

2010

Year in Review



MEDIA PLANNING

BRANDING

WEB DESIGN & DEVELOPMENT

EMAIL MARKETING

SEARCH ENGINE OPTIMIZATION

CREATIVE/DESIGN

DIRECT MARKETING

MULTIMEDIA

POLITICAL

fight for market share

burke
advertising

www.burkeadvertising.com

2010 Web Designs

In 2010, Burke Advertising designed & developed websites for new clients. Existing clients also received facelifts to reflect changes in their business, growth, and to take advantage of new advancements in web technology. We utilized blogs & social networking to enhance client sites in 2010.



A Little Folks School House
www.learnplaynh.com



New England Dental Visions
www.nedentalvisions.com



Granite State Cabinetry
www.gscabinetry.com



Powell Stone & Gravel
www.powellstone.com



Eliot Street Pilates
www.eliotstreetpilates.com



The Official BobLobel.com
www.boblobel.com



Sports Legends New England
www.sportslegendsnewengland.com



Eaton Berube Insurance
www.covernh.com



Baths by Bill
www.bathsbybill.com

2010

Videos & TV Spots

Burke Advertising created television spots and web videos for both new and current clients in 2010. We continued producing new, exciting interviews for our television show Sports Legends New England to take us into season 2 of our internally produced interview series. The end of 2010 brought us excitement as we began to sell the Season 1 DVD on Amazon.com!

View our video portfolio online:

www.youtube.com/BurkeAdvertising



Rivier College
Testimonials from prominent local Rivier alumni were taped to continue their "Doors of Opportunity" campaign.



Cold Springs RV
"Banana Days" was a hit again in 2010. A :30 TV spot created excitement for this annual summer event.



Ken Jones Ski Mart
Many :30 TV spots for new client Ken Jones Ski Mart of Nashua were created in 2010.



Bill Trombly Plumbing & Heating
We produced a number of TV spots for "The Man of Many Hats" featuring services, specials and promotions.



LAARS Boilers
LAARS and Bill Trombly gave away a new, high-efficiency boiler to one lucky homeowner in 2010.



Unifit
Unifit's natural gas campaign for 2010 was created featuring statistics on the benefits of natural gas.



Granite State Cabinetry
We taped and produced a :30 TV spot featuring their "Must-See Showroom" located in Bedford, NH.



NHADA
We produced an informational video about auto careers in NH to be shown in high schools.



Sports Legends New England
Season 1 of our TV series featuring Bob Lobel and Jack Heath was produced and came out on DVD.

A FULL SERVICE ADVERTISING AGENCY THAT DOESN'T PULL PUNCHES

By offering a wide range of services under one roof, we maintain a client's brand consistency across multiple media, offer clients greater control of their marketing, and ultimately maximize the return on their marketing efforts. Are we unique among ad agencies? We think so.

MEDIA PLANNING

Fighting for Market Share starts with researching the market and developing the plan. Is it radio? Is it TV? How can I make my online advertising work with my offline advertising? Find out more with our Media Planning Services.

BRANDING

What does your brand say? What do you want it to say? Your brand is your strongest weapon in the Fight for Market Share. See how we've helped clients with their Brand Development.

WEB DESIGN

Your website must be an integral part of your brand identity—creative, intuitive and seamlessly integrated with every piece of marketing you send out.

EMAIL MARKETING

More than any other form of campaign, email marketing provides a chance to interact with your customers. Interactive campaigns deliver targeted information with the benefit of immediate feedback.

SEARCH ENGINE OPTIMIZATION (SEO)

What good is a beautiful website if no one sees it? Today, more and more people are using the Google search bar to find a website.

CREATIVE/DESIGN

Award winning design that doesn't just capture attention... but also drives traffic? That's what our Creative Design department is all about.

DIRECT MARKETING

There's a reason they call it direct marketing and not mass marketing. What's more effective: 100 punches that don't connect or one that hits home? Laser target your market with Direct Marketing.

MULTIMEDIA

The 30-second TV spot has been the centerpiece of advertising for the last 40 years. It still works, but there are so many more uses for video now like video brochures, training videos, online video ads, your own YouTube presence...

POLITICAL

Fundraising, GOTV, Targeted Voter Mailing and new media outreach. See our 20 years of political experience from local to national campaigns.