
Client: Integral Access

Business: High tech telecom products that allow competitive carriers to cost effectively deliver multiple services – including voice, IP and broadband – over a single DSL or T1/E1 customer access link.

Target Market: B2B

Strategy: Take IA to a new level by launching a total rebranding effort with corporate ID package, collateral, ads, and tradeshow environment.



Client: Vernon Street Associates

Business: Publishing/Merchandising/Import Business

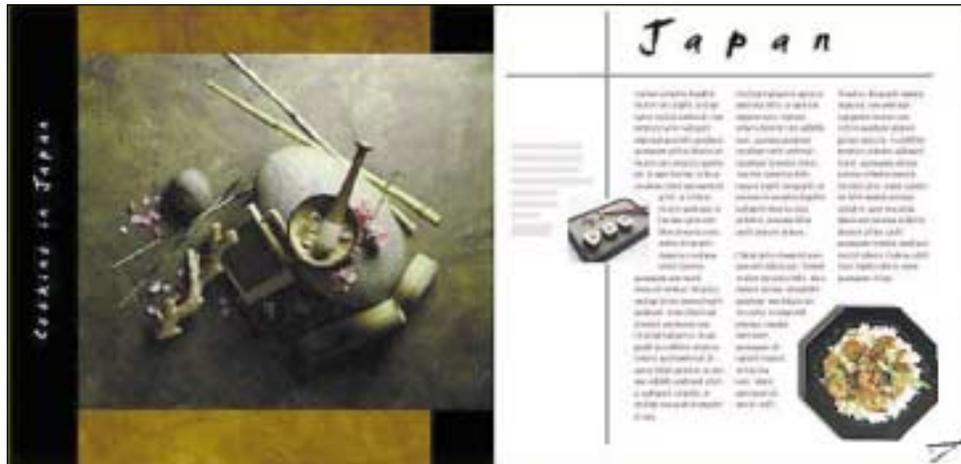
Target Market: Supermarket chains and specialty stores

Strategy: Vernon Street Associates was launching a series of cookbooks focusing on international cuisine. The two-tiered strategy was to promote the cookbook prior to launching merchandising and food products to supermarket chains and specialty stores. The first in the series was Asian Cooking.

Cover



History spread



Recipe spread



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- Client:** Delta Dental Plan of Massachusetts
- Business:** Dental care insurance provider
- Target Markets:** DDP employees and stockholders, potential investors, and employee benefits administrators.
- Strategy:** This year's annual report was about stressing DDP's stability and profitability, aimed at prospective investors. For this reason, the report was designed in the manner of a conservative financial portfolio with a wrap around 1/8th panel with diecut tab inserted into the cover. Throughout the report, there were "before and after" alternating 1/2 pages containing descriptions of programs DDP started 10 years previous, with descriptions of the the current programs those initiatives had grown into on the verso.



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- Client:** Delta Dental Plan of Massachusetts
- Business:** Dental care insurance provider
- Target Markets:** DDP employees and stockholders, potential investors, and employee benefits administrators.
- Strategy:** Delta Dental Plan is the largest dental insurance provider in the Northeast. They are truly innovators and pioneers in the field of managed dental care, leading the way and setting standards in their field.

This year's annual report used the theme "opening doors." Built on the fiscal success of the previous year, it reflected the trend-setting initiatives of their new leadership direction in the market. Colorful, hand-colored Xerox art illustrations complement photography to portray the forward-thinking, cutting-edge nature of the company's future direction.

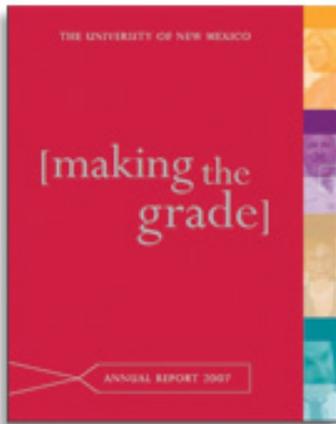


Client: University of New Mexico

Business: Higher Education

Target Market: Colleges and Universities, Academic Re-Certification Board

Strategy: UNM was in the process of an academic recertification. They needed their annual report to reflect that process and demonstrate their excellence in key areas of review. They also needed a general brochure which they could use for recruitment. This annual served both needs.



By the Arts Center Richard Wagner International and the Young Music, Opera and Ballet Arts. Today, internationally, artists and composers work in digital ways, using technology to create new works. Wagner International is a leading organization in the field of digital music.

Wagner International is the only organization in the world that organizes major students in the field of digital music. Wagner International is a leading organization in the field of digital music. Wagner International is a leading organization in the field of digital music.

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Client: Putnam's View

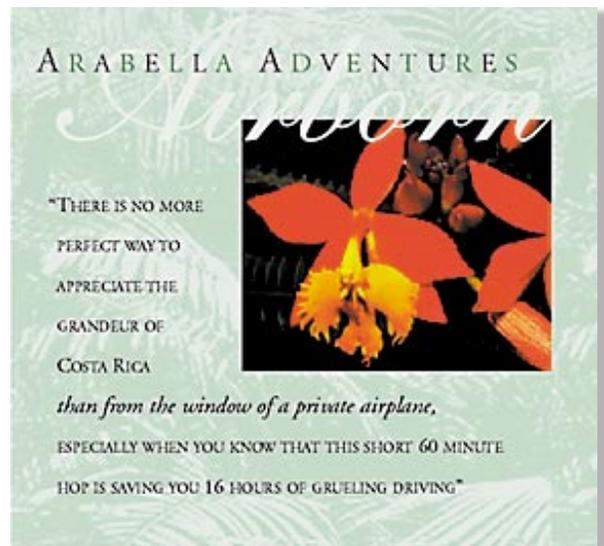
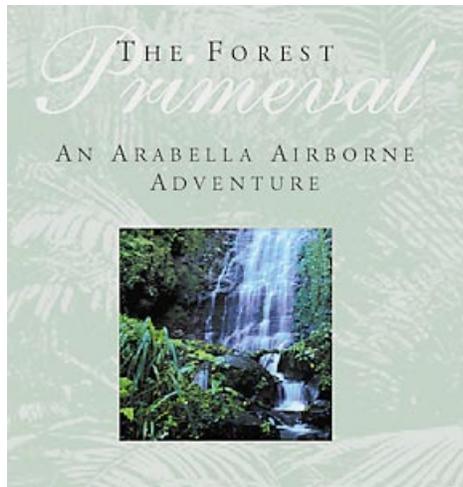
Business: Real estate development

Target Market: Upscale professionals in the \$400K+ income range

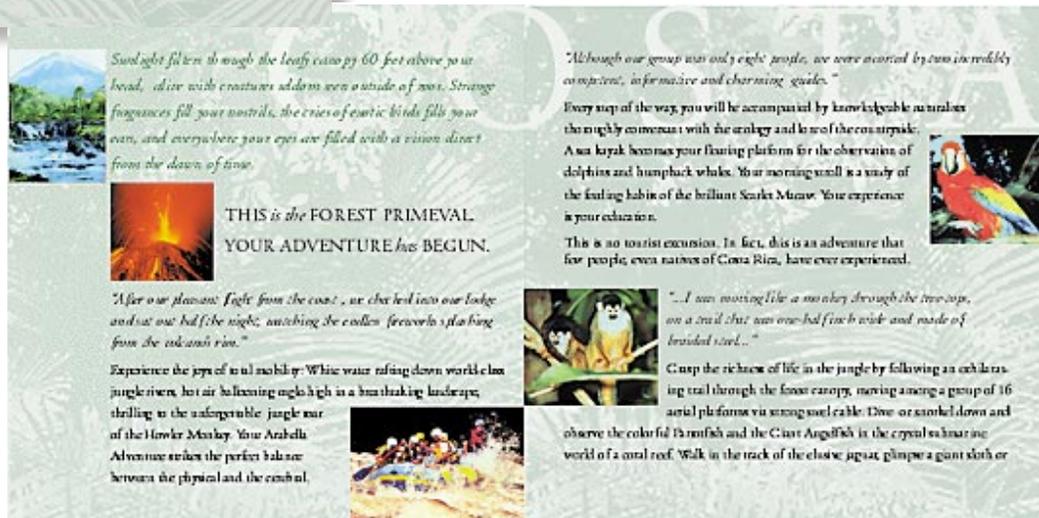
Strategy: Putnam's View is an upscale real estate development in Danvers, MA. They wanted to develop a promotional materials program to attract potential buyers. One challenge was that none of the units had been built yet, and selling this expensive item relied on creating a "tangible" offering which communicated quality and exclusivity to their sophisticated market. This was accomplished by using elegant graphics with an embossed copper foil-stamped design of pines on the outside folder, emphasizing the secluded location. There are stepped floor plans inside the folder for each type of unit and a personalized letter and informational brochure providing background on the development to enhance the impression of concreteness.



- Client:** Arabella Travel Adventures
- Business:** Hospitality Industry
- Target Market:** Upscale professionals, discriminating travellers of all ages
- Strategy:** Arabella Travel Adventures puts together out-of-the-ordinary travel experiences which stress unique settings and provide in-depth cultural, historical, ecological, and social contexts for the trips.
- This direct mail piece for one of their Costa Rica excursions uses exotic imagery of the rain forest over a lush tropical background.



Envelope



Part of 8-page direct mail piece

Client: New England Memorial Hospital (renamed Boston Regional Medical)

Business: Health Care

Target Market: 80,000+ residents in Stoneham and surrounding communities

Strategy: New England Memorial Hospital was a mid-sized hospital, privately owned by the 7th Day Adventist Church, that has been in operation for over 70 years. Although they had an excellent reputation locally, there was a lingering perception that they were still the “sanitorium on the hill.” They needed to establish a unique image which conveyed up-to-date technological excellence while also conveying the warm personal care for which they were known. This image of “high touch”—high technology with a human touch—needed to be consistently communicated.

The monthly newsletter below was mailed to over 80,000 residents in Stoneham and the surrounding community. It contained a perforated direct response card for recipients to request more information on individual programs offered by the hospital.

It won a *New England Hospital Public Relations and Marketing Association Lamplighter Award of Excellence*.

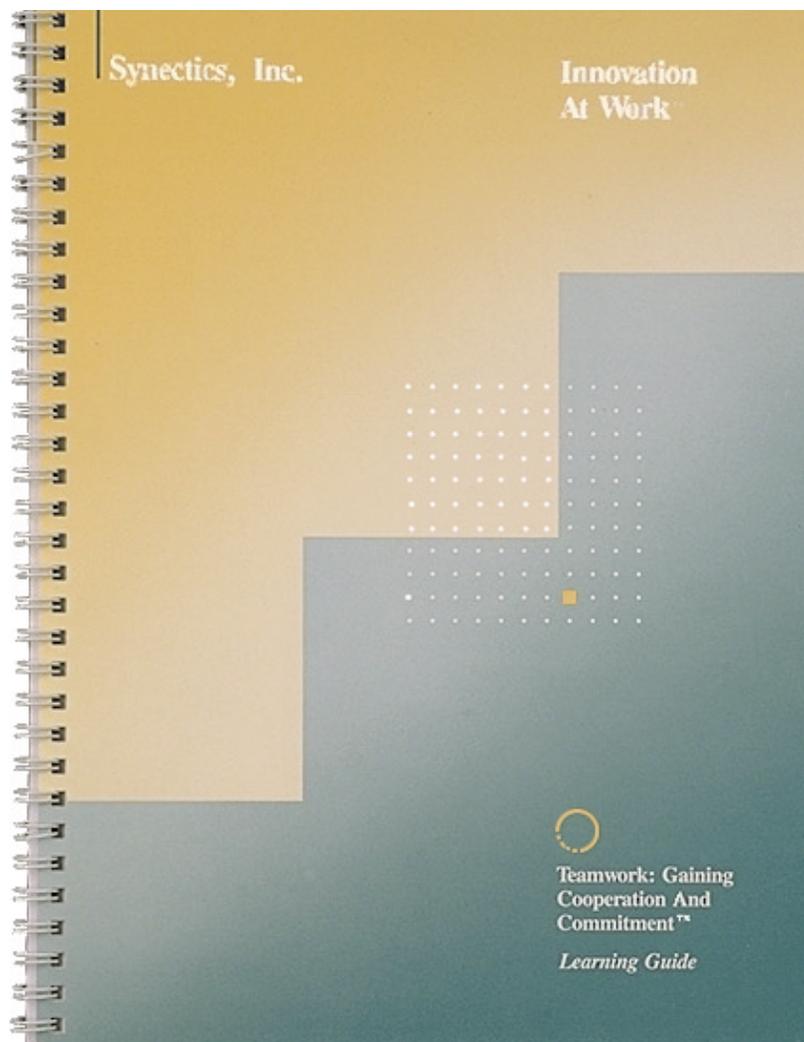


Client: Holy Family Hospital
Business: Healthcare
Target Market: Patients and visitors
Strategy: Holy Family needed a literature system to unify the different departments in the facility. They wanted to convey a warm welcome to a caring environment. The informal illustrations and soothing colors set the tone which is enhanced by subtle paper color variations for each major department.



Client: Synectics, Inc.
Business: Consulting
Target Market: CEOs, Human resource managers, productivity trainers
Strategy: Synectics is a consulting firm which employs a very unique system to teach problem-solving and creative innovation. They wanted to create an “Innovation at Work” training package including a binder, workbook series, and video that encapsulated their system in four different areas— Communication, Problem Solving, Risk Taking, and Teamwork (workbook shown below). In addition, they needed a press kit folder and 4-color brochure to promote the new product at an important trade show.

Icons and a color palette were designed to represent each unit. The unifying graphic element for the project as a whole is a pattern of dots with one square. This is a visual analogy for their method of teaching innovation. Of all the seemingly mundane ideas that form a brain-storming session, one will be the innovative “square peg in the round hole” that stands out.



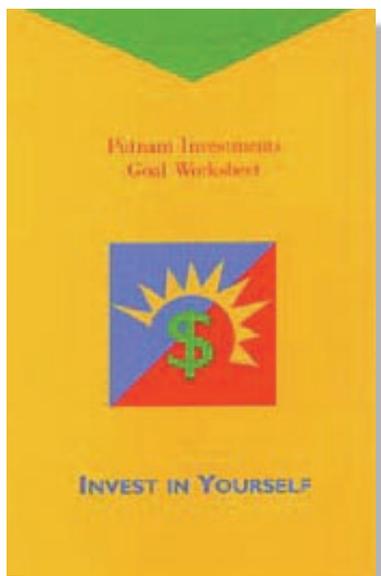
Client: Putnam Investments

Business: Financial Services

Target Market: Employees of member companies

Strategy: Putnam Investments was sponsoring a program where their financial planners and consultants would conduct onsite workshops within companies to explain the benefits of mutual funds investment to the employees.

This piece was to appear in employees' mailboxes, and had to really stand out from the crowd. The goal was to present the information in a very simple and appealing manner, to offset the belief that financial planning is a complicated and laborious chore.



Goal Worksheet

TO REACH YOUR FINANCIAL GOALS — INVEST IN YOURSELF

1 DETERMINE YOUR INVESTMENT GOALS
 Typical goals include saving for a down payment on a home, college education expenses or retirement. Tax-sensitive investors may also want to earn tax-deferred income.

Goals	Estimated cost	Time frame
_____	_____	_____
_____	_____	_____

2 SET A PLAN FOR ACHIEVING THEM
 Putnam has more than 20 mutual funds to match almost any goal. Some sample funds for each of the four investment strategies are identified on the Putnam Fund Selector™.

List the funds you're most interested in:

3 GETTING STARTED IS EASY
 Just call to your Putnam Fund Associate representative or send in the reply card for more information and a free fund prospectus. To reach Putnam Fund Associates, call **1.800.654.3296** Monday through Friday, 8:30 a.m. - 7:00 p.m., Eastern time.

GROWTH Growth funds are designed to maximize the value of your investment over time. They invest in stocks of companies with a strong potential for above-average growth.

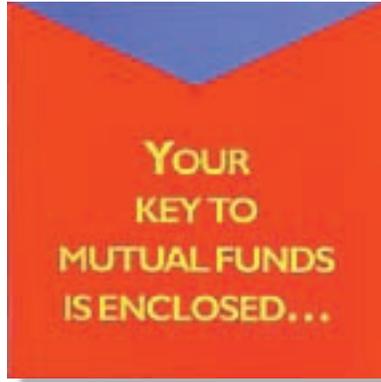
STOCKS & BONDS Stocks & Bonds funds are designed to provide regular income as well as growth of your investment. These funds invest in stocks of companies that pay regular dividends, bonds or a combination of both.

INCOME Income funds are designed to provide a regular stream of income. They invest in income-paying bonds, stocks of companies that pay regular dividends or a combination of both.

TAX-ADVANTAGED Tax-advantaged funds are designed to provide regular income generally exempt from federal and certain state and local income taxes. These funds invest in municipal bonds.

Client: Putnam Investments (cont.)

Direct Mail Piece Cover



Direct Mail Piece



Client: The New England
Business: Financial investment institution
Target Market: Internal Salesforce
Strategy: The New England was establishing a promotional effort to motivate their sales group. This project involved creating an identity for “The Cornerstone Club” with a rewards program and prizes. The direct mail piece was poster size, french folded to approximately 5”X7”with a clear Necco seal.

An all-expense-paid trip to Hilton Head, S.C. was the premium award, so the direct mail piece opened up into a poster which the sales people could put up on their bulletin boards for “inspiration” to achieve their sales goals and win the prize.

