





Environmental®



Client: AIG Environmental

Our task: Help a multinational company with a two-step distribution process, diverse client base and over 20 products and services communicate their story and educate their audience on the benefits of their products and in working with AIG Environmental

Our solution: Burke Advertising developed collateral systems for AIG Environmental's products that allow sales personnel to customize the information presented based on the targeted prospect. We've written articles to explain complex insurance products in ways that are easily digestible to people who are unfamiliar with environmental insurance. We've created reference tools distributed to insurance brokers that keep AIG Environmental top-of-mind. Potential end users were targeted with direct mail that promoted exclusive programs available to them through their industry associations.

Media: Sales Collateral, Direct Mail, Presentations, News Articles



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Small Engine Repair

Media: Television, Radio, Direct Mail, Email Marketing, Online Advertising



DIVERT LEAKS!

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Unsafe floor conditions, damaged equipment and unsightly messes are just a few of the headaches caused by ceiling leaks. The patented InBrella System quickly and efficiently redirects leaking liquid to acoustic ceiling panels and allows you to easily direct leaks up to 25 feet away or more.

This revolutionary product was designed to maintain the safety and integrity of the work area under a drop ceiling system for both:

- The potential for water to fall and cause injury or damage
- The potential for water to fall and cause damage to equipment

This patented panel is made of a lightweight, durable material and comes with all the necessary hardware to install it in minutes. It's the only product that can be used in any type of drop ceiling system.

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Acoustic Ceiling Leaks Can Be Diverted

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Your Store

PROTECT

Your School

If you have a building with acoustic ceilings, you need InBrella.

It's impossible to predict where the next leak will fall - but InBrella™ can help you prepare for the worst...

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This revolutionary product, The InBrella™ System ("The Panel With A Plan"), was designed to maintain the safety and integrity of the work area under a drop ceiling system for both employees and customers. As you can see, we are eliminating the primary factor in the long run, the chance of water hanging into the building, wet ceiling marks, etc.

This patented panel is part of a completely innovative system that comes with all the components necessary to redirect a water leak up to 25 feet away. It's the only product that can be used in any type of drop ceiling system. This system is designed to be used in any type of drop ceiling system. It's the only product that can be used in any type of drop ceiling system.



Client: InBrella Systems

Our task: Launch a new product to a highly targeted group of facility and property managers throughout the country

Our solution: In 1998, Burke Advertising first developed a direct sales program with a focused campaign utilizing direct mail and trade publications. A long form video was developed to educate the market about the long term benefits of The InBrella System. A re-sellers program was established to open larger distribution channels and exposure for the product. Parallel web sites were developed to market direct to end users and a branding site was developed to attract re-sellers. These efforts as well as trade show participation has allowed InBrella to develop their own category that is now featured in catalogs that are mailed to millions.

Media: Direct Mail, Magazines, Trade Shows, Web Site, Web Banners, Pay-Per-Click and Email Marketing



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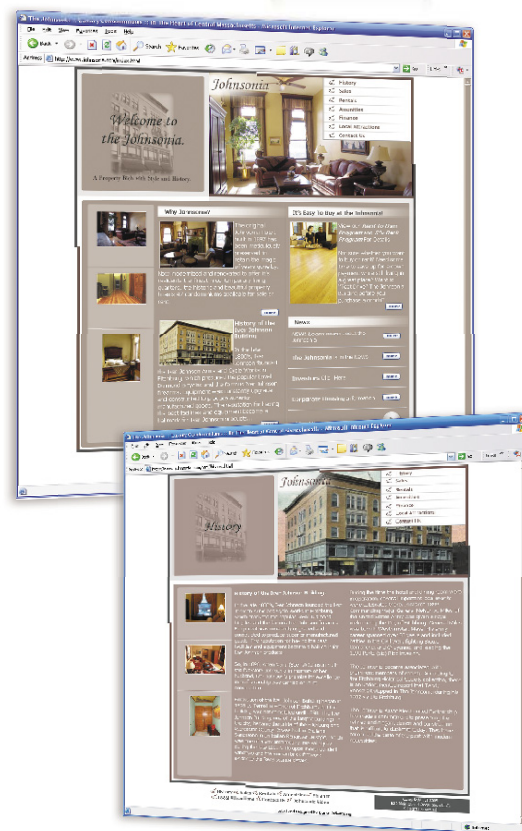
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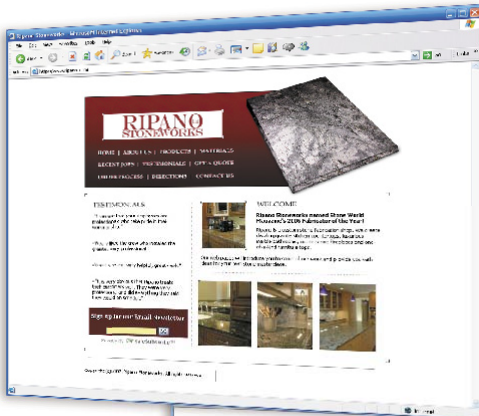
Client: The Johnsonia

Our task: Market a property rich with history in a challenging real estate market; Promote rental properties while featuring the sale of condominium units

Our solution: Burke Advertising created an award-winning website that featured a long form video touring the property. The video also answered the most common questions a prospective buyer or renter would ask. Potential buyers were targeted with direct mail and a television campaign highlighting a property with style and popular amenities. All collateral materials and campaign celebrated the history and attention the owners put into every unit. This campaign's call to action has increased unit sales and occupancy for the proud owners of The Johnsonia.

Media: Television, Direct Mail, Web Design & Collateral Materials

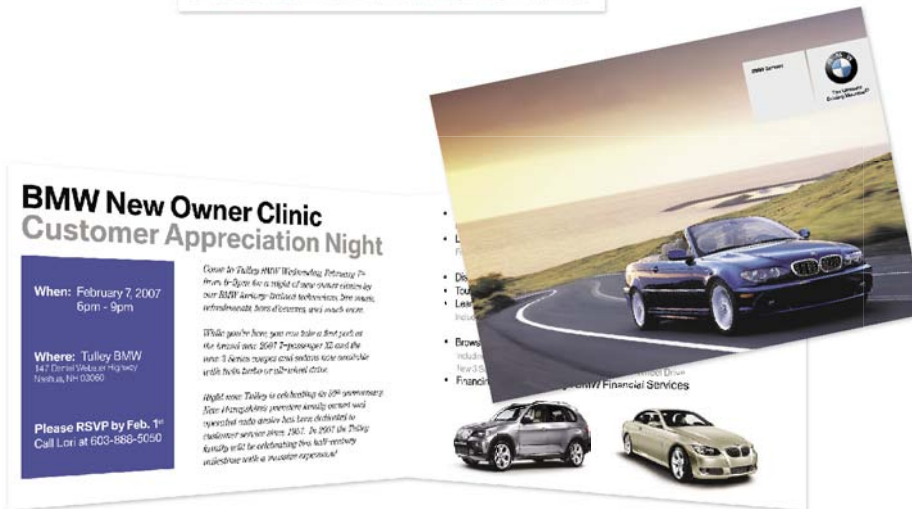
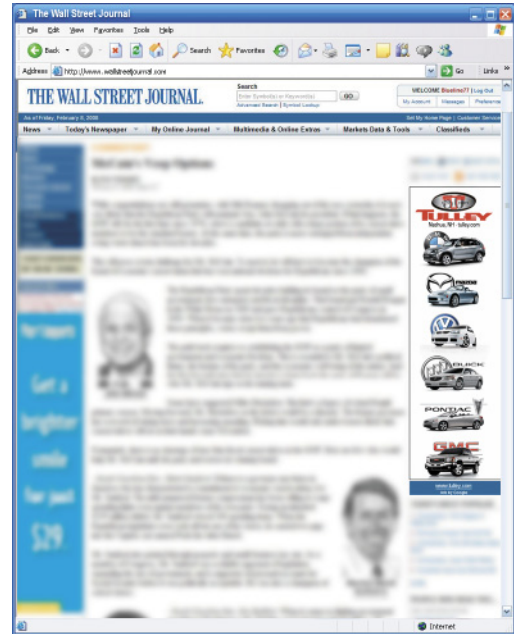
RIPANO^{Ltd} STONeworks



- Client:** Ripano Stoneworks
- Our task:** "The National Fabricator of The Year" selected Burke Advertising to re-energize the brand in the local consumer market for both end users and kitchen and bath dealers. This 2nd generation, family-owned countertop fabricator needed to highlight their unique marketing positions – quality, experience and unmatched selection in the region.
- Our solution:** Our approach to Ripano was twofold – create a cohesive look and feel to all of their marketing efforts and reach out to potential customers in ways that no one else in the market was doing. An integrated campaign that included radio, print and targeted online advertising launched that had immediate results. The newly redesigned website became a showcase for the custom granite countertops Ripano was known for producing.
- Media:** Web Design, Radio, Print, Direct Mail, Email Marketing, Online Advertising

TULLEY

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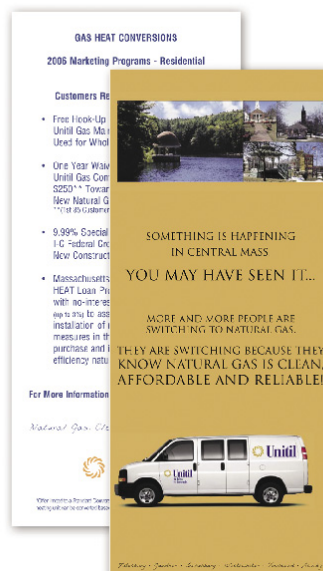
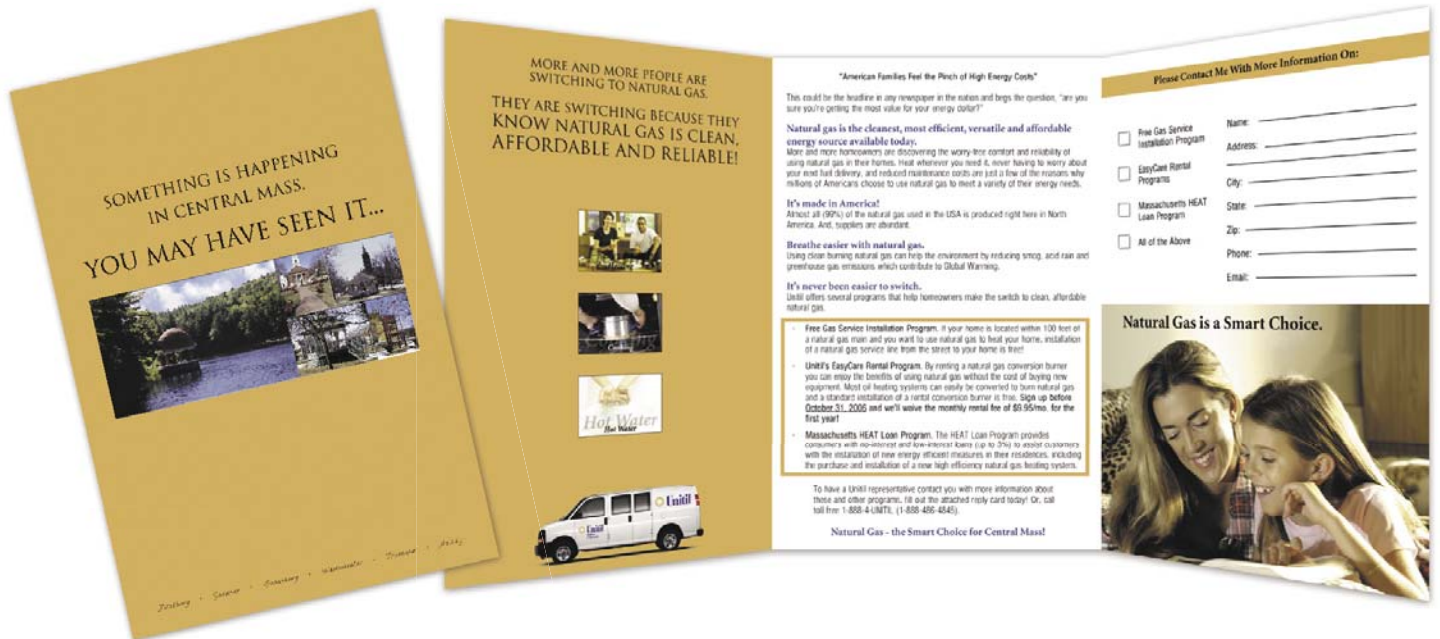


Client: Tulley BMW

Our task: Maintain customer loyalty and build market share in large and diverse area in a competitive premium auto market

Our solution: Burke Advertising developed a constant message and design while developing the *Think Tulley* campaign for the franchise. Electronic medias communicated the size, selection and expansion of the facility with powerful imagery. Events for a birthday celebration, non-profit fundraising and customer appreciation nights were promoted throughout the year. *Think Tulley* created top-of-mind presence for Tulley BMW and the entire franchise in the market.

Media: Television, Radio, Newsprint, Direct Mail, Web Banners, Pay-Per-Click and Email Marketing



Client: Unitil

Our task: Promote the benefits of natural gas in a highly defined service area

Our solution: For four consecutive years fresh campaigns were developed while maintaining a constant theme that neighbors are switching to natural gas. Testimonials were first utilized to show the diverse group of natural gas customers talking about how their home or business has benefited from natural gas. The recognizable Unitil van that is familiar to most in the market was used traveling past points of reference market area in the campaign. Both television and radio helped back-up a direct mail campaign that generated phone calls from qualified potential customers.

Media: Television, Radio, Newsprint, and Direct Mail