

PRINT— The following print campaign was written in response to a local medical center’s need to drive elective procedure traffic from a nearby valley while simultaneously softening a somewhat tarnished public image.

Jack & Jill went up the hill
to see their favorite doctor...



Let's face it: Life isn't always as simple as a storybook. Here at Los Alamos Medical Center, our highly trained professionals utilize the latest in medical technology to provide the best possible care for every patient. Whether you're here for a one hour visit or a full day procedure, our compassionate staff is dedicated to making you feel right at home during your stay with us. After all we're neighbors, friends, co-workers...a part of the community.

Real Life. Real Care. Real Simple.

3917 West Road Los Alamos, New Mexico 87544 (505) 662-4201
www.HospitalOnTheHill.com

"Favorite Doctor"

Jack & Jill went up the hill to see their favorite doctor...

Let's face it: Life isn't always as simple as a storybook. Here at Los Alamos Medical Center, our highly trained professionals utilize the latest in medical technology to provide the best possible care for every patient. Whether you're here for an hour visit or an outpatient procedure, our compassionate staff is dedicated to making you feel right at home during your stay with us. After all we're neighbors, friends, co-workers...a part of the community.

Los Alamos Medical Center...
Real Life. Real Care. Real Simple.

PRINT

Jack & Jill went up the hill
to have Jack's appendectomy...



Life is complicated enough without having to worry about your health. Here at Los Alamos Medical Center, our staff of highly trained professionals utilizes the latest in medical technology to provide the best possible care for every patient. Whether it's a simple stomach ache or an internal medicine emergency, our team of on-call experts has you covered from diagnosis through treatment.

Real Life. Real Care. Real Simple.

3917 West Road Los Alamos, New Mexico 87544 (505) 662-4201
www.HospitalOnTheHill.com

"Appendectomy"

Jack & Jill went up the hill to have Jack's
appendectomy...

Life is complicated enough without having to worry about your health. Here at Los Alamos Medical Center, our staff of highly trained professionals utilizes the latest in medical technology to provide the best possible care for every patient. Whether it's a simple stomach-ache or an internal medicine emergency, our team of on-call experts has you covered from diagnosis through treatment.

Los Alamos Medical Center...
Real Life. Real Care. Real Simple.

PRINT

Jack & Jill went up the hill
to take Mommy for her mammogram...



No one ever has to go to the doctor in fairy tales. In real life, your health depends on regular checkups and tests. Here at Los Alamos Medical Center, our team of highly trained professionals utilizes the latest in medical technology to provide the best possible care for every one of our patients. Whether you're here for a simple checkup or a complex treatment, our compassionate staff will help you live happily ever after.

Real Life. Real Care. Real Simple.

"Mammogram"

Jack & Jill went up the hill to take Mommy for her mammogram...


No one ever has to go to the doctor in fairy tales. In real life, your health depends on regular checkups and tests. Here at Los Alamos Medical Center, our team of highly trained professionals utilizes the latest in medical technology to provide the best possible care for every one of our patients. Whether you're here for a simple checkup or long-term treatment, our compassionate staff will help you live happily ever after.

Los Alamos Medical Center...
Real Life. Real Care. Real Simple.

PRINT – This series of print ads was written as a follow-up to the Jack & Jill campaign and intended to address a highly educated, tech-savvy audience in a clear and universally accessible manner.

3917 West Rd Los Alamos, NM 87544 • (505) 662-4201 • www.hospitalonthehill.com

"I treat dozens of patients each week. I save countless lives every year. Of course, that's nothing compared to the doctors, nurses and technicians I work with. Without their compassion and expertise, I'm just an *Infinia Hawkeye Hybrid SPECT/CT Scanner* in an empty room. Together, we fill each of our patients with hope."

 **LOS ALAMOS
MEDICAL CENTER**
Real Life. Real Care. Real Simple.

"*Infinia Hawkeye Hybrid SPECT/CT Scanner*"

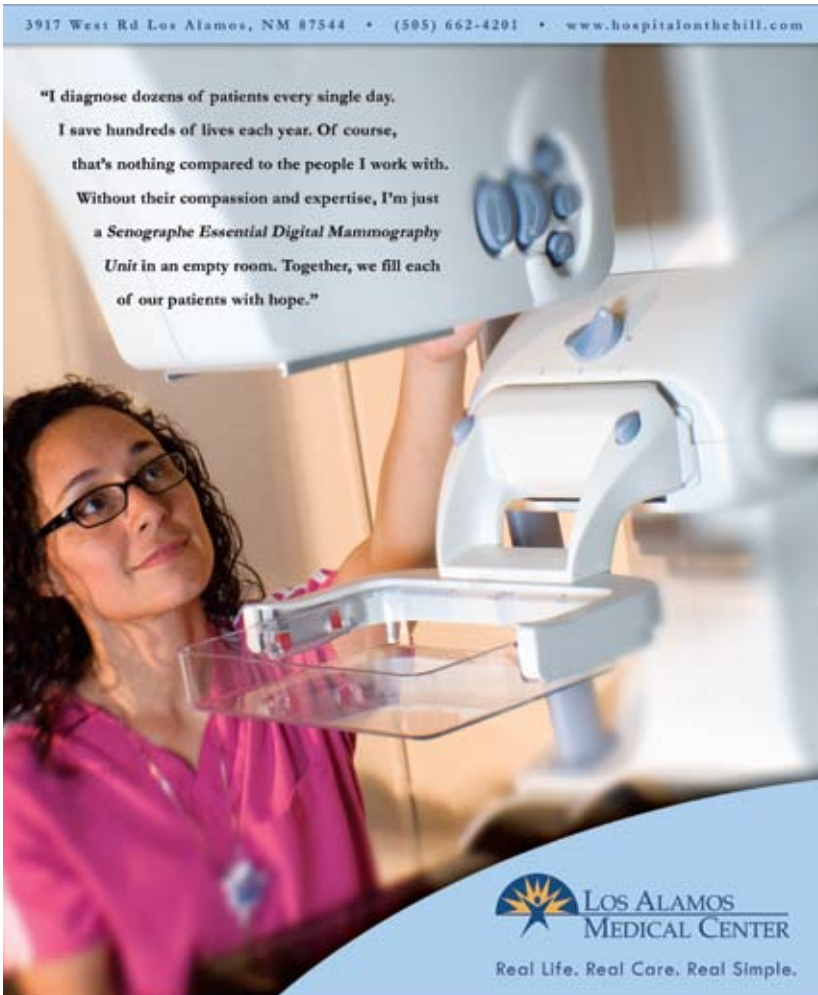
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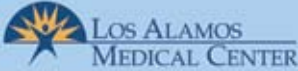
Los Alamos Medical Center...
Real Life. Real Care. Real Simple.

PRINT

3917 West Rd Los Alamos, NM 87544 • (505) 662-4201 • www.hospitalonthehill.com

"I diagnose dozens of patients every single day. I save hundreds of lives each year. Of course, that's nothing compared to the people I work with. Without their compassion and expertise, I'm just a *Senographe Essential Digital Mammography Unit* in an empty room. Together, we fill each of our patients with hope."

A healthcare professional with dark hair and glasses, wearing pink scrubs, is operating a Senographe Essential Digital Mammography Unit. She is looking up at the machine with a focused expression. The machine is white and blue, with a large clear tray in the foreground. The background is a soft, out-of-focus clinical setting.

 **LOS ALAMOS
MEDICAL CENTER**
Real Life. Real Care. Real Simple.

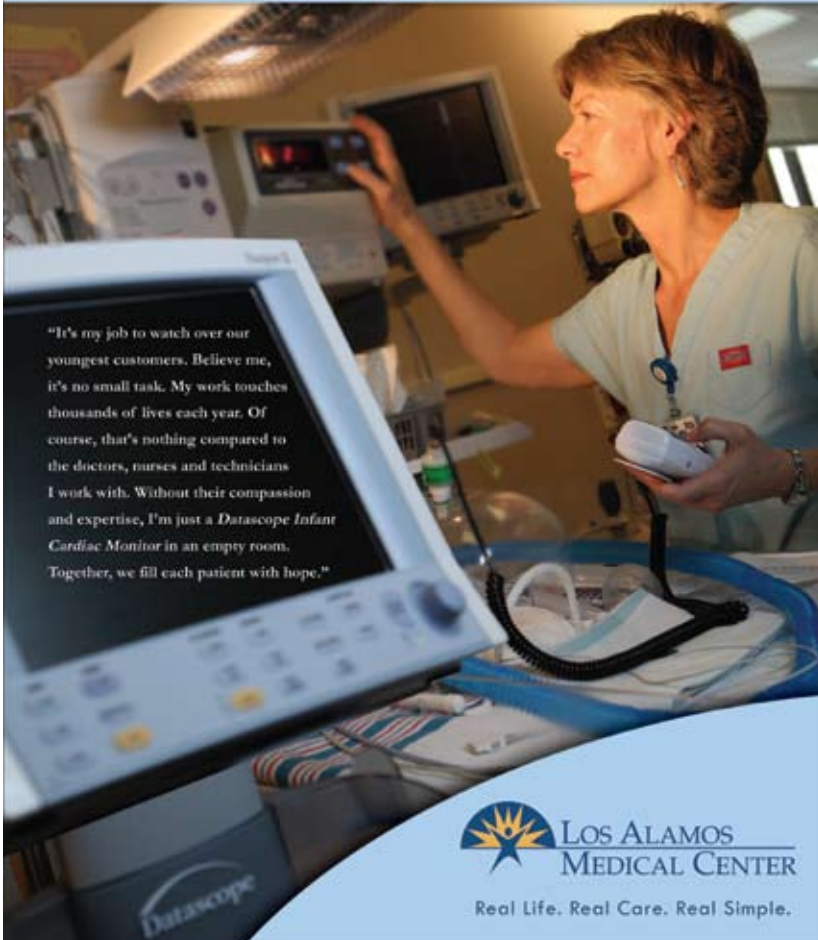
"Senographe Essential Digital Mammography Unit"

I diagnose dozens of patients every single day. I save hundreds of lives each year. Of course, that's nothing compared to the people I work with. Without their compassion and expertise, I'm just a *Senographe Essential Digital Mammography Unit* in an empty room. Together, we fill each of our patients with hope.


Los Alamos Medical Center...
Real Life. Real Care. Real Simple.

PRINT

3917 West Rd Los Alamos, NM 87544 • (505) 662-4201 • www.hospitalunthehill.com



"It's my job to watch over our youngest customers. Believe me, it's no small task. My work touches thousands of lives each year. Of course, that's nothing compared to the doctors, nurses and technicians I work with. Without their compassion and expertise, I'm just a *Datascope Infant Cardiac Monitor* in an empty room. Together, we fill each patient with hope."

 LOS ALAMOS
MEDICAL CENTER
Real Life. Real Care. Real Simple.

"Datascope Infant Cardiac Monitor"

It's my job to watch over our youngest customers. Believe me, it's no small task. My work touches thousands of lives each year. Of course, that's nothing compared to the doctors, nurses and technicians I work with. Without their compassion and expertise, I'm just a *Datascope Infant Cardiac Monitor* in an empty room. Together, we fill each patient with hope.

Los Alamos Medical Center...
Real Life. Real Care. Real Simple.

PRINT – At the end of 2008, like many cities nationwide, Santa Fe was faced with some tough economic times. Our city was in immediate need of a local economic stimulus plan going into the holiday season and beyond. Using all media venues available, we launched a participatory public education campaign urging Santa Feans to “Buy Into” their community’s economy by spending locally whenever possible.

**“We Buy Into
everything Santa Fe
has to offer”**

I buy into Santa Fe because you can find everything you need right here in The City Different. It truly is a world class destination. The businesses we represent at the Chamber of Commerce are the foundation of our continued prosperity. By offering support and advocacy services to local business owners, we help to ensure that foundation remains strong for generations to come. But it takes more than that, it takes the support of every citizen, coming together to invest in the city where we live.

Simon Brackley
President and CEO
Santa Fe Chamber

Vicki Pozzebon
Executive Director
Santa Fe Alliance

Hotel Santa Fe

Cowgirl Creamery

Rob & Charlie's

Collected Works

Santa Fe Buy Into It!

buyintoit.org

“We Buy Into Everything Santa Fe Has to Offer”

“I buy into Santa Fe because you can find everything you need right here in The City Different. It is truly a world-class destination. The businesses we represent at the Chamber of Commerce are the foundation of our continued prosperity. By offering support and advocacy services to local business owners, we help to ensure that foundation remains strong for generations to come. But it takes more than that, it takes the support of every citizen, coming together to invest in the city where we live.”

Simon Brackley
President and CEO
Santa Fe Chamber of Commerce

“I know the importance of a diverse economy in building sustainable growth. Let's face it: Santa Fe is a pretty unique place...both socially and economically. The Santa Fe Alliance represents more than 500 locally owned businesses in the area. Through a series of advocacy and outreach programs, we help educate local business owners on how to stay competitive in today's market. But it takes more than education. That's why I buy into Santa Fe.”

Vicki Pozzebon
Executive Director
Santa Fe Alliance

PRINT – The following print ad was part of an image campaign commissioned by The Santa Fe Association of Realtors to rally public support for affordable housing and to prevent the passage of an upcoming Transfer Tax law that would have raised fees for buyers and sellers alike.

“Home Builder”

I've been a Santa Fe HOME BUILDER for the past 30 years and my family has been here for generations, so I know how important it is to provide affordable housing in the community. As most Santa Feans know, it's also important to build green in order to minimize our impact on the environment. That's why, here at Vermejo Park Construction, we're making green building affordable for everyone. With our pre-planned communities at Vistas Bonitas and beyond, we've created a series of elegant and energy efficient homes utilizing a wide variety of recycled materials. Each of these properties is available at market affordable rates (or better) and each is situated on a finished, landscaped street, ready to provide the pride of ownership every citizen deserves. I believe that our city's workers, nurses and school teachers shouldn't have to pay premiums for an energy efficient home. A home right here in Santa Fe.

I SUPPORT AFFORDABLE HOUSING
and
I'M A SANTA FE HOME BUILDER

I've been a Santa Fe HOME BUILDER for the past 30 years and my family has been here for generations, so I know how important it is to provide affordable housing in the community. As most Santa Feans know, it's also important to build green in order to minimize our impact on the environment. That's why, here at Vermejo Park Construction we're making green building affordable for everyone. With our pre-planned communities at Vistas Bonitas and beyond, we've created a series of elegant and energy efficient homes utilizing a wide variety of recycled materials. Each of these properties is available at market affordable rates (or better) and each is situated on a finished, landscaped street, ready to provide the pride of ownership every citizen deserves. I believe that our city's workers, nurses and school teachers shouldn't have to pay premiums for an energy efficient home. A home right here in Santa Fe.

Upcoming Event:
Financial Literacy Workshop
Saturday, January 31, 2009
10:00 a.m. to 12:00 noon

Location: Santa Fe Association of REALTORS®
Education Center, 510 N. Guadalupe, Ste. E.

Families and individuals thinking of buying a home should attend to learn more about the latest homebuyer tax credits, mortgage products, and ways to improve your credit score.

Affordable Housing is every Santa Fean's business.

Santa Fe Homes for Sale

Earn Tax Credit for Donations

Earn 30 Cents of NH Tax Credit for Every Dollar you donate to the NH Affordable Housing Charitable Trust. You can also donate land and buildings. The trust will be used in events, leading for housing developers committed to building sustainable low-income housing throughout New Mexico. The Trust is administered by the NH Mortgage Finance Authority. For more information, visit www.housing.org.

REALTORS OF NEW MEXICO

Santa Fe Housing Opportunity Partnership

UPCOMING EVENT

Financial Literacy Workshop

Saturday, January 31, 2009, 10:00 a.m. to 12:00 noon

Location: Santa Fe Association of Realtors Education Center, 510 Guadalupe, Ste. E

Families and individuals thinking of buying a home should attend this event to learn more about the latest homebuyer tax credits, mortgage products and ways to improve your credit score.

PRINT – A property management firm in Santa Fe needed a fresh new approach that would highlight their unique accommodations in the minds of potential travelers from nearby urban drive markets like Dallas, TX and Phoenix, AZ. The following copy was developed in response, drawing a direct comparison between Kokopelli's luxury vacation rentals and the one-of-a-kind experience waiting to be discovered in *The City Different*.



*Santa Fe is filled with beautiful views
and wide open spaces*

.....

and that's just the living room



It's called *The City Different* for a reason: Santa Fe offers travelers a unique and enchanting experience rich with breathtaking vistas, award-winning cuisine and cultural heritage. Kokopelli Property Management matches your experience with a wide variety of elegant and affordable accommodations. Why let your vacation slip away in a hotel room when you can stay in true Santa Fe style?

KOKOPELLI
Property Management

It's the next best thing to living here.

505-988-7244 • 888-988-7244 • www.kokoproperty.com

"Wide Open Spaces"

Santa Fe is filled with beautiful views and wide open spaces...
and that's just the living room.

It's called *The City Different* for a reason: Santa Fe offers travelers a unique and enchanting experience rich with breathtaking vistas, award-winning cuisine and cultural heritage. Kokopelli Property Management matches your experience with a wide variety of elegant and affordable accommodations. Why let your vacation slip away in a hotel room when you can stay in true Santa Fe style?

Kokopelli Property Management
It's the next best thing to living here.

BROCHURE – A Hilton Resort Hotel near Santa Fe, NM was looking for a way to draw existing guests and outside customers alike to their luxurious, but somewhat hidden, spa location. Working closely with Hilton representatives and spa staff, the following copy was designed to fit both a rack card for external use and a brochure-insert for hotel guest check-in packages.



Winter Menu



"Wo' P'in Spa Winter Scent Insert"

The Wo' P'in Spa proudly introduces its signature winter scent - Clove Orange - a delightful combination of orange essence that nurtures a happy and peaceful state of mind and gentle clove oil that warms and invigorates the skin by bringing blood flow closer to the surface. Our Clove Orange scent has been combined with a special series of winter treatments that have arrived just in time for the holidays and the harsh winter weather. Wo' P'in's Clove Orange scent and unique therapies will leave you serene, warm, calmed and enriched. Winter never felt so good.

Winter Skin Rescue

A pure collagen mask and eye rescue treatment targets problem areas created by the dry winter air and frosty winds. The deeply hydrating facial is followed by a soothing Clove Orange oil massage.

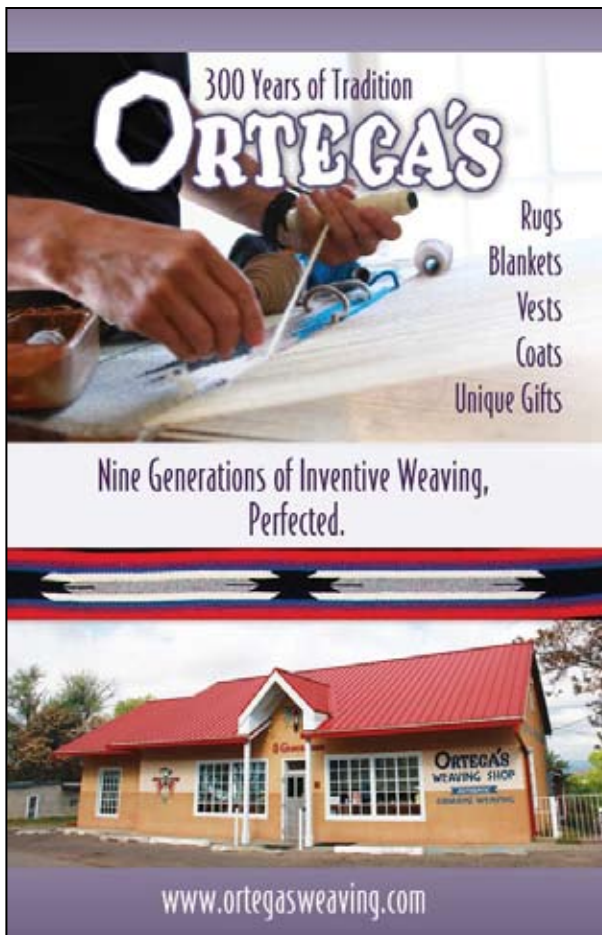
Winter Skin Rescue \$120

Couples Winter Wonder

The Wo' P'in Spa Features an incredible and exclusive couples retreat. Your experience starts with side-by-side Inner Journey herbal wraps followed by warming Clove Orange oil massages. Next, step into a cleansing bath that features essential oils of allspice, cinnamon and clove. This special combination further relaxes your body and helps nurture lovely, smooth skin. Conclude your visit with a signature hot toddy in an exclusive spa lounge.

Couples Winter Wonder \$470

RETAIL CATALOG – A family-owned weaving operation in Chimayó, NM needed to update their catalog and brochure in order to better showcase their wide variety of one-of-a-kind, handcrafted products to travelers worldwide. After spending an entire day photographing and interviewing staff, the following excerpted copy was compiled.



VESTS

Each of our uniquely crafted vests is woven in the traditional Chimayó style for a classic, durable look that will last for decades to come. Available in both men's and women's sizes as well as a wide range of colors and custom patterns, our vests are among the most popular products at Ortega's.

BLANKETS AND RUGS

Nothing embodies the rich history and culture of Northern New Mexico quite like a traditional woven rug or blanket. Available in an extensive selection of colors, designs, weights and sizes, our 100% wool masterpieces are perfect for decorating your floors or walls.

COATS & JACKETS

Ortega's line of 100% wool coats and jackets are available in a wide variety of both men's and women's styles. Incorporating the same one-of-a-kind designs you'll find in our extensive line of vests, these distinctive jackets offer complete protection from the Northern New Mexican wind in a fashion that will last a lifetime.

PILLOWS

Each individually patterned Ortega's pillow is hand-crafted by our artisans to provide many years of comfortable décor in any room of the house. With two sizes and countless variations to choose from, our traditionally woven pillows make the perfect gift.

BAGS

Ortega's woven bags come in an endless variety of sizes and colors, ranging from simple Velcro purses to larger, multi-pocket totes. Pick out the perfect size and pattern to go with that new coat or vest...or carry home that elegant piece of Southwestern jewelry you just discovered in our gift shop.

RADIO – This 60-second radio spot was written and conceived on behalf of the Santa Fe Housing Opportunity Partnership as part of a multimedia response to proposed legislation by the Santa Fe city government. As a direct result of this campaign, the proposed “Transfer Tax” legislation was defeated by a landslide majority on voting day.



“Red or Green”

[Sound Scene: Husband and Wife over Breakfast table]

Announcer: All over *The City Different*, honest, hard-working citizens are waking up to the news.

Wife: Good morning, Dear...green or red with your eggs?

Husband: Green plea—Oh here we go again!

Wife: What?

Husband: It says here that the City Council is at it again! They want us to swallow another tax, another fee. Meanwhile, most of us are having trouble making ends meet as it is. Haven't they read a newspaper or watched the news? Don't they know that the country is in a recession?!

Wife: Hold on a minute, now...Not all taxes are bad. After all, they pay for roads and schools and— isn't this for affordable housing?

Husband: So they claim, but this one isn't quite as nice as they say. It asks us to pay more of our hard earned money at closing when we sell our home.

Husband: What's more, they claim it's for “Affordable Housing,” but there's no guarantee it will actually be used to help people buy homes.

Wife: That doesn't make any sense...won't sellers just raise their prices to cover the cost?

Husband: Of course they will! Until no one can afford to live in Santa Fe anymore.

Wife: We need that money for retirement...I know what we'll be doing on voting day!

Announcer: Stand up for our community, Stand up for the hard working people of Santa Fe. Vote AGAINST the Home Tax on March 10. This message brought to you by the Santa Fe Housing Opportunity Partnership.

RADIO – The following radio spot was written and conceived for New Mexico Tourism Region 5 in conjunction with a print and site-specific collateral campaign produced cooperatively with The Albuquerque Isotopes, a class AAA affiliate of The Los Angeles Dodgers.



"Grand Slam Getaway"

[SFX: Crack of a bat, roar of a crowd]

Announcer 1 (Mack): And that's OUTTA here!

Announcer 2 (Jerry): It looks like that one's headed north!

Mack: Can't blame the ball, Jerry. With all the great getaways and destinations that the North Central Region has to offer, it may just be New Mexico's best place to visit.

Jerry: You said it Mack. I can't wait to get back there for my annual fishing trip. And my family is looking forward to rafting, shopping, art galleries and great food.

Mack: This is no time to get sentimental Jerry...And now, back to the game!

Stadium Announcer: Now Batting, number 5, North Central New Mexico

[SFX: Stadium crowd cheers]

Mack: For more information on everything North Central New Mexico has to offer, visit www.northcentralnm.com

RADIO – The following radio spot was written in conjunction with a comprehensive print, billboard and collateral campaign designed to drive patient traffic to Los Alamos Medical Center from a nearby valley.



"Jack & Jill Grocery"

[SFX: Grocery store checkout line]

Liz: Hey Jill! How are you? We missed you at the party last week!

Jill: Oh hey there Liz! I'm sorry we couldn't make it. I actually had to drive Jack to the hospital.

Liz [slight gasp]: Is everything alright?

Jill: Everything's fine now. He had to have his appendix out.

Liz: Oh no!

Jill: It was all so fast. He started complaining of a stomach ache and running a fever...

Liz: Where'd you take him?

Jill: That part was easy. I brought him up the hill to Los Alamos Medical Center.

Announcer: Los Alamos Medical Center. Real Life. Real Care. Real Simple.
For more Information Visit HospitalOnTheHill.com

TELEVISION – The following 30-second television series was conceived in response to the University of New Mexico football program’s request for a pre-season ticket sales campaign designed to generate fan enthusiasm for a so-called “building year.” Each spot was written for delivery by Don Perkins, a particularly strong character from the program’s rich history.



“Numbers”

This season, 105 student athletes will play 12 games with pride, hope and determination.

15 coaches will push these players to the limit and then some.

Altogether, they'll lift over 13 tons of iron and run distances equivalent to California and back.

Weakness is not in their vocabulary.

It's about tradition.....about pride....about your team. It's about believing in New Mexico.

Lobo Football, “Are you in?”



TELEVISION



"Time"

This year, it's time to remember what it means to be a Lobo football fan...
Think about this:

Lobo student athletes will spend over 13,000 hours in the classroom
this semester.

They'll spend more than 600 hours giving back to the community.

They will strive to beat their own record of second highest team GPA
in school history.

It's about tradition....about pride....about your team. It's about believing
in New Mexico.

Lobo football, "Are you in?"



TELEVISION



"History"

Lobo football has been around for 100 years...

Many of those were championship years, but winning takes time...and dedication.

I was a Lobo in '57 and '58 and every play I made was the most important play of my career.

For me, the love of the game never goes away.

For these student athletes, history is always close at hand.

It's about tradition.....about pride....about your team. It's about believing in New Mexico.

Lobo Football, "Are you in?"



TELEVISION – The following television spot was written and conceived on behalf of Route 66 Casino Hotel in order to promote the launch of their recently renovated buffet attraction. With a wide variety of worldly cuisine options to choose from, the challenge was to showcase a diverse menu of dining options gathered together in one convenient area.



"A World of Fresh Choices"

[Establish slow-paced drum or world beat music up]



Take your taste buds on a global journey. Visit New Mexico's largest and newest buffet sensation.

[Music builds as shots get faster and faster]



Get your kicks with live-action cooking, fresh international flavors and world-class quality, service, and value. The new Buffet 66. Only at Route 66 Casino Hotel.

A World of Fresh Choices.

[Music comes to a sudden and dramatic close]



PRESS RELEASE – Working closely with each individual client and interviewing key parties, the following press releases were composed in response to newsworthy events and developments of particular interest to the general public.

FOR IMMEDIATE RELEASE

June 12, 2009

For more information contact:
Rick Shore 505-699-3693

Santa Fe Airshow 2009 Looking for Volunteers

SANTA FE, NM – This year's Santa Fe Airshow is taking flight Saturday September 19th, 2009 and there's a way you can get involved. The Airshow is looking for volunteers! While you're working you can feel, hear and see the excitement of the show up close.

We are looking for adults, 17 years of age and older to volunteer at this year's show. Volunteers need to be available for a minimum of 8 hours, with some work to be done on Friday September 18th. Lunch and drinks will be provided for all volunteers.

We need help on admissions, first aid, gate security, hospitality, parking, site prep and other services. We also will be selecting Chairpersons for some of the leadership positions. If you are interested in being part of the 2009 Santa Fe Airshow, please contact Rick Shore at 505-555-5555.



PRESS RELEASE

FOR IMMEDIATE RELEASE:

June 1, 2010

For more information contact:
Ryan Goodman 505-555-5555

Kokopelli Property Management's New Web Site Offers Unparalleled Advance
Access to The City Different and Beyond.

SANTA FE, NM – Kokopelli Property Management has just launched their all new website featuring a wealth of valuable vacation and travel information for first-time and regular visitors to Santa Fe and the surrounding region.

The new, easy to navigate site (www.kokoproperty.com) effectively captures the natural beauty of *The City Different*. In addition to showcasing the many authentic Santa Fe homes currently available for short and long term rental, kokoproperty.com features a continuously updated listing of local events and activities, restaurants, weather and an interactive local map.

According to Kokopelli Web and Marketing Specialist Ryan Goodman, "The map page is a huge draw because it will give travelers a convenient way to discover all the wonderful resources of our city in advance of their visit. The map is great because it includes interactive weblinks, photos and business info with markers indicating sites of historical or cultural interest as well."

Kokopelli manages a wide range of Santa Fe properties ranging in size and style from traditional adobe casas and casitas to stunning examples of modern architecture.

"We wanted to create the go-to site for visitors to Santa Fe," says Goodman.

For residents of the area, this should come as no surprise. Kokopelli Property Management has a strong history of dedication to the community as evidenced by their decades of involvement with Santa Fe Chamber of Commerce, New Mexico's Adopt a Highway Program and Santa Fe's Adopt a Median Program.

For more information, visit www.kokoproperty.com, the new online home of Kokopelli Property Management.



PRESS RELEASE

FOR IMMEDIATE RELEASE:

May 1, 2009

For more information contact:
James Glover 505-555-5555

RENEW '09: Empowering the Land Conference and Expo



Tucumcari, NM – RENEW '09 Empowering the Land Conference and Expo, to be held in Tucumcari June 23-24, 2009, will feature many new and exciting developments in renewable energy. Designed as a “nuts and bolts” conference for anyone looking to prosper from the emerging renewable energy economy, the 2-day conference will feature major industry leaders, top governmental officials and landowners intent on sharing best-practices for developing facility-scale and utility-scale renewable energy projects. The goal of the conference and expo is to “empower” attendees with the knowledge and connections to be proactive in the development of renewable energy projects. Wind, solar, water, and other alternative renewable energy sources will be highlighted during the event.

“We’ve developed exciting programs and content for our RENEW '09 attendees that are solution-based and actionable. Our sessions and panels will discuss wind energy, solar energy, landowner associations, rural electric cooperatives, transmission, and even new geothermal technology to create electricity from hot, dry rock on the earth’s crust.” says David Griscom, Clean Energy Program Manager with the Regional Development Corporation, and committee chair for RENEW '09.

Building on the success of the 2008 program, this year’s conference will offer a free, 2-day Renewable Energy Expo. Attendees will have the opportunity to meet with companies, government agencies, and economic development organizations that are providing products, services and funding to renewable energy development initiatives. Visitors are also invited to tour a 1.5 Mega-Watt wind turbine installed at nearby Mesalands Community College, operated by the North American Wind Research & Training Center. In addition, all attendees will learn about the latest state and federal incentives available to homeowners and landowners.

For registration, sponsor, and exhibition information, visit EmpoweringTheLand.com or call (505) 555-5555.

NEWSLETTER – A casino in western New Mexico was in need of a regular point of customer contact for promoting upcoming events and attractions to its Players Club members. The following copy is a representative excerpt of the monthly newsletter devised in close collaboration with the client.

Dear <Player Name>,

July is always an exciting month at Dancing Eagle Casino. This year we're kicking things up a notch with exciting offers for you, our very special guest.

Come in Monday through Wednesday and enjoy our 2-for-1 burger combo at Café 108 for only \$6.25! Or treat yourself to our Steak and Fried Shrimp special Sunday through Wednesday. That's two delicious dinners for only 14.99!

The Fire & Ice Bike Rally is here again! As the exclusive sponsor of this year's Rally, we have some big events planned, including:

Dancing Eagle Custom Car and Bike Show - This show keeps growing with more Custom Cars and Bikes from around the state scheduled to appear!

Blue Oyster Cult LIVE – Don't miss your chance to see rock legends Blue Oyster Cult Live at Dancing Eagle Casino! This show is absolutely FREE.

Harley Giveaway - What better way to end Fire & Ice weekend than winning a Cherry Merlot 2010 Harley Davidson Street Glide? As a Valued Guest, we're giving you 5 entries to start! And, of course, you can earn additional entries all month long with your Ultimate Rewards Card.

Extra Promo Cash, Great Food Offers, Exciting Giveaways and Free Events. That's why...The Winning's Great at 108!

Good Luck,

Jeff Inman, Casino Manager
Dominic Orozco, Marketing Manager
and the entire staff and Dancing Eagle Casino



POSTCARD – Dancing Eagle Casino partnered with a promotional giveaway provider in order to entice casino patrons to come out and play on “off-days.” The following postcard was written to showcase one such giveaway to existing Players Club members and potential customers alike.



Dear < Player >:

Dancing Eagle Casino, home of relaxing jackpots and always friendly service, wants to enhance your comfort with the latest advance in pillow technology! Come on down to Dancing Eagle Casino May 28th between 8pm and Midnight to receive your FREE Memory Foam Pillow, fresh from the future!* This miracle product is only available to the first 750 guests, so get here early to claim your free gift. Another amazing giveaway brought to you by Dancing Eagle Casino!

Good Luck,

Jeff Inman, Casino Manager
Dominic Orozco, Marketing Manager
and the entire staff at Dancing Eagle Casino

Just bring this postcard to the Players Club to take advantage of this limited time offer while supplies last.

*must be present to participate

POSTCARD – The following direct mail piece was developed on behalf of the Santa Fe Chamber of Commerce as a regular monthly point of contact and communication with Chamber members citywide, keeping them informed of upcoming events and promotions.

 <p>2010 FIESTA RECEPTION Wed, Sept. 8th 5:00 - 7:00 PM</p>	 <p>BROWN BAG LUNCH Wed, Sept. 15th 11:30 AM - 12:45 PM</p>
<p>"Viva La Fiesta!" has been reverberating through the streets of old Santa Fe every autumn for 297 years. Each year the Chamber pays its respects to the Fiesta Court and Council with a celebration. The Courtyard by Marriott will host the FIESTA RECEPTION so come and celebrate with food, drink, and prizes through the Chamber's raffle.</p> <p>RSVP Required: 988-3279</p> <p>\$25 per person \$200 for 10</p> <p>3347 Cerrillos Rd Santa Fe, NM 87507</p>	<p>The September brown bag lunch will be hosted by the Santa Fe Chamber. Learn how to get the most out of membership and how our staff can help you and your business. We will give you an overview of our organization and programs. Meet our staff to learn about chamber services and benefits and how to boost your business. Whether you are a new member or not, this is the event for you! Sign up early - It is free!</p> <p>RSVP Required: 988-3279</p> <p>8380 Cerrillos Rd Santa Fe, NM 87507</p>
 <p>MIX EVERY THIRD THURSDAY www.mixsantafe.com Facebook & Twitter</p>	 <p>BUSINESS AFTER HOURS Thurs, Sept. 30th 5:30 PM</p>
<p>Send your young professional to MIX every third Thursday! Follow us on Facebook and Twitter.</p> <p>Go to Mixsantafe.com for more information</p> <ul style="list-style-type: none">• Connections• Refreshments• Food• Prizes <p>www.mixsantafe.com</p>	<p>Tortilla Flats and National Distributing Co. invite you to the September Business After Hours. Make a new connection in one of Santa Fe's most colorful, local gathering places. Join the Santa Fe Chamber of Commerce and the business community and grow your business. Thank you to National Distributing for partnering on this event.</p> <ul style="list-style-type: none">• Connections• Refreshments• Food• Prizes <p>3139 Cerrillos Rd Santa Fe, NM 87507</p>

2010 Fiesta Reception

Wednesday, September 8th, 5-7 PM

"Viva La Fiesta!" has been reverberating through the streets of Santa Fe every autumn for 297 years. Each year the Chamber pays its respects to the Fiesta Court and Council with a celebration. This year, the Courtyard by Marriott will host the FIESTA RECEPTION so come and celebrate with food, drinks and special prizes through the Chamber's raffle.

Brown Bag Lunch

Wednesday, September 15th, 11:30 AM - 12:45 PM

The September brown bag lunch will be hosted by the Santa Fe Chamber. Learn how our staff can help you and your business get the most out of membership. We will give you an overview of our organization and programs. Meet our staff to learn about Chamber services and benefits to boost your business. Whether you are a new member or not, this event is for you! Sign up early - it's free!

Business After Hours

Thursday, September 30th

5:30 PM

Tortilla Flats and National Distributing Co. invite you to the September Business After Hours. Make a new connection in one of Santa Fe's most colorful local gathering places. Join the Santa Fe Chamber of Commerce and the business community and grow your business. Thank you to National Distributing for partnering with us on this event.

E-CARD – For its second annual renewable energy conference, designed to connect landowners and renewable energy providers in New Mexico, RENEW '09 needed a comprehensive marketing campaign to inform participants and exhibitors of the event and simultaneously attract new attendees. The following e-card was developed with conference organizers to work in conjunction with a billboard and radio campaign.

RENEW '09: Empowering the Land

Here is your chance to prosper from the emerging renewable energy economy:

Mark Your Calendar June 23rd-24th
Tucumcari, New Mexico

Landowners & Ranchers,

RENEW '09: EMPOWERING THE LAND is the only conference in the nation specifically designed to match landowners, ranchers and developers with industry leaders in the rapidly emerging renewable energy sector. Focusing on the latest opportunities in wind, solar and other renewable alternative energy sources, RENEW '09 is a hands-on, solutions-based conference that will present the nuts and bolts of how to get involved in the new energy economy. Learn about the latest technologies, funding and development opportunities, and meet key industry players at this renewable energy expo!

Program and registration information coming soon. Learn more at EmpoweringTheLand.com or by calling 877-555-5555



WEBSITE – A New Mexico physician’s group was looking to establish a web presence providing doctors and administrators with a customizable landing page for each individual practice. Working closely with each physician to determine the precise language necessary, the following fully optimized and keyword-laden copy was carefully tailored to the needs of its primary users. The complete site is viewable at www.losalamosphysicianpractices.com



HOME PAGE

Welcome to Los Alamos Physician Practices, where quality care meets cutting-edge knowledge and expertise. Our Physicians provide each and every patient with a higher level of personalized care in our state-of-the-art medical environment. Whether it's a simple outpatient procedure or specialized, long-term treatment, Los Alamos Physician Practices has you covered.

ABOUT LAPP

Los Alamos Physician Practices, LLC is a group of physicians who have come together in the beautiful mountains of Northern New Mexico to provide state-of-the-art medical services. Our patients consistently receive the highest level of cutting-edge care available.



Los Alamos Surgical Associates is uniquely suited to provide services in General Surgery, Orthopaedic Surgery and Urology. These practices all reside within the confines of Los Alamos Medical Center, giving patients easy access to radiological services, laboratory services, surgical facilities and a 24-hour pharmacy.

Northern New Mexico Cancer Care provides caring up-to-date Hematology and Oncology care to patients across northern New Mexico. This practice is conveniently located near the Ambulatory Treatment Unit (ATU) in Los Alamos Medical Center.

Our physicians have come together from all parts of the United States with the vision of making Los Alamos, New Mexico renowned for top-quality medical care and treatment. This has proven to be more than just a vision, but a standard that is achieved every day within our practices.

Please contact our offices to schedule necessary appointments or inquire about any of our highly skilled physicians.

BILLBOARDS – The following outdoor messages were written and conceived in conjunction with comprehensive cross-media advertising campaigns for a variety of clients and strategic placements.



DANCING EAGLE CASINO

BIG BUCKS
GIVEAWAY

Every Friday in Aug.

EXIT 108

A billboard for Dancing Eagle Casino featuring a portrait of a man with large antlers and several hundred-dollar bills. The text reads "DANCING EAGLE CASINO", "BIG BUCKS GIVEAWAY", "Every Friday in Aug.", and "EXIT 108".



Jack & Jill
went up the hill
to see their
family doctor...

LOS ALAMOS
MEDICAL CENTER

Real Life. Real Care. Real Simple.

A billboard for Los Alamos Medical Center featuring an illustration of a man and a woman walking up a hill with a dog. The text reads "Jack & Jill went up the hill to see their family doctor...", "LOS ALAMOS MEDICAL CENTER", and "Real Life. Real Care. Real Simple.".



RENEW 09: CONFERENCE & EXPO
June 23rd-24th • Tucumcari, NM
Prosper from Renewable Energy
EmpoweringTheLand.com



GRANTS
ride • HIKE • golf

1000 ROOMS, RESTAURANTS & RV PARKS

EXITS 85 & 81

A billboard for Grants featuring a woman with a large backpack. The text reads "GRANTS", "ride • HIKE • golf", "1000 ROOMS, RESTAURANTS & RV PARKS", and "EXITS 85 & 81".

