



STIMULUS

EVOLVED CREATIVE SOLUTIONS

SUCCESS DELIVERED

THE RIGHT EXPERIENCE... THE RIGHT PARTNER

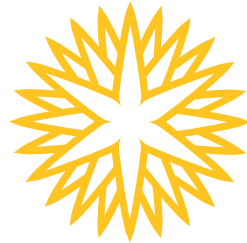
ARE YOU READY?

c r e a t i o n
i n c e p t i o n
i n v e n t i o n
r e i n v e n t i o n
c o n c e p t i o n
f o r m a t i o n
f o r m u l a t i o n
f o u n d a t i o n
g e n e r a t i o n
i m a g i n a t i o n
o r i g i n a t i o n
p r o c r e a t i o n
p r o d u c t i o n
s t i m u l a t i o n



**We believe there's something reassuring
about an ad agency
that puts its clients first—Always.**

As the world struggles with economic shifts, the road to recovery is long and uncertain, so businesses seek answers. They need new ideas, young energy and senior smarts from a marketing partner who can inject immediate help. Stimulus is an organic fusion of seasoned professionals, youthful tech savvy creatives and entrepreneurs whose energy is matched by their integrity.



It is our desire to fully understand your business. We care about you, what you're doing and your vision of the future. Next, we are able to create effective empowering concepts that sync with your vision. Rest assured that our sense of loyalty and commitment will be the solid rock of our relationship.

We're both high-tech and high-touch. Working with us is easy because we offer a seamless process. Stimulus is not a massive, complicated organization and we take pride in working lean and smart. Our network of resource partners is extensive, our reaction time is immediate and our deployment will amaze you. We have been on the client side of this business before and we understand your perspective.

Once we join forces, our overriding objective is:

Your success!

{ SUCCESS DELIVERED }





BRANDING

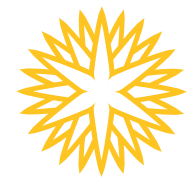


logo design
brand creation
brand documentation
challenger branding
style guides

Building Equity.

It's important to view business from the perspectives of both you and your customer. This is critical to build a solid, sustainable and tangible brand identity. Many times you can see unsuccessful communications (especially on the web) that are built with an "all about us and not about you" mentality. For our clients, we often build what we call a "Brand Rosetta®." This includes development of a core belief, a vision, foundation elements and messaging — all to help your organization stay on the right track. Once that strategic framework is established, we look for tactical ways to deliver your message to your market place following that blueprint.

Our branding services deliver all of the strategic elements that provide a roadmap for your "face to the market." It is a complete strategic guide that includes all of your information in one document. Stimulus provides clients with a custom brand guide, all logo file types and documentation — And of course, you own those assets.



STIMULUS





MARKETING



“lighthouse” strategy

cohesive execution

precision timing

understanding distribution channels

assuming thought leadership

Attracting Customers.

Fluctuating customer requirements, economic tides, rapidly changing technology and strong competitive forces are putting more pressure on getting the most out of your marketing efforts. Growth should be a carefully executed strategy. For a winning go-to-market strategy, the cycle time from product creation to product launch leaves no margin for error.

Sales in today’s technology-rich culture makes “word-of-mouth” much more difficult and impersonal with voicemail, email, texting, web forms, and other obstacles. Stimulus builds a “lighthouse” strategy, drawing customers to you and your business. Today’s markets call for a concisely defined marketing strategy with concise execution. Stimulus delivers the complete package with comprehensive services keeping your strategy on course. Our full range of services assist in the optimization, cohesiveness and execution of a solid, focused marketing plan.



STIMULUS





ADVERTISING



bold

fresh creative

strong & solid messaging

media research, budgeting & placement

broadcast media creation

integrated ad campaigns

ad production

creative

The Right Message.

The World of Advertising is crowded with excess, endless media outlets and enough messages to dull the senses. With so many media elements inundating people's daily routines, it's difficult to find a way to make yourself stand out from your competition. At Stimulus, we strive to do just that— Our experience of proven design, advertising and marketing skills combine to create strong, solid campaigns that will grow your brand. Stimulus can help you make your company SHINE amongst the clutter.

- ▷ Differentiate Yourself
- ▷ Command Attention by Using "The Big Idea" Approach
- ▷ Assume Thought Leadership in Your Category
- ▷ Communicate Your Positioning Clearly
- ▷ Always include a Call to Action
- ▷ Consistently Deliver Brand Recognition Across All Media

Even though we are mature in our thought processes and experts in design, advertising and marketing, we strive to deliver the unexpected. Our top ten brand management experience has given us many tools that work for any business at any given scale. Let Stimulus help you create your next campaign that will generate real results.

big idea



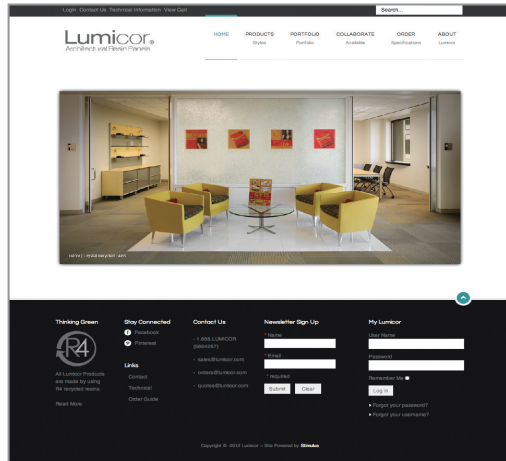
STIMULUS





WEB DESIGN+





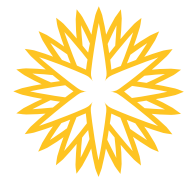
search engine optimization
 content management solutions
 responsive designs
 eCommerce
 intranets/extranets
 Secure-Review[®] online collaboration
 advanced functionality



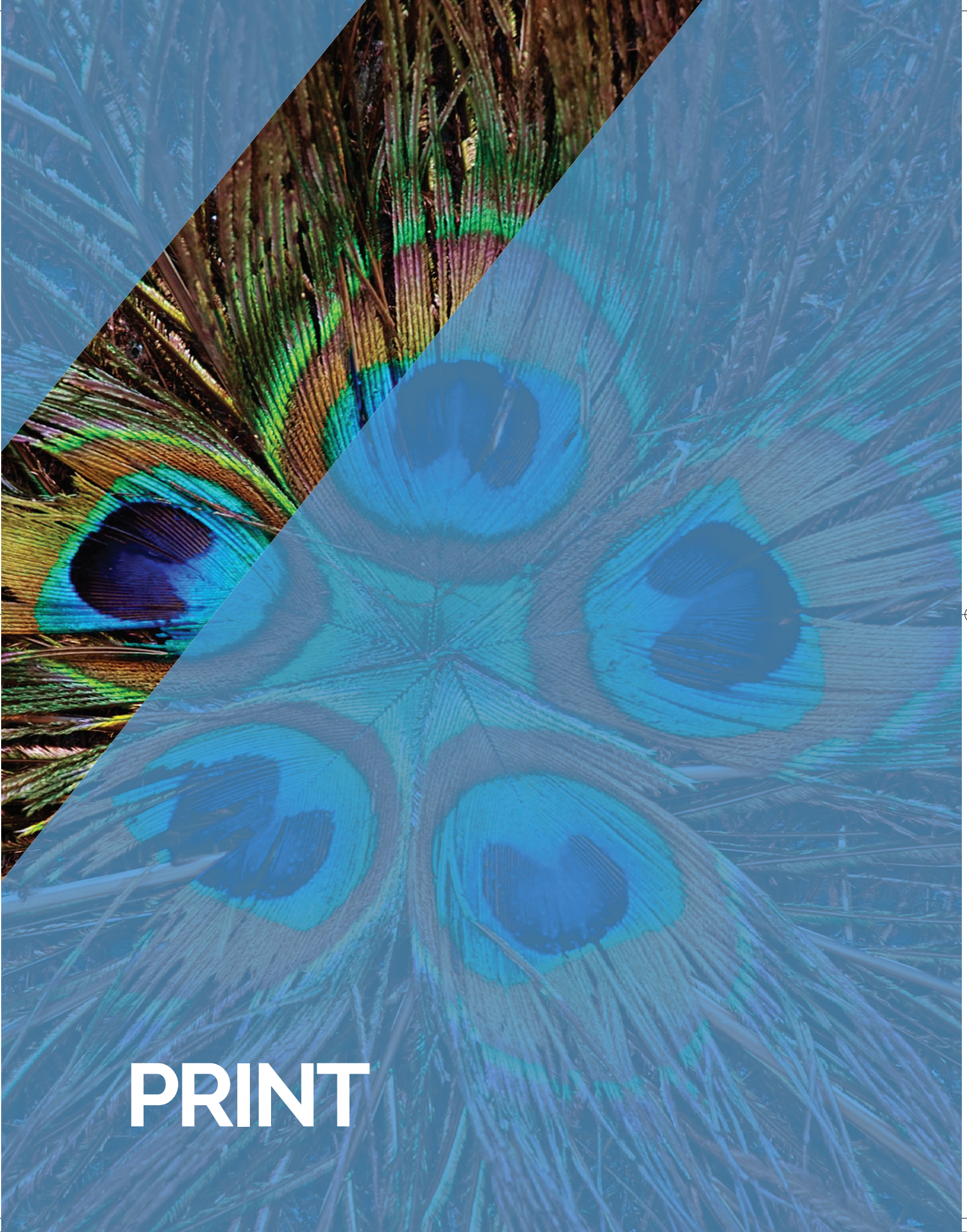
Maximizing The User Experience.

Time for a web “makeover”? Has “Web 2.0” passed you by?... Or maybe it is time to bring new, advanced functionality to your site. Stimulus Advertising is a full service web design, hosting and development company ready to take on your next web site project. An informative and clean presence on the world wide web is becoming more and more mandatory for a business, no matter the size. Stimulus will provide a web design solution that reflects your brand and your position in the marketplace. In addition, Stimulus enhances the user experience through our design style and advanced technology. All of our sites are fully RESPONSIVE, meaning they are configured for all browsers and for all mobile devices.

Stimulus excels in organic search engine optimization, taking your site to an entire new level. In a world where the Internet is the definitive source of information for everyone, why wouldn't you want your business to have a formidable web presence offering the optimum user experience?



STIMULUS



PRINT



direct mail
newspaper inserts
newsletters
directories
corporate capability
annual reports
tourism collateral

tent cards
pocket folders
brochures
stationary
catalogs
postcards
labeling



Print. Packaging. Publication. Management.

Well, guess what guys... Print still works! Stimulus offers a wide variety of print and publication development, design and sourcing services. These range from capability booklets, annual reports, magazines and catalogs to direct mail. Our pre-press experience covers all types of printing including sheetfed, web and digital. Stimulus represents several manufacturing companies that are competitive, quality-focused, eager and reliable.

Our knowledge of the printing process allows us to deliver a great product on time. Our history incorporates best practices in printing for GE as well as 30+ years of print experience. Stimulus provides assistance, audits and direction for mailing, distribution and fulfillment.

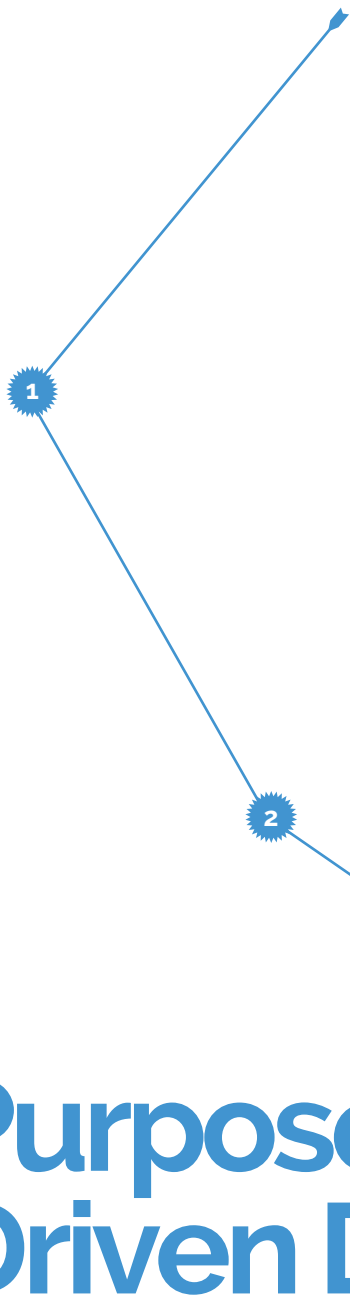


STIMULUS





ENVIRONMENTAL DESIGN

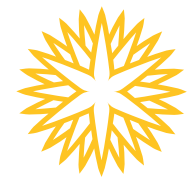


- banner stands
- trade show displays
- video displays
- posters
- window graphics
- floor graphics
- hanging ceiling signs
- outdoor flags
- interior renderings
- architectural services
- information kiosks

Purpose Driven Design.

Environmental Graphic Design (EGD) is a term used to describe the design and planning of flat and dimensional visual items that appear within the built environment. EGD includes wayfinding systems, signage and architectural graphics, exhibit design, identity graphics, dynamic environments, symbol systems, retail and store design, mapping, and thematic environments.

Stimulus provides these services which helps strengthen the marketing efforts at the actual location, store(s) or destination. Stimulus offers a complete line of trade show display units and banners. Stimulus works with our partner architectural firm Dominion 7 to help create unique designs that become part of the entire structural environment.



STIMULUS





SOCIAL MEDIA



Social Media is evolving and emerging and it will remain in a constant state of change for some time. For many consumers it's becoming an easy way to get news, find deals, communicate with others and find out about community events. Social Media is more than just a "Facebook Page" and yet, it is still just another MEDIA outlet. Stimulus helps guide you to making the most out of this media.

By integrating applications such as Facebook, Twitter and LinkedIn with your website. Stimulus makes Social Media convenient and manageable. Twitter and Facebook feeds can be displayed live on your website and include a YouTube channel dedicated solely to your messaging needs. Stimulus can rein in the vast world of Social Media into a package that fits your company needs.

Don't let this media outlet pass you by. Stimulus provides guidance to help you benefit in these new growth areas. Let Stimulus develop a Social Media strategy to meet the needs of your business today.



STIMULUS

We have the Experience:

Insurance & Financial Services:

Nationwide Financial
 Lincoln Financial Group
 AIG (American General)
 IFCA (Insurance & Financial Communicators Association)
 NAILBA (National Association of Independent Life Brokerage Agencies)
 GE Financial—GE Capital Assurance (GE Long Term Care)
 Bank of the James
 Beacon Credit Union
 Provident Mutual
 Woodmen of the World
 Shenandoah Life Insurance Company
 Numerous Agents, Agencies and Brokerage Firms across the US

Packaging:

Carefree Gourmet
 Dow Chemicals
 Artliss
 Carriage House Foods
 Pine Glo Products
 Back Bay Trading
 General Electric
 Bush Brothers
 Kroger
 Southern Flavoring

Retail:

Perry Pools
 Boone Tractor
 K-Guard
 Henderson's Furniture
 Teapot Jewelry
 Watts Petroleum
 Burch-Messier Funeral Home
 Virginia Cremation Specialists
 Jordan Mechanical
 Glenwood Propane

Healthcare & Related:

Central Virginia Family Physicians
 Collaborative Health Partners
 GE Long Term Care
 Westlake Dental
 Brady & Crist Dentists
 Seven Hills Home Health
 Carriage Hill Retirement
 The United Spinal Association

Manufacturing & Technology:

Charter Furniture
 Mincon Group, PLC
 Lumicor
 Rubatex International
 Hanwha Azdel
 Southern Flavoring
 Fostek Corporation
 US Green Energy
 Trax International
 Areva
 Score Technologies
 Atlantis Energy Systems
 Banker Steel
 Nuclear Management Partners

Professional:

Dominion 7 Architects
 Glass & Associates Construction
 Edmund Williams Law Firm
 The Life Support Team
 Steve Signworx
 Joe H. Coleman Construction

Real Estate & Development:

Mariners Landing
 Craddock Shores
 The Krise
 Commonwealth Redevelopment
 Bank of the James Real Estate
 Coleman-Glass Construction
 C. L Harrison Construction
 James River Place

Over the years, we have had the opportunity to serve a number of clients in a wide range of categories. From launching a new non-profit like the Wounded Warrior Project to helping out regional government entities, our days are never the same. Our brand experience includes brand compliance management for one-eighth of General Electric. Companies like Woodmen of the World come to us for social media strategy and guidelines. One thing we have learned is each client has a unique opportunity to change and grow their position in their business category. Stimulus brings a deep knowledge of strategies and processes that deliver success.

Non-Profits & Colleges:


Wounded Warrior Project
 Children's Miracle Network
 Greater Lynchburg Community Trust
 The National D-Day Memorial
 Bedford Community Health Foundation
 The Big Otter Mill Foundation
 Virginia's WWII Heritage Alliance
 CASA of Central Virginia
 Mental Health America
 The Ward Burton Wildlife Foundation
 Return to Nature, Inc.
 500 Year Forest Foundation
 Randolph College
 Friends of Rivermont
 ...and many others

Government, Civic & Related:

Lynchburg Economic Development
 Virginia Downtown Development Association
 Bedford Virginia Tourism & Welcome Center
 Town of Altavista
 Town of Brookneal
 New London Business & Technology Center
 Danville Tourism
 Discover Lynchburg
 Altavista Main Street
 Lynchburg Housing & Redevelopment Authority
 Fish Virginia First
 Bedford J&D Court
 Amherst County/Franklin County
 Region 2000 Local Government Council
 Region 2000 Service Authority


Print Advertising

AFTER 70 YEARS,
THE BEACH STANDS SILENT,
THE SACRIFICE IS STILL OVERWHELMING,
THE VALOR STILL SHINES
AND THE TRIBUTE IS TIMELESS.



COME EXPERIENCE THE
70TH
ANNIVERSARY OF D-DAY
AT THE
NATIONAL D-DAY MEMORIAL

On 6, 7 & 8 JUNE 2014 there will be a number of events in Bedford, Virginia—site of the National D-Day Memorial, the town suffering the highest per capita D-Day losses in the United States. The Memorial honors the Allied forces that participated in the invasion of Normandy on 6 June 1944 during World War II. The celebration will include recognition of D-Day veterans, guest speakers, music, oral history stations, a USO show, the Tommy Dorsey Orchestra, living history displays, a parade and more.



www.DDAY.org
00-1-800-331-3329

Accommodations
& Travel Information:
www.VisitBedford.com
00-1-877-447-3267


Official Sponsor:
AREVA

Mention this ad for a complimentary guided tour with ticket purchase. **Virginia is for Lovers**

How do you test drive a 22,000 acre lake?

Experience 500 miles of shoreline during the majestic Blue Ridge Mountains at Smith Mountain Lake, Virginia's premier destination for carter living. Residents and guests of Mariner Landing Resort Community will spend less time tending lawn and more time enjoying our mild seasons, cultural attractions, wineries, boating, fishing, hiking, golf, and so much more. But why take our word for it? Call us to find out how you can take the lake for a spin.

It'll see why our guests come for a visit... and stay for a lifetime!



Mariner Landing
Resort Community and Conference Center
visit www.marinerlanding.com
Call (800) 297-3300 or (800) 491-8471 or email info@marinerlanding.com

PACK THE GEAR AND COOLER WE'LL HANDLE THE REST

Looking for the perfect spot to fish? Fish Virginia's new trip planner will tell you that and more! You set the location, time of the year, the body of water, and species of fish you're looking for and the trip planner will set you on your way for your next perfect fishing expedition. The new site has tons of other features and information and it's about time you stopped by and check it out. What are you waiting for? Plan your next fishing trip today! Seriously...Go! Now!



FISH VIRGINIA FOLLOW THE TRAIL FIRST

FishVirginiaFirst.com — It's Where The Fish Are!

Life insurance Methuselah would love.
Affordable premiums and coverage made to last a loooooong time!

Rather not think about it?
If you stood a 50% chance of needing long term care, would you be more likely to plan for it?

age 954 as the Holy Book of Genesis UL 100 from Nationwide® Life Plan, is life insurance protection that's it only that, but it features premiums that are significantly lower than you'd expect to find with other life insurance policies.

You've thought about your business when you retire, but what about yourself?

As a smart business owner, chances are that you already have a buy-sell agreement in place to protect the future of your business. But what about your own future? Don't wait for something to fall in place when you retire. Nationwide® Life Plan, a Division of Nationwide Financial, offers a buy-sell agreement that can help you protect your business and your family's future. It's a smart investment that can help you secure your future.

Nationwide Provident
a Nationwide Financial company

Nationwide Provident
a Nationwide Financial company

Nationwide Provident
a Nationwide Financial company

What makes us understand disability travel?

Our perspective is the same as yours.

1-800-000-0000 or visit www.abletravel.org

United Spinal Association

ABLE Travel Service
making travel easy for individuals with spinal disabilities



Advertising Guidelines, Series and Programs

B2B Collateral



Consumer & Tourism Materials



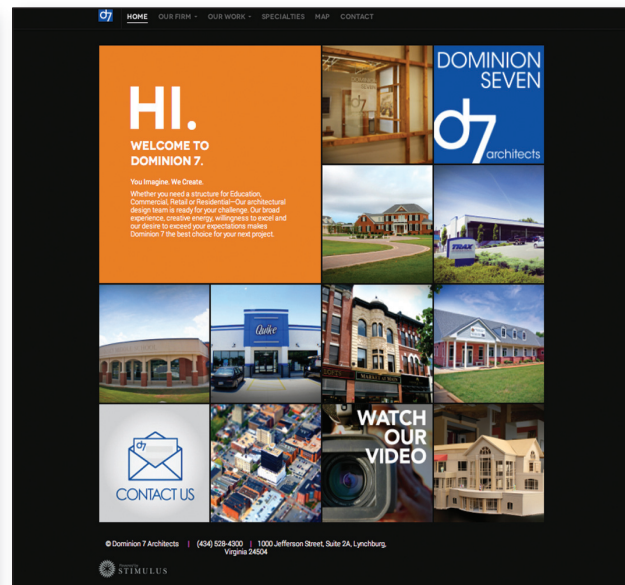
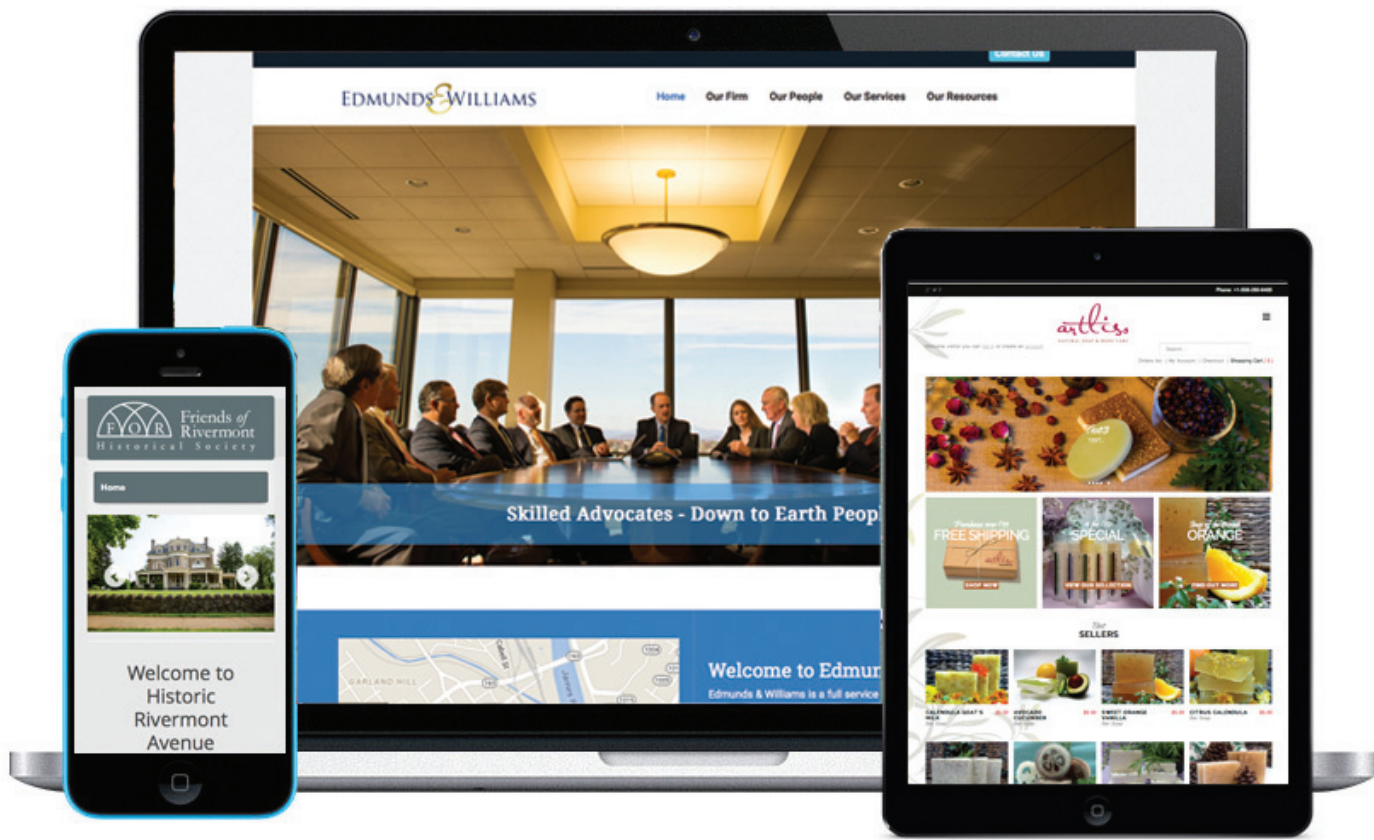
Branding & Identities





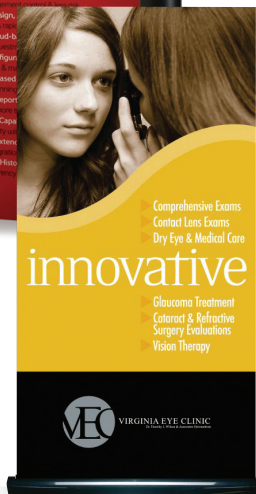
WEB DESIGN

Content Management Systems, Fully Responsive & Advanced Functionality





Trade Show Displays



Packaging



Publications



TV Commercials Trade Show Videos Product Videos

c r e a t i o n
i n c e p t i o n
i n v e n t i o n
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o r i g i n a t i o n
p r o c r e a t i o n
p r o d u c t i o n
s t i m u l a t i o n

YOU'Ve been
StIMULated



LET'S GET STARTED!

