



VAMCOM & Partners utilizes its proprietary approach – Smart Marketing with TechnologySM – to give your company a viable advantage with every audience in every medium. Smart Marketing with Technology (SMT) employs new ways to coalesce the best of the digital age and the best of classical marketing communications strategies and tools. The combination provides you with powerful results.

Embrace the power of Smart Marketing with TechnologySM

Fully Integrated Programs

Marketing works best for you when it is carefully and strategically integrated. Planning ahead for cross platform exchange is an important integration step. So is the development of a theme that works in all media, and scheduling rollouts according to the time demands of each media. SMT ensures integrated marketing success by planning your campaign with the big picture in mind, and then digitally creating all files – from 10,000 page catalogs to 4 KB banner ads – for seamless job trafficking throughout the entire campaign.

Fast Implementation

Digital communications techniques are revolutionizing the turnaround time for your marketing outreach at every phase: planning, production, and deployment. Think of a sales idea in the morning, and it's possible to have it speeding to market through the internet by the afternoon. VAMCOM leverages the latest technology to ensure your campaigns get to market in the shortest amount of time possible.

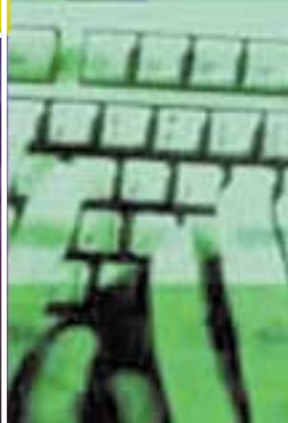
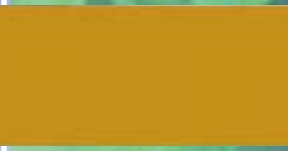
Measurable Results

eMarketing generates immediate feedback via email and your website. Rapid response translates into faster results monitoring and a faster, more effective sales and marketing process. With SMT, VAMCOM enables you to make "on-the-fly" adjustments to your marketing programs for optimal success by taking full advantage of eMarketing's capabilities.

High Impact, Cost Effective

SMT integrated marketing programs provide greater impact because your message is targeted, strategic, and consistent across all channels. Our integrated programs also mean greater savings because you are recycling communications messages and materials across all media, under a single creative umbrella.





- VAMCOM Advertising**
- Advertising across all media
- Customer Relationship Management
- Direct Marketing
- Collateral
- Custom publications
- Custom promotions
- Point-of-Purchase displays
- Trade Show exhibits
- Packaging design
- Corporate identity
- Annual reports
- Videos

- VAMCOM Public Relations**
- Media tours
- Press kits
- Press releases

- VAMCOM Interactive**
- Corporate website development
- Web gateways
- Banner ads
- Online promotions
- Email marketing campaigns

VAMCOM helps clients grow their business by blending the best of traditional marketing with the best of digital age. Add our creative excellence to the equation and you've got a proven recipe for success.

Whether you're launching a new product or breathing new life into an old one, VAMCOM & Partners can help you reach your sales objectives and grow your business – from consumer to B2B and anything in between.

Our Capabilities



Client Spotlight

VAMCOM & Partners' client list includes companies that are household names, as well as highly specialized businesses that are only known in small circles.

Many of our clients are international corporations.

Some are business-to-business enterprises.

Some offer consumer products.

The unique quality we offer each client is the ability to quickly grasp their goals and challenges, and recommend and carry out action plans that get them the results they desire.

The following pages spotlight some of the work we have done to meet our clients' goals and overcome their challenges.

What's your Goal?

What's your Challenge?



A dynamic web gateway introduces a new camera

Client Goal:
Introduce a new digital camera as a colorful "fashion item" to a non-digital audience.

Challenge:
Offered in multiple colors, the camera was shown to appeal to women as a fashion accessory. However, the audience for new digital products is traditionally male oriented.

Action:
We created brochures and sales sheets featuring a young woman using the camera in an open and light fashion magazine style.

The new camera website featured flash animation that let the visitor "select" the color camera that fit her lifestyle "...Make a wish... Live life lavishly... Emit a glow." A "Buy Now" button put the customer in direct contact with Samsung's on-line store. Technical "How To" information was provided online as well.

The entire portal was handled by VAMCOM Interactive, including programming the dynamic features and coding the ASP backend. Standing alone as a perfectly self-contained web site, the portal provided everything an SDC-80 customer could want, and was a perfect complement to the Samsung corporate site.





PRODUCT APPLICATIONS

TECHNICAL INFORMATION

NORTH AMERICA DISTRIBUTORS

ABOUT PANASONIC

CONTACT US

We introduce Panasonic's Compact Flash Digital Memory Cards

Client Goal:

To launch a little understood product, first to OEM's then to the consumer market.

Challenge:

To provide branding and credibility to a product line that had no identity.

Action:

The first part of our solution was to give the product, which was only identified by manufacturing id numbers, a name — Mega Storage Device. We created boldly designed labels with color coding for different card types.

Introducing the theme, Power Beyond Proportion, we reached out to OEM design engineers with brochures, direct mail and advertisements. We encouraged them to use the cards in their designs for future compact devices such as laptops, palm computers, cameras, etc. Our interactive department created a matching CD-ROM and a website under the "Power" theme.

As the Mega Storage Device became in demand, we moved to consumer packaging for the digital camera market.

Finally, a comprehensive public relations campaign strategy featuring stories, news releases, editorial contacts, and distribution were implemented to give Panasonic Mega Storage Devices editorial print exposure in all key industry segments.





Client Goal:

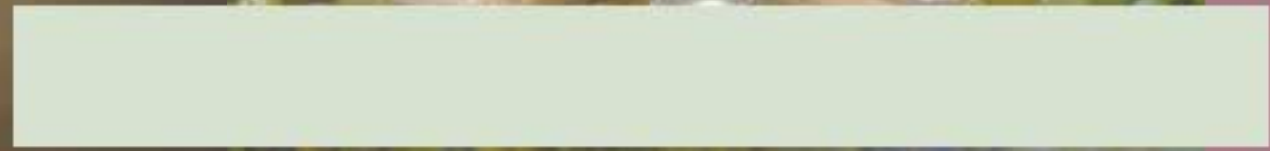
Sometimes a batch of fine wine can turn cloudy, a problem called “pinking”. Unfortunately, by the time the pinking is noticed, it may be too late to do anything about it. International Specialty Products (ISP) – makers of additives that keep wines clear – wanted to get vintners to order the clarification product early in the production cycle, before pinking occurs.

Challenge:

Vintners are very much traditional, “hands on” and “show me” kinds of people. Glossy pamphlets, ads and brochures might not persuade them to try something new. We needed to get them involved, and show them how the product can directly improve their wine production.

Action:

In close affiliation with our client, we designed a *Wine Pinking Test Kit*. The kit, a small test lab-in-a-box, contained flasks, a special chemical, eyedroppers, instructions, etc. Vintners were invited to use the kit to test their own wine for pinking potential. The test actually forecasted whether their wine was likely to turn cloudy. Test Kits were sent to winerys around the world.



Direct mail package clarifies cloudy wine problem





Launching the Panasonic Industrial Alkaline & Specialty Products Group

Client Goal:

Panasonic Industrial Company formed a special group to focus on the vast U.S. industrial battery market. Its goal was to become the one-stop resource for the market's distribution system.

Challenge:

Widely known for its consumer battery line, Panasonic was not immediately recognized as a manufacturer of Industrial Grade Batteries. Nevertheless, the new Panasonic Industrial Alkaline & Specialty

Products Group targeted three industrial distributor segments: commercial, industrial and government. Panasonic offered a complete industrial line-up of alkaline, sealed

lead acid, and carbon zinc batteries and chargers, and flashlights specifically manufactured for the industrial level.

Action:

VAMCOM created an entirely separate marketing image and individual corporate ID system for the new group. A

new labeling system was developed for the mainstay alkaline battery line. Introduced in bold black and yellow colors, that were a part of the ID system, the batteries had a distinct industrial look.

Vamcom developed a new slogan "It's All The Power You'll Ever Need", to tell the whole story. We also prepared a new product brochure, data sheets and an advertising campaign.

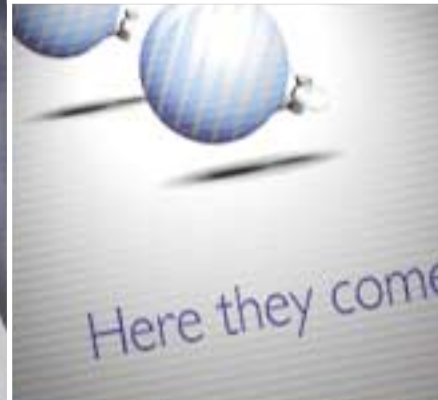
Our Interactive Group built a web gateway site for the Industrial Battery line that tied into the printed promotions. Public relations programs provided valuable press coverage to the new entity.



Say "Hello" to Millions of Holiday Shoppers With AT&T Small Business Hosting Services

...put your business online in time for the holiday buying spree

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AT&T Business
Innovative Networks. Innovative Thinking.

How do you sell a service six months in advance?

Client Goal:

To convince small business owners to plan their new eBusiness website with AT&T.

Challenge:

Smaller business owners aren't known for planning ahead. We needed to give them a solid reason to sign up for AT&T's Small Business Web Hosting Services and begin building their eBusiness websites... long before the busy holiday season arrived.

Action:

Our solution was to emphasize the new trend towards on-line holiday shopping by featuring mouth-watering facts: "...last season holiday shoppers spent \$10 billion — a 54 percent increase over the year before...at least 36 million people will begin scouring the web for holiday gifts..."

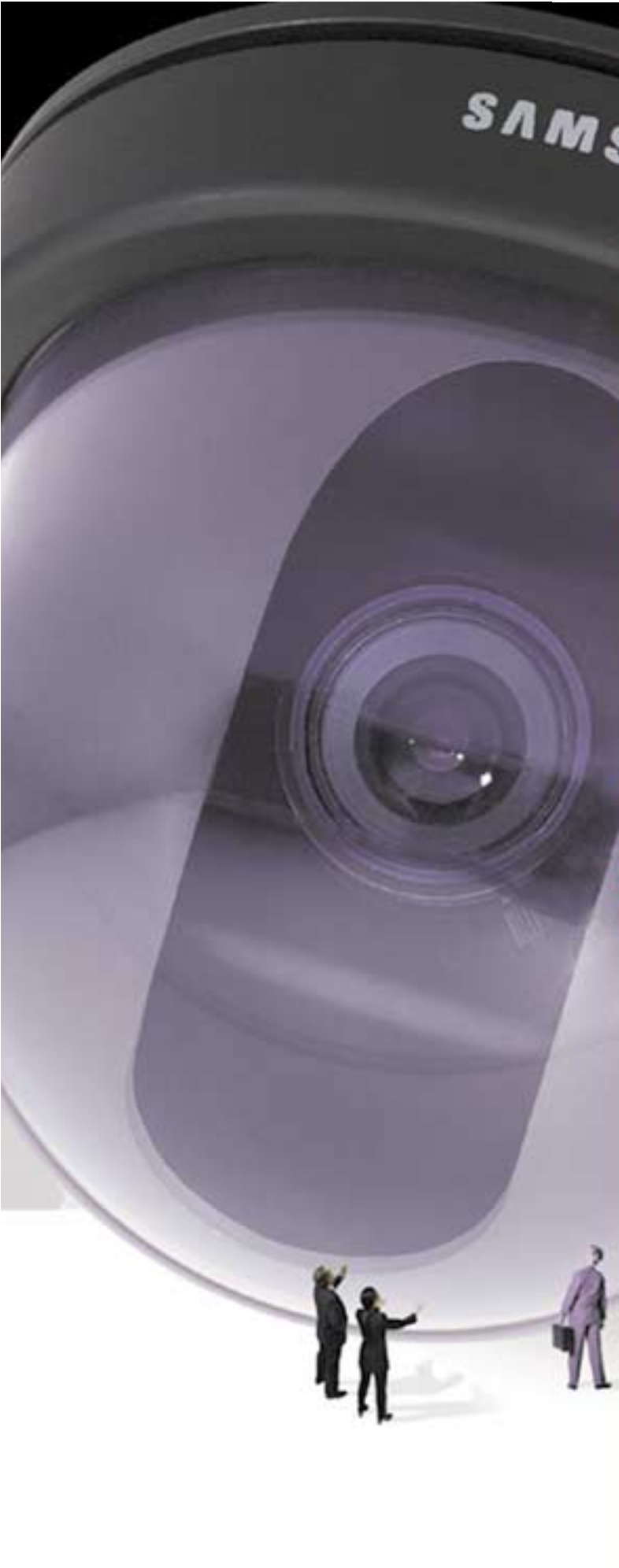
We created an Ad in the visual style of AT&T's clean and elegant "malleable logo"

branding campaign, seen widely on TV and in major print media. We conceptualized an AT&T brand tree ornament with the headline: Say "Hello" to millions of holiday shoppers with AT&T Small Business Hosting Services.

The Say "Hello" ad was inserted in all major national, regional and specialty business publications read by managers and owners of small to mid-sized businesses.

The popular "plan early" concept was leveraged in millions of billing inserts and web banners that we created.

Encouraged by the success of the campaign, AT&T turned to us to create point-of-purchase displays promoting Small Business Website Sign-up CDs in venues like Staples and Office Max.



Ask for. Genuine Samsung CCTV Systems



Client Goal:

To establish Samsung as a major player in the CCTV marketplace.

Challenge:

Most security industry professionals were unaware of Samsung's extensive CCTV offerings. Additionally, there was confusion in the marketplace regarding actual Samsung-manufactured equipment.

Action:

To effectively represent Samsung's vast array of CCTV products and distinguish Samsung Camera as the only "true" supplier of Samsung-manufactured equipment, new messaging was created and an integrated marketing communications program was rolled out to the marketplace.

Within weeks the Samsung Camera buzz had begun.

Through targeted advertising, direct mail, press releases, and a web gateway, awareness of "Genuine Samsung CCTV Systems" was sky high.

Integrated marketing yields the best results

Samsung Camera offers you the widest range of cameras... of any manufacturer. Cameras, CCD monitors, multiplexers, gate, web cameras, fax systems, VCRs, digital recorders, switcher controllers... all with two-year warranties.

Believe Samsung engineering. The SD-230 dome camera (pictured) shows ten striking lens elements with auto iris, back light compensating TV lens, and 360° adjustable viewing. All in a package only 3.74 inches high!

Contact us today to receive our latest information about our new Authorized Dealer. 800-742-7346 x151 www.samsung.com





Client Goal:

The new Samsung Yepp' product line received great reviews in the PC press, but with no national advertising to support the products, they needed help getting noticed in stores.

Challenge:

Time was short; the products were being shipped when we received the assignment to develop Point-of-Purchase materials.

Action:

Yepp' products are bought primarily by young consumers. The P.O.P theme was consistently presented in a young, hip style – both graphically and in the copy.

Headlines like *Want it all? Yepp', Like big sound in small packages? Just say Yepp', etc.*, were combined with irreverent poses. "Next step" Yepp' projects include product naming and packaging.



**Want it all?
Just say
Yepp'**