

## \* STRATEGIC PLANNING

Since before it was a catch phrase, TMDcreative has been developing marketing strategies that have generated significant and measurable returns.

*"With a unique combination of creative energy and the talent to produce strategic and thoughtful marketing campaigns, TMD has consistently delivered high quality product and brand messaging through an array of media."*

*- Bruce Adams, Vice President // Central Coast Federal Credit Union*



## \* MEDIA BUYING

A huge part of your success depends on being in the right place at the right time. TMDcreative's 50 years of combined experience can help put you there, every time.

*"We have benefitted greatly from their expertise and creativity in our advertising, newsletters, annual reports and overall marketing."*

*- Beverly Grova, Vice President of Advancement // Hartnell College*



## \* DESIGN

Even the best plan will fail if you don't grab the customer's attention. Our award winning design has been judged by industry experts as innovative and cutting edge, and the results we deliver to our customers prove it.

*"We love the work you have done for us. It is beautiful and strategically effective."*

*- Marci Bracco, Marketing Manager // Monterra Ranch LLC*



## \* WEB

With the vast choices available to customers online, the look and functionality of your website is crucial. We are experts at providing exceptional online experiences that attract and engage your customers.

*"Working with TMD on the creation of our website was a wonderful experience. Our website tells the story of our company's 100 years of heritage while seamlessly connecting with the web-savvy consumer of today. We are very pleased with TMD's talented and creative team!"*

*- Patti Sousa, Director of Business Development // Mariani Packing Company*



## \* NEW MEDIA

We are the Wal-Mart of the Marketing Industry. Why go to multiple shops to fulfill your needs when you can find all the expert advice in one spot. Save time and money while ensuring that your marketing is consistent and powerful.

*"You TMD guys are hot, hot, hot! Thanks for helping set an image for our department."*

*- Sam Trevino, Community Relations Manager // Monterey County Department of Social & Employment Services*



## \* BRANDING

Your brand is the sum of all the impressions you make. Are you making a memorable impression? Is your company the first one potential customers think of? TMDcreative can help put you at the top of their mind.

*"Thank you for helping us convey the warmth we want to express to our clients."*

*- Jillian Clark, General Manager // Kitchen Studio*

## \* Community Hospital of Los Gatos

Average attendance had been 6-10 attendees, it was now up to 80 people. Call center activity increased 155% over the previous year, and call-backs 144%. Net revenue exploded by 482% with out-of-pocket private pay increasing 60%. ER revenue improved 28% and new patients at the hospital grew by 13%. In one years time, overall revenue for the hospital grew by \$1.8 million.

## \* Hartnell College

Enrollment levels were 18% below the established goals. With TMDcreative's strategic approach, community involvement and awareness soared, increasing student enrollment by 20%.

## \* Pacific Valley Bank

TMDcreative's strategy addressed two issues. First, it strengthened the bank brand image as a community bank. Second, it achieved the desired results of generating deposits. TMDcreative's custom design and smart media placement created a campaign that fit the banks needs. The campaign ran for 3 weeks, during which time the bank increased deposits by \$8 million. This tremendously successful campaign was a win-win for the bank and the community, and has helped to strengthen Pacific Valley Bank as they continue to grow and expand.

## \* Community Bank of Central California

TMDcreative's strategy to involve the community in the development and implementation of our marketing achieved a buy-in from the locals that surprised even us. In just six short weeks, the Community Bank of Central California matched the total number of loans that were performed for the entire previous year.

*"The talented people at TMD not only understand marketing, they understand business...that combination is dynamite."*

*- Luis Alvarez, President/CEO // Alvarez Technology Group*



When every dollar counts...

# How are you spending yours?

www.tmdcreative.com  
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If you think things are tough now, wait until the economy recovers! Many of your best opportunities are ripe for the picking, and because of the economy, most of your competition has disappeared or gone silent. So the dilemma is - how do you take advantage of these opportunities now, even though cash is tight.

## \* The Stark Truth

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Almost anything worthwhile is going to cost some money, and anything free may not be worth doing. This conundrum usually causes most businesses to stop dead in their tracks. Why should you spend money when there isn't that much to go around? This notion is especially tempting when you see all of your peers doing the same thing, tightening their belts and hunkering down for the storm. Come on, where is that entrepreneur who dared go where no person had gone before? If nobody else is doing it, could that possibly imply that there are more opportunities to be had?

## \* The Other Stark Truth

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There is still plenty of money out there to be had. The key is finding the right strategy that will maximize the return on any money you spend. This is when choosing the right marketing partner is crucial to your success. You can't afford lackluster results. You need a marketing campaign that brings customers to you, ready to buy. You want somebody that can take your company's unique story, and tell that story in a way that makes you money.



## \* TMDcreative

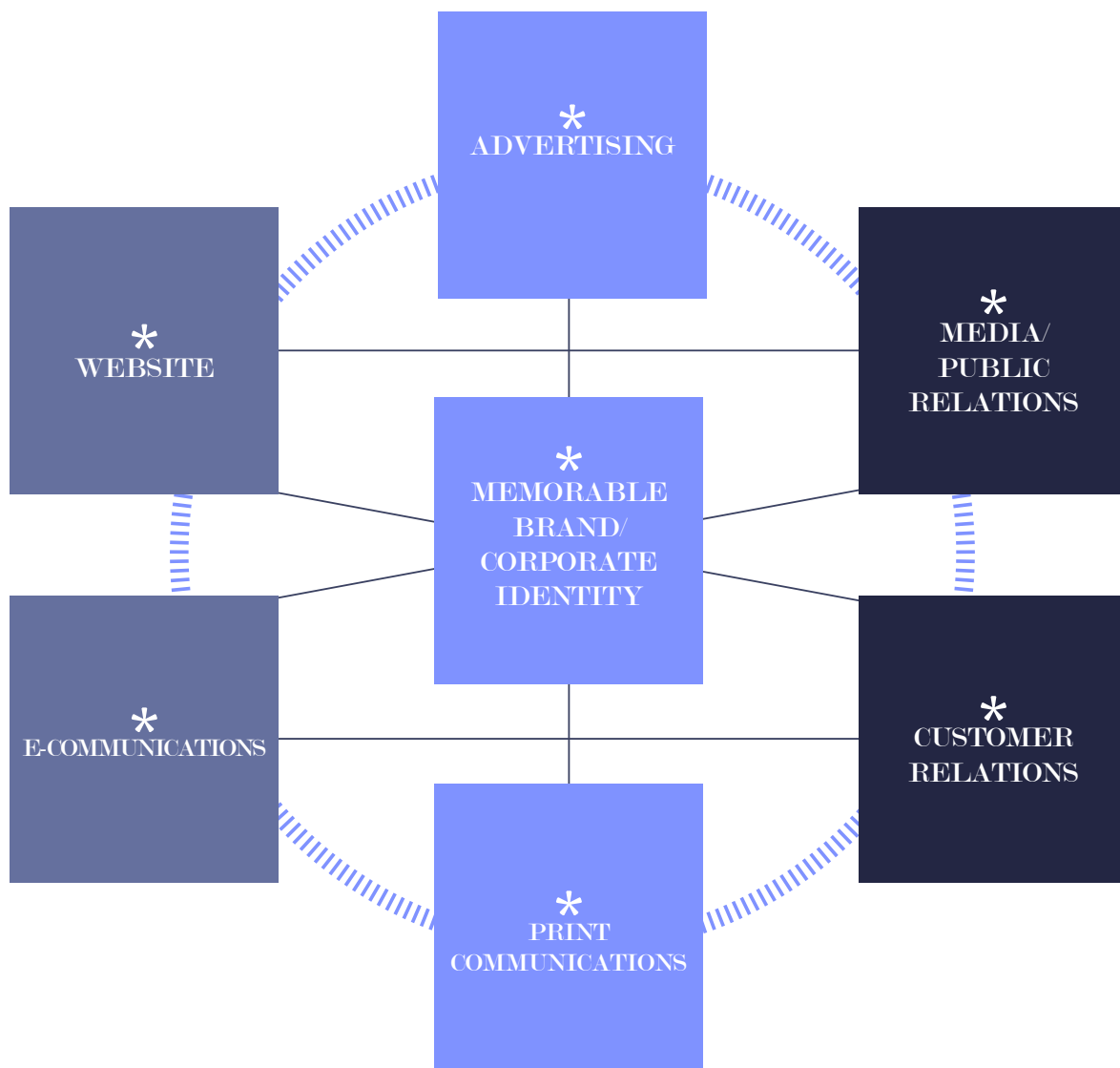
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We have been producing award winning work for more than a decade now, pushing the boundaries both in terms of creative design and revenue creation. We look forward to you challenging us to do the same for your company



You are supposed to Facebook, Yelp!, Twitter, Link In, Plaxo, Naymz, Blog and something called Delicious, which all you know has nothing to do with food. Then respond to 15 customer inquiries, 38 emails, submit your ad to 3 publications before their print deadline, manage 2 break-out sessions, and explain to your customer why their project is not done yet all before your 10 o'clock pitch to a new client.

Business is moving at the speed of light, and to stay one step ahead, your company needs a sound strategy that gets all your marketing efforts working together to maximize your return. Careful planning and smart execution is the key to achieving your goals and creating a valuable brand image so customers think of you first.



## \* TMDcreative

TMDcreative has over 50 years of combined experience developing highly profitable marketing campaigns across a range of industries. Together, we can achieve the clarity of direction your company needs to stay ahead of the competition and in the customer spotlight.



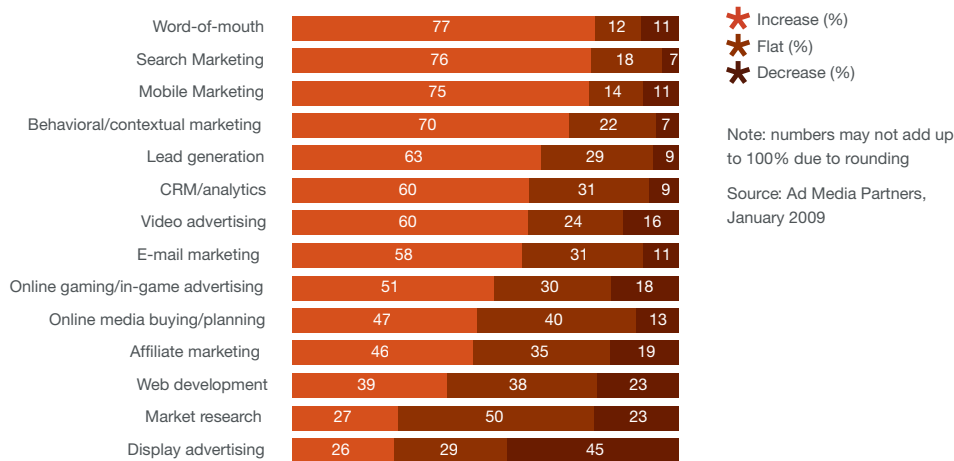
Remember in the late 90's when everyone said that the internet would change everything. Will it has! But what happens when even the internet itself undergoes a revolution?

In only 10 short years since the internet became the next big thing, it has undergone several transformations, and now the rules are changing again as we transition from Web 1.0 to Web 2.0. Some experts are even saying that email will become irrelevant to some extent as real time communication becomes more the mode. Social networking sites are transforming the way people and businesses interact with each other, making it easier and more difficult to deliver your message all at the same time.

As this revolution occurs, consumer mentality is rapidly changing as they assume more and more control of the market place. The most successful online campaigns are almost entirely driven by consumers as they make traditional word-of-mouth both viral and global.

In order to address these changes, companies are adjusting their business practices, and the way they spend their marketing dollars. The following information collected by Ad Media Partners demonstrates this dramatic change.

Change in Online Marketing Spending in 2009 According to Senior Marketing Executives World



So with all these new and exciting developments, what is your company doing to address both present and futures trends? How will these trends affect your business? Does your organization have a vision for the potential of tomorrow, or are you just trying to survive the realities of today?

TMDcreative can offer solutions to each of these questions. As experts with over 50 years of combined marketing experience, we have seen it all. Our tailored and powerful marketing strategies can help bring the challenges of today into perspective while making the vision of tomorrow a reality.

You know the change is inevitable; the only question is - how will you adapt?



Client:



**HARTNELL**  
COLLEGE

Topics: Branding, Marketing, Revenue Creation, Community Involvement

Founded in 1920, the Hartnell College has been educating Salinas Valley citizens for nearly 90 years. They are a school dedicated to helping others reach their goals, yet there was a time when they struggled to reach their own.

## \* Problem

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A school depends largely upon enrollment for funding, from both private and public sources. However, the college was missing enrollment targets by 18%. They knew they needed a fresh approach that could rejuvenate community involvement and increase enrollment.

## \* Solution

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TMDcreative and its staff sprang into action. Our strategy involved three phases. The first phase was to become personally acquainted with the school, its mission, and staff. We did this by interviewing members of the administration and gathering information from staff. Second, we used this information to create a set of 10 questions that we presented to focus groups which represented the community and the target market. Third, we analyzed the data from these focus group sessions and developed a marketing strategy that included TMDcreative producing material for print, television and radio. Using testimonials from students, we promoted a message that resonated with the target market. Enrolling students were given signs to display in their front yard, provoking a grassroots movement that spread throughout the community.

## \* Results

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With community involvement and awareness soaring, enrollment jumped by 20%, surpassing the enrollment goals that Hartnell College had set.

**Client:**

**Topics:** Marketing, Design, Revenue Generation, Strategy

The doctors at the Community Hospital of Los Gatos were searching for a way to discuss their services and unique expertise with the community. To accomplish this, they began offering workshops that acted as a forum where people in need of certain medical procedures could come for practical knowledge. These workshops centered on topics regarding orthopedics, women's health and out-patient services, with the intention to increase the number of these procedures the hospital was performing.

**\* Problem**

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The hospital had taken an institutional approach to marketing these workshops and had generated lackluster success. Attendance for each session averaged 6-10 people and there was little increase in the amount of procedures being performed.

**\* Solution**

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Our approach began with interviewing personnel at the Hospital involved with these workshops. We inquired about their expectations, and who they were trying to target. We then developed a marketing campaign and strategy which took a lifestyle approach, encouraging potential patients to make a better choice today, for a better life tomorrow.

**\* Results**

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The most immediate result was the attendance at the workshops. Where average attendance had been 6-10 attendees, it was now up to 80 people. Call center activity increased 155% over the previous year, and call-backs 144%. Net revenue exploded by 482% with out-of-pocket private pay increasing 60%. ER revenue improved 28% and new patients at the hospital grew by 13%. In one years time, overall revenue for the hospital grew by \$1.8 million. Not too shabby!



Client:



Topics: Marketing Strategy, Design, Branding, Return on Investment

Founded in 2004, Pacific Valley Bank is a community bank that prides itself on delivering large-scale bank products with small town customer service. As a result, business was good, almost too good.

## \* Problem

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Demand for small business loans had grown so dramatically, that the bank had to increase deposits in order to meet their reserve obligations. Because of the sensitive nature of banking regulations, this was an urgent matter and the bank could not afford the mistake of choosing the wrong marketing partner.

## \* Solution

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At the time Pacific Valley Bank came to us they were about to celebrate their fifth anniversary. We recommended marketing a CD with an aggressive rate, that still generated profit for the bank, as an anniversary gift to the community. This addressed two issues. First, it strengthened the bank brand image as a community bank. Second, it was aimed at savvy investors who knew a good deal when they saw one. Through custom design and smart media placement we created a campaign that fit their needs.

## \* Results

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The campaign ran for 3 weeks, during which time the bank increased deposits by \$8 million. This tremendously successful campaign was a win-win for the bank and the community, and has helped to strengthen the brand of Pacific Valley Bank as a strong, community focused institution.



## Client:



**Topics:** Branding, Marketing Strategy, Revenue Creation, Community Involvement

Community Bank of Central California had done business the old-fashioned way for over 20 years. As times were changing, new and larger banks were entering the local market. It was necessary for this community bank to adopt a strategy that enabled it to thrive in the midst of increasing competition.

## \* Problem

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Community Bank of Central California had never engaged in an aggressive marketing strategy. However, as the market changed, they were forced to compete with banks that had spent years developing brands, and who also had larger budgets and a broader network.

## \* Solution

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TMDcreative proposed developing a strategy that would brand the bank as the local bank to do business with, and differentiate them from the larger corporate banks. Our strategy was comprehensive, aimed at building the bank image as strong, independent and local. We also reached out to the community, to get their involvement in creating this new image.

## \* Results

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By getting the community at large to participate in the development and implementation of our marketing strategy, we achieved a buy-in from the locals that surprised even us. In just six short weeks, Community Bank of Central California matched the total number of consumer loans they had booked for the entire previous year.

*“We have retained TMDcreative for several marketing projects and have been very satisfied with the economic outcome. They are creative, react quickly to all suggestions and can be counted on to bring their projects to completion within budget.”*

*- Nick Ventimiglia // Community Bank of Central California*