

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



**What can we  
cook up for your  
brand?**

**communication | arts**

148 N. Main Street | Florida, NY | 10921 | [www.spowellassoc.com](http://www.spowellassoc.com)



**sPowell Associates, Inc.**

## About sPowell Associates

*A proactive creative services firm whose principal contributors actually walk-the-walk.  
What a Concept.*

### Our Origins

**In 2002, a talented, dashing handsome, award-winning NYC Creative Director — [ahem...that would be me.] — sick to death of his 15 years' daily commute and 'big-agency' mind-set — had an amazing epiphany.**



Wouldn't it be an incredible gig to work locally in The Hudson Valley, and not waste hours every week commuting? And, wouldn't it be just—well—awesome to work at a 'creative' firm where every client was treated with equal care, attention to detail and dedication?

No inflated billing procedures; No tiers of talent for different clients; No jockeying for media commissions. Just great 'creative' — delivering targeted, brand enhancing messages to select targeted audiences. What a concept!

Our brilliant entrepreneur [again, ...me.] knew he was on to something big.

And, so it began... I officially hung up my 'country gentleman' shingle and assured my wife we'd be okay. Eventually, I believed it myself. Now, 15 years after that talented, dashing handsome, award-winning NYC Creative Director [...you know who.] left a good job in the city, I'm proud to say that he/I have stayed true to 'our' vision.

Believe me, my associates and I make no claims to perfection. But when we make recommendations or offer up solutions, you can be sure they're creative, well thought out, arrived at through professional experience and insights, and have your best interests at heart.

### Our Principals



**STEVEN POWELL**  
*President, Creative Director*

During his career, Steve 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 design and promotion for national news stand magazines, branded and positioned two multi-million dollar companies for public offering and helped a national manufacturer re-brand through its packaging and advertising.

Through pioneering work in advertising, interactive promotions, web sites and on-line games, Steve motivated millions of internet shoppers to buy, buy, buy in the 1990's for national brands such as *Kraft Foods*, *AutoBytel*, *Playgirl Magazine*, *Pop Secret* and *Wrigley's Gum* — collecting seven national awards in the process.

Steve has helped numerous regional and national organizations accomplish their marketing and communications goals through smart strategic planning, meticulous branding and memorable communications.



**EDISON GUZMAN**  
*Director of Digital Marketing*

Since 1997, Edison Guzman has helped business owners and organizations harness and exploit the power of the Internet through their digital marketing initiatives.

Throughout his career, Edison has helped start-ups quickly scale to self-sustaining revenues, then surpass thresholds many businesses never reach. His unique ability to recognize and leverage hidden promotional assets has helped numerous existing companies grow. Edison's simple, yet powerful strategies include *Search Engine Optimization*, *Search Engine Marketing*, *Pay Per Click campaigns*, *Social Media Management*, *Reputation Management*, *Online Funnel Creation*, *Email Marketing*, *Video Marketing*, *eCommerce solutions* and *Content Marketing*.

Founder of one of the first companies to bring advanced digital marketing solutions to the Hudson Valley, Edison is also the published author of *Everything You Need to Know About SEO*, and *CourseVersity.com*, an educational portal helping business owners large and small succeed through their digital marketing.



## 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
- > Print, Radio & Television
- > Media Strategies & Placement

### **BRAND DEVELOPMENT:**

- > Competitive Analysis
- > Logo / Identity Creation
- > Brand Style Guides
- > Tag lines and Positioning Statements
- > Executive Branding

### **CREATIVE SERVICES:**

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

### **DIGITAL MARKETING**

- > Web Site Design & Development
- > Search Engine Optimization
- > Key Word Advertising
- > E-Mail Campaigns
- > E-Commerce Shopping Environments
- > Social Media Management

### **DIRECT MARKETING:**

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

### **MARKETING STRATEGY:**

- > Comprehensive Planning
- > Focus Group Management
- > On-line Surveys
- > Market Segmenting
- > Testing and Response Analysis
- > Campaign Development
- > Cross Platform Integration

### **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:**

- > Trade Show Exhibits
- > Retail POP Displays
- > Touch screen kiosks

### **PUBLIC RELATIONS:**

- > Press Releases / Distribution
- > Social Media & User BLOGs
- > Media Events
- > Event Staging / Press Kits
- > Reputation Auditing

### **PUBLISHING:**

- > Magazine, Book and Catalog Design
- > Editorial Content Development
- > Large Volume Printing

### **VIDEO & FILM:**

- > On-location & Studio Video Shoots
- > Special Effects & Title Creation
- > Documentary Story-telling

*We've made it our mission to understand and resolve every obstacle in the path of smooth and cost-efficient creation and implementation of communication projects.*

*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.*

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

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

*Available by project or through  
long-term relationships.*



## 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. To read more nice things, please visit  
our web site's testimonial section.*



"Having sPowell Associates 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. CF 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.*



"SPA'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."

*Rose Gordon | 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*



"The Port Authority of NY/NJ parks millions of cars a year at its metropolitan airports and marketing these facilities to the public is no small task. There's nothing like having an experienced creative communications department at your finger tips to translate ideas and strategic needs into professionally executed messages and campaigns that are noticed and remembered. Especially if that team is led by Steve Powell.

Steve's teams make juggling numerous projects and dozens of deadlines look effortless – and the end results they deliver are always stellar."

*Gail Rosen | Marketing Director | ABM Parking Services*



"As a direct result of SPA's efforts, our recruitment numbers for firefighters in Rockland County have actually doubled.

The *Canned Fire* videos, commercials and recruitment 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 Steve has shown an incredible responsiveness to our needs in every facet of our operations."

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



"In our first joint efforts, SPA'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 countless marketing challenges. Steve helped us crystallize and focus those goals and recommended a course of action that came at our needs from several angles.

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, Steve's marketing programs worked for WVT!"

*Jean Beatie | 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!*





## Case Study - Branding & Positioning

*"The Port Authority of NY/NJ parks millions of cars a year at its metropolitan airports and marketing these facilities to the public is no small task. There's nothing like having an experienced creative communications department at your finger tips to translate ideas and strategic needs into professionally executed campaigns that are noticed and remembered.*

*Steve Powell and his teams make juggling numerous projects and dozens of deadlines look effortless – and the end results they deliver are always stellar."*

Gail Rosen, Marketing Director  
**PANYNJ / ABM Parking Services, Inc.**



### PORT AUTHORITY OF NY/NJ ABM PARKING SERVICES

Branding | Sub-branding | Advertising | Internet Promotions |  
On-location Signage | Outdoor Billboards

**More Than Just the Closest Parking Available.**

**Situation:** Parking at NY's metropolitan airports (LaGuardia, JFK International & Newark Liberty) represents annual revenues of over \$260 million, but parking numbers showed signs of receding – and marketing hadn't been seriously addressed in years. *ABM Parking Services*, the parking management arm for The *Port Authority of NY/NJ*, took over responsibility for marketing in 2012 – and reached out to us shortly after for assistance building its program.

**Challenges:** Existing branding, graphics and tag line were outdated and weak with no personality. Little or no relevant sales messaging existed, and public perception was that all parking experiences are the same – and parking through the Port Authority was expensive vs. third party outlets.

**Solution:** Building on the past, we re-imagined the umbrella brand for *Official Airport Parking* – mixing logotype with imagery to create a stronger, more memorable presence. The tag line, *"More Than Just the Closest Parking Available,"* embodied the benefits-based sales messaging that would soon follow.

Working hand-in-hand with ABM's marketing manager, we developed and implemented a strongly branded, strategic marketing program emphasizing *Price Point, Proximity, Security, Professionalism* and *Convenience*. As the program evolved, emphasis was also placed on packaging and upselling optional luxury services, such as *Advance Reservations, Pre-Booking* and *Valet Parking*.

With strong brand graphics, plenty of public exposure for the above selling points, we've developed a series of messages for a wide range of venues through the years including print advertising, on-location signage, outdoor billboards, promotional presentations and internet-based promotions. Web-based promotions have included monthly e-mails, seasonal discount offers, coupon download pages, loyalty reward advertising and more.

**Result:** Official Airport Parking now has a highly recognizable brand identity, focused sales messaging and memorable campaigns chocked full of targeted messages. Increased sales numbers and a profound growth in brand awareness show ABM is moving in the right direction.





## Case Study - Consumer Branding & Packaging

*"Our new brand and package designs perfectly represent our OTC dental products to the modern market and our store Buyers. As we continue to evolve our product line, sPA is where we continue to turn for professional results in our advertising, trade show graphics and our new package designs.*

*They are incredibly responsive to our needs and the work is always top-notch!"*

Larry Fishman | President  
**Majestic Drug Co., Inc.**



### MAJESTIC DRUG COMPANY / DENTIST ON CALL

Branding | Packaging | Advertising | Web Site | Internet Promotions | Trade Show Materials

#### Don't Let Life's Little Dental Problems Ruin Your Day

**Situation:** Majestic Drug Company has a 65+ year history that continues today as a manufacturer and distributor of, primarily, over the counter dental products – such as dental cement, flossing tools and denture repair kits. Their goods are carried nationally in most of the big chains such as Walmart, CVS, Walgreens, et al.

To make room for new corporate ventures, Majestic wished to sub-brand its dental products under the new name, *Dentist On Call* and update its packaging and advertising accordingly.

**Challenges:** An emblem was needed to easily identify and define the new brand. The new image needed to communicate to a demographically diverse range of consumers – and the newly designed line of more than a dozen existing products had to project a unified look and feel – without disrupting present consumer followers.

**Solution:** After exploration of a number of concepts, DOC's emblem emerged in the shape of a traditional drug store sign in black, offset by a bold, modernistic logo type in white or yellow. The beveled art 'stands' well on packages, the web site and in advertising.

Product packages were color coded, following a unified template for look and feel. To further reinforce branding, all product names utilized the logo type font in white on black placards.

A teaser campaign was unveiled to chain buyers at the season's two EXPO events – with the full re-branding accomplished as time and supply needs unfolded. The new packages are colorful, modern looking and designed to jump off the shelves. Store Buyers have been pleased with both the colorful new look and the product 'block' it established.

Majestic's e-commerce web site was redesigned, categorizing products into four sub-categories; *Dental Repair*, *Denture Repair*, *Dental Health* and *Personal Care*. This allowed for prominent exposure of the DOC brand, while still offering other products under the Majestic label.

**Result:** *Dentist On Call* now has a graphically strong brand identity with a brand-blocked line of colorful products, an attractive and efficient web site, distinctive advertising and support materials, and a new attitude to accompany it.



# Startup — Branding & Positioning

*"Having SPA 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, 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 their visionary ideal. Investors required a straightforward message that would encompass the technical nature of their processes, translate well to lay people and adequately represent the company's financial potential.

**Solution:** We developed and implemented a strong tech-oriented brand, a strategic marketing program to communicate the novelty of FutrFab's processes and dynamic presentations 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 - 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."*

Rose Gordon, President  
Aviation Software Group, Inc.

### Corporate Branding



Tag**TRAK**   
Tagging & Tracking

Ops**PLOT**   
Operations

Accu**CHEK**   
Accounting

Cap**PLAN**   
Accounting

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 imagery has also invigorated ASI employees who say they now feel part of a modern and cutting edge software company.





## Case Study - NonProfit Recruitment & Awareness

*"With a force of over 3,000 men and women, recruitment is key to maintaining a strong service and Canned Fire has shown an incredible responsiveness to our needs in every facet of our operations. As a direct result of their efforts, our recruitment numbers for firefighters in Rockland County have actually doubled and we have a waiting list for training."*

Frank Hutton, President

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



**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:** CF 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 fire fighting 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 exhibits were produced for home shows and local community colleges.

**Result:** R.C.F.D. has enjoyed a 210% 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 2015, New York State's Fire Association (FASNY) utilized Rockland's program as the model for its own recruitment & retention programs.





## What's the Big Idea?

*Does it enhance the overall brand identity?*

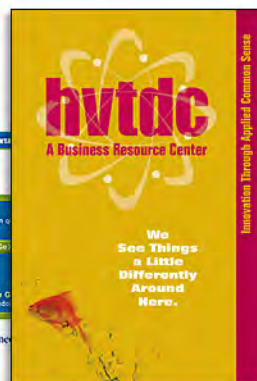
*Would it command attention and respect?*

*Does it communicate the message convincingly?*

*Will it be remembered and acted upon?*

*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**



Old Case Studies  
There be Whales Beyond  
Here.



## Case Study - Advertising & Sales Support

*"In our first joint efforts, [CF]'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, [CF]'s marketing programs worked for WVT!"*

Jean Beattie, Marketing Manager  
**WVT Communications**

### 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.

