



CONTACT US

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EVRadvertising.com

informed ingenuity

EVR Marketing

MEMORABLE CAMPAIGNS
MEASURABLE RESULTS



EVR



EVR Specialties

HEALTHCARE MARKETING

Relationships are everything. That's what makes our approach to healthcare marketing so successful. 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. We get that. We work with hospitals, multi-hospital health systems, providers and senior living communities to deliver effective marketing solutions.

NEW HAMPSHIRE

New Hampshire may be famous for holding the first-in-the-nation presidential primary, but we know our state has so much more to offer. Every day, we connect people with the businesses that make this state great. We understand the uniqueness of our state and have a firm grasp of the different regions and the people who live here. From our media services to content marketing, we know how to tailor strategies that resonate here.

EVR MEDIA GROUP

Media planning is a beast. We tame it. We deliver the fundamentals of analysis, planning, budgeting and forecasting. But we don't just deliver analytics in our reporting back to you—we dive into the numbers and think. We make observations, discover insights and develop recommendations that lead to more successful results. We believe in the balance of art and science, and that belief serves us well in today's media world. Our creative approaches and analytical insights make us thought leaders and trailblazers.

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 market. EVR produces campaigns that get you noticed with results that are measurable to the end of the sales cycle.

Our deep experience in brand communications and our culture of accountability empower 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. This 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 hyper-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 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*

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, search engine optimization (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 SEO and app store optimization (ASO) services

CONTENT MARKETING

- Content development
- Public relations
- Social media

CATHOLIC MEDICAL CENTER

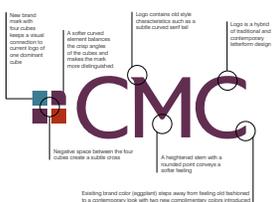
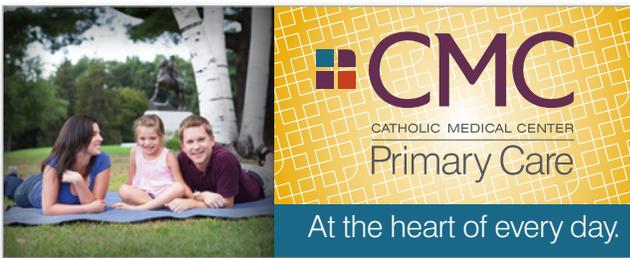
EVR led a comprehensive brand strategy revitalization for CMC, including brand values, competitive positioning, logo re-design, verbal messaging and tactical plans for service lines such as the New England Heart and Vascular Institute, Primary Care and Urgent Care.

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: Brand Development

PROJECT SPOTLIGHT: Digital Campaign

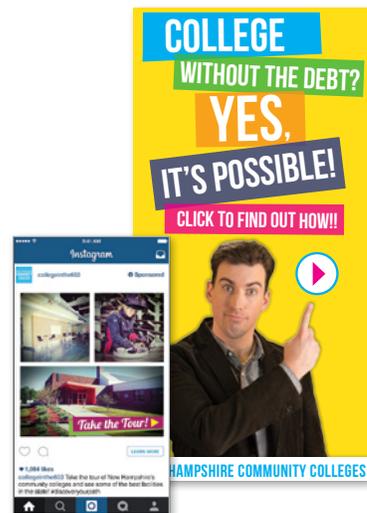


1st First in New England to use state-of-the-art cardiovascular technologies including the WATCHMAN™ LAAC Device

When you want the best in heart and vascular care, choose a center with extensive experience in leading-edge procedures and outstanding patient care. Our numbers tell the story. We treat thousands of patients each year with compassionate care and recognized expertise. Excellence you can count on.

CMC New England Heart & Vascular Institute
CATHOLIC MEDICAL CENTER
866.679.0619 CounOrCMC.org
MANCHESTER BERLIN COLLEENSBY DEERFIELD LACONIA LEANON LIBERTON MANCHESTER NASHUA PORTSMOUTH ROCHESTER

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The "Heart" concept speaks to CMC's core values and provides a clear and consistent direction for campaign communications. It embodies the CMC legacy brand attributes of caring and compassion and supports more aspirational attributes, such as surgical excellence, quality of care and innovation. Ideally suited to the CMC brand, it offers three creative messaging angles: essential, emotive and cardiac care.

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 objective 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.

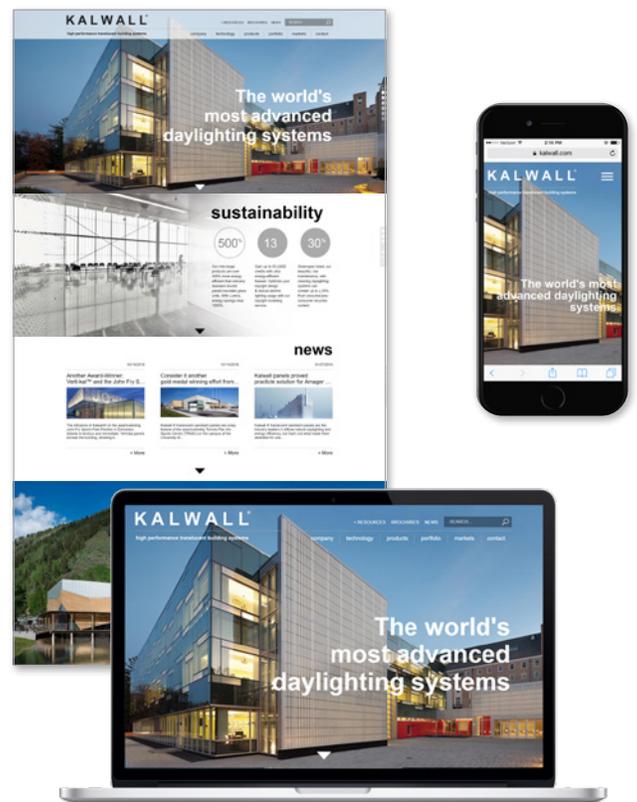
PROJECT SPOTLIGHT: Brand Communications



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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



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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.