



B



STRATEGIC. CREATIVE. OBSESSIVE.

**I HAVE A
PLAN B**

STRATEGIC. CREATIVE. OBSESSIVE.

Finally, there's an agency alternative for those who have been, in recent years, forced to choose between the broad-based brand-level creative development and oversight afforded by more traditional, retainer-based "big" agencies...and the specialized executional prowess of smaller, nimbler project-based marketing specialists.

THIS IS PLAN B.

**GLOBAL
BRAND-LEVEL
STEWARDSHIP
& OVERSIGHT** + **BEST-OF-BREED
EXECUTIONAL
EXPERTISE
ON-DEMAND**

And it's all delivered by high-performing teams of culturally aligned ad industry nerds who freakin' love what they do. The curated collection of creative samples in this book offer just a glimpse of what we've been up to...and what we can do for you.

- 1. CONSUMER ADVERTISING**
- 2. B2B ADVERTISING**
- 3. DIRECT MARKETING**
- 4. DIGITAL MARKETING**
- 5. SOCIAL MEDIA MARKETING**
- 6. EXPERIENTIAL, EVENTS, AND TRADE SHOWS**
- 7. WEBSITE DESIGN/DEVELOPMENT**
- 8. OUT OF HOME**
- 9. POINT OF PURCHASE**
- 10. NEW PRODUCT DEVELOPMENT**
- 11. PACKAGE DESIGN**
- 12. IDENTITY DEVELOPMENT**
- 13. SALES COLLATERAL**
- 14. SALES PROMOTION**
- 15. THINKING IN 4D**



Section 1

CONSUMER ADVERTISING

that immediately connects, resonating on a rational and/or emotional level to raise awareness, induce trial, or promote brand preference toward sustaining loyalty.

McLAREN

570S Tier 3 Print Ad



REMEMBER THAT KID?



OR WERE YOU THAT KID?

As long as you can remember, you've been successful. Making the most of every second of your day and every moment of daylight. You didn't always know what you were making, but you were building a legacy that would lead to your ultimate success. It also led you to the **McLaren 570S**, a sports car with suspect or cred born with an endearing spirit. Just like you.

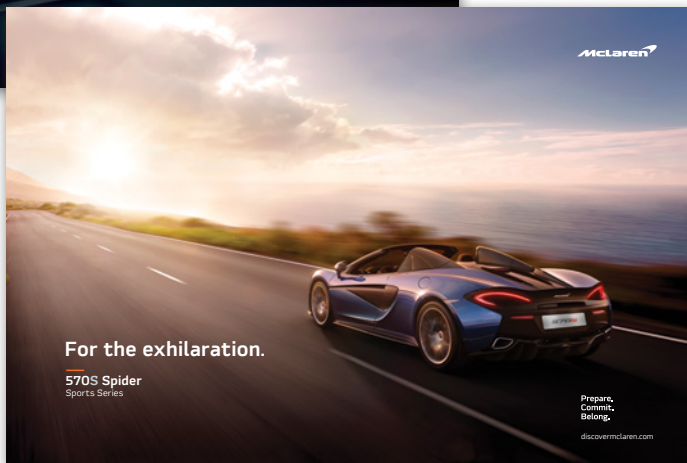
McLAREN BEVERLY HILLS
9225 Wilshire Boulevard, Beverly Hills, CA 90211

McLaren
BEVERLYHILLS.MCLAREN.COM

© 2014 McLaren Automotive

McLAREN

Sports Series Launch Campaign



McLAREN

Amelia Island 720S Spider Ad



McLaren

Catch some rays.
(If the rays can catch you.)

Bask in the glory of the 212 mph McLaren 720S Spider at Amelia Island Concours d'Elegance March 7-10, 2019.

720S Spider
Super Series

Prepare.
Commit.
Belong.

cars.mclaren.com

ATTURO

Print Ads



GO TO THE LAST PLACE THEY'LL LOOK

Getting away has never looked better.

Whether you're headed out on the town or taking off into the wild, the **Atturo Trail Blade X/T** lets you enjoy the best of all possible rides. That's because it has the **ferocious styling, smooth performance, and hungry tread** that make for pure driving pleasure, wherever you roam. **Where will you go with Atturo?**

For more information visit ATTURO.COM/XT

TRAIL BLADE X/T MULTI-TERRAIN

ATTURO
GO YOUR OWN WAY.



AUS LIEBE ZUR WANDERLUST

Bereit für alles, auf oder abseits der Straße

Der **Atturo Trail Blade X/T** ist die perfekte Wahl für alle, die eine reibungslose Leistung auf der Autobahn und eine robuste Kontrolle im Gelände wünschen. Dieser Multi-Terrain-Reifen hat offene Schultern und Seitenwandribben, die sich im Schlamm bewegen und gleichzeitig eine ruhige Fahrt auf dem Asphalt bieten. Der Trail Blade X/T ist in einer Vielzahl von Größen erhältlich, so dass 4x4-, SUV- und Crossover-Fahrer das Beste aus allen Straßenbelägen genießen können. **Wohin wird die mit Atturo fahren?**


Erfahren Sie mehr unter ATTURO.COM/REIFEN

TRAIL BLADE X/T MULTI-TERRAIN-REIFEN

ATTURO

TITLE BOXING CLUB

Knockout Print Campaign



MELISSA | STYLIST / FASHIONISTA / CALORIE CRUSHER

**TRADE IN
YOUR LIGHT JOG FOR
OUR HEAVY BAG**

60 calorie crushing minutes, three times a week, is all it takes. But in that hour I'll take everything you've got: the sweat! Endurance. Resilience. Flexibility. And the confidence of knowing you can go the distance. **That's how you earn your TITLE.**

NOW OPEN 121 Main St, Minneapolis | (202) 345.6789 | facebook.com/TITLEBoxingClubCityHome

TITLE
TITLEBoxingClub.com



MARCO | ARCHITECT / GAMER / BAG SMASHER

**GET HOOKED
ON THE WORKOUT ROUTINE
THAT'S ANYTHING BUT**

Eight high-intensity rounds, three days a week, is all it takes. To kick your workout up a notch. To throw your life into the ring. To take your self-esteem to new heights. Break free from the going nowhere workout rut and rise to a new challenge. **That's how you earn your TITLE.**

NOW OPEN 121 Main St, Minneapolis | (202) 345.6789 | facebook.com/TITLEBoxingClubCityHome

TITLE
TITLEBoxingClub.com

THE INTERNATIONAL
DAVEY AWARDS
Small firms. Big ideas.



MILBANK ENERGY

Superbowl Program Ad

RULES OF THE GAME

NO. 1

ALWAYS
KEEP YOUR
BEER
COLD



Chill. With a **Milbank Home Standby Generator**, even if the power goes out, the games go on. So protect your home, family and temperature-sensitive beverages from an unpredictable outage with a powerful, durable and reliable backup game plan from the energy experts at Milbank. Cheers.

ENTER FOR A CHANCE TO WIN A HOME STANDBY GENERATOR FROM MILBANK

See our website for official rules and complete details.

MILBANKWORKS.COM/RULES



MILBANK
EMPOWERING LIFE

WILSON TENNIS

WNG Product Launch Campaign

Wilson WNG tennis racket advertisement featuring a male player in white tennis attire, holding a racket and striking a ball. The player is positioned in front of a large, dark, heart-shaped graphic that resembles a tennis racket head. The background is black. The Wilson logo (W) is at the top center, with the slogan "elevate your game" below it. At the bottom left, there is a paragraph of text and a small Wilson logo. At the bottom right, there is a larger Wilson logo.

W
elevate your game

You can feel it the instant you pick it up. It gives you every swing, every flick of your wrist, every muffed shot that will sometimes drop nearby where you stand. Suddenly, you are between the game, it's your head and your game on the court, not someone's hands, you're flying, reaching the racket every Wilson WNG™, the only racket with a feather-light frame that lets the string bed flex to capture every shot, and then rebound to reach your sweet spot with unprecedented ease and precision. Research. Flight. Endgame. The WNG™ gives you the power to play above the competition. elevate your game.

Wilson

Wilson WNG tennis racket advertisement featuring a female player in white tennis attire, holding a racket and striking a ball. The player is positioned in front of a large, red, heart-shaped graphic that resembles a tennis racket head. The background is red. The Wilson logo (W) is at the top center, with the slogan "elevate your game" below it. At the bottom left, there is a paragraph of text and a small Wilson logo. At the bottom right, there is a larger Wilson logo.

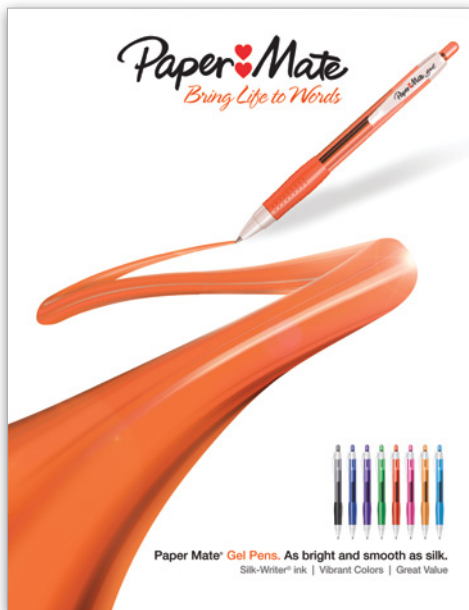
W
elevate your game

You can feel it the instant you pick it up. It gives you every swing, every flick of your wrist, every muffed shot that will sometimes drop nearby where you stand. Suddenly, you are between the game, it's your head and your game on the court, not someone's hands, you're flying, reaching the racket every Wilson WNG™, the only racket with a feather-light frame that lets the string bed flex to capture every shot, and then rebound to reach your sweet spot with unprecedented ease and precision. Research. Flight. Endgame. The WNG™ gives you the power to play above the competition. elevate your game.


Wilson

PAPER MATE

Print Campaign



Paper Mate
Bring Life to Words



Paper Mate® Gel Pens. As bright and smooth as silk.
Silk-Writer® ink | Vibrant Colors | Great Value



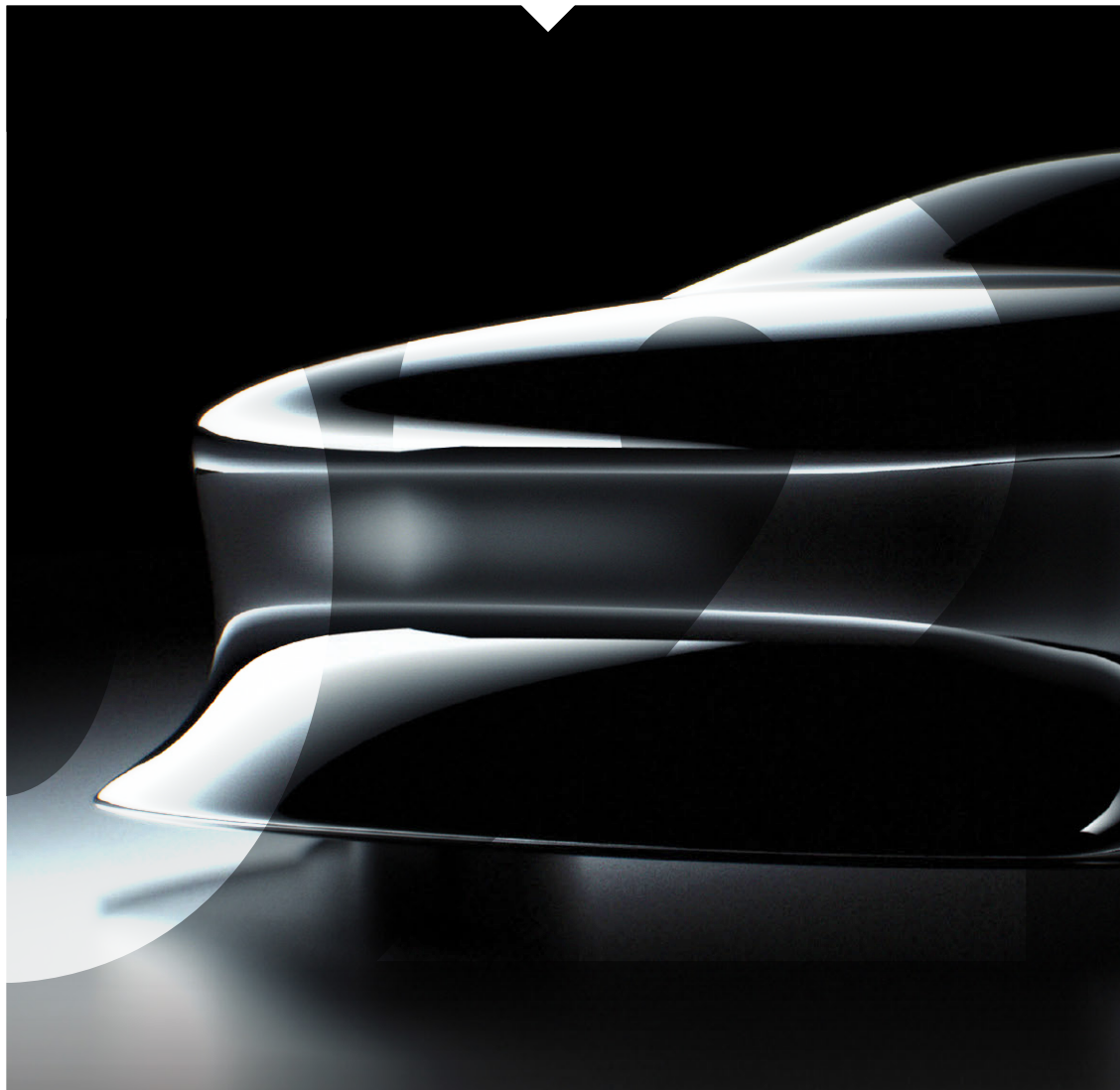
NEW Paper Mate
Bring Life to Words



Paper Mate® Design Pens. As unique as you are.
Metal Barrel | Superior Writing Performance | Great Value



PaperMate.com/design





Section 2

B2B ADVERTISING

that conveys a deep understanding of the evolving challenges facing businesses today, and offers pragmatic solutions that align with their priorities.

JERR-DAN

Print Campaign



3 COURSE MEAL.

WHEN YOU LOVE THE ROAD, EVEN THE LATE SHIFT IS A GREAT SHIFT. THAT'S TOWMANCE. You see the world a little differently when you tow for a living. Through the 3-course meal to the mini mart, and there's no more waiting needed. Jerr-Dan gets it. Our best-in-class carriers share the load through the long days and late nights, so the sun never sets on your love for the road.



JERR-DAN
FOR THE LOVE OF THE ROAD

©2018 Jerr-Dan Corporation. Some equipment shown may be optional. Specifications subject to change without notice or obligation. All other trademarks are those of their respective owners. Your vehicle depends on us.

To find your nearest Jerr-Dan dealer, visit jerrdan.com or call 800.368.2668.



PERSONAL ASSISTANT.

WHEN YOU LOVE THE ROAD, YOU JUST WANT TO SHARE IT WITH SOMEONE. THAT'S TOWMANCE. You see the world a little differently when you tow for a living. There are no passengers - just companions, there to keep you on task and in the moment. Just like Jerr-Dan. We built the MP140 to be the industry's most versatile, most reliable wrecker, keeping you and the road connected for life.



JERR-DAN
FOR THE LOVE OF THE ROAD

©2018 Jerr-Dan Corporation. Some equipment shown may be optional. Specifications subject to change without notice or obligation. All other trademarks are those of their respective owners. Your vehicle depends on us.

To find your nearest Jerr-Dan dealer, visit jerrdan.com or call 800.368.2668.

ALLIED VAN LINES

HR Trade Print Campaign

corporate relocation

We never forget about the H in HR.

At Allied, we believe the true value of our services is measured in individual experiences. So we treat every transferee move with kid gloves, using the resources of the world's largest moving family. We make every move hassle-free, with a commitment to quality through our global network that covers 175 countries. The result: happier transferees, smoother relocations, and simplified administration for you. For global moving service with a human touch, call Allied at 866.841.7530.

www.allied.com

relax.
we carry
the load.

ALLIED

A SIRVA COMPANY

© 2016 Allied Van Lines, Inc. All rights reserved. Allied Van Lines is a registered trademark of Allied Van Lines, Inc. Allied Van Lines is a registered trademark of Allied Van Lines, Inc. Allied Van Lines is a registered trademark of Allied Van Lines, Inc. Allied Van Lines is a registered trademark of Allied Van Lines, Inc.

corporate relocation

We never forget about the H in HR.

At Allied, we believe the true value of our services is measured in individual experiences. And we know that a successful move is crucial to a successful relocation. So we make every transferee move a priority, using the resources of the world's largest moving family. And we do everything possible to make every move simple and hassle-free, with a total commitment to quality throughout our global Orange-to-Orange network that covers 175 countries. The result: happier transferees, smoother relocations, and simplified administration for you. For global moving service with a personal touch, call Allied at 866.841.7530.

relax.
we carry
the load.

ALLIED

A SIRVA COMPANY

© 2016 Allied Van Lines, Inc. All rights reserved. Allied Van Lines is a registered trademark of Allied Van Lines, Inc. Allied Van Lines is a registered trademark of Allied Van Lines, Inc. Allied Van Lines is a registered trademark of Allied Van Lines, Inc. Allied Van Lines is a registered trademark of Allied Van Lines, Inc.

SIRVA RELOCATION SERVICES

Total Cost of Ownership Campaign

Total costs should be
transparent — not invisible.



97% Of Total Relocation Costs
are Non-fee Based

See the whole picture. At SIRVA, we want to partner with you to develop transparent relocation solutions based on your total costs. Our unique approach ensures you enjoy the best mobility experience at the **lowest total cost**, and we can prove it. Try our Total Relocation Assessment Calculator (TRAC™) at sirva.com/trac, and get a clearer look at how much you can save.



Get on TRAC: Total Relocation Assessment Calculator
at sirva.com/trac or call 888.SIRVAknow (888.747.8266)

SIRVA
Relocate Your Thinking

Cut 12-15%
out of your total
relocation costs.

500 THOUSAND DOLLARS
is potential home sale savings per year
for a company that rehires 50 homeowners annually
with an average home sale of \$200,000.

More savings. More satisfying. We designed our relocation solutions to be transparent, because we believe the more you can see, the more you can save. Our unique "Total Cost" approach ensures your transferees always receive the very **best mobility experience** possible, at the **lowest total cost** to relocate — and the numbers back it up. Our customer satisfaction ratings are consistently among the industry's best, while our savings... well, they tend to speak for themselves.



Download a FREE positioning paper for more about our unique, cost-cutting approach and calculate your potential savings at sirva.com/TCOpaper or call 888.SIRVAknow (888.747.8266)

SIRVA
Relocate Your Thinking

S&C ELECTRIC COMPANY

Welcome To the Future Campaign



ARCHAIC.

That recloser belongs in a museum, not blowing your budget and reliability scores.

WELCOME TO THE FUTURE

WITH S&C'S INTELLI-INTERRUPTER® PULSE-CLOSER® FAULT INTERRUPTER

Testing for faults with reclosers can be devastating to your equipment. Reclosers repeatedly slam the full fault current back onto your system. Now there's a better way. S&C's Intelli-Interrupter Pulse-Closer Fault Interrupter is the first breakthrough in reclosing technology in 70 years. It tests for faults using small pulses of current, reducing the stress on your system by 95%. And less stress means more reliable, longer-lasting equipment.

Keep planning for the grid of tomorrow by maximizing your investments today.



See the difference at sands.com/IRT7

© S&C Electric Company 2016. All rights reserved.



RELIC.

Fusing lateral lines belongs in a history book, not your reliability plan.

WELCOME TO THE FUTURE

WITH S&C'S TRIPSAVER® II CUTOUT-MOUNTED RECLOSER

Truck rolls really add up. They take valuable time, energy, and money. With 90% of overhead faults occurring on lateral lines, fuses are no longer your best lateral protection strategy. S&C's TripSaver II Cutout-Mounted Recloser combines the best of both fuse-saving and fuse-blowing methods to improve reliability on laterals. It limits the need for truck rolls - and fewer truck rolls means a better bottom line.

Keep planning for the grid of tomorrow by maximizing your investments today.



See the difference at sands.com/TS17

© S&C Electric Company 2016. All rights reserved.



ARCELORMITTAL

Steel Solutions Campaign

S-in motion®

See the power of our S-in motion®
suite of lightweighting solutions at
auto.arcelormittal.com/NA.

Making light of steel is something we take seriously.

Steel's reputation for strength and durability precedes it, but that's not all it's known for today. Modern steel solutions are also surprisingly lightweight and flexible, offering superior stamping performance for tomorrow's vehicles with the smallest carbon footprint and lowest cost. That's why the most enterprising engineers are collaborating with ArcelorMittal on the **design solutions of tomorrow**.

Discover tomorrow's steel at auto.arcelormittal.com/NA.



ArcelorMittal

transforming tomorrow

S-in motion®

See the power of our S-in motion®
suite of lightweighting solutions at
auto.arcelormittal.com/NA.



Steel is helping some of the world's
most desired models **lose weight**.

Tested safety and durability. Improved fuel economy. Lower CO₂ emissions.
The drivers of tomorrow will expect more, and we will deliver it—with lightweight
steel solutions. **No other material can do what today's steel is doing for tomorrow's cars.**

Discover tomorrow's steel at auto.arcelormittal.com/NA.


ArcelorMittal
transforming tomorrow

KEISER FITNESS

M3i Indoor Bike Print Ad

BECAUSE SIMPLICITY IS THE ULTIMATE SOPHISTICATION.

KEISER M3i

SIMPLE:

- for rider to set up
- for owner to maintain
- for tech to service

Simply the best – and best selling – indoor bike ever built.

Now, it's easy to see for yourself. Simply watch the video at...

keiser.com/BNX



KEISER
BECAUSE
GOOD ENOUGH ISN'T.
keiser.com

© 2017 Keiser. All Rights Reserved.

PERIDOT PRECISION MANUFACTURING

Laser Equipment Campaign



PERIDOT HAS ADDED STATE-OF-THE-ART LASER TECHNOLOGY TO ITS ARSENAL OF AWESOME.



I'm excited to announce the arrival of three new cutting edge laser machining platforms to expand our already industry leading capabilities.

Our new state-of-the-art laser machines open up a new world of possibilities in laser cutting, tube and sheet cutting and product marking. With these acquisitions, we can provide our customers with increased accuracy, tighter tolerances, and greater feature size. The new machines will also make change over across a wider range of materials and our new marking capabilities are USG ready.

We're eager to push these machines to their limits, so visit us at PERIDOTCORP.COM/LIGHTSPEED and give us a call at 975-461-8830 about putting them to work for you.

Peridot Precision Manufacturing



TUBE CUTTING

- Best class flexibility increases from 10 to 2000+ tube ODs for cutting and marking applications
- New Super-Robot system increases marking setup performance



ROFIN SINAR STARCUT 240 HIGH PRECISION FIBER TUBE CUTTING LASER SYSTEM WITH NET CUTTING

The up to 4-axis CNC laser cutting systems are the best solution for fully-automated cutting of tubular and flat material, especially for medical requirements and requires less parts and other high-precision parts. Frequently, the systems allow the replication of complex mechanical machining steps into a single laser processing cycle.

SHEET CUTTING

- Larger working bed up to 10000
- Full panel & 2' long cut widths
- New Super-Robot system supports marking and cutting



IPG FIBER CUBE 250W NET LASER SHEET CUTTER WITH XRAY CUTTING

The LaserCube fiberbed cutter is optimized for cutting small parts in both porous and production volumes. Using the fiber laser system both as a guide stage and production volume. It has the stability and acceleration needed for high-speed precision machining.

WE WANT TO HELP YOU SEE THE LIGHT!

Peridot has been at the forefront of laser machining for a long time. In fact, we're celebrating our 20 year anniversary this year.

These new machines have greatly expanded our laser-in-class capabilities. Whether it's laser cutting, laser engraving, laser marking or laser welding, we have and will continue to be light years ahead of the competition.

To explore our newest capabilities, you'll find a laser-machined model and along with a magnetar to help you see true precision, we can be. With unmatched precision and tolerances, we're eager to push the boundaries of what is possible for you.

Customize your visit now. Visit PERIDOTCORP.COM/LIGHTSPEED to see a video of our machines in action.



Section 3

DIRECT MARKETING

programs that focus on lifetime value and customer satisfaction scores by coupling highly focused, cutting-edge list development resources with personalized tools for maximum impact.



JAGUAR NORTH AMERICA

F-type Direct Mail with Augmented Reality





REVEAL WITH THERMOCHROMIC COATING

Dimensional “Fortune Teller” direct mailers used thermochromic coating technology to conceal a hidden message, which could only be revealed by temperature activation. Cloaked in a sleek branded design that borrowed conceptually from the iconic fortune telling toy “Magic Eight Ball,” the innovative mailer asked targeted recipients if the 2014 Jaguar XJR was in their future. Upon rubbing the designated spot on the mailer, the answer was revealed: “It is decidedly so.”

JAGUAR NORTH AMERICA

XJR Lead Gen / Conquering Direct Mail

THE INTERNATIONAL
DAVEY AWARDS
Small firms. Big ideas.



McLAREN

Personalized Direct Mail



Leather-trimmed Touring Deck with Glass Hatch

Aluminum 662 V8 Performance and V6 Engines

McLaren's Signature Distressed Finish

Exclusive offer for Madelaine
Contact Aaron Matz at McLaren Greenwich at 973.477.7089

570GT
Sports Series

McLaren logo



Responsive can be set to 9 Performance Settings

Lightweight Carbon Fiber Chassis

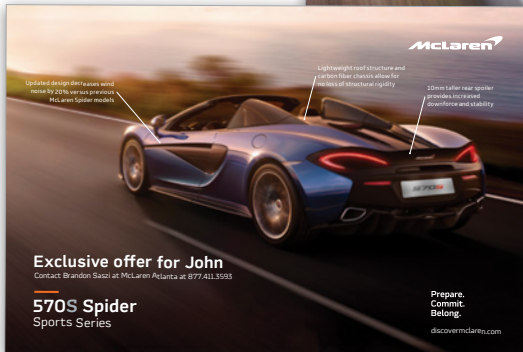
Carbon Ceramic Braking with Standstill

Exclusive offer for Tom
Contact Tracy Myrick at McLaren Palm Beach at 561.805.5555

570S
Sports Series

Prepare. Commit. Belong.
discovermclaren.com

McLaren logo



Updated design defuses wind noise by 20% over all previous McLaren Spider models

Lightweight roof structure and carbon fiber chassis allow for less structural rigidity

10cm taller rear spoiler provides increased aerodynamic stability

Exclusive offer for John
Contact Brandon Saizi at McLaren Pelican at 877.411.5593

570S Spider
Sports Series

Prepare. Commit. Belong.
discovermclaren.com

McLaren logo

AMERICAN HOSPITAL ASSOCIATION

Direct Mail Campaign



CCC INFORMATION SERVICES

Promotional DM Package




JAGUAR NORTH AMERICA

Monthly E-Newsletters


Subject Line: F-TYPE Coupe—Now New to the Valley

Visit www.jaguar.com | www.us.jaguar.com | JAGUARNORTHAMERICA.COM



ROAR

VEHICLE & EQUIPMENT | SPECIAL OFFERS | PERFORMANCE | LOCATION & RETAILERS




AVAILABLE NOW FOR VILLAINS ONLY

We've told you about the menacing, supercharged engines available with the F-TYPE. Demonstrated in reality when under the coat of Dynamic Mode, and showed you how to go ferogetic under the cover of its sleek roof. Now it's your turn to experience it all. Visit your local Retailer Store to find out the F-TYPE Coupe available for purchase or lease, and watch our latest commercial to see both the Coupe and Convertible in action.

[GET BEHIND THE WHEEL](#)


Vehicle shown: F-TYPE R Coupe



THE ALL-STAR THAT CAN BE ALL YOURS

The Jaguar F-TYPE has been called many names. "Feral." "A beast." And now, an "All-Star" selection for the prestigious Automobile All-Star Award from the Sports Illustrated annually awards team the American All-Star and only all-star. It's a 100% performance, beast that roars when it should purr and coasts when it should crawl—yet that's when it's trying to be subtle. This you have never all takes to connect the F-TYPE R Coupe? We only you to attend the next Jaguar Performance Driving Academy event.

[READ MORE](#)




A DEVIL ON THE TRACK

Don't let its handsome looks deceive you. The F-TYPE R Coupe isn't the type of sports car designed for display. As an ace who whizzes in from the back at the Villain Academy can attest, it's really a devil that should purr and coasts when it should crawl—yet that's when it's trying to be subtle. This you have never all takes to connect the F-TYPE R Coupe? We only you to attend the next Jaguar Performance Driving Academy event.

[REGISTER NOW](#)


Subject Line: Think Over the XK Before You Buy

Visit www.jaguar.com | www.us.jaguar.com | JAGUARNORTHAMERICA.COM



ROAR


VEHICLE & EQUIPMENT | SPECIAL OFFERS | PERFORMANCE | LOCATION & RETAILERS



XK—GOING FASTER THAN EVER

They say all good things must come to an end. If so, then this is the end to something exceptional—the Jaguar XK. With the car's 15th anniversary marking the epic conclusion to the beloved grand tourer family, the time is now to stake your claim on the "Final Fly" XK's vehicles to keep off the production line. Visit your local Jaguar Retailer to learn more or reserve yours today, before it's too late.


[RESERVE YOURS TODAY](#)



THE ART OF VILLAINRY

You've seen "Starbuckz" on Big Game Commission. Now, learn how to drive with poetic license in "The Art of Villainry," the next installment in our villainous story. Explore all five parts of this web series and discover what it truly means to sound like a Villain. Drive Like a Villain. Have a Plan and master Villainous Style.


[WATCH NOW](#)



SATISFACTION COMES STANDARD

Jaguar owners always know best. If you needed any more convincing, J.D. Power recently ranked Jaguar highest in Owner Satisfaction among Luxury Brands.™ While we're not surprised with the findings, we are excited knowing that the same experience is just as powerful as our cars.



[READ MORE](#)



OAKWOOD WORLDWIDE CORPORATE HOUSING

Promotional Email

See Our Special Offers [view in browser](#)

Oakwood.  

DISCOVER NEW WAYS TO SAVE ON YOUR NEXT STAY
Book Our Featured Finds Online Today!
[See Our Special Offers](#)

FEATURED FIND

ARLINGTON, VA from \$129/day

BOSTON, MA from \$149/day

CHICAGO, IL from \$105/day


LOS ANGELES, CA from \$149/day

SEATTLE, WA from \$131/day

TAKE ADVANTAGE OF THESE SPECIAL RATES TODAY.

BOOK ONLINE NOW

[Take a Video Apartment Tour](#) | [Search Apartments and Locations](#) | [About Oakwood](#)
[Update Your Email Profile](#) | [Like Us on Facebook](#)

Terms and conditions apply.
© 2014 Copyright Oakwood Worldwide All Rights Reserved.
To ensure delivery of future emails, please add promotions@oakwood.com to your address book. View instructions.
This email was sent by Oakwood Worldwide
2222 Century Avenue • Los Angeles, CA 90054 

Unsubscribe





Section 4

DIGITAL MARKETING

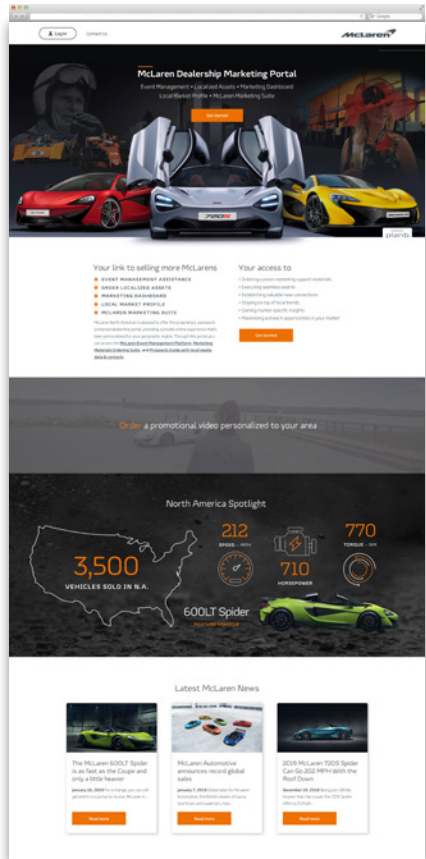
solutions developed as truly integrated programs that fully leverage and complement existing, traditional media assets for a more dynamically personalized, real-time brand experience.



INTRO VIDEO



SPLASH PAGE



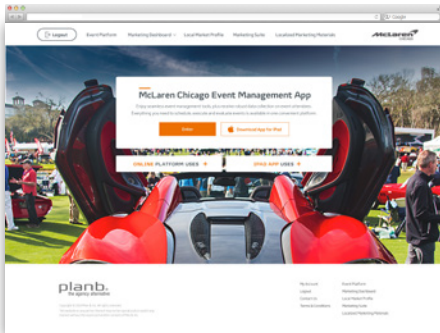
DEALER MARKETING PORTAL

The portal was set up to be a North American resource to facilitate co-op marketing spending between the OEM and dealers. The site contains a personalized landing page for each dealer, event platform and the marketing material ordering suite where dealers can customize their branded marketing materials with location specific images.

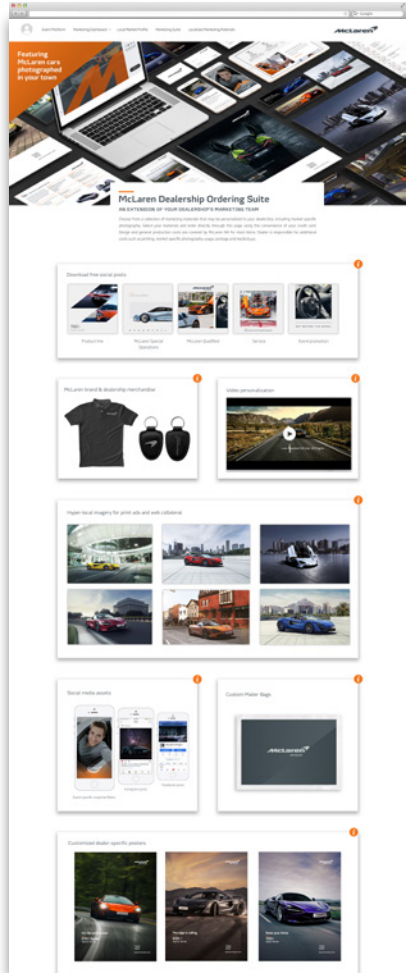
DEALERSHIP HOME PAGE



EVENT PLATFORM

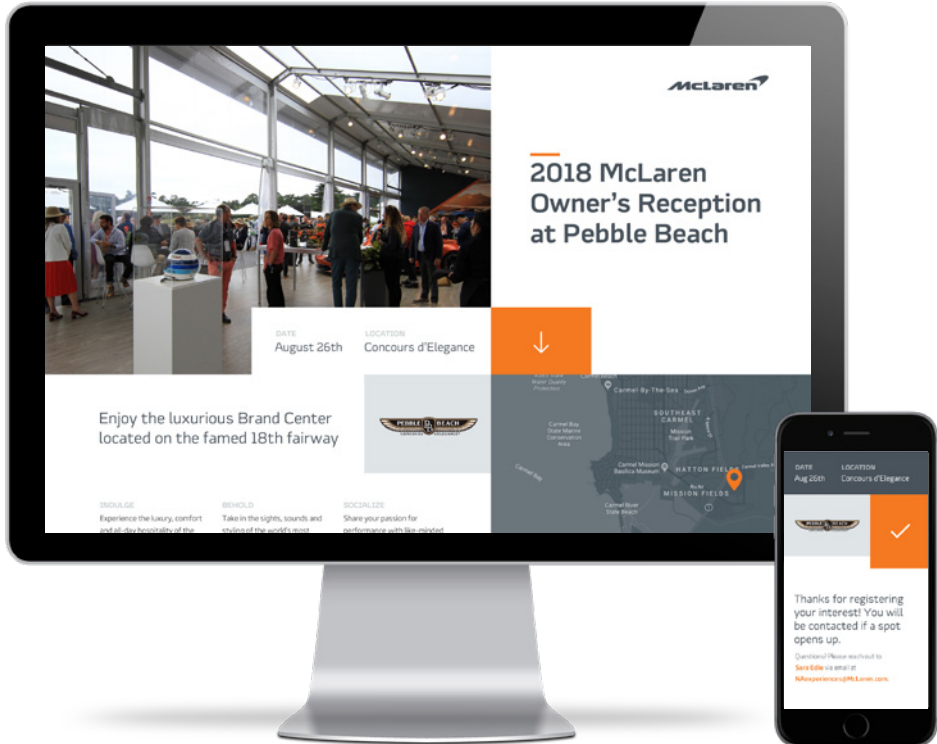


ORDERING SUITE



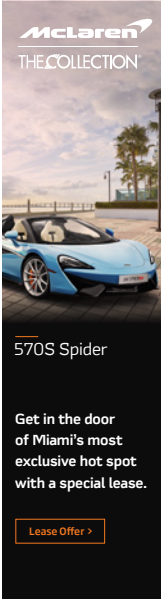
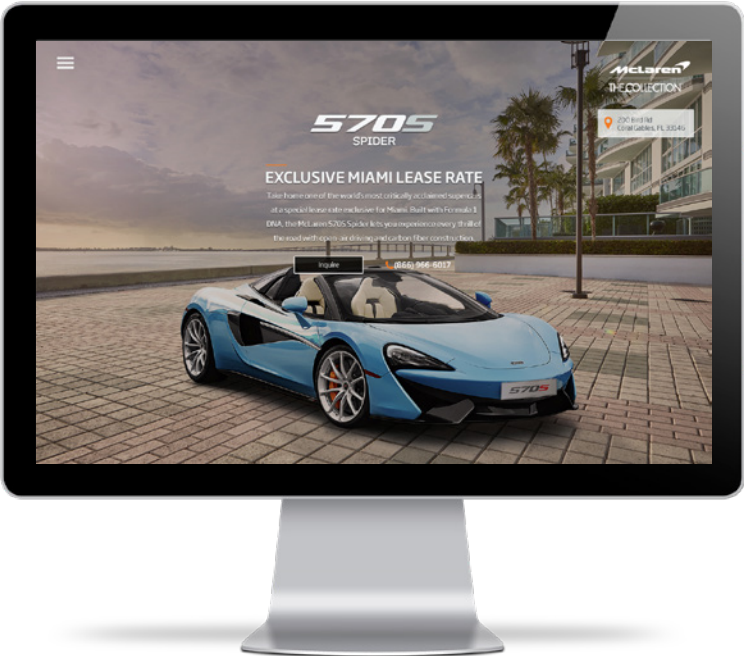
McLAREN

Pebble Beach Concours d'Elegance RSVP Landing Page



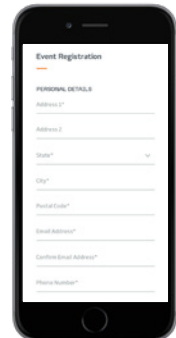
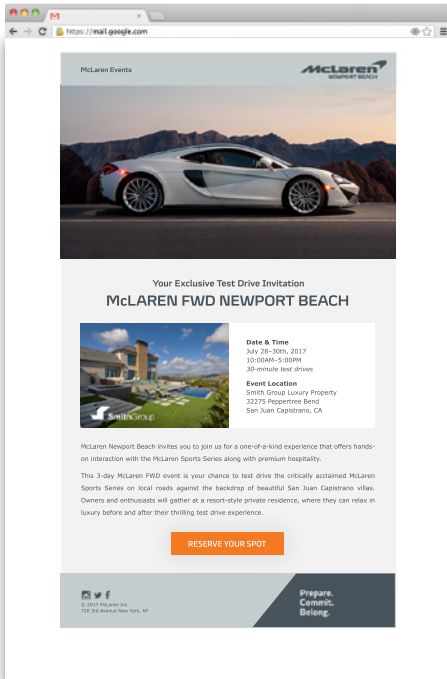
McLAREN

Localized Miami Dealer Lease Offer Landing Page & Banner Ad



McLAREN

Fwd Tour Email and Landing Page



McLAREN

Sports Series Launch Digital Campaign



HOME ABOUT US CONTACT US

TIRE TALK

NEWS FOR ATTURO DEALERS



275/55R20

APRIL PRODUCT SPOTLIGHT

Considering the F-150 and Silverado are consistently the top-selling vehicles in the US year in and year out, hundreds of thousands of this size are sold each year. And Atturo has this fitment covered with 4 different models!

Touring - AZ610. For most original-equipment replacement sales, customers are looking for a smooth, quiet ride on the highway. And they want it to last a long time. Offer these customers the Atturo AZ610. With a 5-rib tread design, the AZ610 offers a quiet ride and a 60,000 mile tread life warranty assures your customer many happy miles!

THE MONTHLY PROTECTION

ATTURO PROTECTANT



TRUCK OF THE MONTH



ATTURO WAREHOUSE



IN THE NEWS

READY TO RIDE?

call and register for our dealer location

ATTURO 2014 CONFERENCE

ATTURO 2014 CONFERENCE

ATTURO 2014 CONFERENCE

PRODUCTS ORDER ASSETS  LOCATOR SUPPORT

TIRE TALK

NEWS FOR ATTURO DEALERS



275/55R20

APRIL PRODUCT SPOTLIGHT

One of the more common light truck and SUV sizes is **275/55R20**. This size is original equipment on a number of vehicles and can be used as a plus fitment on several more. These include: Cadillac – Escalade, Chevrolet – Avalanche, Silverado, Suburban, Tahoe, Dodge – RAM SRT, Ford – Expedition, F-150, GMC – Sierra, Yukon, Lincoln – Navigator, Mercedes-Benz – GL Class, Toyota – Sequoia, Tundra

Considering the F-150 and Silverado are consistently the top-selling vehicles in the US year in and year out, hundreds of thousands of this size are sold each year. And Atturo has this fitment covered with 4 different models!

Touring - AZ610. For most original-equipment replacement sales, customers are looking for a smooth, quiet ride on the highway. And they want it to last a long time. Offer these customers the Atturo AZ610. With a 5-rib tread design, the AZ610 offers a quiet ride and a 60,000 mile tread life warranty assures your customer many happy miles!

ATTURO

Digital Banner Ad Campaign

GO YOUR OWN WAY

ATTURO
TIRES FOR THE ROAD LESS GRAVELED

► FIND YOUR TIRE

GO YOUR OWN WAY

ATTURO
TIRES FOR THE ROAD LESS GRAVELED

► FIND YOUR TIRE

GO YOUR OWN WAY

ATTURO
TIRES FOR THE ROAD LESS GRAVELED

► FIND YOUR TIRE

GO YOUR OWN WAY

ATTURO
TIRES FOR THE ROAD LESS GRAVELED

► FIND YOUR TIRE

ARCELORMITTAL

Perspectives Campaign Banner, ADs, and Landing Page

Steel makes today's cars
stronger from the inside out



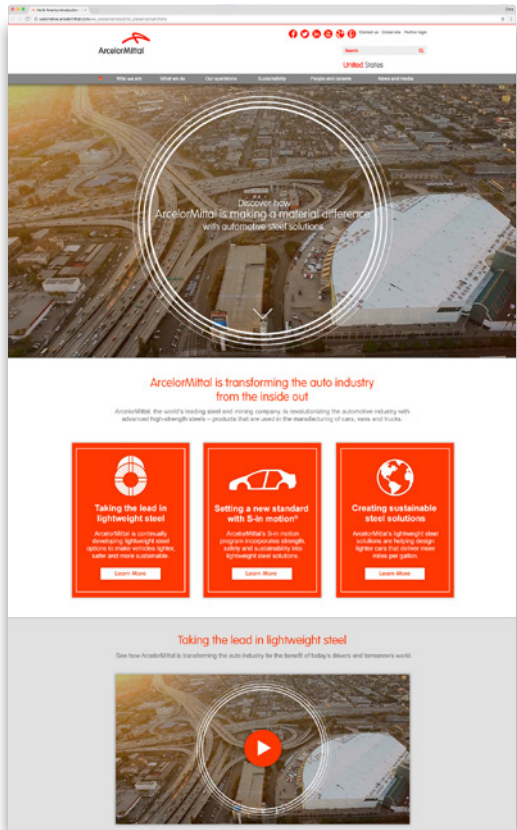
Steel makes today's cars
safer from the inside out



The leader in lightweight steel
is making a **material difference**



The leader in lightweight steel
is making a **material difference**



The screenshot shows the ArcelorMittal website landing page. At the top, there is a navigation bar with the ArcelorMittal logo on the left and a search bar on the right. Below the navigation bar is a large hero image of an industrial facility with a circular graphic overlay. The text in the hero image reads: "Discover how ArcelorMittal is making a material difference with automotive steel solutions." Below the hero image is a section titled "ArcelorMittal is transforming the auto industry from the inside out" with a sub-headline: "ArcelorMittal, the world's leading steel and mining company, is innovating the automotive industry with advanced high-strength steels - products that are used in the manufacturing of cars, vans and trucks." Below this are three red boxes, each with a white icon and text: 1. "Taking the lead in lightweight steel" with a gear icon and a "Learn More" button. 2. "Setting a new standard with 6-in motion" with a car icon and a "Learn More" button. 3. "Creating sustainable steel solutions" with a globe icon and a "Learn More" button. At the bottom, there is a section titled "Taking the lead in lightweight steel" with a sub-headline: "See how ArcelorMittal is transforming the auto industry for the benefit of today's drivers and tomorrow's world." Below this is a video player with a play button icon over a background image of the industrial facility.

OPTIMA HEALTH

Open Enrollment Campaign Banner, AD, and Landing Page

Health Insurance
Open Enrollment
Ends March 31

27
DAYS LEFT

Get Covered.
Get a Quote.

Optima Health
1.866.980.1150

Health Insurance
Open Enrollment
Ends March 31

26
DAYS LEFT

Get Covered.
Get a Quote.

Optima Health
1.866.980.1150

Health Insurance
Open Enrollment
Ends March 31

26
DAYS LEFT

Get Covered.
Get a Quote.

Optima Health
1.866.980.1150

Optima Health 1-866-981-1150
Personalized quotes are available. Member Only. 8021 use 1-800-981-1150.

Get Covered. Get a Quote.

Health Insurance Open Enrollment **ENDS 3/31**

All Optima Health, Inc. offers ready-to-choose individual health insurance plans that are perfect for people who are proactive about their health.

Want help you find the right plan for your budget and lifestyle. Check out our new plan offerings for 2016, including the new Individual & Family HDHP plans. We even offer the new ValueEdge Single plan, a perfect combination of an HDHP and Health Savings Account.

The best health insurance choice is a perfect fit.
Our 2016 plans provide all the of Essential Health Benefits categories (including pediatric dental) except for the Affordable Care Act.

Looking for More? Forward it!

10
YEARS OF
EXCELLENCE

GET A QUOTE

First Name:

Last Name:

Address:

City:

State: Select a State

Zip:

Phone:

Date of Birth:

Gender: Male Female

Email:

[View a Quote](#)





Section 5

SOCIAL MEDIA MARKETING

that establishes and sustains meaningful connections with customers in dynamic interactive communities, online and off.

WILSON BASKETBALL

Social Media Community Development



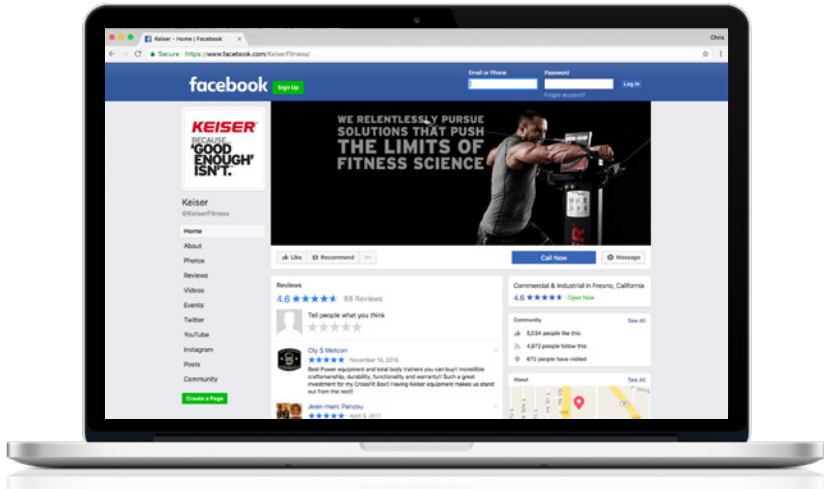
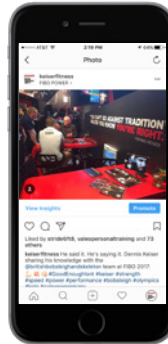
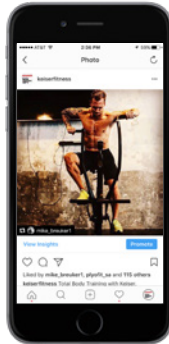
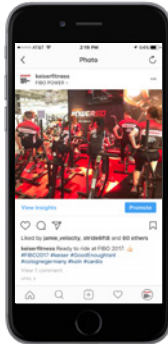
McDAVID ATHLETIC APPAREL

Basketball Tournament—Social Media Community Development



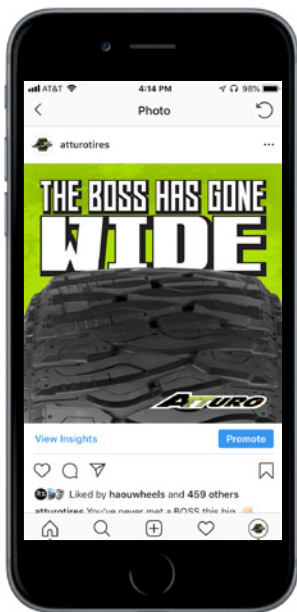
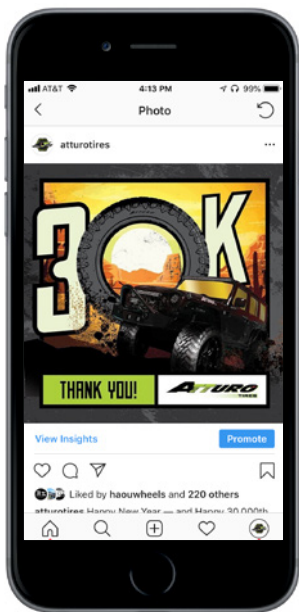
KEISER FITNESS

Social Media Community Development



ATTURO

Social Media Content



AZTECA

Sunshine Wheel Facebook Page Promotion

The Azteca Sunshine Wheel

CONTEST RULES

LIKE US TO SPIN!

WE'RE BRINGING THE SUNSHINE WITH AWESOME PRIZES!

Spin the Wheel-Set-Sol below to win Azteca Foods drawing bags, coupons, t-shirts, aprons, and more.

LIKE US TO SPIN!

WIN AWESOME PRIZES!

PRIZES INCLUDE:

- AZTECA APRON
- AZTECA T-SHIRT
- AZTECA BAG
- AZTECA T-SHIRT
- AZTECA BAG
- TRY AGAIN
- AZTECA 47
- AZTECA 47

WIN AWESOME PRIZES!

The Azteca Sunshine Wheel logo is displayed on the left side of the page.

The Azteca Sunshine Wheel

HOLY GUACAMOLE!

You won the \$500 Cash Prize!
That's a whole lot of cash! Please fill out your information below so that we can send it to you.

FULL NAME:

EMAIL:

ADDRESS:

CITY, STATE:

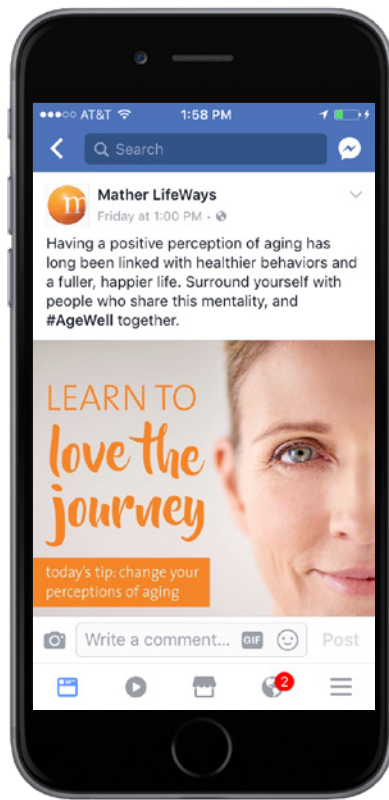
ZIP:

SPIN!

The Azteca Sunshine Wheel logo is displayed on the left side of the page.

MATHER LIFEWAYS

Ways to #agewell Social Campaign



PAPER MATE

Share the Love Facebook Promotion

The image shows a browser window displaying the Facebook page for Paper Mate. The browser's address bar shows the URL: http://www.facebook.com/PaperMate?v=app_6009294086&ref=ts. The Facebook page header includes the 'facebook' logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a post from Paper Mate with the following elements:

- Image:** Three Paper Mate pens (two pink, one silver) and the 'Paper Mate' logo.
- Text:** "Add to My Page's Favorites" and "Suggest to Friends".
- Text:** "Bringing life to words. For every Paper Mate Pink product sold in October a portion of the proceeds will go toward City of Hope breast cancer research, treatment & education."
- Section Header:** "Paper Mate" with a "Like" button.
- Navigation:** "Wall", "Info", "Share the Love", "Write For Hope", "Biodegradable", "YouTube".
- Text:** "I PICK Paper Mate® Share the Love. Make a Difference".
- Text:** "Choosing the right pen, like choosing the right words, can really make a difference. You can make a difference right now with a small gesture of support."
- Text:** "Choose one or all of the three easy ways to Share the Love."
- Image:** A smiling woman writing with a pen.
- Text:** "I LOVE Paper Mate to help my local school".
- Text:** "YOU COULD WIN \$15,000 of Paper Mate products for your local school." (Accompanied by a barcode icon).
- Text:** "Collect Paper" and "You could win up to \$15,000 of Paper Mate".

On the right side of the page, there are sections for "Create an Ad", "Facebook Pages" (with a sub-header "Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love."), and "More Ads".

INTELLIGENTSIA COFFEE

Anchor Store Relaunch—Social Media Design & Management

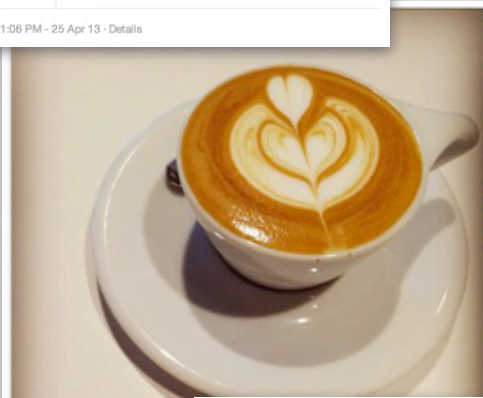


 **Matt Zugenbuehler** @okbetweenlines
@IntelliCHI checked out the new #IntelligentsiaLS on my way to work. What damn good cup of coffee and a sleek addition to the neighborhood.
Expand

 **Intelligentsia CHI** @IntelliCHI
So glad you enjoyed, Matt. We're really excited to join the neighborhood. @okbetweenlines #IntelligentsiaLS
● Hide conversation ◀ Reply ↻ Retweet ★ Favorite ⋮ More

1 FAVORITE 

1:06 PM - 25 Apr 13 · Details




Intelligentsiacoffee 266
Share your #Intelligentsia #latteart to celebrate our Broadway Re-opening! Use the #broadwayrelaunch hashtag to enter. We'll choose one winner each week.

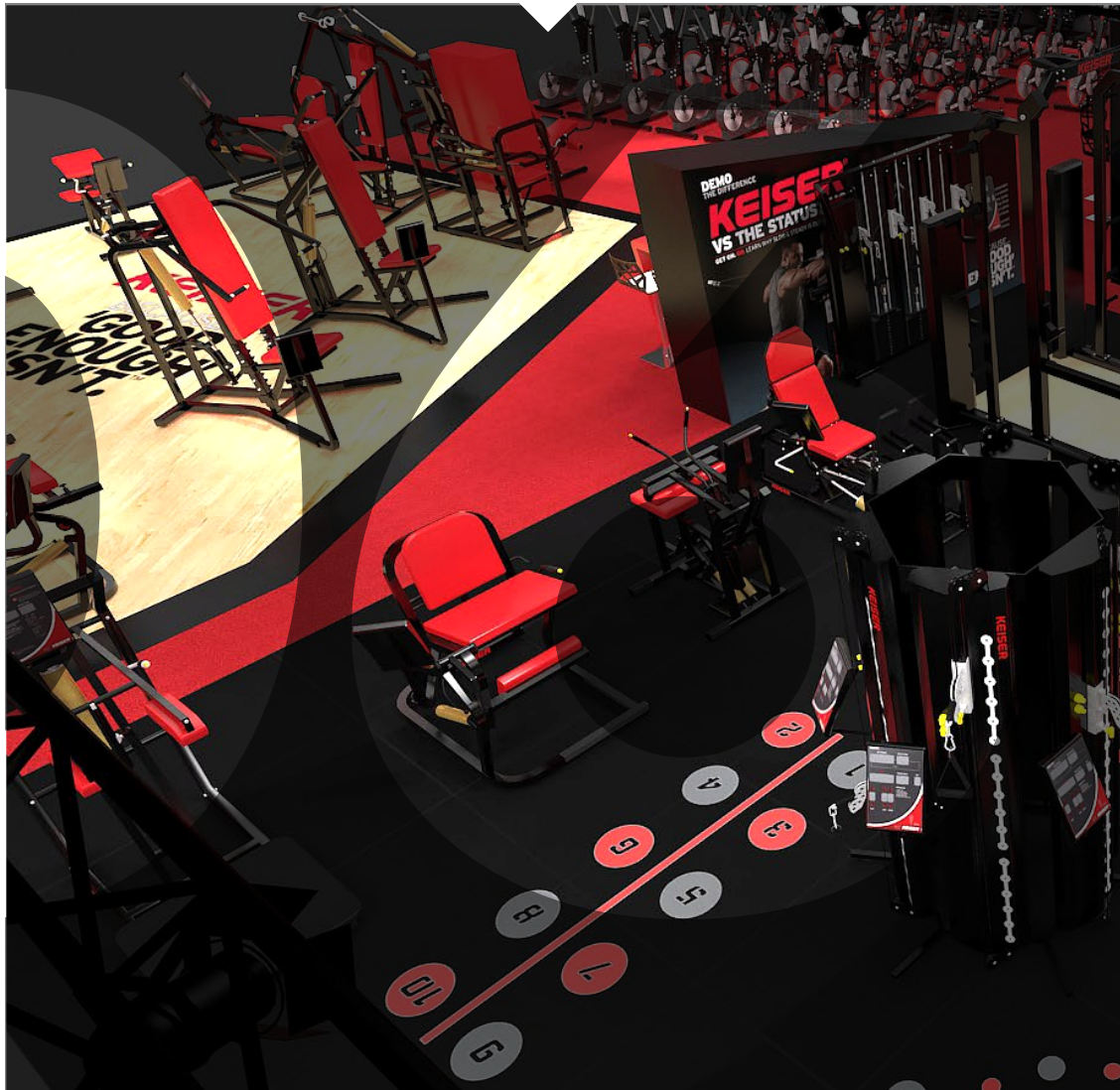
lretthwhere 21h
Representing Orlando, FL!

tohmifergan 18h
Solid pour

jennacompton 17h
☕☕☕ looks sooooo good!

 **Benjamin Coats** @bencoats
SO pumped that @IntelliCHI is moving to my hood-open house tonight and opening tomorrow! #IntelligentsiaLS #logansquare Collapse ◀ Reply ↻ Retweet ★ Favorite ⋮ More

4:57 PM - 24 Apr 13 · Details





Section 6

EXPERIENTIAL, EVENTS, AND TRADE SHOWS

that surprise and delight audiences with well-timed, well-placed brand messages that are thoughtfully integrated into their everyday lives—and which thoroughly support concurrent marketing efforts.

KEISER FITNESS
FIBO European Convention Display



McDAVID ATHLETIC APPAREL
Basketball Tournament Design & Management



McDAVID
FIRST ANNUAL BASKETBALL TOURNAMENT

FIRST ON LAST OFF
BASKETBALL TOURNAMENT

\$5,000 FIRST PLACE PRIZE

SEPTEMBER 22-23, 2012

McDAVID IS PUMPED TO PRESENT THE FIRST ANNUAL FIRST ON LAST OFF BASKETBALL TOURNAMENT.

The tournament will feature 16 elite players from 16 teams and will be held at the historic Chicago Bulls arena. The tournament will be held at the historic Chicago Bulls arena. The tournament will be held at the historic Chicago Bulls arena.

LOCATION
COLLEGE ACADEMY HIGH SCHOOL
1213 S. SHAWNEE DRIVE
CHICAGO, IL 60623

REGISTRATION
ENTRY FEE IS \$1,000 PER TEAM - 10 TEAMS TO RECEIVE FIRST PLACE - \$500 W/UP FEE TO RECEIVE CONSOLE W/UP. SPONSORING AT 773.437.5211 OR McDAVID.COM

REGISTER NOW!
ONLY 16 TEAMS



ATTURO

Trade Show Booth





HACKER-PSCHORR BREWING

Weisse Squad Sampling Tour





OPTIONS CITY

Trade Show Booth with McLaren Partnership



PERIDOT PRECISION MANUFACTURING

Trade Show Booth







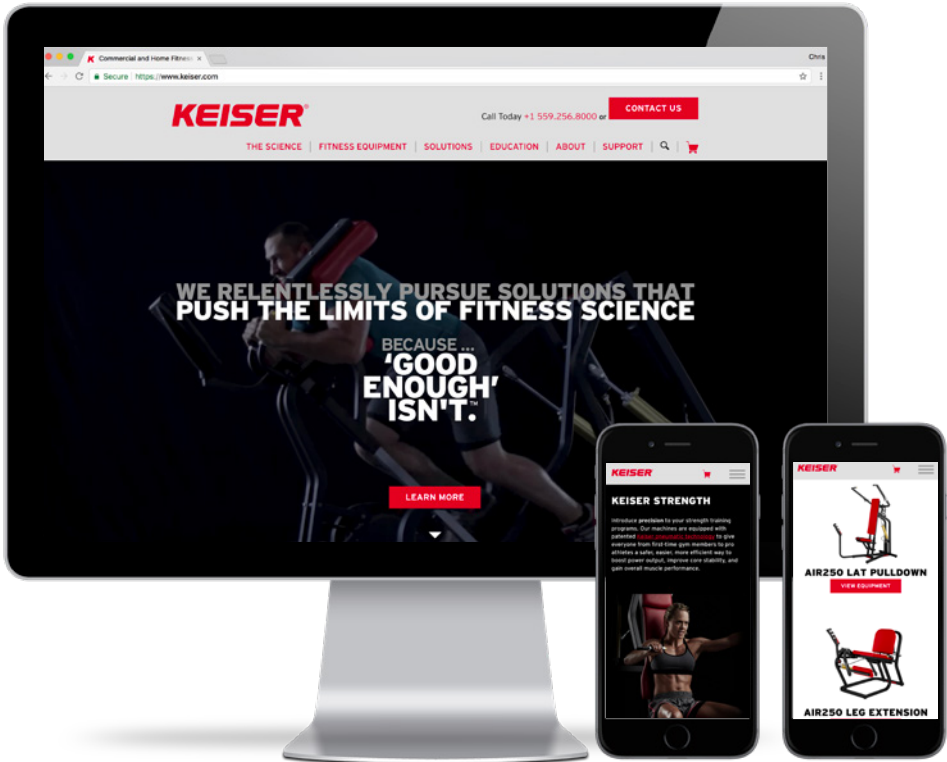
Section 7

WEBSITE DESIGN/ DEVELOPMENT

that delivers high-level functionality and then some, creating an intuitive experience that exudes personality and invites discovery.

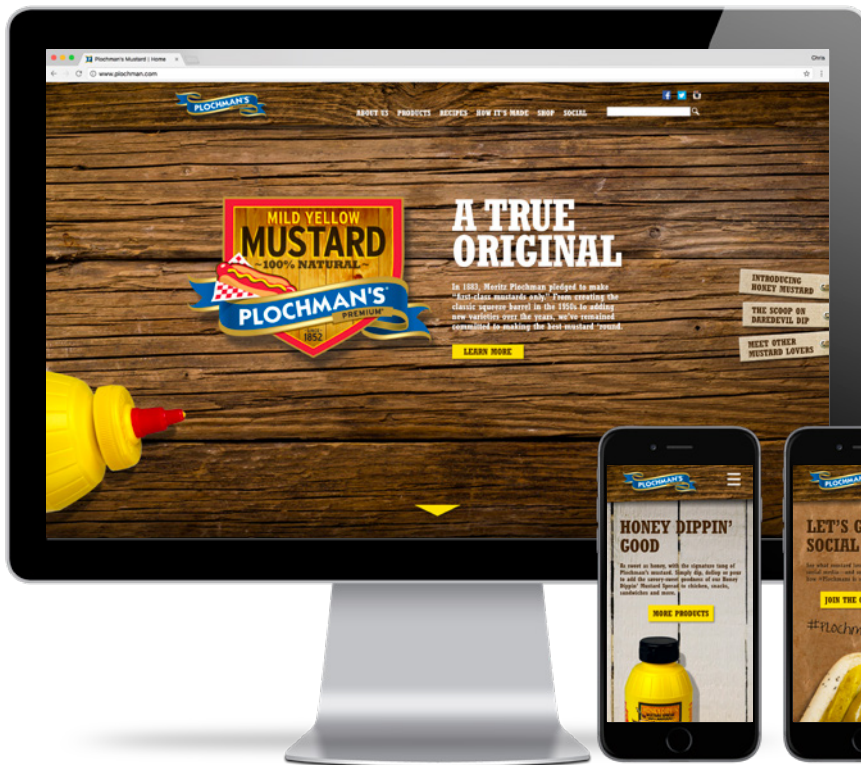
KEISER FITNESS

keiser.com



PLOCHMAN'S MUSTARD

plochman.com



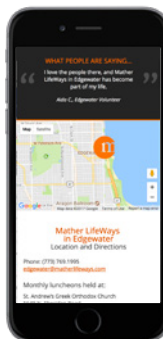
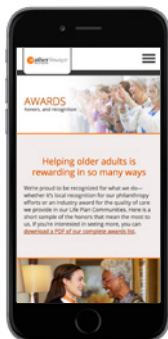
ANDREW BERLIN

andrewberlin.com



MATHER LIFEWAYS

matherlifeways.com



PERIDOT PRECISION MANUFACTURING

peridotcorp.com

Careers / Contact Us / ESG / Blog / Tour Our Shop / Live Calendar **REQUEST A QUOTE**

peridot™ PRECISION MANUFACTURING

Who We Are / Quality / Processes / Products / Equipment / Consultation / Medical Manufacturing / General Manufacturing

PERIDOT PRECISION MANUFACTURING: WHERE TECHNOLOGY MEETS TENACITY

"Why would anybody choose to do Precision Manufacturing for a living?"
It's complicated, it's tedious, it's demanding. MORE.

TAKE A TOUR

MEDICAL
PRECISION MANUFACTURING
LEARN MORE

GENERAL
PRECISION MANUFACTURING
LEARN MORE

TRUSTED BY THOSE WHO DO
"THE NEXT BIG THING"

Apple | HP | Tesla

**WE MAKE THINGS YOU HAVE
TO SEE TO BELIEVE.**

SEE HOW PERIODOT PEOPLE COMBINED
WITH FASCINATING TECHNOLOGY
HELP PERIODOT PRECISION MANUFACTURING
CONQUERED DIFFICULT.

Periodot People
Quality First


Periodot People
Innovative Manufacturing

**THEY CAME. WE SOLVED.
PERIODOT CONQUERED.**
A COLLECTION OF CASE STUDIES

ADVANTAGE FUTURES

algoadvantage.com

The Algo Advantage | High Frequency Trading at Advantage Futures
www.algoadvantage.com

ALGO ADVANTAGE  **ADVANTAGE FUTURES**

AUTOMATED TRADING TECHNOLOGY ABOUT

DISCOVER YOUR ALTER ALGO

Today's traders have access to more tools — and better tools — than at any time in history. Yet despite the many advantages afforded by the digital age, there often remain limitations on how successful traders can be. Technology requirements, Exchange connectivity, Certification and compliance, Risk management. There are a lot of variables in the equation — especially when it comes to algorithmic trading. But thanks to Advantage Futures, you're not alone.

START ALGO TRADING TODAY WITH ADVANTAGE FUTURES.

HOW TO GET STARTED IS ALGO TRADING FOR YOU? THE ADVANTAGE OF SPEED

The Algo Advantage | High Frequency Trading at Advantage Futures
www.algoadvantage.com

ALGO ADVANTAGE  **ADVANTAGE FUTURES**

AUTOMATED TRADING TECHNOLOGY ABOUT

DISCOVER YOUR ALTER ALGO

Today's traders have access to more tools — and better tools — than at any time in history. Yet despite the many advantages afforded by the digital age, there often remain limitations on how successful traders can be. Technology requirements, Exchange connectivity, Certification and compliance, Risk management. There are a lot of variables in the equation — especially when it comes to algorithmic trading. But thanks to Advantage Futures, you're not alone.

START ALGO TRADING TODAY WITH ADVANTAGE FUTURES.

HOW TO GET STARTED IS ALGO TRADING FOR YOU? THE ADVANTAGE OF SPEED

offer today's top trading professionals the technology structure, connection speeds, and highly personalized not you need to take algo trading to all new heights. and with access to the industry's most comprehensive set of customized trading services, you'll finally be free to realize true potential... all in a non-proprietary environment to the sky is virtually limitless.

ALGO ADVANTAGE  **ADVANTAGE FUTURES**

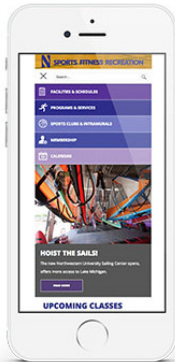
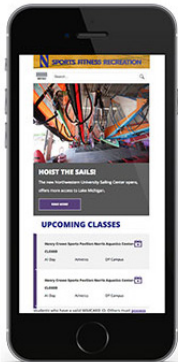
DISCOVER YOUR ALTER ALGO

AUTOMATED TRADING TECHNOLOGY ABOUT

IS ALGO TRADING FOR YOU?

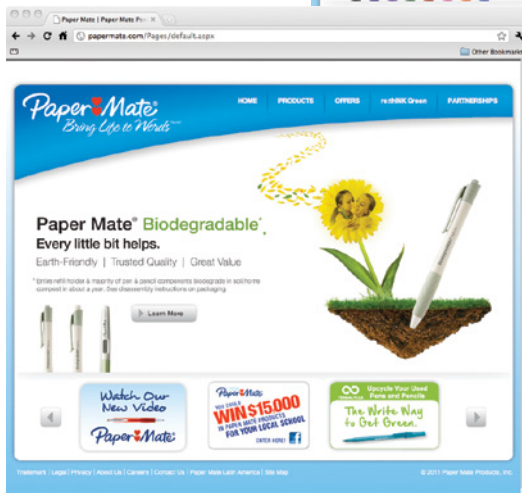
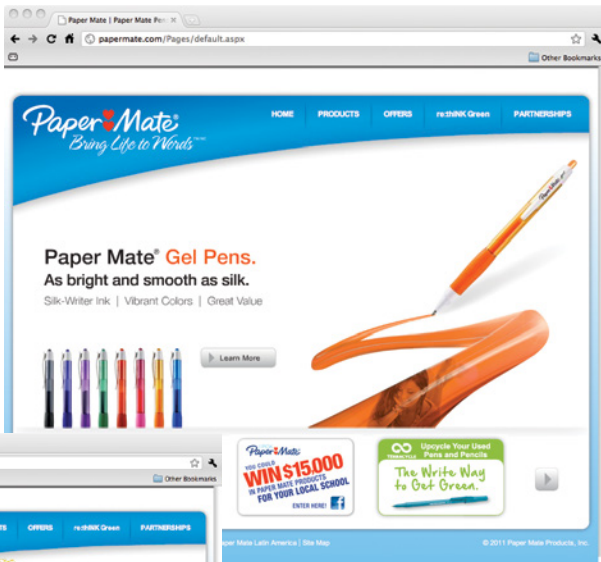
NORTHWESTERN FITREC

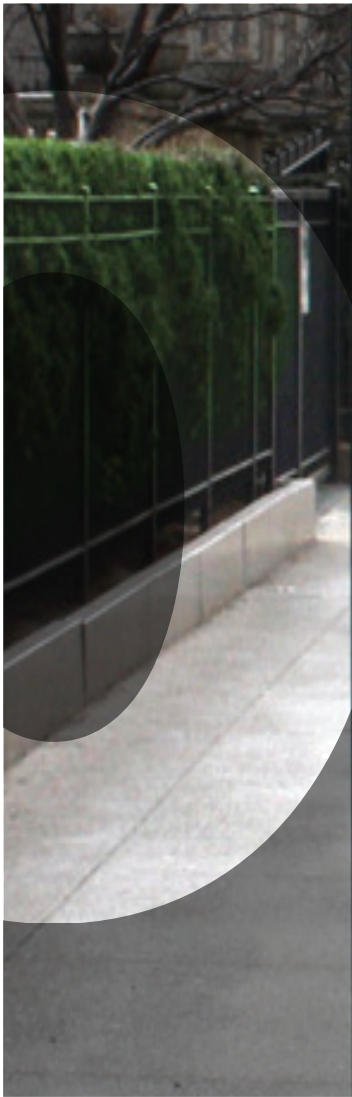
fitrec.northwestern.com

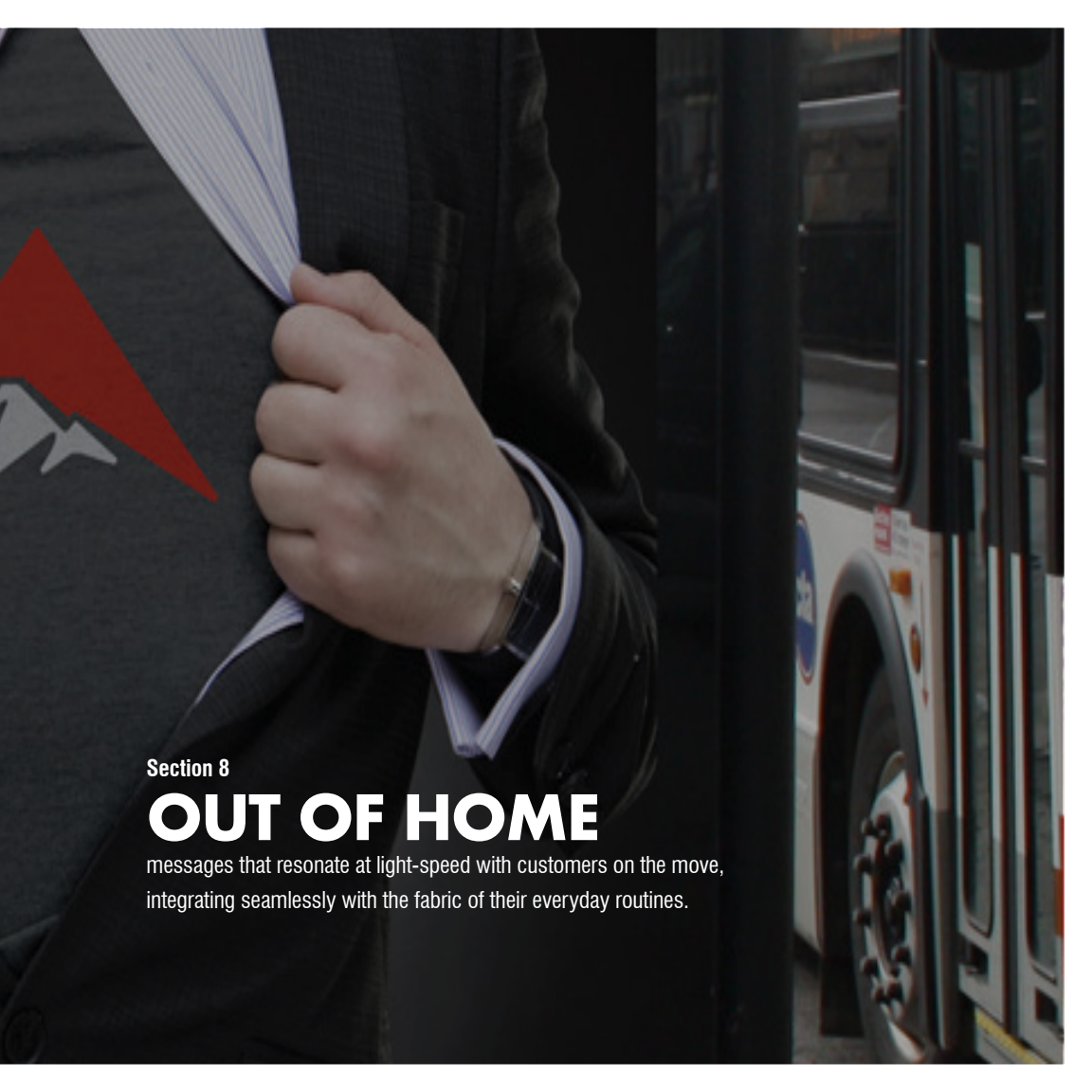


PAPER MATE

papermate.com







Section 8

OUT OF HOME

messages that resonate at light-speed with customers on the move, integrating seamlessly with the fabric of their everyday routines.

BERLIN PACKAGING
Napa Valley Regional Truck Wrap



ADVANTAGE FUTURES

Bus Shelters



BON CHANCE CASINO

Outdoor Campaign (SPEC)



POKER FACE BLUFF. PEDICURE BUFF.

MILWAUKEE, IN. EXIT 305A

WIN! WIN!

Bon Chance[™]

CASINO • RESORT • HEALTH CLUB

If gaming becomes a problem call 800.885.5245



PLAY. STAY.

MILWAUKEE, IN. EXIT 305A

WIN! WIN!

Bon Chance[™]

CASINO • RESORT • HEALTH CLUB

If gaming becomes a problem call 800.885.5245



OPTIMA HEALTH

Outdoor Board



GERBER COLLISION & GLASS

Outdoor Board





A top-down view of a workspace with various cardboard prototypes and tools. In the center, a utility knife with a yellow and black handle lies on a white surface. To the left, a cardboard box with a handle is partially assembled. In the foreground, a hand holds a piece of white paper with a hand-drawn sketch of a box. Other cardboard pieces, some with circular cutouts, are scattered around. The background shows a laptop and a pencil.

Section 9

P.O.P.

that does what it says: (pops!).

TITLE BOXING CLUB

Gift Card Display



VOLVO / JAGUAR

Auto Show Kiosks







Section 10

NEW PRODUCT DEVELOPMENT

that understands focus groups aren't infallible
crystal balls, and that accelerated time-to-market
is half the battle.

WILSON TENNIS

New Product Development & Sales Presentation



SILVERBACK GLOVES

Product Development & Naming



WHOLE EARTH SWEETENER COMPANY

Organic Cane Sugar Product Development





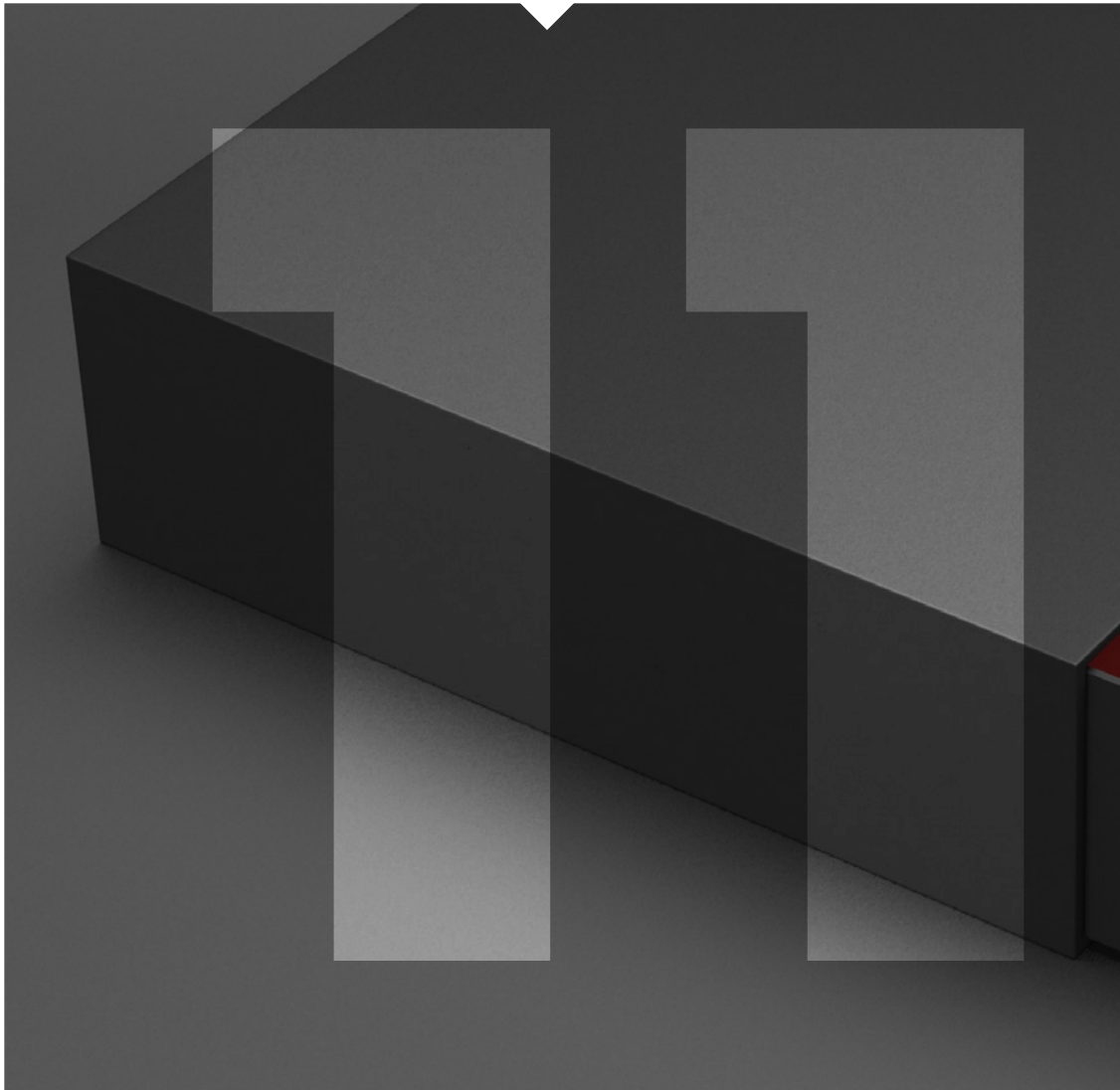
WHOLE EARTH™

Cordillera Raw
ORGANIC CANE SUGAR
FROM PARAGUAY



1% FOR THE PLANET
MEMBER

NET WEIGHT 1 LB (16 OZ) 450g





Section 11

PACKAGING

that stands out in commanding the customer's attention; instantly communicating everything about the product, its brand, implied value, and promise.

WORLD KITCHEN

Pyrex and Ekco Vivo Packaging



CONAGRA FOODS

Conagra Foods



PLOCHMAN'S MUSTARD

Package Design







KEISER



Section 12

IDENTITY DEVELOPMENT

that carefully adheres to a brand's true roots,
while infusing freshness in provoking awareness
of something new or helping to implement line
extensions in new sizes, flavors and formats.

KEISER®

BECAUSE...
**'GOOD ENOUGH'
ISN'T.**

THE M SERIES
M3i
INDOOR BIKE

Now we built the industry standard
the smooth, elegant, Factory.



KEISER
BECAUSE...
**'GOOD ENOUGH'
ISN'T.**

WE BUILT THE
**ULTIMATE
INDOOR BIKE**

Now, more than ever, fitness enthusiasts need a bike that can handle the most demanding indoor cycling classes. A bike that provides support and freedom, and the exceptional power and smooth ride.

Now, more than ever, fitness enthusiasts need the simplest of engineering designs.

SPECIFICATIONS

- 21 SPEEDS
- 350 LB. WEIGHT
- 180 LB. WEIGHT CAPACITY



BECAUSE...
**YOU ARE
ALWAYS
OUR PRIORITY**

Thanks to the Keiser Factory, you can get your fitness goals met and your indoor cycling experience enhanced. At the Keiser Factory, we built the M3i. The industry's most advanced indoor cycling bike and the most elegant. You know it.

YOU know it.

THE Keiser Factory.

HERE'S HOW WE DID IT.

KEISER


**HAYE
REMAKER**

Haye is David Haye for his incredible comeback journey.


David Haye returns as a part of his incredible training regimen. First and foremost, Haye's workout was with the Keiser Triple Trainer.

© 2016 Keiser Inc.
www.keiser.com

KEISER
BECAUSE...
**'GOOD ENOUGH'
ISN'T.**



KEISER STRENGTH



INFINITY SERIES
TRIPLE TRAINER

NOT JUST BETTER MACHINES,
BETTER SCIENCE

Keiser is proud to challenge the status quo of fitness science by introducing the most revolutionary fitness studio. With over 100,000 lbs of weight and more than the rest of a machine, Keiser, again, with the power of its unique body and fitness science technology, to achieve the limits of speed, efficiency and safety.

KEISER
BECAUSE...
**'GOOD ENOUGH'
ISN'T.**

**FUNCTIONAL
TRAINING**



Keiser's Triple Trainer is designed with unique functionality, making it the most advanced and most useful. It's an advanced tool for functional training, with its three distinct weight systems designed to be used for resistance, or three distinct types of resistance, depending on the application.

KEY FEATURES

- Complete control of resistance levels.
- Smooth, controlled resistance to reduce shock.
- Multiple resistance levels and joints.
- Supports full range of motion and provides full range of motion for all types of group training.
- Adjustable weight stack for stability, long hand.
- Big wheels for grip.
- Adjustable foot allows you to customize your workout.
- Auto Collapse™ function for Double Action.
- 21 SPEEDS.

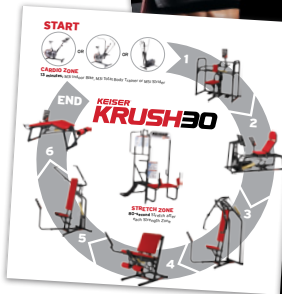
SPECIFICATIONS

- WEIGHT: 350 LB.
- WEIGHT CAPACITY: 180 LB.
- HEIGHT: 58" / 147 cm
- LENGTH: 55" / 139 cm
- DEPTH: 22" / 56 cm
- RESISTANCE LEVELS: 21
- RESISTANCE RANGE: 0-180 LB. / 0-81 kg
- RESISTANCE RANGE: ADJUSTABLE
- RESISTANCE RANGE: ADJUSTABLE
- RESISTANCE RANGE: ADJUSTABLE
- RESISTANCE RANGE: ADJUSTABLE
- RESISTANCE RANGE: ADJUSTABLE
- RESISTANCE RANGE: ADJUSTABLE

LEARN MORE AT KEISER.COM

KEISER® INDOOR BIKE

CONTACT A SALES REP TODAY



KEISER KRUSH30
ACCELERATED TRAINING

CARDIO WORKOUT

EQUIPMENT
M3 Incline Bike or M3i Incline Bike, Power REST or M3i Strider

TECHNIQUE
Begin with a 15-minute workout on a Keiser magnetic-resistance cardio machine, followed by a 10-minute rest period during which you transition to the first strength machine.

REST
30-second Rest Period

TIMING

13 min **CHAIR**

2 min **REST**

MUSCLES ENGAGED
M3 Bike: Heart & Legs
M3i Strider: Heart, Arms & Chest
M3i Strider: Heart, Legs, Arms & Chest



LOGO DEVELOPMENT



SKYLINE FURNITURE, MFG.

Mindsight  SM

 **PlumGrove**
DENTAL CENTER

 **MILBANK**[®]
ENERGY AT WORK

T

3





Section 13

SALES COLLATERAL

that recognizes the critical role that brochures, spec sheets, and other materials play in distribution-chain management, and treats them as more than throw-aways destined to line the trunks of salespeoples' cars.

PERIDOT PRECISION MANUFACTURING

Product/Service Brochure



TRUSTED WITH ASSEMBLIES FOR MANKIND'S MOST COMPLEX MACHINE.

- primary drug delivery systems
- cardiovascular treatments
- geriatric treatments
- orthopedic solutions
- laparoscopic instruments
- endoscopic instruments
- orthopedic instruments
- chemotherapy delivery systems
- stent delivery systems
- cataphores



Our never-ending mission to improve quality is reason enough to look no further than Peridot.

At Peridot, an ISO 9001 for network making, they are recognized as a leader in the orthopedic surgery net network.

That's why Peridot makes quality the core focus of everything we do. Whether it's a product to be tested, built, or a part to be made, it's certain to meet the highest standards for most critical requirements. And certain to meet your delivery schedule as well.



While other companies make quality programs an afterthought, Peridot has integrated continuous improvement into every part of our culture. And that's a small achievement.



AFTER ALL, ROCKET SCIENCE IS SO 20TH CENTURY.



Clean Room: With over 100,000 sq. ft. of clean room space, we can meet the needs of our most demanding customers. And we can meet the needs of our most demanding customers. And we can meet the needs of our most demanding customers. And we can meet the needs of our most demanding customers.

- Rapid Prototyping
- Lean Manufacturing
- Lean Logistics
- Lean Marketing
- Lean Production
- Lean Supply Chain
- Lean Customer Service
- Lean Inventory Management
- Lean Quality Control
- Lean Safety
- Lean Sustainability
- Lean Training
- Lean Technology
- Lean Workforce
- Lean Work Environment
- Lean Workforce Development
- Lean Workforce Retention
- Lean Workforce Satisfaction
- Lean Workforce Well-being
- Lean Workforce Wellness
- Lean Workforce Wellness Programs
- Lean Workforce Wellness Support
- Lean Workforce Wellness Training
- Lean Workforce Wellness Programs
- Lean Workforce Wellness Support
- Lean Workforce Wellness Training

1.800.488.8808 www.peridotprecision.com



JERR-DAN TOW TRUCKS

Sales Brochure



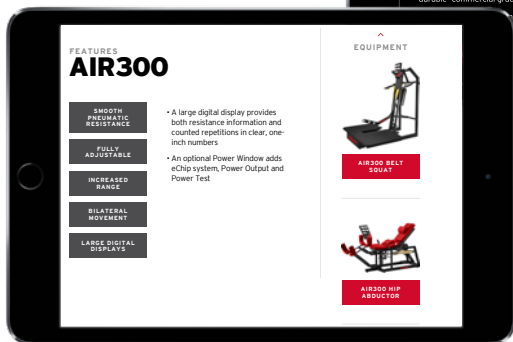
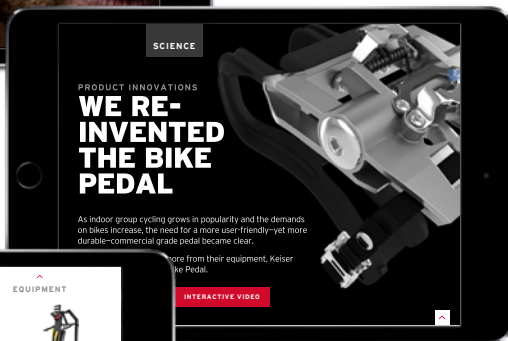
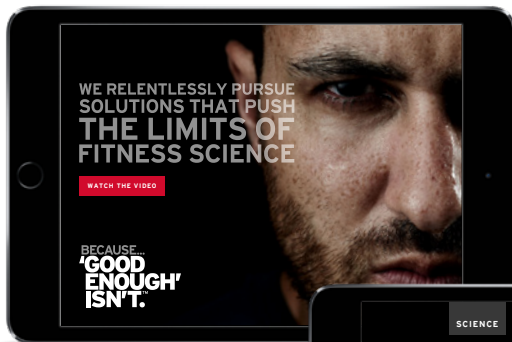
MATHER LIFEWAYS SENIOR LIVING

Retirement Living Brochure



KEISER FITNESS

Sales App



PAPER MATE

re:think Sales Kit



re:think case

upcycled from the plastic of used pens

Portfolio Samples



re:think box

- Contains leave-behinds
- Pens
- Flipbook

re:think storyboards

- Contains 3 foldout re:think stories
- Recycle
- Upcycle
- Biodegradable



"Biodegrading Pen" Flipbook



OAKWOOD WORLDWIDE CORPORATE HOUSING

Digital Property Brochure

YOUR PLACE IN NEW YORK

Fully furnished, air-purify, heating and central air-conditioning? I see Oakwood. The World!

You've got a place in Manhattan

Oakwood Worldwide offers the finest selection of corporate housing and serviced apartments in Manhattan, New York City. The proximity and outstanding amenities of these Oakwood locations in Manhattan and downtown New York City and the service housing levels including cloud-to-airing best-in-class amenities. Visit us now at www.oakwood.com or call 1-800-451-1111.

[View this property >](#)

2

ADVANTAGE FUTURES

Corporate Brochure / Sales Kit



TRADER OF THE MONTH AWARDS

IN THE GAME OF NUMBERS, WHY IS IT SO DIFFICULT TO FIND SOMEONE TO COUNT ON?

Understanding Our Clients Advantage Futures understands the challenges of trading in a market that is constantly changing and evolving. Our clients are looking for a firm that can provide them with the tools and resources they need to succeed in a competitive market. We have the expertise and resources to help you succeed in a competitive market.

Superior Customer Support Our clients are looking for a firm that can provide them with the tools and resources they need to succeed in a competitive market. We have the expertise and resources to help you succeed in a competitive market.

Trade Up.



ADVANTAGE FUTURES
CORPORATE BROCHURE / SALES KIT
TRADE UP.

TRADER OF THE MONTH AWARDS

TRADING THE WEALTH.



MILLISECOND TO NONE.

As a FOM® awarded by technology savvy traders, we continually stay on the cutting edge of exchange infrastructure. Our multi-million dollar investment in equipment and IT specialists is your assurance that when milliseconds count, you can count on Advantage Futures for speed and reliability.

TRADER OF THE MONTH AWARDS

As a FOM® awarded by technology savvy traders, we continually stay on the cutting edge of exchange infrastructure. Our multi-million dollar investment in equipment and IT specialists is your assurance that when milliseconds count, you can count on Advantage Futures for speed and reliability.

TRADE UP.


ADVANTAGE FUTURES
CORPORATE BROCHURE / SALES KIT
TRADE UP.

ALLIED VAN LINES

Specialized Move Division Sales Collateral







Section 14

SALES PROMOTION

that breaks away from tired, template-driven programs in delivering more impactful consumer experiences.

TITLE BOXING CLUB

Promotional Direct Mail and Door Danger



CASSIDY TIRE

Nitrogen Fill-Up Promotion

CASSIDY TIRE & SERVICE
344 N. CANA, ST.
CHICAGO, IL 60610

FREE NITROX VALUE GASES
NITROX TIRE FILL AND FRESH AIR FROM ALL YOUR LOCAL GAS STATION PARTNERS

NITROGEN

NITROX
RIDE ON NITROGEN

ROSE ON NITROX

FILL 2 FOR FREE

WITH PURE NITROGEN

THE SAME TECHNOLOGY USED IN JET'S AND RACE CAR'S IS NOW AVAILABLE FOR THE STREET. **Fill every 2nd with our Pure Nitrogen. Shows your steering response, less brake fade with increased rolling resistance and more miles per gallon.**

Now just the competition with Nitrox Pure Nitrogen.

Receive this Nitrox Gas at a local Cassidy store and get all four tires filled with Nitrox for free!

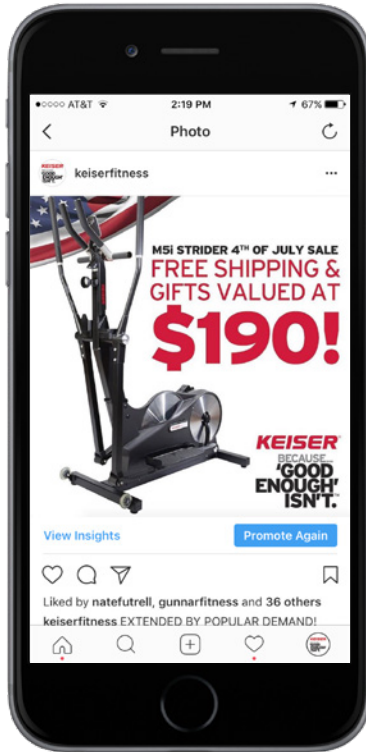
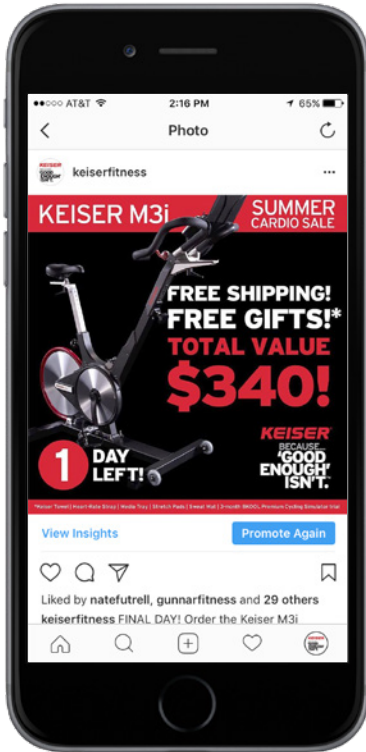
AVAILABLE ONLY AT YOUR LOCAL **CASSIDY TIRE & SERVICE**

Get 2 tires filled with **NITROX Pure Nitrogen FREE** at your local Cassidy store.

Visit Us Online At:
Phone: 312-881-3486
Hours: Mon-Fri: 9-5
Sat 8:30-12 noon

KEISER FITNESS

E-commerce Promotion







Section 15

THINKING IN 4D

allows us to help you create real connections with consumers by managing earned, owned, and paid media in real-time. Here's how we used our 4D approach to create a dynamic customer experience for the Volvo CRM program.

VOLVO
CRM Program



planb.[®]
4D

MARKETING THAT GETS SMARTER™

*REAL-TIME MANAGEMENT OF
EARNED, OWNED AND PAID MEDIA*

VOLVO

Dimensional Direct Mail—Paid Media

Dimensional direct mail educates handraisers and drives them to visit the website.



VOLVO

Personalized Direct Mail—Paid Media

VOLVO XC90

RE:NEW
the Love

RE:NEW
Personalize the look, select your own color package or even a custom wheel for the look you want. The RE:NEW program lets you choose from 150+ combinations of color, wheels, and trim. You can even choose a custom interior. The result is a truly unique car. The way of driving has never been so personal.

LIFE IS BETTER LIVED TOGETHER

RE:NEW
What sets your business apart? It's the details. The little things that make you stand out. Like a custom color package or even a custom wheel. The RE:NEW program lets you choose from 150+ combinations of color, wheels, and trim. You can even choose a custom interior. The result is a truly unique car. The way of driving has never been so personal.

MOVE TO THE TOP OF THE CLASS

Offering the next level of luxury to S60 owners.

Volvo S80 3.2 Lease Offer

LEASE AN S80 3.2 FOR \$379 PER MONTH* FOR 24 MONTHS

NO SECURITY DEPOSIT REQUIRED
\$2,973 CASH DUE AT SIGNING
EXCLUDES TAXES AND REGISTRATION FEES

Receive a complimentary Volvo Navigation System by Garmin™.

A rare opportunity when luxury meets prudence.

We made the look so safety stays the ideal choice.

Enjoy with open access. Pay as you go on the internet!

RE:NEW

Based on web response, a personalized self-mailer delivers custom geo-targeted offers to qualified prospects—driving them to local dealerships.

VOLVO

Promotional Emails—Paid Media

Having trouble viewing this email? Click here to view as Web page
Learn more about Volvo's Safety + Secure Coverage Plan.

[FINANCE & LEASE](#)
[VOLVO CARE](#)

[Facebook](#)
[Twitter](#)
[LinkedIn](#)
[Google+](#)

VOLVO

YOUR VOLVO S60 & XC60

THIS SUMMER TAKE A PAYMENT VACATION

PAY NOTHING FOR 4 MONTHS DURING OUR SUMMER SALES EVENT

Hurry in to take advantage—the Volvo Summer Sales Event ends this Friday, August 31. Buy or lease any 2012 Volvo and we will make your first 4 payments. Plus include up to 8 years of complimentary scheduled maintenance and wear and tear coverage.

YOUR SUMMER LEASE YOUR S60 | LEASE YOUR XC60 SALES EVENT \$299 | \$399 PLUS \$1,000 OWNER LOYALTY BONUS

SAFE + SECURE COVERAGE PLAN

[REQUEST A QUOTE](#)
[BUILD YOUR OWN VOLVO](#)
[SCHEDULE A TEST DRIVE](#)

[Facebook](#)
[Twitter](#)
[LinkedIn](#)
[Google+](#)

STAY CONNECTED:

This is an individual e-mail only and applies only to the recipient(s) in this message.

To contact Volvo Cars, please visit the Contact Us page at [volvocars.com](#).

© 2012 Volvo Cars North America, LLC. All rights reserved.

2012 Volvo Cars North America, LLC. 1 Volvo Drive, Box 914, Reading, NJ 07871.

The Volvo logo is a registered trademark of Volvo.

Having trouble viewing this email? Click here to view as Web page
Learn more about Volvo's Safety + Secure Coverage Plan.

[FINANCE & LEASE](#)
[VOLVO CARE](#)

[Facebook](#)
[Twitter](#)
[LinkedIn](#)
[Google+](#)

VOLVO

THE VOLVO XC90

ADVENTURE AWAITS

Illinois drives—this is your exclusive opportunity to experience the refined luxury of the award-winning 2012 XC90 and take advantage of a limited time APR offer. The XC90 is the result of a thoughtful balance of luxury, safety and stunning Scandinavian design. It has the capacity for 7, standard leather interior, ample cargo space and safety features like Dynamic Stability and Traction Control. Start the adventure at an Illinois Volvo Dealer near you.

\$42,200 MSRP | 0.9% APR*
Financing for 18 months.

SAFE + SECURE COVERAGE PLAN

[REQUEST A QUOTE](#)
[BUILD YOUR OWN VOLVO](#)
[SCHEDULE A TEST DRIVE](#)

[Facebook](#)
[Twitter](#)
[LinkedIn](#)
[Google+](#)

STAY CONNECTED:

This is an individual e-mail only and applies only to the recipient(s) in this message.

To contact Volvo Cars, please visit the Contact Us page at [volvocars.com](#).

© 2012 Volvo Cars North America, LLC. All rights reserved.

2012 Volvo Cars North America, LLC. 1 Volvo Drive, Box 914, Reading, NJ 07871.

The Volvo logo is a registered trademark of Volvo.

Targeted and timed emails test offer messaging, with click-through results driving the push of future emails that feature the winning message.

VOLVO

Personalized Promotional Emails—Paid Media

SUBJECT LINE: Having trouble viewing this email? Click here to view as Web page.
Learn more about Volvo's Safe + Secure Coverage Plan.

THE 2013 VOLVO S60 T5 AWD
SCANDINAVIAN DESIGN MEETS
SCANDINAVIAN WEATHER
AND SCOFFS

WORK WITH THE
ALL WHEEL
DRIVE

This year, take the road with a vengeance and climb inside a 2013 Volvo S60 T5, now with all-wheel drive. Because when you add that to its 250 hp turbocharged engine with a fuel efficiency of 29 miles per gallon, you've already improved all road conditions.

LEASE THE 2013 VOLVO S60 T5 AWD
For 36 months
for \$339/month
due at signing

SAFE + SECURE COVERAGE PLAN

STAY CONNECTED: [Social Media Icons]

SUBJECT LINE: Exclusive Volvo Offer: Cashback with \$1,000 Off
Having trouble viewing this email? Click here to view as Web page.
Learn more about Volvo's Safe + Secure Coverage Plan.

OUR AWARD.
YOUR REWARD.
RECEIVE AN ADDITIONAL \$1,000 OFF
THROUGH OCTOBER 31ST

LIMITED TIME OFFER

Share in our excitement as we revel in the Volvo S60 recently earning the IIHS Small Car Award. Great Test Award—an achievement celebrated by any of our Scandinavian-loving competitors. To celebrate, we want to reward you, an exclusive group of Volvo enthusiasts, with an additional \$1,000 off your 2013 or 2011 Volvo. As you know, for decades Volvo has been committed to safety innovation and we take pride in the thoughtful design of every, safety and limited-availability design that we put into each car. So among the privileged few to take advantage of this exclusive offer before it's too late, and visit your local Volvo dealer today!

Must print this email and present at time of purchase or lease.

SAFE + SECURE COVERAGE PLAN

STAY CONNECTED: [Social Media Icons]

Click-through behavior drives the personalization of follow-up offers to interested consumers, including the customization of creative by model type and key messaging.

VOLVO

XC70 Launch Promotion Microsite—Owned Media

The image shows a browser window displaying a Volvo microsite. The browser's address bar shows 'www.volvo/eot.com' and the search engine is Google. The page features a large banner with a Volvo XC70 driving on a road, with the text 'LIFE IS BETTER LIVED TOGETHER' and the Volvo logo. Below the banner, the text 'RE:NEW the love' is displayed. The main content area includes the heading 'THE VOLVO XC70' and the sub-heading 'MEET YOUR MATCH: CAPABILITIES BEYOND THE CONVENTIONAL.' A red button with white text says 'LEARN MORE ABOUT THE XC60'. Below this, a grey box contains the text 'Call a Volvo Personal Shopper at: 1-800-550-5658'. A silver Volvo XC70 is shown in profile. At the bottom, there is a link 'Select a different vehicle' and a small privacy policy notice.

Apple - Start

www.volvo/eot.com

Google

LIFE IS BETTER LIVED TOGETHER

RE:NEW
the love

THE VOLVO
XC70

MEET YOUR MATCH:
CAPABILITIES BEYOND
THE CONVENTIONAL.

LEARN MORE
ABOUT THE XC60

Call a Volvo Personal Shopper at:
1-800-550-5658

Complimentary Factory Scheduled Maintenance
included on all Model Year 2009 vehicles. Click here to learn more.

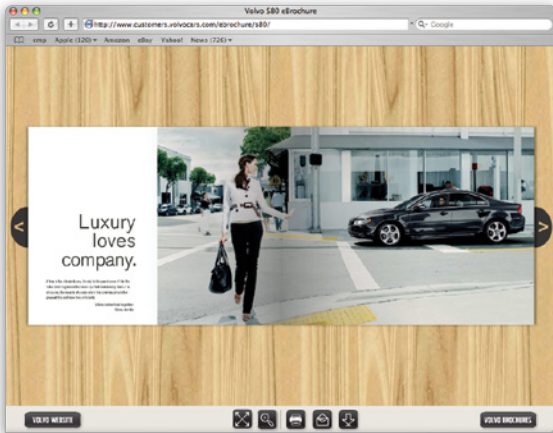
Select a different vehicle

Privacy Policy / CA Privacy Rights
Some images not shown to U.S. specification. Cars shown with optional equipment at additional cost. Vehicle shown may not be available in all markets.

Landing page features highly personalized content, custom to the creative or campaign that produced the click-through, and permits the consumer to connect with Volvo on their own terms.

VOLVO

Interactive E-Brochure—Owned Media




Interactive e-brochure delivers model-specific content without the added cost of printing. A digital brochure also affords easy access to social channels where prospects can personally interact with the brand.




VOLVO

Personalized Owner Welcome Kit Brochure—Paid Media



IT'S ALL NEW. **MAKE IT ALL YOU.**



STYLE IT

COOL IT

WATCH IT

SECURE IT

CARRY IT

FIND IT



THANK YOU | VOLVO ACCESSORY OFFER

Hello [First Name],

Thank you for choosing a Volvo — we're so glad you're part of our family!

Your new Volvo was a highly personal choice, and we want to help you personalize it further by extending you a very special offer. Register as a Volvo Owner at volvocars.com/us/welcome using the offer code on this card, and as a special thanks you'll receive 15% off the future purchase of Volvo Genuine Accessories.

There are dozens of ways to further personalize your Volvo for comfort, performance, and style. The enclosed brochure offers just a few ideas to help you start thinking about it. For a more complete list of accessories to choose from, visit volvocars.com/us. You can also learn more about your new Volvo by visiting the "Your Volvo" section.

Thank you again for your purchase. We hope you thoroughly enjoy getting to know and accessorizing your new Volvo!

Doug Speck
President & CEO, Volvo Cars of North America

To register as a Volvo Owner, go to
volvocars.com/us/welcome
Offer code: XXXXXXXX



Register your new Volvo at volvocars.com/us/welcome to receive 15% off the future purchase of Volvo Genuine Accessories. Offer valid for 18 months from date of purchase. See dealer for details.

VOLVO DRIVER
1234 MAIN STREET
CHICAGO IL 60654-1234

Offer valid for 18 months. See dealer offer sheet for additional details.
©2011 Volvo Cars of North America, LLC. The Volvo Mark is a registered trademark of Volvo.



THANK YOU FOR CHOOSING A VOLVO.

As you and your new vehicle become better acquainted, we invite you to register as a Volvo Owner at volvocars.com/us/welcome. It only takes a minute and it's a great way to get connected to the global community of proud Volvo owners. There's no cost to stay connected — in fact, to show our appreciation, we'd like to give YOU a little something.

15% OFF REGISTER AS A VOLVO OWNER TODAY AND GET 15% OFF VOLVO GENUINE ACCESSORIES*

Whether it's an enhanced sound system, a performance upgrade, or a custom splash of style, there are dozens of exciting ways to give your new ride a more personal touch. We're proud to offer accessories inspired by and designed to fit the way you live your life, however you choose to live it.

*Purchase accessories separately only. Offer not include accessories already purchased. Minimum requirement \$100 per order and does not include labor. Account based on Volvo's suggested retail selling price of the accessories. Offer valid for 18 months from date of purchase. See dealer for details. Download offer receipt from volvocars.com/us/welcome for additional information. Limiting the offer from volvocars.com/us/welcome. Offer restrictions apply to the purchase of this offer at any time.

New owners are welcomed to the brand with a personalized offer package designed for additional data collection, including email address, Twitter handle, and other communication preferences.

VOLVO

Personalized Owner Email Newsletter—Owned Media



Information collected via welcome efforts, combined with previous consumer data, drives the customization of a quarterly e-newsletter that features highly personalized content.

Owner interaction with the e-newsletter further reveals consumer interests and insights that are then used to feed initiatives from social media promotions to future communications to both owners and handraisers.

VOLVO

S60 Facebook Tour Announcement—Owned Media

facebook Search Home Profile Account

Volvo Like

Wall Info Forms Video Photos Discussions

BE AMONG THE FIRST TO GET NAUGHTY

Your town is about to get a whole lot naughtier. Be one of the first to step into the driver's seat of the All-New Naughty Volvo S60 when the Naughty Volvo Tour comes to your town. Take on the S60's 300hp AWD T8 engine, explore the creation of its bold new design and see Pedestrian Detection in action.

But the naughtiness doesn't stop there. At **Special Driving Events**, push the S60 to its limits with Corner Traction Control and Advanced Stability Control, when you hug those sharp turns on our Naughty racetrack.

And by signing up, then attending the tour, you're automatically entered to win an All-New Naughty Volvo S60 AND a trip to Sweden. If you're ready to get naughty, click the "Tour Dates" button below to see when the tour comes to your town.

No purchase or test drive necessary. [Click here](#) for official rules

ABOUT THE TOUR **TOUR DATES** **SPECIAL DRIVING EVENTS** **REGISTER**

Share

Information

Founded: 1927

161,874 People Like This

SSaloje Tomas, Marcelo Arnez, Michael Kowalski, Bablu Cool Always, Canard Metalleux, Mohamad Darwich

Create a Page, Report Page, Share

Create an Ad

Free Apartment Search? apartmentguide.com

Apartment guide

Find & compare apartment listings today! Search by location, price, floor plans, & more with Apartment Guide.

Digital Photo School photographyschoolfinde...

Earn your Bachelor's Degree in Photography, 100% online. Over 40 courses to choose from. Request FREE info today!

Lexus Darkcasting darkersideofgreen.com

Chat (19)

Social media promotions use insights from consumer engagement to promote experiential events that drive more meaningful brand interactions.

VOLVO

S60 Tour Email—Paid Media

Subject: The All-New Volvo S60 Unveiled Today in NY

**THERE'S MORE TO LIFE THAN PLAYING IT SAFE.
NAUGHTY VOLVOS ARE COMING.**



THE ALL-NEW NAUGHTY VOLVO S60 REVEALED

Feast your eyes on the All-New Volvo S60, unveiled today at the *New York Auto Show*. With its dynamic chassis and Corner Traction Control for optimized agility on wicked curves, a turbocharged engine that pumps out 300 horsepower, and innovative technology including Pedestrian Detection with Auto Brake, it's destined to excite passionate driving enthusiasts.

The All-New Volvo S60 will be available at Volvo Retailers this fall, but here are three easy ways to get connected right now.

<p>NAUGHTY HUB</p> <p>View films and cast your vote for the next naughty Volvo S60 video.</p> 	<p>YOU'RE INVITED</p> <p>Be the first to receive S60 news, updates and invitations to special events.</p> 	<p>BECOME A FAN</p> <p>Connect with fellow S60 fans on Facebook and join the conversation.</p> 
--	--	---

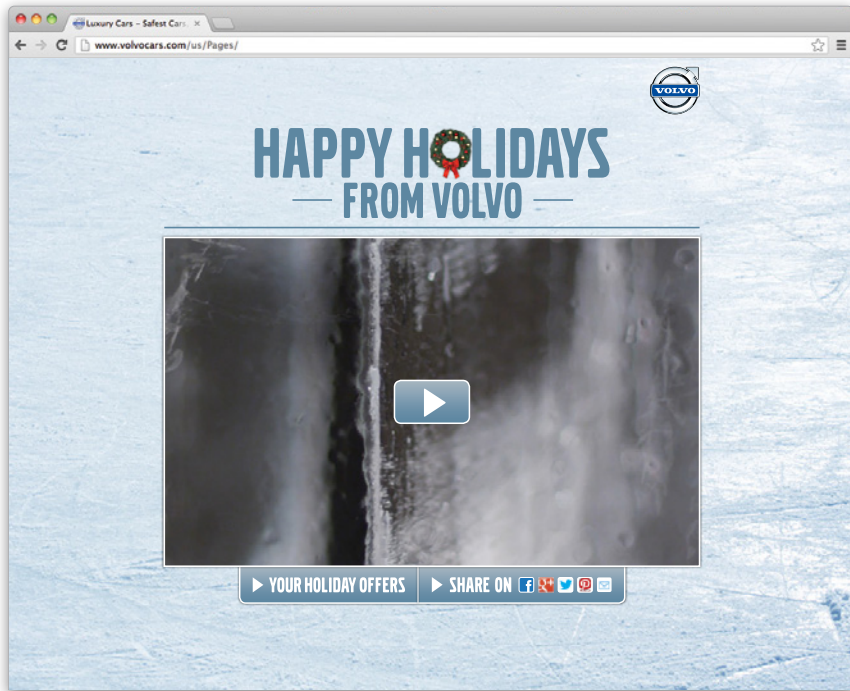
NAUGHTY.VOLVOCARS.US



Based on real-time responses to social promotions and other cross-channel initiatives, timed and targeted email communications are deployed to maximize the momentum of the campaign.

VOLVO

Holiday Greeting Video



Recurring CRM efforts, such as holiday greetings, combine relationship-building with the powerful reach of social, expanding the brand's influence far beyond its customer database.

VOLVO

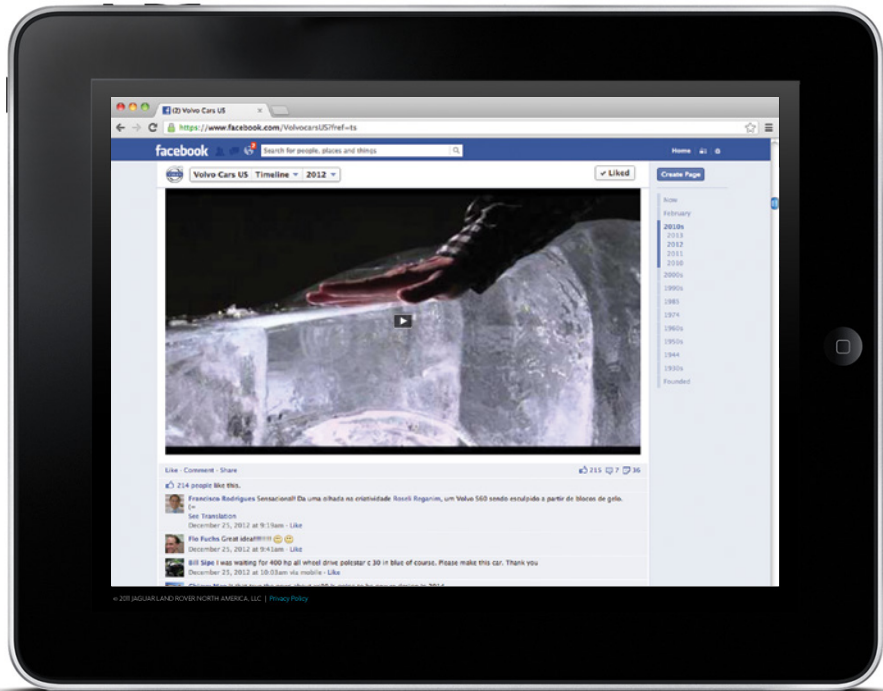
Holiday Greeting Video



Rich video content delivers entertainment value across earned, owned, and paid media channels.

VOLVO

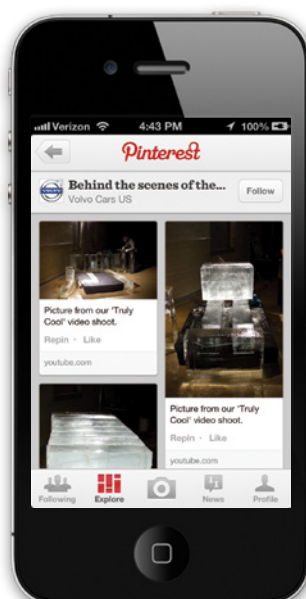
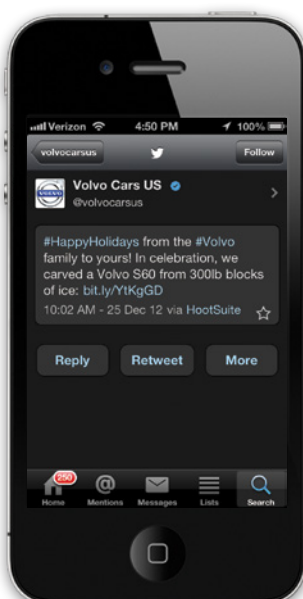
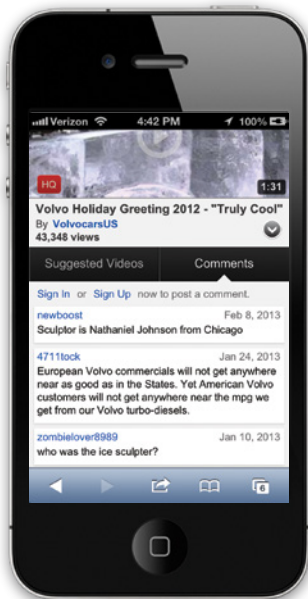
Holiday Greeting Video Posts and Shares—Earned Media



Multi-purpose video content inspires conversation across channels, gleaning valuable consumer perceptions about the brand and its values.

VOLVO

Holiday Greeting Video Posts and Shares—Earned Media



Ongoing conversations provide an opportunity for the brand to interact with owners and handraisers, promoting both loyalty and brand advocacy.

ASK SOME OF OUR CLIENTS...



...WHAT THEY HAVE TO SAY ABOUT US

"You know, it's such a pleasure to work with people who are genuinely interested in your business and are unbound by the bureaucracy and overhead of the traditional ad agency structure. With Plan B, there is no expensive layer of ad agency executives pretending to be 'Madmen.' There are no walls separating you from the work. You get access to talent and you can be as involved as you like or need. I would say that Plan B is the agency alternative. Anyone else is just putting a shine on it."

STEPHEN CINDRICH

VP Strategic Business Development, Optima Health

"I know I can count on Plan B for thoughtful solutions to our problems... The currency of the realm is ideas and there are a lot of ideas here and a lot of good creative thinking. Plan B knows how to use data and understands how to collect it, how to manage the process, and how to point us in the right direction."

MIKE REISNER

VP Marketing, Alva-Amco Pharmacal Co.

"So as to my experience in working with Plan B... all I can say, is I hate when a project wraps up, because the process in working with them is so entertaining and the outcome/deliverables remind me of opening up a spectacular present time after time."

JOHN ROTCHE

President, TITLE Boxing Club

"Why use Plan B? Because I got tired of paying too much money for too many services I don't want, to get too much work that doesn't deliver on my needs, from people who really tend to irritate the hell out of me with their bureaucratic Glastonbury thinking."

PATRICK PICKERELL

President, Peridot Corporation

"Plan B is a partner. They've truly taken ownership and they understand our business. They get what Keiser is about and understands why it exists, and that affects everything we do in marketing. With Plan B's help we not only have the right message but a strong message for our company."

BRENNON BYNUM

Director of Marketing, Keiser Fitness

READY TO START YOUR PLAN B?

[THISISPLANB.COM](https://thisisplanb.com)