



WISDOM BRIDGE
MARKETING

Connecting Ideas to Results

We've Connected Our Skills & Strengths

Enabling Us To Tell *YOUR* Story In Multiple Ways

Jack Macholl
Principal

- Analytics / Strategy / Writing
- Agency / In-house Experience
- Expertise In Finance Services / Nonprofit Government / B-to-B / B-to-C



Mark DesJardins
Creative Director

- Creative / Design / Strategy
- Agency / In-house Experience
- Expertise In Product / Industrial Retail / Nonprofit / B-to-B / B-to-C

Experienced Pros Creating Marketing Programs That Get You Noticed



Online Magazines & Newsletters



Podcasts
Develop, Create Content, Post



Web Advertising



Corporate Branding



Print
Product & Service Brochures / Catalogs / Mail / Advertising



Packaging



Shows & Events
Displays / Launches Support Materials



Video Production
Concept to Content



Branded Programs/Events



Retail Displays
Merchandising / Demos / Launches Permanent Fixtures

Storytelling That Builds Brands – *It's What We Do*



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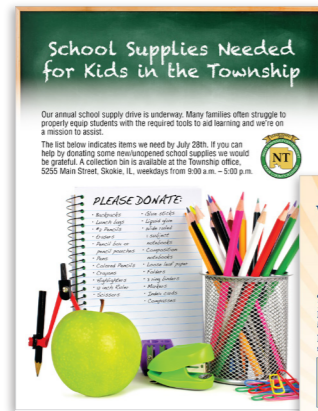
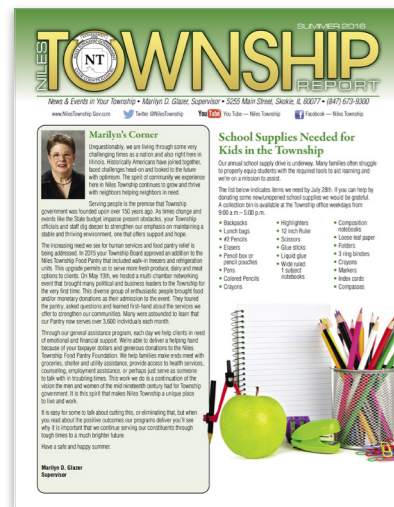
CASE STUDIES

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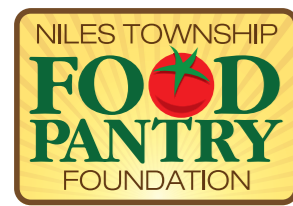
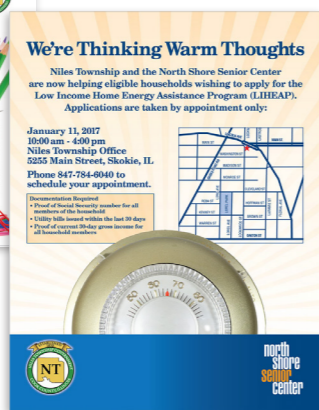
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Connecting Local Governments to Their Residents



niles township government
here 4 u
24/7 text help line



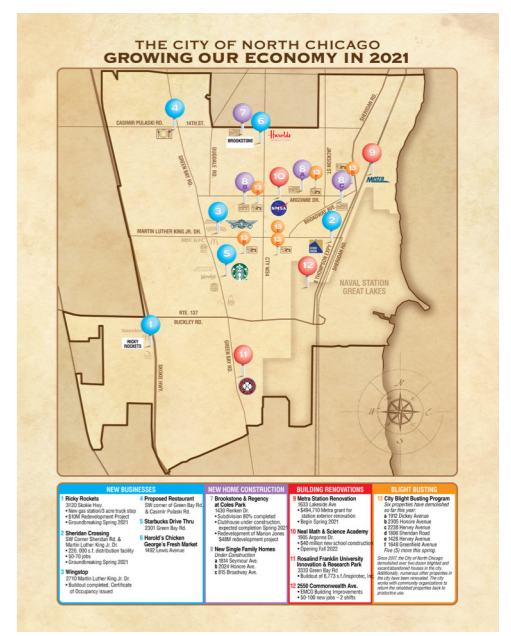
Niles Township, Illinois



Northfield Township, Illinois



City of North Chicago, Illinois



North Chicago approached Wisdom Bridge about creating a new look for the city newsletter. We renamed and rebranded the look of the newsletter with stronger visual content. As part of our initial design we were approached by the Economic Development Department to show residents the new business growth within the city. Wisdom Bridge was then asked to rebrand the city's summer CommUnity Days along with creative for social media advertising.

Wisdom Bridge began with the assignment of redesigning the Township newsletter. That became a springboard for creating a branded set of digital program fliers. We then established branded identities, promotions, and online advertising for multiple programs and services within the township, most visibly, the Food Pantry and the Food Pantry Foundation.

Working with a new brand identity from another agency, we created a tie-in masthead and designed a newsletter.

Creating a Brand – Connecting to a Community

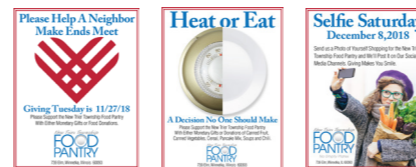


Previous Newsletter Design

The Task: Revitalize the Township identity and communications to meet the needs of the changing, vibrant community.



We redesigned the newsletter to create an award-winning quarterly news-magazine and found efficiencies by incorporating the separate annual report into the spring issue.



Created an identity for the Food Pantry that was used in signage and online advertising to solicit donations and awareness.



Wisdom Bridge created a new mantra for the Township to live by: *Caring In Action*. It's been incorporated into theming, publications and promotional materials.



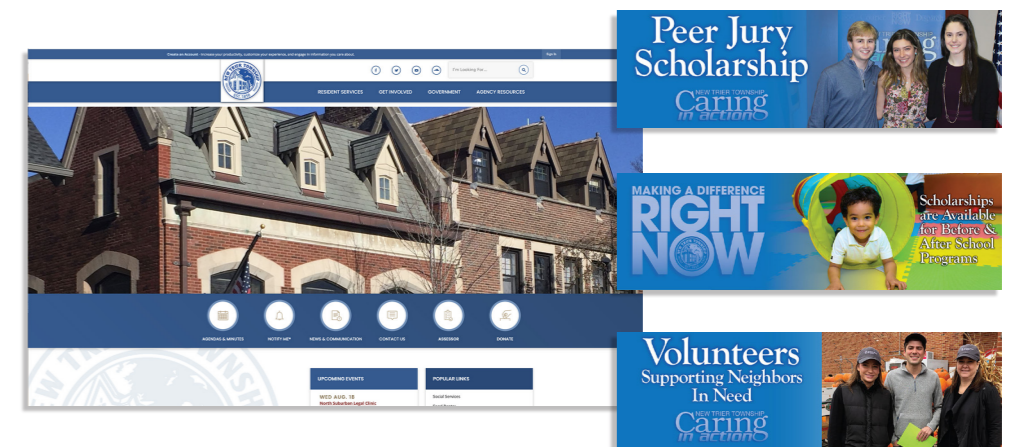
Under the umbrella of *Caring In Action* we developed and branded educational and environmental community programs.



Developed the *New Trier On Pod* podcast as a way to provide the community with in-depth interviews from community service leaders on topical issues.



Created *The Dispatch*, a bi-weekly e-newsletter conveying current information. We also manage Township social media and created a branded YouTube channel.



Working with the Township's chosen vendor, Wisdom Bridge spearheaded the design and development of a dynamic, intuitive website and continues to create fresh, topical content and graphics.

Upgrading – Connecting to Long-time Customers



BERNINA AURORA 2004-2011

Aurora owners are known to love their machines. These machines were great for quilting and had a lot of features and functions their owners adored. *The Task:* Create a promotion that gets existing Aurora Owners to upgrade to the new B 770, loaded with more of what they love in their current machine.

made to create **BERNINA**
made to create **MORE**



The B 770 has more work room, functions and features. We created a campaign based on the BERNINA tagline, *made to create*, and it became, *made to create MORE* for the sales event.



Wisdom Bridge created a direct mail package containing a brochure with a personalized invitation to the event for its cover. The promotion targeted the select Aurora owners, so the offer redemption “coupon” became RSVIP cards.



After internal discussions the client opted for a stand-alone letter of invitation to the Aurora owners and a stand-alone brochure detailing the promotion. Redemption checks, with perforations for easy removal, became part of the brochure.



We were also tasked to create store signage and p-o-p for the event. The B770 sale price was available to non-Aurora owners so we used a generalized campaign message.



The p-o-p at product demo station became more offer-specific. We also proposed carrying the *create MORE* theme into shopping bags used for smaller accessories purchases.

CONNECTING

Objectives to Ideas

Strategy to Creative

Businesses to Customers

NonProfits to Donors

Government to Constituents

