



Profile

Advertising
Marketing
Branding
Social Media
Video
Printing
Photography

818 Fulton Street
Fort Wayne, IN 46802
260.426.1843

www.kellyadvertising.com

About Kelly Advertising

We're an award-winning advertising agency in Fort Wayne since 1983 — small enough to be personable, large enough to offer clients a full portfolio of advertising and marketing services.



We're located behind the large old brick house on the corner West Wayne Street and Fulton Street that dates back to 1875. The property includes the main house at 604 West Wayne, a carriage house at 818 Fulton Street, a beautiful court yard and a parking lot just west of the house. Over the years, the building has housed numerous families, a magicians' club, a doctor's office and all sorts of other unusual residents. So we fit right in!

Why should you consider Kelly Advertising?

We've chosen to grow very cautiously, being selective in developing a specific client base. This gives us the opportunity to be very partner-oriented. We're actively concerned about the long-term growth and success of our clients. In fact, we work to become an integral part of the marketing/advertising team.

Business Philosophy:

To partnership relationships with our clients to create and develop results-oriented advertising and marketing that protects the clients brand, differentiate our clients from the competition and grow the clients bottom line. (and have fun along the way!)

When you take a look at our portfolio, you'll see fresh, creative work that covers a broad range of experience, from business-to-business to dealership to consumer retail. We produce work that stands out from the pack, with unexpected approaches to your marketing challenges.

You may also want to talk to a few of our clients. They'll tell you candidly how Kelly Advertising has contributed to their success over the years.

Kelly Advertising Services

If your company or organization is like most, you're always facing new challenges that call for more and different types of marketing programs. That's where Kelly Advertising can help. We can extend your marketing staff by offering a broad range of services, including:

- Marketing and Advertising consultation
- Brand development
- Media buying and placement
- Radio and television advertising
- Promotional advertising products
- Electronic (TV, radio, video) development and production
- Community relations activities
- Corporate videos and videos for the web
- Social Media
- Copywriting
- Graphic design
- Direct mail programs
- Web site and interactive design and development
- Multi-Media presentations
- Printing
- Photography
- Illustration
- Public relations

Reshaping an image

Client's marketing need: The Fort Wayne Museum of Art was struggling with an image that didn't align with its true character — to establish the museum as an American Art Experience.

The museum's director and staff understood that the brand of the logotype, print materials and web site are an important part of shaping the public perception of their facility. To begin to change its image, they knew that they needed a new look.

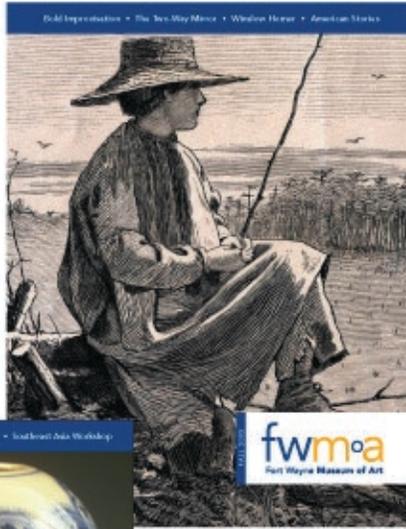
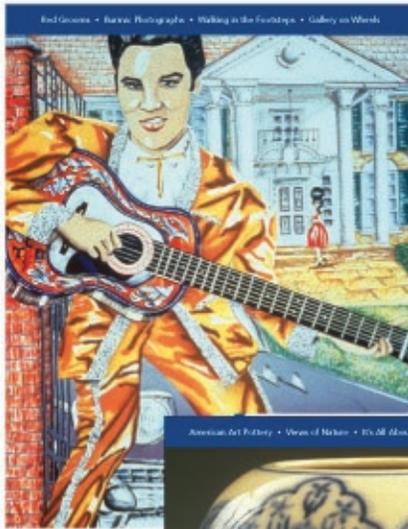
Kelly solutions: To help the museum shift its positioning, we designed a complete new brand, starting with a new logotype, which was featured prominently on letterhead and business cards. The package included a quarterly magazine, event invitations and several pieces of collateral material, signage and a new contemporary web site.

Results: The new identity package helped serve as a catalyst for changing the perception of the museum, said the director. In addition, the popularity of the logo led the museum staff to put it on items such as T-shirts, mugs and caps, which continue to sell out in the gift shop.

Visit the web site at:

www.fwmoa.org

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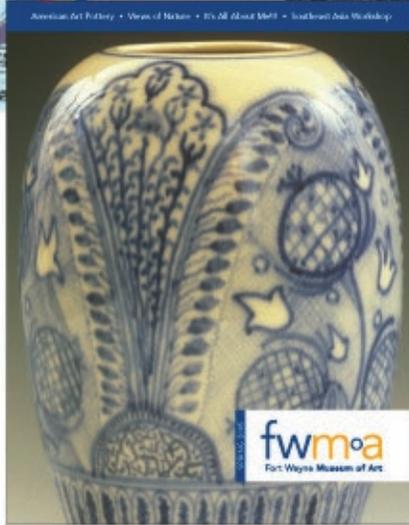
Eckrich Education Gallery
Burma: Photographs by Chan Chao and Steve Linsenmayer
 FEBRUARY 12 - APRIL 17, 2005

The exhibition features the work of two photographers who approach Burma in the people of the region from two very differently defined approaches.

Burma's history is filled with photographs of war. Chan Chao has been in Burma since 1995 in 1996. Chan Chao traveled to Burma to capture the reality of the lives of the people who have been living in the shadow of the military government. Chan Chao's photographs are a visual journal of his life in Burma as well as a documentary experience. Chan Chao's photography is a visual journal of his life in Burma. Chan Chao's photography is a visual journal of his life in Burma. Chan Chao's photography is a visual journal of his life in Burma.

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fwmoa
 Fort Wayne Museum of Art

TROLLEY TOUR
 Thursday 22, 2005
 9:00 pm to 10:00 pm

fwmoa
 Fort Wayne Museum of Art

An American Art Experience

fwmoa
 Fort Wayne Museum of Art

COCKTAILS & CULTURE

March 18, 2005
 7:00 PM - 10:00 PM
 Tickets at the Art Gallery
 RSVP

fwmoa
 Fort Wayne Museum of Art

111 E. Main Street
 Fort Wayne, IN 46802
 219.432.6817 • fax 219.432.1474
 www.fwmoma.org

fwmoa
 Fort Wayne Museum of Art

111 E. Main Street
 Fort Wayne, IN 46802

Charles Shepard III
 Curator Emeritus

fwmoa
 Fort Wayne Museum of Art

111 E. Main Street, Fort Wayne, IN 46802
 219.432.6817 • fax 219.432.1474
 cshepard@fwmoma.org

fwmoa
 Fort Wayne Museum of Art

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Helping a new banking software company build interest

Client's marketing need: Baker Hill was a small start-up company, with just five people on staff. As a producer of bank software for commercial loan departments, Baker Hill needed to develop an identity and create awareness of their cutting-edge products. But with a limited marketing budget, it was going to be a challenge.

Kelly solutions: As we considered the situation, we saw that Baker Hill needed a complete identity package that would give them the flexibility to use in many ways as their business grew. To compete in this business-to-business marketplace and appeal to financial professionals, the look had to be more sophisticated, but not the usual trite business graphics.

We devised a complete campaign package that utilized a unique artwork style involving both photography and illustration. The campaign included trade magazine advertising, a quarterly newsletter, a new web site, and a direct mail package that was sent directly to decision-makers at target banks. We supported this campaign with timely media relations.

Results: The new campaign helped Baker Hill quickly establish a name within the banking community and gain access to some of the most sought-after customers. The direct mail program in particular brought in a high rate of response, which Baker Hill's staff was able to convert into many new sales.

Today, Baker Hill is one of Indiana's Growth 100 group of fast-growing companies with over 200 employees, and has won a number of other awards for innovation and growth. "As we have grown, Kelly Advertising has always been able to keep consistency within our brand, yet bring creativity to our marketing," says Mark Hill, president.

Visit the web site at:

www.bakerhill.com

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Baker Hill Corporation

Company Overview

For more than two decades, Baker Hill has been focused on the banking industry, delivering solutions that address business process needs and working as a trusted advisor to our banking clients. Baker Hill understands banking processes, knows how to implement technology to enable those processes, and has a long history of client success from which to mine best practices. More than 1,100 financial institutions in all segments have drawn on our business expertise to improve critical processes, and have chosen Baker Hill's relationship management and origination solutions as their enabling technologies.

Solution Overview

OnePoint

OnePoint® is a fully integrated relationship management platform that helps a banking team cover more ground by working together. From the first contact with a prospect through the approval process, administration and management reporting, OnePoint facilitates the movement of information by streamlining the workflow throughout the entire lending process.

OnePoint consists of individual modules that handle specific tasks: sales automation, collateral & exception management, credit risk management, and relationship profitability & pricing. These modules work together to streamline operations and to make client relationships more easily accessible, while bringing the sales team together to focus on the client's needs and the impact of the relationship on the bank.

LiquidCredit Bank2Business

LiquidCredit Bank2Business™ is a hosted service that browser-based technologies to improve the small business loan process. It manages the complete application process — from inception through document preparation, to origination and loan servicing. LiquidCredit Bank2Business uniquely brings together the leaders in small business lending (Baker Hill) and predictive credit modeling (Lead) in one complete solution.

Bank2Consumer

Bank2Consumer™ is a browser-based loan origination solution used to process and decision direct loans, revolving lines and home equity loans. Bank2Consumer automates the management of the entire consumer lending application process from submission to booking and reporting. It uses Fair Isaac's® Application Risk Models (ARM) available through the LiquidCredit service to assess credit risk. Because the solution uses the ARM scores rather than the bureau score, it serves as a more exact indicator of repayment or probability for default.

Baker Hill Advisor

Baker Hill Advisor™ manages a bank's client, product, and service knowledge across departments. This relationship management platform features three core components built to address the multiple processes needed to effectively support banking relationships. Client Advisor addresses key relationship processes centered on sales automation. Portfolio Exception Advisor automates and manages product servicing. Portfolio Risk Advisor continuously monitors the overall health of the entire client portfolio, helping control risk and potential losses.

Is this what you need? Visit our website at www.bakerhill.com for more information.



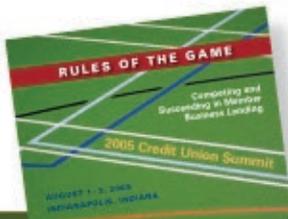
OnePoint: Relationship Management. It's all about the client.



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WEBSITE: www.bakerhill.com PHONE: 1.800.621.2220 FAX: 1.317.281.1111

Baker Hill | 1200 North Lincoln, Suite 100
Columbus, Indiana 47301
www.bakerhill.com



DEFINITION Lending is the process of providing funds to a borrower for a specific purpose and for a set period of time. The borrower agrees to repay the lender with interest over a set period of time.

KEYWORDS Lending is the process of providing funds to a borrower for a specific purpose and for a set period of time. The borrower agrees to repay the lender with interest over a set period of time.

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WITH A PORTFOLIO FULL OF BUSINESS BANKING RELATIONSHIPS...

OnePoint 32

...YOU NEED TO KNOW WHICH CUSTOMERS PRESENT THE GREATEST OPPORTUNITY AND THE LEAST AMOUNT OF RISK.

Credit Risk Management needs to be a critical piece of the CRM puzzle. OnePoint's Credit Risk Management module provides standard and custom industry KPIs, making it easy to spread financial data on every customer. The module aggregates customer information combined with 100% accurate credit data from major credit bureaus to assess risk. And OnePoint's robust reporting tool pulls all action items together in a single, comprehensive, easy-to-use loan extension.

Knowing your customer from every perspective is what OnePoint is all about. With ready access to all customer data, OnePoint gives you a complete picture of individual customers and their related entities. Take advantage of the OnePoint platform and make credit risk management part of your CRM solution.

bank2business | **Baker Hill** | **Smart Way**

1-800-621-2220 • www.bakerhill.com

BAKER HILL
An Experian Company

Capturing the flavor of a special event

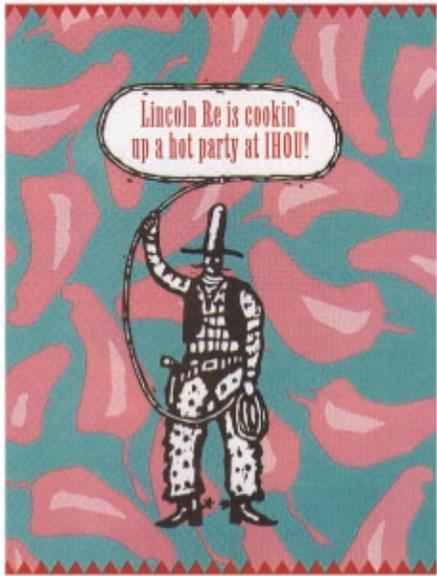
Client's marketing need: Lincoln Re, one of the world's largest life-health reinsurers, often hosts special events for selected clients in conjunction with larger industry meetings. Because other reinsurers were also holding parties on the same evenings, Lincoln Re meeting planners wanted their invitations to stand out from the crowd.

This particular event was an extraordinary gourmet barbecue held at the ranch home of former Texas governor John Connally. Held in conjunction with the annual meeting of the Institute of Home Office Underwriters (IHO), the barbecue was to be followed by a private rodeo.

Kelly solutions: Instead of an ordinary printed invitation, Kelly worked with the client to produce a dimensional invitation that would definitely grab attention in an underwriter's in-box. An outer mailing box labeled "a warm-up kit for underwriters headed for IHO in San Antonio" opened to reveal a bottle of barbecue sauce custom labeled with clever references to underwriting terms, a barbecue mitt, basting brush and a smaller invitation that set the colorful tone for the event itself.

Results: Lincoln Re reported that the event was one of its most highly attended ever, and many clients actually called their sales representatives to comment on the creativity of the invitations. (Some even asked for extra bottles of the barbecue sauce to share with their underwriting colleagues.)

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Developing a distinct collateral package

Client's marketing need: With the expansion of its arena and updated facility, the management of the Allen County War Memorial Coliseum needed help promoting the new facility to convention and meeting planners. Further, the Coliseum's existing collateral materials looked dated, the logo in particular.

Kelly solutions: As we discussed ideas for new promotional material with our client, we decided to recommend a package of flexible materials that would allow numerous uses by the Coliseum's sales staff, from leave-behinds to mailing packages. The materials inserted in the package could vary, but they needed to have a consistent look that would tie them together visually.

The resulting package includes an attractive pocket folder, which holds a full-color brochure promoting all the Coliseum's facilities (the arena, the expo center, meeting rooms, catering and a stadium) and other customized collateral materials. In addition, we designed a quarterly newsletter to allow the Coliseum to make regular contact with promoters, and smaller meeting promotional materials in keeping with the new graphic style. We also redesigned the Memorial Coliseum's logo to give a more contemporary look to their brand.

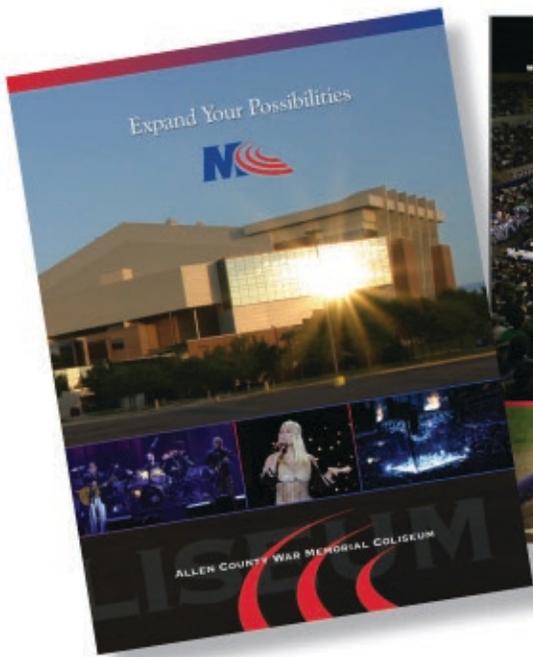
Results: The client was exceptionally pleased with the new branding, and the cost-effectiveness of the package, and has reprinted the material several times. But let's also look at the success of the Coliseum's promotional efforts: Every year, it attracts more people than Radio City Music Hall. Further, it has won the coveted Prime Site award for the past 6 years, sponsored by Facilities and Events Management magazine.

Coliseum Manager Randy Brown says, "In many ways, Kelly Advertising has helped us become as successful as we have."

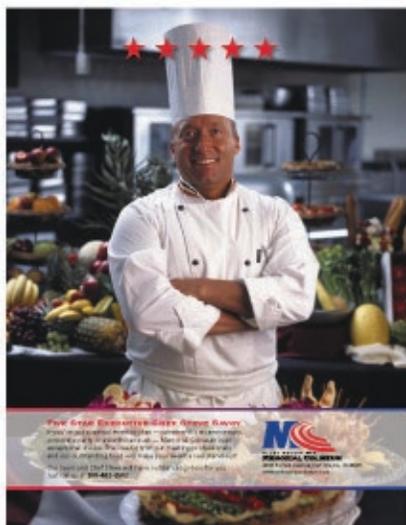
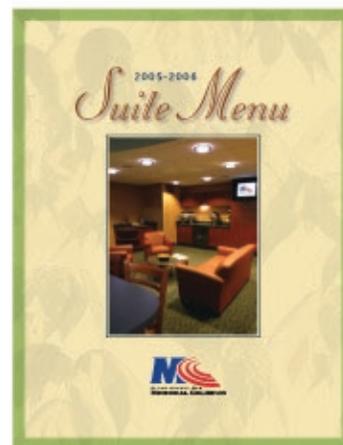
Visit the website at:

www.memorialcoliseum.com

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Giving salespeople a coordinated approach to customers

Client's marketing need: Gold Shield, a supplier of custom molded fiberglass parts, had just obtained the highly coveted QS-9000 certification, signifying a high-quality manufacturing process. Realizing that this exacting certification differentiated them from their competitors, the sales staff wanted to get the word out to customers and prospects. They were also asking for sales literature, as they had very few materials to use for inquiries or as leave-behinds, and what was available was outdated.

Kelly solutions: To help Gold Shield build on its existing reputation for high quality by focusing attention on its ISO certification, Kelly developed a complete package of sales material. The kit includes a carrier folder that highlights Gold Shield's markets, technical sophistication, and quality. A series of coordinating inserts were also developed, allowing the sales staff to customize each package to the recipient's needs. We also designed and developed a web site using the same look and design as the printed collateral, keeping with the new brand.

Results: Gold Shield's sales staff was extremely pleased with the kit, which has helped the company develop a higher profile among its customer base. The client tells us that the sophisticated look of the package has helped them establish their leadership position in the marketplace as the supplier of choice.

Visit the website at:

www.goldshield.com

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FIBERGLASS REINFORCED PLASTER

MOLDING

QS-9000

FORTUNE 500 COMPANY

ISO 9000
CUSTOMER SUPPLIER

OPEN MOLDING

FLEETWOOD

GOLD SHIELD

OF INDIANA, INC.

CONTINUOUS IMPROVEMENT

RV SIDEWALLS



Hand polishing provides a high-gloss finish.

Gold Shield's high-gloss smooth fiberglass sidewalls for RVs offer a wealth of quality features.

The gel-coated surface offers good chemical and water resistance, as well as weatherability and UV-blocking characteristics, resiliency, low-cost maintenance and ease of repair in the field.

The fiberglass reinforcement laminate behind the gelcoat layer provides high mechanical strength, dimensional stability and excellent impact resistance. The low-thick polyester resin used in the laminate yields high-strength bonding between the fiberglass laminate and the foam backing panels.

The foam backing provides stiffness to the wall panel and offers excellent adhesion to the wall structure. Gold Shield walls also provide protection from water absorption damage to the RV's foam, wood or metal wall structure.

Gold Shield continues to look for ways to enhance the quality, strength and performance that we provide our sidewall customers.



GOLD SHIELD
OF INDIANA, INC.

MEDICAL SHIELD



Close attention to detail ensures consistent quality.

Gold Shield supplies covers for computer tomography scanners, magnetic resonance imaging devices, X-ray equipment and other medical devices. Combining functionality with aesthetic appeal, our covers provide structural support as well as styling that enhances the value of your product.

These attractive covers come in a choice of expert finishes — gel coat finished or painted to match the desired styling. You can choose colors to match current molded parts or colors that will provide a stylish contrast.

In highly technical medical equipment, precision is an absolute necessity. Gold Shield has the resources for sophisticated finishing and the quality commitment to take on large projects of demanding specifications and provide sound, precise solutions. With the aid of this advanced finishing, we can hold tight assembly tolerances in the location of brackets, hole drilling and trim dimensions.

Our process, like our tooling, is flexible enough to accommodate model changes and design changes. And you'll appreciate the low start-up costs, especially compared to other molding options.

Quality is more than a slogan at Gold Shield. We use environmentally controlled processing to provide superior cosmetics. And we're continually working with material suppliers to exceed environmental compliance requirements. In addition, our materials are compliant with flammability standard UL94V0.

We also offer a professional staff to guide our customers through the design phase of their projects. We can even start with CAD drawings to design the cover to fit your equipment precisely and provide engineering support at product introduction. We also offer value-added assembly to simplify our customers' production process. This is all backed by the financial strength of our parent company Fleetwood Enterprises, Inc., a Fortune 500 company.



GOLD SHIELD
OF INDIANA, INC.

CUSTOM MOLDED FIBERGLASS

THE ECONOMICALLY ADVANTAGEOUS SOLUTION FOR YOUR BUSINESS



GOLD SHIELD
OF INDIANA, INC.

Joining Our Program:
 - Receive CD-ROM containing your customized design and material specifications.
 - Receive our "How To" manual for mold making and production.
 - Receive our "How To" manual for mold making and production.
 - Receive our "How To" manual for mold making and production.

Minimum Order Requirements:
 - 100 CD-ROMs for mold making and production.
 - 100 CD-ROMs for mold making and production.
 - 100 CD-ROMs for mold making and production.

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Marketing intangibles through conceptual artwork

Client's marketing need: Lincoln Re's financial reinsurance business was doing well, but the sales staff often expressed a desire for literature to leave with clients or to send out in response to inquiries. The challenge, however, was that each financial reinsurance solution was custom-tailored to the client — there was no such thing as a standard “product” to promote.

Kelly solutions: Working with the client, we developed a brochure that focused on Lincoln Re's unique method of solving financial needs for insurers — a process they call Pentadynamics due to its five dimensions. There are many rules and regulations affecting the business, and appropriate solutions must come from within these parameters. Hence the title of the brochure: “Thinking inside the box.”

Working with our connections in the local art community, we located an artist to create a custom wooden box that would represent the constraints under which Lincoln Re's financial reinsurance professionals work. Photos of the box and its interior elements were used extensively in the brochure, which included a pocket for inserts featuring key staff members and their areas of expertise.

Results: The new brochures were an immediate hit, both inside Lincoln Re and with its customers. The sales staff reported that the pieces were extremely effective in explaining the Pentadynamics process to customers, and that they had heard many positive comments about them in their visits to clients and prospects.

Lincoln Re liked the artistic box featured in the brochure so much that they put it on display within Lincoln Re offices, with keyed lighting to highlight it appropriately. The Pentadynamics theme was further developed through other unique collateral materials, such as five-sided note pads to be given away to clients.



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Developing a new collateral package and logo

Client's marketing need: Summit Re was a new startup business in the reinsurance industry after the sell of Lincoln Re to Swiss Re. Being completely new Summit Re needed a logo, sales and marketing materials to compete in the reinsurance market.

Kelly solutions: Kelly Advertising developed a new brand that included a logo, a company color scheme, collateral material and a web site, all using a series of black and white nature photos. The resulting package includes an unique pocket folder, which holds a color brochure promoting all that Summit Re has to offer. In addition, we designed a masthead for the company newsletter and setup a template sheet that quotes and other information could be printed on internally. Kelly Advertising also developed a direct mail campaign using a series of uniquely bright colored postcards to prospective clients.

Results: The client was very pleased with the new branding, and the series of direct mail pieces produced many leads. As a new business they where extremely pleased that we stayed within the budget allocated for marketing and advertising.

Visit the website at:

www.summitre.com

KELLY



We offer you a wide range of options.

Market conditions, reinsurance methodologies, government programs and delivery systems are constantly changing. Simply knowing our existing plans performing like a drill solution may make the bulk of coverage instead of offering real protection.

The managed care coverage you need

We offer a diverse portfolio of products to meet the needs of our managed care clients.

- **HMO/Medical services** — We offer a full array of coverage options for commercial, point-of-service, PPO, Medicares and Medicaid risks.
- **Provider contracts** — As a major accreditation agent, we design excellent programs to control volatile rates in a capitated budget.
- **Employee stop-loss** — Coverage options include service protection, benefit liability, supplementing health and retirement options.
- **Managed healthcare professional liability** — An help you assess managed care liability exposure to meet your needs.
- **Hospital engagement** — Our stop-loss products are tailored to the needs of hospitals that fulfill their supply chain benefit plans.

A case you can afford

Our commitment to managed care means we take the long view of the business, which is reflected in our underwriting approach. Many of our competitors simply project the recent past into next year's premium rates. Does that approach really reflect risk transfer, or are you simply being charged for claims you've already had? Summit Re just covered proprietary actuarial rating tools to perform prospective rating, modelled on analyzing your three most recent years of experience.

We work directly with our clients, not through intermediaries, and GC Insurance Solutions retains 100% of the risk instead of "splitting" the product. As a result, broker commissions, reinsurance intermediaries fees and rating differences are not built into our rates. No more premium dollars are available to pay claims.



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Did you find a hidden hole in your reinsurance coverage with an unusual claim?

Does your reinsurer grade its own performance each year?

Does your reinsurer help you identify your real risk?

SummitRe
Summit Reinsurance Services, Inc.

How well does your reinsurer help you manage care?

Can your reinsurer help you expand your sales?

Helping a bedding manufacturer jump on a new market

Client's marketing need: Wolf Bedding, a family-owned regional mattress manufacturer, had begun to manufacture futon mattresses. The company wanted to quickly establish itself as a leading provider to capitalize on the burgeoning market for futons, which was one of the highest growth areas of the bedding market.

Kelly solutions: To help Wolf build recognition in the futon market, Kelly Advertising developed a complete campaign of advertising materials supported by media relations. The campaign included:

- retail brochures
- point-of-purchase literature, posters and displays
- dealer kits with co-op ad slicks
- trade show materials, including booth
- dealer events
- press releases, trade media placements

Results: The new campaign effectively leveraged Wolf's existing reputation for quality to extend their brand into a new market. By establishing itself early as a high-quality futon supplier, the company was able to capture greater market share and preempt its competitors.

Today, futons account for a significant portion of Wolf's business, and the company is one of the market leaders.



WOLF AEROLIFE FUTONS STAY MORE COMFORTABLE LONGER AND THEY'RE LIGHTER WEIGHT

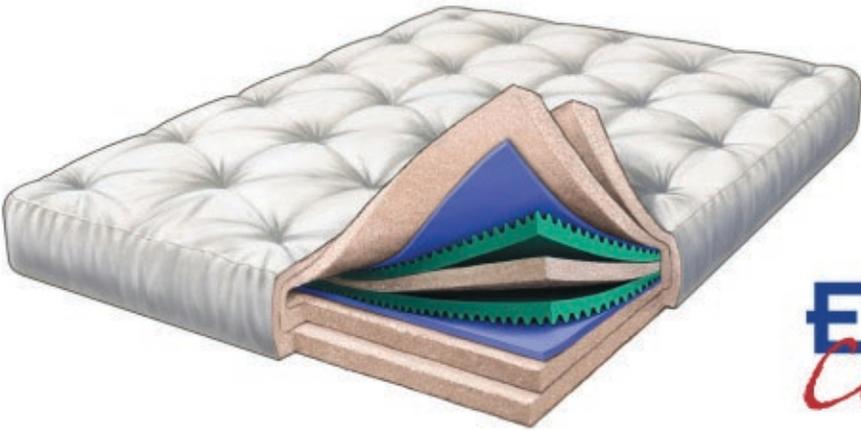
Successfully eased the stress of being with our Aerolife Futons.

Independent tests prove Wolf's Aerolife futons stay comfortable longer. Aerolife's new fabric blend stays cool up to 30 minutes that other futons can't. They're just not comparable.

Now you can relax on a futon that stays cool longer - up to 30 minutes longer - than other futons. Aerolife's new fabric blend stays cool longer - up to 30 minutes longer - than other futons. Aerolife's new fabric blend stays cool longer - up to 30 minutes longer - than other futons.

And for good reason. Aerolife is a unique blend of cotton and polyester fibers that is designed to keep you cool and comfortable. It's a blend of cotton and polyester fibers that is designed to keep you cool and comfortable. It's a blend of cotton and polyester fibers that is designed to keep you cool and comfortable.

Wolf Corporation
10000 Wolf Road
Springdale, AR 72762
800-842-9444



Endura
Cotton Blend

KELLY

Creating an artful client gift

Client's marketing need: The account representatives of Lincoln Re, a Kelly Advertising client, sought unique gifts that they could give to senior executives at their best client companies, particularly during the holiday season. They wanted something that would distinguish Lincoln Re from its competitors, and the usual fruit baskets, calendars and engraved pen sets just wouldn't make the grade.

Kelly solutions: As we considered the CEO-level recipients of these gifts, we knew that it would take something truly extraordinary to capture their attention. When our client approached us with this challenge, we realized that we couldn't simply order something off the shelf. Instead, we utilized our connections within the artistic community, working with a local woodworking artist to produce a custom-designed desk box made of exotic woods. Each box was engraved with the recipient's name on the lid, and a set of personalized stationery with an engraved pen was included inside. A small Lincoln image on the pen and stationery served as a subtle reminder of the giver.

Results: Many of the Lincoln Re account executives delivered the gifts in person, and they reported that the recipients remarked over and over on the uniqueness and beauty of the artful boxes. It's often difficult to measure the amount of goodwill received from such gifts, but the account executives told us that they felt that these gifts had helped further solidify the image of Lincoln Re as an exceptional reinsurer with key decision-makers of their client companies.

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Opening up global markets

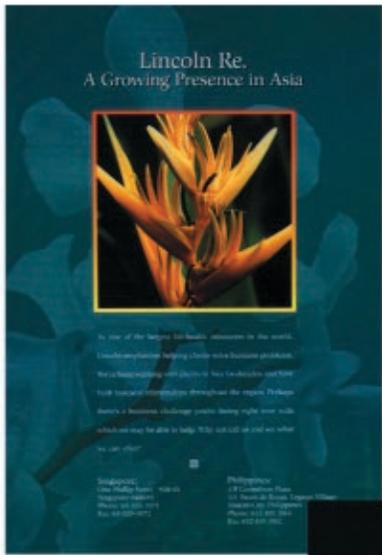
Client's marketing need: Lincoln Re, a world leader in life-health reinsurance, was expanding its international presence, opening new offices in Singapore and Argentina. The company needed marketing material to introduce its regional personnel to prospective clients and present the advantages of doing business with Lincoln Re, which was less known in these markets.

Kelly solutions: Kelly Advertising designed a series of brochures that reflected the regional character of each office yet kept a consistent look and feel with the other offices. For example, the Singapore brochure cover featured the bird of paradise, a colorful regional flower. The unusual square format of the material and the lush color photography makes it stand out, particularly as contrasted with the more stolid approach of other financial services companies. Each brochure includes a set of customizable inserts featuring products, services and regional office staff.

In addition, we used the brochure designs to coordinate a set of collateral materials for the office openings, such as invitations and notecards. For the Argentine office, many of the materials were translated into Portuguese.

Results: The new brochures were extremely well received, and customers commented on the attractiveness and regional flavor of the pieces. The sales staff told us the sales kits were invaluable in their work to establish an image of professionalism and leadership for Lincoln Re.

When Lincoln Re's Toronto office staff saw the brochures, they asked for a similar kit. For the Toronto material, we used a photo suggesting the maple leaf, Canada's national symbol. The package was received enthusiastically by sales staff and clients.



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Developing a new product line

Client's marketing need: All American Homes is one of the leading manufacturers of premium system-built modular homes in the nation. They wanted to expand their line of homes to include log homes, they needed a complete new branding for a new division that they named "Ameri-Log Homes."

Kelly solutions: Kelly Advertising developed a new brand that included a logo, a color scheme, collateral material and graphics for their web site, all using a series of color photos of nature to complement the feel of a log home. The package included a unique color catalog, trade ads, stationery package, trade booth, dealer signage and a direct mail folder with an informative CD.

Results: The client was very happy with the new branding, and extremely pleased how fast we were able to produce the marketing material, enabling them to take their new product to market that much sooner.

Visit the web site at:

www.ameri-loghomes.com

KELLY

Ameri-Log
HOMES
Northern White Cedar
1-888-374-3025
www.ameriloghomes.com

Surround yourself with nature's beauty.

LAKE VIEW

PLAN A
3 Bedrooms, 2.5 Bath
2,148 Square Feet (Finished)
Cover: 1,496 sq. ft. Upper 847 sq. ft.

Plan shown with optional fireplace, steel porch, but not pass doors, and go neighbor center door

Standard plan shown with optional window grille and fireplace

16

17

KELLY

Surround yourself with nature's beauty.

Ameri-Log
Northern White Cedar

Ameri-Log
HOMES
Northern White Cedar

Surround yourself with nature's beauty.

Ameri-Log
Northern White Cedar
www.ameriloghomes.com

Developing a new brand identity

Client's marketing need: When Ear, Nose and Throat Associates started branching off into different sub-specialties, the new sub-specialties were being confused with other medical associations. The whole medical practice needed a new look that tied all the different divisions under one brand.

Kelly solutions: Kelly Advertising developed a new brand that included a central logo with the sub-specialties attached to this one common logo, name and color scheme. The marketing material included small informational brochures, newspaper and magazine ads, and direct mail pieces. In addition, we designed a stationery package for the company that could be used by all the divisions without losing the brand and common look. Kelly Advertising also developed television spots and video for the web site for their retail outlet (The Hearing Center) which sells hearing aids—producing these spots with the same brand.

Results: The doctors were pleased with the new branding, and very happy to have all their sub-specialties under one common name and brand. They were also pleased that we used two color printing for their printed collateral, keeping the cost down.

Visit the website at:

www.entfortwayne.com

KELLY

Patient Guide
Allergy Therapy



Allergies

ENT
EAR, NOSE & THROAT
ASSOCIATES, P.C.

Practicing Excellence. Setting the Standard.

Patient Guide
Dizziness and
Balance Disorders



Balance

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EAR, NOSE & THROAT
ASSOCIATES, P.C.

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Patient Guide
CT Scanning



CT Scanning

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EAR, NOSE & THROAT
ASSOCIATES, P.C.

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ENT Facial Plastic Surgery

ENT Surgery Center

Practicing Excellence. Setting the Standard.

ENT EAR, NOSE & THROAT ASSOCIATES, P.C.

Practicing Excellence. Setting the Standard.

ENT The Hearing Center.
EAR, NOSE & THROAT ASSOCIATES, P.C.



Welcome to The Hearing Center!
Your premiere source for hearing health care in Northeast Indiana and Northwest Ohio

260.459.6924
800.555.5402

ABOUT HEARING SERVICES PROGRAMS CONTACT

Videos

- Welcome!
- Mission Statement
- History
- Locations

PLAYLIST

- Who is The Hearing Center [Watch Video >](#)
- The hearing evaluation [Watch Video >](#)
- Instant Hearing Solutions [Watch Video >](#)



cantaloupe.tv | 0:40 | 2:36

SHARE > Pass videos on to a pal

ENT Balance

Practicing Excellence. Setting the Standard.

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Creating a new jingle

Client's marketing need: Midwest America Federal Credit Union, one of the largest credit union in Fort Wayne, needed a catchy jingle for radio and TV spots to promote the credit union and its services.

Kelly solutions: Kelly Advertising wrote and musically directed the new jingle that would be used in the background of a 30 second or 60 second TV or radio spot. To promote the new jingle Kelly Advertising produced a TV spot with different customers dancing to the jingle as the credit union's services are revealed in the background and held radio remotes where listeners could win prizes when they sang the new jingle.

Results: The jingle was very popular and had a very memorable tune...one that gets "stuck in your head". Midwest America Federal Credit Union name recognition increased dramatically and judging from the radio remotes most listeners could easily sing the new jingle.

KELLY

MidWest America Federal Credit Union TV spot



KELLY

Creating a whole new look

Client's marketing need: A marine furniture manufacturer, Signature Products, wanted a more professional image with their product catalog and website. They also wanted to change their name "Signature Products" to a more product specific name.

Kelly solutions: Kelly Advertising developed a new brand that included a new name, Signature Seating, a logo and color scheme. The marketing material included a product catalog, website, trade show booth and stationery package.

Results: The client and dealers were pleased with the new branding, and thrilled to have a professionally designed catalog and website to utilize in selling to retail customers. The client has had numerous positive comments at trade shows about their new look.

Visit the website at:

www.signatureseating.com

KELLY

MARINE FURNITURE FOR YOUR WATER CRUISING COMFORT



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SIGNATURE SEATING

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MARINE FURNITURE FOR YOUR WATER CRUISING COMFORT

- Series 2000
 - Platinum Series
 - Premium Series
 - Helm Seats
 - Fishing/Fold Down Seats
 - Bimini Tops
 - Helm Stands
 - Accessories
- History
 - Company Tour
 - Employment
 - Care & Cleaning
 - Warranty
 - Contact Us



Web site: www.signatureseating.com

Platinum

Platinum

60" BENCH (101244)**



Dimensions:
A-30" B-26" C-16.5" D-60"

Platinum Benches and Corners feature:

- Large storage area under hinged seat
- Aluminum seat hinges
- Rotomolded bases with granite color texture
- Comfortable bolstered seat and back cushioning
- Latest color combination with modern boat graphics
- Live well ready compartments
- Three year warranty on 14-4 Marine Grade Vinyl
- Mildew Resistant Polyethylene Foam
- Stainless Steel Staples
- Stainless mounting fasteners
- Saltwater resistant
- Easy installation
- 4 color combinations

50" BENCH (101242)**



Dimensions:
A-30" B-26" C-16.5" D-50"

36" BENCH (101241)**



Dimensions:
A-30" B-26" C-16.5" D-36"

30" BENCH (101240)**



Dimensions:
A-30" B-26" C-16.5" D-30"

LEFT CHAISE END (101228)**

RIGHT CHAISE END (101229)**



Dimensions:
A-32" B-26" C-16.5" D-18"

Platinum Chaise Ends feature:

- Designed for comfort in cruising
- Rotomolded bases with graphic style lines with a granite color texture
- Stylish graphic lines on cushions with embroidery insignia on top bolster
- Large storage area under hinged chaise pillow
- Dual cup holders

CORNER (101243)**



Dimensions:
A-30" B-26" C-16.5" D-32"

FLIP FLOP SEAT (101230)**

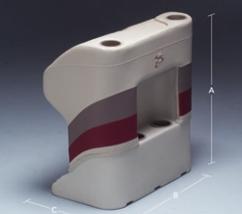


Dimensions:
A-31" B-26" C-19.5" D-34.5"

Flip Flop Seat features:

- Lifetime warranty on Rotomolded frame
- Good choice for the a 2 person Captains Chair (optional live well kit available)
- Easy plumbing for live well use
- Higher back and seat for more comfort
- Dual position seating
- Heavy 1" rectangular tube for backrest uprights
- Dual hinged seating for controlled access
- Spring retainers hold cushions in the open position

28" HELM STAND (101239)**



Dimensions:
A-32" B-28.5" C-17.5"



28" Helm Stand features:

- All new rotomolded Helm Stand
- Made with 100% polyethylene
- Fresh new graphics in 4 color combinations
- 4 cup holders, 2 on top and 2 in front
- Large access door preset for glove box
- Simple mounting instructions
- Three year warranty on 14-4 Marine Grade Vinyl
- Mildew Resistant Polyethylene Foam
- Stainless Steel Staples

KELLY

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