Authority's web site, and remains a key player as the web site continues to evolve and provide even more support and innovation to this client.

David has developed innovative and dynamic online media strategies and programs to promote Bentley University's MS and MBA programs, as well as major programs in support of ambitious goals for the Maine Office of Tourism. David's recent client experience includes:

- Wild Blueberry Association
- Unitarian Universalist Association
- Oakhurst Dairy
- Maine Department of Transportation



Paul Bonneau
Group Creative Director

Paul brings more than 18 years of advertising communications expertise at Swandick Marketing Group. Having held positions as diverse as creative director, broadcast commercial producer, account management supervisor, and head of new business development, Paul's expertise reflects a unique combination of strategic planning and creative development.

Paul has extensive experience in public service marketing and cause-of-merit marketing.

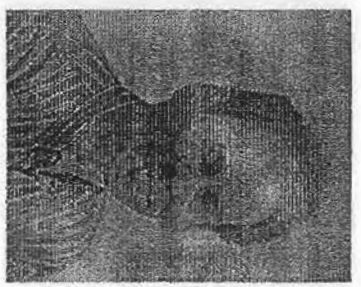
- The Pathfinders for a Coastal-Free Maine
- The United Way of Maine
- American Heart Association
- Blue Cross and Blue Shield
- FAWC Men/Gen

At Swadlock Marketing Group, Paul serves as group creative director for:

- Maine Office of Tourism
- Maine Department of Transportation
- Maine Turnpike Authority

Paul also served as group creative director for the Maine Highway Safety Media Group, providing strategic and creative direction for that program.

Previously as director of creative services at McDonald Communications in Portland, Paul's accounts included Time Warner, Coastal Maine Power and Guy Carreau Communications.



John Cooney
Creative Director

As Creative Director, John has been responsible for managing the creative product from conception through implementation of many key client programs during his nearly 20-year tenure at the agency. These responsibilities have included a creative leadership role on national and regional communications programs such as:

- Creative direction on the agency's work for MainesDOT, the Maine Turnpike Authority, and Bay Feries/The CAT
- Significant contributions to the marketing of Maine as a long-time member of our Maine Tourism Team, from the days of "The Way Life Should Be" to "There's More to Maine"

- Directing the brand identity program for Bentley University, as well as a 6-year national advertising campaign in TIME

- Creating a new, unified approach to collateral materials for UNUM, and in particular developing the "Benefits of One" campaign look for integrated product sales

Prior to joining the agency in 1991, John served in senior creative positions in Boston at Hill Holliday Connors & Cosmopoulos, Ingalls, Quinn & Johnson, and Gearon, Hoffman, Inc.

John has degrees from Notre Dame University and Massachusetts College of Art.



Ann Swardlick
Associate Creative Director
& Senior Copywriter

Ann has been a key member of the SwardlickMarketing Group creative team and has been involved in program planning and brand development since the agency's inception. She has experience across all of the agency's practice areas: writing for every medium from print collateral and point of sale to broadcast, video and online. She has been the principal copywriter for agency clients such as:

- **Maine Highway Safety Media Group:** Ann wrote scripts for a set of powerful TV spots addressing the use of safety belts and instructor driving, expressive speech. She also wrote all of the copy for the parent's mailing, including a brochure providing information for kids and driver safety.
- **Maine Office of Tourism:** As a longtime member of the agency's tourism team, Ann leads the writing team in support of the Maine Office of Tourism's marketing efforts. These include Maine.
- **Fire and Authority of Maine (FAFM):** Ann worked with FAFM to develop an umbrella strategy linking the educational and business sides of the agency's responsibilities, including the campaign, Business and Education at Work in Maine.



Doug Campbell
Senior Art Director

Doug joined Swardlick Marketing Group in 2001 and brings over 15 years of creative experience to the agency. Doug has been instrumental in creating the vision and bringing to life a number of regional, national and international client programs in print, radio, television and online.

Doug's client experience includes:

- Design of the Maine Highway Safety Media Group's Parent's Mailing, reaching over 13,000 new teen driver households in Maine with important safety messages
- Design of Bentley University's ongoing print campaign in TIME, as well as broadcast and online marketing programs to support the University's graduate programs
- Directing the development of print and online marketing campaigns for the Maine Office of Tourism, including development of key collateral materials to support the marketing of Maine to first-time visitors

He has also designed campaigns on behalf of the Maine Turnpike Authority, the Maine Department of Transportation, Bay Feres/The CAT and Wheelock College. Doug's experience includes work on behalf the Unitarian Universalist Association, for which he won a Broderick Award for creative excellence.

Before moving to Portland in 1994, Doug worked in New York as a freelance illustrator, cartoonist and painter. He received his BFA from Brooklyn College, CUNY and his MFA from Hunter College, CUNY.

Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Appendix D: Sample Creative – Maine Highway Safety Media Group, "Parents Mailing"

Young Driver - Parent/Guardian Contract

Be a safe driver. Raise a safe driver.



Dear Parent:

If you have—or soon will have—a new driver in the family, please see you have every one of your mind. We do not. That's why we're communicating directly with parents on this and other issues to help save the lives of their new teen drivers.

First, the good news. For every fat, burning or other choice in the family is a real consequence. But with your teen steps up to this new responsibility, you're likely to see even more of these choices. So, please, know the bad news. The fact is, teenagers have the highest crash rate of any age group. Consider these sobering statistics:

- Teens are involved in 3 times as many fatal crashes as all other groups, based on miles driven
 - New, inexperienced drivers, aged 16, are more often involved in crashes due to driver error and driver excessive speed was a factor
 - Road crashes involving 16-year-olds are more likely to occur when other teens are in the car
 - Most teens who are killed in crashes are not using their safety belts
- As a parent, you can make a difference. There are several ways you can help keep your teen driver safer—even if he or she isn't even driving yet. See what you can do:

Use the Maine Parent-Teen Contract, a University of Maryland study found that when parents and teenagers agree on driving conditions and consequences for infractions during their teen driver period, both safety and the teen's driving performance improve. The contract includes both help for you and your young driver for road and signing pages.

Get involved, stay involved. There's never a better time to get involved in your teen driver's education program than right now—and there's always a place for you. We've included on a separate page some ideas to discuss. Don't wait! It's never too late for parents to be involved in helping your teen learn to drive. Don't wait! It's never too late for parents to be involved in helping your teen learn to drive.

Know Maine's graduated licensing law. When you're a teen, graduated licensing systems for new drivers, restrictive driving prohibitions and other restrictions are in place to help you gain your driver's license safely. We've included information on Maine's Graduated Licensing System on a separate page.

One of the best things you can do is to talk with your teen about the risks and responsibilities of driving. Our enclosed brochure, "Keeping Your Teen Driver Safe: A Guide for Maine Parents," is a good place to start. When it comes to driver safety, we're staying parents and teens alike to "Think About It."



This agreement is only valid when it is signed by the parent or guardian of the new driver and approved by the parent or guardian of the new driver. It is not valid if signed by the parent or guardian of the new driver only.



Be a safe driver. Raise a safe driver. Return to us keeping your teen driver safe.



By signing this contract, I agree to be responsible for the following:

• I will be responsible for the following:

• I will be responsible for the following:

• I will be responsible for the following:

Keeping Your Teen Driver Safe 8 Tips for Maine Parents

1. Restrict night driving

Restricting night driving is one of the most effective ways to reduce the risk of a crash. Night driving is a high-risk activity because of reduced visibility, fatigue, and impaired judgment. Parents should discuss with their teens the risks of night driving and establish a curfew for driving at night.

2. Know the law

Parents should know the laws regarding driving with a suspended license, driving without insurance, and other traffic laws. They should discuss these laws with their teens and ensure they understand the consequences of breaking the law.

3. Supervise

Parents should supervise their teens when they are driving, especially when they are new drivers. This includes checking their driving skills, providing feedback, and ensuring they are following the rules of the road.

4. Know the law

Parents should know the laws regarding driving with a suspended license, driving without insurance, and other traffic laws. They should discuss these laws with their teens and ensure they understand the consequences of breaking the law.

5. Know the law

Parents should know the laws regarding driving with a suspended license, driving without insurance, and other traffic laws. They should discuss these laws with their teens and ensure they understand the consequences of breaking the law.

6. Know the law

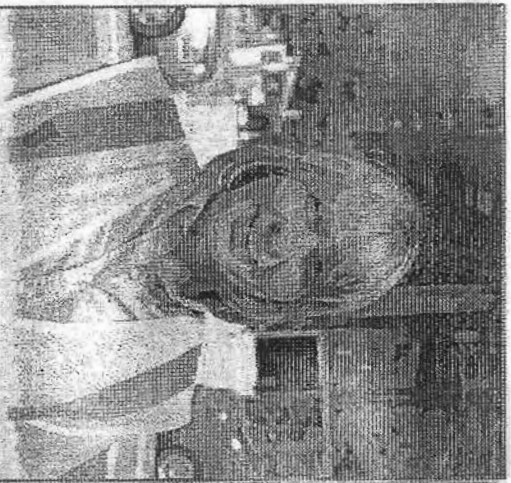
Parents should know the laws regarding driving with a suspended license, driving without insurance, and other traffic laws. They should discuss these laws with their teens and ensure they understand the consequences of breaking the law.



Proposal: New Hampshire Department of Transportation, "Towards Zero Deaths"

Swardlick Marketing Group

Appendix E: Sample Creative – Maine Turnpike Authority



"My advice: Focus on your driving."

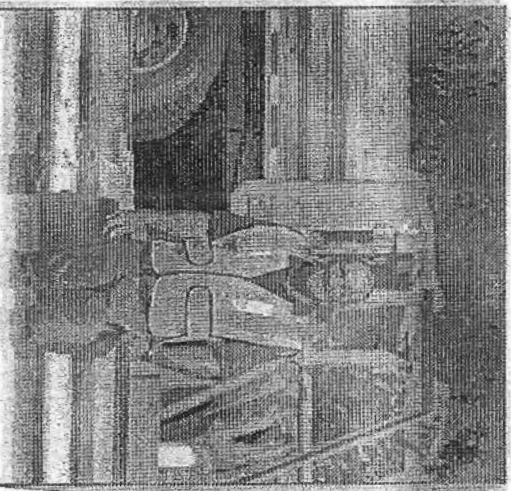
— Lisa Frederickson, Maine Turnpike Authority

From her vantage point on the Maine Turnpike, Lisa Frederickson sees a lot of distracted drivers. People are talking on their cell phones, texting, putting on make-up, even eating breakfast. The fact is, in Maine 53% of all crashes are the result of speed or driver inattention. As the summer travel season begins, you can do your part to keep Maine's roads safe by paying attention and staying focused on your driving.

For more driver safety information and to stay informed about Maine Turnpike traffic, driving conditions and highway roadwork:

- Visit maineturnpike.com
- Tune in to Turnpike Radio at 1610 AM
- Call 1-800-675-PIKE (7453)

Because we all need to be thinking ahead.



"My advice: Take an extra 10 for safety."

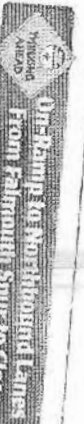
— Bill Thompson, Maine Turnpike Authority

Bill Thompson has seen a lot of changes in his 20 years as a maintenance foreman for the Maine Turnpike. People are in a hurry, they're driving faster and more aggressively. The fact is, in Maine 53% of all crashes are the result of speed or driver inattention. As the summer travel season begins, you can do your part to keep Maine's roads safe by planning ahead and taking an extra ten minutes to get where you're going. So relax, focus on your driving and enjoy the trip!

For more driver safety information and to stay informed about Maine Turnpike traffic, driving conditions and highway roadwork:

- Visit maineturnpike.com
- Tune in to Turnpike Radio at 1610 AM
- Call 1-800-675-PIKE (7453)

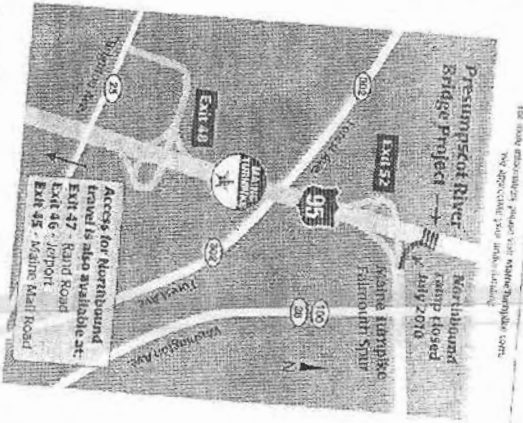
Because we all need to be thinking ahead.



One-Warning to Preempt Road Closures From Falmouth Spur to Close

Drivers encouraged to plan alternate routes

The Maine Turnpike Authority will begin a major reconstruction of the Falmouth Spur, Exit 46, on the Maine Turnpike. The project is scheduled to begin in late 2010 and will be completed by late 2011. During this time, the Falmouth Spur will be closed approximately 7.5 miles, from Exit 46 to Exit 47. Drivers are encouraged to plan alternate routes and to allow extra travel time. The project will be completed by late 2011. The project will be completed by late 2011. The project will be completed by late 2011.



Access for Northbound travel is also available at:

- Exit 46 - Falmouth
- Exit 45 - Maine Mall Road



Because We All Need to Be Thinking Ahead.

Swardlick Marketing Group

Appendix F: Sample Creative – MainedOT

We're Improving I-295 In The Greater Portland Area

I-295 Improvements

Southbound: Falmouth to Scarborough
Northbound: Falmouth to Freeport

Overnight one-lane closures due to paving. Bidding work is ongoing 24/7.

Greater Portland Area

Interstate Improvements

Westbound: I-295

Drivers will encounter multiple work zones

MainedOT is making significant improvements to I-295 in the Greater Portland area. Contractors have begun overnight paving and bridge work, as well as the installation of new guardrail systems in the median between I-295 southbound and northbound lanes. This roadway will result in a smoother, safer road for us all. But throughout the remainder of the construction season, drivers will encounter multiple work zones.

Southbound Lanes: From Falmouth through Portland to the northbound is Scarborough, there will be one-lane closures of various sections of I-295 from 7PM to 6 AM Sunday night through Saturday morning. As work progresses, one night or two-night closures of certain exits in Portland will occur. Bidding work is ongoing day and night, including weather delays, and while one-lane closures will be in effect overnight, two lanes will remain open during the day on most bridges.

Northbound Lanes: From Falmouth to Freeport, overnight one-lane closures will occur 8 PM to 6 AM Saturday night through Friday morning. Some bridge work—especially on the Royal River Bridge in Yarmouth—requires single-lane closures during the day and on weekdays.

Roadside speed limits are in effect by work zone areas. When lane closures are in effect, delays are possible—so please allow extra time to take an alternate route.

For more information or to sign up for email alerts, visit mainedot.gov. And remember—please pay attention and drive safely when driving in work zones. MainedOT thanks you for driving safely.

We're Improving I-295 In The Greater Portland Area

Attention Drivers

Construction Zone

TO BE OPENED TO TRAFFIC

TO BE CLOSED TO TRAFFIC

Drivers will encounter new traffic patterns

Work is fully under way on I-295 southbound lanes from Falmouth to Scarborough, and on I-295 northbound lanes from Falmouth to Freeport. Overnight paving and bridge work on I-295 southbound lanes will be in effect from 7 PM to 6 AM Sunday night through Saturday morning. As work progresses, one night or two-night closures of certain exits in Portland will occur. Bidding work is ongoing day and night, including weather delays, and while one-lane closures will be in effect overnight, two lanes will remain open during the day on most bridges.

Northbound Reduced to One Lane Sept. 10-12. Work on the Royal River Bridge continued being one-lane reduced to one lane from Sept. 10-12, weather permitting. Sept. 13, SIGNIFICANT DELAYS ARE EXPECTED. Delays are expected to continue through Sept. 10 and 12 noon on Monday.

This roadway will result in a smoother, safer road for us all. Drivers are encouraged to sign up for email alerts at mainedot.gov. And remember—please pay attention and drive safely when driving in work zones. MainedOT thanks you for driving safely.

Greater Portland Area

Interstate Improvements

Westbound: I-295





New Hampshire Department of Transportation

New Hampshire Department of Transportation
Towards Zero Deaths Program
Advertising Agency Proposal
October 28, 2010



New Hampshire Department of Transportation

New Hampshire Department of Transportation
Towards Zero Deaths Program
Advertising Agency Proposal
October 28, 2010



New Hampshire Department of Transportation

Table of Contents

1	Executive Summary
2	Scope of Work
4	Qualifications and References
7	Project Core Team
10	Addendum 1-References
11	Addendum 2-Creative Samples Logos
15	Website Design
17	Advertising
27	Annual Reports and Newsletters
29	Collateral, Marketing, Experiential
35	Addendum 3-Case Studies Terrace Communities
37	Primex ³
39	Underwriters Laboratory
41	Social Media Case Studies wedü-Bras Across the Internet wedü-Foursquare Day

Executive Summary

wedü will develop and execute an integrated campaign that will reach two identified target audiences: the driving public aged 16 and over as well as the major stakeholders for agencies, departments, and organizations associated with highway safety. It's important to target all audiences and to craft messages that will resonate among them. We understand that there must be a cultural shift in the way ALL people think about road and highway fatalities. It has become part of the cost of commuting-however, with close to 35,000 deaths per year on our nation's highways the costs of these deaths in all states is notable. According to the Federal Highway Administration, traffic crashes are the leading cause of death of young Americans ages 4-33, which means these deaths should be of grave concern for all of us.

The goal of the campaign is to begin a dialog with the driving public, opinion leaders, policy makers, and stakeholders in highway safety. Basic facts and information about the cost of distracted, uninformed, and impaired drivers will be highlighted as part of this campaign. Keeping NH roadways safe from a planning, engineering, maintenance, and enforcement prospective will also be a focus in our messaging to stakeholders and policy makers.

As part of an integrated communication and media plan, wedü will embark on an aggressive online and social media campaign. Social media has become a mainstream avenue for brands and organizations to connect with their audience through thoughtful engagement and community building. In terms of affecting behaviors and influencing public conversation and opinion, not many mediums are as effective as social media and online interaction. This campaign will further promote the national mission of the *Towards Zero Deaths* program while uniquely branding our state-wide program to allow us to measure the effectiveness of our local campaign (ie: Be Zero, It's Great to be ZERO, Driving for ZERO-for example).

Utilizing two of the most popular social media platforms, Facebook and Twitter, wedü will create and execute a strategy to promote the brand, foster engagement among the online community, raise awareness, and subsequently integrate other components of the communications plan to support the overall campaign message. To accomplish our goal and engage our audience, wedü will create a Facebook site and Twitter page as well as design and develop a facebook application that will prompt facebook fans to "Be Zero," committing to using driving best practices. The process may include taking a social pledge and posting a badge on their Facebook wall.

In addition to social media venues, wedü will design and develop an interactive website to create a resource for information gathering and sharing. In addition to the online efforts, wedü will oversee the organization and execution of a conference, to be hosted by the NHDOT that will engage stakeholders and policy makers.

As part of the communication plan, wedü will spearhead a Public Relations campaign that will include copy writing press releases, pitching story ideas for earned media placement, ghost writing articles, as well as grass-roots efforts that will appeal to the younger demographic.

While we are not recommending a large budget for media placement, print placement will be necessary to support the campaign and broadcast media will be considered for year two of the campaign. wedü will also identify and assist in securing a state-wide "personality" that will become a face and voice for the campaign. Because this is a national as well as a state-wide campaign, and given that WMUR has strong community involvement, an on-air news talent is recommended for this personality.

Partner organizations as well as existing state-wide relationships will be leveraged to ensure the campaign message is disseminated in the most cost-effective way possible. Working with safe-driving organizations such as MADD, utilizing our school system and Channel 1, piggy-backing on existing driver education classes and other driver safety instruction courses will provide low and no cost avenues from which to distribute the campaign message.

New Hampshire Department of Transportation

Scope of Work

***The recommendations outlined in this proposal are a result of our preliminary assessment of the Towards Zero Deaths program. As with any project, communication with the client is a key element in developing a successful strategy. We expect that some elements of our preliminary assessment will be adjusted after additional research and client communications and feedback.*

Through our preliminary assessment, wedü is proposing an integrated campaign that will include the following components:

- Communication/Media Plan
- Public Relations Campaign
- Social Media Campaign
- Design and develop an interactive website with content management tools
- Design and develop a Facebook application
- Brand the Towards Zero Deaths campaign for a state-wide campaign
- Design print and online ads
- Design signage for use in environmental advertising in accordance with NHDOT regulations and limitations (year 2)
- Copy write all PSAs as well as other placement needs per communication/media plan
- Online advertising (Google, Facebook, and other targeted content sites)
- Coordinate "Working Towards Zero" Conference for program stakeholders

The first step in our process will begin by conducting extensive market research including analyzing past practices utilized by other states in promoting the TZD programs. It will be important to leverage their successes and failures so we can optimize the impact of our dollars, of course taking into consideration factors like demographics, population, etc. As part of our initial research, we will reach out to key personnel within the Department of Transportation to gain as much inside knowledge as we can to construct a communications plan that is comprehensive and has internal ownership.

wedü recommends branding the campaign to give it a state-wide identity. Perhaps something with a masked meaning may grab the attention of the younger target audience, "Be Zero," "It's okay to be ZERO," "Driving for ZERO," while the stakeholder message must be slightly different, "Working for Zero," "Working towards Zero," are a few thoughts-however once we roll up our sleeves and get those creative minds churning campaigns are born!

The communication plan will include all outreach components, PR story ideas and possible pitches, event-related PR opportunities, social media plan and posting schedules, along with identified media opportunities and placement recommendations. Utilizing traditional forms of public relations such as press releases, public service announcements, creating speaking opportunities at various events like the Chambers of Commerce, Rotary club meetings, and Kiwanis's club meetings, wedü will also further engage and connect with the media in an online form of public relations through social media. Doing so will create a diversified component of traditional and modern media, allowing for a wider reach of possible coverage and adoption, two unique audiences engaging with the brand, and an overall winning appeal to stakeholders and the driving public.

wedü's sample plan includes an aggressive online presence and social media campaign. It is important to highlight that one of the goals of the campaign is to modify behaviors and change the acceptable social norms. Therefore, we must be part of the public's social conscience and ultimately, part of the public conversation. Social media will raise public awareness and provide a forum in which information can be shared and resources accessed. Our plan also includes the concepting and developing of a Facebook ap-

plication. Please see the Qualifications portion of this proposal which includes a case study on a Facebook application wedü developed as a way to raise social consciousness for Breast Cancer Awareness month. Not only did the application spread virally, but the application created additional PR opportunities for the company and increased our fan base on our Facebook page-therfore increasing public visibility.

With over 400 million users on facebook and over 145 million users on Twitter, measuring social media is an important way to understand how your brand and message is being heard across various mediums. Graders such as Klout, Blog Grader, Twitter Grader, and Facebook Grader provide an understanding of how the overall social media efforts are being interacted with and how well one is adhering to social media best practices. wedü will use these tools as a way to measure and provide feedback on the outcomes of various efforts.

Designing and developing an interactive website is also a first step in the awareness process. All other components of the communications plan will drive traffic to the site. The site will contain information that both audiences will find resourceful and will be a useful tool in communicating the message of zero tolerance for highway deaths. wedü recommends that the site contain several areas of dynamic capability through the development of Content Management Systems (CMS). Building CMS's will allow administrators from the NHDOT the freedom to control the information on the website and keep the information current (wedü can also be responsible for updates as part of the scope if desired). The site hierarchy will be more clearly defined during the discovery process if wedü is awarded this contract, however initial research and competitive analysis indicates the following should be considered for the website development project:

- Flash Video Player – The player will serve as an additional outlet to broadcast and share PSAs about NH's, "Be Zero" campaign
- Real-time Traffic Updates & Travel Information – This page will incorporate information from the NHDOT's, 511nh page
- News – The homepage will display current, related news
- Events Calendar – This page will list upcoming events related to highway safety that are taking place in the New England region
- Blog – Blogs are a great way to communicate with the public and to disseminate relevant information to stakeholders. We recommend several DOT staff members be involved in updating the blog and posting comments to ensure the information stays relevant and fresh.
- Facebook and Twitter Widgets – This will make it easier for website visitors to participate in both of these social media sites and will also allow website visitors to view the most current information on both Facebook and Twitter.
- RSS Feeds – These feeds allow users to subscribe to information on a page so they may receive updates via email clients, Google Reader, iGoogle, etc.
- Facebook Application Teaser – Users will get peek at the Facebook app created by wedü, there will be a call to action to entice a site visitor to click on the app, make a pledge, and share the message with their Facebook friends.
- wedü will purchase multiple URLs to support the overall campaign message (BeAZero.com, Ok2beazero.com, for example).
- Included in the website development and hosting is access to wedü's comprehensive statistics package, Sawmill. Tracking success online is easy and measurable.

Once we build it, they won't automatically come! We must support all online campaigns and social media efforts with both online and print advertising. Online ads will be developed to support the campaign and will be placed appropriately to reach both the driving public and highway safety stakeholders with the goal of driving traffic to targeted pages on the website and Facebook. Some of the choice media outlets would include state-based websites such as WMUR and New Hampshire Public Radio as well Facebook, Google (both keyword and content), as well as topic and industry-related websites.

New Hampshire Department of Transportation

Print ads will also be designed and developed to support the online efforts as well as increasing awareness among the population that may not be reached by our social media and online efforts. The initial concentration for the campaign will be online advertising, however, we believe some print will be necessary in year one and will be expanded in year two. You will note that we are not recommending broadcast (radio and television) advertising with our initial assessment in year one. Given the budget, and the large target audience, we believe the online efforts, PR campaign, and conference should be the areas of focus for the first year of the campaign. Since there will be significant investment in the online mediums for the first budget cycle, the plan will include more traditional placements in year two of the budget cycle.

In addition to online, PR, and print advertising, wedü recommends environmental advertising be considered for year two. Design and production could be completed within the indicated budget for year two, and while legal limitations have not been explored at this time, discussion of signage at/on toll booths, and perhaps other identified locations will be encouraged.

As a final component to our integrated plan, wedü recommends hosting a conference for *Towards Zero Deaths* stakeholders. The conference will serve as a catalyst to identify new and modern approaches for agencies and organizations to work together. The target audience for this event will be key stakeholders such as NHDOT, state and local police, first responders, the Department of Motor Vehicles, driver educators, New Hampshire Highway and Safety Agency, New Hampshire Traffic Safety Institute, New Hampshire Public Safety, New Hampshire Health Safety, and more. wedü anticipates assisting in identifying potential sponsors that could help offset the cost of holding this conference.

Presentation topics could include:

- Building awareness around Towards Zero Deaths
- Current stats on highway fatalities
- New laws
- 5-Star safety ratings and new regulations on vehicles
- Distracted drivers
- Impaired drivers
- Teen driving
- Child safety
- Seatbelt enforcement
- Senior driving
- Bicycle and pedestrian safety
- Testimonials from people whose lives have been affected by fatal traffic accidents

Agency Qualifications and References

wedü is a nationally recognized and published award-winning full-service advertising and marketing agency. Located in Manchester, NH, wedü has been helping our clients realize their goals since 1998. Our core services include advertising & marketing, interactive/web design and development, public relations & social media, and experiential marketing.

Our passion to help clients succeed drives our inspiration and vision. Working with proven insight that builds business, the wedü team develops strategies that ensure our clients succeed in all mediums: traditional, interactive, experiential, and emerging. wedü provides clients with both offline and online marketing initiatives. While our clients represent both local and national firms, we are truly vested in the community that surrounds us. wedü has worked with, and participates in, many non-profit organizations. wedü offers our clients the tools needed to compete and succeed in the global marketplace.

New Hampshire Department of Transportation

wedü provides a robust portfolio and case studies section on our website at www.wedu.com. We encourage clients to review our website to gain an increased knowledge regarding our capabilities.

Our teams work with a wide range of clients for services that go well beyond our core competencies. In the world of marketing in advertising, thinking beyond the norm is a must. Many times our projects are one-of-a-kind. Therefore our teams are well-versed in finding unique ways to execute projects that only live in the minds of our strategic and creative teams. Whether it's concepting, designing and executing the creation of a 3,100 sq. ft. Nerf Dart tournament dome that measured 20 ft. high, by 40 ft. wide, by 76 ft. long, or designing and creating a custom wood, hot iron-branded box; we are always up to the challenge!

Strategic Communication/Marketing Plans

Most of our clients come to us with an idea of what they would like to do, but not a plan on how to yield results. We work with our clients to analyze current strategies and recommend plans that will achieve measurable results. wedü has created communication plans for many clients including current clients: Hampshire First Bank, Lindner Dental Associates, Terrace Communities, Simon Malls, Van Otis Chocolates. Because our communications plans are confidential and typically constructed in worksheet formats, we cannot provide creative samples of past communication plans.

Public Relations

wedü has worked with both local and national clients to execute public relations strategies including Hampshire First Bank, Lindner Dental Associates, Terrace Communities, Simon Malls, Van Otis Chocolates, UBS, The Norwood Group, to name only a few current clients. Today's PR is not what it used to be. An effective PR campaign must encompass social media, story pitching, press releases that are optimized for search engines and other online points of distribution, as well as creating events and promotions around which PR opportunities can be built. Over the past several months, wedü executed PR for Feld Entertainment for the Ringling Brothers Barnum & Bailey Circus which was recently at the Verizon Wireless Arena in Manchester. PR deliverables included press release copy writing, distribution and follow-up, story pitches to all state-wide media, and promotional event creation and management to increase awareness for the show dates. With the opening-night walk-up sales increasing by over 100% (from 300 to 750), the client was elated with wedü's performance! In fact, wedü is also engaged with Feld Entertainment to promote upcoming shows Disney on Ice and Monster Jam.

Interactive

wedü's roots are in the interactive world. When wedü opened the doors in 1998, we were a strictly interactive company...if it had to do with a screen, we did it. As a result of our clients' requests, we grew from an interactive company to the full-service agency we are today. And unlike some other full-service agencies that tout interactive capabilities, we develop and program everything in-house. We have designed and developed hundreds of websites throughout our tenure. Our custom designed and developed websites range from small brochure-style pages to complex intranet systems that provide streamlined processes for our clients. Our tech department boasts six geek gods who are on the cutting edge of today's technology.

Graphic Arts

With an Art Director that is a graduate of the prestigious RISD (Rhode Island School of Design), our clients are assured of the creativity and graphic excellence for which wedü has gained national recognition. We work in the marketing and advertising world where everything was due yesterday at a moment's notice. If we weren't working under tight deadlines and aggressive requests-we wouldn't consider ourselves and agency!

Our abilities in creating all forms of graphics including logos and brand standards, charts and graphs, custom illustrations, typography, brochures, annual reports, billboards, vehicle wraps, inflatables, characters, packaging, and a whole host of collateral is evidenced in the creative samples provided in the addendum to this proposal-as well as our many happy clients.

Ad Creation and Media Placement

wedü has created the concepts and ads behind many successful campaigns. Samples of our advertising creative are provided in the addendum to this proposal. Creating the ad is just one step in the advertising process. Getting the message right is important, but it won't matter if your target audience never

sees, reads, or hears it. Our teams know how to assess media and develop plans that take a multitude of factors into consideration. wedü is currently working with Terrace Communities, a family of Assisted Living communities with seven locations in 5 different markets including southern Florida, southern Maine, the Upper Valley region of NH/VT, central VT, and southern NH. Assessing all media options including on-line, print, radio, and television is no easy task-but wedü continues to evaluate and assess these options advising the client on a quarterly basis for shifts in media buying. With an approximate \$400,000 media buying budget, media placement is strategically selected and implemented. As we approach our third year as the agency of record for Terrace Communities, it's safe to say wedü knows their stuff when it comes to media buying and placement.

Interactive Media Presentations/3D Animation and Visualization

wedü has used several various approaches for interactive media presentations. Some clients have preferred our creative and tech team to design templates from which they can build custom presentations in programs such as PowerPoint; while others have requested custom media presentations that we have produced and converted to Flash movies for playback that is not dependant upon locally loaded software. Between our creative group, our Flash developers and our programmers there is nothing that we can't make come to life on-screen.

Annual Reports, Newsletters, Publications, Collateral

wedü is no stranger to copy writing, copy editing, concepting, designing and creating any form of collateral that exists! If given the opportunity, we love to be involved in the brainstorming sessions when choosing a theme for a publication. We can take your message and turn it into story that will engage and inform your audience. Our team has won several awards for creative in designing annual reports as well as other corporate collateral. Please see the samples of our work in the addendum to this proposal.

wedü is also the proud recipient of the following awards:

2010 Marcom Awards

- Gold Award for Web Multi-media Games, Contests, Presentations for the Underwriters Laboratory site at www.ulsafetysmart.com
- Platinum Award for Marketing/Promotion Campaign/Self Promotion-for the new wedü site at www.wedu.com

2010 Hermes Creative Awards

- Honorable Mention for Pro Bono for the Heritage United Way PR campaign
- Gold Medal for Publications/Brochure for the wedü corporate brochure

2010 Summit International Association

- Bronze Medal, Summit Creative Award for GEM 2009 Annual Report

2009 Marcom Awards

- Platinum Award, GEM 2008 Annual Report
- Gold Award for Heritage United Way 2008 Annual Report

2009 Summit International Association

- Bronze Award for Green Marketing Material for GMCC Annual Dinner Invitation Package
- Silver Award for B2B Product/Service Brochure for International WoodFuels Corporate Brochure
- Bronze Award for Green Marketing Website for International WoodFuels website design

2009 New Hampshire Business Review BOB Awards

- Best Advertising Agency
- Best Web Development Agency

2008 New Hampshire Business Review BOB Awards

- Best Commercial Graphics Company

wedü is registered as a corporation under NH law and is registered as the legal entity wedü, inc. with the primary place of business at 20 Market St., Manchester, NH, 03101.

Core Team

The following individuals from the wedü staff will be assigned to the project for the NHDOT. The team will collaboratively plan, manage, and execute the various projects efficiently and effectively. The Account Director and Account Manager will be responsible for working with the NHDOT and the wedü team to ensure best practices are reviewed and implemented for all executables.

Strategist, Account Director
Account Manager
Social Media Specialist
Public Relations Specialist
Art Director
Technical Director

Kimberley Griswold
Ashley Thrasher
Ashlee Lange
Casey Kennett
Chris Marchand
Todd Wheeler

KIM GRISWOLD, VICE PRESIDENT, CLIENT PLANNING & STRATEGY, ACCOUNT DIRECTOR

As the Strategist and Account Director Kim will ensure the project's success. Working with the client and steering the internal wedü team, Kim utilizes her degree in Communications and English in every aspect of her job. Kim has worked with a broad range of clients, from start ups to well established corporations. Her strategic direction and collaborative skills are an asset to each of her clients. Kim has extensive knowledge in all of our core services including branding, marketing, advertising, communications, copy writing, public relations, website strategy and database management, social media and networking, and experiential marketing. Her diverse background includes several years in the news industry working specifically as a news manager and executive producer at a regional television station; development and marketing strategist for two non-profits; and of course an extensive history of communications, marketing, and advertising plan development.

Kim's organization and interpersonal communication skills are exceptional assets and are critical to understanding the client's objectives and the related challenges. Her direct approach in tackling problems and driving projects forward are essential qualities that have contributed to her success and her clients' loyalty.

ASHLEY THRASHER, ACCOUNT MANAGER

As an Account Manager at wedü, Ashley brings a unique blend of experience and passion for the marketing industry. Ashley's background includes TV advertising sales at WMUR-TV, direct response/TV fundraising at PBS, and experiential marketing at Hadley Media, Inc.

Ashley has served as project manager from initial concept development to execution for many experiential marketing campaigns for high-profile clients such as FOX Broadcasting, HGTV, and the Oxygen Network.

Under the direction of the Account Director and Strategist at wedü, Ashley will be there to propel your promotional ideas into definitive marketing plans leading to a profitable and well-received marketing campaign.

ASHLEE LANGE, SOCIAL MEDIA SPECIALIST

As an Account Executive at wedü, Ashlee comes to you with a strong foundation in social media and a passion for public relations. With a background in social media strategy and planning, Ashlee is capable of producing an interactive social media campaign that will foster lasting engagement and produce definitive results.

Ashlee has served in varying capacities to implement social media campaigns for various markets including: High Technology, Assisted Living, Nonprofit, Banking, Hospital, and Public Radio. Under the direction of the Account Director and Strategist, Ashlee will be there to understand your social media goals leading to a well implemented social media campaign.



New Hampshire Department of Transportation

CASEY KENNETT, PUBLIC RELATIONS SPECIALIST

As a PR specialist, Casey touts diverse background in television production and producing. Her education includes an MA in Visual and Media Arts from Emerson College and working in prominent newsrooms all over New England such as WMUR in New Hampshire and large market stations at WBZ and CN8 in Boston. Casey honed her communication skills after spending four years on the road with NASCAR. Her experience working with a myriad of clients and nationally known sponsors such as Sprint, Tylenol, Home Depot, Pepsi, and Chevrolet has proven to be an invaluable asset at wedü. Following the circuit over the course of 38 events annually, she was able to build and strengthen those relationships as she helped to promote new initiatives and campaigns via a massive and loyal fan base amounting to 75 million people.

Casey will not only accelerate your PR campaign, she keeps it on track!

CHRIS MARCHAND, ART DIRECTOR

As a graduate of Rhode Island School of Design (RISD), Chris gained extensive formal training in traditional art and design while earning a Bachelor of Fine Arts degree in Illustration. She continued her education with over 10 years of freelance work experience, including several years as a partner in a local design studio before joining wedü. Chris has an impressive 18 year history and has spearheaded many creative projects in her ten years at wedü.

Chris' work has been published nationally and she has been recognized for copy writing and illustration projects. In her role as Art Director at wedü, Chris is responsible for art direction, illustration, and graphic design. Her talents include brand development, creative strategy and graphic design.

During her tenure at wedü, Chris has worked on projects ranging from local non-profit projects performed in-kind by wedü to national work for Disney, Newmarket, Inc., Autodesk, Radio Disney, Underwriters Laboratory, Jabra, and many other national brands. Clients will appreciate the unique and individual styles of creative Chris exhibits and the efforts she invests to ensure brand integrity.

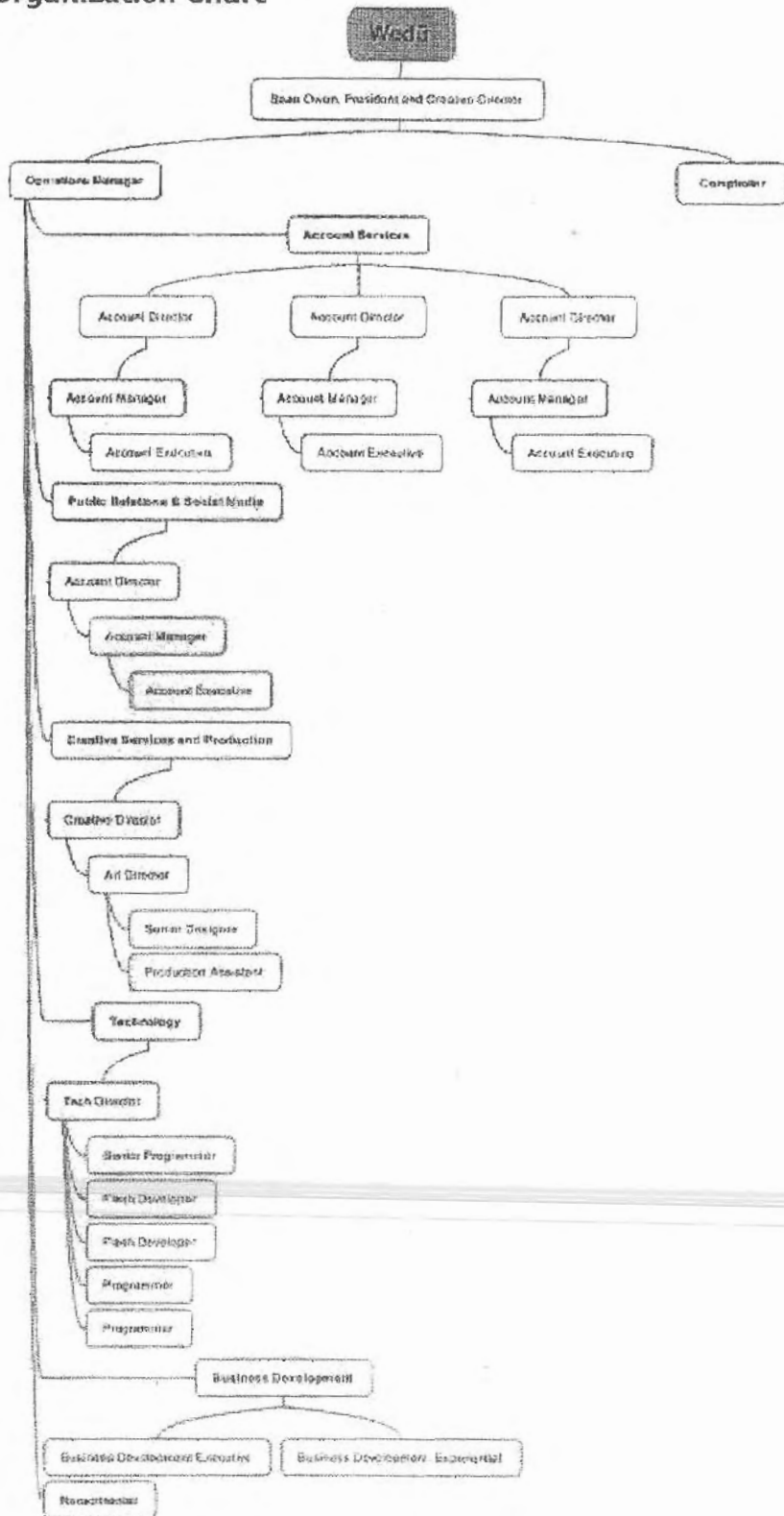
TODD WHEELER, TECHNOLOGY DIRECTOR

Todd is an integral part of the wedü technology team. As an expert in system administration, network architecture and programming, Todd brings his diverse talents to wedü. Throughout his career he has excelled in system architecture and administration, especially as it pertains to networking. Todd has been employed by wedü for ten years.

He has been responsible for designing, installing, and administering systems for small groups, as well as multi-location and overseas corporations. Completely versed in organizing IT systems and personally responsible for the systems of a growing ISP, Todd developed an ISP network which grew from a handful of users to over 4000. Todd is proficient in Linux, HP Unix, Solaris, and other UNIX platforms, Windows NT, PHP, SQL, CSS, HTML, DHTML, XHTML, and many other environments. As a leading programmer and co-administrator of the wedü hosting services, Todd works with our clients and employees to ensure technological excellence.

Todd oversees all technical development projects at wedü. Since joining wedü in 1999 Todd has been involved in many projects, most notably related to this site include: Underwriters Laboratory, Primex, and the Manchester-Boston Regional Airport - to name a few.

Organization Chart



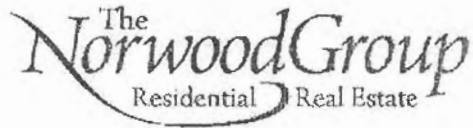
New Hampshire Department of Transportation

Addendum 1-**References**

wedü actively assists approximately 50 clients at any given time.

1. Terrace Communities
75 Newport Road, Suite 201/203
New London, NH 03257
603.526.7145
Rob Murano, Chief Operating Officer
Marketing strategy, advertising concept and design, multimedia production, online advertising, media placement, public relations, creative concept and design, copy writing, social media
Three years
2. Primex
Bow Brook Place
46 Donovan Street
Concord, NH 03301-2624
800.698.2364
Carl Weber, Director of Member Services
Interactive web design & development, database development and intranet system development, strategic counsel, marketing strategy, e-communications, copy writing, collateral design and printing.
Four years
3. Heritage United Way
228 Maple Street, 4th Floor
Manchester, NH 03101
603.625.6939
Patrick Tufts, President & CEO
Creative concept, design, copy writing, media and community relations, strategic communications
Four years
4. Hampshire First Bank
80 Canal Street
Manchester, NH 03101
603.623.2007
Jim Dunphy, President & CEO
Advertising and marketing, print collateral, concept, design, media placement, public relations, social media
Three years

Addendum 2 - Creative Samples
Logos



DRIVING FOR VICTORY



wedü

New Hampshire Department of Transportation

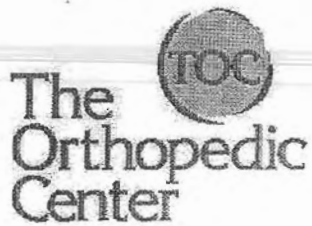
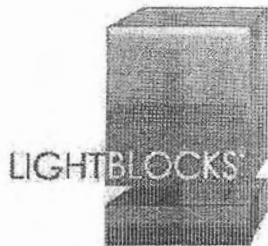


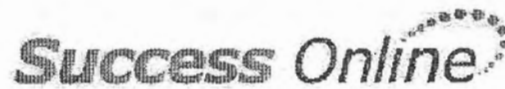
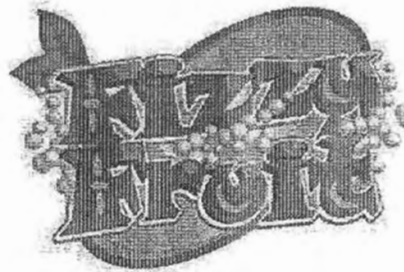
PRIMEX³ PARTNER PLATFORM



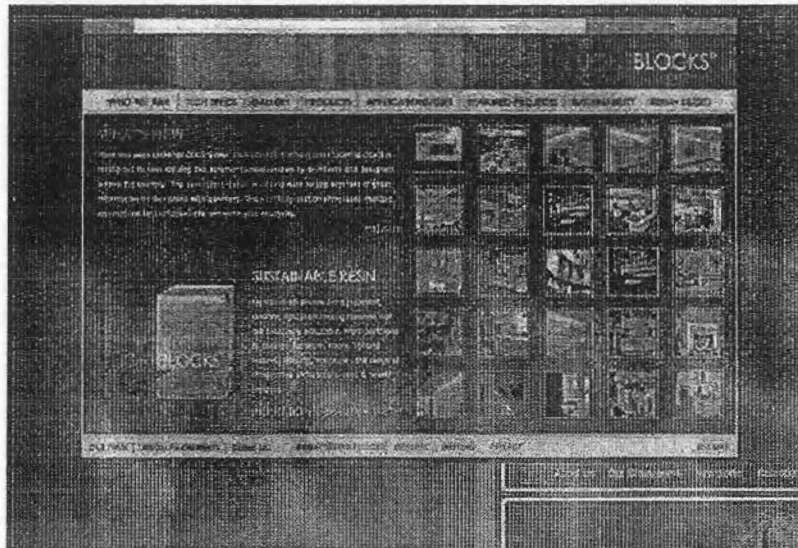
wedü

New Hampshire Department of Transportation



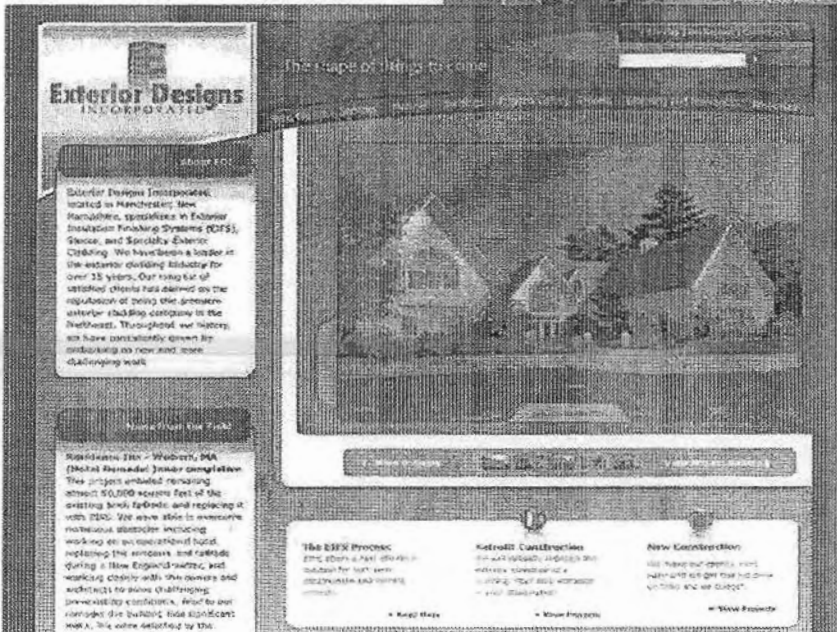
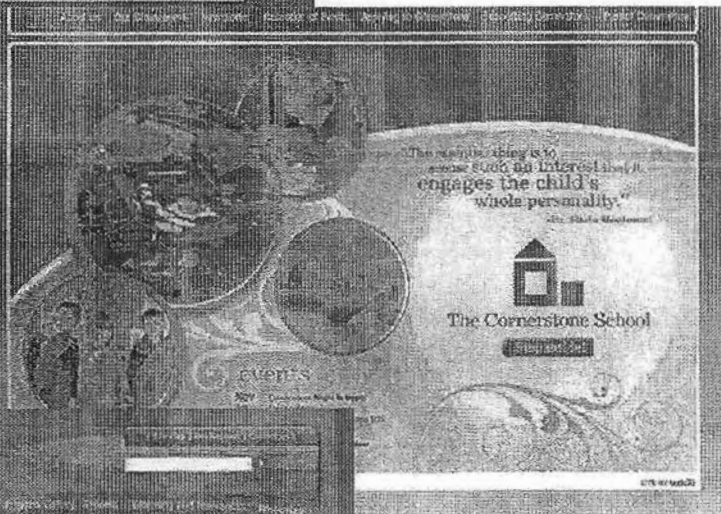


Addendum 2 - Creative Samples Website Design and Development



www.lightblocks.com
LIGHTBLOCKS

www.cornerstoneschool.org
Cornerstone School



www.exteriordesigns.com
Exterior Designs

wedu

New Hampshire Department of Transportation

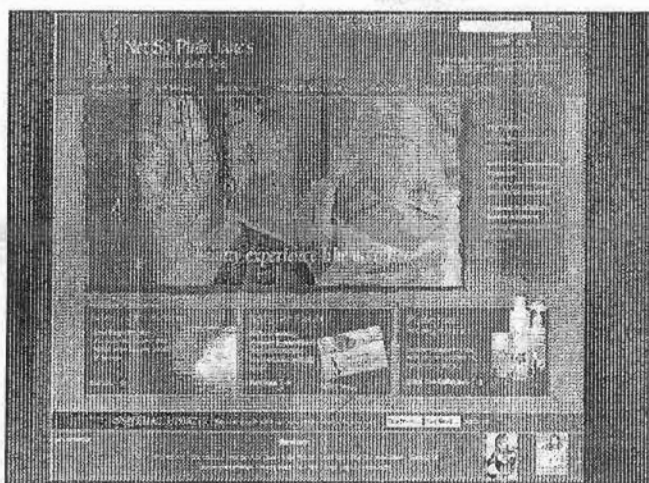


www.MMRMA.org
Michigan Municipal Risk Management Authority

www.gemre.com
Government Entities Mutual



www.NotSoPlainJanes.com
Not So Plain Janes Salon & Spa



Addendum 2 - Creative Samples Advertising

REMEMBER YOUR FIRST
Apartment?

Two business executives remember the first morning cup of coffee and the great feeling he has knowing that his "Bank's" Deposits customers in other locations are receiving it too.

"Hampshire First Bank provides the perfect blend for all my business banking needs. They provide honest, customer service with excellent rates. They take the time to get to know me and my business. I know I'm first with Hampshire First Bank."

HampshireFirst Bank
Success Made Simple

Manchester • Nashua • Keene
623 2607 578 2652 352 0674
www.hampshirefirst.com

REMEMBER YOUR FIRST
Cup of Joe?

Two business executives remember the first morning cup of coffee and the great feeling he has knowing that his "Bank's" Deposits customers in other locations are receiving it too.

"Hampshire First Bank provides the perfect blend for all my business banking needs. They provide honest, customer service with excellent rates. They take the time to get to know me and my business. I know I'm first with Hampshire First Bank."

HampshireFirst Bank
Success Made Simple

Manchester • Nashua • Keene
623 2607 578 2652 352 0674
www.hampshirefirst.com

REMEMBER YOUR FIRST
Day Back to School?

Yet another executive remembers his first day and the excitement of getting his traditional first paycheck. Some, however, all Teds, Shes and Spent. On these on the other hand as he welcomes countless customers through his door, all looking for the perfect fit.

"In addition to their great rates and excellent customer service, I know I'll always finish first with Hampshire First Bank."

HampshireFirst Bank
Success Made Simple

Manchester • Nashua • Keene
623 2607 578 2652 352 0674
www.hampshirefirst.com

Member FDIC

Hampshire First Bank | Remember Your First Ad Campaign

Opportunity, It's in the bank.

When a better opportunity leads to your future, we're on hand. We have all the help you need to make your next move—strong capital, liquidity, and quality and knowledgeable professionals.


As a local, community bank, we have money to lend to qualified borrowers.

Talk to us to learn more about our suite of business services with competitive rates.

- Commercial Real Estate Loans
- Equipment and Vehicle Loans
- Travel Cash
- Letterhead Loans
- AR/28A Programs
- Auto Loans

HampshireFirst Bank
Success Made Simple

Manchester 603-200-7400 | Nashua 603-882-2000
www.hampshirefirst.com



Protect Your Money

Today's economy has everyone worried and with no one here specialized to protect the future, there are serious dangers to your investment.


Our customer services and online options offer special services for our CashStar and Smart Account Savings Service (SAS).

You can manage your funds through our website and through our toll-free 800-457-4574.

John A. Barry
President, HampshireFirst Bank

HampshireFirst Bank
Success Made Simple

Manchester 603-200-7400
Nashua 603-882-2000
www.hampshirefirst.com

IT TAKES LESS ENERGY TO BANK WITH US

When you open one of our **Success Online** accounts, you can sit back, relax and let the earnings come to you.


HIGH-YIELDING CHECKING, SAVINGS AND MONEY MARKET ACCOUNTS

- NO MONTHLY FEE
- ELECTRONIC BILL PAY
- E-STATEMENTS
- NO ANNUAL FEE DEBIT/ATM CARDS

Open your **Success Online** Account today!
www.hampshirefirst.com

HampshireFirst Bank
Success Made Simple


Manchester • Nashua • Keene
603-200-7400 603-882-2000 603-352-0674




Hampshire First Bank | Ad Campaign

New Hampshire ★
2-1-1
Get Connected. Get Answers.
United Ways of New Hampshire - Lead State Partner

Your *link* to resources.
**Get Help, Give Help,
Discover Options.**

In partnership with
 **Public Service
of New Hampshire**
The Northeast Utilities System

Just dial 2-1-1.
Toll free outside New Hampshire: 1-866-444-4211
TTY: 1-603-634-3388
www.211nh.org



Heritage United Way | 2-1-1 Ad

New Hampshire Department of Transportation

Pick A Card.

No matter which health insurance company you choose, it's likely to be in our deck of cards. Harvard Vanguard accepts most major health insurance plans.

Harvard Vanguard Medical Associates
Arms Health

Companies that Harvard Vanguard accepts are listed on our website. Please contact your broker or call your local Harvard Vanguard office.

www.harvanguard.org

Harvard Vanguard Medical Associates | Pick a Card Ad Campaign

Don't Overlook Primary Care

Are you ready for the school year to begin?

When It's Time to Walk

Get to Know Us

**get to KNOW us
NEW LONDON HOSPITAL**

**Welcome Jennifer Kerran, M.D.
Neurosurgeon at New London Hospital**

New London Hospital is dedicated to providing exceptional care to the communities we serve. We are proud to announce and welcome Dr. Jennifer Kerran, M.D. as a full-time staff provider.

Dr. Kerran is a board certified neurosurgeon. She specializes in the management, diagnosis, treatment and rehabilitation of conditions that affect the entire nervous system, including the spinal column, spine cord, brain and peripheral nerves, as well as the nerves that travel through all parts of the body: hands, legs, arms and feet. Dr. Kerran's areas of expertise include: lumbar spine surgery, complex cervical spine surgery, and complex peripheral nerve surgery and spinal tumor surgery.

Now accepting new patients. To schedule an appointment at Dr. Kerran's New London office Monday through Friday, call 266-6400.

**New London Hospital
Your Hospital. Your Choice.**
603-826-2011 www.newlondonhospital.org
Member of the UNITED-HEALTHCARE ALLIANCE

Get to know us at www.newlondonhospital.org/insidestories

**get to KNOW us
NEW LONDON HOSPITAL**

We're Here for you.

As President and CEO of New London Hospital, I have the pleasure of working with a group of medical professionals dedicated to your health and wellness. All of us at New London Hospital are focused on providing the best patient experience.

We are proud to have exceptional services to meet your or your family's healthcare needs. Our primary care physicians (PCPs) are conveniently located in New London, Oyster Bay, Newport and Greenport and are located in pediatric, family and internal medicine, gynecology and geriatrics. We provide a continuum of care with our network of specialists in cardiology, neurology, orthopedics, oncology, radiology and general surgery with our facility's 24/7 emergency care.

It's time for you to get to know us. New London Hospital is your hospital, your choice.

Kevin P. King
Kevin King
President/CEO

**New London Hospital
Your Hospital. Your Choice.**
603-826-2011 www.newlondonhospital.org
Member of the UNITED-HEALTHCARE ALLIANCE

Get to know us at www.newlondonhospital.org/insidestories

New London Hospital | Get to Know Us Ad Campaign


**get to KNOW us
NEW LONDON HOSPITAL**

It's time to get to know New London Hospital.

As your neighbor and local healthcare provider, New London Hospital offers convenient access to leading medical procedures. Our primary care physicians (PCPs) located in New London, Newport and Greenham provide comprehensive services from pediatrics and family practice to internal medicine, gynecology and pediatric medicine.

New London Hospital is proud to have expanded our services to meet your entire family's healthcare needs. If specialized care is needed, our PCPs refer to a network of specialists in areas of cardiology, neurology, neurosurgery, oncology, orthopedics and general surgery.

You deserve a continuum of care, close to home.

 **New London Hospital**
Your Hospital. Your Care.


603-526-2511 www.newlondonhospital.org
Member of THE MOUNTAIN STATE HEALTH CARE ALLIANCE

New London Hospital | Get to Know Us Ad Campaign

New Hampshire Department of Transportation



Lindner Dental | Smiles for All Ages Ad Campaign



COMFORTABLE LIVING.
Just one of the reasons you'll want to join our community.

Feeling at Home in a Safe Environment

There's no place like home—ward at Scarborough. Through to feel at home the moment you walk through our doors. Warm, caring surroundings that Scarborough. Secure, peaceful, bright, well-lit, and lovely, so (thoughtful) recreation in a safe, secure environment—at Scarborough. Contact us today!

Independent Management • 24-hour Assistance • The
Estate Care Model • Equinox • Maintenance and Repairs
Monthly Care Apartments • Single-level Units

Visit our website now! Call Call Elizabeth Sargent
www.terracecommunities.com

SCARBOROUGH TERRACE
Assisted Living

600 Cummings Lane • Scarborough, NH 03875
(603) 883-5444

COMPANIONSHIP.
Just one of the reasons you'll want to join our community.




Encouraging Active Participation in Life.

Helping others who have an interest in life the opportunity will help your family members find the opportunity to live without being alone... No cooking, no cleaning, no laundry, no maintenance!

Activities, recreational management, 24-hour assistance, transportation, building maintenance, landscaping and beauty services, medical care, equipment, and development are also available.

Scarsborough is a true, not just a name, it's a way of life.



CONNECTIONS.
Just one of the reasons you'll want to join our community.

Creating Strong Bonds of Respect and Affection.

Equinox Terrace, a premier retirement community, is part of our family. Whether it's enjoying the scenery of your window, participating in activities or just enjoying your surroundings... everything is nearby, the way it should be.

We offer thoughtful management, 24-hour assistance, transportation, and maintenance options. Transportation is provided for medical appointments and shopping. All services are available.

Visit our website now! Call Call Elizabeth Sargent
at the www.terracecommunities.com

EQUINOX TERRACE
Assisted Living

151 Equinox Terrace Road
Manchester, NH 03123
(603) 549-4410

Terrace Communities | Just One Reason Ad Campaign

EXPERIENCED CARE.
Just one of the reasons you'll want to join our community.

Over 20 Years Experience in Assisted Living

At Scarborough Terrace, you and your loved ones can truly relax. Enjoy the choice of complete life care. Our supportive staff will assist you and your family members with the wonderful life at Scarborough Terrace. Clean... No smoking... No alcohol... No pets!

We offer medication management, 24-hour assistance, transportation, delicious menu options, housekeeping and laundry services. Assisted care apartments and short-term stays are also available.

To schedule a tour, call Elizabeth Stovall at www.terracecommunities.net

SCARBOROUGH TERRACE
Assisted Living
600 Commerce Drive • Scarborough, ME 04074
(207) 498-6225

TEQUESTA TERRACE is Simply the BEST.

Simply the best of all worlds. Individualized care and support. A beautiful setting. A staff that truly cares. A community that truly works. A place where you can truly live.

And you, among the MOST IMPORTANT QUALITIES:

TEQUESTA TERRACE

BALANCE.
Just one of the reasons you'll want to join our community.

Understanding the demands of your loved ones is a delicate balance. At Scarborough Terrace, we understand. Our staff is trained to assist you and your family members with the wonderful life at Scarborough Terrace. Clean... No smoking... No alcohol... No pets!

We offer medication management, 24-hour assistance, transportation, delicious menu options, housekeeping and laundry services. Assisted care apartments and short-term stays are also available.

To schedule a tour, call Elizabeth Stovall at www.terracecommunities.net

ROBINSON TERRACE
Assisted Living
124 Square Street Road
Manchester, NH 03101

NEW MEMORIES.
Just one of the reasons you'll want to join our community.

Building lasting friendships, at any age.

At Scarborough Terrace, you and your loved ones are part of our family. Whether it's relaxing in the company of other residents, participating in activities or just enjoying your surroundings... No smoking, no alcohol, no pets!

We offer medication management, 24-hour assistance, transportation, delicious menu options, housekeeping and laundry services. Assisted care apartments and short-term stays are also available.

To schedule a tour, call Elizabeth Stovall at www.terracecommunities.net

SCARBOROUGH TERRACE
Assisted Living
600 Commerce Drive • Scarborough, ME 04074
(207) 893-2568

SUPPORT.
Just one of the reasons you'll want to join our community.

Where Residents and their Families Feel at Home.

Caring is more than a feeling, it's a state of mind. Our residents and their families take comfort in an environment that fosters friendships, encourages participation, well-being of our residents and their loved ones... No smoking, no alcohol, no pets!

We offer medication management, 24-hour assistance, transportation, delicious menu options, housekeeping and laundry services. Assisted care apartments and short-term stays are also available.

To schedule a tour, call Elizabeth Stovall at www.terracecommunities.net

SCARBOROUGH TERRACE
Assisted Living
600 Commerce Drive • Scarborough, ME 04074
(207) 498-6225

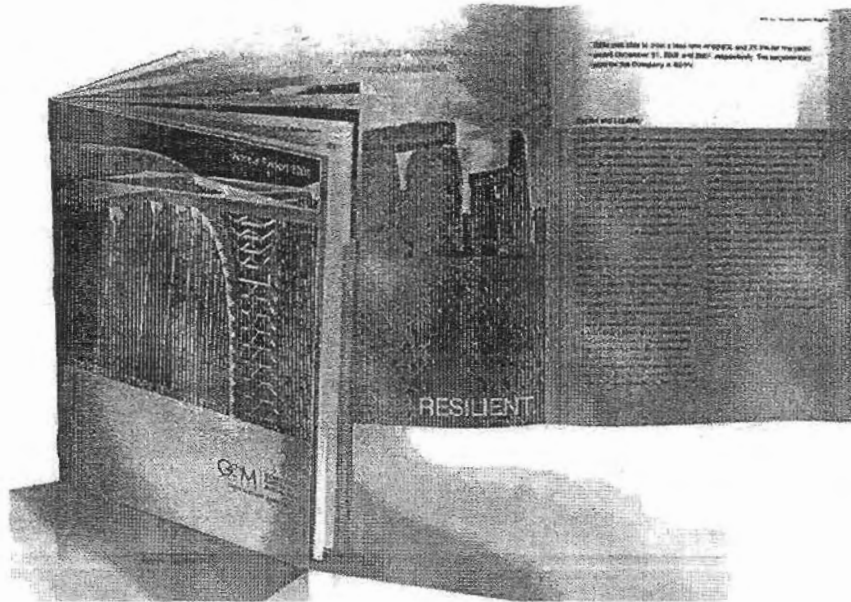
Terrace Communities | Just One Reason Ad Campaign



Political Campaign Ads 2010

New Hampshire Department of Transportation

**Addendum 2 - Creative Samples
Annual Reports, Newsletters**

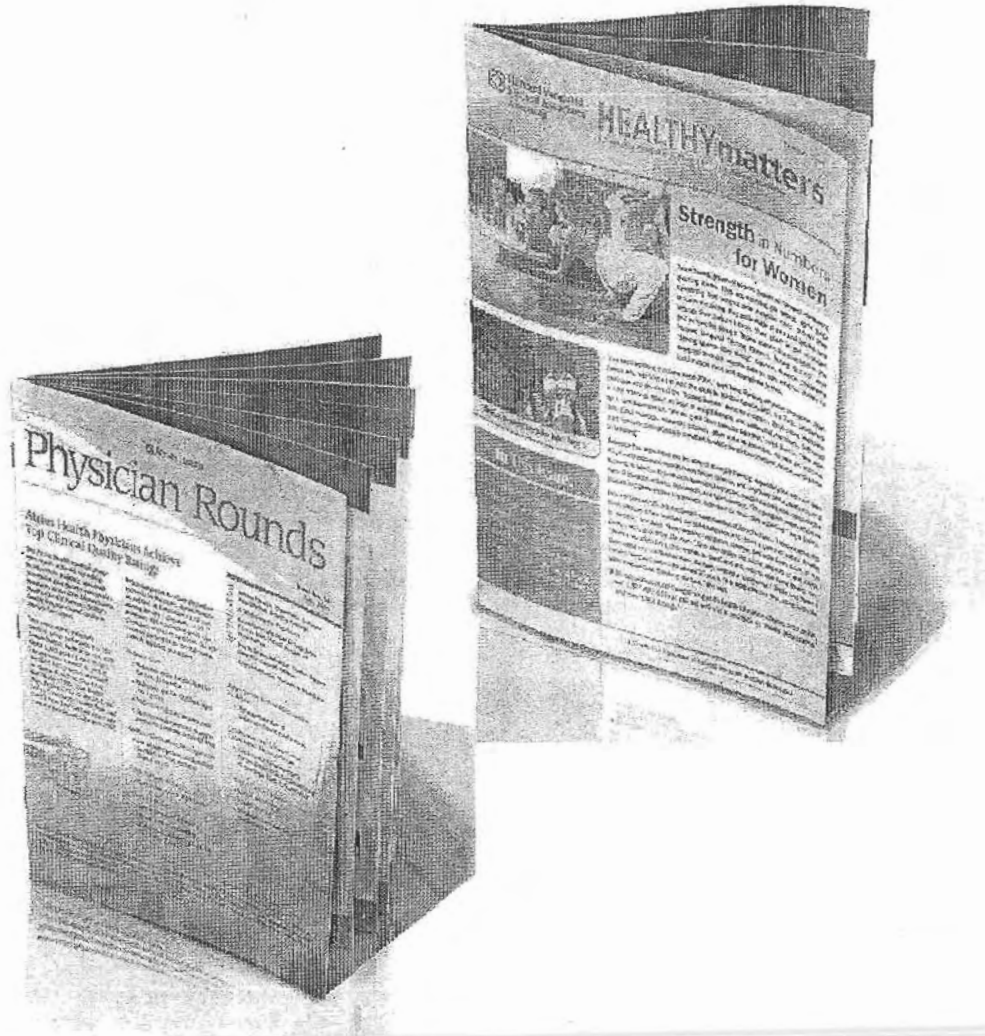


GEM 2008 Annual Report



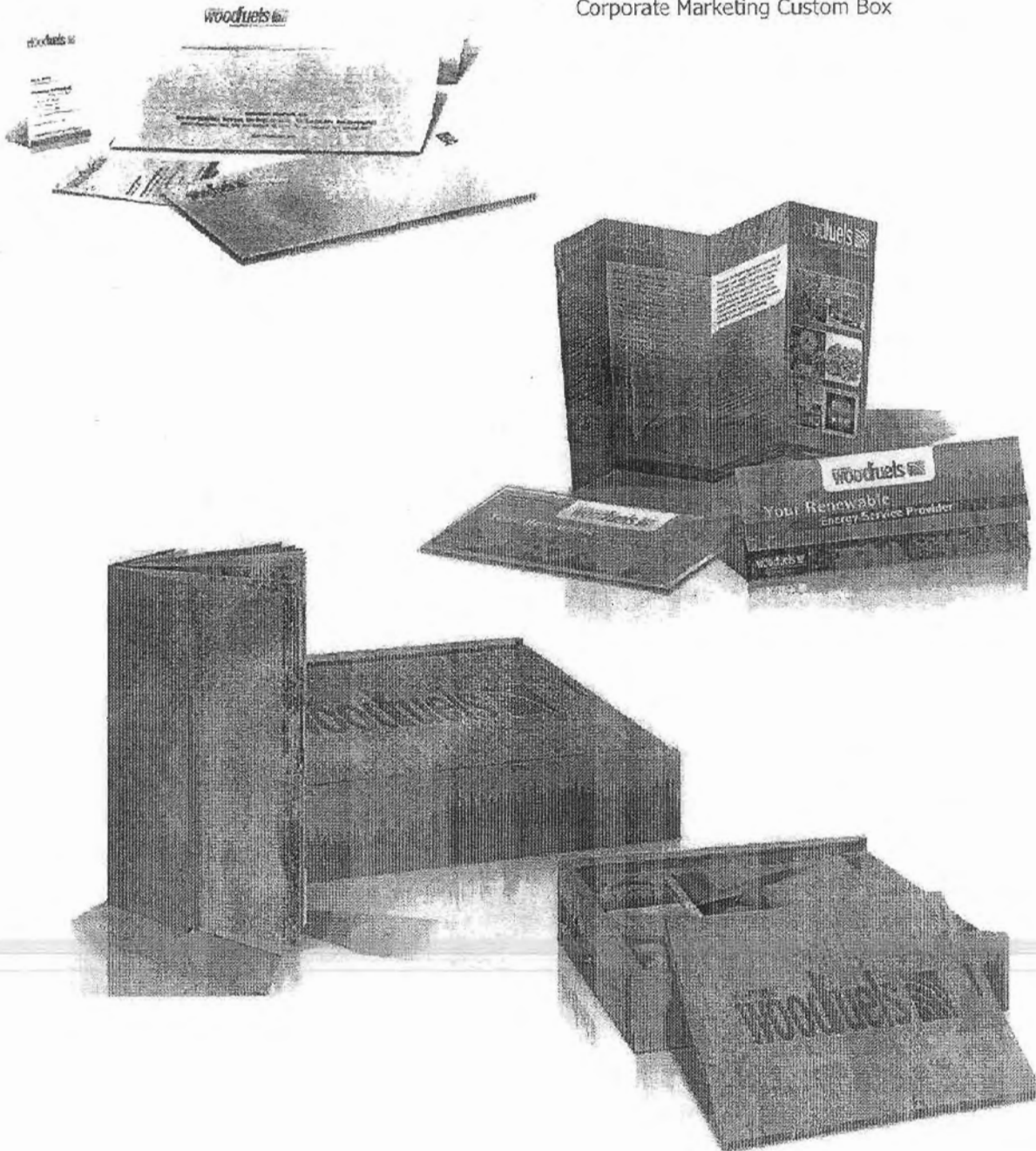
Heritage United Way 2008 Annual Report

Harvard Vanguard
Internal Newsletter-Physician Rounds
External Newsletter-Healthy Matters



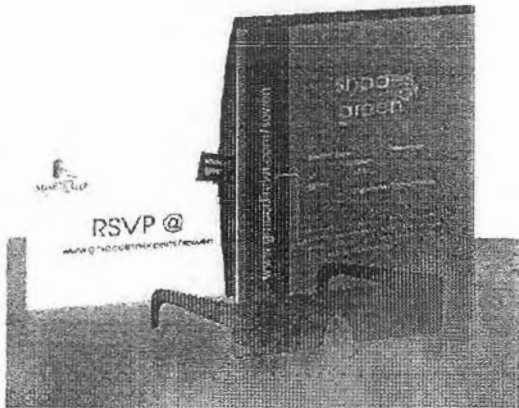
Addendum 2 - Creative Samples Collateral, Marketing, Experiential

International Wood Fuels
Corporate Identity
Barrel Fold Mailer
Corporate Brochure
Corporate Marketing Custom Box



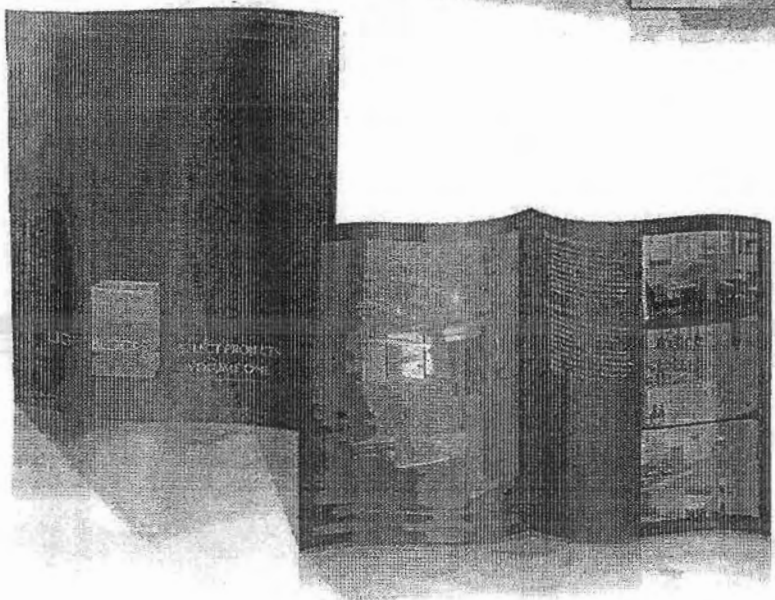
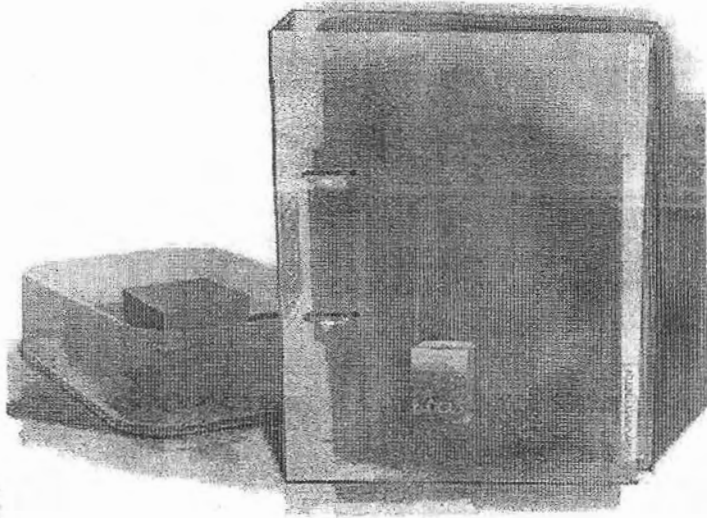
Boston Medical Center-Halloween Town
Experiential Event Management & Staffing
Event Collateral-Brochures, Maps, Posters, Tickets





Greater Manchester Chamber of Commerce
Annual Dinner Invitation Package

LIGHTBLOCKS
WOW Book
Product Catalog
Samples Binder and Presentation



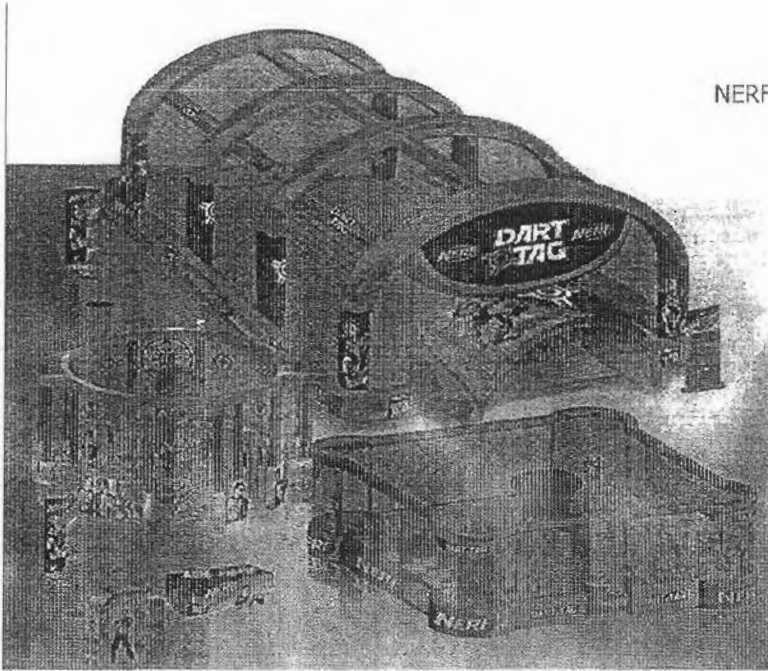
wedu

New Hampshire Department of Transportation

K-VEST

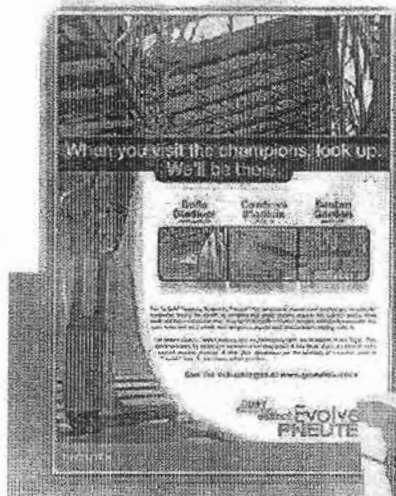
- Corporate Identity
- Product Branding
- Corporate Collateral
- CD Direct Mailer
- Tradeshow Banners & Peripherals
- Website





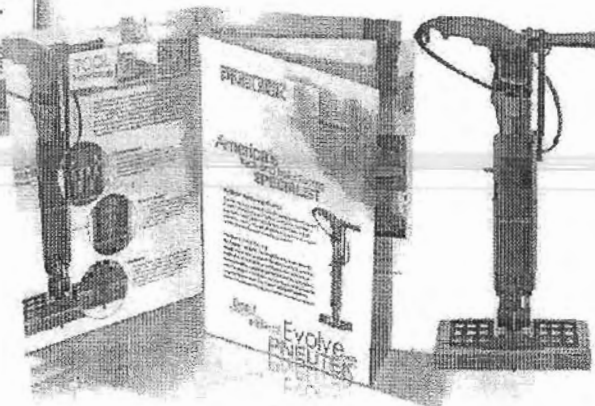
NERF

Inflatable Concept and Design
Experiential-Event Support & Staffing
Game Concept and Design



Pneutek

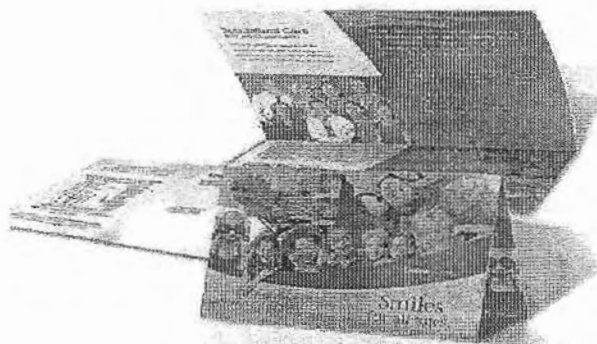
Advertising/Sell Sheet
Product Brochures



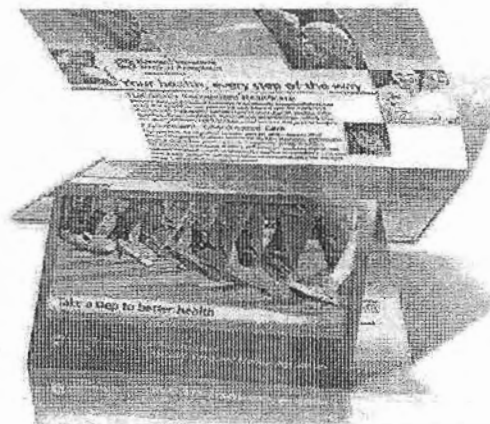
New Hampshire Department of Transportation



PelletSales.com
Billboard Design



Lindner Dental
Variable Data Direct Mail



Harvard Vanguard
Variable Data Print

New Hampshire Department of Transportation

Addendum 3 Case Studies

Company Name

Terrace Communities
Assisted Living
New London, NH
PO Box 1426
New London, New Hampshire 03257

Contact:

Rob Murano, COO
(603) 526-7145
murano@terracecommunities.com

Overview

Period of Engagement:
November 2008 - present

Services Provided:

- Marketing Strategy
- Advertising Concept & Design
- Media Placement
- Online Advertising
- Branding
- Graphic Design
- Print Execution
- Search Engine Optimization
- Website Redesign/Database Management
- Public Relations
- Social Media



Terrace Communities

Terrace Communities is an Assisted Living management company with interests in seven assisted living communities in five markets. Terrace Communities' properties include: Scarborough Terrace (Portland, Maine area); Windham Terrace (southern New Hampshire); three properties in the Upper Valley region of New Hampshire/Vermont, including Valley Terrace (Wildor, Vt.), Woodstock Terrace (Woodstock, Vt.), and Wheelock Terrace (Hanover, NH); Equinox Terrace (Manchester, Vt.); and Tequesta Terrace (West Palm Beach, Florida area).

The COO of Terrace Communities originally contacted wedü to discuss creative design for new collateral material under consideration. After an initial meeting and account review, the client also requested that the wedü team review all current advertising and submit a proposal for advertising creative and media placement.

In January 2009, wedü became the agency of record for Terrace Communities, assuming creative and media placement duties for all seven locations. The wedü team rolled up our sleeves and went to work on a campaign to create a new look, feel, and sound for print and radio ads. Some immediate challenges were identified. First, our team recognized that our prospect pool was comprised of two distinct demographics. Our message would have to resonate with both the end user of assisted living care and the adult children of those in need of this care.

wedü created a campaign that spoke to both of these audiences as well as the emotions that surround the decisions to seek assisted living care. Our team focused on the positive relationships and emotions that exist and flourish in AL communities. The new look and feel of the campaign met with resounding approval from all properties (no small feat, when seven communities are involved), and from the communities in which they are located. The look and feel of the campaign has continued to garner attention and generate leads at all properties.

New Hampshire Department of Transportation

In addition to the new look and feel for the campaign, wedü conducted a full media review and created a new communication plan in all five markets. As part of the review, wedü conducted extensive media research in all markets; analyzing demographics and all available mediums and presenting comprehensive plans to the client. These media plans are continually reviewed and updated to ensure effective media placements and best use of advertising dollars in all markets. Placements include print, online and radio, including script writing and production.

With the success of the advertising campaign under our belts, the wedü team was then faced with the creative challenge of updating the look of Terrace Communities' collateral. Their current collateral was dated and text heavy. Our strategists collaborated with key personnel from Terrace Communities to create marketing pieces that would represent the company effectively and communicate the message that was established in the advertising campaign. The collateral included a new corporate brochure that contains high level messaging about Terrace Communities and can be used for all locations. The brochure was designed with a pocket on the inside back cover to allow for a series of ladder cards that include the individual properties' services and amenities, floor plans, and pricing information for each location. In addition to the corporate brochure and ladder cards, individual brochures were also designed for each location with specific information and pictures for each property. Combined, these pieces educate consumers on the benefits of assisted living and what all of the communities offer, along with specific information that pertains only to the property of interest.

With the new look and feel firmly established for the client, it was time to tie it all together in Terrace Communities' online presence. Armed with a year of proven results for the client, in 2010, wedü was charged with assuming online marketing responsibilities for all locations. In addition to an online PPC campaign for each property, wedü was asked to conduct a thorough review of the client's current website. As a result of the website review, wedü completed a Search Engine Optimization analysis and has executed a series of edits to enhance the company's organic search engine results. As part of an ongoing maintenance agreement, our tech team continues to monitor the website, track keyword usage and traffic to ensure SEO best practices are implemented.

In addition to the SEO service, wedü also implemented the new look and feel into the existing website, while enhancing their online capabilities with the addition of several content management tools that will allow staff to update portions of their website in-house.

Terrace Communities has also engaged wedü for Public Relations services for their Scarborough market. Our PR strategists have won earned media placement in several local papers and radio stations. Current strategies include story pitches with broad national appeal as well as radio and television opportunities. In addition to the PR strategies wedü is currently in the process of implementing a social media strategy for Terrace Communities that includes a Facebook page and ongoing maintenance as well as creating and maintaining a Twitter identity.

New Hampshire Department of Transportation

Company Name

Primex³
Bow Brook Place
46 Donovan Street
Concord, NH 03301

Contact:

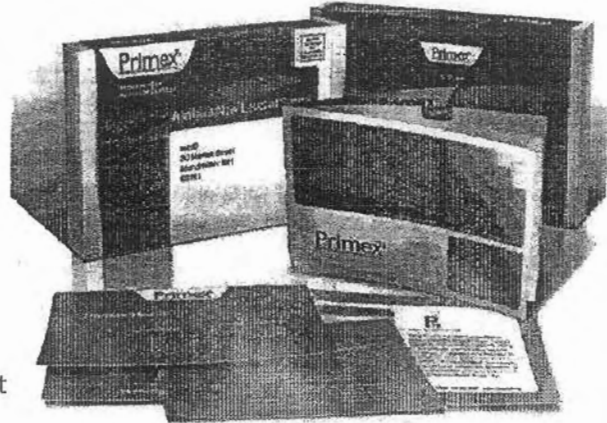
Carl Weber, Director of Member Services
(800) 698-2364
cweber@nhprimex.org

Overview

Period of Engagement:
May 2007 - present

Services Provided:

- Interactive-Website design and development
- Database Structure and Management
- Online Training Development
- Presentation Design and Development
- Graphic Design
- Branding
- Marketing Concept and Strategy
- Print Execution
- Search Engine Optimization



Primex³

Primex³ initially contacted wedü to redesign and develop a new website for their members. Primex³ is a Public Risk Management Pool servicing municipalities, schools, counties, and other government entities in the state of New Hampshire. At that time, Primex³ had two websites: one that was centered on their services and provided access to claims forms and other functional information, and one that provided access to training services and job opportunities-among other things.

wedü was asked to analyze both websites and develop a strategy to build one user-friendly, comprehensive website. Combined, the existing websites had over one hundred pages of content. The Primex³ websites, like many websites, had fallen victim to poor organization as a result of navigation add-ons and information "dumps."

After a thorough review of both websites, wedü worked collaboratively with the Primex³ team to develop a strategic website that allows members to have access to educational information, including a large training catalog and calendar and online registration, as well as easy access to file all claims online. The new website also gave Primex³ internal control over many portions of the website which allows them to use their website as a comprehensive marketing tool.

Several areas on the homepage allow the Primex³ marketing team to promote services, education and training opportunities, and to poll members. The poll can be used strategically to evaluate members' knowledge of risk management which then allows Primex³ to develop education based upon exact member needs. The poll can also be used to measure the effectiveness of current marketing campaigns.

The website launched to raved reviews from Primex³ staff and members. With the "public" access of the project completed, we rolled up our sleeves and went to work on a comprehensive "intranet" system for the client.

New Hampshire Department of Transportation

Because Primex³ is a risk management pool, analyzing claim data and identifying both positive and negative claim trends is an integral part of their services. Primex³ asked wedü to create an online platform from which both members and Primex³ employees could have easy, up-to-date and secure access to their claim data.

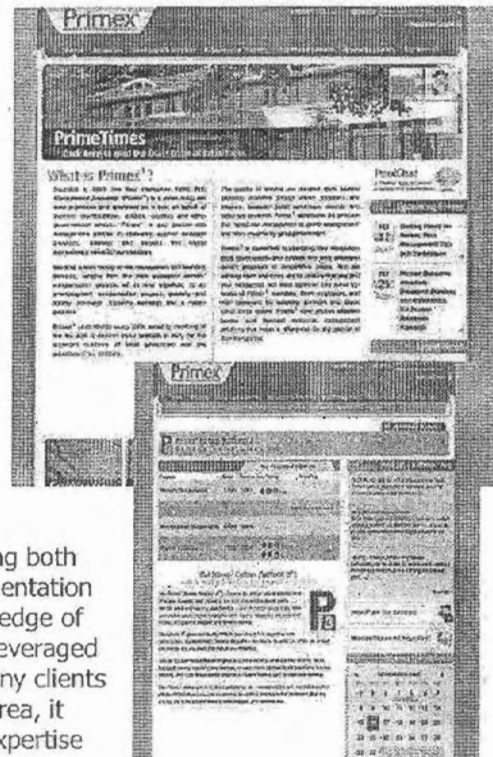
wedü designed and developed a state-of-the-art platform that allows instant access to claim information including detailed analysis of all data. Reports, including dynamic bar graphs and pie charts that used to take Primex³ representatives weeks to prepare are now available within minutes. Members also have instantaneous access to their claim data. The system allows both representatives and members to set individual benchmarks to identify claim trends immediately and take proactive measures to reduce claims, and therefore, reduce costs for all pool members.

As a result of working so closely with the Primex³ team during both phases of the website project including the strategic implementation of the data analysis, the wedü team gained extensive knowledge of the client's industry. This in-depth knowledge is now being leveraged to create an integrated marketing plan for Primex³. Like many clients who contact wedü because of our expertise in one service area, it didn't take long for Primex³ to realize wedü could lend our expertise in other service areas.

In the fall of 2009 wedü launched the "Whole New Level of Service" campaign for Primex³. The campaign's goal was to increase the visibility of Primex³ within the state and to ensure the client's message was reaching ALL potential decision makers, including elected officials. Our creative and strategic teams collaborated to draft a cutting edge marketing campaign. With the use of state-of-the-art digital print technology, wedü executed a campaign whose messaging was strategically targeted for each recipient. For example, elected officials in one town received a different message than the town's manager or their human resources director. Messaging was also differentiated between existing members and non-members. This type of variable data printing allowed us to highlight the messaging that would be MOST IMPORTANT to each recipient. Additionally, each direct mail package was personalized with the recipients name, title, and included specific information about their member representative. Each piece also had a personalized call to action, again, depending upon several factors used for segmentation.

To date, the campaign has not only increased brand recognition for Primex³, but the company has experienced the highest number of RFP requests in its history.

wedü collaboration with Primex³ continues as we work together to find additional ways to market their programs both to current member and non-members. wedü is also currently engaged in several interactive projects as we continue to develop their online platform to streamline internal and external claims processes.

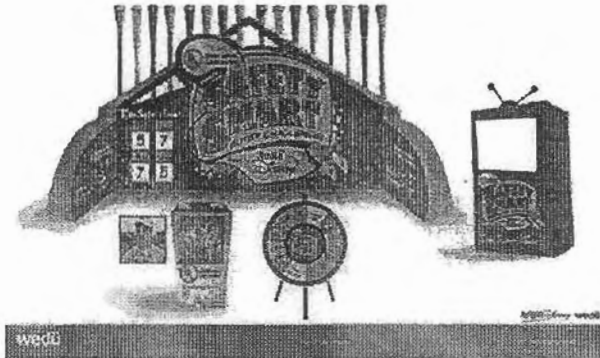


New Hampshire Department of Transportation

Company Name

Underwriters Laboratory/Radio Disney
Radio Disney
Contact:
Cara Gizzi
Senior Account Supervisor
309 Waverly Oaks Road, Suite 103
Waltham, MA 02452
Phone: 781.647.5374

Underwriters Laboratory
Contact:
Barbara Guthrie
Vice President, Consumer Affairs
333 Pfingsten Road,
Northbrook, IL, 60062
Phone: 847.664.3308



Overview

Period of Engagement:
July, 2007 – Present

Services Provided:

- Strategy and Concept Design
- Marketing Collateral Design and Production
- Brand Development
- Event Design/Management



Strategy Statement:

Radio Disney and Underwriters Laboratories teamed up with wedü to create an interactive Safety Smart Tour that would span 42 cities and over 300 schools during the course of 2008. The objective for this tour was to reach as many low income schools as possible for kids in grades one through six, with the goal to encourage them to become "Safety Smart."

From creating a new Safety Smart logo, to writing scripts, producing all of the marketing materials and inflatables, wedü had their hands full! We began this crazy tour by writing and producing a 45 minute script, which contained ten rounds of interactive games, video clips, music and madness. The topics included everything from the importance of a bike helmet, Stranger Danger, why metal and a microwave make a nasty mix, life jackets, and so much more! Team wedü designed, printed and mailed over 300 Safety Smart kits to schools encouraging them to sign up for the Safety Smart Tour.

New Hampshire Department of Transportation

In total, wedü created twelve sets that toured continuously around the country during 2008. Two giant inflatables were designed; the first created the backdrop for the event and also kept score by inflatable tubes that would spring up when a team won a challenge. A second inflatable projected clips from two DVD's produced by Disney Educational Productions. Safety information direct from The Lion King's Timon & Pumbaa and Disney's resident science geek Bill Nye the Science Guy was shown on the big screen inflatable for all to see. A colorful prize wheel, custom games and a podium equipped with smoke detector buzzers for some quick handed trivia questions were all part of the tour.

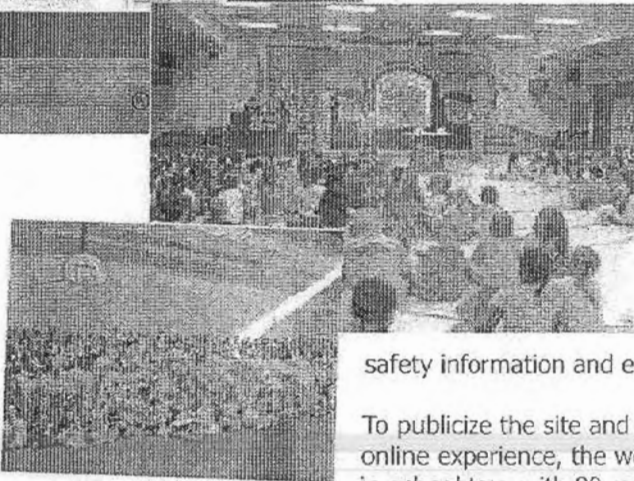
wedü worked directly with Radio Disney's 42 national radio stations to execute this event, coaching and directing each station to effectively promote the Underwriters Laboratories message for kids to stay Safety Smart, all the while keeping that Radio Disney flair for entertainment and fun.

www.ULSafetySmart.com



The Safety Smarts Tour was such a strong success in 2008, with significantly more schools participating than in past years, that Underwriters Laboratories once again asked wedü to spearhead their 2009 tour. wedü worked on the successes of the 2008 tour, designed new inflatables to add even more interactivity to the games and created a whole new set of games to ensure kids across the country continue to be engaged and become even more Safety Smart!

In 2010, Underwriters Laboratory not only continues their school tours, but they also decided to invest in an interactive website that would engage kids of various ages. There were several challenges wedü faced for this new approach. First, we needed to convert an audience accustomed to in-school visits to engage in an online presence. wedü's goal was to create an impactful site targeting a variety of demographics, including students, teachers and parents, all while staying in compliance with COPPA requirements. Our approach was to incorporate activities that would increase in difficulty as users returned to the site to keep them engaged and interested in revisiting the site; we included areas where users contribute content and feel connected to the site and most importantly, we included areas that provide teachers and parents with a resource for safety information and events.



To publicize the site and give students one-on-one interaction with online experience, the website launch is also being supported by the in-school tour with 80 events scheduled from the site launch in September 2010, through the end of the school year.



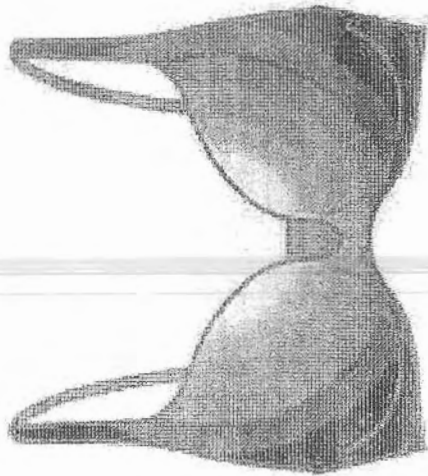
New Hampshire Department of Transportation

**Addendum 3 - Social Media Case Studies-wedü
Bras Across the Internet
Manchester's Four Square Day**

20 Market Street Manchester NH 03101 Ph 603.647.9338 Fx 603.647.2325 www.wedu.com

Bras Across the Internet

A campaign to prove that cause marketing can bypass the expense of an international advertising campaign by leveraging social media.



Summary

Our wedu social media and interactive teams wanted to create a Facebook application for a cause that had a chance of going viral to accomplish two objectives- 1) to show non-profits that it doesn't take enormous advertising budgets to reach a global audience with your cause; and 2) to fine tune our methods of launch, outreach and publicity to identify the 'right formula' of each so that we could apply these methods to future client campaigns.

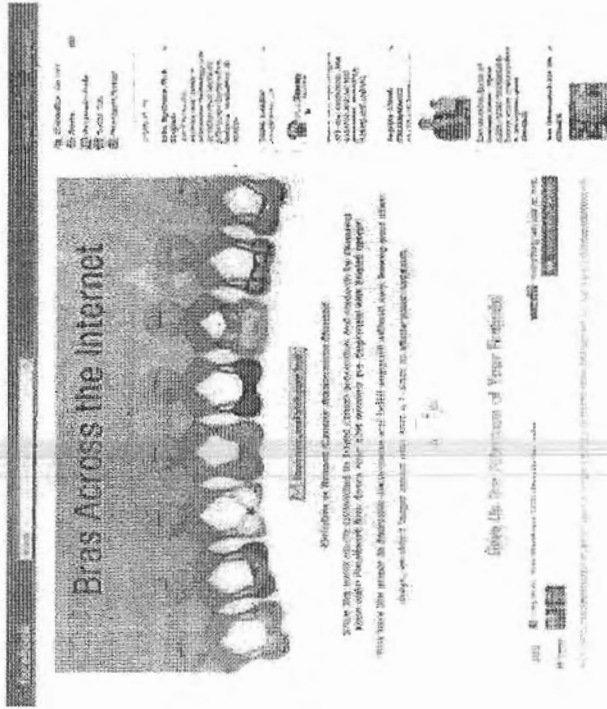
In *Bras Across the Internet*, we accomplished both objectives- and in a big way.

Challenge

Our Team faced the same challenges that any developer has when you would like to see a Facebook application go viral. The first challenge was to identify the theme of the application and what it actually did. Secondly, we needed to figure out how to properly launch the application and gain enough attention to light the spark that would send its user count up exponentially.

Bras Across the Internet

A campaign to prove that cause marketing can bypass the expense of an international advertising campaign by leveraging social media.



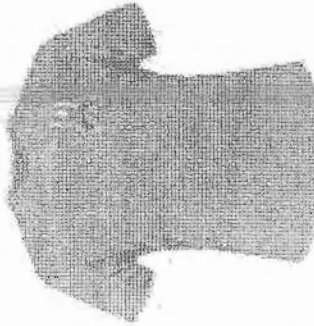
Strategy

We chose breast cancer awareness primarily because a number of our Team members had been touched by the disease and it was something that impacted so many lives across the world. It seemed like something that the Facebook community would embrace and support. The idea of posting bras to Facebook walls came to us from combining two past breast cancer awareness marketing initiatives that we thought were good ideas- *Bras Across the River*: an event in early September 2010 that was sponsored by a local radio station; and the bra color status meme that went around Facebook in early January 2010. We thought that it would be fun to combine the two concepts and create an application that allowed you to select your bra color and then "send" it across the Internet by posting it on your Facebook wall.

Once the application was conceived, designed and built, we decided to launch it softly early to supplement the *Bras Across the River* event and then promote it heavily at the beginning of October, which was Breast Cancer Awareness Month.

Bras Across the Internet

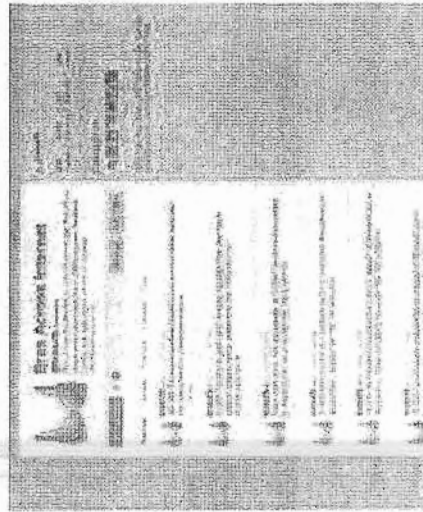
A campaign to prove that cause marketing can bypass the expense of an international advertising campaign by leveraging social media.



Strategy (continued)

Some of the methods our Social Media and Public Relations teams executed for the application included: creating a Twitter account (@brasxfb) and building a strong following in advance of the launch; contacting the most social media influencers in the breast cancer awareness community and pitching the application to them; posting a link to the application on some of the well "liked" breast cancer awareness Facebook Pages; asking well-known Twitter personalities to Tweet about the application; sending out press releases about the daily growth in users; and creating a couple of small Facebook advertisements that ran for a few days at the beginning of Breast Cancer Awareness Month.

As with any good development team, we solicited advice from our users and implemented change when it made sense. One major "tweak" that we did to the application post-launch was to add a T-Shirt option to the array of bra choices. This was done in response to the high number of males that told us they would like to participate, but didn't feel too comfortable posting a bra to their wall.



wedü

creative strategic marketing innovations

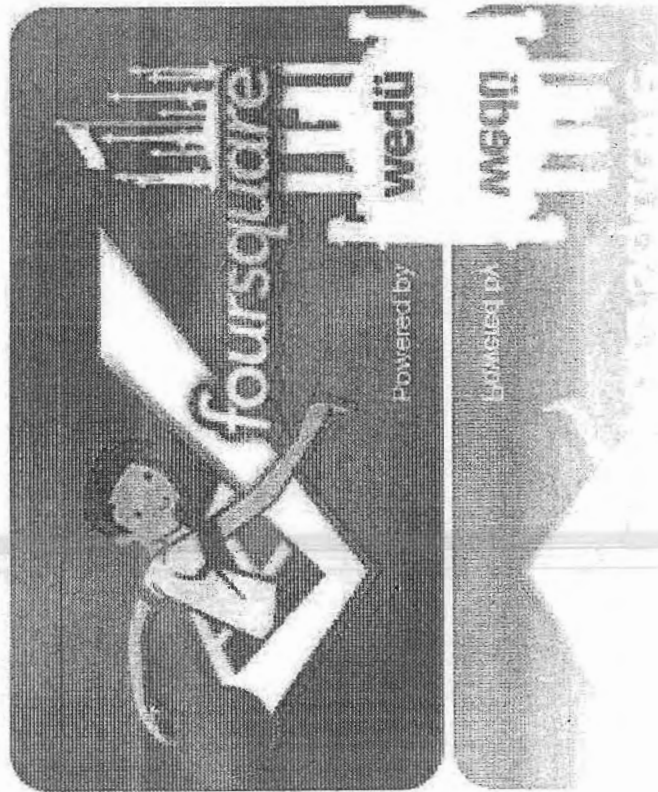
How wedü Took Control of an Entire City with the foursquare Social Network!

Constant monitoring and participation of social behaviors, early technology adoption, and a knack for creative have led to wedü's dominance in the social media world.

This is the story of how wedü seized an opportunity to introduce a new social network to an entire city and in just two weeks garnered unfathomed attention driven solely by the online world.

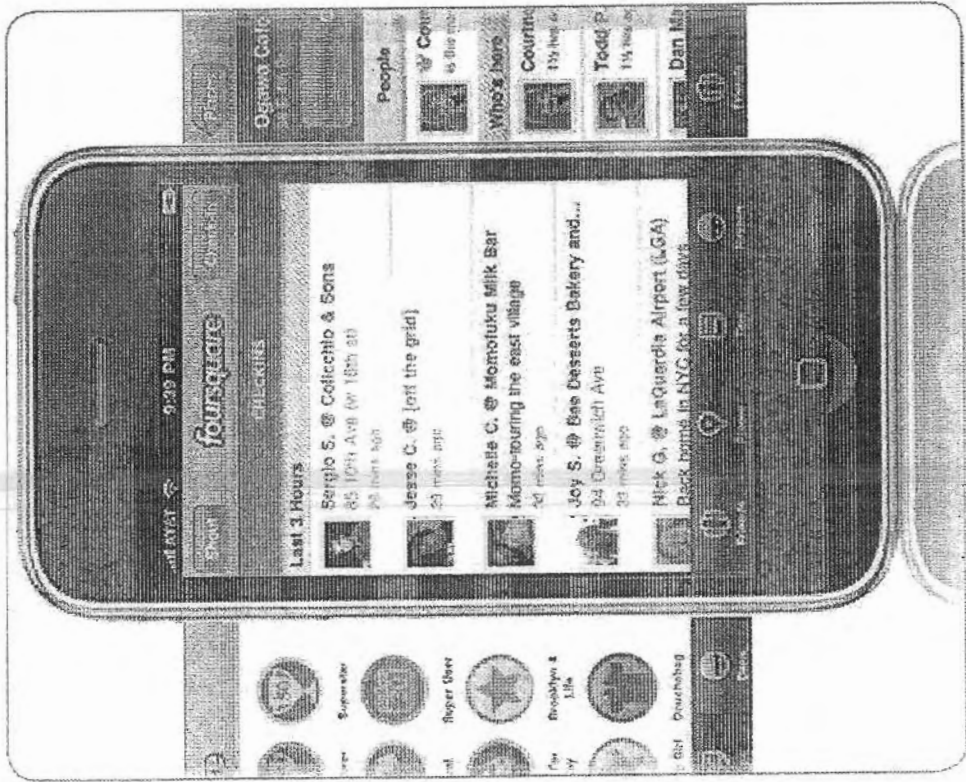
Many people claim to be experts in Social Media.

wedü proved it.



wedü

creative strategic marketing innovations



Challenge

"Take the fastest growing social network, and get an entire city to adopt it in two weeks!"

While foursquare is the fastest-growing social network in 2010, growing at a faster rate than both Twitter and Facebook, it was still predominantly a 'major city' application. This was due to foursquare's strategy of introducing its product to large metropolitan areas first, and then to the rest of the world.

In order for wedü's social media clients to be able to take advantage of this awesome opportunity, the region needed a great deal more foursquare users. wedü had to raise public awareness of the product.

Publicizing foursquare while explaining its benefits and how it works was wedü's greatest challenge.

"Get businesses to partner with wedü to promote usage and to offer specials."



creative strategic marketing innovations

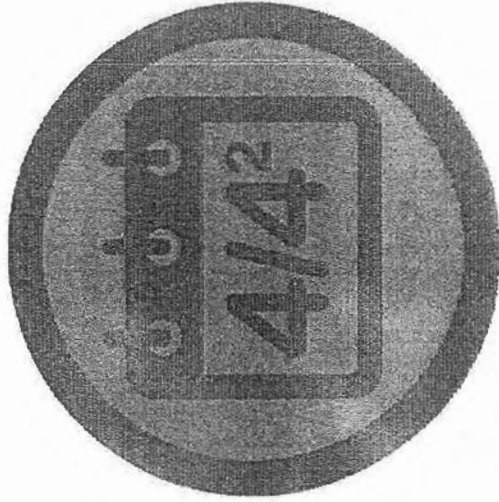
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

The Beginning...

At the end of March, 2010, wedü's Social Media Team came across an obscure tweet on Twitter that mentioned the possibility of an International Foursquare Day on April 16, 2010 (the date of 4 squared).

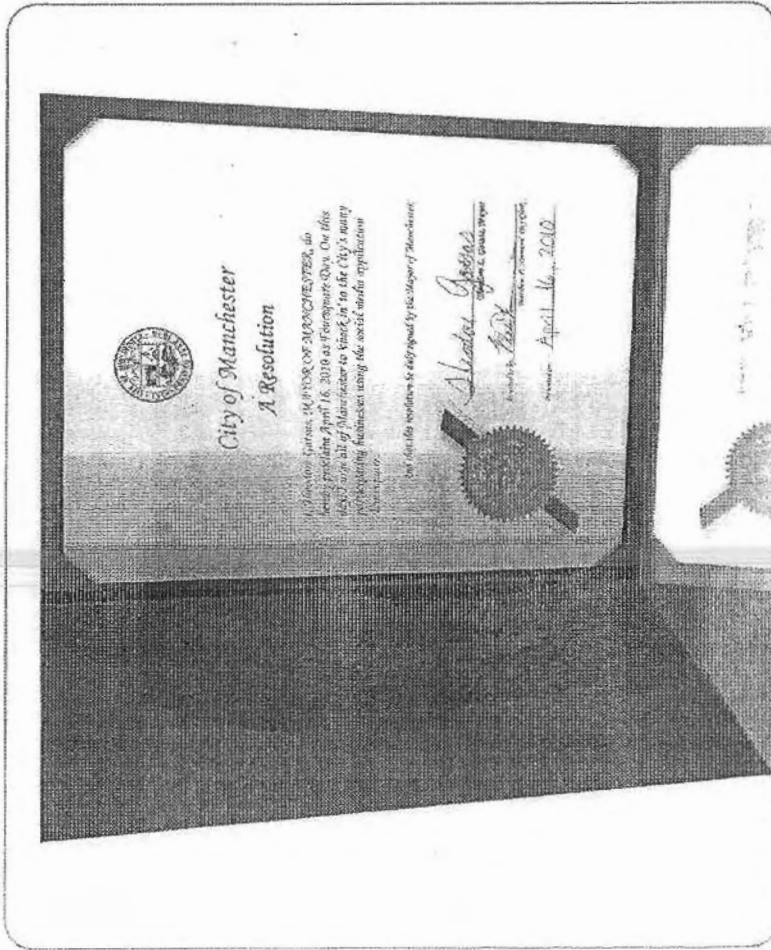
It was an extremely small movement, begun by an optometrist in Tampa, Florida, and was not a foursquare-sanctioned event at the time. wedü identified it as a good opportunity to build public awareness of the application.

This was just 18 days before April 16th. wedü had a job to do.



wedü

creative strategic marketing innovations



Key to Foursquare Day Manchester's early success was the cooperation wedü received from the City's Mayor and the legitimacy an official proclamation lent to the event

Strategy

The wedü strategy was simple - champion the social media. We would set out to ID great partners to have a significant audience reach via social media in a short period of time. This would help with usage/adoption by the public, but also involvement by the business community.

Social media drives include Facebook, Twitter, Email and even website visitors.

Next, wedü would use online public relations and traditional public relations to further promote the message.

Fortunately, wedü has both the talent and the reputation to back-up our claims. This allowed us to win partners extremely fast. Businesses trusted wedü would deliver results. Not to mention the low cost of entry - simply help promote the event and provide an offer.

The goal was to prove not only the significant reach of social media, but the speed at which viral campaigns can happen.

wedü

creative strategic marketing innovations

The screenshot shows a Facebook page for 'Foursquare Day in Manchester'. The page header includes the Facebook logo, search bar, and navigation tabs (Home, Friends, Pages, Groups). The main content area features a post from 'Tara Malbady' with a photo of a group of people and text discussing the success of Foursquare Day in Manchester. Below the post, there are several informational boxes: 'Info Page' (4.0 to 4.5 stars), 'Information' (Founded March 31, 2010), and 'Insights' (13.8 stars, 208 likes). The page also includes a 'Share' button and a 'Like' button.

Kick OFF - Top Gun & Facebook

wedü first reached out to Manchester Mayor Ted Galas and secured his support and willingness to proclaim the day 'Foursquare Day in Manchester.'

Next, wedü pointed the domain: www.foursquaremanchester.com to a Facebook fan page with a custom logo for the event.

Once the Facebook page was created, wedü's Public Relations team went to work promoting the social network, event concept and proclamation.

wedü's marketing team went to work lining up local businesses that would be willing to be 'official partners' for the event and would offer special deals to foursquare users that 'check-in' to their venue on Foursquare Day.

It was important to have a base of participating businesses who could help reach a mass audience. For purposes of proving social media value, wedü was determined to champion this event primarily via social media.

The Foursquare Manchester wall displayed additional deals, fan comments and official updates. Requests to be official partners was overwhelming.

wedü

creative strategic marketing innovations

The screenshot shows a Facebook post from 'wedü' titled 'Foursquare Day in Manchester'. The post text reads: 'Welcome the City of Manchester... A big thank to all of our official partners of Foursquare Day in Manchester... In order to receive these awesome deals, you MUST show that you have checked in to our partners... All deals are only good for Friday, April 16, 2010.' Below the text are several partner logos and offers: NH Fisher Cats (45% off total purchase), iParty (20% off total purchase), Puritan (20% off total purchase), Cotton (20% off total purchase), and others. The post also includes a search bar and navigation links like 'Wall', 'About', and 'Partners'.

ID Official Partners

Official Partners were targeted for their social media reach. Calling on our existing relationships and our ability to reach top level executives quickly based on our reputation we secured nearly 25 partners in 2 days and the final 56 within a week. Shown below are a few of the official partners and their potential reach:

- NH Fisher Cats (AA baseball team)
40,000 emails / 1,400 Facebook Fans
- iParty Retail Stores
1,000 Facebook Fans / 800 Twitter Followers
- Cactus Jack's
6,500 Facebook Fans / 20,000 emails
- The Common Man / Airport Diner
5,300 Facebook Fans / 32,000 emails
- Verizonwireless Arena
45,000 emails

These are only a few of the official partners and don't include web site visits, viral reach, etc. With these partners in place, wedü was ready.

The Foursquare Manchester Facebook page listed all of the official Event Partners and their 'Deals'. Approximately 40 additional local businesses posted their deals on the wall.

wedü

creative strategic marketing innovations

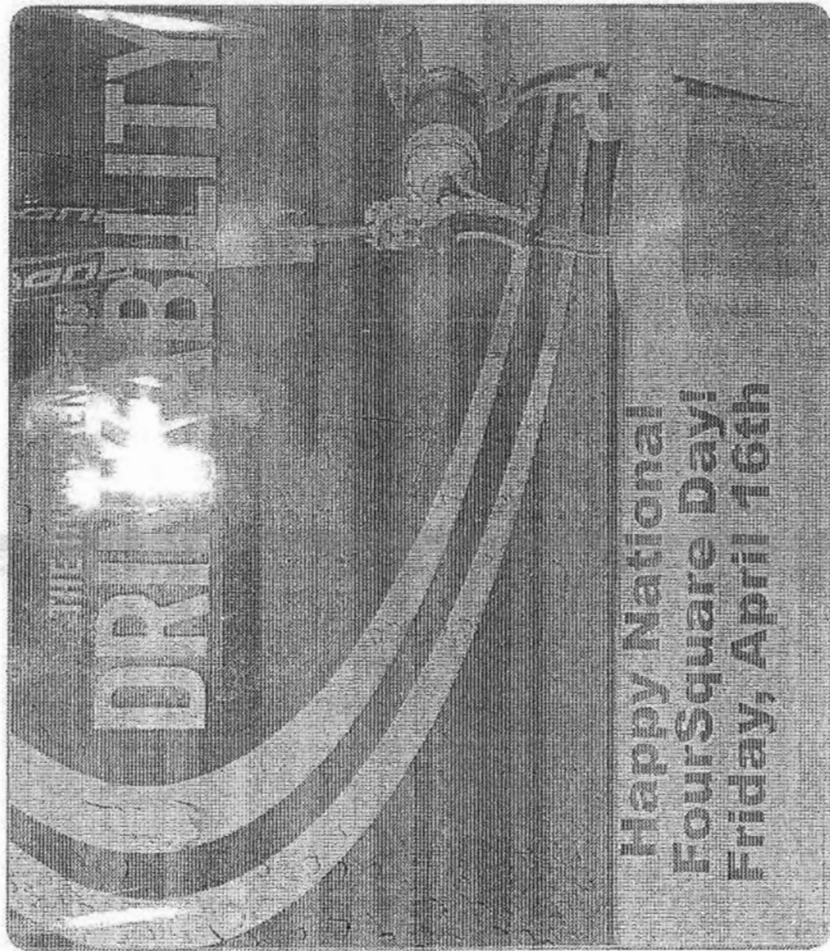
The New Hampshire Fisher Cats saw the value of Foursquare Day and jumped on board early on. They promoted their participation through announcements at games, social media postings and multiple eblasts like this one.

Email Reach

A number of the Foursquare Day Manchester partners sent out multiple email blasts notifying patrons of their deal.

wedü

creative strategic marketing innovations



A local Beer Distributor took it upon themselves to independently distribute these posters to participating Foursquare Day Manchester Bars and Restaurant; a great example of how the event took on a life of its own.

The Cornerstone of foursquare is finding your friends.

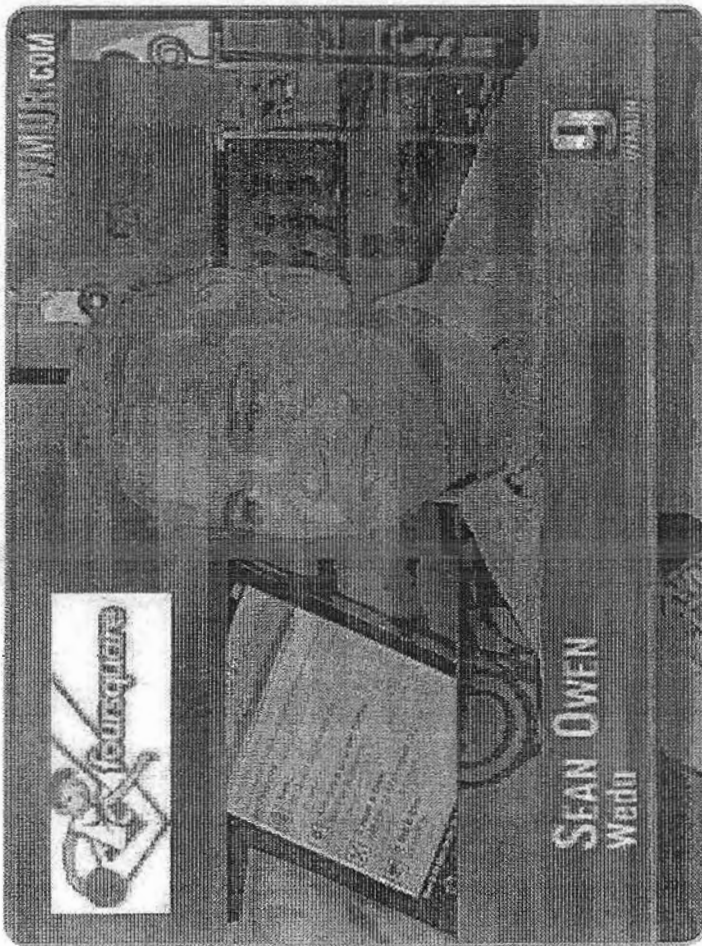
It wasn't a surprise to wedü that the local restaurants and bars jumped at the opportunity to use a new social media to entice new diners, thank loyal ones and well, have some fun doing so.

With all the social media activity and online viral activity it was only natural that a local beer distributor would jump in the game. When they did, Foursquare Manchester Day had it's first series of posters.

They were posted all over town, and were just the beginning of the traditional media frenzy.

wedü

creative strategic marketing innovations



wedü Creative Director and President, Sean Owen promotes Foursquare Day Manchester WMUR-TV, New Hampshire's ABC affiliate.

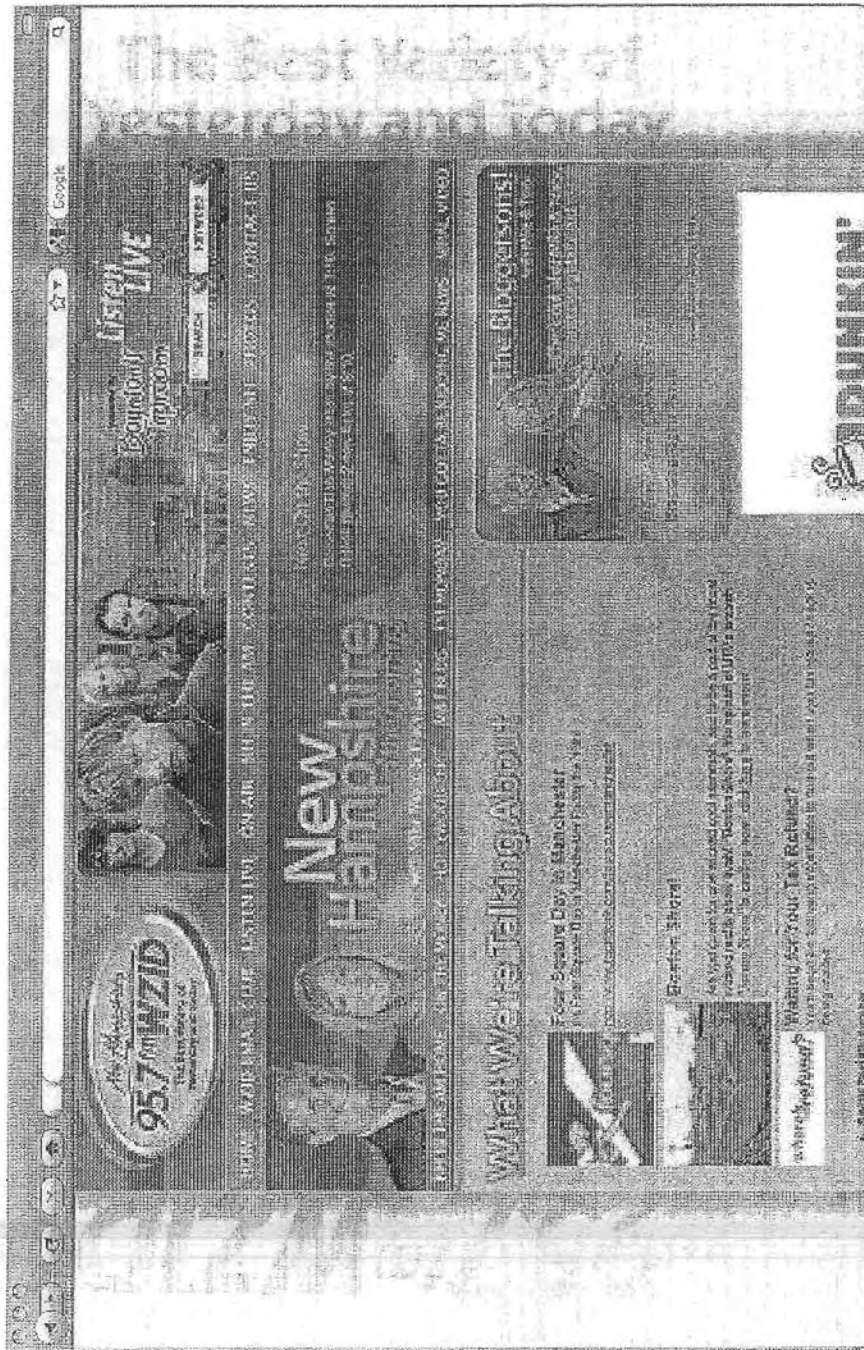
Traditional Media Jumps In

wedü's Social Media Team had done its thing. The online conversations were so loud with fans on Facebook, followers on Twitter and web visitors that traditional media started paying attention.

That's right, the ABC affiliate WMUR TV station aired several stories including interviews with Sean Owen, the Creative Director and President of wedü, WGIR AM had a full hour segment with Owen discussing the promotion, and other radio stations were jumping in the game too.

wedu

creative strategic marketing innovations



Once educated about Foursquare, the local media enthusiastically promoted Foursquare Day. In this example, one of New Hampshire's largest radio stations posted the event on their website and discussed it a number of times on the air.

wedü

creative strategic marketing innovations



A screen capture of a Bing map midday through Foursquare Day displaying some of the foursquare activity in Manchester. Each dot represents a venue that was 'checked-in' to so far that day.

Results - Online and Offline Exposure

In a little over two weeks, wedü was able to line up 50+ participating businesses, 765 Facebook fans and countless Twitter ambassadors. The interest and momentum for the event began almost instantaneously and increased significantly with every day that lead up to Foursquare Day.

Even after the official partner list was released, so many businesses wanted to participate, that wedü had to designate the Facebook Fan Page wall as a place for additional businesses, that wanted to participate, to list their Foursquare Day deals.

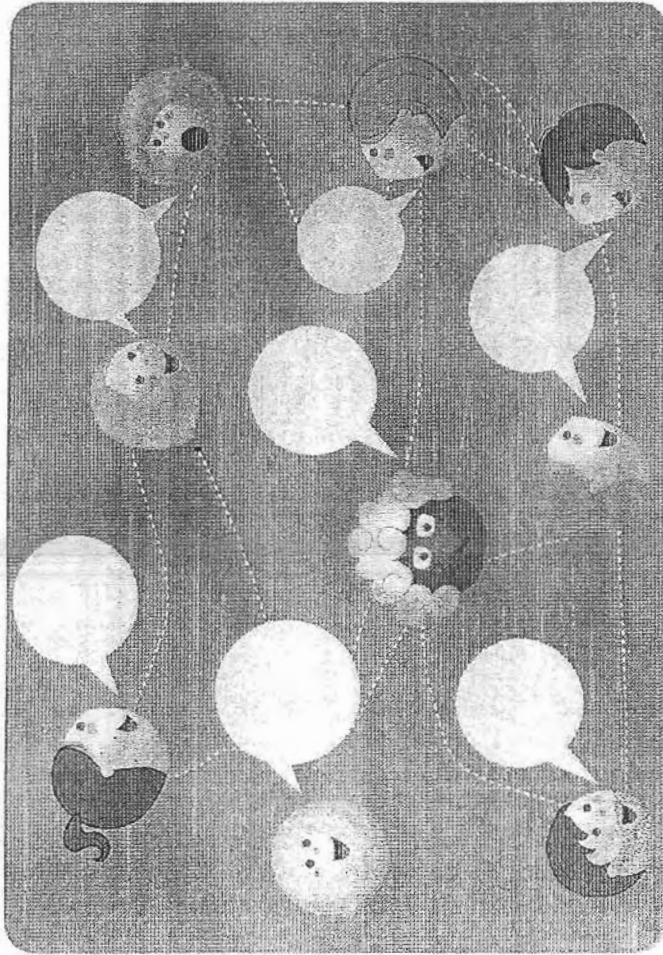
Traditional and New Media played a major role in pushing people to the social medium. The wedü fan drive was featured on WMUR, Manchester's ABC affiliate in five separate feature pieces. WMUR also posted an online story about the project, posted it to their Facebook page and Tweeted about the event regularly. The event also appeared in multiple articles in the New Hampshire Union Leader, Fosters Daily Democrat, Burlington Free Press, and countless online outlets and blogs.

wedü CEO, Sean Owen appeared on WGIR's morning drive show for an hour to explain foursquare and Foursquare Day and the event was promoted on NPR, WFNX, Rock101, WZID, WTPL and WJYY.

wedü's Interactive team was able to create a screen that contained a Twitter feed that pulled all foursquare check-ins that contained the official Foursquare Day Manchester hashtag, #4sqmht. This screen was setup on a large projection screen in Manchester's City Hall and on the television monitors in wedü's offices.

wedü

creative strategic marketing innovations



National publication, Ballpark Digest, wrote a featured article about the NH Fisher Cats' involvement in Foursquare Day Manchester.

Results - Reach

After wedü put the initial key pieces in place and the publicity measures listed above were taken, the event really took on a life of its own. It spread very quickly virally and the online activity sustained throughout the two-week period. A number of organizations, local businesses and even some of our clients posted the event on their pages. Below are a few numerical results of this project:

- Length of Project: **16 Days**
- Number of Facebook Official Page Fans: **792**
- Number of Facebook users reached by the official page: **102,960 (792 new fans x 130 friends of those fans on average)**
- Twitter Reach of Tweets about the Day: **500,000+**
- Number of Interactions on the Official Page: **310**
- Number of Page Views for the Official Page: **12,600**
- Number of Official Participating Venues: **56**
- Number of foursquare check-ins at participating venues: **723**
- Number of Additional Businesses Offering Deals: **23**

October 25, 2010

Mr. Stuart Thompson
Highway Safety Engineer
NH Department of Transportation
7 Hazen Drive – PO Box 483
Concord, NH 03302-0483

Dear Mr. Thompson:

Thank you for considering Millennium Integrated Marketing as your marketing communications agency. We have expertly guided many clients through the intricacies of public awareness and adaptive behavior campaigns like yours, and are excited about the prospect of assisting the New Hampshire Department of Transportation in its efforts to significantly reduce statewide roadway fatalities.

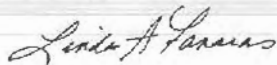
Our team is devoted to increasing awareness, building brands, and generating positive outcomes. As a client and partner of Millennium, you not only receive the highest level of industry knowledge and time-tested expertise, but also the brilliant ideas and measurable results that make the critical difference. Through highly specialized strategic messaging, advertising, public relations, creative, and online marketing solutions, Millennium will deliver tangible results for the Towards Zero Deaths program through the execution of a comprehensive global communication plan. I will be the designated Account Manager for this program.

At Millennium, we pride ourselves on being the best of both worlds: a self-contained, boutique firm with a local focus and national experience. With all capabilities in-house – from branding strategy, marketing research, and public relations, to graphic design, interactive, telesales, social media marketing, and more – we have the unique ability to expediently manage each aspect of your project and ensure they complement one another for maximum impact.

We greatly look forward to collaborating with your team. We are confident that our expertise can assist you in surpassing your branding, public awareness, and adaptive behavior goals, and in ultimately creating a unique safety culture throughout the state of New Hampshire.

We appreciate your interest in our services, and look forward to discussing the following proposal at your convenience.

Sincerely,



Linda A. Fanaras
President
lfanaras@mill-im.com

2. TABLE OF CONTENTS

Executive Summary | Page 1

Scope of Work | Page 2 - 4

Offeror Qualifications and References

a. Agency Qualifications and References | Page 5 - 6

b. Team Qualifications and Accomplishments | Page 7 - 8

c. Objectives | Page 9 - 10

Samples of Client Creative | Page 11

Contract Terminations and References | Page 12

Appendix

3. EXECUTIVE SUMMARY

Millennium Integrated Marketing (Millennium) is pleased to participate in the New Hampshire Department of Transportation's (NHDOT) Marketing Firm Request for Proposal for the Towards Zero Deaths (TZD) program. Millennium has a proven record of accomplishment in effectively expanding awareness on issues affecting the public sphere, and is adept at changing attitudes and behaviors through our creative and consistent approach to strategic marketing across mediums. We are committed to the TZD philosophy that even one New Hampshire roadway death is too many, and are eager to develop a global communication plan to market the State Highway Safety Program (SHSP) with adaptive behavior strategies.

Millennium is a full service, award-winning marketing firm that performs all client work in-house, from market research, corporate branding, creative design, and interactive (digital technology), to search engine optimization (SEO), public relations, and telesales/outreach services. Our highly efficient, streamlined agency structure will empower us to develop, manage, and execute the global communication plan for the TZD program both proficiently and precisely to achieve positive outcomes and measurable results.

Our firm understands that marketing programs are only as effective as the strategy and data that supports them. In turn, Millennium performs a thorough research analysis and review prior to commencing each marketing program. We will collect primary research data from NHDOT staff, TZD stakeholders, the 2010 SHSP, and any other relative data available. In addition, our membership in the American Association of Advertising Agencies will provide us with 350 research databases to access secondary data on roadway and safety statistics. This data will be applied through our proprietary global communication planning method, MAP-IT, which will assist us in outlining target audiences, strengths, weaknesses, opportunities, and challenges, and a strategic, data-driven solution to the plan.

Millennium will then define a core TZD program message to be used throughout all communication initiatives (approach and specific copy to be altered per audience), along with a branded program logo and tagline. We will execute a wide variety of communication strategies to reach each target audience in a manner that ensures the TZD program message will resonate. The global communication plan will be completed in less than 12 weeks, and will include the following strategies: collateral development (posters, brochures, publications), public relations (press releases, article placements), web site development (search engine optimization, video, 3D or Flash animation), placed media (radio, television, print, and online ads designed and placements negotiated), and social media messaging.

Our portfolio includes a variety of client projects that have similarities with the needs of the TZD program, and highlights our experience working with both transportation-related and adaptive behavior campaigns. We are confident that our firm's accomplishments and staff capabilities will exceed the NHDOT's expectations for the development and delivery of the TZD global communications plan.

4. SCOPE OF WORK

Working in concert with federal and state agencies and private sector partners, the New Hampshire Department of Transportation (NHDOT) has developed a statewide action plan to reduce the number of fatalities that occur on state roadways. The Strategic Highway Safety Plan (SHSP) focuses on a variety of factors to improve the safety of New Hampshire's roads, and aims to create and sustain a statewide safety culture. From education and enforcement to engineering and emergency services, this comprehensive, data-driven plan approaches the root causes and behaviors that lead to reckless driving and unnecessary accidents, with special attention paid to the education of teen and elderly drivers.

Millennium Integrated Marketing (Millennium) will implement the nationally-modeled "Towards Zero Deaths" (TZD) program in New Hampshire, with an integrated marketing and communications plan that will promote the State Highway Safety Program (SHSP). The TZD global (statewide) communications plan will align with the program's mission to develop and employ safety strategies that will increase accountability and personal responsibility for every state roadway driver through adaptive behavior. Using precise messaging through a variety of marketing and outreach strategies, the executed TZD plan will successfully increase safety education and change public behavior on statewide roads to reduce roadway fatalities in New Hampshire to less than 100 per year.

Millennium's initial TZD project research has brought additional SHSP communication plan considerations to the forefront. The United States Transportation Department findings on national 2009 traffic fatalities showed a 9.7 percent drop to 33,808 deaths – the lowest since 1950 (National Highway Traffic Safety Administration). This is good news on a national scale, but the number of roadway fatalities in New Hampshire is on the rise. According to WMUR News 9's 5 p.m. newscast on October 19, 2010, the number of New Hampshire roadway fatalities between January and October of 2010 stands at 102 – a significant increase from the 74 fatalities for the same nine month time period in 2009. In addition, the report stated that the majority of the 2010 accidents involved motorcyclists. With these critical new data points in mind, Millennium proposes greater emphasis on motorcyclist safety and awareness education as part of the communication plan, as well as a focus on seniors and teens.

Millennium believes that New Hampshire is only as healthy and successful as its top resource – its residents and families – and is committed to the NHDOT and TZD program philosophy that even one death on our roadways is too many. We are eager to assist the NHDOT in addressing the multi-faceted goal of creating a statewide roadway safety culture through the execution of a successful SHSP communication plan. Millennium has extensive experience in educating the public, expanding advocacy, and promoting adaptive behavior for issues that affect the public sphere. From promoting safety on our snowmobile trails and increasing highway communications and safety, to expanding awareness and participation for an event that promotes safe roads and highways in our state, Millennium is skilled in changing the attitudes and behaviors of New Hampshire residents through value-based messaging and the strategic implementation of online and offline marketing tactics that resonate. Our team is highly

proficient in developing, executing, and managing communication plans that build consensus and momentum, educate the public, and result in positive outcomes.

Millennium clearly believes in the power of research data to drive successful communication plans and strategies. The firm begins every program with a thorough – yet efficient – data review, using both primary and secondary research sources to analyze the landscape and lay a solid foundation for a strategic plan that will exceed NHDOT's expectations.

As the only New Hampshire member of the American Association of Advertising Agencies (AAAA), Millennium has exclusive access to 350 databases that provide extensive secondary market research data on roadway safety, and information on similar TZD marketing programs throughout the country. In addition, Millennium employs a proprietary method, MAP-IT, which utilizes a systematic research approach to communication plan development. During this discovery process, Millennium will determine key target audiences, along with strengths, weakness, opportunities, and challenges of the TZD program by interviewing key NHDOT staff, TZD partners and stakeholders, and possibly sampling data from among the specified target audiences. Millennium will also collect and review in-house statistical data, including data used for the 2010 version of the SHSP. This will prove invaluable in developing a well-rounded research component as the foundation for the SHSP communication plan.

The global communication plan we develop for the TZD program will include a summary, along with a situation analysis that assesses the target audiences and the program's opportunities and challenges. It will also outline the full communication strategy based on the data culled during the discovery phase, and will include overall program goals, such as "Decrease Roadway Deaths to Under 100 by 2012." Other critical components of the communication plan will be an execution plan organized by communication tactic, and the program budget and timeline.

Millennium's strategic communication plans are comprehensively written and expeditiously produced, taking a maximum of 12 weeks for completion. This includes four to six weeks for the research and discovery process, three weeks for development, and two to three weeks for review, refinement, and consensus with the TZD program team.

We are passionately motivated by programs that require the breakdown of complex marketing challenges, and are adept at identifying and managing strategies that result in the most successful and positive outcomes. We believe that a precise strategy with a defined positioning message, per audience, is instrumental in increasing visibility and influencing adaptive behavior. Our passion is to build brands, and then ensure that the integrated on- and offline communications plans incorporate key messaging that is easily identifiable across mediums, and connect with long-term initiatives and goals. From traditional advertising and public relations tactics, outreach, and branding strategies, to web banner advertising, social media marketing, and search engine optimization, Millennium has the in-house capabilities to devise and execute plans that will exceed your goals and provide impactful and lasting results.

As the target audiences involve teenagers, seniors, and motorcycle drivers, the firm requires a clear understanding of these populations and the most effective mediums to reach them. While teenagers are engaged in social media, the senior population continues to read newspapers and listen to the radio, and motorcyclists have their own recreational market niche. All of these audiences require a unique approach because each one is population and message-specific. Also included in our analysis will be Millennium's recommendation for the addition of social media marketing and advertising strategies to reach and engage the teenage driver population. Successfully raising awareness and encouraging adaptive behavior for this group will be enhanced through Facebook and Twitter interaction – meeting this target audience where they spend the majority of their online time – to the marketing mix.

Once the communication plan is developed, which will be broken down as follows, the firm will use tailored Gantt Charts to flawlessly manage the complex marketing and communication programs, design comprehensive project schedules, and stay ahead of deadlines (see sample Gantt Chart in Appendix).

Market Research and Messaging

- Deliver a thorough analysis report, including strengths, weaknesses, and consequent opportunities, along with messaging recommendations
- Craft messaging with various benefits and uniqueness through education and other tactics

Global Communications Plan

- Develop and execute a global communications plan, including some or all of the nine TZD program objectives, as well as other recommended tactics

Brand Development, Interactive, and Collateral

- Develop the brand, including design of logos, posters, and other collateral materials
- Develop the TZD web site, including new copy production
- Work with NHDOT to identify opportunities to enhance interactive marketing solutions, including social media, e-blasts and search engine optimization strategies (see Advertising and Marketing)
- Evaluate video casts, podcasts, 3D animation, and PowerPoint presentation development

Advertising and Marketing

- Develop the advertising materials for print, radio, television, and on-line advertising for placement in statewide media, and conduct, execute, and manage media buys

Public Relations, Outreach, and Measurement

- Build public awareness through dedicated and diverse public relations tactics
- Devise an outreach strategy specific to the key audiences of teenagers, seniors and motorcyclists
- Provide measurable results, through online tracking mechanisms and surveys

Our team is dedicated to providing measurable results, and all of the strategies and tactics employed in the global communications plan will be tracked for success. In addition, brand recognition market research can be conducted after a period to determine the strength of the brand. Any method that is deemed ineffective will be assessed and realigned in partnership with the TZD program team.

5. OFFEROR QUALIFICATIONS AND RESOURCES

5a. Agency Qualifications and References

Founded in 1996, Millennium is a highly respected, award-winning strategic marketing, interactive, public relations, and telemarketing firm with offices in Manchester, New Hampshire and Boston. Millennium is dedicated to developing brilliant ideas for powerful online and offline strategies that generate quantifiable results. The firm offers market research, corporate branding, creative design, interactive (digital technology), search engine optimization (SEO), public relations, and telesales/outreach services. All of our work is completed in-house, structured to provide the highest level of client service with expedient turnaround.

Millennium has successfully and comprehensively increased public awareness, created and solidified brands, and effectively changed public attitudes and behaviors for non-profit organizations and state agencies in New Hampshire. We are dedicated to working in partnership with NHDOT to ensure complete satisfaction with our services, and pride ourselves on maintaining strong communication and ethical, open business relationships. We stringently focus on budgets, and can be flexible in phasing projects to allow for funding fluctuations. Millennium is committed to public education and the community, and can serve not only as your outreach and communications partner, but also as your advocate.

Millennium's industry niche is its specialization in the integration of on- and offline media. While other marketing firms have an expertise in traditional media, web design, or public relations, Millennium delivers all these strategies and more. The firm produces streamlined communication plans for each client so that all efforts work in tandem, complementing one another for maximum impact. Millennium is also unique for its countless hours of service to non-profit causes. Since inception, Millennium has partnered with organizations focused on statewide initiatives involving health care, youth and families, individuals with disabilities, and housing, and annually contributes thousands of dollars to non-profit organizations through in-kind work and monetary donations.

In 2009, Millennium was awarded national certification as a Woman Business Enterprise through the Women's Business Enterprise National Council (WBENC). After a rigorous process, the certification was administered by the Center for Women & Enterprise, the WBENC's New England regional partner organization. Millennium's certification as a Woman Business Enterprise attests that Millennium is at least 51% owned, operated, and controlled by a woman. Linda Fanaras founded Millennium and continues to serve as the firm's president. WBENC certification supports the importance of diversity in business, and is recognized by thousands of corporations nationwide and many federal and government agencies.

Millennium is the only New Hampshire agency accepted as a member of the American Association of Advertising Agencies (AAAA). The firm is a member of the New England Council, a regional alliance of businesses and organizations that promote economic growth and sustainability. In addition, the agency holds memberships with the Business and Industry Association of New Hampshire (BIA), the Greater Manchester Chamber of Commerce, the Greater Concord Chamber of Commerce, the Greater Boston Chamber of Commerce, and Dun & Bradstreet. Notably, Millennium maintains the highest Dun & Bradstreet AAA+ credit rating available.

For nearly 15 years, Millennium has been a recipient of national and regional creative, interactive, and business awards, including the National Healthcare Awards, NH Internet Awards, Summit Awards, and the Silver Davey Awards. Millennium was recently honored with three 2010 American Graphic Design Awards, along with a 2010 U.S. Chamber of Commerce Blue Ribbon Award. Linda Fanaras, President, also received a 2010 Business Excellence Award in Media & Marketing from *New Hampshire Business Review* and a 2010 Above and Beyond Award from the BIA. In addition, Millennium was the 2009 recipient of the Greater Concord Chamber of Commerce's Small Business of the Year Pinnacle Award. Millennium is consistently recognized for its impeccable business ethics, financial stability, and record of accomplishment.

References

Gail Hanson, NH Snowmobile Association, 614 Laconia Road, Unit 4, Tilton, NH 03276
Phone: (603) 273-0220 E-mail: execdir@nhsa.com

Catherine Drouin, Green Mountain Communications, 702 Riverwood Drive, Pembroke, NH 03275
Phone: (603) 717-7117 E-mail: cdrouin@greenmtncomm.com

Roy Gerstenberger, Community Bridges, 2 Whitney Road, Concord, NH 03301
Phone: (603) 225-4153 Email: rgerstenberger@communitybridgesnh.org

Mike Degnan, NH Health Plan, 1 Pillsbury Street, Suite 200, Concord, NH 03301
Phone: (603) 225-6633 Email: jmdegnan@helmsco.com

5b. Team Qualifications and Accomplishments

Strategic Direction and Marketing at Local and State Levels/Account Management

Linda A. Fanaras, president/strategist, will be the designated Account Manager for the TZD program, and will develop the global communications plan based on Millennium's research and discovery process. Education and motivation are major factors in adaptive behavior, and Ms. Fanaras will use these methods as the springboard for the TZD marketing program. Highly experienced in branding analysis, the development of integrated communications plans, and the formulation of creative concepts, she also holds extensive expertise in statewide public relations, event and tradeshow planning, outreach, and adaptive behavior strategies that result in positive outcomes. Formerly the vice president of marketing at RealWorld Corporation (currently Microsoft®), she has managed multi-million dollar budgets and complex marketing plans.

Ms. Fanaras, certified in Competitive Strategy/Marketing Planning by the American Management Association, serves as a guest speaker at business seminars throughout New England. She is a stakeholder and member of the Communications Team for the Health Information Exchange Planning, and Implementation (HIEPI) project for the New Hampshire Department of Health and Human Services. Ms. Fanaras holds a Board position on the AAAA's New England Governor's Council, and is also involved in the AAAA Diamond Forum, which serves as a national collaboration team to develop best practices for agencies.

Interactive Web Site Development and Strategy

Vince Paratore, chief creative officer, has over 15 years experience working with Fortune 2000 firms in numerous industries. He will oversee the brand development, creative, print production process, interactive, and technical aspects of the TZD program. Mr. Paratore is highly proficient in Adobe CS3, Microsoft Office, Quark, Flash, Dreamweaver, Go Live, among other programs.

Dawna Roberts, web/interactive director, has over 15 years expertise in web development, e-commerce site development, database programming and SEO, tracking, and conversion rates. She is a highly skilled web developer, interactive media strategist, and SEO expert. Ms. Roberts will execute all web projects for the TZD program, with the support of key staff.

Craig Spara, interactive brand director, has optimized the level of creative design and art direction for the entire firm's work. Mr. Spara will support in the development of creative and interactive campaigns for the TZD program.

Mark Dingman, creative and web designer/developer, is a talented graphic designer with expertise in publications, logos, brochures, and trade show graphics, and is a web developer. Mr. Dingman will assist in the swift execution of creative and web projects for the TZD program.

Traffic/Project Management

Chris Brown, marketing coordinator, holds extensive experience in project management, web coordination, and video. With copywriting, video/audio development, and project coordination expertise, Chris is client-focused with a deadline-driven approach. Mr. Brown will ensure that every TZD project is executed quickly, efficiently, and smoothly.

Public Health and Safety Education

Jessica Chabot, public relations director, handles client relations, press release writing and distribution, and media strategy execution. She is the link from the client through the media to the public, and is instrumental in generating earned media opportunities. Ms. Chabot will oversee public health and safety education for the TZD program.

Media Buy Analysis and Strategy

Kelly Michael, media buyer, is a former media planner and buyer for an agency in the Baltimore/DC area. She is adept at managing national and local print, television, radio, direct mail, social media, and Internet advertising, and has expertise in event planning, community outreach, and public relations. Ms. Michael will oversee media buys, event management, and public relations for the TZD program.

Outreach Coordination and Event Management

Samantha Mahoney, outreach manager, oversees community outreach and is responsible for building positive community relationships. Her positive, proactive attitude and strong organizational skills lead to effectively facilitated events. Ms. Mahoney will plan, manage, and execute all outreach and event efforts.

Outsourcing: Millennium outsources the following types of projects: some market research to RKM Research, Portsmouth; extensive video development to Heartwood Media, Manchester; television production to PG Chamber, Salem, MA; radio production, Spots to Go, Hooksett; printing services to Evans Printing, Concord; finishing services to NH Mailing, Concord; and mailing list purchases to Vessel Media, North Carolina. All other projects are developed in-house.

Workload: Our firm efficiently and simultaneously manages numerous client projects across industries and stages of development. Through a highly organized process that initiates with the account manager, moves to the project manager, and then to the production department (creative, web, outreach), our team thrives on the fast pace of our projects, delivering precise client results on-time and within budget. Our current workload and recent staff additions offer the bandwidth to execute all NHDOT and TZD projects quickly and seamlessly. We have built brands in one week, developed complex database web sites in one month, and planned high-profile sales promotions and events in two weeks.

5c. Objectives

1. Create Strategic Communication Plans: Millennium's proprietary global communication planning method, MAP-IT, uses a systematic research and organization approach to communication plan development. Drawing on its primary and secondary research findings, Millennium will outline the TZD program's target audiences, a unique selling proposition (USP) for use across mediums, a brand recommendation, and communication tactics to employ to reach target audiences. Millennium develops strategic communications plans for nearly every client. Millennium designed one for a leading distribution, technology, transportation, and integrated logistics provider that has been a client for over five years. Our communications plan encompassed public relations, print advertising, web banner advertising, web site development, e-marketing, trade shows, seminars, and award submission and recognition for their incredible growth (\$65 million to \$120 million during Millennium's partnership). The plan is available for review upon request. Millennium's strategic communication plan development takes a maximum of 12 weeks.

2. Public Relations Outreach and Coordination: Millennium has extensive experience generating earned media for its clients. Drawing on our strong media relationships, and using press releases, media advisories, and creative media pitch strategies, Millennium consistently secures press coverage in newspapers, magazines, directories, and industry publications to achieve top-of-mind awareness of clients and their causes. We also frequently organize and manage special events, conferences, and tradeshow, and use a variety of public relations tactics to promote attendance. Our TZD public relations program will be developed within three weeks of request.

3. Create and Manage Interactive Web site: Our web site development process includes: Information Gathering, Planning, Design, Development, Testing/Delivery, and Maintenance. Millennium has the expertise to update web code in PHP, HTML, ASP, ActionScript 2 and 3 with animation and sound design; Fireworks, JavaScript, Joomla, and WordPress. We have developed highly interactive, database-driven sites in one month: www.biodirectusa.com, www.woodcrestvillage.com, and www.mill-im.com. Millennium has also produced highly comprehensive sites like www.sparehospital.com and www.nhhealthplan.org, which includes web tools for users to determine eligibility for high-risk health insurance coverage. The TZD web site will be developed within two months of request.

4. Create Graphic Elements: Many of Millennium's clients work with our firm because of our award-winning, eye-catching and well-thought out logos and graphic designs. Our design team has the capability to create graphics for nearly any need, from collateral materials to trade booth displays. Millennium has recreated maps from CAD drawings to supply NH Snowmobile Association with statewide trail maps, and has completed map redesigns for the City of Concord Planning Board. Our adaptive

behavior designs include NH Snowmobile Association publications, NH Healthy Kids outreach materials, and NH Good Roads posters. Graphic designs will be turned around within two weeks of request.

5. Create TV, Radio, Print, and Online Ads: Millennium has developed strategic campaigns that relate to adaptive behavior, including those that raised awareness and inspired participation in non-profit organizations like Senior Companion Program of NH and Community Bridges. Depending on the client, we executed consistently branded ads for radio, television, print, and/or online. Similar ads will be designed for the TZD program within three weeks of request.

6. Purchase Ad-Time with Statewide Media Outlet: Millennium pays attention to detail, researches media buys, and expertly negotiates rates and bonuses. We review Arbitron, Maximizer, and Nielsen reports to make informed decisions, and keep the target market, reach, and frequency in mind to ensure successful public awareness outcomes. Samples of past negotiated rates: **TV** (Non-Profit, Senior Program) – focus on WMUR news, NH Chronicle, and weekend; 35-64 or 68.1 for target; will reach 228,771 persons 35-64 3 or more times or 42.7 for the target; will achieve 241.8 gross rating points or 1,282,800 gross impressions with an average frequency of 3.5 and average cost of \$9.35: [Click to view: Senior Companions of NH](#). **Radio** (Non-Profit, Disability Program) – Nassau Broadcasting with a focus on day part and rotators; mixed reach and demo; A25-54 and spot rate of \$0.00. No-charge PSAs negotiated on behalf of client. **Print** (Non-Profit, Disability Program) – *Concord Monitor* with a focus on mass media consumer advertising; 2x a week; rate: \$6.00 per column inch. **Online** (Health & Safety) – Union Leader web banner on the news page of choice, net reach of 50,000 and a cost per thousand (cpm) reach of \$.003. Ad time purchases will be made within one week of request.

7. Interactive Presentations: Our PowerPoint presentations effectively resonate with target audiences through succinct, powerful data and messaging. We created one for New Futures to raise awareness of the issue of teen depression, which has received a positive response. Presentations will be designed within two weeks of request.

8. 3D Animations or Visualization: Millennium does not have 3D expertise, but if deemed necessary, we can outsource it to David Gibson of Merrimack, who has over 20 years of experience. Our in-house staff does include expertise in Flash and CAD (Craig Spara and Chris Brown).

9. Annual Reports, Newsletters, and Publication: One of our strengths is converting complex documents into clear and concise communication materials. Millennium has developed e-newsletter templates and case studies (including one on an I-93 highway safety project) for telecommunications company Green Mountain Communications (American Graphic Design Award). Publications Millennium created for the NH Snowmobile Association and annual reports for NH Catholic Charities (Silver Davey Award Winner) and CATCH have achieved client goals and positive outcomes. Similar materials will be developed for the TZD program within two months of request.

6. SAMPLES OF CLIENT CREATIVE

Millennium has developed and executed campaigns for the following clients, which have similarities with the requirements of the TZD program. Please see Appendix for corresponding creative samples.

NH Snowmobile Association: The NHSA has been a client of Millennium's for nearly 15 years, during which time Millennium has helped the NHSA advocate for recreational safety for snowmobilers statewide. Millennium has worked hand-in-hand with the NHSA to promote safety, impress respect on the trails, and educate the public about common snowmobile dangers and precautionary safety measures. To increase awareness of the NHSA's safety message and promote adaptive behavior, the firm developed an interactive web site, brochure, posters, state snowmobile trail maps, fliers, annual reports, the Sno-Traveler publication (sent to 28,000 NHSA members), bumper stickers, and displays. Result: Tapering off of snowmobile deaths occurrences and stronger brand recognition. See page 6 for reference.

Green Mountain Communications: Focused on highway safety and communications during the I-93 project, Millennium conducted a rebrand and developed datasheets, case studies, press release, new web site and e-blast design. Result: Stronger brand and increased contracts. See page 6 for reference.

Community Bridges: Community Bridges recently initiated a campaign including a new brand, increased public awareness, and outreach initiatives. Millennium conducted market research for a communications plan, and implemented strategies including press releases, article writing and placement in the *Concord Monitor* and *New Hampshire Business Review*, radio script drafting and free placement, print advertising, trade booth display panels, brochures, and collaterals. Results: precise positioning, improved brand recognition, and increase in program referrals. See page 6 for reference.

Senior Companion Program of NH: Millennium developed a multi-faceted marketing campaign to increase awareness of the program to attract new volunteers and also connect seniors with the program. Millennium designed print advertising and brochures, along with radio and television advertisements. Result: stronger brand recognition. Reference: Pam Jolivette, Community Action Program, Industrial Park Drive, Concord, NH 03301; Phone: (603) 225-3295 E-mail: pjolivette@bm-cap.org

NH Healthy Kids (Spanish): For over 15 years, Millennium developed materials (posters, bookmarks, brochures) in Spanish and English to increase awareness of this non-profit's low-cost and free health insurance services for children. Millennium developed direct mailers to target audiences, outreach materials, and public service announcements. In addition, Millennium developed and executed a public awareness and fundraising school bus campaign, designed to educate the public through school bus shaped cut-outs sold at Rite-Aid, Hannaford, and Wal-Mart. Results: increase in insured children and over \$40,000 generated in funding. Reference: Tricia Brooks, Former Executive Director, tbrooksnh@comcast.net (telephone number available upon request).

7. CONTRACT TERMINATIONS AND REFERENCES

Freedom Cycle contracted with Millennium to develop and implement a strategic marketing plan to execute an open house to promote its new showroom and generate leads. The firm secured and promoted the special guest appearances of New England Patriot stars Russ Francis, Steve Grogan, and Mike Hanes to the open house, which was a major draw – and tied Freedom Cycle to the larger audience of sports enthusiasts who may not have known about or visited Freedom Cycle prior to the event. Millennium also arranged for supporting vendors to participate in the open house and coordinated remote radio broadcasts for Freedom Cycle.

Millennium devised a powerful statewide advertising plan to promote Freedom Cycle's event. This included a comprehensive print, direct mail, and radio campaign, with advertisements in New Hampshire-based newspapers and recreation-focused publications; high volume direct mail drops to targeted consumers; and strong advertising on Tier 1 New Hampshire radio stations, including ROCK 101 and WOKQ, and secondary radio stations, such as WJYY and Outlaw. The firm's approach resulted in over 2,000 open house attendees. Millennium successfully generated new leads, increased sales, enhanced customer loyalty, and strengthened the Freedom Cycle brand. Millennium's work with Freedom Cycle was terminated because the company decided to manage its marketing efforts in-house.

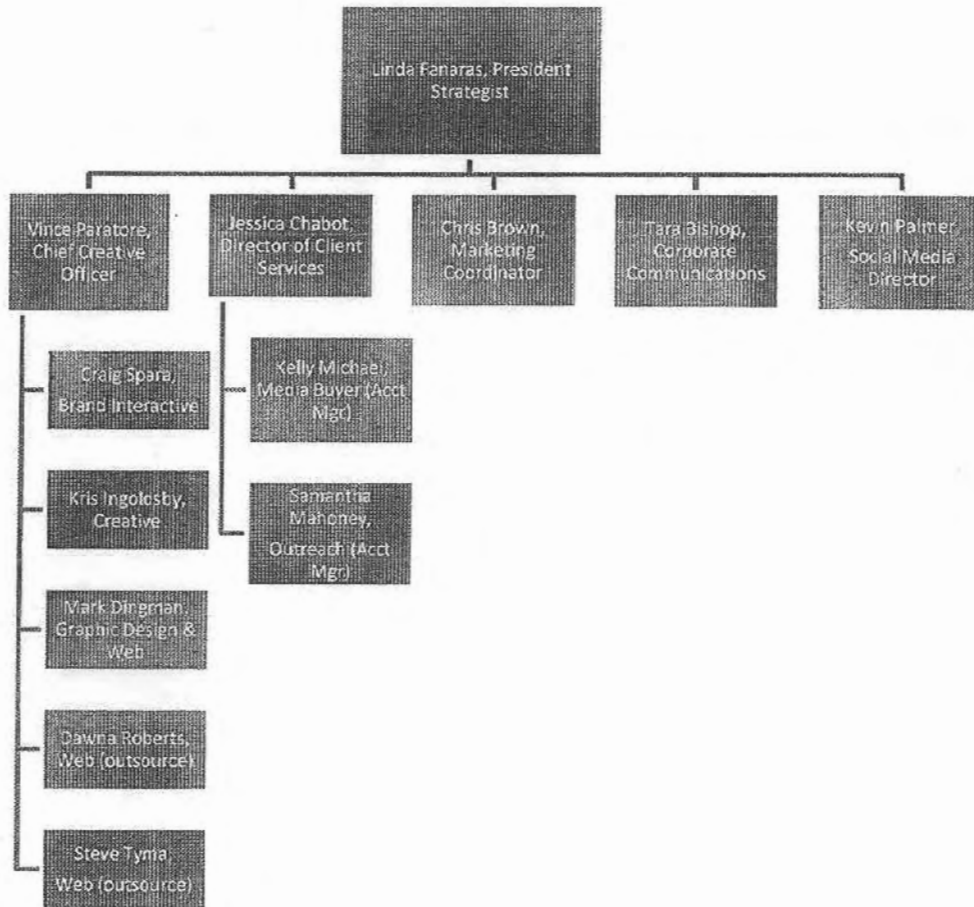
Andy Galliher, General Manager, (603) 225-2779, agalliher@freedomcyclenh.com
110 Manchester Street, Concord, NH 03301

Belknap Subaru was challenged by decreasing sales and a lack of solid customer leads. Its management team requested Millennium's services to boost local interest. Millennium created a well-rounded, targeted, campaign strategy that featured special promotions to drive customer traffic. Tactics included radio, direct mail, and local newspaper advertising, and online marketing on auto sales websites. As a result, sales and customer referrals increased and Belknap Subaru achieved a lasting increased lead generation that continues to benefit the company. Belknap Subaru brought in a new general manager who chose to manage its marketing efforts in-house.

Mark Johnstone, President, (800) 869-6580, mjohnstne@aol.com
95 Daniel Webster Highway, Belmont, NH 03220



millennium
integrated marketing



(877) 873-7445

www.mill-im.com

Corporate:

150 Dow Street, 3rd Floor
Manchester, NH 03101
T: (603) 750-2200
F: (603) 750-1200

101 Federal Street, 19th Floor
Boston, MA 02110
T: (617) 303-2100
F: (617) 303-0100

Socialize:

twitter.com

facebook.com

linkedin.com

References

Gail Hanson
NH Snowmobile Association
(603) 273-0220
execdir@nhsa.com

Roy Gerstenberger
Community Bridges
(603) 225-4153
rgerstenberger@communitybridgesnh.org

Mike Degnan
NH Health Plan
(603) 225-6633
JMDegnan@helmsco.com



(877) 873-7445
www.mill-im.com

BROWN, CHRIS

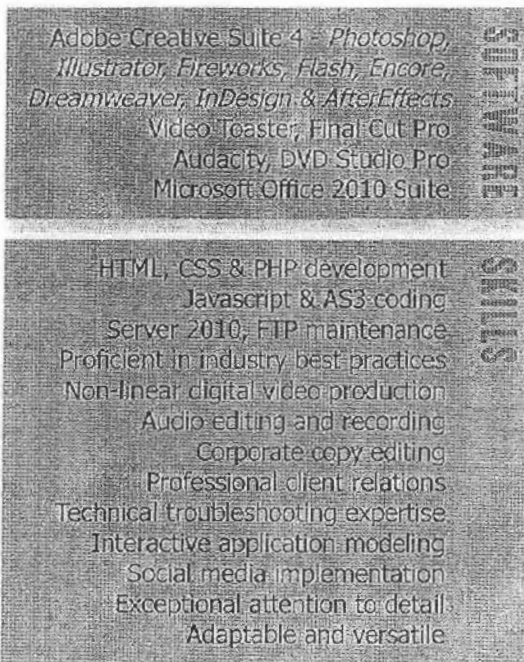
DIGITAL MULTIMEDIA, TECHNICAL PRODUCTION

CHRIS BROWN
17B Oak Ridge Avenue, Apt #21
Salem, NH 03079-4484
browncommachris@gmail.com
(603) 566-0588
www.browncommachris.com

OBJECTIVE

To obtain a challenging technical position that creatively utilizes my extensive skills with multimedia and development tools.

QUALIFICATIONS



Adobe Creative Suite 4 - Photoshop, Illustrator, Fireworks, Flash, Encore, Dreamweaver, InDesign & After Effects
Video Toaster, Final Cut Pro
Audacity, DVD Studio Pro
Microsoft Office 2010 Suite

HTML, CSS & PHP development
Javascript & AS3 coding
Server 2010, FTP maintenance
Proficient in industry best practices
Non-linear digital video production
Audio editing and recording
Corporate copy editing
Professional client relations
Technical troubleshooting expertise
Interactive application modeling
Social media implementation
Exceptional attention to detail
Adaptable and versatile

EXPERIENCE

Millennium Integrated Marketing (2010-)

Marketing Coordinator

- Managing client accounts and expectations for multiple simultaneous projects.
- Joomla, WordPress, HTML and ASP.NET web development.
- Search engine optimization utilizing Google AdWords.

Southern New Hampshire University Department of Athletics (2007-2010)

Assistant Operations Coordinator

- Technical multimedia development, video editing and graphic design for an NCAA Division II university.
- Oversaw production of over 1,000 hours of media, and supervised a staff of 90 game operations employees.
- Aggressive in meeting deadlines and long term goals.
- Creative utilization of MPEG/H.264 media codecs.

Xact Sports / B.S.T Basketball (2008-)

Webmaster, Graphic Designer

- Extensive PHP & Javascript web development.
- Optimized logo design with Adobe Illustrator & Fireworks.
- www.bst222.com / www.xactsports.com

Arnie Media, LLC (2007-2008)

- Multiple studio duties on "Political Chowder" TV program.
- Full PHP design, database upkeep, and advertising coordination of the official website (www.politicalchowder.com)

EDUCATION

Masters of Business Administration

Southern New Hampshire University (2010)

Focus in international business practices, marketing, and quantitative analysis. (3.48 GPA)

Bachelor of Arts, Digital Media

Southern New Hampshire University (2008)

Magna Cum Laude (3.56 GPA)

Minors in Marketing & Graphic Design

President's List, 2005-2007

ACTIVITIES & AWARDS

SNHU 9th Bi-Annual Student Film Festival

First Prize, "Chip Reddy" (2007)

SNHU 8th Annual Student Film Festival

First Prize, "How To Fail At Filmmaking" (2006)

SNHU TV Club

President/Vice President, Producer (2006-2007)

Radio SNHU

Promotions/IT Director (2005-2008)

SNHU Communications Club

President (2005-2006)

VINCENT PARATORE

365 WEST MAIN STREET, TILTON, NH
603.520.4857, VINCE@VINCEPARATORE.COM

QUALIFICATIONS

Highly motivated Creative Director and Senior Level Designer with extensive experience in brand development and repositioning of large financial, healthcare, and consumer business entities. Comfortable working with clients of all sizes. Skilled at communicating in the language of branding and design with a multi layered client, and versed at operating at a pace that meets the needs of fast moving industries without sacrificing design quality or integrity.

- Outstanding ability to hear a client's needs, communicate a vision of a solution, and follow through with a final product.
- Excellent graphic design skills, and an extensive knowledge of print production technical processes
- A solid understanding of user interface design and information design
- Experience working in small and large teams to develop creative directions
- Excellent graphic software skills; proficient in AdobeCS4, QuarkXpress, Acrobat; experienced with Flash, Dreamweaver, Go Live, and Microsoft Office.
- Outstanding web design, development, and implementation skills
- Excellent management and team leadership ability with very strong communication skills
- Native Spanish speaker

WORK EXPERIENCE

Millennium Integrated Marketing, Manchester, NH 2009 to present **Chief Creative Officer**

Oversees all strategic communications, brand development, and art direction for clients. Responsible for developing focused creative strategy, brand strategy, and creative campaigns that meet client goals.

- Oversee creative department
- Work with top management to ensure that all aspects of a creative campaign—from new media to public relations—are all speaking with one voice.
- New business development

Gearon Hoffman Advertising, Boston MA 2004 to 2009

Art Director

Responsibilities included developing and rolling out branding and design direction, new media development, conceptual advertising, interactive, and marketing solutions for client-identified problems or goals.

Key achievements:

Prudential Retirement: Rebranded entire line of Prudential Retirement customer communications materials and created style guides and training tools to transition all Prudential internal communications to the new brand.

Worked with internal sales to redesign pitch materials for all sales presentations and meetings. Created a microsite to show case the new brand to internal Prudential departments. This microsite contains samples of the new advertising and design, and assists internal staff in the delivery of their new brand strategy.

VINCENT PARATORE

365 WEST MAIN STREET, TILTON, NH
603.520.4857, VINCE@VINCEPARATORE.COM

Champion Exposition Services: Transitioned a new creative advertising strategy to the web for Champion Exposition Services to create a functional, easy to use, web site that competitively positions Champion within its market.

Efforts included reorganizing web information, refining the copy, and simplifying the navigation. I created various design directions that complimented the new advertising creative. The chosen design complimented and strengthened the new Champion identity and better highlighted its products and services.

Tufts Health Plan: Created concepts, design directions, and then fully executed a total corporate web site redesign. We evaluated the existing site, and recommended reorganizing all of the content into a more customer-focused hierarchy. We presented concepts based on the clients goals, and rolled out the page designs. An intranet site was also redesigned to work with the company site. In addition, we designed several other online, interactive, tools to assist with internal training.

Capital Crossing Bank: This large banking site was redesigned to reflect the company's new identity and brand strategy. An ASP model was used so that dynamic page generation occurred for all pages that contained frequently changing financial data. In addition, an intranet site for institutional investors that reflected the new look and feel was also created and added to the newly redesigned site.

Clients include: Prudential Retirement, Newark, NJ; Papa Gino's, Dedham, MA; Champion Exposition Services, Middleboro, MA; One Beacon Insurance, Canton, MA; Tufts Healthplan, Watertown, MA; Brown & Company; Capital Crossing Bank, Boston; Private Healthcare Systems, Waltham, MA.

Paratore Hartshorn design + communication, Boston, MA

1993-2004 **President/Creative Director**

Principal creative and founder of a full-service firm that provided advertising, design, and communications materials to small and large companies in the banking, high tech, and education fields.

As president and creative director, responsibilities included:

- Developing successful, strategic design concepts
- New business development
- Management of design studio, outside vendors, and new business rep.

Services offered by the firm included: identity creation; new product branding; web site development, design, and implementation; direct mail campaigns; catalog design and production; and trade show materials.

Clients included: Oracle, Brisbane CA; Sovereign Bank, Boston, MA; Fidelity Investments, Boston, MA; Epion Corporation, Billerica MA; Capital Offset Co., Concord, NH; Security Innovation, Wakefield, MA; BankBoston, Boston MA; Rational Software, Burlington, MA; Boston Children's Museum, Boston, MA; National Geographic, and The Art Institute of Boston at Lesley University, Converse

VINCENT PARATORE

365 WEST MAIN STREET, TILTON, NH

603.520.4857, VINCE@VINCEPARATORE.COM

TEACHING EXPERIENCE

Massachusetts College of Art, Boston, MA 1997 - 1999

Portfolio Prep/Senior Graphic Design Class

Developed class syllabus and structured learning materials. Participated in junior and senior year-end performance reviews.

Art Institute of Boston, Boston, MA 1999 - 2003

Design for Illustrators.

This course taught illustration students fundamental graphic design skills and techniques. Developed a syllabus that centered on the exploration of typography and image. Students were also introduced to computer programs such as Adobe Illustrator and Photoshop. All class projects were taken from concept to digital output to show project process.

Intro to Web Development.

This class introduced students to real-world web design projects and was co-taught with a web programmer. Students learned the basics of web site design principles, such as navigation, information hierarchy, and user interface design. Students were then required to apply what they learned to a functional, self-promotional web site for their final class project.

EDUCATION AND PROFESSIONAL TRAINING

Bachelor of Fine Arts with a concentration in graphic design, 1994

Art Institute of Boston, Boston, MA

Rhode Island School of Design Summer Institute for Graphic Design
Studies, 1990 Providence, RI

Samantha Mahoney

32 Myrtle Street, Manchester, NH 03105

Cell: 603.505.7251

E-mail: sjm0411@gmail.com

SUMMARY OF PROFESSIONAL QUALIFICATIONS

- Experienced manager with expertise in client-agency relationships and project management
 - Extensive background in interactive, web, and print content development and telesales/outreach
 - Highly regarded written and oral communication skills
 - Proven marketing, sales, and presentation skills
 - Solid organization, leadership, and time management skills
 - Confident, persuasive, detail-oriented, and has the ability to work under pressure, as part of a team or independently
-

PROFESSIONAL AFFILIATIONS

- Manchester Chamber of Commerce
- Concord Chamber of Commerce
- Boston Chamber of Commerce
- American Association of Advertising Agencies (AAAA)
- AMA Boston Marketers

PROFESSIONAL EXPERIENCE

Account Manager/Outreach Coordinator

Millennium Integrated Marketing, 2008-Present

- Collaborated with clients to develop positive, dynamic outreach strategies that resulted in a strong and impressive brand image
- Accelerated clients' sales cycle through personalized lead tracking and nurturing, uncovering multi-million dollar opportunities
- Developed sales-driving content that delivered record-high e-mail marketing response-rates
- Executed successful year-long marketing communications plans, delivering projects on time and under budget
- Organized, managed and executed trade shows and community events
- Built relationships with community members to build advocacy

Marketing Coordinator

Ananke, Inc., 2007-2008

- Was responsible for the recruitment and supervision of the company's marketing interns who assisted in branding/messaging and trade show event execution
- Wrote radio copy and developed print advertising campaigns to increase brand awareness and promote services

Customer Service Representative

Bank of America, 2006-2007

- Analyzed the team's average handle time and customer survey reports on a daily basis to gauge both our personal and overall development
- Assisted over 2,500 customers weekly with personal banking issues


Career Explorations Leader

Johnson & Wales University, 2005-2005

- Managed the Career Explorations program for over 800 participants to give interested college students a better prospective of what life is like at Johnson & Wales University
- Organized and supervised company visits, campus tours, and recreational activities throughout the duration of the program each week

EDUCATION

- Johnson & Wales University, BA in International Business with a concentration in Marketing Management

Contact	<p>Linda A. Fanaras President/Marketing Strategist</p>	
---------	---------------------------------------------------------------------------	-------------------------------------------------------------------------------------

Objective	<p>Ms. Fanaras is a highly driven marketing strategist with outstanding qualifications in all phases of corporate, non-profit and government marketing. She develops strategic communications plans that achieve results and continually surpass expectations. Her approach includes in-depth, market research to develop communications plans from conception to completion, backed by strong teams and leadership skills. Budget-oriented, deadline driven with the unique ability to influence thinking, forge strategic alliances, and build consensus. Results oriented with a proven record of accomplishment in strategic marketing, interactive, social media, public relations and event management.</p>
-----------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

PERSONAL INFORMATION

Birth Date:	October 10, 1963
Gender:	Female
Nationality:	Armenian Orthodox

CONTACT INFORMATION

Mobile:	603-496-7954
Day Phone:	603-792-2200 ext. 201
Address:	3 Longview Drive, Bow, New Hampshire 03304
Website:	www.mill-im.com

PROFESSIONAL EXPERIENCE

Organization Name:	Millennium Integrated Marketing, Manchester, NH	1996	Present
Company Industry :	Advertising and Marketing Communications		
Job Role:	President		
Work Description:	Millennium is a strategic marketing firm that integrates the most successful online and offline strategies for business growth. Millennium seeks to become the most valued and trusted partner for every client through brilliant ideas and strategies.		

<p>QUALIFICATION SUMMARY:</p>	<ul style="list-style-type: none"> ▪ High-caliber expert with over 20 years of expertise in strategic integrated marketing. Works in close collaboration with clients and the Millennium Team on planning campaigns and executing effective strategies. Problem-solver and highly motivated in a fast-paced environment to meet deadlines and stay on budget. ▪ Detailed oriented with emphasis on interactive campaigns, lead generation, brand development and building awareness. ▪ Assist in developing and executing marketing plans, both short and long range, to ensure the profit growth and expansion of company products or services. Representing the product to customers at field events such as conferences, seminars, expos etc. ▪ Builds exceptional teams with high-level people with a commitment to results-driven plans. Dedicated to clients who share the same value system and desire for growth. Coordinating and managing the operational activities within advertising, PR and research and marketing communication departments. ▪ Extremely adept in business transformation and change, including brand changes, M&A, restructures, regulatory programs and new markets. ▪ Training and developing a team of marketing staff and assistants to plan, react, anticipate and resolve problems proactively and leading them to execute strategic business and marketing goals. ▪ Market research, competitor analysis, product positioning, devising and executing marketing campaigns ▪ Media management, public relations, product launches and vendor relationships ▪ Brand development, management and building brand loyalty ▪ Communication and interpersonal skills, networking, conflict resolution, group dynamics, problem solving, analytical thinking, excellent planning skills
<p>Degree</p>	<p>Bachelor of Science, Marketing Concentration, AMA Certification in Marketing Strategy</p>
<p>SKILLS</p>	
<p>Committee / Board Involvement</p>	<ul style="list-style-type: none"> • Stakeholder for Strategic Plan for Health Information Technology (HIT) and Health Information Exchange (HIE) for the State of New Hampshire • Advertising Agency Association of America (AAAA) New England Governor's Council • Advertising Agency Association of America (AAAA), Diamond Forum Member • Advertising Agency Association of America, Member • Corporator: Merrimack County Savings Bank • Past: Concord Regional Food Program; The Friends Program; Concord Boys & Girls Club
<p>Achievements</p>	<ul style="list-style-type: none"> • 2010 Women Business Enterprise, Certified • 2010 NH Business Review Business Excellence Awards • 2010 Business & Industry Association Above & Beyond Award • 2010 US Chamber Blue Ribbon Award • 2009 Concord Chamber Pinnacle Award • 2009 Pinnacle Award



mark dingman
graphic designer

240 Franklin St. #20, Laconia, NH 03246 | 603.455.6033
mark@markdingman.com | www.markdingman.com

OBJECTIVES

To provide design services that enhance my clients' marketing and communication.

EDUCATION

LYNDON STATE COLLEGE | LYNDONVILLE, VT

BA DESIGN AND GRAPHIC COMMUNICATION, MAY 2004

Classes in Photoshop, Illustrator, Quark Xpress, Flash, Dreamweaver

LACONIA HIGH SCHOOL | LACONIA, NH

GRADUATED JUNE 1999, COLLEGE TRACK COURSES

Classes in Computer Graphics and Production Design

EXPERIENCE

MILLENNIUM INTEGRATED MARKETING | MANCHESTER, NH | OCTOBER 2008 - PRESENT

GRAPHIC DESIGNER

Create ads and page layouts for statewide newspaper

Consistently upload issues to printer on time and under budgeted time

Assist the creative department in overflow work

PANORAMIC PUBLISHING GROUP, LLC | WOLFEBORO, NH | MARCH 2006 - PRESENT

GRAPHIC DESIGNER

Launched thelaker.com, diningouthh.com and diningoutmaine.com to increase online presence

Work with customers to create effective advertisements

Create marketing pieces for The Laker brand

FASTSIGNS | PORTSMOUTH, NH | OCTOBER 2004 - FEBRUARY 2006

PRODUCTION MANAGER

Created signage for vehicles, banners and site signs

Managed material inventory

Designed full color tradeshow and expo graphics

Assisted in marketing the business

SURF COASTER USA | WEIRS BEACH, NH | JULY 2000 - SEPTEMBER 2004

ASSISTANT DIRECTOR OF OPERATIONS

Created and maintained company's website, SurfCoasterUSA.com

Two time NH.com website of the week award winner

Created successful marketing campaigns and promotions

Created park signage and banners

Created artwork for apparel

Managed staff of 16 employees

Handled customer concerns and questions

Kelly M. Michael

49 Everett Street · Manchester, NH 03104
(410) 215-4820 · kellymichael@mill-im.com

Summary of Qualifications

- Experienced marketing professional with the ability to design and implement effective marketing plans in a fast paced, result-oriented environment
- Expert in media planning and buying in various markets; both agency and client-side experience
- Internet and social media advertising specialist; skilled in CPC, CPM, key word management, website optimization and analytics
- Creative graphic design experience; proficient in Adobe InDesign, Illustrator and Photoshop

Relevant Work Experience

Account Manager

August 2010 – Present

Millennium Integrated Marketing

Manchester, NH

Responsible for managing integrated marketing plans for multiple clients, while ensuring client satisfaction and retention

- Write and disseminate press releases and articles on behalf of clients; follow up as needed to ensure clients receive media coverage
- Manage projects such as television, video and radio production, web and creative work, radio talent, photography, event planning, and experiential marketing
- Act as a liaison between clients and internal creative departments offering insight and suggestions on creative projects and campaigns
- Manage print and web advertising campaigns for clients
- Obtain print quotes and place orders on behalf of clients

Media Planner and Buyer

April 2009 – February 2010

Clinical Site Services

Glen Burnie, MD

Responsible for planning and buying media on behalf of clients enrolling participants in clinical research studies

- Created individual media plans based on the target audience, budget, market size and recruitment goals of each client and trial
- Negotiated and purchased media buys to effectively reach the most people in the target demographic for the lowest cost
- Media buys included broadcast television, cable, radio, direct mail, print and Internet on both local and national levels
- Established and maintained excellent relationships with sales reps and vendors
- Monitored results and used metrics to appropriately plan for additional buys
- Assisted in campaign creative planning and design
- Initiated and managed Internet advertising and analytics for Google, Yahoo, Bing and Facebook

Marketing Director/Community Outreach Coordinator

March 2006 – January 2009

Rocky Mountain Urgent Care and Family Medicine

Aurora, CO

Led all aspects of marketing and public relations for a multi-faceted health care company with nine locations throughout the Denver Metro area

- Developed and carried out marketing plans that supported the opening of six healthcare centers
- Sponsored more than 20 annual community outreach events including health fairs and fun runs; coordinated company involvement and participation at events
- Created print, radio, television and outdoor advertising campaigns; designed ad material and wrote copy
- Facilitated and assisted in the creation of Colorado Urgent Care Association
- Led marketing for specialty clinics including fitness and nutrition for weight loss, skin care and physical therapy
- Created and managed the production of The Monthly Dose, a newsletter for company employees

- Created and implemented the annual "Flu Shots for Food Donations" campaign
- Oversaw all public relations efforts, including writing and disseminating press releases; acted as company spokesperson to the media
- Marketed to other medical offices/clinics, hospitals and physicians within the community and tracked referrals
- Oversaw all community relations efforts, acted as a community liaison and promoted the company through membership organizations and local corporate sponsorships
- Coordinated and facilitated all direct mail efforts including purchasing and managing lists, creating pieces and coordinating printing and mail drops
- Coordinated and facilitated all events, including grand openings for new locations
- Managed and updated multiple websites
- Oversaw online advertising through Google and Yahoo; managed keywords and budgets

**Account Executive-Advertising Sales
Titan Publishing Inc.**

**July 2004 – December 2004
Hanover, MD**

- Responsible for meeting monthly sales goals through developing and maintaining business relationships with multiple clients and by selling print advertisements and e-commerce solutions
- Established and created new business opportunities using various marketing techniques including cold calling, direct mail, and custom presentations
- Repeatedly recognized as salesperson of the month

**Program Manager
Best Buddies International**

**July 2002 – July 2004
Baltimore, MD**

A non-profit organization which enhances the lives of people with intellectual disabilities by providing one-to-one friendships and integrated employment

- Supervised on-campus clubs at 20 high schools and middle schools across Maryland
- Designed recruitment literature
- Marketed organization through press releases, events, fundraising, and activities
- Worked within the community to procure donations

Education

State University of New York at Oswego, May 2002
Bachelors of Arts in Communication, Minor in Public Relations

Membership Organizations

American Marketing Association, 2007-2009
Denver Metro Convention and Visitors Bureau, 2006-2009

Jessica E. Chabot

55 River Road, 3B | Manchester, NH 03104

(603) 703-2461

jchabot@mill-im.com

Overview of Current Position

Responsible for client satisfaction and retention of accounts, ensuring marketing goals attainment, developing agency/client relationships, and coaching/mentoring department staff members. Works with Marketing Communications Managers to ensure client satisfaction.

Computer proficiency, strong team orientation and excellent interpersonal, excellent verbal and written communication, and exemplary problem solving and influence skills. Ability to handle and oversee coordination of multiple projects/assignments and regularly exercise judgment and discretion in order to keep projects inline.

Demonstrates ability to set priorities and to adapt to changing situations quickly. Ability to acquire and develop a high level of skills and abilities from hands-on training. Strong writing, organization skills and attention to detail.

Areas of Expertise

- Maintains excellent interpersonal skills
- Excels at copywriting, and internal and external communications strategies
- Outstanding proofing skills
- Can manage and motivate individuals
- Understands client relations and has the ability to enhance marketing growth capabilities
- Manages production of marketing communications managers and project managers
- Works in conjunction with art/web on delivery of services

Marketing/ Client Service Experience

Millennium Integrated Marketing, Manchester NH

*2007 -
Present*

Director of Client Services

- Account management and client relations
- Oversee junior and senior account executives, copywriters & interns
- Training, workflow, sales, off-site consulting, copywriting, copyediting, media placement, event planning, outreach, market research, strategy development, operations

Related Skills/Capabilities

- Management

- Provide direction and guidance on overall client activities
- Utilize motivational skills to influence, develop and mentor staff
- Provide strategic guidance relating to advertising strategies,

- campaign themes and execution of the advertising
- Develop agency's Client Services Department and its people/products
- Oversee writing, creative output and printer proofs
- Provide counsel to staff to help manage the overall workload
- Work to manage department employees and evaluate staffing requirements

- National Retainer Account Services

- Conduct meetings and make recommendations for clients
- Coordinate and manage the execution of the communications plan (or strategic review) with the team in accordance with the client's objectives and budgets. Develop timetable for client projects in conjunction with the other members of the team
- Can manage projects such as television, video and radio production, web and creative work, radio talent, photography, event planning, and experiential marketing.

- Project Management Supervisory Requirements

- Guide the day-to-day development of all client projects. Insure that progressive steps in the process are approved with adequate time to meet schedules
- Coordinate to insure all media deadlines and rotation schedules are accurate and up to date

Print @ Omni, Londonderry NH

2003 -
2004

Client Services/Estimating

- New business, incoming leads, estimates/quotes, client relations, vendor relations, purchasing, shipping

Education

Emerson College Boston, MA

2003 - 2007

B.S. Communications Studies/Political Science

- Recipient of Magna Cum Laude honors
- Cumulative GPA - 3.8

References & Supporting Documentation Available Upon Request

DAWNA M. ROBERTS

OBJECTIVE

To use my well developed technical, creative, analytical problem solving and communication skills to contribute to and maintain high level of standards within innovative web solutions.

EXPERIENCE

2001-Present Millennium Integ. Marketing Stratham, NH
/Wireframe

Contractor, Web Developer, Programmer, Database Developer

- Web Site Design/Development, Deployment, Hosting, Management and SEO.
 - Dreamweaver, Flash (ActionScript 1, 2, 3), Fireworks, Photoshop, XHTML, JavaScript, CSS, PHP, SQL Server, MySQL, ASP, XML, .Net, Visual Studio, AJAX, CS3/4, etc.
- Networking Systems
- PC Repair (Hardware/Software/OS)
- Applications Development
 - Relational database design, development, maintenance. (Access, SQL Server, mySQL, VB, Crystal Reports, & more.)
- Development and Support (Training) of Customized Software

April 2008-September 2009 TideWatch Greenland, NH

Manager, IT

- Complete Management of IT Systems (hardware & software).
 - MS Server 2003, Exchange Server, 7 physical servers, and 20 PC's, mobile handhelds, VOIP phone system, MPLS networking two offices (NH & LA) facilitated the transition to seamless office connectivity.
- Web Development & Programming Projects
 - Web site development, Flash applets, hand coded surveys, PHP & mySQL installation, applications and sites, Blogs, Forums and web sites developed for clients: ESPN, Disney, Baby Einstein and web elements (pop-up ads, flash page turn books) for Disney and National Geographic. Sites specializing in web 2.0 and CMS, graphic design artwork for proposals.

2000-2006 Rockingham Turf Care, Inc. Exeter, NH

Owner/Business Manager

- Web Site Design, Deployment, Hosting, Management
- Computer Systems & Software
- Business Management
- Staff Management

2000-2001 MTS Services of Bedford, Inc. Bedford, NH

Director IS

- Responsible for WAN, & LAN development, hardware, software, training, policies, procedures, design and implementation of SDLC for multi-site company.
- Designed and implemented a modified-VPN (WAN) linking satellite offices in multiple states using TCP/IP protocols and connectivity software.
- Database Administrator for ACT2000 customer database and HR database using Access 2000. Development of HR database system for end-user inputs & outputs. Company systems migration from Windows 98/Novell to Windows NT.

1994-2000 Options In Community Living Inc. Hampton, NH

Director IS

EDUCATION

1987-1999	Hesser College	Hooksett, NH
	Franklin Pierce College	Newington, NH
2002	BS - Business/E-Commerce	University of Phoenix online program.

ADDITIONAL SKILLS

Extensive web design/development skills including: web marketing (SEO), graphic design, Photoshop, Illustrator, Fireworks, Dreamweaver, Flash (actionscript 1,2,3) Apache, Linux, SSL, IIS web server, email servers, CMS systems (Joomla, Drupal, WordPress) as well as many php open-source

programs, custom programming, hand-coding (not WYSIWYG) RSS, templates, DB development/admin, and software/applications development.

I possess unique problem solving skills (ability to think outside the box); I am flexible and extremely hard working.

Craig Spara

115 Centre Street, Concord, New Hampshire 03301 | (603) 717-2289 | c_spara@myfairpoint.net

PROFESSIONAL SUMMARY

Graphic Design professional with over 15 years experience creating award winning work for national and international companies. With a demonstrated proficiency in web and print design, information architecture, brand development, and campaign creation.

RELEVANT SKILLS

Web Development

- Use structural languages HTML 4.01 and XHTML 1.1 with CSS 2.1 styles to create websites and customized emails.
- Engineer information architecture and develop wireframe demonstrations for usability testing and client review.
- Create and optimize custom artwork specifically for digital media.

Software

- Utilize Adobe applications InDesign, Illustrator, Photoshop, Dreamweaver, and Acrobat Professional as creative tools.
- Use Microsoft applications Word, Excel, and PowerPoint to build electronic letterheads, analyze data, and create presentation templates.

Professional Growth

- Continuing commitment to professional development through the study of JavaScript, XML, HTML 5, CSS 3, SVG, and Section 508 Accessibility Requirements.

EXPERIENCE

Brand/Interactive Design Director

Millennium Interactive Marketing, Manchester, NH

February 2002 to Present

- Created and maintained individual styles for a roster of over one hundred clients while ensuring stylistic consistency.
- Designed and implemented new brands for fourteen companies.
- Developed interactive PDF forms as an agency product offering that allows our client to collect data directly from a user.
- Designed website interfaces for over a dozen clients.
- Built SEO friendly web pages using HTML and CSS that ensured compatibility with technologies like PHP and ASP.NET.
- Built custom email campaigns using HTML and inline CSS for six clients.
- Planned the information architecture utilizing wireframe demonstrations for usability testing for nine websites.
- Wrote four branding guidelines governing logo, color, and font usage, and layout for web and printed media.
- Produced materials for print and web using Adobe InDesign, Illustrator, Photoshop, and Dreamweaver.
- Created user fillable electronic forms of letterheads, fax covers, and newsletters in Microsoft Word.
- Connected agency Principal with the American Association of Advertising Agencies, which has provided the Principal with the resources and training needed to attract clients of \$100 million or more in annual revenue.
- Advanced from Art Director to Creative Director to Brand/Interactive Design Director.
- Supervised press runs to ensure client satisfaction with final product.
- Trained six Graphic Designers in using Adobe Creative Suite and two in HTML and CSS.
- Conducted quarterly training seminars for staff members on subjects such as file types and their uses, importance of typographic hierarchy, and website navigation options.
- Provided sales team with concepts and designs used to obtain more than thirty clients.

Craig Spara

115 Centre Street, Concord, New Hampshire 03301 | (603) 717-2289 | c_spara@myfairpoint.net

EXPERIENCE

(Continued)

Art Director

FENR Advertising, Hauppauge, NY

September 1998 to January 2002

- Created the winning design that allowed FENR to gain its first international client, the British Tourist Authority.
- Created and maintained individual styles for a roster of more than 50 clients while ensuring stylistic consistency.
- Collaborated with Creative Director by providing actionable plans for pitched concepts.
- Directed freelance Graphic Designers in creating a quarterly set of four catalogs for a national education resource publisher.
- Mentored four Graphic Designers in typography and type hierarchy.
- Oversaw photo shoots for two national companies for their catalogs and advertising.

Designer

Walter F. Cameron Advertising, Inc., Melville, NY

March 1995 to September 1998

Designer

American Specialty Equipment Corp., Hauppauge, NY

April 1993 to March 1995

Designer

T & T Graphics, Bohemia, NY

June 1992 to April 1993

EDUCATION

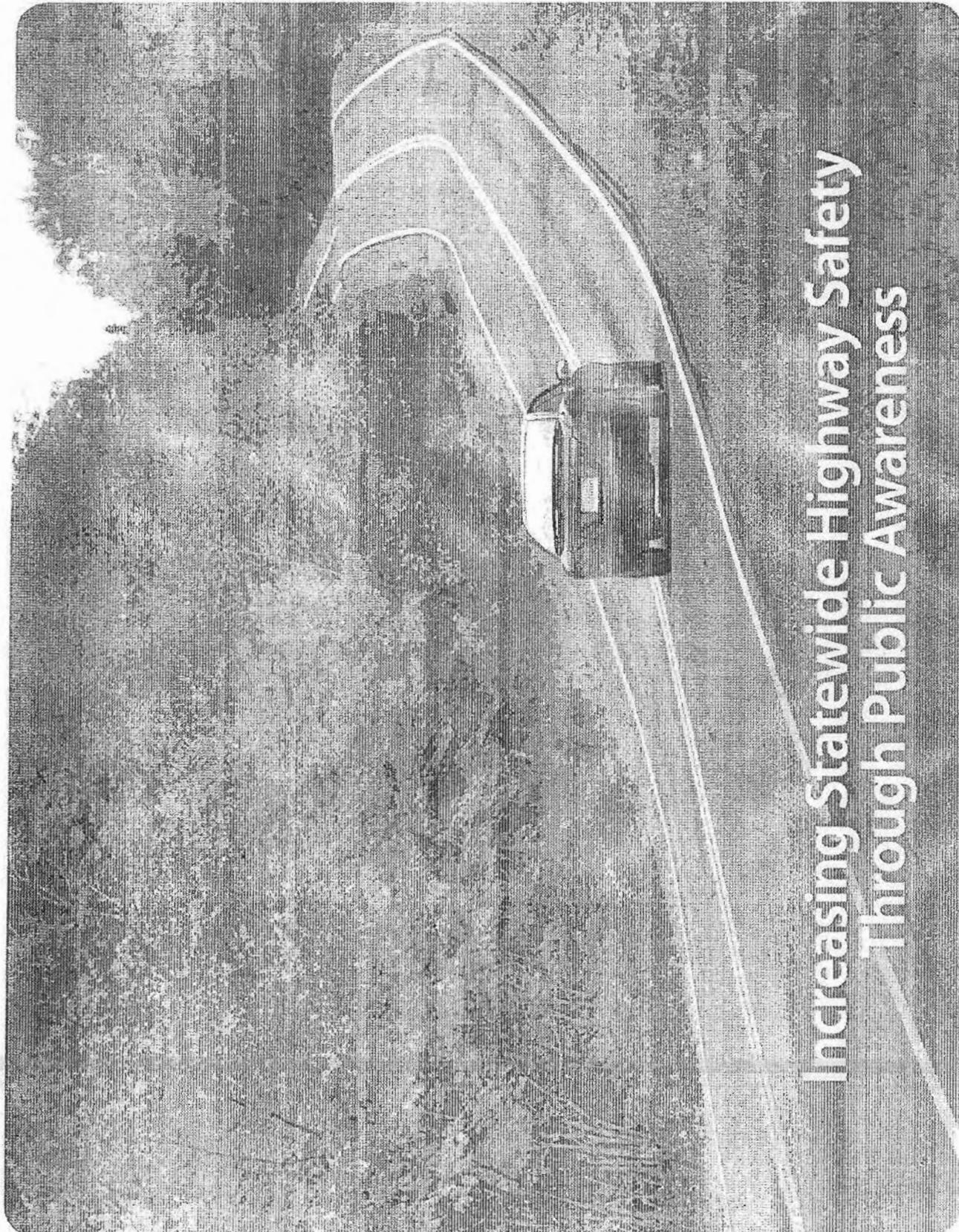
State University of New York, The College at New Paltz

BS in Visual Art, SUNY New Paltz, December 1993

Concentration in Graphic Design

ADDITIONAL SKILLS

- Ability to apply Differential and Integral Calculus, Linear Algebra, Fluid Mechanics, and fundamental Physics to the development of more realistic illustrations and animations.
- Understanding of Environmental Engineering, Structural Engineering, and Civil Engineering concepts and methods to better service the Construction, Engineering, and Architectural industries.
- Use of AutoCAD 2006 to create maps and renderings.



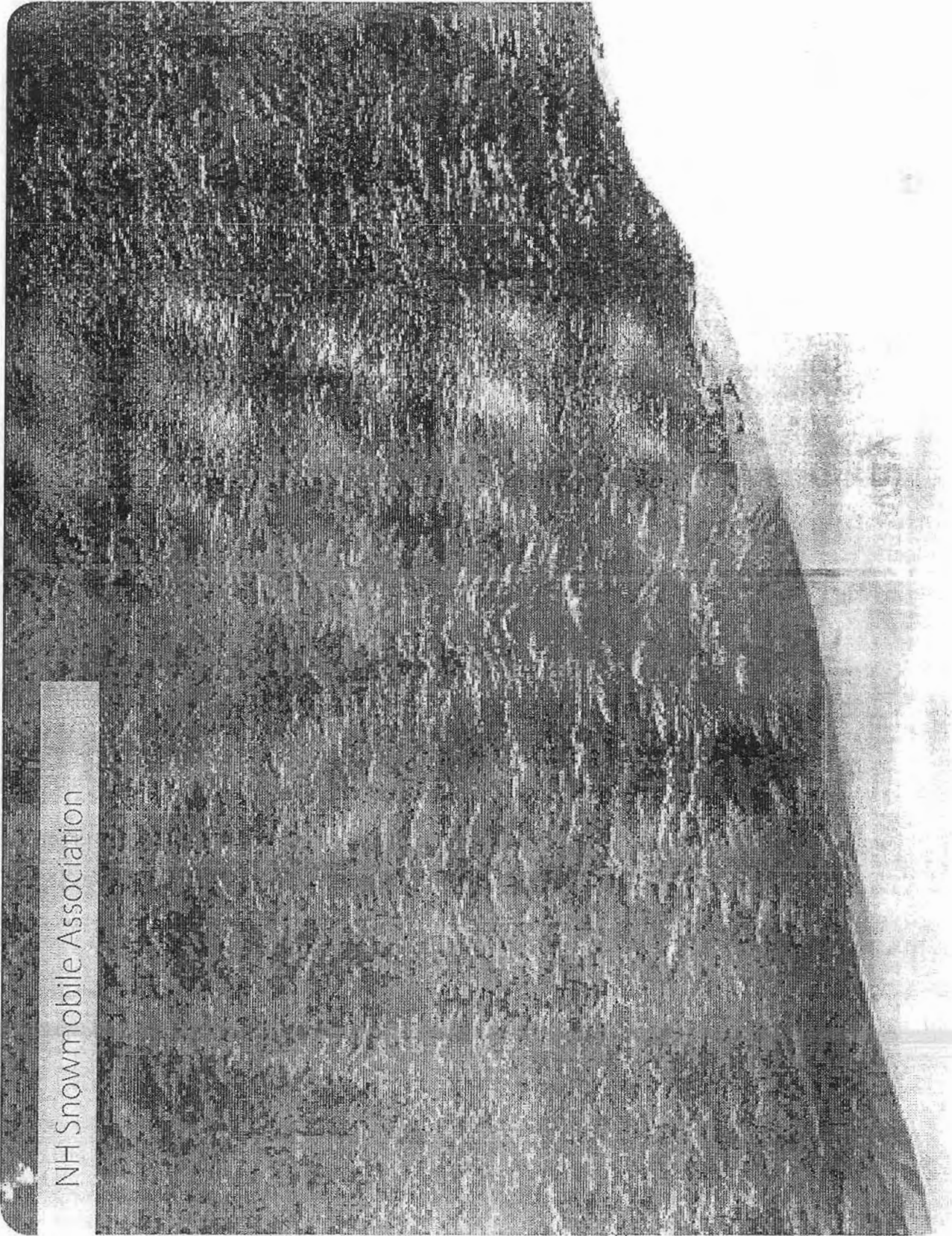
Increasing Statewide Highway Safety Through Public Awareness

Millennium Integrated Marketing

Increasing Statewide Highway Safety Through Public Awareness



NH Snowmobile Association



NH Snowmobile Association Riding on the Safety Trail



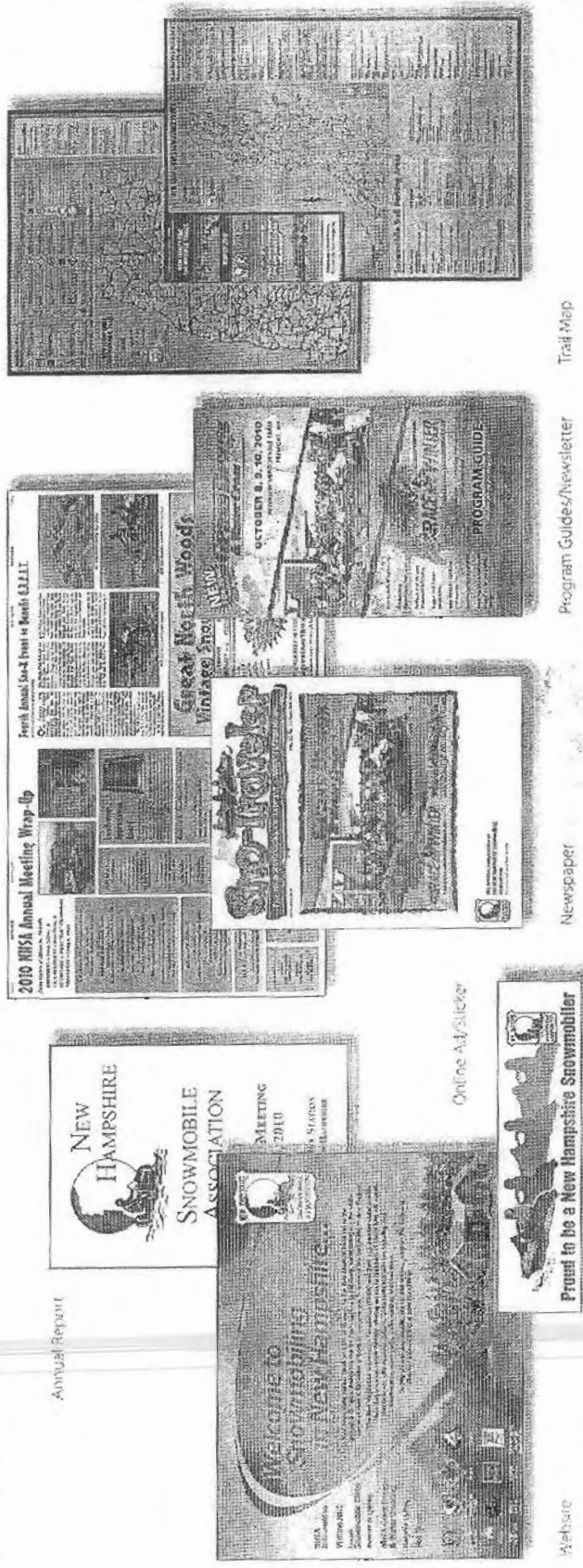
Project

Multi-Disciplinary Campaign

Integrated system of information distribution through both digital and print media targeting members of the New Hampshire Snowmobile Association with their message of snowmobile safety.

Services Utilized

- Creative design
- Newspapers
- Program guides/newsletter
- Trail maps
- Website and interactive design
- Interface design
- Front-end production
- Online ad/sticker



Millennium Integrated Marketing | (877) 873-7445 | www.mill-im.com

Green Mountain Communications



Green Mountain Communications Improving Highway Safety & Communications



Project Winner 2010 GO USA Design Competition

Multi-Disciplinary Campaign

Services Utilized

- Creative design
- Advertising
- Case studies
- Data sheets
- Radio
- Website and interactive design
- Interface design
- Front-end production

Integrated on- and off-line marketing campaign for Green Mountain Communications promoting their wide array of wireless solutions, specifically for large infrastructure and public safety systems.



Care Study



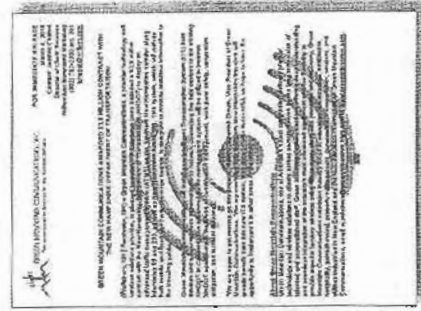
Data Sheets



Email

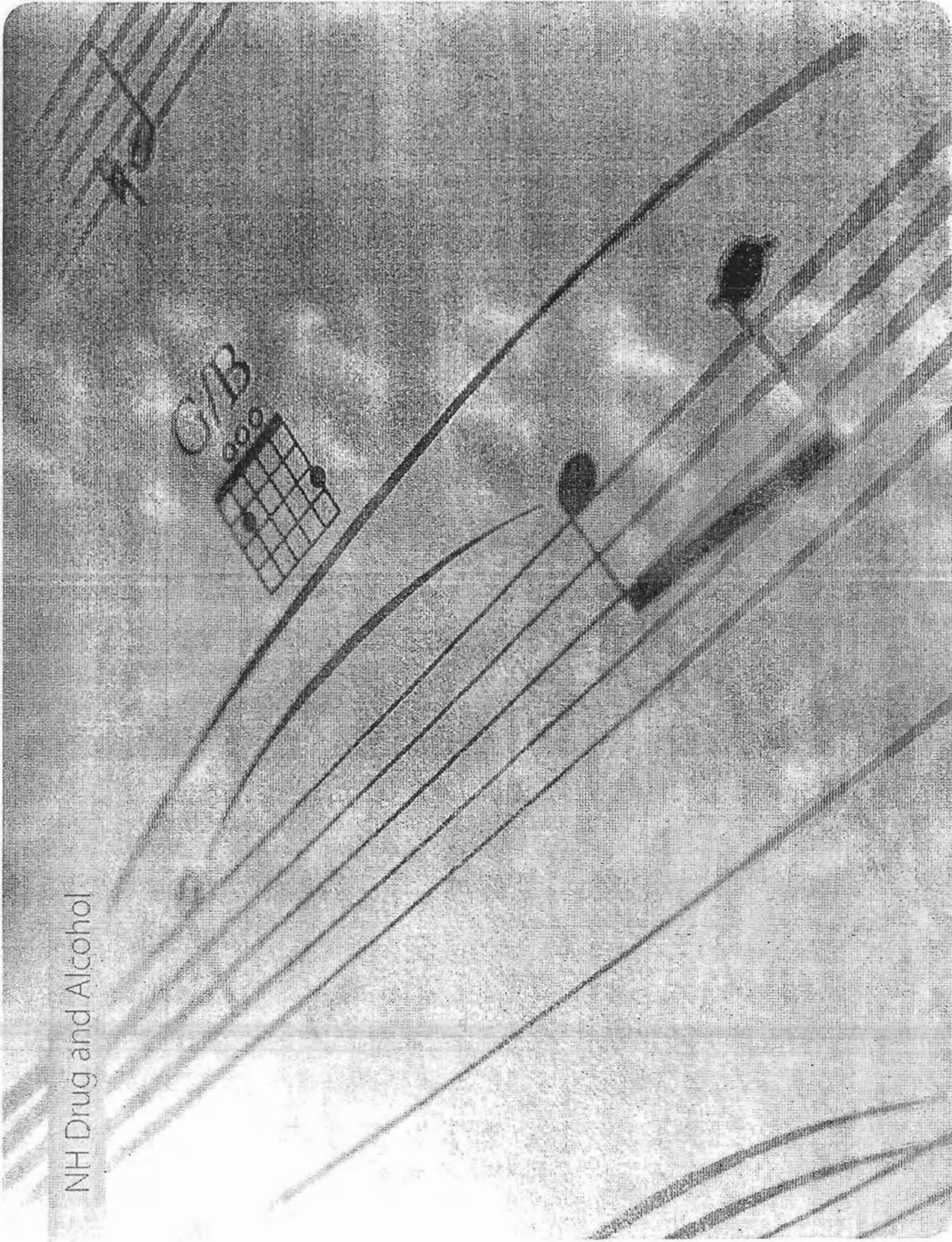


Advertising



Radio

NH Drug and Alcohol



NH Drug and Alcohol Service Providers Association Advocating for a Drug and Alcohol-Free Life



Project

Multi-Disciplinary Campaign

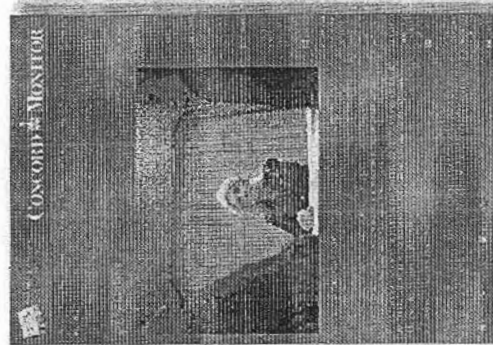
Multi-disciplinary campaign through both broadcast and print media for the New Hampshire Drug and Alcohol and Drug Service Providers Association highlighting suicide and recovery for those left behind.

Services Utilized

- Creative design
- Advertising
- Press coverage
- Radio
- Public relations
- Directory placement



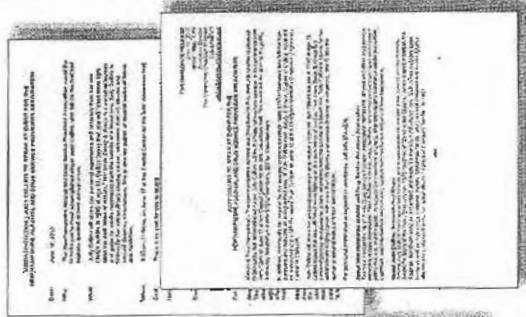
Advertising



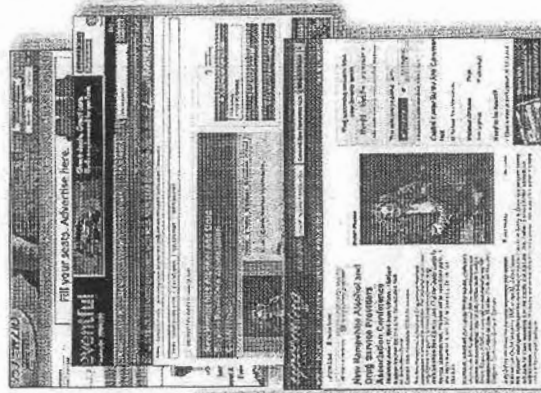
Press Coverage



Radio



Press Release



Directory Placement

Senior Companion Program of NH



Senior Companion Program of NH

Matching Seniors for Independence



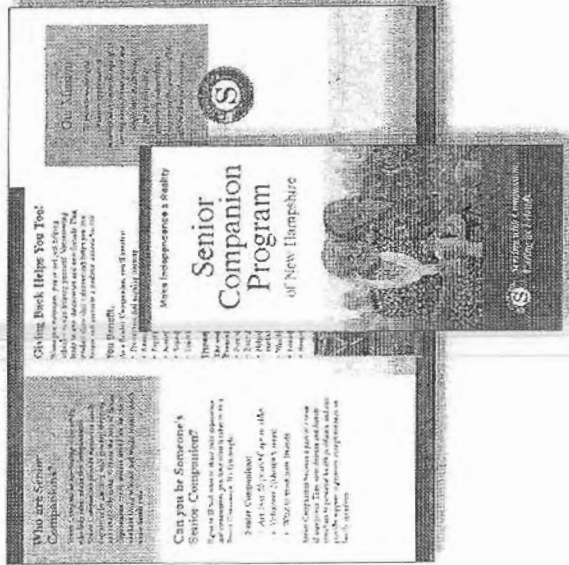
Project

Multi-Disciplinary Campaign

Multi-disciplinary campaign through both broadcast and print media to increase awareness of the Senior Companion Program of NH and the services they offer.

Services Utilized

- Creative design
- Brochures
- Advertising
- Radio
- Television



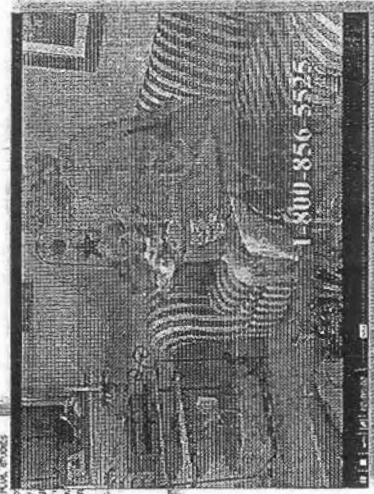
Brochure



Radio

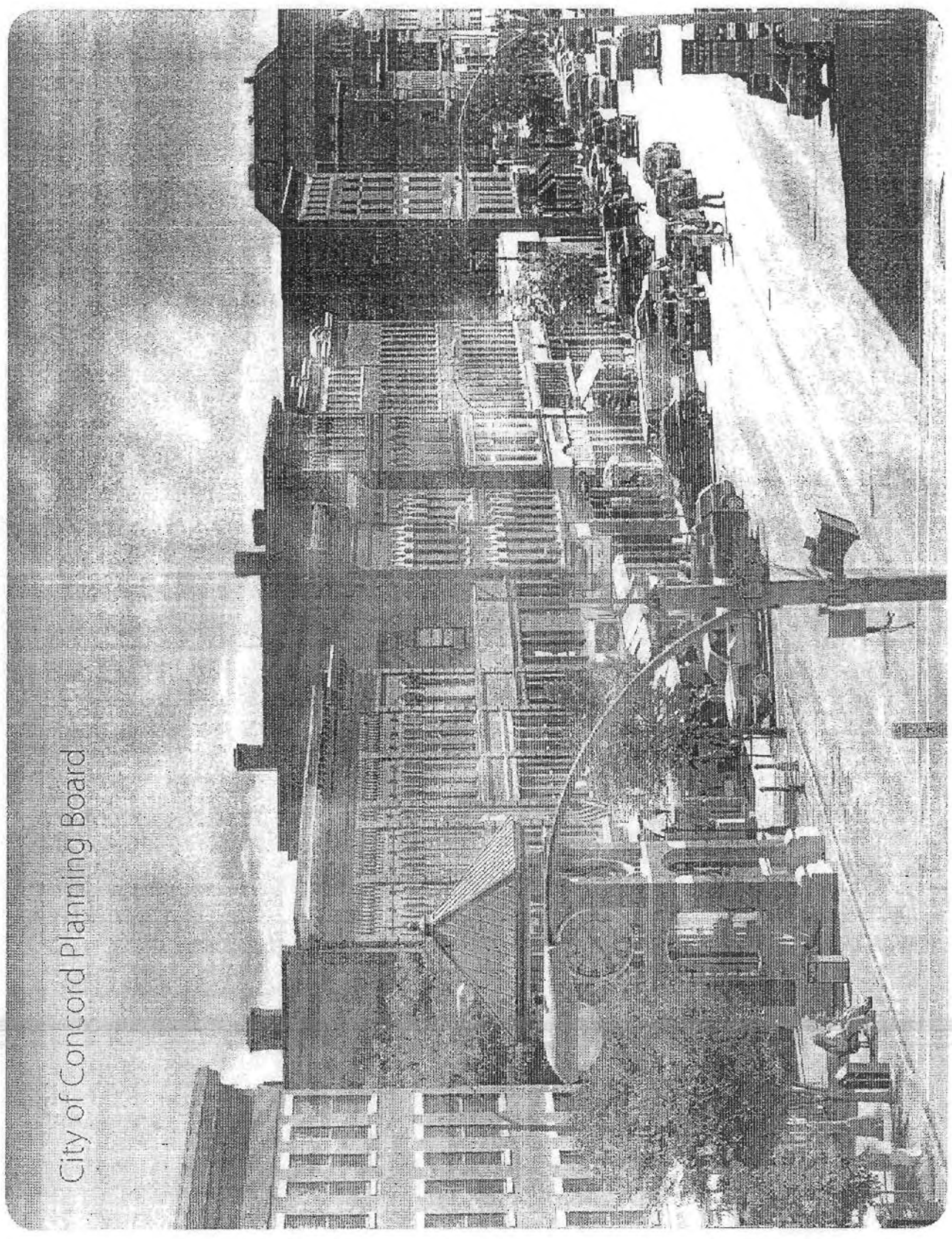


Advertisement



Television

City of Concord Planning Board



City of Concord Planning Board Mapping the City's Future



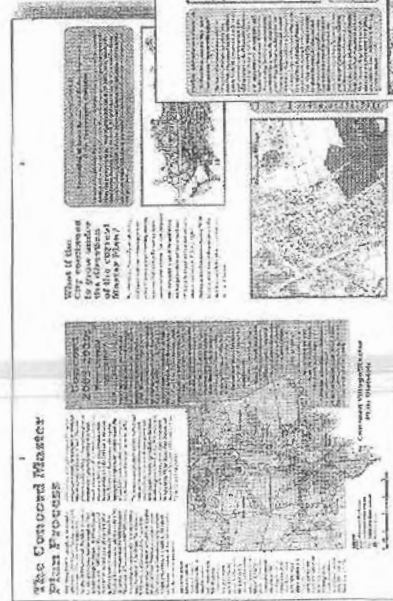
Project

Collateral Print Campaign

Integrated print campaign publicizing the actions and next meeting of the City of Concord Planning Board concerning the City of Concord Master Plan for growth

Services Utilized

- Creative design
- Brochures
- Advertising



Brochures

Advertisement

New Hampshire Good Roads



New Hampshire Good Roads

Improving the Quality of New Hampshire Roads



Project

Collateral Print Campaign

Integrated print campaign announcing the upcoming NH Good Roads Equipment Show, a show catering to those involved in maintaining a safe, efficient roadway system

Services Utilized

- Creative design
- Newspapers
- Program guides
- Trail maps
- Website and interactive design
- Interface design
- Front-end production

You're invited to the NH Good Roads Equipment Show on July 25, 2008
ABSOLUTELY FREE!

Bring an old NH Good Roads member card to the show for a special discount. Pre-registered attendees, including exhibitors, distributors and manufacturers, will receive a special discount. Pre-registered attendees will receive a special discount. Pre-registered attendees will receive a special discount.

BRING THIS CARD AND RECEIVE TWO FREE ENTRIES TO THE SHOW!
All events sponsored by the New Good Roads Association

THE NEW HAMPSHIRE EQUIPMENT SHOW
ABSOLUTELY FREE!

Bring an old NH Good Roads member card to the show for a special discount. Pre-registered attendees, including exhibitors, distributors and manufacturers, will receive a special discount. Pre-registered attendees will receive a special discount.

THE NEW HAMPSHIRE EQUIPMENT SHOW
ABSOLUTELY FREE!

Bring an old NH Good Roads member card to the show for a special discount. Pre-registered attendees, including exhibitors, distributors and manufacturers, will receive a special discount. Pre-registered attendees will receive a special discount.

Postcard

Postcard

Community Bridges



Community Bridges

Turning Disability into ABILITY



Project

Multi-Disciplinary Campaign

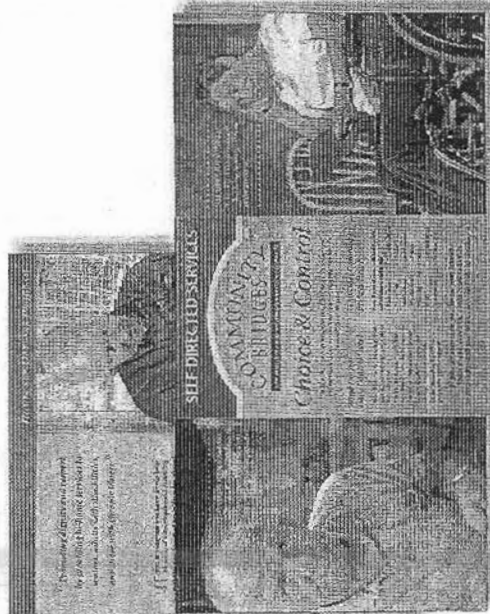
Integrated marketing campaign for Community Bridges to help increase awareness of their services to both the disabled and the general public.

Services Utilized

- Creative design
- Advertising
- Trade booths
- Public relations
- Press releases
- Public service announcements



Brochure



Trade Booth



Press Coverage



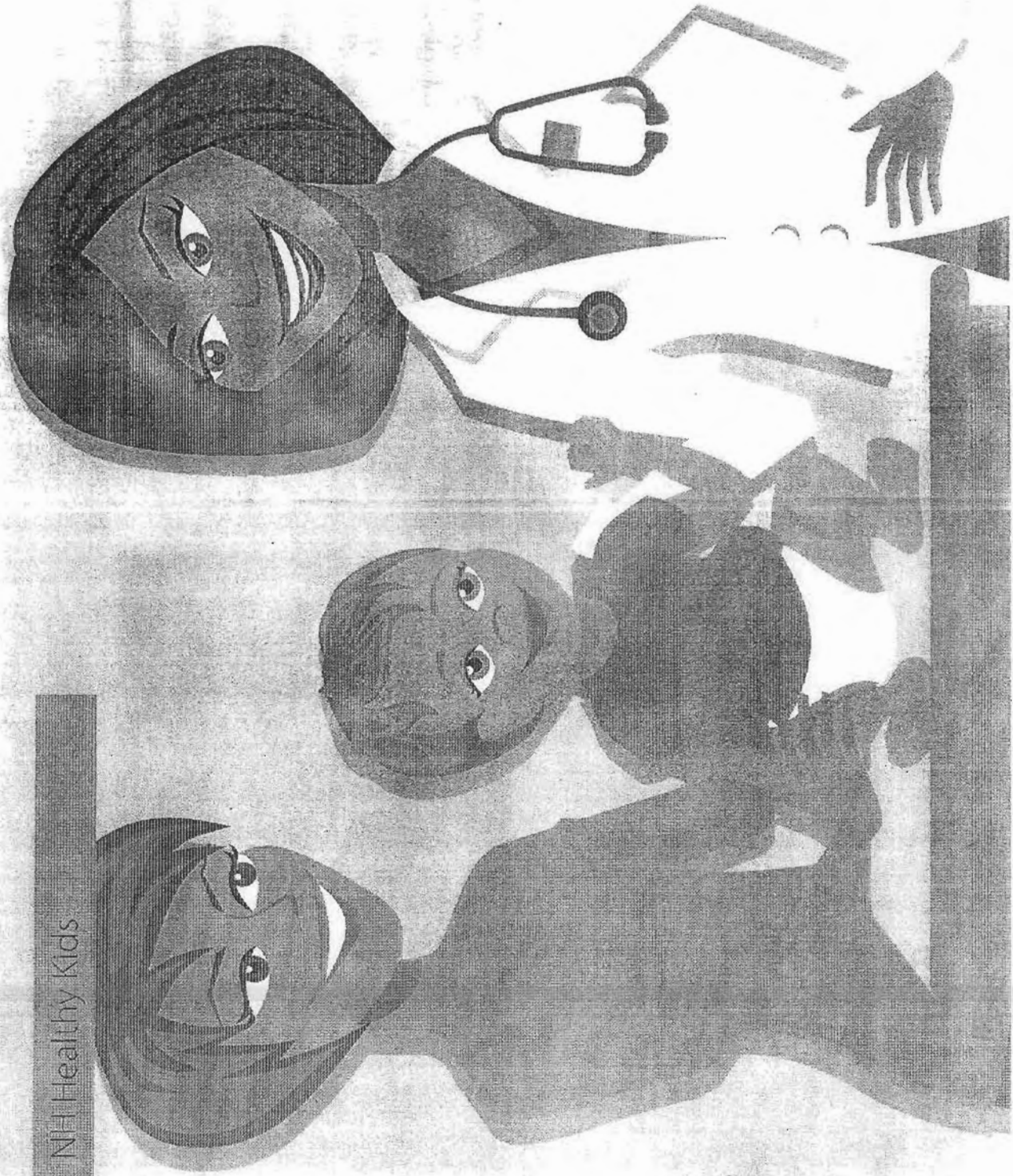
Radio



Press Releases



NIH Healthy Kids



NH Healthy Kids

Building a Healthier New Hampshire



Project

Bilingual Collateral Print Campaign

Collateral campaign designed to inform recipients about the eligibility and services offered by New Hampshire Healthy Kids geared toward insuring that every child in New Hampshire has access to health insurance.

Services Utilized

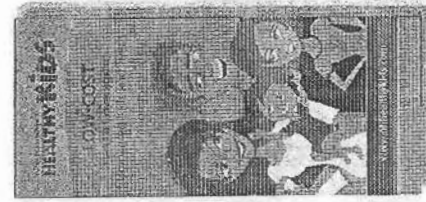
- Creative design
- Brochures
- Posters
- Illustration
- Information graphics



Bilingual Posters and Inserts



Brochure



Bookmark



New Hampshire Health Plan



New Hampshire Health Plan

Focusing on Health and Wellness



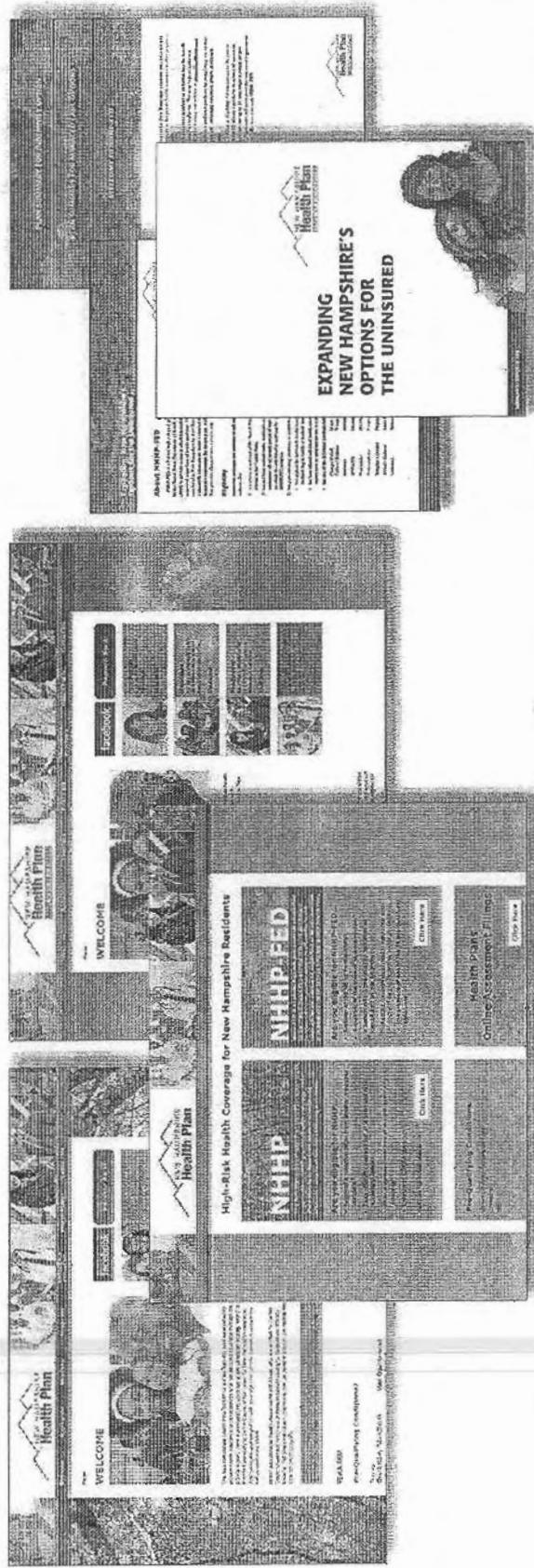
Project

Multi-Disciplinary Campaign

Integrated on- and off-line marketing campaign for New Hampshire Health Plan to help increase awareness of their services to both the disabled and the general public.

Services Utilized

- Creative design
- Data sheets
- Pocket folders
- Step-sheets
- Website and interactive design
- Interface design
- Front-end production



Website (For State Programs)

Website Portal

Website (For Federal Programs)

Data Sheet

Pocket Folder

Step-sheets



WIC

No Texting Allowed

That Text Might Be Your Last



Moving TOWARDS ZERO DEATHS

Dol utam postent aquinta sed mole malos eumque nihil cum nobitat
oditratet lab in sou i quicprobiatur imi list, veliquae vendem ercit eicit
lam bulire, corem. Elia do o blam, inustis sequatio.



New Hampshire
DOT
Department of Transportation

Wear Your Seatbelt to Keep

Moving TOWARDS A SAFER FUTURE

Moving TOWARDS ZERO DEATHS

Doluptem ostentia quonia sed molo maos eum que n'arctum nobitat ed tater leo inisqui ducipr
qui atur, inlist, veliquiae vendem erit eiclet lam quire, corem. Elicia dolo blam, nustis sequatio.

New Hampshire

DOT
Department of Transportation



As a lone business operator, MicroCredit-NH offers some camaraderie, as well as professional training in marketing, financial skills, and business planning.

Craig Claus, owner of Reindeer Design in Alton, rebranded his business after attending a MicroCredit-NH workshop on the topic.



millennium
integrated marketing



MICROCREDIT-NH

creating opportunity for business success

Client: MicroCredit-NH

Principal: Linda Fanaras

Account Manager: Paige Moody

Creative Director: Craig Spira

Web Director: Steve Tyrna

Production: Paige Moody

It's nice to have people at different stages of business development in the business group, because someone there knows exactly what you're going through.

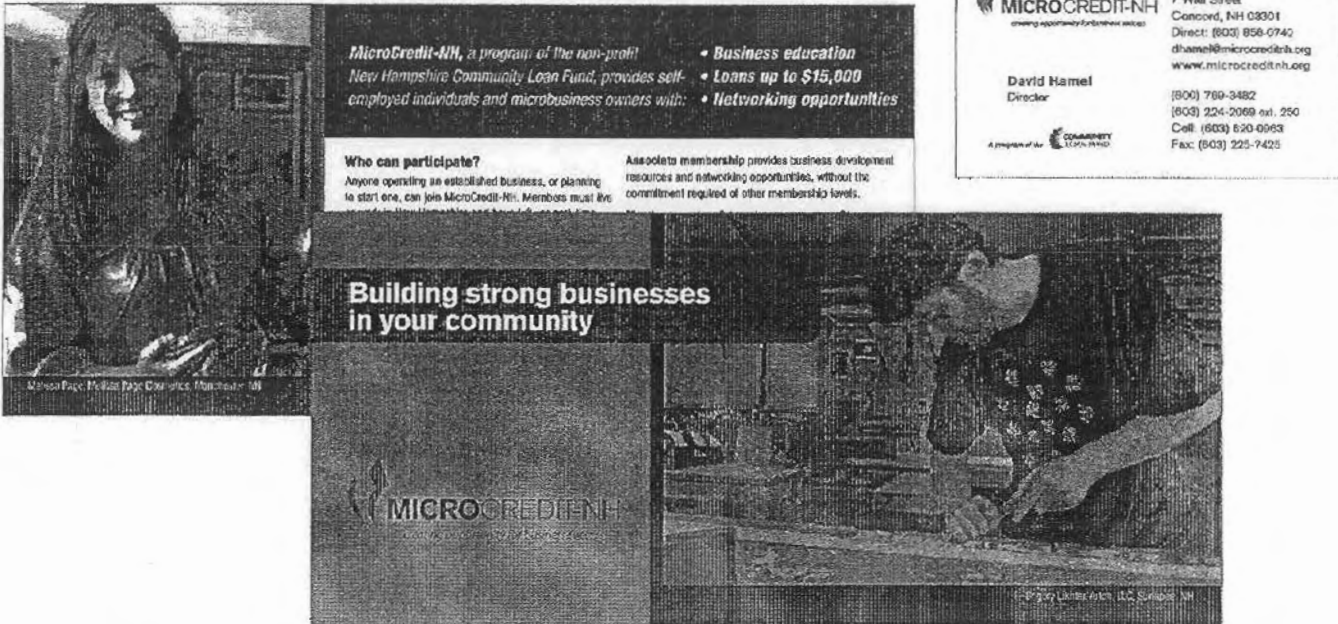
Meriba Johnson, owner of Merrill Johnson Early Childhood Program in Hooksett, used a \$5,000 MicroCredit-NH loan to pay for start-up expenses, interior wall construction, re-surfacing and edging on the center's playground, signage, liability insurance, worker's compensation and phone service.



Non-Profit

MicroCredit-NH, a non-profit business development program of the New Hampshire Community Loan Fund, is the only statewide provider of both loans and business education for small businesses with one to five employees, known as microenterprises. Microenterprises make up more than 87% of New Hampshire businesses, and are integral to the state's economy. With a mission to strengthen the sustainability and profitability of New Hampshire's microenterprises, MicroCredit-NH supplies loans from \$500 to \$15,000, business training, and networking opportunities to entrepreneurs across industries.

Founded in 1996 and inspired by the Nobel Prize-winning Grameen Bank model, MicroCredit-NH serves business owners through a system of local business groups throughout the state. It also offers alternative membership levels for individuals unable to attend group meetings. MicroCredit-NH members have access to a Members Only website for business tutorials and online networking, special business development conferences, and a variety of online and offline solutions to boost the success of their marketing efforts. Specialized educational and loan programs for artists, dairy farmers, and North Country entrepreneurs are also available.

MICROCREDIT-NH
creating opportunity for business success

7 Wall Street
 Concord, NH 03301
 Direct: (603) 856-0742
 dhamel@microcreditnh.org
 www.microcreditnh.org

David Hamel
 Director

(800) 799-3482
 (603) 224-2069 ext. 250
 Cell: (603) 820-0963
 Fax: (603) 225-7425

MICROCREDIT-NH
creating opportunity for business success

Who can participate?
 Anyone operating an established business, or planning to start one, can join MicroCredit-NH. Members must live in New Hampshire.

Associate membership provides business development resources and networking opportunities, without the commitment required of other membership levels.

- Business education
- Loans up to \$15,000
- Networking opportunities

Building strong businesses in your community

MICROCREDIT-NH
creating opportunity for business success

© 2007 Millennium, LLC. Concord, NH

The Challenge:

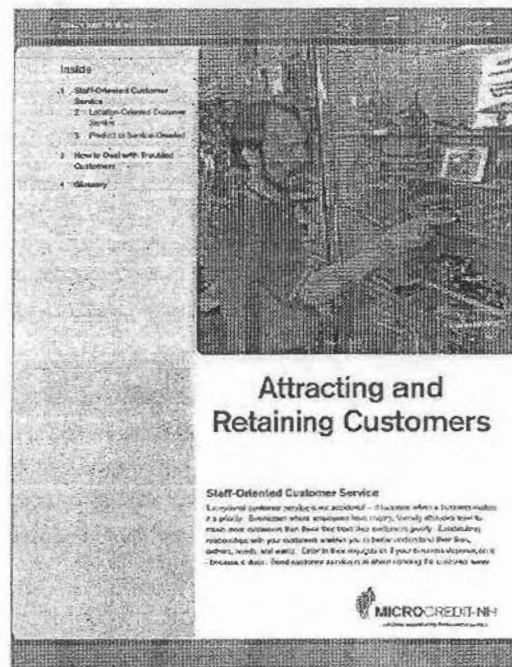
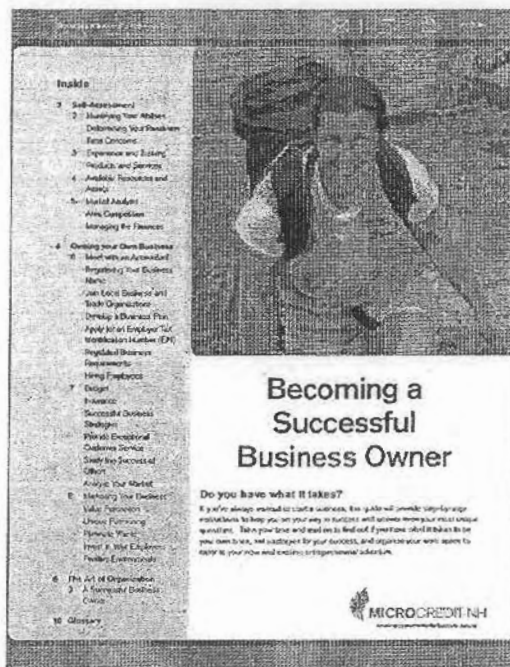
As the only widely marketed, statewide retail program of the New Hampshire Community Loan Fund, MicroCredit-NH relied heavily on free media and guerilla marketing tactics to build its membership, community partner alliances, and funding opportunities. However, the program did not have a recognizable brand to help connect its many services (including business group meetings, workshops open to the public, office hours, and program orientations) with the regional manager staff that delivered them statewide. MicroCredit-NH sought Millennium's assistance to lead a program rebrand; to include a newly designed program logo that would resonate with members and partners, as well as an accompanying identity package, website redesign, and marketing collaterals to build strong brand recognition.

Evaluation & Research Conducted:

MicroCredit-NH is a member of the Association for Enterprise Opportunity, the national association for microenterprise development organizations. As an important national and statewide advocate for microenterprises, it was critical that MicroCredit-NH's logo be fresh and unique, like the variety of services the program provides its membership.

To ensure that MicroCredit-NH would have a distinct brand, Millennium researched the logos of other national, regional, and statewide business development organizations. This assisted Millennium in identifying commonalities among these images to avoid, as well as opportunities to creatively utilize design elements and color to launch an attractive, cohesive, and engaging brand for the program.

At the conclusion of its research, Millennium recommended a two-phase approach to the project, with the first phase to include logo, tagline, and overall brand development. To ensure proper brand saturation in the market, the second phase would consist of an integrated marketing campaign designed and facilitated by MicroCredit-NH/New Hampshire Community Loan Fund marketing staff, with execution support from Millennium.



The Solution:

MicroCred-NH expressed the desire to look progressive and above-the-curve with its new brand identity. Millennium designed a series of 8-10 logos that ranged from traditional to contemporary in style, and MicroCred-NH tested them in focus groups that consisted of New Hampshire Community Loan Fund staff, MicroCred-NH members, and community partners. The results of the focus groups overwhelmingly favored a crisp, modern logo that alludes to the growth of microenterprises through MicroCred-NH's support. The logo's contemporary shades of blue and green were striking selections that elicited a strong majority of positive reactions.

The new logo served as a springboard for MicroCred-NH's identity package, which Millennium designed and produced. The package includes letterhead, envelopes, business cards, posters, pocket folders, mailing labels, a PowerPoint master slide presentation, electronic letterhead, e-mail footers, electronic data sheets, note cards, interactive PDFs for business training purposes, and training binder covers. These materials unify the new brand by creating consistency across MicroCred-NH's online and offline touch points. Previously a significant challenge to the program, standardized branding throughout MicroCred-NH's materials and electronic communications immediately proved to increase client, prospect, community partner, and funder response rates. It also served to elevate MicroCred-NH's professional reputation as one of the major business development partners in the region.

For the second phase of the project, MicroCred-NH's in-house marketing staff worked closely with Millennium to strategize an integrated marketing campaign. The goal was to roll-out the new brand in a manner that incorporated all of MicroCred-NH's online and offline messaging. Millennium rebranded MicroCred-NH's existing web site with a sleek, modern, and entrepreneurial style inspired by the look and feel of the program's new logo. As an event-centric organization, MicroCred-NH also needed professional materials to promote itself at conferences, trade shows, and expos. Millennium designed several sizes of event banners for these purposes, as well as a sidewinder – a portable, vertical roller banner stand. MicroCred-NH staff reports the sidewinder is the eye-catching draw to its booth at every trade show and conference in which it participates.



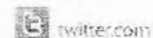
Additionally, Millennium created new program brochures and postcards for MicroCredit-NH's marketing staff to strategically disseminate to its various stakeholders. These final pieces of the rebranding project were integral to the effectiveness of MicroCredit-NH's offline marketing solutions. The brochures include professional photographs and stories of member entrepreneurs across the state and the unique ways they used MicroCredit-NH to grow their businesses. These are delivered and mailed to banks, libraries, employment support programs, community resource centers, among many other locations, to pique interest in the program. The postcards were created to be internally tailored to upcoming events, making them versatile both state- and program-wide for the program's various direct mailings.

MicroCredit-NH's new brand effectively represents the scope and variety of business development services MicroCredit-NH provides its members. Its distinctiveness and wide appeal, accompanied by a strategic and comprehensive integrated marketing campaign, have proved successful in attracting new members, increasing enrollment in MicroCredit-NH program orientations and business development conferences, and improving relations with the media, community partners, and funders. MicroCredit-NH's innovative new brand continues to improve the program's marketability and professional image. Notably, Millennium was awarded an International Summit Creative Award for its high-quality rebranding work with MicroCredit-NH.

**Corporate:**

150 Dow Street, 3rd Floor
Manchester, NH 03101
T: (603) 792-2200
F: (603) 792-2201

101 Federal Street, 19th Floor
Boston, MA 02110
T: (617) 303-2100
F: (617) 303-0103

Socialize:[twitter.com](https://twitter.com/millenniumim)[facebook.com](https://facebook.com/millenniumim)[linkedin.com](https://linkedin.com/millenniumim)



Covering Kids 101



millennium
integrated marketing

Client: New Hampshire Healthy Kids

Principal: Linda Fanaras

Account Manager: Paige Moody

Creative Director: Craig Spara

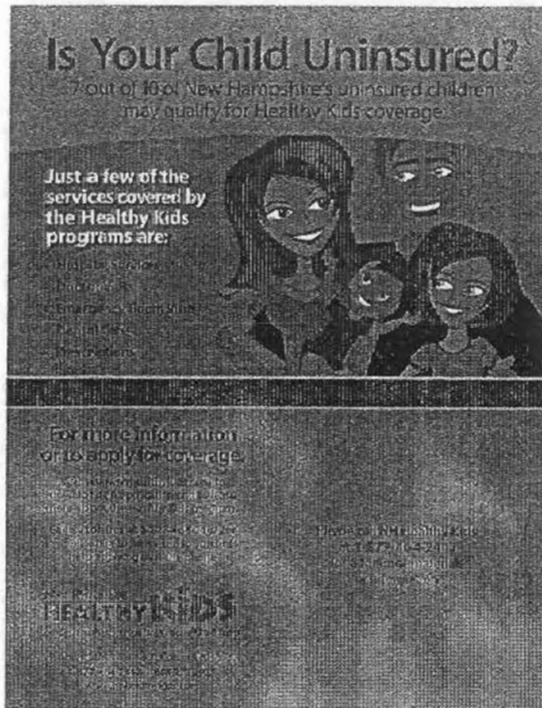
Web Director: Steve Tyma

Production: Paige Moody

Healthcare

New Hampshire Healthy Kids (NHHK) is a statewide non-profit organization providing access to affordable health and dental coverage for New Hampshire children and teenagers. NHHK connects children and their families with low-cost and free services, depending on level of need. It also advocates for preventive care, appropriate chronic illness management, and healthy lifestyles for New Hampshire's children. NHHK's ultimate goal is to empower every New Hampshire child to attend school healthy and prepared to learn.

As a partner of the New Hampshire Department of Health and Human Services, Harvard Pilgrim Health Care, Northeast Delta Dental, healthcare providers, and hospitals statewide, NHHK is a model of a successful private and public affiliation. Since its inception in 1993, NHHK has slashed the number of uninsured New Hampshire children in half – from nearly 11% to just over 5%. Additionally, New Hampshire has become the 3rd best state in the nation for children covered by health insurance – a dramatic improvement from its 20th best ranking in 1993.



The Challenge:

To fulfill its mission of increasing health coverage for New Hampshire's children, NHHK is continuously challenged with identifying and reaching the children and families who need its assistance. Also, as a non-profit organization, NHHK relies on public and private funding and donations to sustain its work. In 1997, NHHK enlisted Millennium's assistance to raise awareness of the program among uninsured New Hampshire citizens and to increase funding across available sources.

Evaluation & Research Conducted:

Prior to outlining a marketing strategy for NHHK, Millennium conducted research to identify the largest groups of uninsured individuals and families in New Hampshire. The fluidity of the health insurance market presented a challenge, as people are continuously buying in and opting out of insurance plans. However, Millennium was able to target specific income groups, contractors, and microbusiness owners that typically don't have access to insurance, by using both demographic and psychographic research tactics. The project's successful outcome gave Millennium a target market of individuals and families most likely to benefit from NHHK's services. Additionally, Millennium carefully evaluated NHHK's funding sources and analyzed trends in NHHK's general philanthropic market. This enabled Millennium to focus its efforts on the funding sources most likely to continue being available, as well as new opportunities with government, corporate, and charitable entities.

The Solution:

Millennium kicked off its work with NHHK by test-marketing to the group of contractors it identified during the research phase. Based on this feedback, and in partnership with NHHK's executive team, Millennium executed an outreach plan that included a multi-tier direct mail campaign. One direct mailer focused on people working in specific industries that typically don't offer health insurance, including self-employed individuals, who are often challenged



with obtaining affordable insurance benefits for themselves and/or their families. Another direct mailer was themed around the fall "Back to School" season, and was sent to 200,000 parents through school systems. Both direct mailer campaigns successfully generated new leads for NHHK's insurance program, and consequently increased the number of New Hampshire children who were able to obtain health coverage.

Another strategy included Millennium's creation of outreach posters to communicate NHHK's mission and available coverage opportunities for New Hampshire families. The poster, in both English and Spanish, highlighted the availability of low-cost health insurance through NHHK. It was designed specifically for physician offices, practice groups, pharmacies, schools, and childcare centers, and included detachable postcards for individuals to take as a reference and reminder about the organization.

An important facet of Millennium's marketing and outreach strategy was its production of public service announcements (PSAs). Millennium arranged for PSAs about NHHK's available resources to run for free on radio stations statewide. Additionally, Millennium negotiated the publishing of free PSA ad slicks about the program in local and regional newspapers.

To deepen the impression of the NHHK brand among prospective clients, members, and supporters, Millennium also created and produced brochures, stationery packets, fliers, and a new web site. These foundational projects were integral to maintaining brand consistency across mediums, and allowed NHHK to have a variety of informational resources available to the public.

To represent the uniqueness of the NHHK program and to further solidify its brand, Millennium worked closely with local illustrators to develop impressive annual reports. The format included attention-grabbing, dynamic children's illustrations, and effectively told the NHHK story. It also demonstrated the program's value and impact. This critical piece of NHHK's marketing toolkit proved to be influential among constituents, and served as a positive, annual brand impression for the program.

At this point in Millennium's collaboration with NHHK, the program had experienced positive growth and statewide expansion. Millennium and NHHK recognized the need to capitalize on this momentum by continuing to build public awareness and increasing fundraising efforts. To that end, Millennium generated a fundraising "School Bus Campaign" through partnerships with local Rite Aid and Wal-Mart stores, as well as Hannaford Brothers Supermarkets. Store clerks sold school bus images for \$1 each, and purchasers wrote their names on the images and hung them in store windows to demonstrate support of NHHK. By targeting family-oriented stores that offer school supplies, this brand-solidifying donor drive and public relations campaign successfully raised nearly \$100,000 for NHHK.

The integrated online and offline mix of marketing strategies employed by Millennium, in partnership with NHHK, proved to be the solution the program needed to help build its brand, increase awareness, and cover more New Hampshire children. Millennium enjoyed a longstanding collaboration with NHHK, and benefited from the experience of working closely with this highly respected non-profit organization.

**Corporate:**

150 Dow Street, 3rd Floor
Manchester, NH 03101
T: (603) 792-2200
F: (603) 792-2201

101 Federal Street, 19th Floor
Boston, MA 02110
T: (617) 303-2100
F: (617) 303-0103

Socialize:[twitter.com](#)[facebook.com](#)[linkedin.com](#)



millennium
integrated marketing

Event Management

Client: Freedom Cycle

Principal: Linda Fanaras

Account Manager: Linda Fanaras

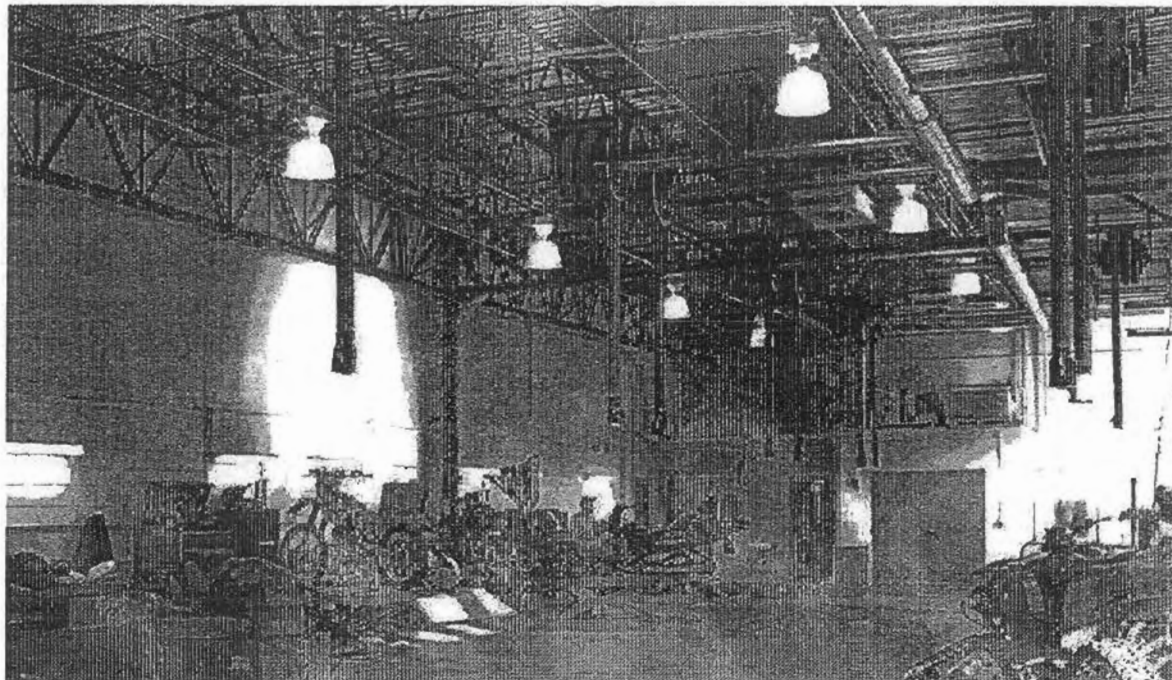
Creative Director: Craig Spara

Production: Paige Moody



Freedom Cycle of Concord, New Hampshire was established in 1977. With a wide selection of new and used inventory, including motorcycles, dirt bikes, snowmobiles, ATVs, scooters, and even lawn mowers and power generators, Freedom Cycle offers the sport and utilitarian rider the showroom of their dreams. In addition to sales, Freedom Cycle provides maintenance and repair services, parts, and accessories, including clothing, helmets, and specialty items.

As a result of its dedication to customer service and satisfaction, along with its 'one-stop-shop' appeal, Freedom Cycle has become the dealer of choice for riders from all corners of New England. Freedom Cycle prides itself on having the most knowledgeable sales, service, and product staff; as each and every one of them is a rider. Appropriately, Freedom Cycle's well-known motto and tagline is, "Where Everybody Rides."



Freedom Cycle...
 needed assistance
 executing a
 successful open
 house to
 promote its
 new showroom
 and generate
 new leads.

The Challenge:

Freedom Cycle expanded its square footage by building a new facility to accommodate its many product lines. This exciting development gave Freedom Cycle the largest riding showroom in New Hampshire. While Freedom Cycle enjoyed strong brand recognition, customer loyalty, and consistently growing sales, it needed assistance executing a successful open house to promote the new showroom and generate new leads. Freedom Cycle contracted with Millennium to design and implement a strategic marketing plan that would drive a high volume of traffic to the event.

Evaluation & Research Conducted:

To ensure that attendance at Freedom Cycle's open house would include a majority of new customer leads in addition to existing clients, Millennium conducted market research on New England's riding industry. The research included a review of Freedom Cycle's target market, as well as primary and secondary competitors.

Millennium's research showed that Freedom Cycle's variety of products and services, combined with its convenient location off of I-93, makes it a top riding dealer in New England – one that customers will travel far distances to patronize. Additionally, the research informed the most effective marketing strategies that would resonate with Freedom Cycle's target market.



Print Advertisement



Direct Mail



Radio



New England
Patriot Star
Russ Francis

The Solution:

To generate a strong attendance, Millennium secured and promoted the special guest appearances of New England Patriot Stars Russ Francis, Steve Grogan, and Mike Hanes, which was a major draw – and tied Freedom Cycle to the larger audience of sports enthusiasts who may not have known about or visited Freedom Cycle prior to the event. Millennium also arranged for supporting vendors to participate in the open house and coordinated remote radio broadcasts for Freedom Cycle.

Focused around well-known celebrities and the largest showroom in New Hampshire, Millennium devised a powerful statewide advertising plan to promote Freedom Cycle's Open House. This included a comprehensive print, direct mail, and radio campaign, with advertisements in New Hampshire-based newspapers and recreation-focused publications; high volume direct mail drops to targeted consumers; and strong advertising on Tier 1 New Hampshire radio stations, including ROCK 101 and WOKQ, and secondary radio stations, such as WJYY and Outlaw.

Millennium's marketing approach created heavy interest among both existing and potential Freedom Cycle clients, and resulted in over 2,000 attendees of the open house. Millennium was successful in generating new leads, increasing sales, enhancing customer loyalty, and strengthening the Freedom Cycle brand.



Corporate:

150 Dow Street
Manchester, NH 03101
T: (603) 792-2200
F: (603) 792-2201

101 Federal Street, 19th Floor
Boston, MA 02110
T: (617) 303-2100
F: (617) 303-0103

Socialize:

- twitter.com
- facebook.com
- linkedin.com



millennium
integrated marketing

Achieving Powerful Online Success through Integrated Marketing Solutions

By: Linda Fanaras, President and Founder of Millennium Integrated Marketing

When times
are tough, it is
time to invest,
not cut.

Upping Your Marketing in a Down Economy

No one hopes for economic hardship. But, smart marketers in any industry can learn to make the most of a bad situation when the economy takes a turn for the worse. Economic downturns, despite popular opinion, present great opportunity for savvy marketers to kick-off new products, gain market share, and solidify brand identity.

Unfortunately, these opportunities are not always at the forefront of the minds of companies being faced with shrinking budgets and lost revenue. As a result, marketing is often first on the chopping block during budget cuts. According to a recent Epsilon survey of CMOs, 79% strongly or somewhat agreed that during an economic downturn, marketing budgets are the first to be scrutinized and eliminated.

Knowledgeable marketers, however, are singing a very different tune. Ask any qualified marketing expert, and they will tell you that you to increase spending on marketing—especially in a tough economy. Time and time again, companies have marketed their way through tough times to an end of increased market share and stronger brand recognition than their competition. As stated by Sir Martin Sorrell, Chief Executive of WPP Group, "When times are tough, it is time to invest, not cut. This comes from years of research dating back to Ogilvy's Alex Biel and Millward Brown interaction surveys. All show that if we cut marketing during such times, the impact is damaging and it can take you longer to get back to where you were."



Marketers and advertisers looking to identify the hot spot for their marketing dollars need look no further than online media.

Traditional Media Takes the Hit

The challenges of a poor economy do not end with the decision to spend marketing dollars, however. Determining where and how to utilize marketing funds is also essential, especially when times are tough. Savvy companies choosing to capitalize on the current economic downturn are finding that the advertising landscape has changed significantly, leaving even the most experienced marketers scrambling to stay ahead of the curve.

What media sources are taking the greatest hit? Traditional media, including newspapers, radio, broadcast television, and even consumer magazines, are seeing the worst of the economic storm. According to Joe Mandese, editor of MediaPost, "The problem is that [the economic recession] corresponds to a secular shift in media (from traditional to digital) and there will be a lot of bodies left in the ditches of this transition. A lot of newspaper, traditional magazines and even some broadcasters won't make this conversion." Mandese's assertions are supported by countless statistics, including:

- 48% of 400 large US companies polled by MarketingSherpa in September 2008 announced cuts in their traditional media budgets; 21% said the cuts would be significant.
- 59% of 175 senior marketers polled by marketing services firm Epsilon expected a reduction in their traditional marketing budgets; only 13% expected an increase.
- 85% of 600 marketers surveyed by MarketingProfs noted reductions in their traditional marketing mediums.
- 53% of Association of National Advertisers (ANA) members announced budget cuts as a result of the downturn; 40% noted altering the mix of marketing channels to lower costs.

While traditional media holds merit in providing news and other valuable information, studies show and experts agree that its function as a cost effective advertising venue has and will continue to shrink in the years to come.

Online Marketing in the Spotlight

While traditional media has not completely disappeared, other key players in the marketing mix have taken center stage. Marketers and advertisers looking to identify the hot spot for their marketing dollars need look no further than online media. The two top selling points for online marketing are (1) the ability to execute highly focused marketing initiatives to extremely targeted audiences, and (2) the capacity to track progress and measure results with unmatched accuracy and detail. Furthermore, internet marketing is usually less expensive, giving even minimal marketing budgets a bigger bang for the buck. Finally, the internet is interactive, enabling a higher degree of engagement with prospects and customers than traditional media sources.



Effective analytics show indisputable success in several key areas of online marketing.

Analyze This

Knowing the importance of online marketing strategies is not enough, however; smart marketers must identify the right online strategies and how to integrate them with offline efforts to achieve maximum ROI. There are several crucial ways of identifying the success of online marketing dollars, the most significant being the measurement of results through analytics. More and more, companies are looking for statistical evidence to show the results of their marketing investments. According to Epsilon's 2008 survey, 50% of top marketing executives and CMO's used data-driven marketing techniques, and almost one-third (31%) used sophisticated modeling tools to analyze customer behavioral, preference, and demographic data. These numbers are projected to grow steadily as marketers are increasingly held accountable for the results of the advertising dollars they spend.

The Right Tools for the Job

Effective analytics show indisputable success in several key areas of online marketing. Search, for one, is a powerful tool for maximizing direct response and delivering highly measurable ROI. Search is characterized by exceptional click-through rates and the ability to enhance brand awareness in a quantifiable medium. Additionally, search marketing can increase direct purchases online without investing the time and resources into sales personnel. Marketers and advertisers who miss the boat on using search advertising to increase brand awareness, be it paid advertising or organic search engine optimization (SEO), will inevitably be outdone by the competition and lose key opportunities to increase market share in tough economic times.

While analysts have shared mixed opinions on the trends of online display advertising, it is clear that companies who hold strong in their online advertising efforts will see price breaks and increased opportunities for high-visibility brand promotion. Ad network PubMatic, which releases quarterly AdPrice Indexes for online advertising, reported in Q3 of 2008 that display advertising costs across sectors trended downward throughout 2008. And smart marketers are seizing this opportunity. As Ramsey supports "while not growing as fast as search, spending on online display related advertising, including banners, rich media, and video, rose at a rate of 18.8% in the first half of 2008."

Like most marketing efforts, the way to achieve top results is successful integration. As Geoffrey Ramsey, President and Founder of eMarketer, states, "Search works best when it is complemented by online branding efforts that create awareness, interest, and desire among prospects. Often the idea to search for a particular item comes from brand advertising. Moreover, when display ads are combined with search, marketers can expect a significant increase in sales conversions, whether those take place online or offline." Furthermore, a study by Atlas Institute found that Internet users exposed to both search and display ads converted at a 22% higher rate than those exposed to search alone. And the more ads, the better – the combination of SEO for high placement in search results and repetitive messaging through ads only improves conversion rates and subsequent ROI.



To really
understand
the digital
space,
marketers
have to
participate
in these
[social] venues

Time to Socialize

No online marketing strategy today, however, is complete without the online discussion forums of social media. Social media's current big players include Facebook, LinkedIn, Twitter, blogging, and others. While the faces of social media are predicted to change in the months and years to come, the trend of open and honest dialogue between consumer and producer is here to stay. The reason for this is effectively communicated by Steve Rubel, VP of Director of Insights at Edelman Digital, who states, "To really understand the digital space, marketers have to participate in these [social] venues—and they need to do so all the time. One needs to understand and add value to communities before launching campaigns there."

Bringing It All Together

Choosing the right online strategies, be it paid or organic SEO, online display ads, social media, banners, podcasts, email marketing, sponsorships, directories, or others, is essential to marketing success and revenue growth in today's tough economy. In addition, marketers are faced with breaking down the silos between online and offline media campaigns. Finding a balance and integrating the right online efforts with offline strategies such as print advertising, print collateral, direct mail, public relations, and graphic design is a new challenge for marketers that will not be short-lived. The only certainty in the future of integrated online and offline marketing is that it will continue grow, change, and evolve, and marketers are advised to get onboard.

Linda A Fanaras, author of "Achieving Powerful Online Success through Integrated Marketing Solutions" is the President and Founder of Millennium Integrated Marketing (www.mill-im.com), a full-service strategic marketing firm with locations in Concord and Boston. She can be reached at lfanas@mill-im.com or by calling 877-873-7445 ext. 201



Corporate:

185 North Main Street
Concord, NH 03301
T: (603) 226-7444
F: (603) 226-7445

101 Federal Street, 19th Floor
Boston, MA 02110
T: (617) 204-6200
F: (617) 342-7080

Socialize:



twitter.com



facebook.com



linkedin.com

