



## Advertising for Safety and Distinction

As the dominant and market leader in building safety certifications, the challenge for UL was to remain top of mind in the face of growing competition. Our idea was to remind inspectors and building component specifiers that UL is the safest solution by creating striking, character identity photography. All audiences know their options in safety certification, the goal is to keep UL top of mind as the leader and reminding them that the UL name is the only two letter 'solution' they need to know. We color branded all the coordinating online advertising creating a cohesive campaign that doubled previous response.

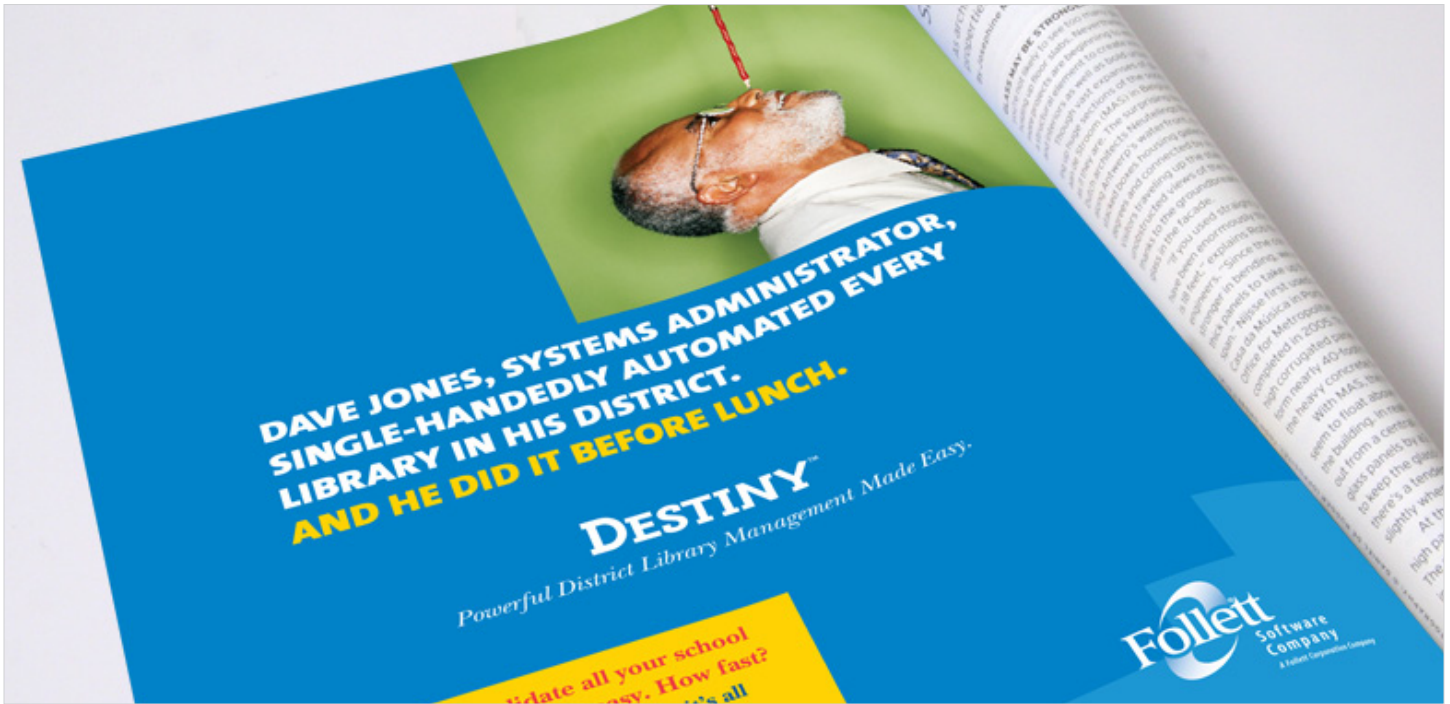




### Trade Advertising for Professional Services

Using large images and strong audience specific headlines, we create a variety of trade advertising for different UL products and services. We research, plan and purchase online and print media, then measure effectiveness and refine creative and develop new offers according to response metrics to maximize media budgets.





## Advertising for Software

To launch a new \$100K software system that was expected to be met with ‘another new software to learn’ reaction, we used humorous headlines with appropriate characters — from tech to administrators — in lighthearted activities. Messages clearly drove positioning that Destiny was ‘easy to learn/use AND comprehensively powerful’. The product launch helped deliver 190 percent of estimated net revenue in the first 11 months.



**Advertising for Healthcare**

To increase attendance we developed ads that coordinated with direct mail and online promotions for an annual meeting with over 40,000 attendees.



## Advertising for Law

We developed a flexible format for trade advertising allowing a variety of messages and creative to be tailored to different audiences and the different ad objectives. Having a flexible but consistent layout, font, and color palette provided Marshall an appropriate look and feel as well as brand recognition over a multitude of professional trade publications.





### Advertising for Software Advantage

In a crowded human resources software market, Cyborg wanted to create a series of print ads to increase presence and name recognition. We translated our white-board brainstorming sessions of feature and benefits into a distinctively visual campaign that separated our client from the competition.





## Advertising for a Medical Association

As part of an overall brand program, we designed ads promoting AAOE's new look and fresh messaging. Each ad either promoted the value of 'the network' or 'the knowledge' as core member benefits.