

MINDSHARE MEDIA

Full Service Marketing for Island Businesses

- Web Site Development & Marketing
 - Business Strategy & Planning
 - Branding & Positioning
- Advertising Planning & Placement
 - Publicity & Events

Mindshare
M • E • D • I • A

(508) 696-4900 susan@mindsharemedia.com

ABOUT MINDSHARE MEDIA

- Mindshare Media is a full-service marketing, advertising, and Internet development agency, serving Island businesses since 2000.
- Our client roster includes over 40 Island businesses and organizations for whom we perform a variety of work.
- Engagements include tactical & strategic planning, Web site design & development, branding & identity development, media planning & buying, promotions, direct mail campaigns, event management and “Agency of Record” relationships where we function as the Marketing Communications Department for our clients.
- We strive to work with our clients in a manner that best supports *their needs* and are flexible in offering a range of services to achieve this objective.



HOW WE WORK

- Mindshare Media is comprised of a small team of experienced marketing professionals who offer over 35 years of combined marketing experience to our clients.
- Together, we seek to offer our clients creative, top-quality marketing ideas and solutions that meet their individual business challenges and opportunities.
- We use freelance design and Web development resources and have been working with many of our talented pool of freelancers for over 5 years.
- The combination of internal account management staff, with outside creative and development staff, allows us to take a more objective position on creative presentations and lets us offer our clients a variety of looks and technical capabilities.
- *Our primary goal is to help our clients achieve their business objectives. We use a variety of internal and external resources to achieve this goal, while always remembering to listen to our clients' concerns and truly hear their needs.*



RECENT PROJECTS

- **Island Plan Materials (for the MV Commission)**
 - Design and production of 4-color insert in MV Times & Gazette, production of signage in VH Steamship terminal, development of Island Plan Web site, forums & bulk email functionality.
- **The Yard**
 - All 2006 season materials including branding, campaign development, print advertising, media planning & execution, posters, signage, invitations, publicity campaigns, email campaigns and the 2006 Yard season program.
- **McCurdy Motorcars**
 - Update logo, reposition brand and develop new Web site with user controls.
- **Allen Whiting**
 - Direct mail campaign and event signage to support launch of new book.
- **Reynolds, Rappaport & Kaplan**
 - Development of new Web site.
- **Joe Sollitto Re-election Campaign**
 - Develop & execute marketing plan including direct mail, print advertising, Web site, promotional materials, PR efforts, signage and campaign management.



RECENT PROJECTS (CONTINUED)

- **Coldwell Banker Landmarks**
 - All marketing work for past 7 years. Web, print, strategy & planning, signage, media buying, direct mail & email campaigns, search engine optimization, branding & positioning.
- **Tea Lane Associates Real Estate**
 - Planning & strategy. Online advertising buying, search engine optimization.
- **Johnstone Builders**
 - Branding, re-position to enter local market. Develop list & direct mail campaign.
- **Thorncroft Inn**
 - Updates to existing Web site, integrate slide show. 2007 planning & email campaigns.
- **Vineyard Energy Project**
 - Web site expansion: add VEP Kids area.
- **Harborside Inn**
 - Web site expansion: add message boards for members and bulk email functionality.

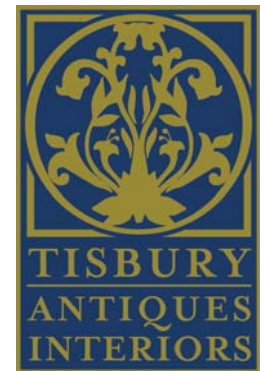


OTHER “STAND-OUT” PROJECTS

- **JawsFest '05**
 - Developed brand, logo, all creative and materials for event. Co-directed event with MVCC. Oversaw schedules, budgets, press, publicity and VIP relations. Established relationship with Universal Studios and secured licensing rights to JAWS for event.
 - 3-day event drew over 2,000 visitors to MV and had global press coverage spanning 7+ months.
- **Edgartown Residence Club 2004 Launch**
 - Developed brand, logo, slogan and all creative materials for 2004 launch of first fractional residence club on MV. Created PR buzz for launch and developed launch event.
- **MVY.com**
 - Developed new Web site for Martha's Vineyard Chamber of Commerce in 2003. Site includes very robust user-controlled back-end interface. Subsequently completed extensive database development, integrating numerous MVCC business processes and products. Streamlined production process by migrating data to a central Web-based interface.
- **Landmarks Real Estate: transition to Coldwell Banker Landmarks**
 - Successfully re-branded agency after decision to join franchise organization. Oversaw re-branding of all materials including signage, Web, print. Managed messaging to insure that market-leader position was not lost/damaged as part of transition.



SOME OF OUR WORK: LOGO DESIGN & REFINEMENT.



Edgartown's Only Waterfront Resort
MARTHA'S VINEYARD



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SOME OF OUR WORK: BRANDING & SLOGANS

“It’s Happening at The Yard”

2006 The Yard

“Not your average Joe”

Joe Sollitto re-election campaign.

“Your home, Our passion”

Colonial Reproductions Inc.

“Martha’s Vineyard, Live the Dream”

Coldwell Banker Landmarks

“The Ultimate”

Edgartown Residence Club

“Yum!”

PJ’s Deli & Catering

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FROM BEGINNING TO END, IT'S ALL ABOUT YOU.

- At Mindshare Media we understand that our clients needs and objectives evolve over time. We are committed to listening to our clients, helping them understand where they are today and working with them to take their businesses where they want to go.
- We appreciate that the people within the businesses and organizations we work with have varied skill sets and capabilities, and are happy to offer a range of marketing resources to complement your team and enhance your successes.
- In our world, our clients always come first.
- Professional bios and a client list are included at the end of this presentation. We encourage you to talk with our clients about us.

THANK YOU FOR CONSIDERING MINDSHARE MEDIA.



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PROFESSIONAL EXPERIENCE: SUSAN SIGEL GOLDSMITH, PRINCIPAL

2000-Present: Principal, Mindshare Media

- Principal of full-service marketing, advertising and Internet development agency primarily serving clients on Martha's Vineyard. Our client roster includes over 45 successful Island businesses and organizations who look to us to provide services ranging from high-level strategic planning to tactical campaign execution.
- Please see our client list attached.

1998-2001: Principal, Sigel Partners, Inc.

- Developed Web strategic alliances, cross-media marketing strategies; affiliate programs; sponsorships and partnership-based marketing programs for numerous national clients including Harrods.com, WeddingChannel.com, Awards.com and others.

1997-98 VP of Marketing & Strategic Relations, GenesisDirect

- Oversaw \$35mm print, radio and Internet advertising budget. Developed media plans, negotiated rates, oversaw ad creative for 36-title catalog/e-commerce company.
- Brands included 13 in sports—including official catalogs and Web sites for NHL, NBA, MLB, NASCAR and PGA—10 in children's gifts, furniture and apparel; 8 in gifts, including high-end and luxury gift offerings; and 5 in educational markets.
- Developed cross-media partnership programs with MasterCard, Pepsi, Sports Illustrated, Playtex, Nike, Scholastic and many more.

1996-97 Business Unit Director, TPD Publishing Inc.

- Launched division for multi-title publishing and Internet agency. Developed simultaneous execution of VC++ conference, Web site and print magazine. Sold sponsorships to clients including Dell, Intel and Microsoft.
- Interfaced with London office on Internet, print and conference strategies. Oversaw all divisional operations.

1993-96 Publisher, Technique Magazine

- Developed concept, direction and launch of subscription-based SOHO and business graphics magazine.
- Acquired over 95K paid subscribers and a 65% renewal in 2 years. Oversaw all facets of business operation. Generated \$4.5mm in advertising sales, developed ancillary revenue streams, strategic alliances, and advertiser programs.
- Publication awarded Silver Ozzie and ASBPE Gold in 1995.

1991-93 VP & Assoc. Publisher, NADTP

- Oversaw growing desktop publishing users association and magazine. Built membership base and benefits. Established editorial frequency and ad programs.
- Developed ancillary revenue programs. Clients included: Hewlett Packard, Sony, Corel, Adobe, Apple and Microsoft.



PROFESSIONAL EXPERIENCE: SUSAN GUERIN, CLIENT SERVICES

2005-Present: Client Services, Mindshare Media

- Susan Guerin brings over 15 years of marketing experience to Mindshare Media. Her scope of work has ranged from brand manager to marketing export to marketing consultant. In each of these positions, Susan has defined brand strategies and developed marketing and promotional plans.
- Accounts include Tea Lane Associates, The Harborside Inn, The Colonial Inn, PJ's Cafe and collaboration on The Yard.
- Projects include development & execution of media plans, Web sites, search engine optimization, Internet campaign development & management, copywriting, & strategic planning.

1998-2004: SWG Consulting, France & US

- Principal of marketing consulting firm that worked with French & US food companies.
- Developed and executed advertising, marketing and PR plans. Coordinated promotional programs.
- Managed US food-service business for Andros, products (Bonne Maman jams) from 2000 – 2002
- Provided advertising and promotional support. Developed packaging, adapted formulas for US products.

1992-95: Marketing Export Manager, Bongrain S.A. France

- Assured the coordination between marketing, sales and production within corporate and company's export markets.
- Assisted foreign subsidiaries in implementation of corporate/global brand strategy
- Supervised marketing budgets, advertising and promotional development
- Developed brand strategy for launch of new products

1989-1992: Brand Manager, Bongrain Cheese U.S.A., Lancaster, PA

- Worked on all elements of the marketing mix for *Alouette Spreadable Cheese* brand and imported cheeses. Developed retailer/distributor promotions.

1987-89: Research Analyst, Laurence, Charles, Free & Lawson (ad agency), NY

- Analyzed and reported on sales for top-billing client: McDonald's regional stores in NY and WI.



PROFESSIONAL EXPERIENCE: REBECCA RABENI, CLIENT SERVICES

2007-Present: Client Services, Mindshare Media

- After working closely with Rebecca during her tenure at the MVCC, we are pleased to have her join Mindshare Media. Her in-depth knowledge of Island businesses, commitment to customer service and her obsession with detail make her a perfect addition to our organization.
- Rebecca's first projects will be helping with the 2007 Yard season plans and working under the tutelage of Susan Goldsmith, Principal.

2006: Events Coordinator, Island Affordable Housing Fund

- Oversaw fundraising events for IAHF for the 2006 season. Responsibilities included event marketing, logistics and management for Houses on the Move.
- Worked with Executive Director and Board to support fund-raising and development efforts. Liaison to donors and participants of events.

2003-05: Program Director, Martha's Vineyard Chamber of Commerce

- Assisted membership of 1100 in defining their marketing and advertising needs through Chamber opportunities including Web marketing, publications and direct mailings.
- Organized all membership events including Business After Hours, Annual Dinner, and Annual Meeting.
- Co-director of JawsFest '05.

- Integral part in building and maintaining the MVCC Website and reporting interface
- Spokesperson and "Face of the Chamber", which entails public speaking at all Chamber events as well as radio and television appearances.

2002-03: Dining Room Manager, Vineyard Golf Club

- Opened Club's exclusive 75 seat private dining room. Trained & managed dining room staff in customer service and fine dining skills.
- Utilized customer service skills to exceed the expectations of over 450 private club members
- Assisted with accounting duties such as posting invoices, payroll, food inventory and food cost.

2001-02: Associate- Conference Planning , American Diabetes Assn, Alexandria, VA

- Coordinated hotel, air and meeting programs for 400 guest speakers at ADA's Annual Convention.

2000-01: Front Office Manager Hyatt Hotel s, Hyatt Regency Capitol Hill, Washington, DC

- Managed over 40 front desk and guest services employees for 834-room hotel.
- Provided outstanding customer service to hotel clientele including government officials, ambassadors and large conference associations.
- Completed Hyatt Corporate Management Training Program. Trained in every department of the hotel including Sales and Marketing, Rooms Division, Food and Beverage and Accounting.

