



▶
 you bring the steak;
 we'll create the sizzle.



*Your best resource for creative solutions
to just about any business communications
project imaginable.*



A proactive creative services firm whose principal contributors don't just talk-the-talk, but actually walk-the-walk on a daily basis.

THE C8 GROUP

Co-oper8 Marketing Group was created in 2001 by a former big-agency Creative Director who dreamed of a different kind of company. He envisioned a highly creative group of experienced marketing professionals servicing businesses of all sizes with equal care and dedication. There would be no inflated billing procedures, no departmental politics and no tiers of talent for different clients.

OUR PEOPLE

Over a decade later we're proud to say we've stayed true to those principles. Our people are some of the best the Hudson Valley has to offer, whether employed on-staff or partnered with through strategic relationships. Each one has been tried and tested by real-world marketing challenges and has been proven by documentable successes.

We're not perfect, but when we make recommendations or offer up solutions, you can be sure they're creative, well thought out and arrived at through professional experience and insights.

OUR SERVICES

Staying true to our tag line, we find that 'special ingredient' that permeates any successful enterprise, leverage that ingredient into 'sizzling' messages that will be noticed and remembered, and get those messages to the right

people in the most effective and cost efficient ways.

Think of us as a hybrid; part creative studio, part marketing firm and part ad agency. Sure, we'll just design a new logo for you if you want. We'll build you a new web site. We'll create some killer ads, videos or collateral materials for you. But, we'd rather work with you to create the best brand statements possible across all your communications and materials. Period.

Because we'd rather work with you for the long haul, many of our clients are on long-term (12, 24 or 36 months) programs. Long-term relationships mean we truly come to know our clients and their products. It also gives our clients a way to amortize the costs of creating first-class creative products over the life of our agreement. A win-win for all concerned.

OUR CLIENTS

The best testaments to a service-oriented business come from the clients it's served. Local, regional and national businesses of all sizes and industries have dramatically enhanced their branding, boosted the effectiveness of their sales tools and increased their revenues by retaining c8. Gratifyingly, many of these clients have put pen to paper to let us know how much they appreciated our work. *Check out the testimonials in this package or visit us on-line for even more.*

Contact us for a free consultation and let's talk about what we can cook up for your brand.

OUR BELIEF SYSTEM

His name was Elmer Wheeler. America's best known sales expert of the 1930's, Elmer made his living by helping others become better sales people. "Don't sell to people," said Elmer. "Give them a reason to want to buy from you."

*Wheeler knew the importance of selling...
Benefits – not features
Emotions – not facts
Solutions – not issues*



"Sizzle and aroma has sold more steak than any cow," said Wheeler. "Although the cow is mighty important if you want them to buy more than once!"

At Co-oper8, we believe in Elmer's insight. More importantly, after seeing his principles put into action, so do our clients.

Through proven processes, we find and leverage the prime marketing strengths of your particular cut of steak. Then find the most effective sizzle for your messages.

To paraphrase Mr. Wheeler...

**You bring the steak;
we'll create the sizzle...**



Decades of award-winning experience providing impactful, cost-efficient marketing are mixed into every 'meal' we 'cook up'.

C8 Principals



STEVEN POWELL,
President & Creative Director

During his career, Marketing and Creative Director, *Steven Powell*, has created award-winning sales and promotion campaigns for *General Mills*, *Dunkin' Donuts* and *Kraft Foods*, helped the *New York Hall of Science* raise funds for expansion and renovation, overseen marketing and design for a dozen national newsstand magazines, branded and positioned two multimillion dollar companies for public offering and assisted a local phone company in its battle against the corporate giants.

As an innovative pioneer of interactive promotions, web sites and on-line games in the 1990s, he motivated millions of internet shoppers to buy, buy, buy for national brands such as *AutoBytel*, *Playgirl Magazine*, *Pop Secret* and *Wrigley's Gum*.

In 2001, Steve '...left a good job in the city' as *Vice President of Creative* for a NYC promotional agency to launch his own company, *Co-oper8 Marketing Group*. With a strong emphasis on marketing strategy and branding, *The C8 Group* has helped numerous local, regional and national businesses increase their revenues through smart strategic planning, targeted positioning and memorable creative marketing vehicles.

With 25+ years of branding, design and marketing experience and more than a dozen industry awards, Steve specializes in finding that 'special ingredient' that permeates any successful enterprise, then leveraging that ingredient into sizzling messages that power every program C8 builds.



SANDY POWELL,
Vice President and Media Queen

An accomplished still-life, nature and product photographer, Sandy has been involved in much of C8's client work from the very beginning and joined the firm on a full-time basis in 2008.

Sandy oversees printing and media placement for C8. Spanning 3 decades that include more than 15 years in the commercial printing business, her career has been dedicated to composing, shooting, designing and producing stellar print materials and campaigns for hundreds of large and small businesses in the northeastern United States.

Sandy brings a different set of spices to the kitchen and often surprises clients with her ability to merge a variety of ingredients into one truly delectable dish.

C8 Strategic Partners



JOHN BLISS,
Public Relations, Non-Profit Marketing

John founded *BlissPR* in 1975. A New York City based agency with national and international clients, he grew the firm to a staff of 35 employees and annual revenues topping \$5 million.

In 2010, he sold the agency and launched *NonProfit Solutions*, providing marketing counsel to nonprofit organizations throughout the Hudson Valley region.

John chairs of the board of trustees for the *Hudson Highlands Nature Museum* and co-chairs the board of trustees' marketing committee for *Boscobel Restoration*. He is a former president of the *Public Relations Society: New York* and past chairman of the Americas Region board of *Worldcom Public Relations Group*, the world's largest international PR network.



AL GARLICK,
Lead Generation, Guerrilla Marketing

Al Garlick has over twenty years experience providing targeted marketing solutions for small and mid-sized businesses. He is dedicated to helping business out-think, out-market and out-sell their competition without having to out-spend them.

His focus is helping clients discover their most profitable and sought after niches (their sweet spot) and cost-effectively reach and convert them into new customers.

His skill set includes: Laser targeted direct mail, on-line lead generation, building follow up systems that keep prospects warm and increase ROI and developing and implementing creative guerrilla marketing programs.



TAHLAAD MAHBOEB,
Project Management, Video Line Production

For more than 20 years, Tahlaad has focused on the production and management of creative and industrial projects including events, films, documentaries and commercials.

His background includes the staging of fashion shows and safety programs for *Ralph Lauren* and its national retail outlets as well as line production for numerous video projects.

In addition to creating in-house training videos in selling techniques for *Ralph Lauren*, Tahlaad has been directly responsible for several documentary films, including *Straight Out of Yonkers* and *Blown Off*. In 2011, he collaborated with C8 on *We're The Ones*, a series of documentaries, video shorts and commercials for *Rockland County's All-Volunteer Fire Services*.



JOYCE WILLETS,
Technical Writing, Scientific Content Generation

Joyce began her career as a research scientist with a *PhD* from the *Medical College of Virginia*. In 1996 she founded *Palanquin Corp.*, providing copy writing and editorial support for scientific & technical content.

Palanquin's clients have included *Adelphi*, member of the *Omnicon Group*—a leading global marketing and corporate communications company—as well as *Genecom*, the medical education and marketing communications arm of *Robert A. Becker (Euro RSCG)*.

Joyce's talents have been utilized by multibillion dollar healthcare companies such as *Novartis* and *Pfizer* as well as smaller pharmaceutical companies and research organizations around the world.



► Our Service & Product Offerings

*Need a catalog designed and supplied to your printer without headaches?
Need your new brochures and web site to coordinate with your new trade show exhibit,
your new business video AND your existing branding efforts?
Need a smart business plan for expansion?
Or, do you just want 'somebody' to
handle everything for you?*

ADVERTISING:

- > Competitive Analysis
- > Campaign Development
- > Radio & Television Commercials
- > Media Strategies & Selection
- > Media Placement
- > Result Monitoring

BRAND DEVELOPMENT:

- > Competitive Analysis
- > Logo Development
- > Brand Style Guides
- > Tag lines and Positioning Statements
- > Executive Branding

BUSINESS PLANNING:

- > Competitive Analysis
- > Start-up Packaging
- > Investor Strategies
- > Business Plans

CREATIVE SERVICES:

- > Concept and Campaign Development
- > Graphic Design & Informational Graphics
- > Illustration and Photography
- > Editorial Content Generation
- > Technical Writing & Editing
- > Interactive Game Development

DIRECT MARKETING:

- > Postcards & Sales Collateral
- > Targeted Mailing Lists
- > Market/Industry Surveys
- > Result Monitoring

E-COMMERCE VEHICLES

- > Web Site Design & Development
- > Search Engine Optimization
- > Key Word Advertising
- > E-Mail Campaigns
- > Database-driven Content
- > Content Management Systems
- > E-Commerce Shopping Environments
- > Interactive Sweepstakes and Giveaways

MARKETING STRATEGY:

- > Comprehensive Planning
- > Focus Group Management
- > Market Segmenting
- > Testing and Response Analysis
- > Campaign Development
- > Nonprofit Counseling

MULTIMEDIA:

- > Sales Presentations
- > Speaking Support
- > Web-based Video
- > Video Editing / Production / Effects
- > Documentary Production

PHOTOGRAPHY:

- > On-location & Studio Shoots
- > Product Staging
- > Digital Enhancement & Retouching

POINT OF SALE:

- > Exhibit Designs
- > Retail Displays
- > Touch screen kiosks

PUBLIC RELATIONS:

- > Press Releases
- > Targeted Articles
- > Social Media & User BLOGs
- > Media Events

PUBLISHING:

- > Magazine and Catalog Design
- > Editorial Content Development
- > Book Design
- > Large & Small Volume Printing
- > Web Site Deployment

VIDEO & FILM:

- > On-location & Studio Video Shoots
- > Special Effects & Title Creation
- > Post-production for all Formats
- > Documentary Story-telling

Services & Product Offerings

Available by project or through long-term relationships.

We've made it our mission to understand and resolve every obstacle in the path of smooth and cost-efficient management of communication projects under any circumstances.

Smart, effective marketing knows no boundaries. An objective analysis of targeted audiences and their needs—followed by in-depth research into the best avenues for reaching those audiences—allows us to deliver stellar results across almost any spectrum. That's why we don't specialize in any one industry.

Put simply... Need effective, award-winning business communications that co-oper8 seamlessly with all of your marketing objectives?

*You bring the steak;
we'll create the sizzle...*



► What Clients Are Saying About Us

Our 'recipes' have 'spiced up' every client feast we've created. Gratifyingly, many of those clients have put pen to paper and let us know how much they appreciated our work.



"Having C8 support our company brings the equivalent of having a top tier creative marketing executive and staff, and we have benefited greatly. By conceiving, producing and implementing a branded, strategic marketing program, Steve has offered his broad and extensive background accented by an unparalleled creative sense and an exceptional focus on quality to position us for great success.

Our company is rooted in the highly complex Integrated Circuit industry. C8 was able to capture the key messages from the complex subject matter and creatively position our print, electronic media and sales presentations to best communicate our vision and offerings. – It is a pleasure to work with such skilled professionals."

Dr. Fred Flitsch | President | Futrfab, Inc.



"C8's branding efforts have revitalized our company and focused our software into manageable, understandable product offerings. Steve has an eye for design unequalled in my experience and his responsiveness to our needs is second to none. We expect to be doing business with this company for many years to come."

Gordon Rosen | President | Aviation Software Group



I want to thank you for the marketing consulting work you recently completed for KDF. We have implemented a number of the techniques you recommended and have generated REAL new business and as of the writing of this letter we have well exceeded in PROFIT the cost of your service.

The clear outline of our marketing plan is extremely helpful and is now our map for moving forward. I highly recommend your service to those who feel "lost" when it comes to marketing or those who just need help creating an effective plan. You are extremely knowledgeable, dedicated and, above all, have a gift for marketing and creativity that shows in everything you do."

Stephen Hoey | President | KDF Reprographics



"Steve and the C8 team have designed and produced our branding, directory and event journals for the past 4 years and have never let us down. So, when we decided to create a fresh brand and image for our association, there was only one organization we were willing to turn to.

Logo, collateral materials, event journals and our business-to-business expo materials; everything just goes so smoothly when you're dealing with a real pro."

Joan Neumann | Vice President of Administration | Rockland Business Association



"C8's videos, commercials and recruitment and retention materials delivered a level of quality and dedication far beyond our expectations. With a force of over 3,000 men and women, recruitment is key to maintaining a strong service and they have shown an incredible responsiveness to our needs in every facet of our operations.

As a direct result of C8's efforts, our recruitment numbers for firefighters in Rockland County have increased by 30%."

Frank Hutton | Chairman | Committee to Promote Volunteerism in Rockland County Emergency Services, Inc.



"In our first joint efforts, Co-oper8's print ads, collateral materials and direct-market post cards increased our weekly video "take rates" by nearly 130%! Like most independent telephone companies, we have numerous marketing tasks and goals. Steve helped us crystallize and focus those goals and recommended a course of action that came at our needs from several angles.

I recommend Co-oper8 to any company looking to take its marketing efforts to the "next level". Steve combines a unique design eye with well thought out concepts and branding initiatives. His creativity and attention to detail offers me a complete package. That's what I want in my marketing resource. Bottom line, Co-oper8's marketing programs worked for WVT!"

Jean Beattie | Marketing Manager | WVT Communications

WE WANT YOU TO SAY NICE THINGS ABOUT US, TOO!

Contact us for a free, no obligation consultation and let's talk about what we can cook up for your brand!

Co-oper8 Marketing Group
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► Case Study - Corporate Branding

"C8's branding efforts have revitalized our company and focused our software into manageable, understandable product offerings. Steve has an eye for design unequalled in my experience and his responsiveness to our needs is second to none. We expect to be doing business with this company for many years to come."

Gordon Rosen, President
Aviation Software Group, Inc.

Corporate Branding



Tag**TRAK** 
Tagging & Tracking

Ops**PLOT** 
Operations

Accu**CHEK** 
Accounting

Cap**PLAN** 
Marketing

Market**WATCH** 
Marketing



If you can think it...

ASI GROUP

Brand & Collateral Materials | Sales Literature
Web Site | E-mail Marketing

If You Can Think It...

Situation: Aviation Software, Inc. (ASI) began its history in the 1970s creating management and operational software to the airline industry, but had broadened its scope through the years to include solutions spanning all facets of the transportation and logistics industries. To date, ASI has deployed over 1,500 proprietary software modules around the globe, but was still being perceived as a one-industry solutions provider.

Challenge: The company was sorely in need of new branding that would represent them as a leading independent applications supplier to numerous industries without divorcing themselves from their roots. Additionally, with more than 50 customizable legacy products, the company needed a structured presentation for its product lines that would help explain their vast array of offerings and how they applied to real-world industry needs.

Solution: To eliminate confusion, the company rebranded itself as ASI Group and incorporated a new logo emblem and graphic identity that allowed them to spread their corporate 'wings' while continuing to embrace their core market. Utilization of arrows and 'speed' lines helped embrace their history while projecting a crisper, more modern corporate look and feel.

To unify its offerings into one memorable brand, products were renamed to describe their solution categories and sub-branded with similar graphic treatments. The effort included a complete restructuring of sales literature to help customers understand both their similarities and wide array of functions.

To explain its library of software modules, the company's redesigned web site and sales literature feature a quote from founder, Gordon Rosen. "If our clients can think it, we can find ways to design and implement it." This serves as an effective bridge to ASI's new tag line, "If you can think it..."

Result: ASI Group's new branding has revitalized the company's market perception, helping them to 'spread their wings' to otherwise unrealized targets. The new image has also invigorated ASI employees who say they now feel part of a modern and cutting edge software company.



► Case Study - Startup Branding & Positioning

"Having C8 support our company brings the equivalent of having a top tier creative marketing executive and staff, and we have benefited greatly. By conceiving and implementing a branded, strategic marketing program, Steve has offered his broad and extensive background accented by an unparalleled creative sense and an exceptional focus on quality to position us for great success.

*Fred Flitsch, PhD, MBA, Chief Executive Officer
FutrFab, Inc.*

Startup Branding & Positioning



FUTRFAB



FUTRFAB, INC.

Brand & Collateral Materials | Corporate Presentation Kit
Web Site | Product Animations | Promotional Video
Sales Presentation | Executive Branding

Enabling Innovation Through Revolution

Situation: *FutrFab, Inc.* owns revolutionary patented and patent-pending processes for Integrated Circuit manufacturing still confidential at this time. First-round funding covered basic administrative costs for development, but the company was ready to raise serious money in its second round of financing for R&D, construction and rollout.

Challenge: The newly formed corporation was struggling to communicate a visionary ideal encompassing the technical nature of their processes in a straightforward message that would translate well to lay people and adequately represent their financial potential to sophisticated investors.

Solution: C8 developed and implemented a strongly branded, strategic marketing program to communicate the novelty of its processes and a dynamic presentation that illustrated both innovation and financial worth.

The ultimate tag line, "*Enabling Innovation Through Revolution*," embodied the visionary nature of their patents. Incorporating the theme and its overriding message into all of their messaging vehicles, investors were invited to join a team that was blazing a new and exciting path in semiconductor manufacturing.

A sophisticated corporate presentation kit, web site and collateral materials communicated the vision to the general community, while a highly confidential promotional video, product animation, and PowerPoint presentation was developed for serious investors.

Result: *FutrFab* now has a highly recognizable brand identity, sophisticated and descriptive corporate materials and a focused sales message they are confident will deliver desired results.



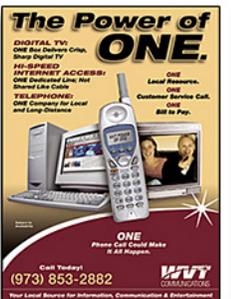
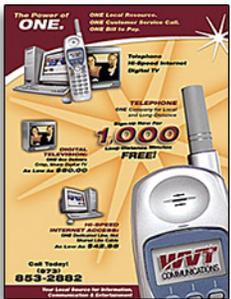
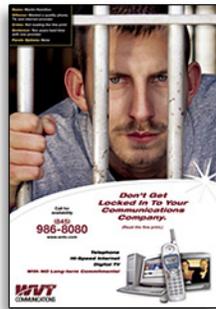
► Case Study - Advertising & Sales Support

"In our first joint efforts, Co-oper8's print ads, collateral materials and direct-market post cards increased our weekly video "take rates" by nearly 130%! Their creativity and attention to detail offers me a complete package—that's what I want in my marketing resource. Bottom line, Co-oper8's marketing programs worked for WVT!"

Jean Beattie, Marketing Manager
WVT Communications

Advertising & Sales Support

Warwick Valley Telephone Communications



WVT COMMUNICATIONS

Campaign Development | Advertising | Direct Mail
E-mail | Personal Sales Presentations

When We Say Fast, We Mean Fast!

Situation: Warwick Valley Telephone is a local hudson valley phone company with over 130 years of history serving its market. The company offered phone, internet and a third-party television service through its existing lines at lower rates than the cable companies. Although higher priced, both cable and a corporate phone giant began poaching WVT's subscribers with over the top claims and misleading information, causing confusion and loss of market share.

Challenge: Educate the market that WVT's services were just as reliable as the 'big boys' and that a smaller company and lower prices did not mean inferior products. Additionally, with all the hype bombarding the market labeling phone lines (ISDN) as slower, most people were unaware that ISDN speeds were directly comparable and absolutely adequate for all but the most advanced band width users.

Solution: C8 took a multi-pronged approach to WVT's needs. The "Power of One" series focused on the convenience and efficiency of having just one provider for phone, internet and television service.

The "We Feel Your Pain" series highlighted the confusion and half-truths fostered by the cable companies, offering plainly worded questions and statements in a no-nonsense, straight-to-the-point style.

Additional ads, posters and e-mails addressed the negatives of long-term contracts to lock in lower rates and the importance of 'real' phone services during power outages.

An in-depth PowerPoint presentation was created for in-home sales calls and a printed flip chart of the pages allowed a less technical presentation of the same information for people more comfortable with 'paper'.

Result: WVT enhanced its branding and reinforced its public perception as a digitally capable resource – while delivering targeted sales messages that dramatically increased its subscription numbers.

Co-oper8 Marketing Group

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► Case Study - NonProfit Recruitment & Awareness

"With a force of over 3,000 men and women, recruitment is key to maintaining a strong service and C8 has shown an incredible responsiveness to our needs in every facet of our operations. As a direct result of C8's efforts, our recruitment numbers for firefighters in Rockland County have increased by 30%."

Frank Hutton, President

The Committee to Promote Volunteerism in Rockland County Emergency Services, Inc.

NonProfit Recruitment & Awareness

We Are THE ONES



Rockland | County | Volunteer | Firefighters



R.C. VOLUNTEER EMERGENCY SERVICES

Campaign Development | Advertising | Web Sites
Collateral Materials | Videos | Interactive Kiosk

Could You be One of the Ones?

Situation: Just 50 miles north of New York City, Rockland County is one of the few counties in the country remaining all-volunteer. Unfortunately, in the last two decades, the number of emergency calls had increased by 275% and the number of volunteers had declined by 8%.

With 26 companies operating 41 stations consisting of over 3,000 volunteer responders and support personnel, it's no small task to stay properly manned.

Challenge: Increase the number of volunteers when less and less people are volunteering and convince local businesses to stand behind the Volunteer Services.

Solution: C8 was asked to craft a multi-faceted campaign that would help. We created specialized campaigns targeted for youth (16 - 25) and adults (25 - 65+) focusing on community service and pride of accomplishment.

By highlighting actual volunteers and their 'day jobs' we reminded the public that Rockland's services were performed by volunteers from within their own communities. The slogan "Could You Be One of the Ones?" instilled a sense of pride in both recruits and existing members.

For the business community, we focused on the horrendous increase in taxes a paid firefighting corps would require and encouraged companies to allow their employees to volunteer and respond as needed in crisis situations.

In addition to traditional print, radio and tv advertising, videos for in-person presentations to schools and organizations were created and posted on a new web site and social media vehicles. An interactive kiosk and exhibit were produced for home shows and local community colleges.

Result: R.C.F.D. has enjoyed a 30% increase in volunteers since the campaign was launched and the county's Fire Training Center is struggling to offer enough training courses to accommodate all of its new candidates.

Bonus: In 2012, New York State's Fire Association (FASNY) utilized Rockland's program as the model for its own recruitment & retention campaigns.

Co-oper8 Marketing Group

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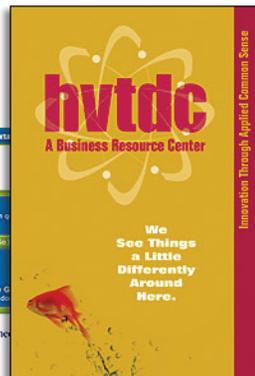
▶ The Big Ideas

*Does it enhance the overall brand identity?
 Would it command attention and respect?
 Does it communicate the message convincingly?
 Will it be remembered and acted upon?*

What's The Big Idea?

If you were only allowed one sentence in which to sell a captive audience of attention-deficit executives your product or service, what would that one sentence be?

The BIG IDEA needs to reach out and grab their attention long enough to accomplish your goals.



Best Regional Direct Market Campaign

