

MARTINO & BINZER | OVERVIEW

**BUSINESS TO BUSINESS IS OUR BUSINESS**

And that makes your business our business



## VITAL STATISTICS

### FOUNDED

October 1, 1980

### PRINCIPALS

Dave Martino & Gavin Binzer

### BILLINGS

\$18.5 million

### CLIENTS

24

### EMPLOYEES

21

### DOGS

1

### EMPLOYEES WHO LOOK GOOD IN DOCKERS

3

### EMPLOYEES WHO UNDERSTAND THE THEORY OF RELATIVITY

5

### EMPLOYEES WHO WASH THEIR HANDS BEFORE LEAVING THE RESTROOM

21

### EMPLOYEES WHO SPEAK ESPERANTO

4

### DOGS WHO SPEAK ESPERANTO

1

### EMPLOYEES WHO BELIEVE WE ARE NOT ALONE

18

### EMPLOYEES WHO KNOW FOR CERTAIN WE ARE NOT ALONE

1

## "SO HOW'S BUSINESS?"

It's a common question, usually rhetorical and usually answered without much thought. But take the time to sit and reflect, and the question becomes very real — and very complex.

Just how is business? Are your sales in line with projections? Are your marketing objectives being met? Have competitive pressures and market issues affected your brand awareness? Did the interactive CD-ROM come in late and over budget? Is your distribution network armed with the tools they need to make the sale?

You might think it's no one's business but your own. And certainly not ours. But actually, it is our business. Precisely our business. We're Martino & Binzer, business-to-business marketing specialists.

Business-to-business is our life. We crave it. We seek it out. And we thrive on it. And that makes us different. Different from those agencies who'll use you as filler until they get that elusive marquee consumer account. But that's not the only thing that makes us different. There are three other unique characteristics that set us apart from other communications firms.

### 1. WE DON'T BILL HOURS.

Most agencies bill by the hour. They think about you and they bill you. They think about someone who looks like you, and they bill you. They bill you like an accountant or a lawyer. Not Martino & Binzer.

We designed our phased estimate process to define fees, timing, and deliverables upfront, so that what we estimate the job to be is what the job usually ends up costing. It's simpler that way. It's easier for you to manage your budgets, and it's a lot more cost-efficient — for you and for us.



## 2. WE DON'T SELL ADS.

Most agencies think a four-color ad is the answer to everyone's marketing problems. It's the only note they know how to play. Not us.

At Martino & Binzer, we offer a symphony of options, including promotions, market research, branding, direct mail, sales collateral, brochures, interactive programs, web site development, public relations, and media expertise. You name it, we do it. And we do it well. It's what's known as being a full-service agency.



## 3. WE DON'T BELIEVE THAT SUCCESS JUST HAPPENS.

We're very professional. And we're very determined. But that's because we're very serious about what we do. And that's why we created our proprietary marketing campaign development methodology called STEP™ — *Strategy Through Execution Process*. To ensure that we know where you want to go — and that we get you there.



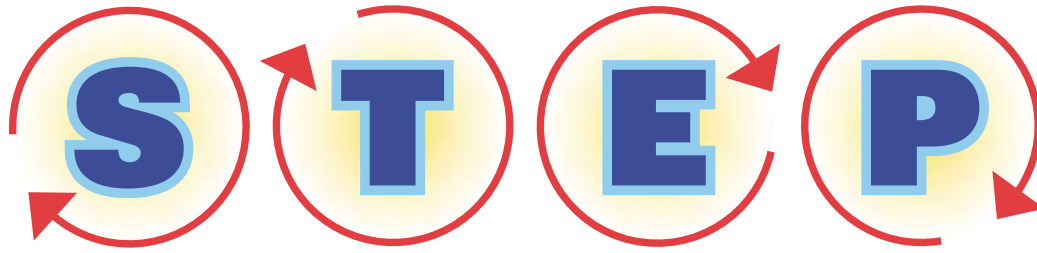
**STEP ONE** | We gather all the information we can get our hands on. Ignorance may be bliss, but it doesn't sell your products.

**STEPTWO** | We develop our strategies – brand, market, positioning, etc. – as well as all tactical elements. Only birds should wing it.

**STEPTHREE** | We create campaign concepts that directly support our strategies. It's always best to ride a horse in the direction it's going.

**STEP FOUR** | We track the effectiveness of our work based on objectives outlined at the beginning of the campaign, and according to a pre-determined measurement methodology.

**STEP FIVE** | Based on the campaign results, we either make needed adjustments or expand the campaign into new areas of opportunity before we declare ourselves as brilliant as we'd all like to think we are.



## STRATEGY THROUGH EXECUTION PROCESS

### STEP ONE

#### INFORMATION GATHERING

##### THE KNOWN:

- Client input
- Marketing objectives
- Competitive efforts
- Market trends
- Off-the-shelf-research

##### THE UNKNOWN:

- Research: all kinds
- Industry forecasts
- Brand analysis
- Customer perceptions
- Competitive efforts

##### END PRODUCT:

- Executive summary detailing our findings and observations

### STEP TWO

#### STRATEGIC PLANNING

##### CONSIDERATIONS:

- Business objectives
- Campaign objectives
- Target audience(s)
- Brand strategies
- Positioning strategy
- Key messages
- Critical success factors

##### TACTICS:

- Mass vs. direct
- Push vs. pull
- Channel strategy
- Campaign strategy
- Communications plan
- Public relations plan
- Media plan
- Campaign schedule

##### END PRODUCT:

- A complete marketing communications plan outlining the scope, duration, tactics, budget and key dates.

### STEP THREE

#### CREATIVE DEVELOPMENT

##### CAMPAIGN CONCEPTS:

- Creative brief
- Initial concepts
- Refinement
- Production estimates
- Client approval

##### PRODUCTION:

- Photography
- Retouching
- Mechanical art
- Site programming
- Final client approval
- Final production

##### CONSIDERATIONS:

- Testing
- Hosting
- Fulfillment
- Warehousing

### STEP FOUR

#### RESULTS MEASUREMENT

- Brand awareness
- Readership surveys
- Lead generation
- Sales activity

### STEP FIVE

#### CAMPAIGN ADJUSTMENT

- Extend success into new opportunities
  - New vertical markets
  - New audiences
  - New industries
- Adjust campaign for greater effectiveness
  - Revisit strategic plan

**It's a process that applies simple logic simply. It's not rocket science, but then, we're not rocket scientists.**

## HERE'S A LITTLE BUSINESS OF OUR OWN.

We've been solving complex business communication problems since 1980 and are considered one of Connecticut's premier business-to-business marketing firms. We've done a lot of great work over the years for a lot of great clients, and if you've got some free time, you're welcome to come and look us over.

**"Essentially, we're all logical positivists with a touch of utilitarian pragmatism and some market-based savvy thrown in for good measure. In other words, we believe in results. We're not part of that Art-for-Art's-Sake-Crowd. We don't even know who Art is. Besides, we're running a business here, not a museum."**

**Kirby**  
*Agency Dog*

## SO WHAT DOES ALL THAT MEAN TO YOU?

- Strategically on-target marketing solutions. No showing off.
- Dedicated professionals devoted to keeping you very happy. And very successful.
- No "B" team. Count on first-quality professionals all the way.
- A select management team you'll come to know on a first-name basis and trust with your direct extension.
- Unfettered client access to everyone. Ring and we shall answer.
- Truth, justice, and the American way. Also, coffee. Good coffee.
- And the most important thing: results you'll be proud enough of to show your boss.

So that's basically all there is to us. Good people and good work for good clients. If you've gotten to this point, there's probably a connection here somewhere. We're interested in you as a client, and you've been interested in us long enough to read this thing. So let's make it easy for everyone involved. Give us a call at 860-678-4300, or visit our web site at [www.goodbait.com](http://www.goodbait.com), and we'd be more than happy to fill you in on the rest of the story (including the ones that got away). Either way, we'd love to hear from you. Until then, just as the song says "...if there's one thing we'd like to relate, many fish bite when you got good bait."

## CLIENT HISTORY

*Acstar Insurance*  
*Afni*  
*Airpax*  
*Allenbrook*  
*American Saw*  
*AMS Services Inc.*  
*Arbella Insurance*  
*Baumer Electric*  
*Boston Gear*  
*Castek*  
*CIGNA*  
*Covenant Insurance*  
*Crouse-Hinds*  
*Cuno, Inc.*  
*Danaher Tool Group*  
*Daniel Woodhead Company*  
*DriverShield*  
*Executive Risk Insurance*  
*GATX Ventures*  
*G.E. Supply*  
*Hubbell, Inc.*  
*Insurity*  
*Iroquois Gas Transmission System*  
*Loctite Corporation*  
*Lucent Technologies*  
*Masonic Health System*  
*MassMutual Insurance Company*  
*National Underwriter*  
*New Britain General Hospital*  
*Nuferm*  
*OCI Chemical Corporation*  
*PrimeSource*  
*Rating Services*  
*Reebok International*  
*Retirement Living Services*  
*Rhone-Poulenc*  
*RPM Health*  
*Rowmark*  
*Scapa Tapes*  
*Security Connecticut Life*  
*Sherwood International*  
*Smith & Wesson*  
*Spalding Sports Worldwide*  
*Veeder-Root*  
*Waring Products*  
*UCONN Law School*



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