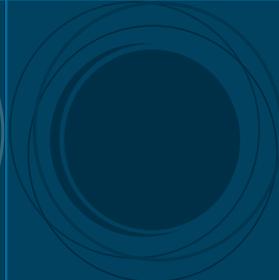
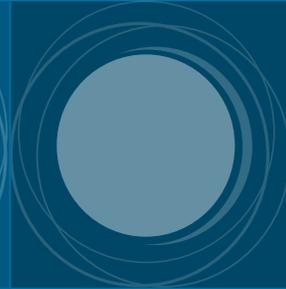




155 Dow St. Suite 300 | Manchester, NH 03101  
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# EVR Marketing

MEMORABLE CAMPAIGNS  
MEASURABLE RESULTS





“ EVR has helped us develop a brand that truly reflects our core values and desired positioning in the marketplace. They are thorough in their research, thoughtful in their strategy and skillful in campaign planning and measurement. Their creative work captures the true brand essence of our hospital and cuts through the clutter. I consider EVR to be one of CMC’s most valued partners. ”

**Alex Walker**

*Executive Vice President  
and Chief Operating Officer  
Catholic Medical Center, Manchester, NH*

## About EVR

You want campaigns that are memorable and results that last. That’s what we do.

Clients expect agencies to give them an advantage in the marketplace. EVR produces campaigns that get you noticed and we measure the results to the end of the sales cycle. Our deep experience in brand communications and our culture of accountability empowers us to deliver insightful and creative marketing solutions.

We’re an integrated marketing agency with a noted flair for creativity and a firm grasp of metrics. That allows us to build campaigns that position you to stand out in the marketplace and produce measurable results.

The emergence of advanced technology and digital marketing has created an intersection of data, technology and design. We know how to navigate the new landscape. We also understand that there’s an urgent need for the return of the informed marketing generalist who is able to synthesize the whole picture and orchestrate the right solutions, unencumbered by the chains of specialization.

EVR is the agency partner for businesses looking to build brand equity and generate more revenue from their marketing efforts. We consistently and reliably deliver the ideal combination of strategic thinking, creativity and accountability, giving you the confidence that your brand will be elevated and your business will reach optimal success.

We call it **Informed Ingenuity.**

Located in the  
historic millyard district  
of Manchester, NH



## EVR Services

Relationships are everything.

You need an agency you can trust to deliver the services you want, but it's more than that. You need a partner you can count on to help you grow and succeed. We get that.

“ EVR's campaign strategy to promote our affiliation with the Mayo Clinic Care Network has been extremely well planned and engages our market through a variety of channels. They have displayed an advanced command of new digital online strategies to complement their established pedigree in design and traditional advertising. ”

*Melissa Sears*

*Vice President of Strategic Planning and Marketing  
Sparrow Health System, East Lansing, MI*

Our services include:

### BRAND COMMUNICATIONS STRATEGY AND PLANNING

- Research
- Brand strategy development
- Marketing communications planning
- Campaign development and management
- Media planning and placement
- Measurement and analysis

### CREATIVE SERVICES

- Creative concept and design
- Copywriting
- TV/video production
- Print production
- Out of home

### EVR MEDIA SERVICES

- Media research, strategy and planning
- Traditional media – TV, radio, print, OOH
- Digital media – Programmatic, PPC, SEO, social media, email
- Media placement and monitoring
- Trafficking
- Measurement, analysis and optimization
- Affidavits and reconciliation

### WEBSITE AND MOBILE DEVELOPMENT

- Custom user interaction design and UX prototyping
- Mobile app design and development
- Landing page development and A/B testing
- Digital e-commerce storefronts, intranet sites and customer portals
- Content management integration including WordPress, Drupal, Sitecore and more
- W3C certified, custom HTML5, CSS3, PHP, .NET, JavaScript and MySQL
- Integrated pre-launch search engine optimization (SEO) and app store optimization (ASO) services

### CONTENT MARKETING

- Content development
- Public relations
- Social media



## IRVING OIL

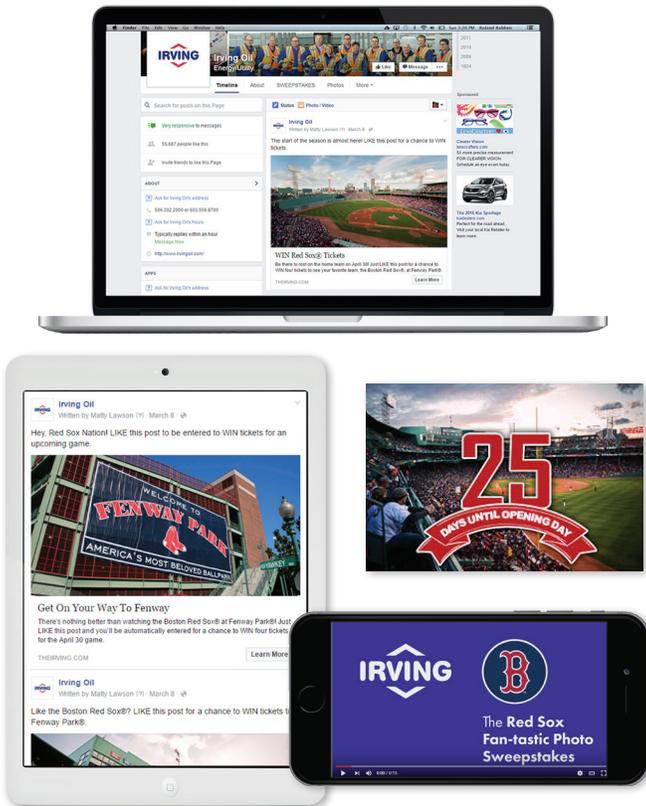
EVR was tasked with increasing Irving Oil’s consumer engagement and building brand awareness throughout New England. By launching various promotional ventures, each driven by the complementary channels of traditional radio, broadcast television, digital platforms and social media, EVR was able to produce campaigns that enhanced Irving Oil’s brand in New England and informed consumers of new Irving Oil promotions in the process.

## COMMUNITY COLLEGE SYSTEM OF NEW HAMPSHIRE

Among the goals and objectives for EVR’s campaign to promote NH’s Community Colleges were increasing and elevating brand awareness, promoting the commonalities of the individual colleges, boosting new enrollment and measuring the results. The campaign was designed to engage traditional student prospects aged 16 to 20.

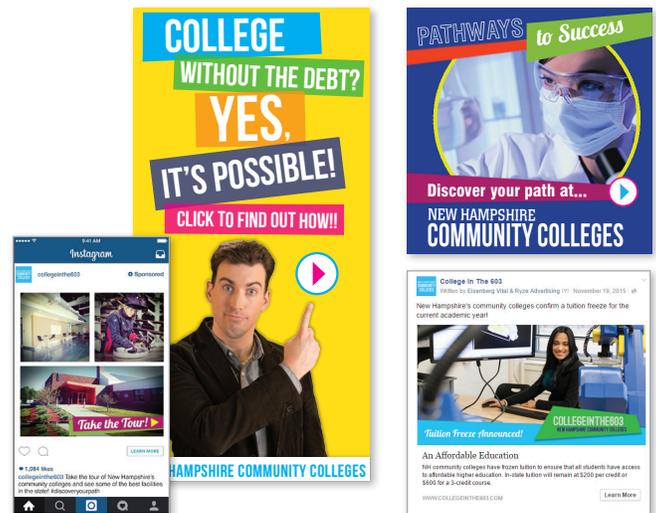
### PROJECT SPOTLIGHT: Social Media Marketing

### PROJECT SPOTLIGHT: Digital Campaign



1

EVR deployed social media opportunities to leverage Irving Oil’s sports marketing partnerships, most notably with the Boston Red Sox. Facebook contest development of relevant and interesting content drove rates of engagement that were as much as 77% higher than average.



2

EVR developed an award-winning campaign that reached the targeted age group through multiple platforms, including traditional and digital efforts. Social media channels such as Facebook, Instagram and Twitter were key drivers for introducing the target audience to the newly-launched website used as the campaign call-to-action. System-wide enrollment of new students increased by over 9% in a one year period.

## BELLWETHER

EVR's full-service capabilities were employed for ongoing brand communication projects, including brand awareness and the promotion of select products and services. Key goals were to reinforce a newly adopted brand theme and increase business volume in important revenue areas.

## KALWALL

The objectives for our work was the promotion of the Kalwall brand through a new website platform and channels that effectively reached the niche target markets of architects and builders on a national basis. Once the new website was launched, channels selected offered the ability to reach the desired audience with precision, including national trade publications, targeted public relations, content marketing and pay-per-click.

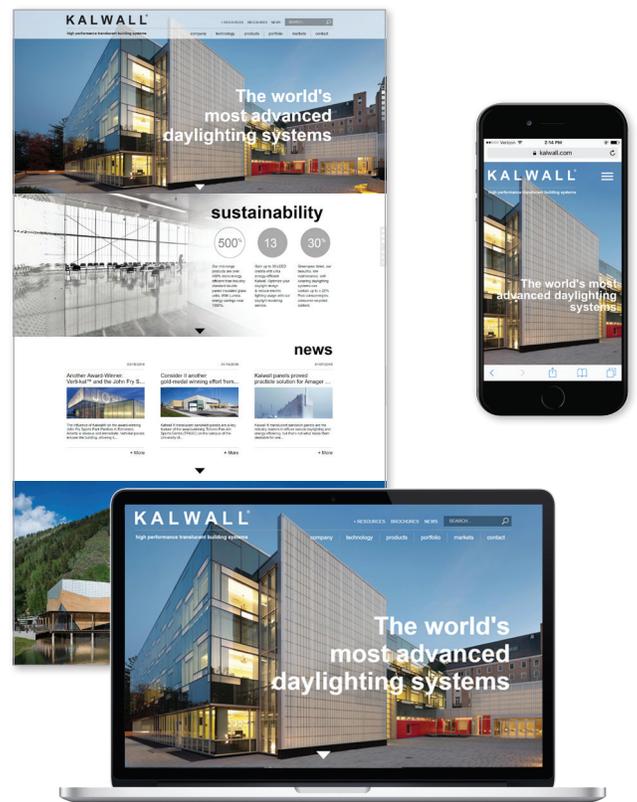
### PROJECT SPOTLIGHT: Brand Campaign



3

The centerpiece of the campaign was a series of television ads, "Where Easy Adds Up," supporting general brand, auto loans and home mortgages. The campaign also included billboards, print ads, display advertising, digital radio, direct mail and public relations. Brand awareness rose 22% in an 18-month period and mortgage applications reached capacity levels.

### PROJECT SPOTLIGHT: Website Development



4

The new website, which represented the opportunity to reveal the new brand identity recently adopted, became the cornerstone and springboard for the campaign. Site development goals included effective use of high-impact photos, engagement through relevant and searchable content and an advanced UX. The full frame home page design that was adopted provided visual appeal, intuitive site navigation, major section call-out and ultimately, distinctive brand differentiation.