A Unique Perspective

Most advertising agencies and web designers think and speak in the First Person. They say, “I can do Flash. I know JAVA. I cost an arm and a leg.”

Some firms are farsighted enough to speak in the Second Person. Typically, they spend most of their time asking about you and your company. “How can we help you? What do you want to do? How much can you afford?”

However, we named our advertising and web design company “Third Person” to remind us that our real task is to see things from your audience’s point of view. After all,

- THEY are the customers who buy your product or use your service.
- THEY are the donors or investors who give you money.
- THEY are the employees who fulfill on your offer.
- And THEY are the ones who will ultimately make YOU successful.

Whether we design an elaborate web site, a simple direct mail postcard, a television commercial, or any other type of marketing or advertising strategy for you, we always start by asking the questions about the Third Person, such as “Who is this for?” and “Why should they care?” By always approaching advertising and web sites from the end user’s point of view, we create unique, effective, and compelling strategies that speak directly to THEIR needs and desires while helping YOU succeed.
Our Work... Works

Turn the page to view how Third Person's customer-oriented strategies help companies, both large and small, realize their goals.
Developing messaging that speaks to businesses

Just one week after launching a new television ad campaign designed by Third Person, Inc., Valpak Direct Marketing Systems, Inc., best known for the Blue Envelope, saw call volume to its main sales telephone number jump by 1,745%.

... Sales call volume increased by 1,745% — (The phone) is literally ringing off the hook ... 

“This is the first time we’ve developed a national business-to-business campaign,” says Melissa Fisher, Senior Vice President of Marketing and Communication at Valpak. “We wanted to increase general awareness among businesses and ultimately get our phone to ring. We’re thrilled that it’s literally ringing off the hook!”

The new Valpak campaign which launched nationwide in February 2008 features messaging that targets the concerns of small businesses while also including messages for consumers.

“While most businesses talk directly to consumers or other businesses, Valpak is unique in that it has a strong offer for both audiences,” explains Michael Caughill, Partner and Creative Director at Third Person, Inc. “Consumers are looking for ways to save money while businesses are looking for ways to reach potential customers.”
Valpak

Television Ad: 'Where Business and Savings Grow – Haircut'

2008 Business-to-Business Advertising Campaign
Valpak

Web Site Redesign: Business-to-Business Conversation

www.valpak.com/advertise
You deal in Dalmatians. 

We help you spot more customers.

Pet businesses like yours mailed more than 440 MILLION ads in The Blue Envelope™ last year alone! That's because advertising in the blue envelope is the most cost-effective way to fetch more customers. Call us today and discover how our researched and tested mailings can help you get more customers coming...and stay.

Valpak

Start growing your business today by calling 800-661-8661 or visiting Valpak.com/advertise

You deliver pizzas.

We deliver customers.

Pizza restaurants like yours used The Blue Envelope™ to deliver over 545 MILLION ads to potential customers last year alone! That's because they know that the blue envelope is the most cost-effective way to keep their phones ringing. Let our researched and tested mailings connect you to your perfect customers - people who live near your location, have more money to spend, and love pizza as much as they love using coupons!

Valpak

Start growing your business today by calling 1-866-213-5988 or visiting Valpak.com/advertise

Valpak has been part of our marketing plan for over 15 years. We've found it to be the most effective in a competitive environment.

GARTNERZELLE, JR.
Harley-Davidson

Driving new sales to dealers

When Harley-Davidson first approached Third Person about developing a new strategic advertising and marketing campaign for a new software program they were launching, they had very specific goals in mind. Namely, they needed to achieve a specific amount of sales within a definitive time period. And, they wanted to kick off sales at trade show happening in a very short period of time.

... By the end of the three-day trade show, new software sales had exceeded the entire six-month sales goal ...

The Third Person team knew that pulling together a multi-faceted, customer-focused campaign in the required timeframe was a tall order, but they were up to the challenge. Very quickly, the team pulled together a compelling campaign featuring outdoor signage, trade shows, direct mail, sales collateral, and other assorted elements with powerful messaging and visual elements.

The results were astounding.

"By the end of their three-day trade show in which they announced the Connect product, Harley-Davidson had met and exceeded the sales goal for the entire campaign," said Brett Hagland, Account Executive for Third Person. "To say that Harley-Davidson was pleased with the results (of the Connect campaign) is putting it mildly."
There is no “one size fits all” tag on a motorcycle.

Why should there be one on h-dnet.com?

What’s New?

Introducing the new h-dnet.com

Navigation made easier, no app device required

It’s not an Evolution® or a Revolution®

What you’ll find on the h-dnet.com pages:

Harley-Davidson

CONNECT Direct Mail Flyer
On January 29, Harley-Davidson will help you see your customers in a new light.

Harley-Davidson is introducing custom-designed software to help you manage customer relationships throughout the entire motorcycle ownership journey. Harley's customer relationship management software provides:

- Custom-built vehicle sales and contact management tools designed for Harley-Davidson and Buell motorcycle dealers
- Developed with H-D dealer input
- Dealer-friendly screen design
- No additional hardware required

- Internet-accessible system to manage and leverage vehicle sales information
- Dealer Web site
- IDMC sales opportunities
- Vehicle ownership history

- Robust reporting to manage and improve dealership sales activity and enhance more informed decision making
  - Conversion rates
  - Traffic and activity logs
  - Opportunity pipeline analysis and more

Shine a New Light On Your Business.

Contact your District Manager today to learn about Harley-Davidson's new customer relationship management software designed to enhance the way you develop and maintain customer relationships.
Batteries Plus

Powering Up Results from Television Ads

When Batteries Plus decided they needed some new life in their franchise advertising, they turned to Third Person, Inc., the Milwaukee advertising agency with expertise in franchise advertising and branding.

"We like to think of the new commercials as the way crowd sourcing should be done in advertising," said Caughill. "Instead of asking the general public to create the campaign idea, we’re using their content within our creative framework."

... The new ads cost 50% less to produce and are getting much more attention ...

The results are compelling. The franchise name, the most important asset of a franchise organization, is front and center through out the entire commercial. Plus, the total campaign costs are jaw-droppingly low – over 50% less than their previous production totals.

"We didn’t have to shoot anything," said Caughill. "And, since these are mostly videos posted to YouTube, we were able to obtain the rights to our chosen ores pretty inexpensively. But the best part is that the results are top notch. They’re fun and professional."

Batteries Plus is already seeing results too. Franchise owners are raving over the new spots, and one of their early commercials was discussed fervently on certain blogs. "They've never had commercials that attracted this kind of attention. We're happy that we could deliver this to them," said Caughill.
Batteries Plus

Television Commercial: “Riding Lawn Mower”

Shot 1: Music begins as word “Batteries” appears

Shot 2: Sound effect plays as a plus sign appears

Shot 3: Tractor engine starts up as a tractor icon appears

Shot 4: Video of a lawn mower going across camera begins playing

VO: We heard you saved $5 on a new battery for your riding lawn mower at Batteries Plus.

Shot 5: Video shows a cog riding the lawn mower

VO: You lucky dog. Save $5 on lawn and garden batteries right now at Batteries Plus.

Shot 6: Batteries Plus logo, tag and web address

VO: Batteries Plus. Find the battery you need to replace at the replace it place.
Shot 1: Music begins as word "Batteries" appears

Shot 2: Sound effect plays as a plus sign appears

Shot 3: Car horn honks as a car icon appears

Shot 4: Video pbs of an elephant approaching a parked car

VO: Right now at Batteries Plus we’re offering free installation on all of our car and truck batteries...

Shot 5: Video Show Elephant Putting Trunk into Car and Car Driving Away

VO: Because sometimes you really need to know that your vehicle is going to start.

Shot 6: Batteries Plus logo, tag a1d web address

VO: Batteries Plus. Find the battery you need to replace at the replace it place.
Some of Our Other Work

Turn the page to view samples of Third Person's customer-oriented advertising and web designs.
It's all about a beautiful package.

A look that can't be ignored.

The most desirable sample packages are made with Glenroy film.

Learn more by calling 800-824-1482 or online at www.glenroy.com.

Sample packages that make people pay attention are made with Glenroy film.

Learn more by calling 800-824-1482 or online at www.glenroy.com.

Glenroy, Inc.

Print Ad: "Beautiful Package"

Designed to launch the Glenroy product line to the cosmetics and personal care industry.

Glenroy, Inc.

Print Ad: "A Look"
UNISIG

Web Site Redesign

www.UNISIG.com
Brochure tri-folded to simulate a wallet stuffed with cash.

Bennis Clysar

Direct Mailer: “Double the Payout”
After the brewery tour, enjoy some real long-necks.

The Zoo makes anything else seem tame.

See them without fries on the side.
The Zoo makes fries seem tame.

After you see the Brewers, come see the Cubs.
The Zoo makes baseball seem tame.

He makes Pokémon seem pokey, man.
The Zoo makes video games seem tame.

Milwaukee County Zoo

“Makes anything else seem tame” Promotional Billboards
WAITING FOR A SLOW BOAT FROM CHINA?
HERE ARE FIVE REASONS NOT TO:

1. The Industry's Fastest Turnaround
   Parts from overseas can require a 12-16 week lead time (not to mention the long wait for delivery). Signicast's proprietary technology reduces lead times to as little as 1-4 weeks and provides throughout in 45 days.

2. Faster New Product Launches
   Signicast can launch a new part with production-ready tooling in as little as TWO WEEKS. Signicast's systems are designed to launch customer's new products to market as fast as possible.

3. True Just-In-Time Delivery
   When your suppliers are an ocean away, it's nearly impossible to achieve true just-in-time delivery. Signicast provides work-in-progress inventory turnarounds to provide customers with an on-time delivery rate of almost 100%.

4. Concurrent Engineering
   Signicast's award-winning engineers will work with you from conception to provide technical assistance and a sound design that will result in the lowest overall cost. Our design for manufacturability is our focus.

5. Technologically Advanced Processes
   Signicast's ISO-certified world-class facilities produce the highest quality components in the shortest times possible.

SO THE QUESTION IS WHEN DO YOU HAVE MORE FAITH IN SLOW BOATS OR SIGNICAST?

MADE BETTER IN AMERICA

"Many calls and requests quote that we've received are directly attributable to these ads."

DO YOU REALLY WANT TO LEARN HOW TO SAY "RECALL" IN CHINESE?

HERE ARE 5 REASONS TO CALL SIGNICAST, INSTEAD.

1. The Highest Level of Quality
   Even though we're not the lowest price option, our quality is a level to be measured. We deliver your product at the highest quality standards, on time, resulting in the lowest overall cost. When it comes to your engineering components, you can't always trust your reputation to the supplier with the lowest price.

2. Technologically Advanced Process
   Signicast's state-of-the-art production processes provide the most advanced process control, repeatability, and reliability to ensure your needs are met. Signicast has a dedicated team of experts that constantly develop new technology to meet your ever-changing requirements.

3. True Just-In-Time Delivery
   When your suppliers are an ocean away it is impossible to keep your inventory low. In today's fast-paced market, that means you can be stuck with excess inventory. With our Just-In-Time delivery, we can respond quickly to an engineering change on an existing part or a new product launch.

4. No Outsourcing
   We have built our company to be vertically integrated, no pictures are out sourced to ensure quality and efficiency. Our processes are designed to deliver the highest quality components in the shortest times possible.

5. Rapid Problem Solving
   We don't settle for second best. Our systems are designed to meet your exact material specifications and provide a complete part traceability and/or manufacturing engineering experts to ensure that your issues are minimized and resolved as quickly as possible. Our engineers, everything in a priority.

"Recall" isn't a word you want to hear in any language, but when it is in a different language, you have to deal with the physical distance and cultural differences that can multiply the effect of even a simple product recall.

MADE BETTER IN AMERICA

"This is the first time we've run ads that are as targeted as these. We're thrilled with the results."

Signicast Investment Castings
Print Ad Campaign: "Slow Boats"

Signicast Investment Castings
Print Ad Campaign: "Recall"
The Services that Matter

At Third Person, Inc., we are experienced in developing award-winning (and, more importantly, customer-winning) advertising and communications strategies in many mediums, including:

**Advertising**
- Internet
- Outdoor & Transit
- Print
- Radio
- Television

**Collateral Development**
- Brochures
- Catalogs
- Media Kits

**Corporate Identity**
- Brochures
- Business Cards
- Identity Guidelines
- Letterhead & Envelopes
- Logo Development

**Direct Mail**
- List Procurement
- Writing, Design & Analysis

**Multimedia Design**
- Custom Online Software Development
- Interactive CD-ROMs, DVDs
- Online Presentations
- Power Point Presentations

**Retail Services**
- Packaging Design
- Point of Purchase

**Strategic Development**
- Brand Development & Design
- Competitive Analysis
- Marketing/Media Plans
- Message Platforms
- Positioning Lines
- Target Audience Research

**Strategic Marketing**
- E-mail Marketing
- Guerilla Marketing
- Search Marketing
- Social Media Marketing

**Trade Show**
- Strategy
- Implementation
- Design
- Promotional Items

**Web Development**
- Experience Mapping™
- “Online On-Time Guarantee”
- Site Architecture
- User Interface Design
- Basic Search Engine Optimization Services
- Search Marketing Set-up, Analysis, and Optimization
- HTML
- DHTML
- PHP
- Flash
- L.A.M.P.
The Best Companies

We, at Third Ferson, are so fortunate to be able to work each and every day with some of the best people who represent some of this nation’s finest companies, both large and small. A sampling of our client list, with referrals, is below.

Batteries Plus

Entertainment

Beacon Health

Carlson Tool & Manufacturing Corp.

Motor Company

Bemis

UNISIG

Valpak

Signicast

Center for Communication Hearing & Deafness

Brady Corporation

Carole Herbseifl-Kalinian

Director of Communications

6555 West Good Hope Rd.

Milwaukee, WI 53223

(414) 438-8882

Signicast Corporation

Todd McDonald

VP, Sales & Marketing

1800 Innovation Way

Hartford, WI 53027

(262) 790-7000

Beacon Health

Richard Ondahl

Chief Executive Officer

12308 N. Corporate Pkwy.,

Suite 100, Mequon, WI 53092

(262) 243-6100, Ext. 103

CDHH

Kerry Malak

Communications Manager

10243 W. National Ave.

West Allis, WI 53227

(414) 604-2200

Milwaukee Symphony Orchestra

Susan Loils

VP Marketing & Communications

700 N. Water Street, Suite 700,

Milwaukee, WI 53202

(414) 225-1949