

# Why I should be your next V.P.

*My "brand" of creativity produces results*

Although my marketing experience has spanned numerous industry types, one thing has remained constant throughout—my ability to produce results. I've always considered concept development to be my strongest suit, as it calls upon the root disciplines learned early in my advertising career—understand your product, understand your market and understand your target audience. Understand all three, and you'll achieve your objectives...and more. Some examples:

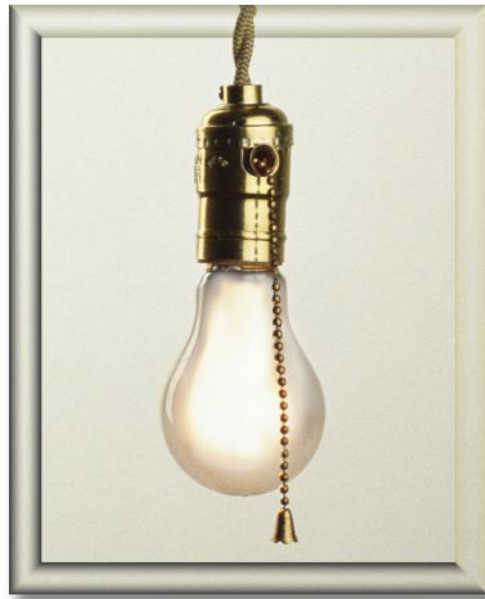
■ A New Jersey developer's community was long-past its "Pre-Sale" phase, but was not doing well. Most of the prospective buyers who visited the site couldn't afford even the lowest-priced model. After reviewing the research available, I recommended changing the community's "image," including its logo (a normally radical suggestion), in order to change its appeal.

On the day that the campaign "broke," traffic at the community's Sales Center doubled. Qualified buyers started buying. Within four weeks, the developer was able to raise his prices beyond "Pre-Sale" rates. After eight weeks, prices rose again. And again, after twelve weeks. In all, the developer would earn over \$4 Million more as a result of this re-positioning campaign.

■ After appearing in a magazine just once, a campaign I devised for a luxury high-rise apartment outpulled a competing agency's yearlong advertising efforts. The client, a property management group, had me subsequently design ad campaigns for three other of its communities...two of which boasted their highest occupancy rates ever, within six months of campaign kick-off.

■ On their final day of proofreading, the copywriters of the *Mechanics Choice* Catalog Development Team donned winged helmets and boots, in tribute to Hermes, the Greek messenger God of Communications. The team

had just completed two-weeks of 24/7, three-shift operation in order to make their deadline. The 1,104-page catalog contained over 36,000 SKU's and 4,000 photos, and was the company's first effort in converting from traditional graphic arts to desktop publishing systems. The catalog system linked its data to the company's IBM mainframe, and represented one of the largest applications of its software, Ventura Publishing, ever.



The catalog was designed with ease-of-use in mind. Marketing tools such as color-coding, pictograms, 5-way indexing and product cross-referencing helped to guide customers through the sale. The catalog was delivered with 99.994% accuracy, and at under half the cost of prior efforts. Hailed by Avnet CEO Leon Machiz as "ground-breaking", the catalog later became a design benchmark for industrial marketing. And though the design is *still* in use, their peers never regarded the members of the copy team in quite the same way after that fateful day.

■ My recommendations to create a "private label" line of chemical products helped to garner customer loyalty and to increase profits for a New York based motor distributor.

■ In the industrial marketplace, my idea to offer "the world's first drillbit Guaranteed for Life" led to a 400% increase in sales.

My creativity has been used to strengthen sales, to push profit margins, to affect public perceptions and to re-engineer processes. In order to achieve its goals, I believe that your business needs my "brand" of creativity to wield like a sword that cuts to the heart of what matters to your clients, into the pockets of your purchasers and into the minds of those whose paradigm cannot recognize the added value that together, we can bring to their business.

Steve  
Feinberg

(480) 814-7133