

LINDSAY HILL DESIGN

# 2009 Corporate Overview



SUBSTANCE, STYLE, SATISFACTION  
*+ a few laughs, guaranteed.*

# n<sup>o</sup>.1 MISSION & CAPABILITIES

***[ Lindsay Hill Design. What we're all about.  
As a partner, what this means to you. ]***

Lindsay Hill Design, a full-service design and communications firm located in Charlestown, Massachusetts, has been in business for over 18 years, servicing a wide variety of clients and producing high-end, creative solutions.

The scope of services that Lindsay Hill Design provides includes concept development, graphic design, copywriting and editing, web design, photography and illustration, print buying and supervision, and producing and directing electronic and broadcast media.

Lindsay Hill Design prides itself in working as a team with and for our clients to deliver a product best suited to meet their needs. Teamwork has been vital to our success; we partner with each client to create solutions that are unique, yet reflect their vision and distinct personality. While our staff is fully committed to carrying out assignments, every project receives personal attention from Lindsay Hill, Principal and Creative Director of Lindsay Hill Design.

We do recognize that there are many design firms in the Boston area and that the Communications industry is a highly competitive one. On the following pages, we offer several criteria that differentiate Lindsay Hill Design and the work that we create.

*“Essentially, Lindsay Hill Design commits to creating the highest quality solutions, and providing customers with superior client service, under the tightest of schedules, for a competitive price.”*

**Lindsay Hill** Principal+Creative Director, Lindsay Hill Design

# MISSION & CAPABILITIES

*[ What we're all about, continued ]*

## **What makes Lindsay Hill Design different?**

- **Outstanding creative.**  
We deliver concept-driven ideas and innovative executions that get results. These days, anything less is just background noise.
- **Personal attention.**  
Everybody under our roof is in the client service business. Whether it's working face-to-face with your team on high-level strategy issues or simply returning your phone calls promptly, we want you to judge us by our accessibility, enthusiasm, speed, and attention to detail.
- **Extraordinary flexibility.**  
We understand that projects and plans are always subject to change. We know how to shift gears in a hurry, develop workable alternatives as needed, and react to changes in direction at the speed your business demands.
- **Unbeatable value.**  
We'll invest your money like it was our own—carefully. Our goal is always to produce exceptional work within whatever your budget happens to be.
- **Free fun.**  
Lindsay Hill Design is a dynamic, energetic, creative group of individuals who take our business very seriously, but not ourselves—all at no extra charge to you!

\* SUBSTANCE, STYLE, SATISFACTION + a few laughs, guaranteed. \*

# MISSION & CAPABILITIES

## *[ Print ]*

Lindsay Hill Design is capable of creating and producing a variety of print media. We have all the resources to meet any print request. A sampling of these capabilities include:

- Corporate Identity Development
- Direct Marketing Campaigns
- Brochures, Pocket Folders, Catalogs and Magazines
- Sales and Promotional Materials
- Trade Booth Graphics and Point-of-Purchase Displays
- Product Packaging
- Print Specifying and Buying
- Photography
- Advertising

# MISSION & CAPABILITIES

## *[ Electronic/Broadcast ]*

Lindsay Hill Design partners with industry experts to provide a wide variety of multimedia solutions. We have all the resources to meet any non-print request. A sampling of these capabilities include:

- Digital Photography
- Interactive Media:  
Web design and maintenance, jump pages and microsites,  
electronic newsletters, banners, Flash presentations and html e-mails
- Powerpoint Presentation:  
Attention-grabbing slides and design templates
- Film, video and radio production

# MISSION & CAPABILITIES

## *[ Integrated Marketing ]*

Lindsay Hill Design strongly believes in using an integrated marketing technique to meet your marketing and business objectives. By identifying and using different marketing mediums that are appropriate for your business and applying consistent branding and messaging across these mediums, Lindsay Hill Design can help you create a marketing synergy, achieving a higher impact for your time and financial effort.

Lindsay Hill Design offers a full range of marketing solutions from research and strategic planning to creative design solutions to production and analysis of results. Over the last 15 years, Lindsay Hill Design has worked with numerous national, regional, and local clients to create exceptional marketing solutions.

**Research** includes gathering and analyzing primary and secondary research in order to identify the state of the marketplace and the state of your brand. Understanding your company's history, key personnel, goals and objectives is imperative. Lindsay Hill Design will help you identify business opportunities and find results-driven marketing solutions for your business. In addition, we will help identify marketing mediums that are appropriate for your business and that work together in an integrated manner.

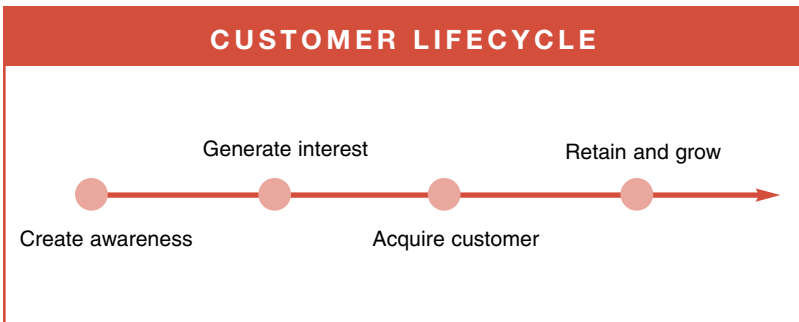
**Strategy** involves thinking at a higher level about your overall business objectives and identifying your specific marketing objectives for each campaign and creative execution. Lindsay Hill Design will make sure that your marketing strategy is well thought out and the expected results will justify the amount of time and effort put into the campaign.

# MISSION & CAPABILITIES

## *[ Integrated Marketing, continued ]*

**Positioning** determines the direction for creating a concise and clear message that articulates your company and its offerings, and identifies the key points of differentiation from your competition. During this process, Lindsay Hill Design will assist in figuring out who your company is in the marketplace and how this should be communicated internally and externally.

**Branding** creates a visual representation of your company's positioning by choosing colors, images, and an overall look and feel that accurately represent your company's personality. This includes the creation of your company logo and a corporate identity package.



*[ Biographies ]*

Lindsay Hill Design provides integrated marketing solutions from marketing strategy, branding & positioning through full-service creative (including concept development, graphic design, copywriting, web design, photography and illustration, print buying and supervision, and producing & directing electronic and broadcast media).

**Lindsay Hill • Principal + Creative Director**

Lindsay's talent and expertise lie in her ability to portray a client's corporate culture in a concise, yet creative style. Her award-winning creative accomplishments are evidenced in a wide variety of corporate, not-for-profit, and public sector assignments. A few of Lindsay's clients include Fidelity Investments, Liberty Mutual, Nestle Corporation, Reebok, StrideRite, L'Oreal and Neptune Oyster Bar & Restaurant. Having been in the design industry for 18 years, Lindsay is able to keep the company's mission and vision at the forefront of each project: to provide substance, style and satisfaction to all design challenges; to maintain the best interest of the client above all else; and to define the problem or unmet need, and to solve it in a creative, innovative fashion. Lindsay received a BS from the Whittemore School of Business and Economics, University of New Hampshire, with a Fine Arts minor. Lindsay currently is one of three Professional Mentors for the Massachusetts College of Art Continuing Education Program. In addition, she sits on their Design Portfolio Review Panel, and instructs various coursework, such as Graphic Design Freelancers Workshop: Effective Client Communications, Advanced Freelancers Workshop, and co-teaches Introduction to Typography.

## TEAM & TALENT

### *[ Biographies, continued ]*

#### **Christine Amisano • Art Director**

Christine Amisano joins Lindsay Hill Design as Art Director/Project Manager. A design practitioner of 30+ years, Christine was Principal and Creative Director of Amisano Design for the past 24 years. She holds a BFA from Philadelphia College of Art (University of the Arts) and has been published in "American Corporate Identity 2001," "Global Corporate Identity 2003" and "Creativity 32." Her awards include: Sappi, Stora Enso, Crane's and Beckett Papers, International Engraved Graphics Association, Graphic Arts Industry's Gallery of Superb Printing and the Annual Admissions Marketing Group. Her passions include creative problem solving and education.

#### **Scott Sutherland • Graphic Designer**

Scott is a graduate of Northeastern University with a BA in art and photography, as well as an upcoming graduate of the Massachusetts College of Art with a certificate of Design for Interactive Communication. Prior to joining Lindsay Hill Design, Scott worked as a Senior Production Manager for Party By Design and as Creative Coordinator for Digitas, Boston. Scott brings his talent and creativity as versatile team player at Lindsay Hill Design.

#### **Faith Derderian • Director of Marketing**

Faith is an energetic marketing professional with extensive experience in both corporate and entrepreneurial environments. She has worked for Polaroid Corporation, the Timberland Company and AEW Capital Management, as well as start-up companies. In her marketing management roles, she has gained expertise along the broad spectrum of marketing including marketing planning and strategy, advertising, promotion, direct marketing, collateral materials, trade shows, marketing research, and product packaging. Faith holds a Master of Business Administration degree from Boston University and a Bachelor of Arts degree from Brandeis University.

## TEAM & TALENT

### *[ Contractor Relationships ]*

In addition to our permanent staff and based on volume and project scope, Lindsay Hill Design taps into a talented and dedicated network of contractors for copywriting, web programming, public relations, printing and other creative support. We are very selective of the contractors whom we hire, and guarantee that they uphold the same service focus and attention to detail upon which Lindsay Hill Design has built our business.

If requested, Lindsay Hill Design will work with a client's preferred vendor(s). In working with a client's preferred vendor, we strive to hold your ultimate goals in mind to ensure that the final product surpasses your expectations. We welcome the opportunity to build value-added relationships with any of our client's preferred vendors.

#### **Karen Stein • Senior Designer**

Karen Stein (graphic design) received her MFA in Design/Visual Communication from Virginia Commonwealth University, Richmond, Va. ('07), exploring the dialectic between nature and design. Her work has been included in Rob Carter's seminal book on type design, *Typographic Design: Form and Communication*. Stein received a BA from Boston College ('96) and a Post-Baccalaureate Certificate from the Massachusetts College of Art and Design ('02). Her work includes print, Web, and environmental design, and she has taught at Virginia Commonwealth University, Clark University, and at the Museum School.

## TEAM & TALENT

### *[ Contractor Biographies ]*

#### **Jack Crumbley • Writer**

Jack has extensive experience in print, direct mail, database marketing, and Web-based communications for a wide variety of clients including Fidelity Investments, IBM, American Express, Sheraton Hotels, Polaroid, NEC, and Harvard Business School Publishing. He was a founding partner and creative director at Holland Mark Martin advertising in Boston and got his start in the business at McCann Erickson New York. Jack is a former member of the Board of Directors of the Big Sister Association of Greater Boston and a volunteer at the Boston Rescue Mission.

#### **Mary Mihelic • Writer**

Mary is an award-winning freelance copywriter whose client list includes Fidelity Investments, The Greater Boston Chamber of Commerce, Harvard University, H.P. Hood, Marriott Resorts, Royal Caribbean, The Massachusetts Film Office, Morgan Stanley Dean Witter, Progress Software, Putnam Investments, Ragged Mountain Ski Resorts, CitiStreet, and State Street Global Advisors. Her advertising agency experience includes Holland Mark Martin, Arnold Advertising, and Cohn Godley Norwood. She has also served as President of the Board of Directors at Rosie's Place in Boston and is a graduate of Boston College.

#### **Blue Robin • eBusiness Infrastructure Development Team**

Blue Robin is a leading eBusiness infrastructure developer and can design, develop, implement, host, and support eBusiness infrastructures that combine data, voice, and video, utilizing the latest, most advanced hardware and software technology, in diverse operating environments. Blue Robin's success & growth can be attributed to many factors, namely the solidity of its hosting backbone architecture, its engineering talent delivering cost-effective solutions, and most importantly, its bond with each and every customer – something that can never be replaced. Lindsay Hill Design and Blue Robin have collaborated on various client projects, including Beer Works, Wellesley Free Library, Finnerty Design and others.

## TEAM & TALENT

### *[ Contractor Biographies, continued ]*

#### **Jennifer Smartt • Principal, Smartt Solutions/Boston**

Jennifer Smartt brings more than 15 years of experience in public relations and corporate communications. She has developed, directed, and implemented numerous types of public relations programs and has extensive experience in communications and crisis management with consumer packaged goods, non-profit, health and wellness, and retail issues. She is also a results-driven media relations expert who has established relationships with national broadcast and print media.

Prior to starting Smartt Solutions, Jennifer worked on the agency and client side. Her client list includes America On the Move, KaBOOM!, Centrum, Whole Foods Market, Annie's Home Grown, Hasbro, Braun, Heinz, and Black & Decker. Recent projects include research for the Center for Women in Politics and Public Policy at the University of Massachusetts.

Most recently she was a strategist for PowerPact, a virtual integrated marketing agency. Prior to joining PowerPact, Jennifer worked and consulted with Cone Inc., a leading national consumer and cause-related marketing agency. Her personal interest in health and nutrition issues led her to work with Cone on the Whole Foods Market account. She and her team were responsible for positioning Whole Foods Market as the thought leader in the organic industry when the USDA introduced the new organic standards in 2001. She also served as Director of Public Relations for Hasbro Interactive where she launched a new line of family entertainment computer games. Before going to the client side, Jennifer managed several consumer and business-to-business accounts at Cone. Jennifer has received several industry awards and a Public Relations Society of America Silver Anvil for outstanding media relations results for GI Joe's 30th Anniversary.

Smartt Solutions offers strategic public relations counsel, corporate messaging, media relations, and events management tailored to meet the needs of the client.

# n<sup>o</sup>. 3 PROCESS

## *[ Project Life Cycle ]*

Typically, the steps involved to move a job through Lindsay Hill Design are:

1. Award of Project.
2. Kick-off Meeting.

This orientation phase of the program is comprised of gathering information and establishing design image criteria. Lindsay Hill Design will meet with relevant parties to establish communication objectives and a plan of action. This is the most vital stage in that it establishes the base for all future materials designed and produced—

the objective being the accurate visual presentation of the client's needs.

3. Schedule/Timetable preparation (set dates for all phases listed):

- Design Phase/Development
- Present Concept
- Client Feedback/Choice
- Implementation of Design
- Client Approval
- Revisions
- Final Template Approval
- Production Phase (formatting all pieces)
- Proofs (color and/or b&w) to Client
- Client Feedback
- AAs
- 2nd Approval
- Final Sign Off
- Disk Release

*"Lindsay Hill Design has a standard process of development as outlined here, but we believe it is essential to always expect the unexpected. one of our great talents is working through unforeseen circumstances, and adjusting the process as needed, in order to meet deadlines or to surpass expectations."*

**Lindsay Hill** Principal+Creative Director, Lindsay Hill Design

# PROCESS

## *[ Project Life Cycle, continued ]*

### 4. Design Phase/Development.

In this creative phase, design ideas for the current project are developed. Additional meetings may occur between Lindsay Hill Design staff and relevant parties to continue the establishment of communication objectives. Upon completion of first round design, Lindsay Hill Design will present to the client full-color comps (composites/dummies) for all individual projects quoted. The number of creative concepts shown for a specific project is listed on each individual project estimate sheet.

### 5. Implementation.

Following the client's choice of design, one round of revisions—which are included in the estimated concept fee—will be made, incorporating any client suggestions and/or feedback. Additional rounds of revisions can be made available at a predetermined hourly rate.

### 6. Production Phase/Mechanical Prep/Pre-Press Preparation.

After client approval of the design phase, Lindsay Hill Design will enter the production process, including: actual assignment of illustration and/or photography, copywriting; typesetting; page layout; continued design; proofreading; revisions; client approval; revisions of schedules (if needed); production of camera-ready artwork; and supervision of all these components.

### 7. Final Production/Press Supervision & Press Run.

After client approval of previous phases, final production begins. Depending on the end product(s) commissioned, this phase may be a matter of going on-press and/or supervising the fabrication or manufacturing of products within the prescribed schedule.

## n<sup>o</sup>.4 CLIENTS & AWARDS

### *[ Representative Client List ]*

Arnold Communications	InfoMedics
A Wild Flower	Liberty Mutual
Boston Film Festival	Lotus
Beacon Hill Business Association	Massachusetts Dietetic Association
Beer Works	National Fire Protection Association
Blu Stocking/Knit Factory	NEC
Boston University	Neptune Oyster
CitiStreet	Nestlé Corporation
Cognos	Pixie Stix
CONE Communications <i>(including: ConAgra, Harley Davidson, JC Penney, Johnson &amp; Johnson, L'Oreal, National Osteoporosis Foundation)</i>	Powersoft
Crescendo Ventures	The Red Wagon
EMC Corporation	Reebok
Fidelity Investments	RR Donnelley Financial
Forsyth Institute	Silicon Valley East
Hewlett-Packard Company	Sports Club/LA [Millennium Partners]
	StrideRite
	Thompson Financial
	WestPoint Stevens

Lindsay Hill Design places great value on each of our client relationships. We are able to sustain long-standing relationships because of the level of integrity and expertise we bring to the table.

*A complete client list is available upon request.*

# CLIENTS & AWARDS

## *[ Awards/Exhibitions ]*

### **Liberty Mutual—Liberty Directions Quarterly Publication**

2009 IMCA CONFERENCE [INSURANCE MARKETING COMMUNICATIONS ASSOCIATION—“BEST OF SHOW” AWARD

The awards competition recognized outstanding marketing communications in the insurance industry to encourage higher standards of excellence. A Best of Show is the highest award possible within a specific category.

### **CitiStreet—Ohio Public Employees Retirement System**

2004 PENSIONS & INVESTMENTS EDDY AWARD PUBLIC—  
PUBLIC FUNDS CHOICE AWARD

2003 PSCA SIGNATURE AWARD  
(PROFIT SHARING/401[K] COUNCIL OF AMERICA)

2003 NAGC BLUE PENCILAWARD  
(NATIONAL ASSOCIATION OF GOVERNMENTAL COMMUNICATORS)

### **CitiStreet—TexasSaver Retirement Program**

2003 PENSIONS & INVESTMENTS EDDY AWARD—  
EXCELLENCE IN DC PLAN PARTICIPANT EDUCATION

2002 NAGDCA LEADERSHIP RECOGNITION AWARD  
(NATIONAL ASSOCIATION OF GOVERNMENT DEFINED CONTRIBUTION  
ADMINISTRATION)

THE PSCA SIGNATURE AWARD FOR COMPLETE CAMPAIGN OVER  
10,000 EMPLOYEES (PROFIT SHARING/401[K] COUNCIL OF AMERICA)

2002 NAGC BLUE PENCIL AWARD  
(NATIONAL ASSOCIATION OF GOVERNMENTAL COMMUNICATORS)

# CLIENTS & AWARDS

*[ Awards/Exhibitions, continued ]*

## **Cognos**

2000 GALLERY SUPERB PRINTING AWARD  
2000 International Direct Mail Campaign

## **ConAgra (via Cone Communications)**

1999 INSIDE PR'S CREATIVITY IN PUBLIC RELATIONS AWARDS  
Best Corporate Philanthropy Program;  
Feeding Children Better Foundation

## **Lindsay Hill Design**

FIRST-PLACE AWARD WINNER,  
1999 STEP-BY-STEP GRAPHICS MAGAZINE  
Self-Promotion Category

## **Cambridge Systematics**

FIRST-PLACE AWARD WINNER: 1997 SMPS NATIONAL MARKETING AWARDS PROGRAM  
(SOCIETY OF MARKETING PROFESSIONAL SERVICES)  
Special Market Brochure Category

## **Powersoft**

EXHIBITED IN THE 1994 HATCH AWARD COMPETITION  
Category: National Direct Mail Campaign

# n<sup>o</sup>.5 CASE STUDIES

## *[ Relevant Case Studies ]*

Lindsay Hill Design has a wide variety of successful case studies in our portfolio. We have presented a select few on the following pages. We would be happy to share more examples of our work upon request.

***Client: Citistreet  
[ Texa\$aver Enrollment Kit ]***

CitiStreet, the nation's second-largest retirement plan recordkeeper, presented Lindsay Hill Design with the challenge of creating branding standards and communication collateral for the State of Texas. These standards would establish the premise for which all collateral for the Texa\$aver Program (the retirement savings program offered to all 80,000 State of Texas employees) would be created.

**Goal:** The goal of this program was to create a communications solution that represented the spirit of Texas and that made a topic—one which is typically dry—fun, exciting, and compelling. A custom kit, created for a reasonable price in a tight timeframe and that generated high call-to-action response was the optimal goal. It was very important to create a cost-effective solution, since the state-run program could not have collateral perceived as expensive. The design objective was to offer a great treatment, but one that wouldn't be too costly to print.



## CASE STUDIES

*Client: CitiStreet*  
*[ Texa\$aver Enrollment Kit, continued ]*

**Solution:** Lindsay Hill Design extensively researched the state of Texas, to come up with solutions that would appeal to the target audience. Using the research gathered and playing off the personality of the state, Lindsay Hill Design presented the entire package in a “big” way by using color choices and imagery that are bold and inviting. The concept selected was based on the notion that everything in Texas is “big”: the size of the state, 10-gallon hats, cowboy boots, steer, horses, etc. Additionally, the image of the boy looking up at all the “bigness” represents hope and the promise of future prosperity, which pulls together the idea of “dream big; start small.”

One of the most impressive aspects of this project was Lindsay Hill Design’s ability to create the entire kit for under \$3 each—all inclusive of design and production. The average printing cost for a retirement kit in the government market is \$6/kit.

Finally, the expected turnaround of this project was tight from the beginning, but Lindsay Hill Design was able to meet each component’s deadline. From concept through completion, the kit took four months to produce.

**Results:** In addition to the budgetary and timely success, the results speak for themselves with a response rate to the call-to-action of 70% (actual enrollment in the Texa\$aver Program)! The branding standards implemented by Lindsay Hill Design have proven so successful that they continue to be used for all marketing communication materials. This campaign has won 4 national industry awards (see Awards/Exhibitions page)—the most ever won by any government program.

## CASE STUDIES

***Client: Infomedics***  
***[ Branding & Marketing Collateral ]***

Infomedics is the world leader in direct-from-consumer feedback for the pharmaceutical industry. They capture individuals' actual experiences with Rx drugs, OTC medication and medical devices, communicating this real-time, real-world patient experience back to prescribing physicians and product manufacturers. InfoMedics looked to Lindsay Hill Design for development of a Corporate Identity System (logo, letterhead, business card, OE, mailing label), marketing collateral and signage.

**Goal:** The goal was to create a branding system that would establish InfoMedics as a world leader in the pharmaceutical industry. The objective of the marketing collateral was to be utilized in two ways: to sell the service to physicians and to bring aboard representative pharmaceutical companies. The piece was intended to contribute to deepening InfoMedics' marketplace presence.



## CASE STUDIES

***Client: Infomedics  
[ Branding & Marketing Collateral, continued ]***

**Solution:** Lindsay Hill Design chose neutral metallic colors to give InfoMedics a cutting-edge and sophisticated stance. Engaging typography was used in the collateral to draw attention to the piece, while a timeless font was chosen for the company's logo. Lindsay Hill Design's concept and design solution plays off the idea that, on average, salespeople have four minutes to present an idea to a physician and win their acceptance. Through the red-cross fold, the reader is led down this count down from four minutes to one minute in an engaging manner and with big, bold imagery.

**Results:** The collateral is well-liked by the sales team, has undoubtedly raised awareness, and aides in the company's continued growth. The response that InfoMedics has received from the branding and marketing materials has been very positive. It has been widely disseminated among venture capital teams and other investment partners. The solutions created by Lindsay Hill Design set the standard for all integrated communications including web, collateral, signage, etc.



*"...It has also met with very positive response from both pharmaceutical brand teams and large advertising agencies who have told us repeatedly: it's fresh, it's creative, it's the "smartest" thing we've seen in a long time. It is very rich and sophisticated looking, which lends immediate stature and credibility to an introduction package. We have been invited to have meetings, make presentations, etc. from it with very influential industry players."*

**Gina Ashe** Vice President, Infomedics

## CASE STUDIES

***Client: CitiStreet***  
***[ State of Ohio Retirement Savings Program ]***

The Ohio Public Employees Retirement System (OPERS) hired CitiStreet as the recordkeeper for their enhanced Deferred Compensation Program. OPERS was changing the format of this retirement savings program, and adding a new “choice” feature that allowed members to elect to participate in one of three plans. All existing OPERS participants (over 160,000 members) had until June, 2003 to choose which plan they wanted to join. CitiStreet hired Lindsay Hill Design to create an enhanced collateral package that would be mailed out to all existing OPERS participants.



## CASE STUDIES

*Client: CitiStreet*  
*[ State of Ohio, continued ]*

**Goal:** The goal of the package was to have 12% of existing OPERS participants elect a choice by June, 2003. Lindsay Hill Design needed to create a package that included all of the lengthy Plan information, yet made the call to action prevalent. All of this had to be accomplished within three months. Through information-gathering sessions, it was determined the package needed to accomplish the following objectives:

- Provide members a sense of empowerment; the power of choice is now theirs
- Ensure that members understand a Plan election must be made by June, 2003
- Appeal to members, conveying the value of the retirement planning benefit valuable
- Support the theme that OPERS will always be a trusted partner for a secure future

**Solution:** Lindsay Hill Design created a design theme for the collateral package based on the multitude of inventors who came from Ohio. The tagline "Reinvent your future" speaks to the ingeniousness throughout the history of the state, as well as the new opportunities offered through the Plan enhancement. The campaign theme supports the opportunity members have to refocus and rejuvenate their retirement planning efforts.

**Results:** By May, over 22% of existing OPERS participants had made their Plan election. Members felt the information was appealing and easy to follow and the phone representatives received many favorable comments from OPERS members. This campaign won an award in 2003 (see Awards/ Exhibitions page).

# n<sup>o</sup>.6 ADDITIONAL SAMPLES

## [ Integrated Campaigns ]



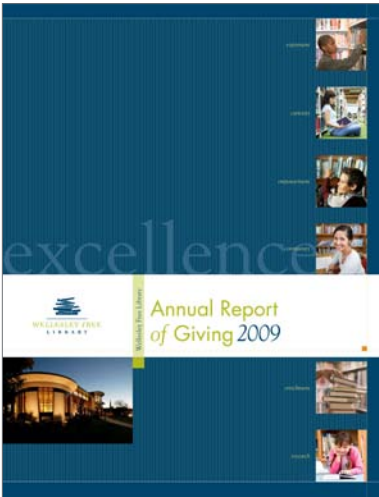
# ADDITIONAL SAMPLES

*[ Packaging & Environmental ]*



# ADDITIONAL SAMPLES

[ Collateral ]



# ADDITIONAL SAMPLES

## [ Web-Based Communications ]



Jonathan Sweet Esquire - Home

http://www.attorneysweet.com



**JONATHAN  
SWEET  
ESQUIRE**



**Fighting the good fight  
in Boston and beyond.**

Attorney Jonathan D. Sweet is a seasoned Boston trial lawyer who prosecutes personal injury claims for individuals and families that have suffered life-altering harm due to the wrongful conduct of others. Combining book smarts and street savvy, Attorney Sweet provides top-flight legal representation in a broad range of personal injury claims from simple negligence to the most complex and sophisticated liability actions.

People from all walks of life turn to Attorney Sweet when they need reliable, responsive, zealous legal counsel for their injury cases in Massachusetts and Rhode Island. When prosecuting cases, no matter their size, successful results are achieved by holding fast to the old adage: *gimcrack. Leave no stone unturned. Use common sense. Follow your instincts. Master the details, but see the big picture. Keep the client in the loop. Do the right thing. Always be prepared.* And when a case must be tried in court, Attorney Sweet's proven ability to connect with judges and jurors is bedrock.

Based in Boston, Massachusetts, Attorney Sweet can be contacted any time for a no-fee, no-obligation legal consultation.

**Home**  
Areas of Practice  
Biography  
Verdicts & Settlements  
Resources  
In the News  
Referrals

**Areas of Practice**

- Wrongful death
- Motor vehicle accidents
- Commercial truck accidents
- Boating accidents
- Aviation accidents
- Public transportation and subway accidents
- Construction accidents
- Medical malpractice
- Fire, gas and explosion accidents
- Premises liability and negligent security
- Labor liability
- Product liability
- Auto/truck accidents
- Child product liability
- Medical device liability
- Pharmaceutical drug liability
- Medical malpractice
- Professional malpractice
- Sexual assault and abuse
- Nursing home abuse and neglect
- Day care abuse and neglect

LEAVE NO STONE UNTURNED • ALWAYS BE PREPARED • FOLLOW YOUR INSTINCTS • USE COMMON SENSE • MASTER THE DETAILS, BUT SEE THE BIG PICTURE • KEEP THE CLIENT IN THE LOOP • DO THE RIGHT THING • ALWAYS BE PREPARED

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