

FOSTER
MARTIN

INTERACTIVE MARKETING

BRAG BOOK CREATIVE SERVICES

BRANDING & IDENTITY

REPORTING &

ANALYTICS

WEB-BASED MARKETING

AUTOMATION

MEDIA STRATEGY
& PLANNING

FM

REPORTING

AND

ANALYTICS

BRANDING
& IDENTITY

CREATIVE SERVICES

CAMPAIGN CREATION

MEDIA STRATEGY & PLANNING

WEB-BASED MARKETING AUTOMATION

RESULTS

SUCCESS STORY: WIC WOMAN INFANTS & CHILDREN NEW YORK STATE

Pregnant Mother of Two



BRAND CREATION



making new york state's assistance program...**STRONG**

WIC is a program that has historically struggled with its stigma as another form of welfare. Participation rates and overall program awareness were low. The process of utilizing the benefits was viewed as confusing and cumbersome. Most importantly, a large segment of the eligible population was not engaged or participating due to the perception that low income was a requirement.

OBJECTIVES

- Destigmatize WIC
- Build brand awareness, focusing on eligibility
- Create outreach tools & programs
- Simplify the complex redemption process
- Increase applications
- Increase program & redemption participation

SOLUTIONS

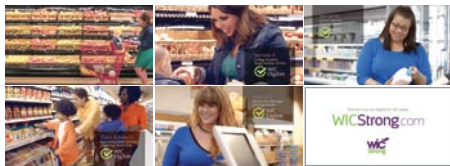
- Ground-Up Identity Program, including:
 - Naming
 - Branding Identity Package
 - Positioning of the Brand
 - Promoting stronger, happier, smarter families
- Mobile App Development
- Brand Awareness Campaign
- Sales Tools & Support Resources for county-level participation

SERVICES

- Branding
- Photography
- TV Commercials
- Outdoor
- POS Online
- App Development featuring product finder and product eligibility scanner
- Website Design
- Website Custom CMS Development
- Social Media Marketing
- Search Engine Marketing
- Business Process Automation, including online application and shopper assistant
- Video Marketing

RESULT

WIC experienced immediate results from the campaign. Traffic to the site soared based solely on the television commercial and Pandora radio advertising. The site immediately experienced an influx of online applications in the first month.



TV COMMERCIALS & PANDORA RADIO



CUSTOM APP DEVELOPMENT



GOOGLE DISPLAY NETWORK, TARGETED, RETARGETED, GEOTARGETED CAMPAIGNS.



BILLBOARDS

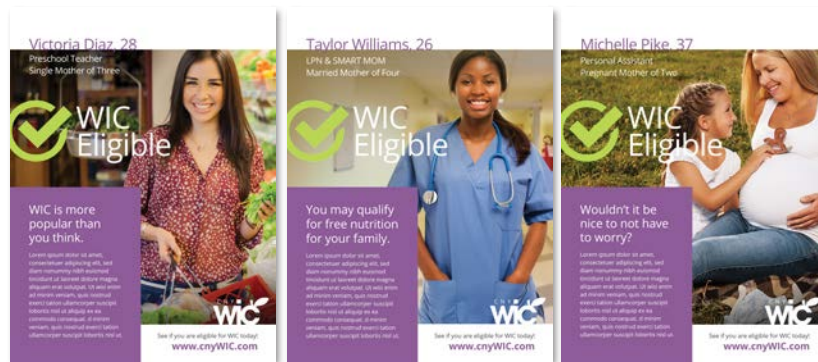
**FOSTER
MARTIN**
INTERACTIVE MARKETING

EXAMPLES: WIC WOMAN INFANTS & CHILDREN NEW YORK STATE



RESPONSIVE WEBSITE

CUSTOM APP DEVELOPMENT WIC SHOPPING ASSISTANT



COLLATERAL - POSTERS, FLYERS, BROCHURES, P.O.S.



TRADITIONAL MEDIA
PLANNING & BUYING, TELEVISION, RADIO, OUTDOOR



DIGITAL MEDIA
FACEBOOK, PANDORA, EMAIL

SUCCESS STORY: Linsey Layne Boutique



ONLINE BRANDING / E-COMMERCE SOLUTION



CUSTOMER INCENTIVE PROGRAM

PERCEPTION



PHOTOGRAPHY

a small town dream, that turned into a **BIG TIME REALITY!**

Linsey Layne is retail boutique owned and operated by a young woman with a dream...and a mission to succeed. Her local boutique started as a small storefront location with a growing online interest through Facebook. The opportunity to increase her online presence was evident with proper branding, marketing, and e-commerce tools. The existing logo and brand image looked homespun and was hindering the online translation needed to create an elevated, more professional and credible image more inline with larger retail chains, while maintaining the uniqueness and charm of a small business boutique.

OBJECTIVES

- Stand out from the competition with a strong brand identity
- Establish a professional look and online presence that demonstrates:
 - Credibility
 - Quality
 - Trust

SOLUTIONS

- Redesign Logo
- Establish a visually appealing brand identity
- Build a mood and personality that appeals to the target audience
- Attract the young, creative buyer seeking uniqueness in their fashion choices

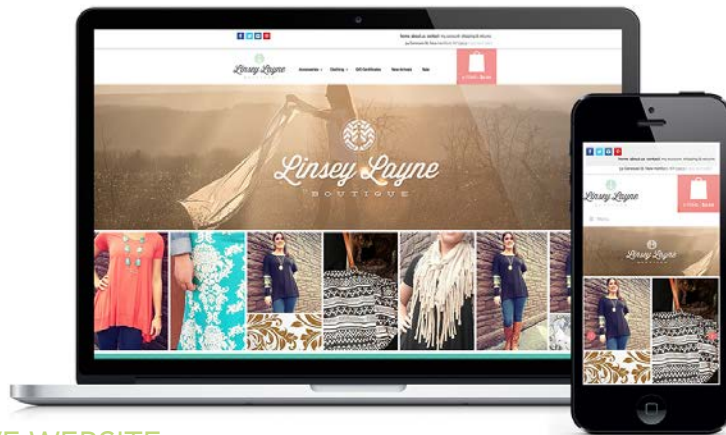
SERVICES

- Branding
- Photography
- E-Commerce Solution
- Transactional Marketing Process
- Relationship Marketing Process
- Customer Incentive Programs
- Custom Content Management System

RESULT

Linsey Layne experienced an increase in online sales of almost 700% within 6 months of launching the site. By employing the new brand standards, within one year of launching the new site, the business needed to relocate and expand to a larger space to accommodate the influx of customers, both online and in-store.

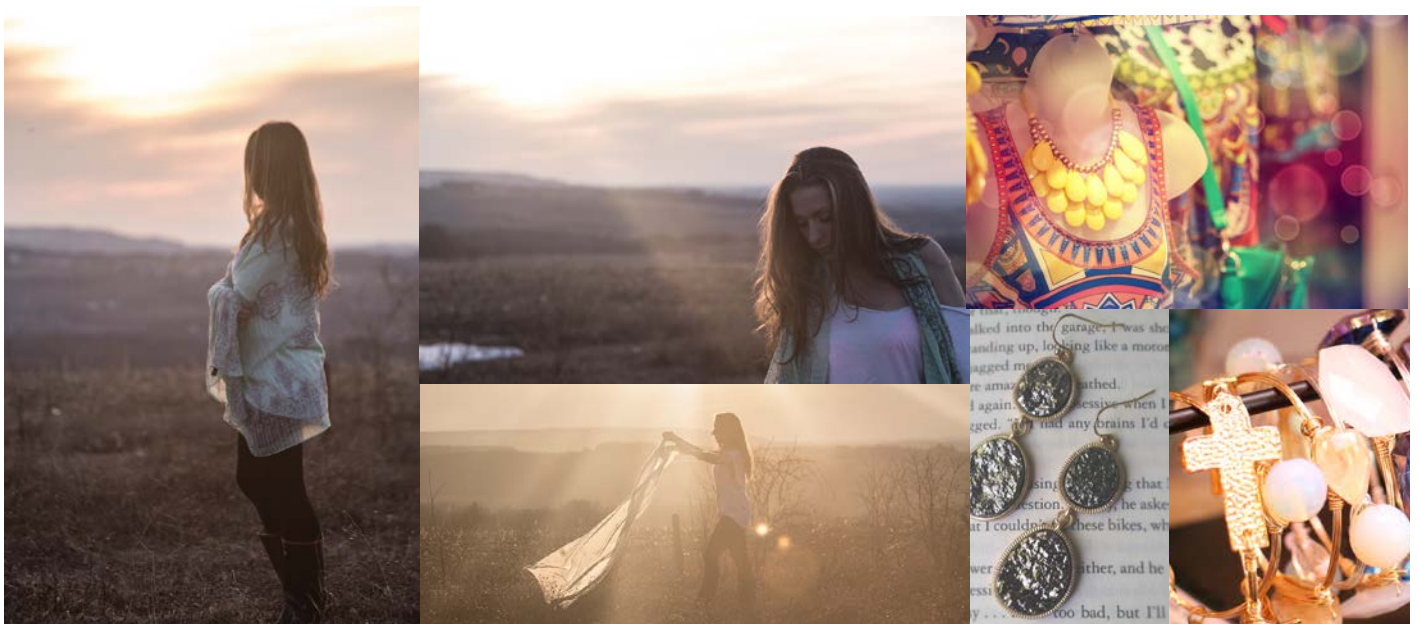
EXAMPLES: Linsey Layne Boutique



RESPONSIVE WEBSITE



CUSTOMER REDEMPTION PROGRAM



PHOTOGRAPHY

SUCCESS STORY: Old Forge Properties



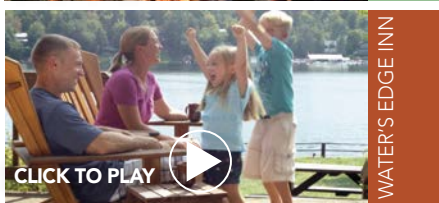
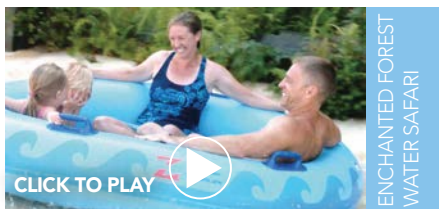
UPDATED SIBLING BRAND LOGOS

**experience
old forge!** *choose a season.
name your fun.*

PARENT BRAND INITIATIVE



4 PROPERTY DESTINATION ADS



CROSS PROPERTY TV COMMERCIALS



MULTI-PROPERTY WEBSITE & MOBILE SITE



...we gave the client a new **EXPERIENCE!**

Old Forge, New York is home to many destination vacationers, offering camping, hiking, white water rafting, and the beautiful surroundings of the Adirondack Mountains. It is also home to Old Forge Properties LLC, parent company of Enchanted Forest Water Safari & Calypso's Cove...New York's Largest Water Theme Park, and the nearby Water's Edge Inn & Old Forge Camping Resort. This family of brands was experiencing an identity crisis and a disjointed interpretation of the overall resort destination experience.

OBJECTIVES

- Unify the independent brands under one marketing message
- Create the overall perception of one adventure destination
- Target vacation travelers, families, and fun seekers within a 2-hour drive
- Market the family of properties as a 4-season vacation destination that is:
 - Close to home
 - Affordable and convenient
 - Delivers a world-class experience

SOLUTIONS

- Full re-position of 4 sibling brands
- Creation of a parent brand that encompasses all sibling
- Offer a shared online visitor experience
- Development of cross-promotional campaigns & incentives
- Create a brand message under the slogan "Choose a Season, Name Your Fun", emphasizing:
 - So much to do
 - Something for everyone
 - Any time of year

SERVICES

- Branding
- Identity Management
- Brand Standards Guide & Media Kit
- TV Commercials
- Social Media Marketing
- Photography
- Website Development
- Email Marketing

RESULT

A new parent brand, Experience Old Forge, was established to showcase the sibling properties as highlights of the area. In addition, a new directory listing site was created to incorporate everything the region has to offer, including businesses, restaurants, and local attractions. Not only did the site serve as a voice for the local community to prospective destination travelers, it created an additional revenue stream for Old Forge Properties LLC in the form of ad revenue for enhanced business listings.

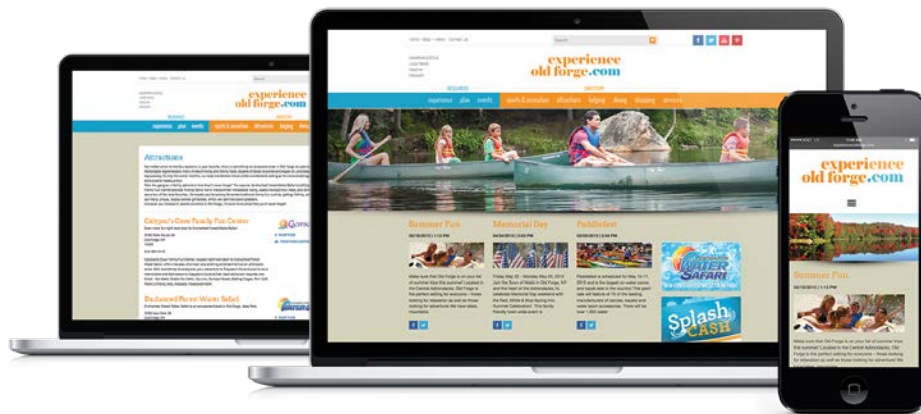
**FOSTER
MARTIN**
INTERACTIVE MARKETING

EXAMPLES: Old Forge Properties



**experience
old forge!** *choose a season.
name your fun.*

4 PROPERTIES, 4 SEASONS, 1 BRAND



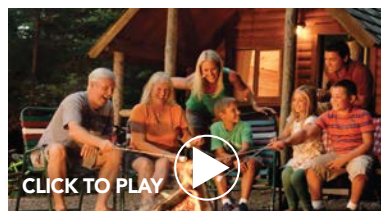
RESPONSIVE WEBSITE DESIGN, TRAVEL & TOURISM DIRECTORY



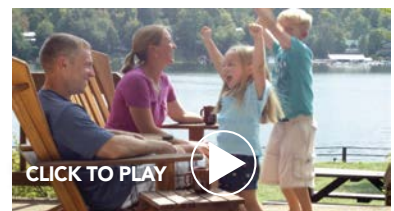
COLLATERAL DESIGN & PRINT ADVERTISING



ENCHANTED FOREST
WATER SAFARI



OLD FORGE
CAMPING RESORT



WATER'S EDGE INN

TV COMMERCIALS

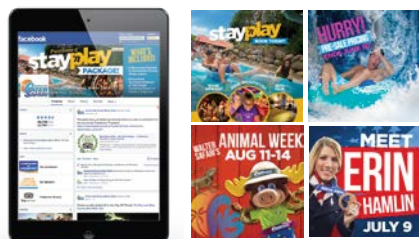
ENCHANTED FOREST SUCCESS STORY: Water Safari



DESIGN & CORPORATE RE-BRAND



WEBSITE



SOCIAL MEDIA MARKETING



MASCOT CREATION



DIGITALLY ENHANCED PHOTOGRAPHY



BILLBOARDS

...we made a **SPLASH** in the Adirondacks Regions.

Enchanted Forest Water Safari is New York's Largest Water Theme Park, located in the Adirondack Mountains. It was marketed, historically, as a family owned amusement park that offered a storybook experience in the Enchanted Forest. Although it evolved into a Water Park over the years, the perception of the property did not evolve with it. The reputation persisted of a carnival-style amusement park that offered a handful of water slides. The new identity in the marketplace would have to tell the story of a world-class family destination, close to home, with all the amenities of a large Disney-esque theme park experience.

OBJECTIVES

- Elevate the perception of the property as a destination experience
- Leverage scenic and inspirational photography
- Introduce a property mascot
- Create and promote on-site accommodation package options
- Craft a message that the park offers more than just a day-trip, but is a vacation destination
- Delivers a world-class quality experience

SOLUTIONS

- Upgrade and modernize the logo
- Create packages to sell the multi-day experience
- Develop the mascot, Walter Safari, with the personality to support the Adirondack Destination
- Implement cross-channel marketing campaigns utilizing traditional and interactive methods
- Relationship programs to up-sell & cross-sell the sibling properties

SERVICES

- Branding
- TV Commercials
- Outdoor
- Social Media Marketing
- Search Engine Marketing
- Email Marketing
- Video Marketing
- Illustration
- Photography

RESULT

Package bookings and multi-day stays increased sharply. The mascot has grown into a community figure, attending local charity events and functions. The property realized an immediate elevation of the brand. The TV commercials delivered on the connection between sibling properties, demonstrating the promise of a vacation destination. After years of airing b-roll footage of the park with a gimmick-style intro, the client remarked after the first review, "Now *THAT'S* a commercial!"

**FOSTER
MARTIN**
INTERACTIVE MARKETING

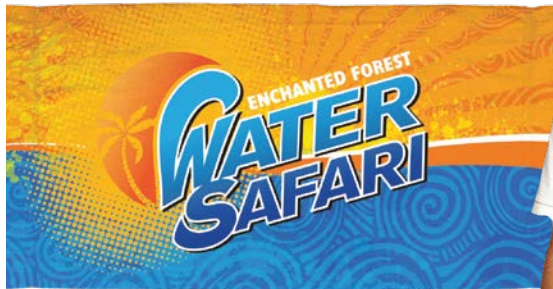
ENCHANTED FOREST EXAMPLES: Water Safari



RESPONSIVE EMAILS DESIGN, CODE, AND CAMPAIGN MANAGEMENT



EVENT & PROMOTIONAL ICON DESIGN



TOWEL



T-SHIRT

RETAIL PRODUCTS DESIGN



ENHANCED PHOTOGRAPHY

SUCCESS STORY: Spare Time Entertainment



CORPORATE RE-BRAND



BEFORE



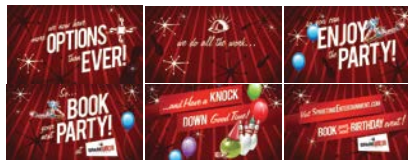
...a **NEW SPIN** on their roll made all the difference.



RESPONSIVE WEBSITE & EMAIL



CROSS MEDIA PROMOTION
WITH CUSTOM PROGRAMMING



VIDEO MARKETING & CUSTOM ANIMATION



BILLBOARDS

Bowl New England Inc. is the growing owner of 18 bowling centers, predominantly in the Northeastern United States. Each acquired location maintained their own name and branding, creating a fragmented image and disjointed marketing efforts. In 2014, we were approached after a ten-year relationship to re-brand their bowling centers and reposition them in the marketplace with a broader appeal.

OBJECTIVES

- De-emphasize bowling as the primary attraction
- Portray an upscale experience with photography and video
- Introduce the new brand in the marketplace as an Entertainment Center by day with a nightclub atmosphere at night.

SOLUTIONS

- Unify the naming of the chain
- De-emphasize bowling and geography in the brand
- Offer a consistent look and feel to the online presence across all centers
- Simplify the management of the individual center websites to ensure on-brand messaging and content

SERVICES

- Multi-location Custom Developed Content Management System
- Website Design & Development
- Search Engine Marketing
- Social Media Marketing
- Video Marketing
- Traditional Media Planning
- TV Commercial Production
- Photography
- Custom Application Development
- Email Marketing

RESULT

The new face of Bowl New England's centers launched the birth of Spare Time Entertainment: GAMES, LANES, FOOD & FUN. Group sales have skyrocketed, with some centers receiving as many as 200 inquiries per month. Many centers have been remodeled and expanded to include laser tag, karaoke, and sports bars. The destigmatization of the traditional bowling alley has increased overall revenue and attracted new business from historically untapped audiences.

**FOSTER
MARTIN**
INTERACTIVE MARKETING

EXAMPLES: Spare Time Entertainment



PROPERTY COLLATERAL



EMAIL W/ P.O.S. REDEMPTION TRACKING



SOCIAL POST PROMOTION W/ COUPON REDEMPTION VR CODE

OUTDOOR



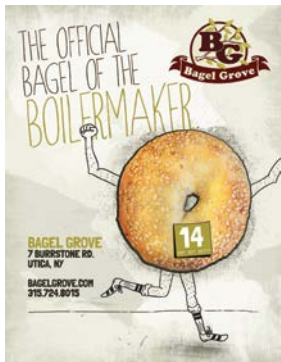
SUCCESS STORY: Bagel Grove



CORPORATE RE-BRAND



RESPONSIVE WEBSITE & EMAIL



TRADITIONAL ADS



PHOTOGRAPHY



BILLBOARDS

...creating the ingredients to help them **RISE TO THE TOP!**

Bagel Grove is a family-owned bagel and sandwich shop in Utica, NY. Founded in 1988, Bagel Grove quickly became a staple of the community, focusing on a quality product with only the finest local ingredients. Many of their products are farm fresh, organic, and fair-trade. With the growing presence of national franchise corporations, Bagel Grove needed to cement their place in the community to combat the competition without changing their core philosophy.

OBJECTIVES

- Communicate the company philosophy in the brand messaging
- Establish consistency throughout all brand and promotional marketing
- Convey a sense of fun and approachability
- Build loyalty across all customer segments

SOLUTIONS

- Redesign website to support brand identity
- Custom e-commerce solution featuring online ordering, shipping, and delivery
- Custom photography to enhance the image of the products and the company
- Merchandise design to support customer loyalty
- Utilize fun fonts and creative messaging to leverage company's sense of humor
- Develop packaging that creates repeat business

SERVICES

- Branding
- Photography
- Promotional Video Production
- Outdoor
- POS In-Store and Online
- Merchandise Design
- Bag Design
- Website Design
- Website Development
- Business Process Automation, including online ordering, shipping, and delivery

RESULT

Bagel Grove's position as a pillar of the Utica community is more secure than ever. Monthly online sales grew 700% from the launch of the website. A 25th anniversary campaign allowed the company to re-communicate its longstanding relationship with the area and offered a unique opportunity to sell merchandise to loyal customers. Sales of a monthly calendar with new product photography and monthly coupons encouraged repeat business while serving as a constant reminder of the brand.

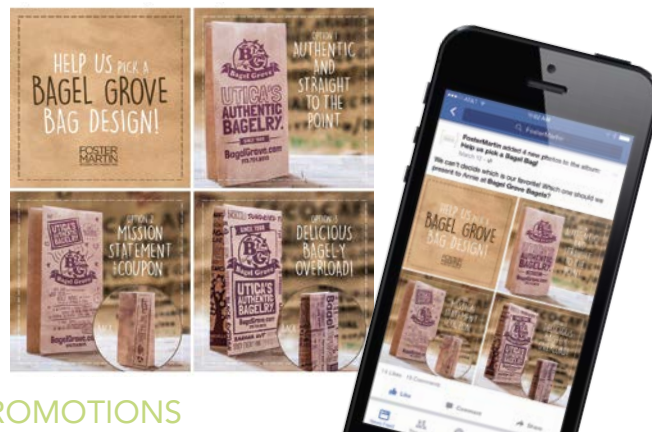
**FOSTER
MARTIN**
INTERACTIVE MARKETING

EXAMPLES: Bagel Grove

SITE PROMOS



RETAIL MERCHANDISE & PACKAGING



SOCIAL POST PROMOTIONS

OUTDOOR



FOSTER
MARTIN
INTERACTIVE MARKETING

FOSTERMARTIN.COM

2200 GENESEE ST. • UTICA, NY 13502 • 315.797.5073