

AVIARY CREATIVE'S C.A.R. REPORT

CHALLENGES, ACTIONS & RESULTS

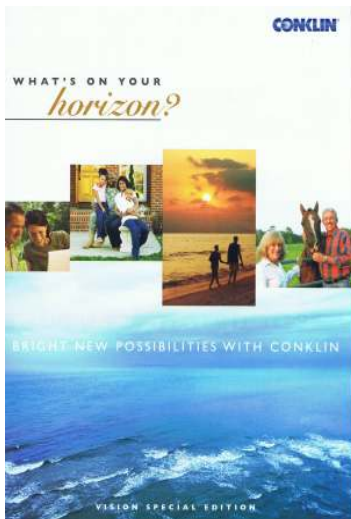
Increasing attention, awareness and purchasing for places, products and publications



Marketing communications generating illuminating ideas
Web content searchable, navigable and pointed
Media relations garnering attention
Public relations and promotions thinking out of the box
Project management keeping all balls in motion
Graphic design and production smart and distinct

A NEW HORIZON FOR AN OLD VISION

CLIENT: CONKLIN COMPANY



Newfangled Product: Vision magazine special edition "What's on your Horizon"

Challenge: Write a promotional compelling, purposeful issue of company magazine available for purchase that will motivate seasoned sales representatives to recruit new members.

Action: Redesigned and updated graphic representation with theme focus on the seasoned and up-and-coming in same organization. Introduced soft sell prologue and epilogue. Conducted comprehensive sales campaign to sell 10-packs.

Result: First run of 1,000 copies sold out. Reprints sold out after six months. This issue presented at more than 50 different sales meetings throughout the year. Majority of sales representatives indicated this publication as one of their top sales tools.

EXECUTIVE TEAMS GET SIMULATED, P.R. IS STIMULATED

CLIENT: PIXEL FARM INTERACTIVE

New Product: Business Simulation Games

Challenge: To raise awareness for new product to gain credibility through local business press.

Action: Created a media kit featuring the business simulation games with case studies of past clients, images of games in action and press releases. Pitched local business press with an opportunity to play the games.

Result: Articles appeared in major local business media published including the coveted local business columnist from the major city daily. Client's expectations far exceeded.



LOW TECH, HIGH TOUCH FOR LOCAL HIGH TECH CORRIDOR PUBLICATION

CLIENT: EDEN PRAIRIE CHAMBER, NORMANDEALE COMMUNITY COLLEGE



New Product: Epicenter Business News

Challenge: Create a new and profitable business publication in Minneapolis, the nation's most competitive business publishing environment.

Action: Exploited a lucrative niche by creating a publication with a unique delivery model and low cost advertising alternative: workers in office park communities in the Twin Cities southwest metro.

Result: Tripled advertising revenue within two years, gained 60 new advertisers within three years and created heightened awareness of local business community and member chambers.

EXPANDING ESTABLISHED VISITOR'S BUREAU REACH

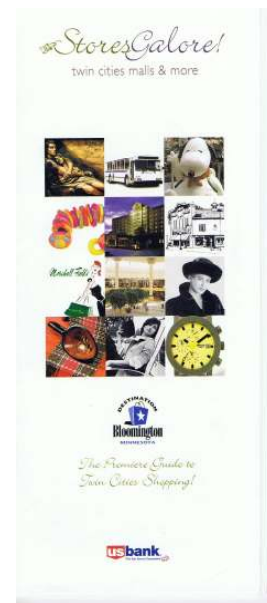
CLIENT: BLOOMINGTON CONVENTION & VISITORS BUREAU

New Product: StoresGalore! Twin Cities Malls & More

Challenge: Re-position Bloomington as a destination that offers more travel features than just Mall of America.

Action: Created a marketing campaign positioning Bloomington as a "shopping paradise" in addition to Mall of America anchored by a "pay to-play" shopping guide.

Result: Exceeded revenue projections by 20 percent. Received publication award from Shop America Alliance.



VALUE ADDED INGREDIENT TO WEB TRAVEL MARKETING

CLIENT: CARLSON COMPANIES



New Product: Destination Points website

Challenge: Introduce travel destinations to the new Carlson Wagonlit Travel Intranet and Internet website by creating a new revenue stream from travel destinations to help support the site.

Action: Sold destination participation packages on new Carlson Wagonlit travel agent Intranet and consumer website. Wrote web content for participating destination.

Result: Thirty-eight destinations sold within six months exceeding sales projections by 15 percent.

U.S. SPIN ON SPANISH-BASED SALES PROGRAM

CLIENT: ENZACTA INTERNATIONAL



Newfangled Product: e-Blasts USA

Challenge: Work with Mexican-based marketing department to “translate” Latino messages to motivate U.S. sales representatives.

Action: Introduce U.S. themes that U.S. based sales representatives can relate to including seasonal holidays, current economic conditions and health benefits as they relate to U.S. based health research.

Results: Robust start to recruitment of U.S.-based sales representatives and U.S. product sales exceeding projections by 20 percent.

EXECUTING NEW TWIST ON OLD FAMILIAR STORY

CLIENT: STAR TRIBUNE CUSTOM PUBLISHING DIVISION

Newfangled Product: Lundgren Bros Fall Tab, Orrin Thompson Spring Tab, Winning Destinations

Challenge: Secure and increase client’s and their vendor’s participation in Star Tribune’s news tabloids.

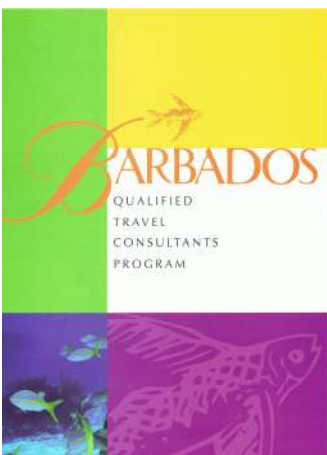
Action: Introduced “magazine-style” editorial format (i.e., Q/A, advice columns, photo feature, website tagging, reader contest) to traditional newspaper-style publications.

Result: Clients remained loyal to the program and ad revenue increased by 25 percent within first year of new publication reformatting.



MAKING GIANT WAVES FOR A LESSER KNOWN CARIBBEAN DESTINATION

CLIENT: BARBADOS TOURISM AUTHORITY (BTA)



New Product: Qualified Travel Consultants (QTC) program

Challenge: The BTA’s slashed budget was a stark contrast to the burgeoning budgets of its sand-and-surf competitors (e.g., The Bahamas, Aruba, Jamaica, The Virgin Islands).

Action: To maximize ROI on a "SOS" budget, a comprehensive travel agent specialist program emphasizing education and incentives was created.

Result: More than 200 Barbados travel agent memberships sold exceeding sales projections by 50 percent within one year. This resulted in 25 percent increase in North American sales.

FEEDING THE LOCAL NETWORK NEWS EGOS

CLIENT: MCGLYNN BAKERIES



New Product: PhotoCake

Challenge: Even though this novel party favor was a most palatable sweet treat for family celebrations, out-of-the-gate sales were starving due to low consumer awareness.

Action: Media blitz in Minneapolis and Milwaukee. Delivered actual cake samples directly to the leading local news anchors, DJs, talk show hosts and publications editors featuring their photos on the fondant.

Result: New product promotion aired on seven Milwaukee and five Twin Cities TV and radio stations, and featured in seven local publications within three months. Exceeded media placement projections fivefold.

STUFFING CREATIVITY INTO UTILITY BILLS

CLIENT: DAKOTA ELECTRIC



New Product: "Save Energy" direct mail campaign

Challenge: Create awareness and increased participation in new energy-saving programs of local energy utility via entertaining, light-hearted vs. past stodgy, traditional campaigns.

Action: Series of direct mail billboard-style bill stuffer introducing new energy-saving programs for customers.

Result: Consumer awareness increased 65 percent and three out of five programs gained steady consumer involvement during first half of the year of the program's full year's run.



FORGING PUBLIC-PRIVATE PARTNERSHIPS FOR RETAIL SHOWCASE

CLIENT: DESTINATIONS MARKETING COMPANY



New Product: Explore Minnesota Store

Challenge: Promote new retail concept at Mall of America incorporating souvenir merchandise, tourism information and travel reservation services.

Action: Developed co-op advertising program, and on-site travel radio show partnership. Hosted Mall rotunda events for promotional partners.

Result: More than 50 promotional partners participated in literature distribution and reservations services. Ten thousand visitors first year.