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introduction



ADVERTISING

# introduction





**It's a whole new world.**

Move over intuition. And make room for insight. In a marketing world turned upside down, you need an agency that knows how to do things differently. Something hmc<sup>2</sup> has embraced for years. We may be a little shop. But we have big ideas. Starting with the concept that the more precise you can be in speaking directly to your customer, the more successful your communication can be. Our thinking is strategic first. And because of this, it's laced with new perspectives, fresh approaches and clear insights. Meaning we work with you to proactively build your brand and grow your business. To make you relevant. Understood. And above all, essential.

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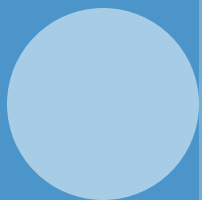
### **Yours alone.**

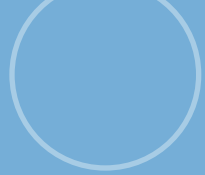
Sometimes conventional advertising isn't in the best interest of the brand. Other times it's precisely what's needed. At hmc<sup>2</sup> we work to find the ideal complement of tools to make sure your message stands out. Our capabilities span the marketing spectrum and include everything from brand renovation to web analytics, public relations to identity systems. And that's just the beginning. We draw from a deep well to find the right solution for you. One that fits you alone. One that works. And most of all, one that inherently recognizes that one size does not fit all.

### **Beyond the expected.**

Market intelligence is only as good as the hands it's in. At hmc<sup>2</sup>, we believe the most inspired work results from stepping outside the ordinary, beyond the expected. We challenge ourselves every day—again and again—to find solutions that are smart, original and creative. Our success is driven by our willingness to banish any preconceived notions. And by a team of people who are immensely passionate about the work that they do. We bring critical change to clients by focusing on every point of contact with the brand. So you can successfully speak with messaging that truly resonates.

capabilities



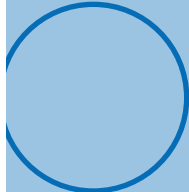


## What we do.

Advertising  
Strategic Marketing & Planning  
Public Relations & Events  
Branding  
Print  
Broadcast  
Web Site Design & Development  
Interactive & Online Marketing  
Direct Mail  
Collateral  
Graphic Design  
Illustration  
Point-of-Purchase & Display  
Trade Show & Media Exhibits  
Packaging  
Market Research  
Media Planning & Buying  
Below-the-Line/Guerilla Marketing  
Crisis Communication Management

target audience

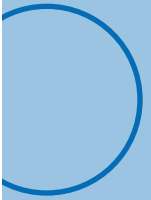




**Deliver messages that resonate with your target audience.**

Our philosophy that good marketing is about understanding your audience and developing relevant messages to that audience is the foundation of our work at hmc2. We do our homework, and research is just the beginning of how to interpret the touch points for a successful start to communication. Whether it's positioning a new or existing product, creating or evolving a campaign concept, or inventing a new brand, the right foundation will serve to successfully target and speak directly to your audience (in a meaningful way).





case studies



### Situation Analysis

Smugglers' is a 3-season destination resort dedicated to the family vacation experience and prides itself on being voted the best resort for family fun anywhere.

### Objectives

- Divert vacationers from family trips to places like Cape Cod and other coastal destinations and from the larger family venues like Disney World.
- Present Smugglers' as a true vacation value for families.
- Increase number of family vacations and purchases of Vacation Shares—the timeshare opportunity from Smugglers' Notch.

### Tactics

hmc<sup>2</sup> sends out multiple mailings each season testing offers and pricing to attract family vacationers.

- Utilize regional print advertising and direct mail within the key destination markets from Pennsylvania north and from Florida.
- Utilize the internet (web site) to visualize and represent the Smugglers' experience.
- Utilize fulfillment brochures, video, DVD and other materials to help motivate the vacation decision.

### Results

- Most recently—3 seasons of exceeding inquiry and reservation goals despite unsure economic climate (as indicated by consumer confidence index) and poor weather conditions.
- Continual recognition of Smugglers' as the #1 Family Resort by readers of magazines like FamilyFun (a Disney publication), Ski and Skiing, and publications like the New York Times and several others.
- Increasing sales of timeshare vacation ownership.
- Positive guest survey responses in all areas of facilities, programs and activities.



## BlueCross BlueShield of Vermont

### Situation Analysis

Longtime client, Blue Cross and Blue Shield of Vermont, introduces their HMO product, The Vermont Health Plan. Consumer skepticism of HMOs is running high, due to consumer and medical community concerns over quality of care under this system. Blue Cross and Blue Shield of Vermont must separate their flagship brand from the new Vermont Health Plan, in order to maintain separate brand identity for their other products.

### Objectives

- Reassure employers, employees/subscribers, and health care professionals alike that quality care will be up to Blue Cross standards under The Vermont Health Plan HMO structure.

- Clearly identify and establish separate brand identities for Blue Cross and Blue Shield of Vermont and The Vermont Health Plan with separate, compelling advertising campaigns.
- Bolster base Blue Cross and Blue Shield of Vermont brand with strong new ID/campaign, which cannot be confused with The Vermont Health Plan.
- “Gently” link brands to provide a “halo” effect from Blue Cross, thereby providing credibility to The Vermont Health Plan.

### Tactics

- The Vermont Health Plan launches “Like Vermont, We’re Different” using TV, radio, print, and direct

- mail highlighting key TVHP differences vs. competitive HMOs.
- Simultaneous launch of new base brand ID campaign; print and radio reinforce core BCBSVT values/benefits.

### Results

- Year 1, The Vermont Health Plan earns 25% market share
- Year 2, up to 35%
- Year 3, direct mail campaign ups subscribers 700%

Today, TVHP is number one HMO in Vermont. BCBSVT base brand maintains market share via continued advertising presence and continued new product development.



### Situation Analysis

Assisting Vermonters with financing higher education, as well as consolidating their education debt, is the focus of VSAC—and an area where they have been a long-standing market leader. In recent years, with an onslaught of competitors entering the Vermont consolidation arena, VSAC’s commanding market share in this division was being threatened. Compounding the situation, rising interest rates increased demand and the urgency of VSAC’s reaching targets ahead of their competition.

### Objectives

- Increase awareness of VSAC’s debt-consolidation program and its many benefits to the target market.
- Create awareness that locking in with VSAC’s competitive rates was time sensitive, due to imminent rise of interest rates.
- Create a sense of urgency—act now or lose out.

### Tactics

- hmc<sup>2</sup> built a program for VSAC that commanded attention via:
  - A targeted direct mail campaign reaching parents and students who had existing loans through VSAC.
  - An original radio campaign that reinforced the sense of urgency regarding escalating interest rates.
  - Tonally relevant and memorable creative executions that spoke to the dual audiences of college students and their parents.

### Results

VSAC saw a marked increase in their volume of application requests.

### Situation Analysis

Northfield Savings Bank, a mutual bank entrenched in Washington County since 1835, was determined to extend their franchise from Central Vermont into the more urbane Chittenden County. No small task, considering this environs was heavily saturated with larger, extensive bank operations: Key Bank, Charter Bank, Merchant's Bank, and BankNorth. Adding another layer to the challenge were possible negative perceptions of NSB as "small town" oriented, i.e. not fully "up to speed" for a more demanding Chittenden County target.

### Objectives

- Attract depositors by introducing Northfield Savings Bank into Chittenden County as a full service, leading-edge, technologically proficient choice for all a client's banking needs.

### Tactics

- hmc<sup>2</sup>'s multi-pronged approach included initiatives to:
- Creatively package and promote NSB's full-service capabilities.
  - Attract depositors with competitive products.

- Seize the high ground by emphasizing NSB's long-standing and deep community involvement. Specifically, based on their mutual bank point of difference, hmc<sup>2</sup> highlighted NSB's unique "10%" return of profits into local communities and local charitable donations at all new branch openings.

### Results

Northfield Savings Bank's five-year deposit goal was reached in only one year.

conclusion



**A world of results.**

We establish and maintain viable consumer tracking mechanisms for our clients, allowing us to measure and respond to the needs and wants of each market.

Effective, targeted communications, within established budgets, and an open door policy have earned hmc<sup>2</sup> the confidence of its clients—some for nearly 20 years.

If you're looking for results—growth, new markets, greater market share—look to hmc<sup>2</sup> for solutions.





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