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**A Certified Business Enterprise (CBE)**  
**CBE #: LSDRE26167062024**  
**SAM.gov CAGE Code: 7LCR4**  
**A Limited Liability Company (LLC)**



## SERVICES

**Our Mission Is To Provide Strategic Results-Oriented Marketing, Websites, Apps, Advertising, Graphic Design, Public Relations & It Support To Government Agencies, Corporations, Associations, and Non-Profits.**

### WEBSITES/DIGITAL MEDIA

- Digital Advertising
- Website Design, Management, and Maintenance
- Web Hosting
- Digital Business Management
- Apps
- Social Media
- Website/Marketing Analysis
- Search Engine Optimization (SEO)
- Customer Relationship Management (CRM)
- Email Marketing
- Keyword Optimization
- Google Analytics
- Google AdWords and Remarketing
- Training

### GRAPHIC DESIGN

- Graphic Artists
- Mixed Media
- Multimedia

### DATA ANALYSIS

- Data Mining
- Artificial Intelligence Techniques
- Neural Networks
- Data Driven Decision Management

### PRINTING

- All Forms of Printing

### ADVERTISING & PRODUCTION

- TV, Radio, Print, Digital, Apps
- Public Service Announcements
- Promotion
- Outreach Services
- Video & Film Production

### MARKETING RESEARCH

- Primary & Secondary
- Focus Groups & Surveys
- A/B Testing

### STRATEGIC PLANNING

- Creative Process & Analysis
- Educational Integration
- Marketing Planning
- Marketing Consulting
- Strategic Plan Writing

### PUBLIC RELATIONS

- Media Relations/Press Releases
- Media Database Development
- Crisis and Issue Management
- Communications Training
- Advocacy & Issues Advancement

### CREATIVE DEVELOPMENT

- Logos/Branding Campaigns
- Product Services & Advertising
- Corporate Identities
- Buzz/ Grassroots Marketing
- Messaging & Positioning
- Photography

### DIRECT MARKETING

- Multimedia
- Mixed Media
- Sales Collateral

### PRODUCT PLACEMENT

- Television
- Film

### MEDIA BUYING

- TV, Radio, Print, Digital, Apps
- Outdoor/ Billboards
- Mixed Media

### EVENT PLANNING

- Special Events
- Road Shows
- Promotions
- Product/ Brand Launches
- Trade shows/ Exhibits/ Displays

## CLIENTS





- Strategic Marketing Plan
- Website Design/Development
- Logo/Branding Campaign
- Public Relations
- Brochure Design
- Event Planning



- Strategic Marketing Plan
- Market/Competitor Research
- Website Design/Development
- Advertising Campaign
- Media Buying



- Strategic Marketing Plan
- Public Relations
- Media Buying



- Strategic Marketing Plan
- Media Buying
- Public Relations
- Investor Presentations



- Strategic Marketing Plan
- Media Buying
- Public Relations



- Strategic Marketing Plan
- Media Buying
- Public Relations



- Market/Competitor Research
- Strategic Marketing Plan
- Brand Identity
- Print, Transit, Broadcast & Online Media Buy
- Public Relations



**ParkMobile**

- Strategic Marketing Plan
- Advertising Campaign
- Media Buy
- Billboards
- Bus Shelters
- LED Billboard Trucks



- Development of strategic actionable plans to insure initiatives and "Best in Class" operations.



- Strategic Marketing Plan
- Media Event Planning
- Logo/Branding Campaign
- Public Relations



- Strategic Marketing Plan
- Logo/Branding Campaign
- Brochure Design



- Strategic Marketing Plan
- Market/Competitor Research
- Website Design/Development
- Advertising Campaign
- Media Buying



- Strategic Marketing Plan
- Logo/Branding Campaign



- Strategic Marketing Plan
- Logo/Branding Campaign
- Print, Radio, TV Advertising
- Media Buying
- Event Planning



WASHINGTON  
CONVENTION CENTER

- Strategic Marketing Plan
- Logo/Branding Campaign
- Website Design
- Public Relations
- Media Buying



- Strategic Marketing Plan
- Print Advertisements
- Exhibit Design



- Strategic Marketing Plan
- Website Design
- Logo/Branding Campaign
- Public Relations Campaign
- Print & Digital Advertising
- Media Buying



- Strategic Marketing Plan
- Media Buying



- Strategic Marketing Plan
- Branding Campaign
- Website Design/Development



- Strategic Marketing Plan
- Branding Campaign
- Website Design/Development



- Strategic Marketing Plan
- Media Buying
- Public Relations

## WASHINGTON, DC GOVERNMENT AND RELATED CLIENTS

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Aetna	Franklin Square Association
Bringing Baseball Back to Washington,	Georgetown BID
Washington DC Marketing Center	Government of the District of Columbia
Capitol Hill Business Improvement District (BID)	Muriel Bowser, Mayor
Capitol Riverfront BID	Government of the District of Columbia,
Committee to Reelect Mayor Williams	Administrative Services Modernization Program
DC Commission on Arts and Humanities	Greater Washington Board of Trade
DC Department of Employment Services	Hotel Association of Washington, DC
DC Department of Healthcare Finance	Mayor's Office on Asian and Pacific Islander Affairs
DC Department of Motor Vehicles	McKinley Technology Campus
DC Department of Parks And Recreation	Metropolitan Washington Airport Authority
DC Department of Transportation	National Capital Revitalization Corporation
DC Lottery	NoMa BID
DC Marketing Center	Office of Contracting and Procurement
DC Office of Planning	Office of Public Education Facilities Modernization
DC Office of Planning & Economic Development	Office of the Deputy Mayor For Planning &
DC Office of Property Management	Economic Development
DC Office of the Chief Financial Officer	Old Post Office Pavilion
DC Office of the Chief Technology Officer	ParkMobile
DC Public Schools	Southeast Waterfront BID
DC Women Infants and Children	The Golden Triangle BID
DC Workforce Investment Council	University of the District of Columbia
Destination DC	Washington Convention Center Authority
Downtown, DC BID	Washington, DC Convention and Tourism Corporation
DSLBD	Washington, DC Economic Partnership
Endgridlock.org	Washington, DC Marketing Center
Existing Washington, DC Convention Center	
Site Redevelopment	

DC GOVERNMENT AND RELATED CLIENT LOGOS  
DESIGNED BY DEBI GASPER, CEO/CREATIVE DIRECTOR, THE AD AGENCY

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## WASHINGTON, DC GOVERNMENT AND RELATED CLIENTS

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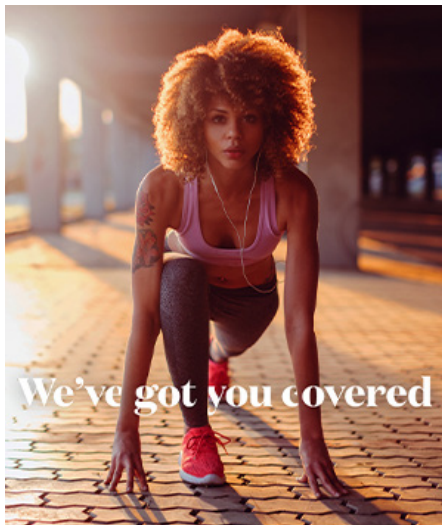
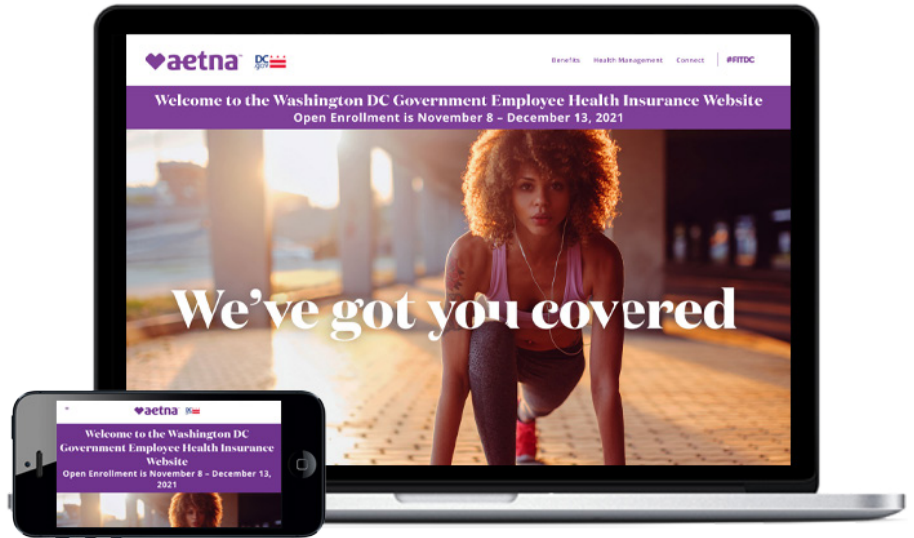
## CASE STUDY

### AETNA

www.AetnaDCgov.com

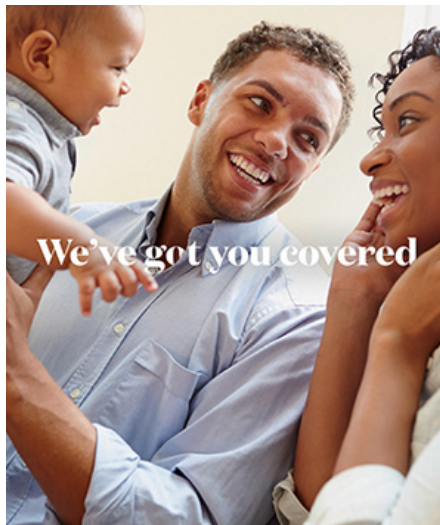
- Strategic Marketing Plan
- Market/Competitor Research
- Website Design/Development
- Advertising Campaign
- Media Buying

Aetna, hired The Ad Agency to design and produce a website for Aetna DC government employees. We built a modern and creative website along with a major out of home and digital advertising campaign to recruit new members and to educate and provide service to current members. Our campaign doubled the number of enrollees!



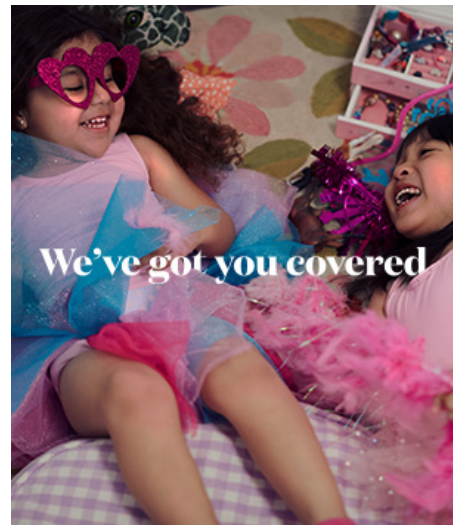
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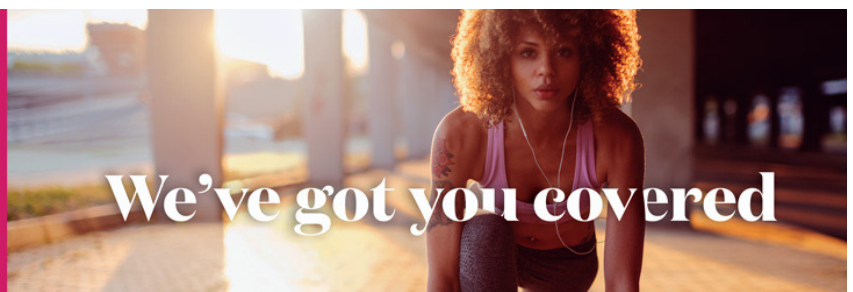


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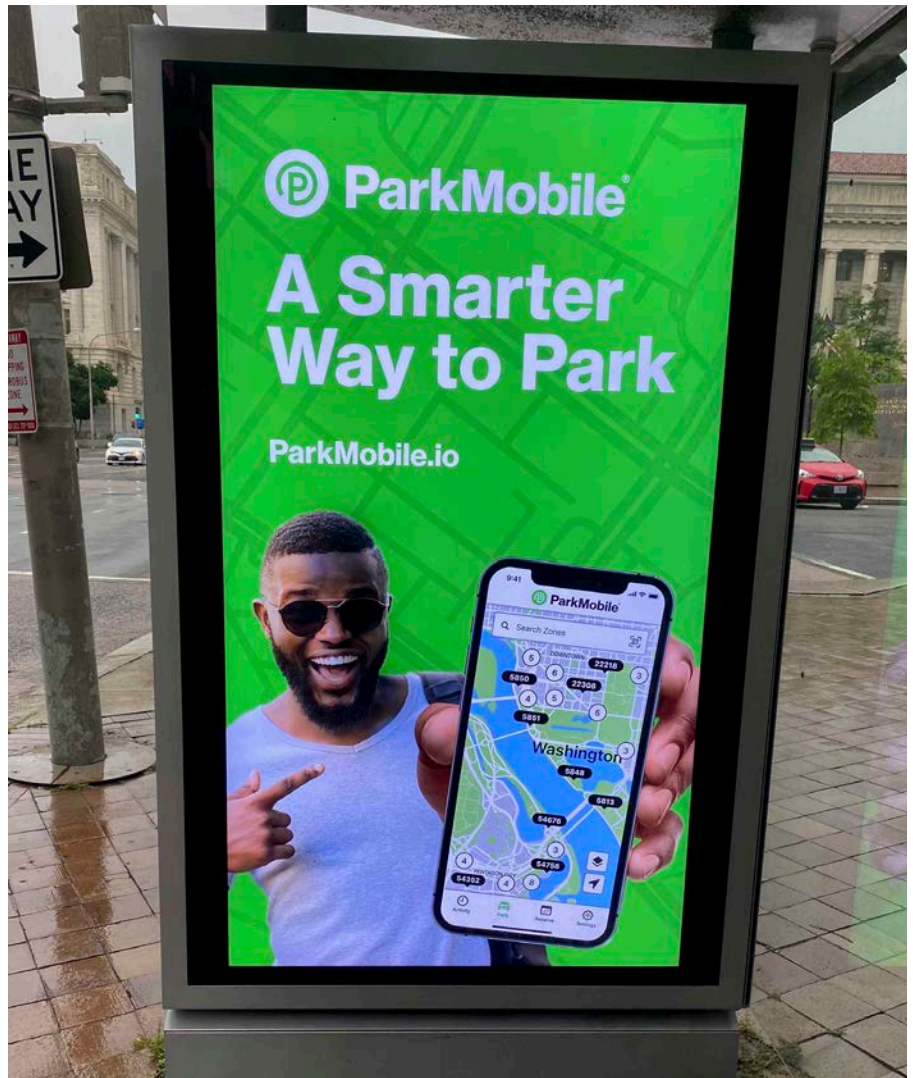




## CASE STUDY

### PARKMOBILE

- Strategic Marketing Plan
- Advertising Campaign
- Media Buy
- Billboards
- Bus Shelters
- LED Billboard Trucks





## CASE STUDY

### LUNAR NEW YEAR

- Strategic Marketing Plan
- Print/Digital Advertising Campaign
- Social Media





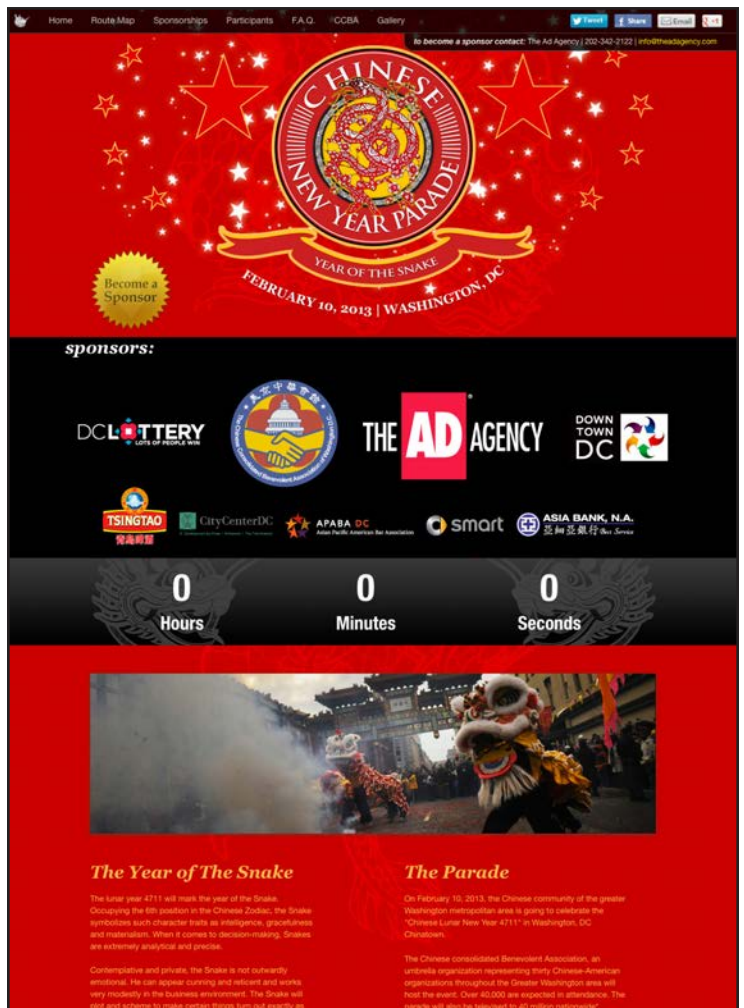
## CASE STUDY

### CHINESE CONSOLIDATED BENEVOLENT ASSOCIATION

www.ChineseParadeDC.com

- Event Planning
- Permit & Sponsor Acquisition
- Public Relations
- Strategic Marketing
- Brand Identity
- Website Design
- Print Ad Design

The Chinese Consolidated Benevolent Association (CCBA) hired The AD Agency to plan, manage and strategically market the annual Chinese New Year Parade in Washington DC's Chinatown.



Website Design

## CASE STUDY

### HORIZON TECHNOLOGIES

www.HorizonTechnologies.com

- Strategic Marketing Plan
- Website Design
- Logo / Branding Campaign
- Public Relations Campaign
- Print & Digital Advertising
- Media Buying
- Social Media

Horizon Technologies hired The AD Agency to create logos for Horizon Technologies and for its new products FlyingFish, BlackFish, and AMBER. A new interactive website was designed along with an innovative print and digital international advertising and public relations campaign along with social media.





## CASE STUDY

### HORIZON TECHNOLOGIES

- Exhibit Booth Design and Production



## CASE STUDY

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### HORIZON TECHNOLOGIES

- FlyingFish™ Logo
- Advertisement/Brochure



## CASE STUDY

### HORIZON TECHNOLOGIES

#### • International Direct Mail Campaign



11 December 2017

Embassy of Oman  
Attn: Defense Attaché  
2535 Belmont Road NW,  
Washington, DC 20008

Horizon Technologies, LLC  
1101 Connecticut Avenue, NW  
Suite 450  
Washington, DC 20036  
[www.horizontechnologies.com](http://www.horizontechnologies.com)

Dear Sir,

Horizon Technologies is pleased to announce the opening of our Washington, DC office and would like to introduce you to our company, and our FlyingFish™ SIGINT (Signals Intelligence) system.

Horizon Technologies is a UK-based company headquartered in London, and is the leading NATO supplier of airborne satellite phone monitoring systems for ISR (Intelligence, Surveillance and Reconnaissance) applications. We are the prime contractor for the FlyingFish™ SIGINT system which is flying on numerous ISR aircraft worldwide. FlyingFish™ is a proven sensor for:

- Counter-terrorism
- Counter-piracy
- Fisheries protection
- Narcotics and human trafficking interdiction

It is a dual-use commercial product using Commercial-Off-the-Shelf (COTS) components, it is manufactured in the UK, and is non-ITAR.

Our new office has been established to work with our US subcontractors, the US Government, as well as our international customers and partners. Recently, we introduced Xtender (Patent Pending), a new transformational technology which turns small UAVs into powerful SIGINT platforms. Xtender also enables customers to fly with modular SIGINT sensors on their fixed and rotary wing aircraft (via our new Xpod). Together with Spire Global ([www.spire.com](http://www.spire.com)), we will also be launching FlyingFish™/Xtender technology into orbit on Spire's nanosats in 3Q 2018.

Obviously, due to the sensitive nature of our products, we can best provide more data in person. I would be happy to meet with you, and provide a full briefing on FlyingFish™ and Xtender at a mutually convenient time and location here in Washington, DC. We are active all over the world, and our team can also support a meeting in your country as well should this be more appropriate.

Please let me know if this is of interest, and I look forward to meeting you in person.

Best Regards,

Mr. Michael Ogg  
Director, Business Development  
[michael.ogg@horizontechnologies.com](mailto:michael.ogg@horizontechnologies.com)  
+1 (770) 335-3814

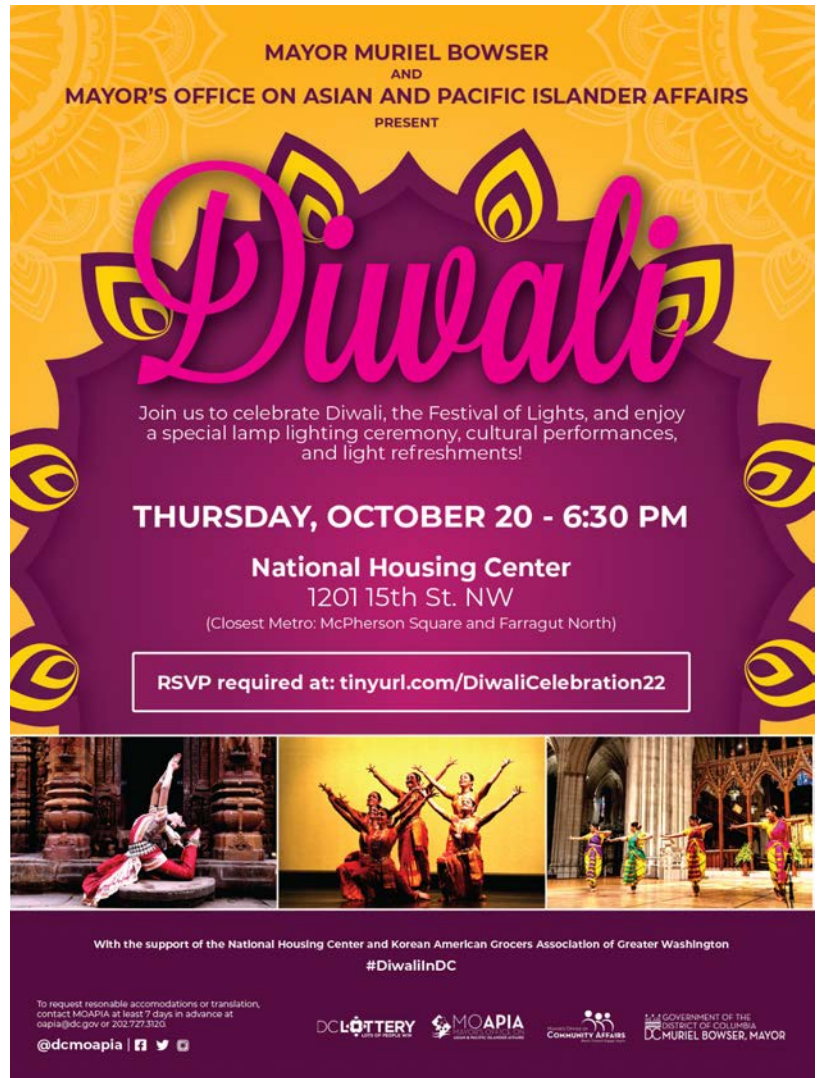
Horizon Technologies, LLC  
1101 Connecticut Ave, NW  
Suite 450  
Washington, DC 20036



## CASE STUDY

### MAYOR'S OFFICE ON ASIAN AND PACIFIC ISLANDER AFFAIRS

- Advertising Design
- Event Poster
- Digital Ads
- Program
- Social Media



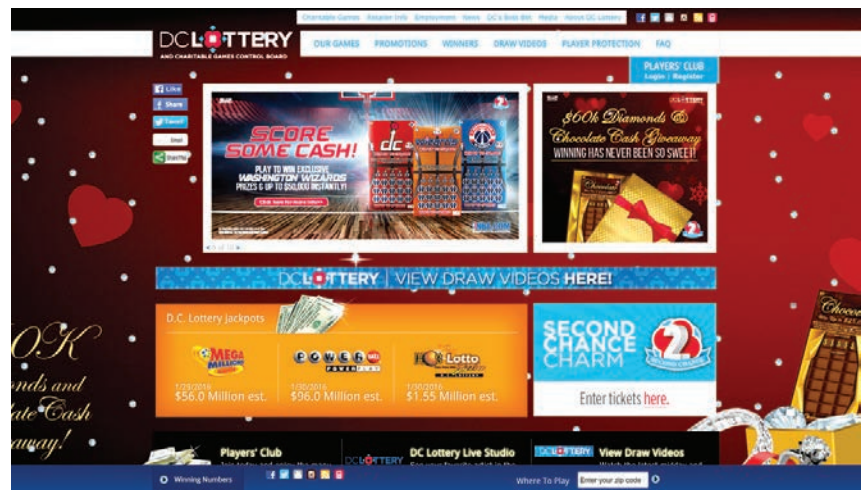
## CASE STUDY

### DC LOTTERY

The Ad Agency was hired to provide services that delivered actionable plans to assist the Office of the Chief Financial Officer with its strategic initiative to ensure “best in class” operations of the DC Lottery and appreciably increase DC Lottery profits.

Our scope of work included:

- Comparison to Best Practices.  
Analysis of:
- Organizational Structure and Positions.
- Compensation Structure and Market Competitiveness.
- Internal Controls and OCFO Risk Assessment.
- Gaming System Operations.
- Claim Center Processing.
- Draw Division Operating Procedures and Business Continuity Plan.
- Fraud Risk Associated with Non-Payment of Players Winnings.
- Customer Service Complaints.
- Financial Services Systems.
- Mission, Vision, Goals and Objectives.
- SWOT Analysis.
- Evolving Internal and External Communications.
- Competitive Landscape / Marketing and Sales Plan.
- Media Testing
- Lottery Procurement Process.
- IT Operations, Systems and Staffing.
- Internal and External Communications.
- Integrity and Security.
- Maximizing Efficiency.
- Retailer Sales Performance.
- Retailers and Account Management.
- Product and Point of Sale (POS) Materials Placement.
- Planogram/Retailer Merchandising Survey.
- POS Materials.
- The Expansion of DC Lottery Sales Network.
- Retailer Penetration.
- Retailer Recruiting Methods.
- Retailer Commissions and Incentive/Methods and Structures.
- Finance and Business Operations.
- Metric Development Program.
- Product Portfolio.
- Existing Instant and Online Game Portfolio.
- Per Capita Sales by Product
- Instant Game Launch Schedules.
- Instant Game Price Points.
- Maximizing Retailer and Player Engagement
- Retailer Education and Communication Methods and Materials.
- Diagnostic Media Audit
- PR Competitive Analysis
- Identifying and Reaching New Players
- Winner Awareness
- Use of Social Media
- Promotional Events
- Promotional Best Practices Analysis
- Draw Operations and Graphics.





**FAIRFAX GREEN ENERGY PARK**

- Brand Identity
- Market Research
- Print and Digital Ads
- Media Buy

**THE FAIRFAX GREEN ENERGY PARK  
WILL REDUCE GREENHOUSE GAS EMISSIONS  
BY 3.6 MILLION TONS.**



**TAKE ACTION! Before It's Too Late!**

**Go to [www.FairfaxGreenEnergy.com/take-action/](http://www.FairfaxGreenEnergy.com/take-action/)  
Ask the Board of Supervisors to support the Green Energy Park**

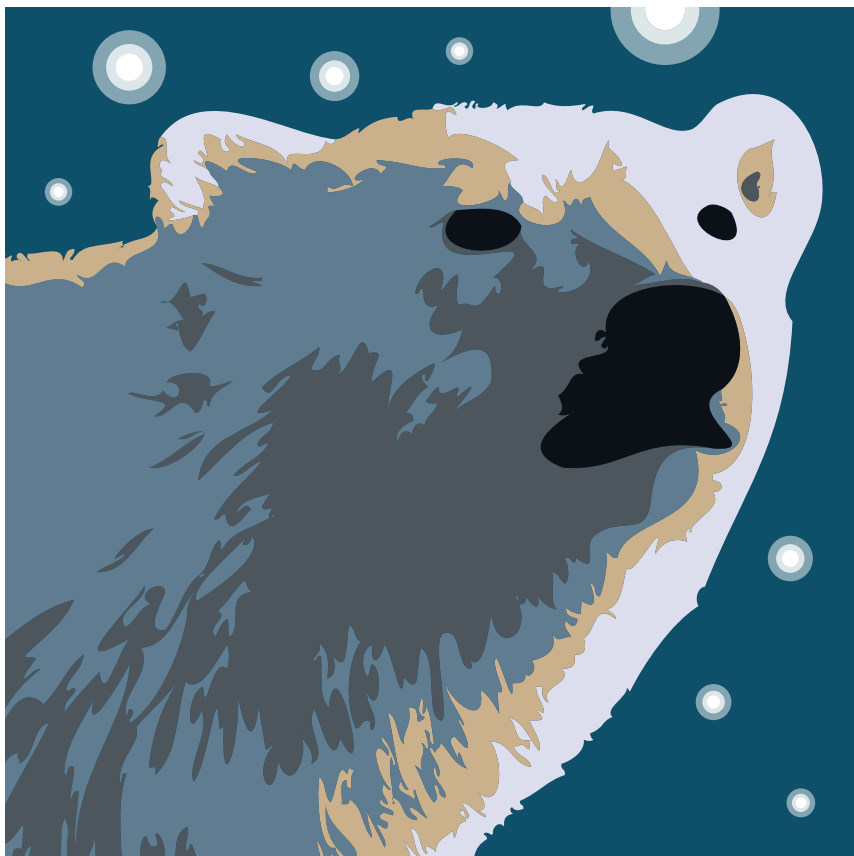




## CASE STUDY

### POLAR BEAR AIR CONDITIONING & HEATING

- Logo / Brand Design
- Truck Design



# POLAR BEAR

## AIR CONDITIONING & HEATING

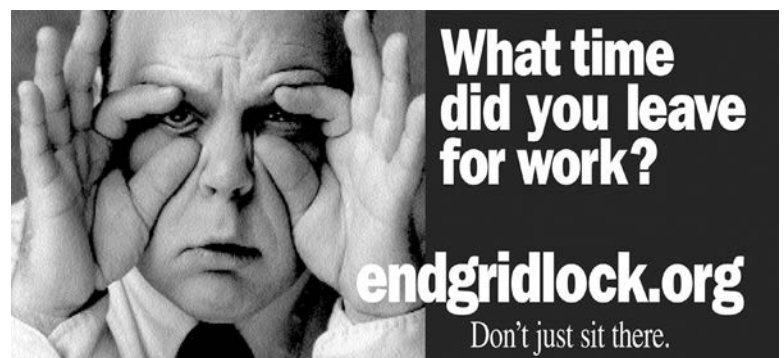
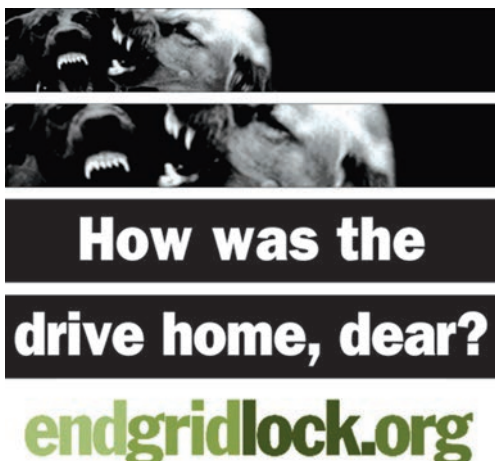


## GREATER WASHINGTON BOARD OF TRADE

- Strategic Marketing Plan
- Logo / Branding Campaign
- Media Buying
- Website Design
- Print, Radio, Online, Billboard
- Advertising Campaign

How do you motivate passive commuters to click on a website, become activists, write letters, send emails and voice opinions at meetings? Using a little "Human Contact," we developed a print, internet, radio and outdoor campaign that drove angry commuters into action.

We also named the brand, designed the logo and built the website. The results were dramatic.



## CASE STUDY

### THIRD STREET TUNNEL

- **Market / Competitor Research**
- **Strategic Marketing Campaign**
- **Brand Identity**
- **Website**
- **Database Management**
- **Public Relations**

The Third Street Tunnel Project is the first of a multi-phase master planned development located in Washington's central business district. Newly designed pedestrian and vehicular corridors will reconnect the Capitol Hill and East End communities, update traffic patterns, and deliver new safety features. The project is bordered by Massachusetts Avenue to the North, E Street to the South, Third Street to the West and Second Street to the East.

The goal of this project was to make travelers, residents and the general public aware of the construction project and to inform them about project updates and traffic advisories. Deliverables included a website, press releases, mass emails sent out regularly, and social media.





## CASE STUDY

### MONTGOMERY COUNTY, MD

- Strategic Marketing Plan
- Logo / Branding Campaign
- Print, Radio, TV Advertising
- Media Buying
- Public Relations

Montgomery County realized they could save big if they could get people to recycle yard trimmings instead of bagging them for pickup at the curb. They asked The AD Agency to help them change people's behavior, which is a tall order. The County measured and quantified results at every step, so we had to get results from day one.

We decided to win friends and converts among county residents by employing a light approach — an approach that was nonetheless backed by solid information and coupled with emotional appeal. The results have enriched the soil and the pocketbook of the county.

Our multi-award winning marketing plan included full page ads in county papers, a massive composting and grasscycling campaign, 30-second tv commercial, cable TV media buy and PSA, public relations and community outreach, multiple direct mail pieces and the adorable 'Digger the Worm' which accompanied 'Wormlab' — a natural science project that we implemented into the county school system to teach students about the value of composting.

Our Public Relations efforts gained national and local recognition for Montgomery County.



Digger the Worm is a huggable six-foot costume character designed to help make composting come alive for County kids.

## YOUR MOTHER CALLED. SHE WANTS YOU TO GRASSCYCLE.

Once we thought Mother Nature needed lots of help to give a beautiful lawn, but today we know better. Nature knows how to do it all on her own. And you can too. Here's how:

**Free falling clippings mean free food.**  
Leaving clippings on the lawn is the best way to keep your grass healthy. As grass blades grow, they add nutrients to the soil. And when they fall, they provide a natural mulch that helps your grass grow faster.

**Mow often, mow high.**  
The most of the grass can be a good idea to keep your lawn healthy. Mow often, mow high. This means mowing every 7 to 10 days during the growing season, and every 10 to 14 days in late summer. This means mowing at a height of 3 to 4 inches. This is the best way to keep your grass healthy and looking great.

**Water seldom, water deep.**  
Each watering should allow water to soak into the soil. This means watering once a week, or more often if the weather is hot and dry. This is the best way to keep your grass healthy and looking great.

**Relax. Don't fertilize in spring and summer.**  
Fertilizing your lawn can be a good idea, but it's not necessary. Nature knows how to do it all on her own. And you can too. Here's how:

**Fewer chemicals mean more of nature's tillers.**  
Using fewer chemicals can help your lawn stay healthy. This means using natural fertilizers and avoiding pesticides. This is the best way to keep your grass healthy and looking great.

**Check out this new video.**  
The video "Grasscycling: The Easy Way to a Healthy Lawn" is available for free at [www.montgomerycountymd.gov/grasscycling](http://www.montgomerycountymd.gov/grasscycling). It's the best way to learn how to grasscycle your lawn.

Remember Mother's call and get a free Grasscycling kit: 202-277-2770

**GRASSCYCLE**

## COMPOSTING IS EASY. JUST ASK YOUR MOTHER.

Composting is a Mother Nature's way to recycle. Every year the grasscycling campaign gets a lot of feedback. It's the best way to keep your lawn healthy and looking great.

**Make a pile, use a bin.**  
This is the best way to keep your lawn healthy. It's the best way to keep your lawn healthy and looking great.

**Leaves are basic, but why stop there?**  
This is the best way to keep your lawn healthy. It's the best way to keep your lawn healthy and looking great.

**Add water as you go.**  
This is the best way to keep your lawn healthy. It's the best way to keep your lawn healthy and looking great.

**Some things you shouldn't do.**  
This is the best way to keep your lawn healthy. It's the best way to keep your lawn healthy and looking great.

**Compost deserves a good turn.**  
This is the best way to keep your lawn healthy. It's the best way to keep your lawn healthy and looking great.

**Mulch add about compost**  
This is the best way to keep your lawn healthy. It's the best way to keep your lawn healthy and looking great.

**COMPOSTING**  
Call 202-277-2770 for a free Composting Kit.

## CASE STUDY

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### MONTGOMERY COUNTY, MD

**"ANYONE CAN COMPOST":** 30  
TV Commercial



"Anyone can compost, all you need is a small space or a simple enclosure.

Then add some leaves.



Spray on a little water to compact them, and you can compost more than twenty full lawn bags in here.

Financially, it makes sense. You won't have to buy lawn bags and you get lots of free mulch.



You can use it to grow wonderful things.

So many good reasons to compost and it's so easy anyone can do it.

Anyone."



## CASE STUDY

### THE WASHINGTON CONVENTION CENTER

- Strategic Marketing Plan
- Logo / Branding Campaign
- Website Design
- Public Relations
- Media Buying

The new Washington Convention Center (WCC) was approved on a promise of \$1.4 billion in economic impact and 15,000 new jobs by 2006 in a city where hospitality continues to be a major industry. Marketing efforts for the new center included a strategic marketing plan, new logo, print ads, website, brochures, newsletters, premiums, government and community relations, and tradeshow industry updates and support.

The new identity challenge was to enhance the WCC brand with a new logo that would capture and reinforce Washington, DC as America's city, while establishing a fresh new image that was a major departure from the image of the older facility. The new WCC logo was unanimously approved and successfully captured the spirit of the new convention center.

Our marketing plan included powerful print ads that established the new convention center as an architectural masterpiece and as distinctive and noteworthy as Washington's other impressive monuments.

The marketing and public relations work engaged, informed and fostered buy-in from the community, local businesses and public sector stakeholders. There were many community concerns regarding the impact of both the lengthy construction period and the completed monumental convention center that would be incorporated into one of DC's most historic and established neighborhoods.



Included in the campaign were many construction milestone media events, such as the ground breaking, beam signing and the big steel wrap-up. To ensure positive media coverage, the events included the participation of community leaders, and other public and private sector spokespeople representing the various stakeholders.

The campaign proved to be a documented success. In the spring of 2003, all of DC, including the local neighborhood and business communities, as well as the surrounding region, celebrated the opening of the new Washington Convention Center.





# THE WASHINGTON CONVENTION CENTER

VOLUME 4  
No. 3  
WINTER 2000

WASHINGTON CONVENTION CENTER

STEEL NEWS

THE BIG STEEL WRAP UP  
SHOWS WASHINGTON'S METTLE

[illegible]

So we will tell the company of the structural steel members more than an inch to one place of connection. The largest substructure of this work and understanding, the steel work, is the power to make or break for the project's ultimate success. Locating the structural members in the building means that everything has been built, knowing the structural members, and making it in a schedule is a great worth of time.

On the scale of September 11, the rebuilding of the World Trade Center is a smaller seismic shock. Important, but... America's Convention Center then is the face of America's rebuilding efforts, pointing to thousands of workers, with the promise of 17,000 jobs and related jobs in the future. And the expectation of a 10% decline in economic impact for the Washington region. A threat that will go far in fueling the Washington area's economic recovery.

As worker pride fills the room there, then, the SC local chapter where their union is headquartered over the FA. Their sense of ownership and purpose is apparent, as they clearly understand the structure's significance: It is a model of hope, strength and opportunity, a rich source of pride for the workers involved, and, with its completion, the end of a

THE  
BIG  
STEEL  
WRAP  
UP  
10:24:01

These statements are not restricted to the steel workers. Everyone present was aglow with the task of creating something positive and new as a result of this project. Many otherwise unemployed workers will have skills to bank on for a lifetime. Much to be proud of, all in all.

Washington, DC, Mayor Anthony Williams makes this very point as he takes the podium. "Taken September 11, this project was something to be proud of. Today it is at least a humbled, more realistic." Other elected officials are on hand to show support, including Congressional Education Secretary, and DC City Council Members Harold Brant, Carol Schwartz, Steven Oseman, and Jack Evans.

Taking a turn at the mic, Fire leader of Clark Street Construction shares words of praise for the hard-working crew.

Staff and board members of the ROCA applaud with heartfelt enthusiasm. After all, together they have helped bring on 541 new homes from the Detroit area.

As a result of this project, many offshore unemployed workers will have skills to bank on for a lifetime. Much to be proud of, all in all.



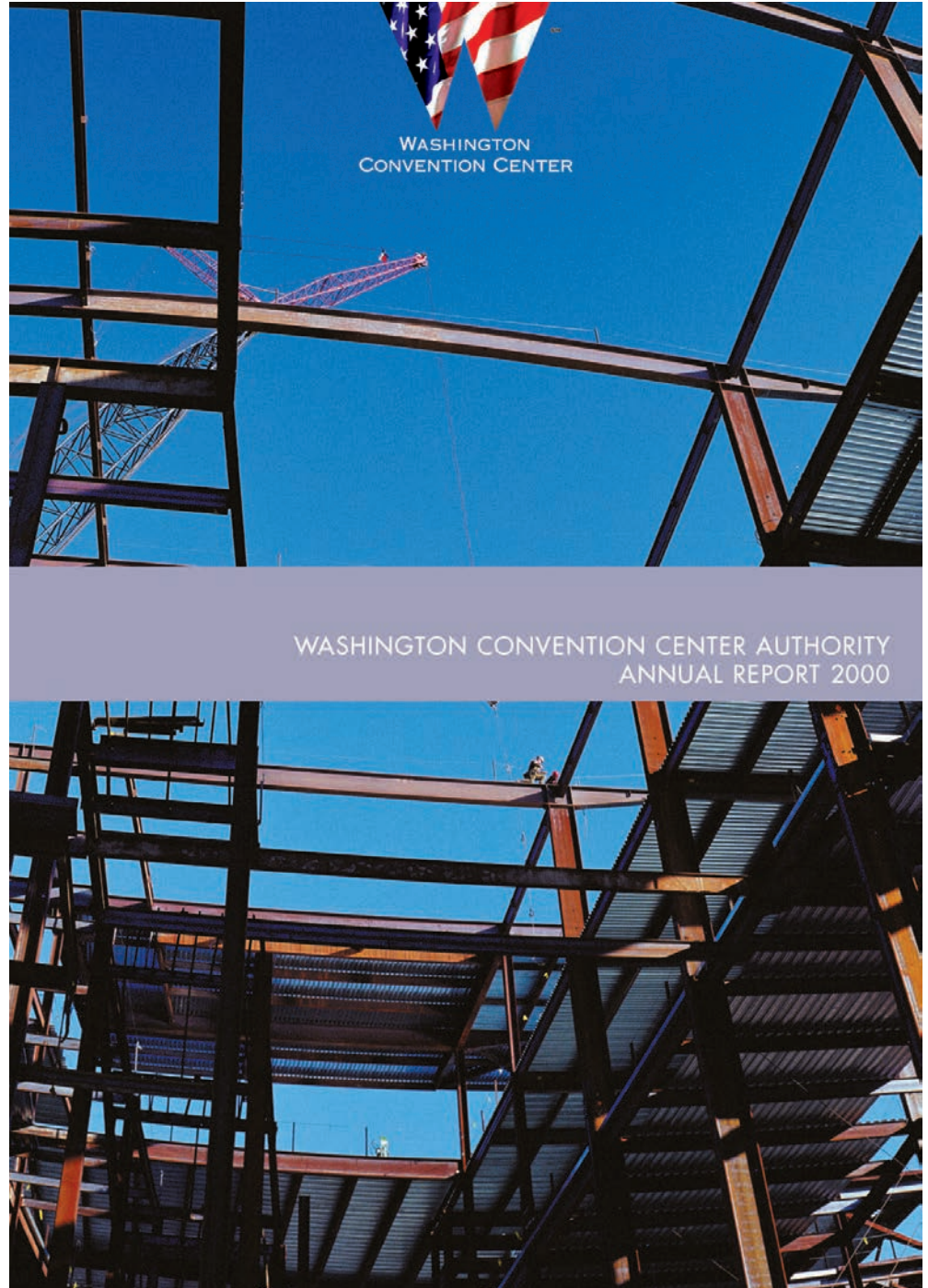
Support this journal free online at: <http://www.elsevier.com/locate/jmb>

## CASE STUDY

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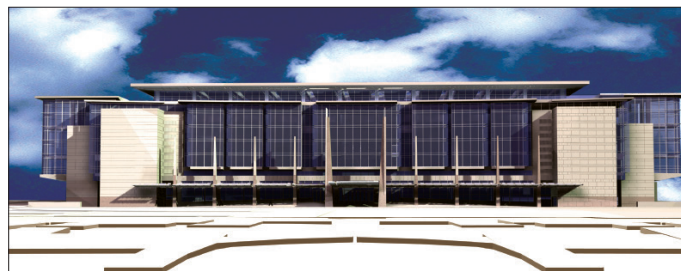
### THE WASHINGTON CONVENTION CENTER

- Annual Report

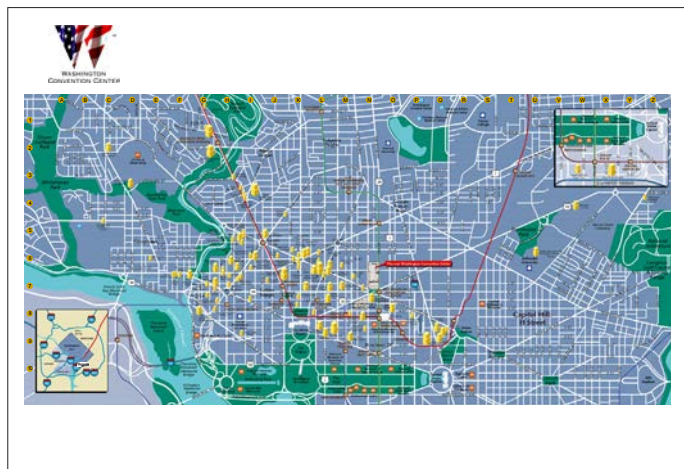




## THE WASHINGTON CONVENTION CENTER

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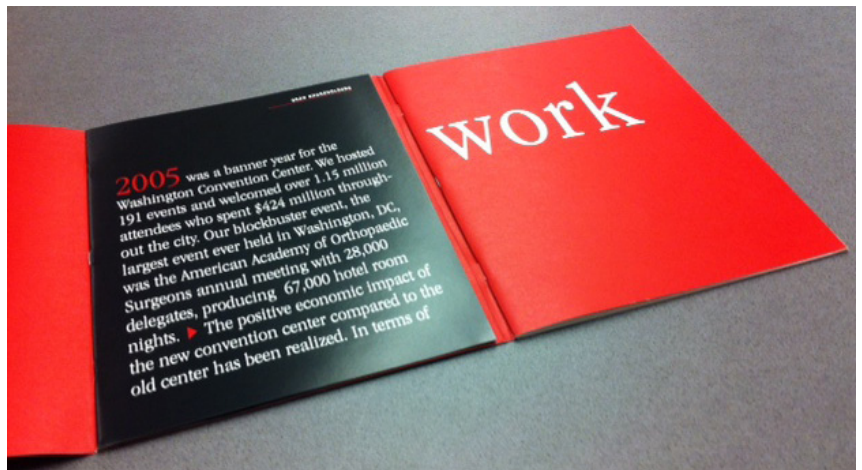
Washington, DC's New Monument  
to the American Dream



## CASE STUDY

### THE WASHINGTON CONVENTION CENTER

- Annual Report





## CASE STUDY

### THE WASHINGTON CONVENTION CENTER

- Annual Report



## CASE STUDY

### THE WASHINGTON CONVENTION CENTER

#### • Annual Report



	2005	2004
<b>Operating Revenues</b>		
Room and board	\$ 1,200,000	\$ 1,100,000
Food and beverage	150,000	140,000
Other	100,000	90,000
<b>Total Operating Revenues</b>	<b>\$ 1,450,000</b>	<b>\$ 1,330,000</b>
<b>Operating Expenses</b>		
Salaries and wages	\$ 800,000	\$ 750,000
Travel and transportation	100,000	90,000
Utilities and maintenance	150,000	140,000
Depreciation	100,000	90,000
<b>Total Operating Expenses</b>	<b>\$ 1,150,000</b>	<b>\$ 1,070,000</b>
<b>Operating Income</b>	<b>\$ 300,000</b>	<b>\$ 260,000</b>
<b>Non-Operating Revenues and Expenses</b>		
Interest income	\$ 10,000	\$ 10,000
Interest expense	(50,000)	(50,000)
Other	10,000	10,000
<b>Total Non-Operating Revenues and Expenses</b>	<b>\$ (30,000)</b>	<b>\$ (30,000)</b>
<b>Net Assets, Beginning of Year, Restated</b>	<b>\$ 2,200,000</b>	<b>\$ 2,200,000</b>
<b>Net Assets, End of Year</b>	<b>\$ 2,270,000</b>	<b>\$ 2,270,000</b>





## CASE STUDY

### CAREY WINSTON

- Strategic International Marketing Plan
- Media Buy
- Direct Mail

LAND • OFFICE • INDUSTRIAL • RETAIL • CONDO • MULTIFAMILY

ON JUNE 23RD, OVER  
**\$350 MILLION**  
OF WASHINGTON'S HOTTEST PROPERTIES  
WILL GO ON THE BLOCK!

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CW  
CAREY WINSTON

**AUCTION!**  
*The Largest Single City Auction In The World!*



#### Commercial Real Estate Auction Joint Venture

105 New Street, Seaford, DE 19973

The largest single city real estate auction ever, featuring an extensive selection of valuable commercial property, will be held by the DeCaro/Carey Winston Companies at the Reston Town Center Hyatt on June 23rd. Over 70 assets from the greater Washington DC area, as well as Baltimore, Richmond, and Tidewater will be offered from motivated sellers including several banks, institutions, and others. This is the astute investor's opportunity to purchase desirable commercial properties in the number one commercial real estate market in the country. **Call for a free catalogue today!**

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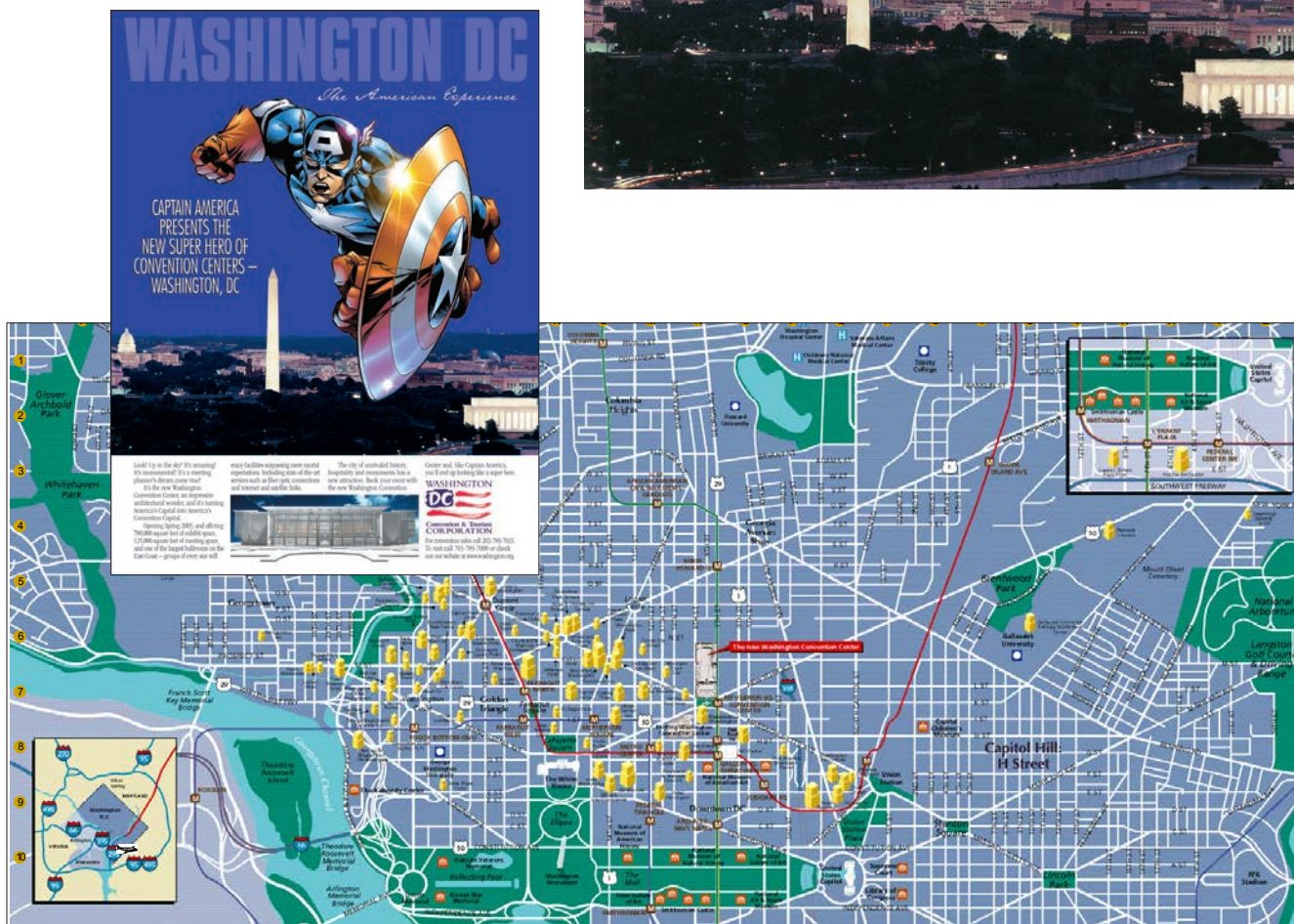
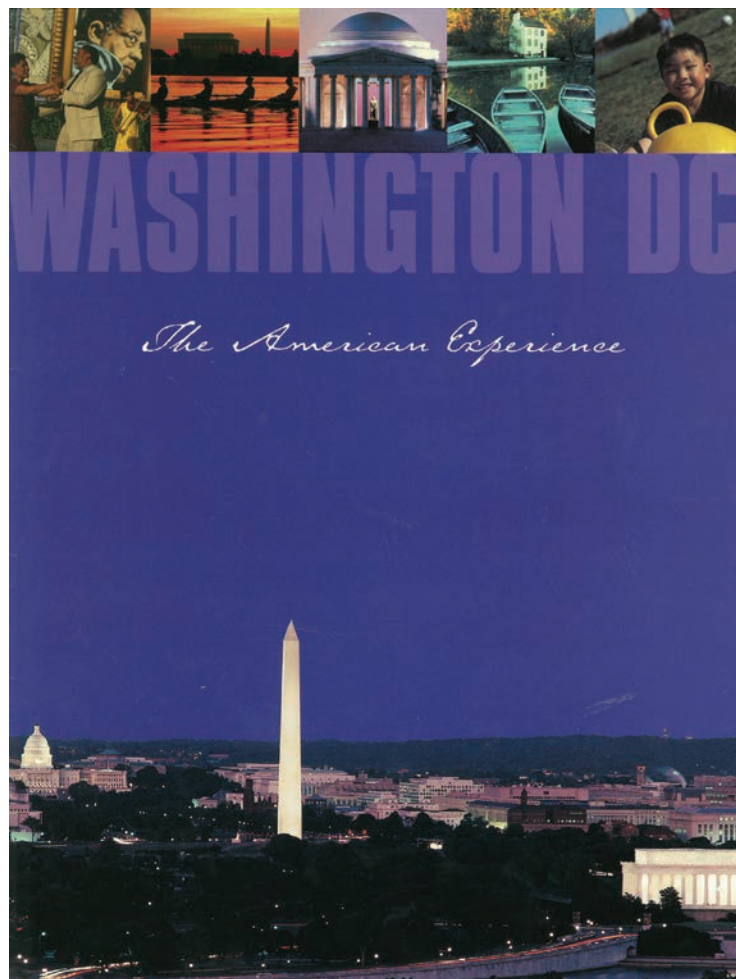
1st CLASS

FIRST CLASS MAIL

## CASE STUDY

### WASHINGTON DC CONVENTION & TOURISM CORPORATION / DESTINATION DC

- Strategic Marketing Plan
- Print Ads, Brochures, Video, Direct Mail
- Exhibit Design





## DOWNTOWN DC BUSINESS IMPROVEMENT DISTRICT

- Strategic Marketing Campaign
- Media Event Planning
- Logo / Branding Campaign
- Public Relations
- Print Ads, Brochures, Video, Direct Mail, & Trade Show Exhibit Design

Through a self-imposed tax, downtown DC property owners wanted to upgrade and revitalize their area of the city. They chose The AD Agency to develop a strategic marketing plan and brand identity for the area.


We also needed to inform the public of the group's efforts and the changes that would occur. We accomplished this by staging a media event to kick off the city's new image.

We made headlines starting with our innovative invitation—a CD containing the 1960's hit song "Downtown." On the day of the event, every local TV station, radio station and newspaper was present, including front page coverage in USA Today and a feature story on CNN.



[illegible]

**IT'S TIME  
TO INTRODUCE  
A NEW ERA FOR  
DOWNTOWN DC**





## CASE STUDY

### OFFICE OF PLANNING & ECONOMIC DEVELOPMENT District of Columbia

- Print Ads
- Campaigns

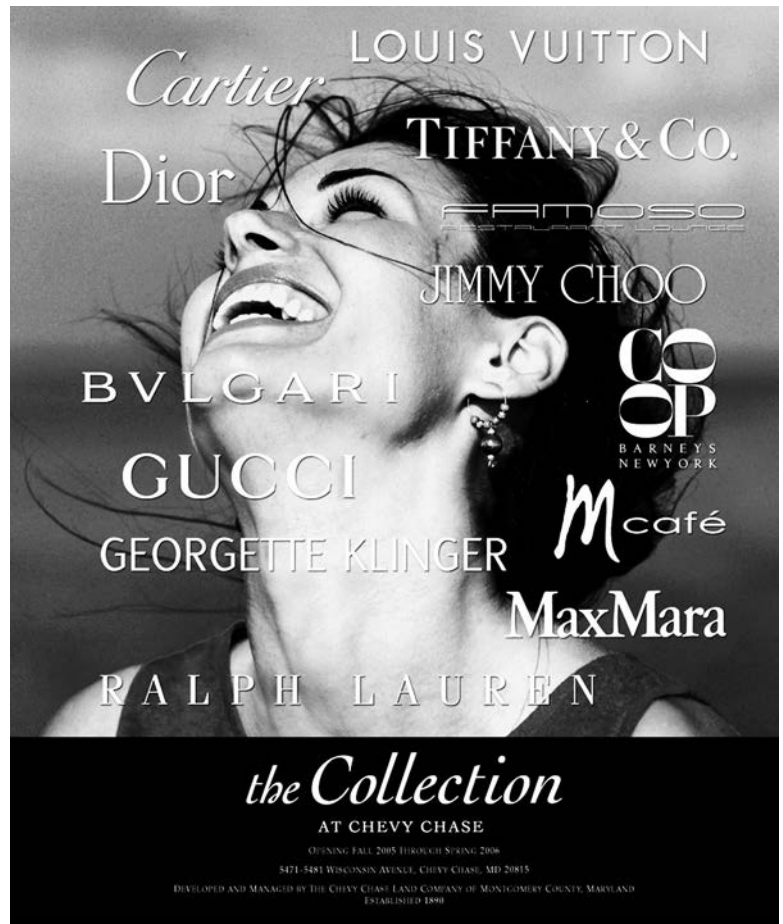


## THE CHEVY CHASE LAND COMPANY

### The Collection at Chevy Chase

The Chevy Chase Land Company tasked The AD Agency with strategically marketing and positioning The Collection at Chevy Chase to luxury brand tenants, future patrons and the general public. With advertisements, public relations, a website and direct mail, we quickly garnered attention—including over \$400,000 worth of coverage in international, national and local media.

Our efforts established The Collection as the “Rodeo Drive of the East Coast” and brought retailers such as Jimmy Choo and Louis Vuitton to DC.



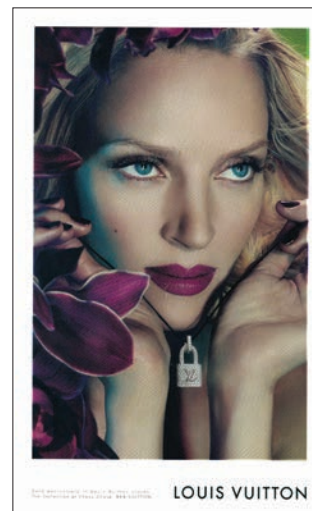
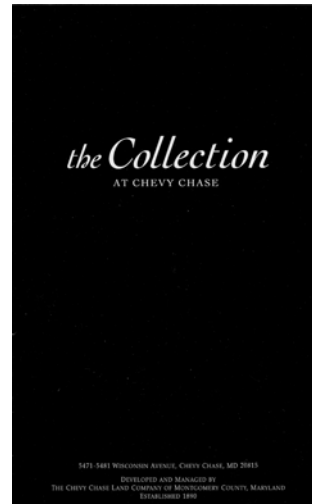


## CASE STUDY

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### THE CHEVY CHASE LAND COMPANY

#### The Collection at Chevy Chase





## CASE STUDY

### UNIVERSITY SYSTEM OF THE DISTRICT OF COLUMBIA

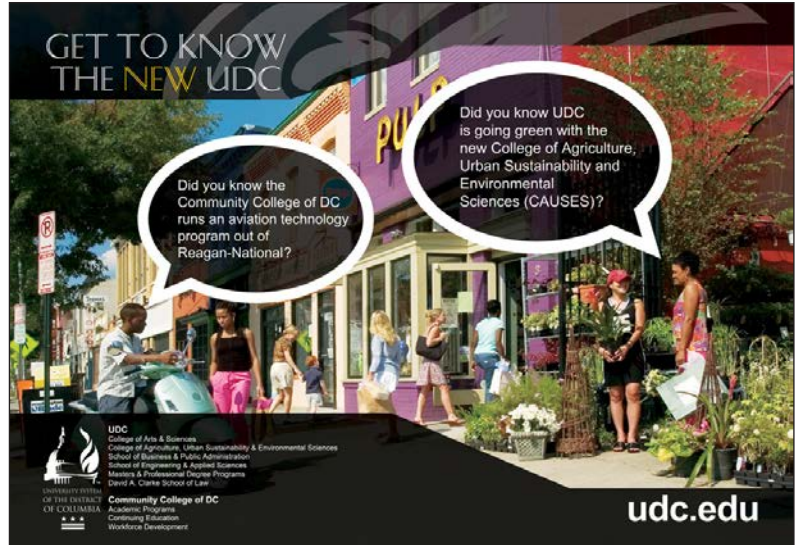
- Market / Competitor Research
- Strategic Marketing Plan
- Brand Identity
- Print, Transit, Broadcast & Online Media Buy
- Brand Identity

The University of the District of Columbia (UDC) launched the most aggressive effort in the history of the university to promote itself. The series of print, transit, broadcast and online ads was designed to highlight the substantial changes taking place at UDC, as well as improve the school's image in the community and raise awareness / enrollment.



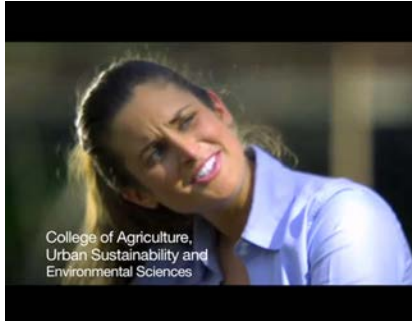
## CASE STUDY

### UNIVERSITY SYSTEM OF THE DISTRICT OF COLUMBIA





## CASE STUDY



### **“Get to know the new UDC”: 30 TV Commercial**

Music: UDC jingle

(Cut to shot of neighbors talking at urban garden)

[Type on screen: College of Agriculture, Urban Sustainability and Environmental Sciences]

Person 1: “Did you know UDC is going green with an entirely new college called CAUSES?”

(Cut to two lawyers talking at D.A.R.)

[Type on screen: David A. Clarke School of Law]

Person 1: “Did you know the UDC law school is considered one of the best public interest law schools in the country?”

(Cut to shot of mechanics working in airport hanger)

[Type on screen: Community College of DC]

Person 1: “Did you know the Community College of DC offers an aviation technology program at Regan National?”

(Cut to Dr. Sessoms exterior shot)

Sessoms: “Get to know the new U-D-C”

(Cut to firebird background and School logo.)

Super: [udc.edu](http://udc.edu)



## CASE STUDY

### UNIVERSITY SYSTEM OF THE DISTRICT OF COLUMBIA



Metro Transit Ad



Metro Transit Ad



MetroBus Ad

## CASE STUDY

### BEASLEY REAL ESTATE

www.Beasleyre.com

- Website & App





## CASE STUDY

### FLETCHER, HEALD & HILDRETH

- **Market / Competitor Research**
- **Strategic Marketing Plan**
- **Brand Identity**
- **Website Design**
- **Public Relations**

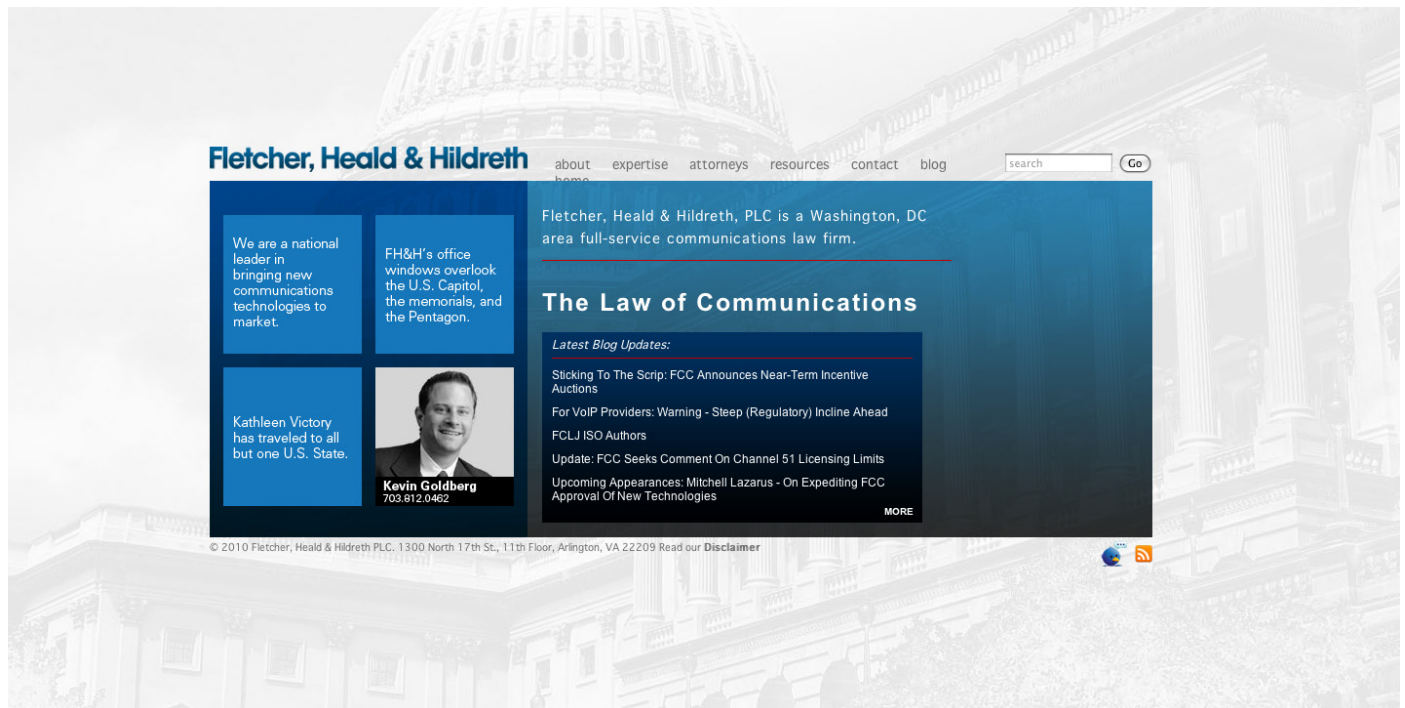
The AD Agency was hired to design and produce the new Fletcher, Heald & Hildreth logo, brand and website. The new site is slick, attractive, easy to navigate, informative, and all the good things that a law firm website should be. It introduces Fletcher, Heald & Hildreth, and lets you know who they are and what they can do.

You can read about the current team of lawyers and the firm's history. (They've been around for 74 years, almost as long as the FCC.) On the home page we've included interesting factoids about each of the attorneys. One factoid per view—just hit refresh to see a different one. Once you get started, it's hard to stop—like eating peanuts.

It's got nice photos of everyone. We debated what the photos should look like. Should they pose in faux meetings or courtroom dioramas, looking brutally hard-nosed yet supremely reasonable? Should they emphasize their softer side, dressing up in recreational garb (wetsuits? cycling outfits? camo?)? Should they pose in non-office settings looking tanned, rested, and ready? We went with down-to-earth, the way they really look—except in person they are in full color.

The website has links to their blog and their informative publications, the Memo to Clients and FHH Telecom Law. The front page also includes the headlines from their most recent blog postings, in the unlikely event that you haven't seen them elsewhere.

## Fletcher, Heald & Hildreth



Visit [www.fhhlaw.com](http://www.fhhlaw.com)





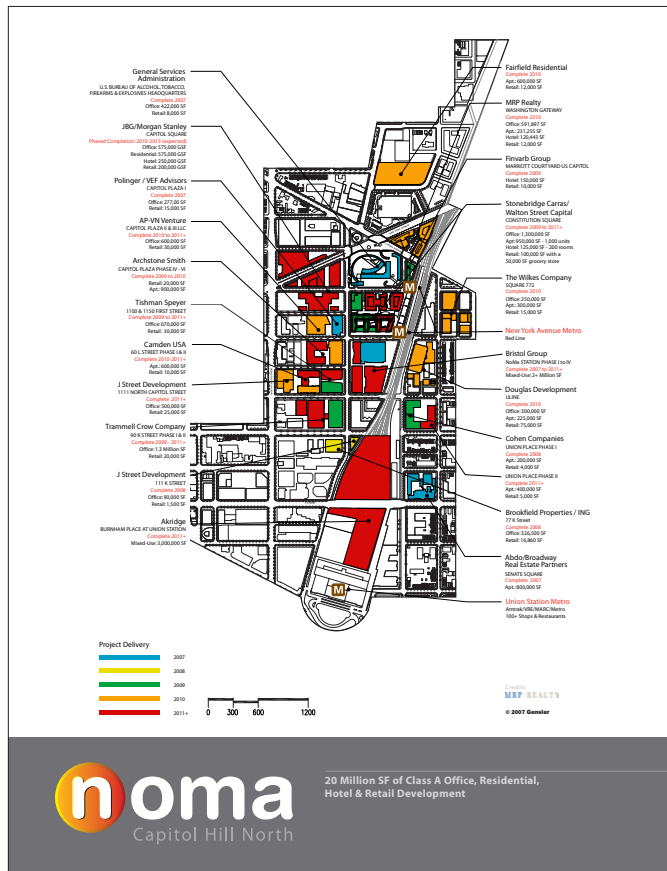
## NOMA BUSINESS IMPROVEMENT DISTRICT

- Market Research
- Brand Identity
- Mayoral Launch Event
- Brochure
- BID Map

The Noma BID asked The AD Agency to develop a powerful brand image that would position the area for tremendous growth and change over the years to come.

Our branding efforts helped to create a new logo and collateral materials that successfully reflects the vibrant, 24/7 community that Noma is becoming.

We then coordinated a BID launch event with stakeholders, developers, politicians and community members. The event helped create a buzz about the changes to come and highlighted developers' incoming projects. Mayor Adrian Fenty and Congresswoman Eleanor Holmes Norton unveiled the new logo at the launch. This event was also coordinated by the agency.



### **CAPITOL RIVERFRONT BUSINESS IMPROVEMENT DISTRICT**

- **Strategic Marketing Plan**
- **Logo / Branding Campaign**

The AD Agency was hired to brand the Southwest Waterfront BID—an area undergoing rapid development changes catalyzed by the consolidation of the Navy Yard complex and the construction of the 41,000 seat Nationals Ballpark. As one of the three areas of the city defined to accommodate the future commercial and residential growth, the area is also part of the visionary Anacostia Waterfront Plan.

Working closely with property owners and stakeholders, we developed a new name, logo, and strategic marketing plan for the new BID.





## GOVERNMENT OF THE DISTRICT OF COLUMBIA

### Administrative Services Modernization Program (ASMP)

- Strategic Marketing Plan
- Website Design / Development
- Logo / Branding Campaign
- Public Relations
- Brochure & Poster Design
- Event Planning

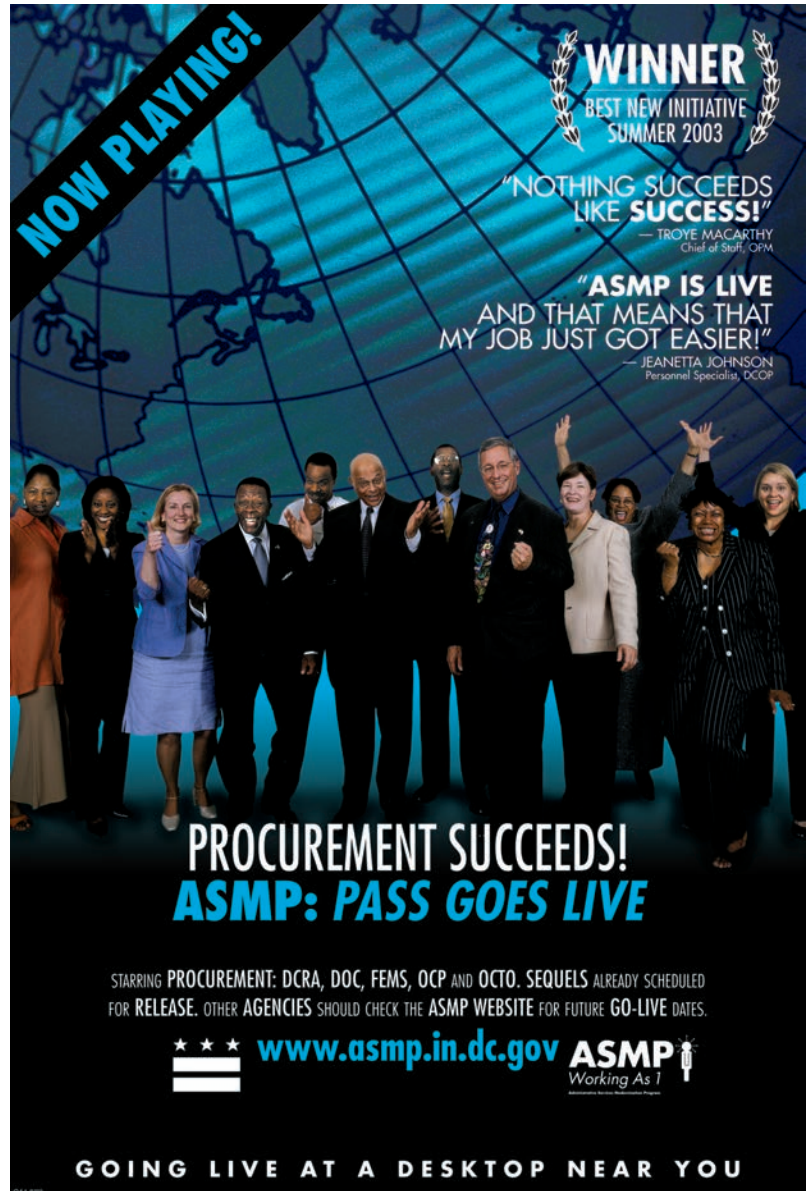
The AD Agency's diverse capabilities were applied to the planning, developing and executing of the five-year ASMP Educational Outreach Program for the District government's largest crossagency business transformation initiative. This major initiative employed a new business model for serving the District residents and businesses. It improves internal systems, stream-lines processes and policies in every agency, and helped fulfill Mayor Williams' overall goal of "Making Government Work."

The AD Agency developed a comprehensive cross agency marketing plan which included: branding, theming, public affairs, web site development and management, e-newsletters, employee surveys, and agency-specific collateral.



# ASMP

## Working As 1



# CASE STUDY

## DC MARKETING CENTER

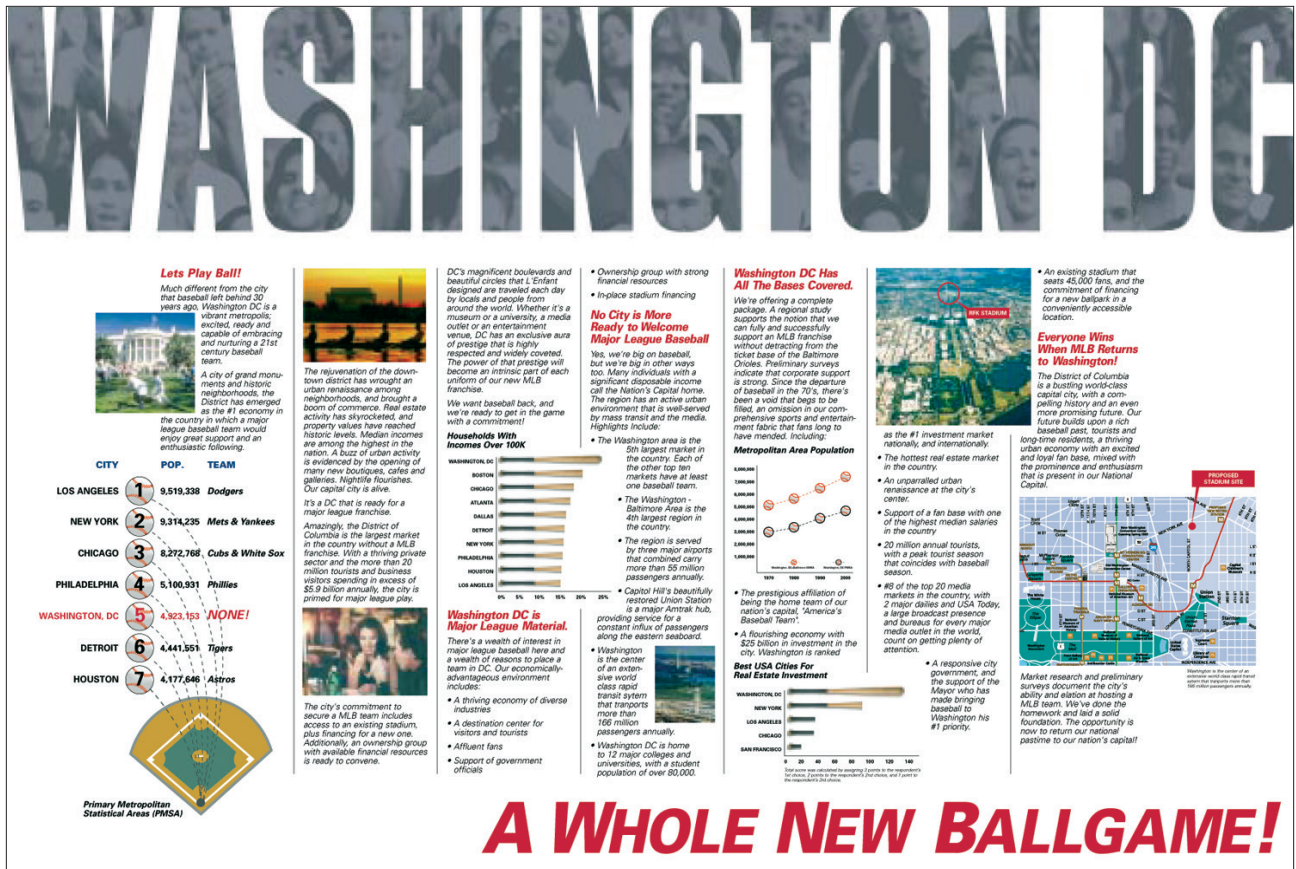
### Bringing Baseball Back to DC

The DC Marketing Center asked The AD Agency to support the District's effort in bringing baseball back to DC. The Agency developed a powerful promotional kit incorporating a large scale poster of critical demographic stats with a full size bat.



WASHINGTON, DC LET'S PLAY BALL!

THE NATIONAL PASTIME IN THE NATION'S CAPITAL





## CASE STUDY

### DC OFFICE OF PLANNING

#### • Manual

The AD Agency was hired by the DC Office of Planning to design the 2009 Public Realm Design Manual.



### INTRODUCTION

#### 1.1 THE IMPORTANCE OF PUBLIC SPACE

Washington, DC, has a long history of using public space to define its image. Beginning with the L'Enfant Plan, this image was characterized by wide streets with long views toward prominent buildings or open spaces. In 1870, Congress passed the "Parking Act" and designated part of the right-of-way immediately next to private property as park areas to be maintained by the adjacent property owner. This area was to be landscaped and is still referred to as "parking." The following year, Congress passed the "Projection Act" that allowed bay windows, corner towers, and porches to project into public space.



During the late 19th and early 20th century, the District continued to develop public space regulations to protect long vistas along District streets, encouraged architectural variety, and required landscaped areas that create a "parkway" character. Today these regulations cover everything from the width of travel lanes to sidewalk cafes.

Public space is a broad term that includes that area within the street right-of-way and can take on many different appearances. Typically thought of as the publicly owned area between private



Public space is a broad term that includes that area within the street right-of-way and can take on many different appearances. Typically thought of as the publicly owned area between private

## CASE STUDY

### SECOND GENESIS FOUNDATION

- Media Relations
- Public Relations
- Promotion-TV, Radio, Online, Apps
- Social Media
- Special Events

Second Genesis Foundation, a nonprofit foundation that provides financial support to organizations and institutions involved in the research and treatment of substance abuse, hired The Ad Agency to promote the premiere of *Written Off*, a Film Documentary on the opioid crisis.

The special event utilized the documentary as a tool to educate members of the community on the national crisis. The Ad Agency planned, managed, created content and handled all press. The even was covered by NBC and drew a record crowd.





## CASE STUDY

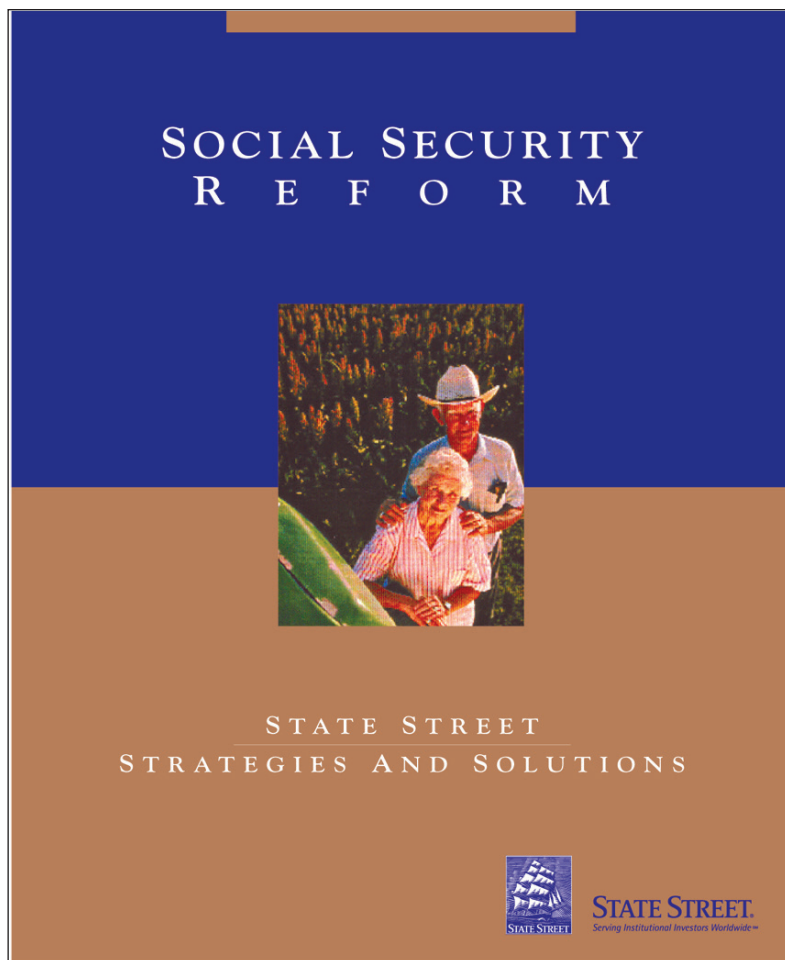
### SECOND GENESIS

- Marketing Campaign
- Public Relations



### STATE STREET BANK

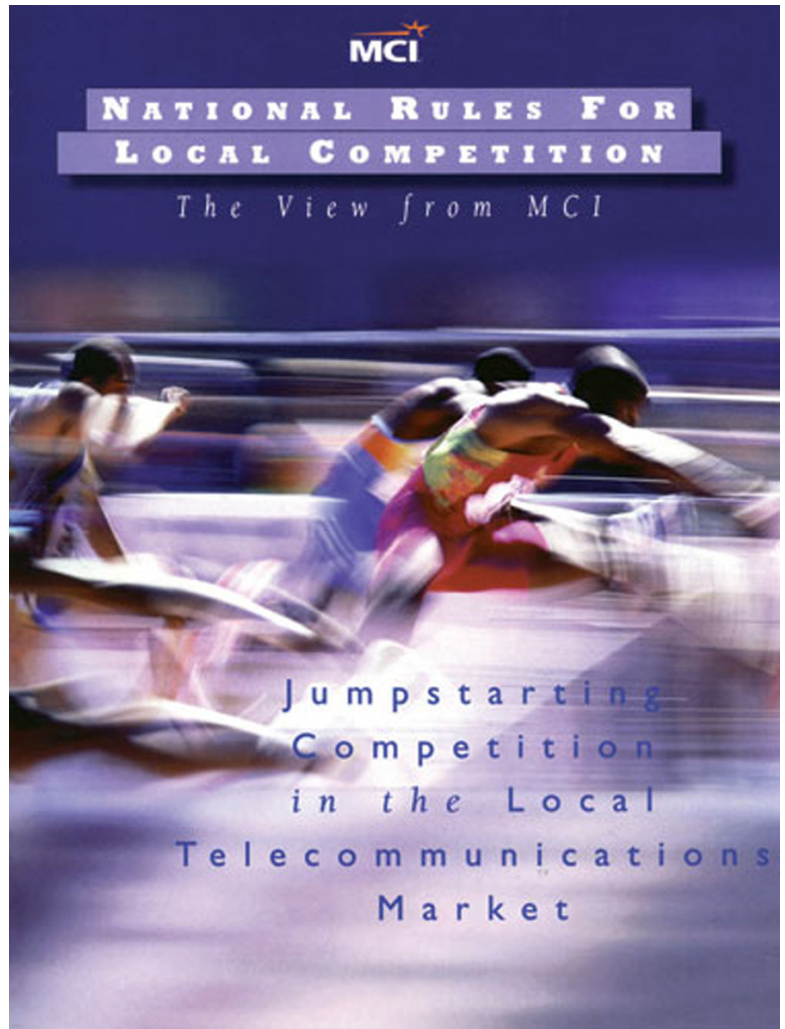
State Street Bank, the third largest financial institution in the world, hired The AD Agency to help position the bank "inside the Beltway" as a key player in the social security reform debate. We developed an advocacy print ad campaign and produced a major collateral package for distribution on Capitol Hill, as well as a major media relations blitz.





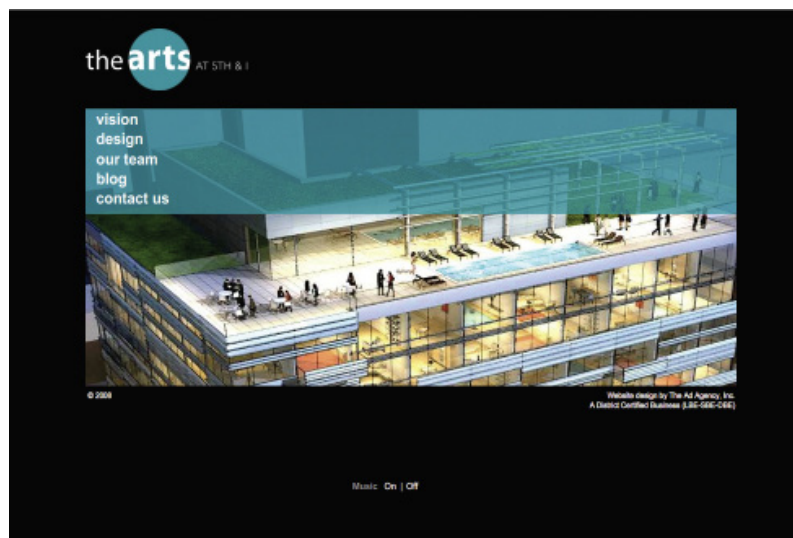
### MCI

The AD Agency has produced several policy booklets for MCI over the years, positioning MCI as a leader to opinion leaders, the media and government officials on issues such as the Telecommunications Act of 1996 and global internet policy.

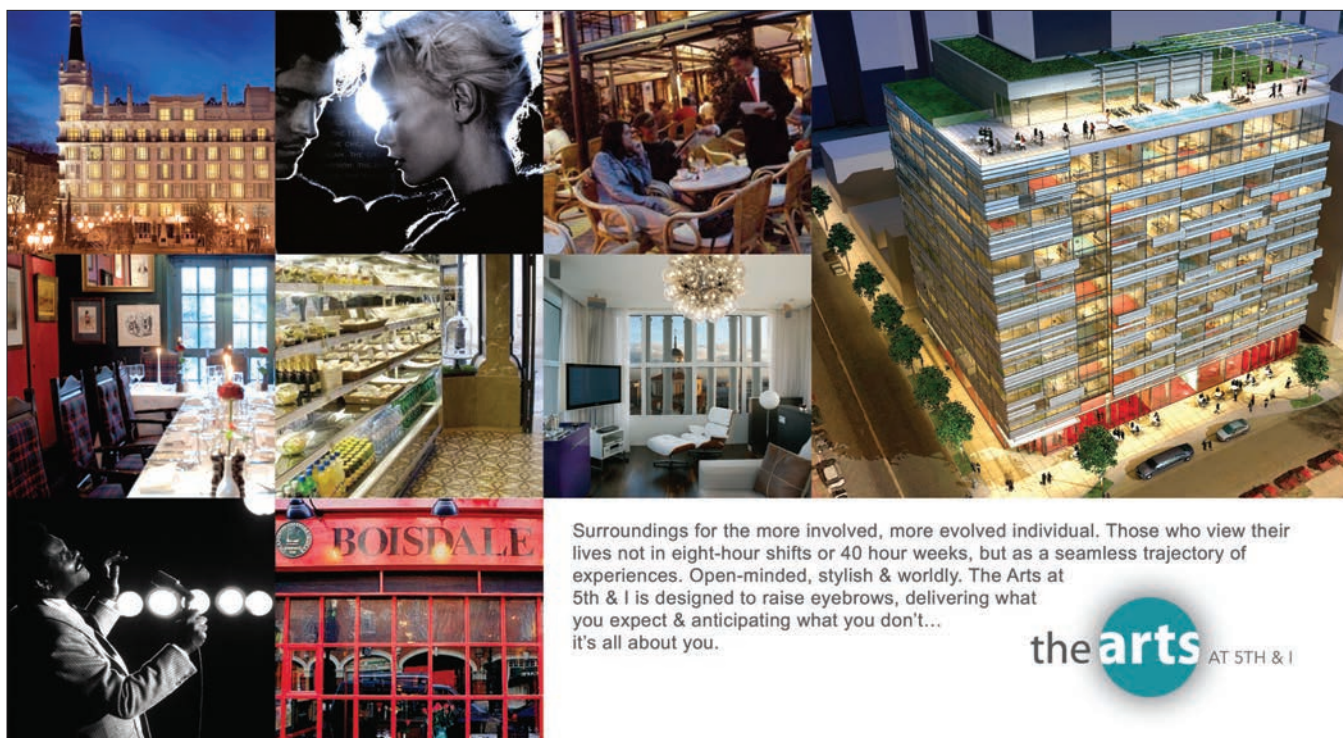


## The Arts at 5th & I

- **Market / Competitor Research**
- **Strategic Marketing Plan**
- **Logo / Brand Development**
- **Website**
- **Direct Mail & Print Cards**



www.5th-and-i.com



## Direct Mail



## CASE STUDY

### SECOND GENESIS

- Website Design



## CASE STUDY

### CABLE IN THE CLASSROOM

Cable in the Classroom is a public service arm of America's cable industry. Participants include more than 50 cable companies from CNN to the Disney Channel to MTV. Their aim is to bring commercial-free programming on a vast variety of subjects into America's classrooms at no cost to the schools. They received extremely positive feedback from their members on the ads we produced, and the greatest number of requests for material they had ever experienced.



**Some Kids Naturally Love Science. How Do You Make It Come Alive For The Rest?**

Young Einstein or no, science should be an exciting voyage of discovery for every child. Prove it to them through the power of cable. Turn them on to the mysterious vastness of the universe as imaged by the Hubble telescope. Help them follow Max Plank's own voyage of discovery into the subatomic universe or share Marie Curie's passion for medicine. They'll dig into their books with new inspiration—and it won't cost your school a penny.

Cable in the Classroom is a public service of America's cable television industry. We offer hundreds of commercial-free programs designed to engage and inspire kids.

Call 1-800-743-5355 for a free program guide and more information on how your school can participate. There's one way all kids can learn to be young Einsteins: They can share his powerful curiosity about our world.



**CABLE IN THE CLASSROOM**  
*Putting The Vision Back In Television*  
Cable in the Classroom is a public service of the cable television industry.



**Some Kids Are Naturally Turned On By Language. How Do You Inspire The Rest?**

How do you teach the video generation to feel the power in four hundred year old words? Show them Shakespeare's genius in performance. Let the kids anguish on the ramparts with King Henry or hear Juliet's powerful expressions of devotion. Then they'll dig into their books with new inspiration.

With cable, students can see the world through the eyes of Langston Hughes or feel the pain of the last Mexican—and it won't cost your school a penny.

Cable in the Classroom is a public service of America's cable television industry. We offer hundreds of commercial-free programs designed to engage and inspire kids.

Call 1-800-743-5355 for a free program guide and more information on how your school can participate. Show the kids how exciting language can be. Their budding appreciation for words will make them more effective in every aspect of their lives.



**CABLE IN THE CLASSROOM**  
*Putting The Vision Back In Television*  
Cable in the Classroom is a public service of the cable television industry.



## CASE STUDY

### PMHS

#### Destination Baltimore

- **Market / Competitor Research**
- **Strategic Marketing Plan**
- **Brand Identity**
- **Website Design**
- **Public Relations**

Hotel management companies are taking a different approach to marketing themselves online. Aside from the individual efforts of the respective brands, management companies are now playing larger roles to help increase the number of bookings.

That's why PM Hospitality Strategies hired The AD Agency to provide market/competitor research, a strategic marketing plan, a powerful new website and public relations.

Cluster sites such as Destination Baltimore are geared towards transforming web surfers into hotel guests. These sites provide information on premier area hotels, nearby attractions

and upcoming events while outlining the best deals, specials and packages that may be next to impossible to find on the brand sites.

Visitors to the Destination Baltimore website (hotels include: Aloft BWI Airport, Hilton Baltimore BWI Airport, Homewood Suites by Hilton Baltimore/ Arundel Mills, Hilton Garden Inn Baltimore/Arundel Mills) will be greeted with dynamic visuals of the area, hotel information, vibrant photo galleries, and a listing of current specials and packages—all presented in a way that users will find more welcoming and easier to navigate than a conventional hotel website.

To kick off the site's launch, visitors had the ability to win various prizes including a weekend getaway.



## CASE STUDY

### CAPITOL HILL BUSINESS IMPROVEMENT DISTRICT

- Market Research
- Tagline Development
- Website Design
- Branding





## WASHINGTON, DC ECONOMIC PARTNERSHIP

- Strategic Marketing Plan
- Logo / Branding Campaign
- Brochure Design

The AD Agency successfully re-branded the Washington, DC Marketing Center into the Washington, DC Economic Partnership and produced maps of the DC area and brochures to promote the city.

The DC Marketing Center was a misnomer and confused the retailers, businesses, non-profits and associations the organization serves. The agency arrived at a better alternative by researching the names and logos of comparable organizations in surrounding counties as well as top cities nationally and internationally. During the organization's fifth anniversary event, the new name and logo were unveiled to 1,000 annual meeting attendees.



## Washington, DC Economic Partnership

Washington, DC  
Experience the World of Opportunities

### DOWNTOWN DC

**WHITE DOWNTOWN**

TOTAL POPULATION	2000: 124,000
2000: 200,000	
POPULATION DENSITY (PER SQ. MI.)	6,200
PERCENTAGE ASIAN	40%
PERCENTAGE BLACK	34%
PERCENTAGE WHITE	40%
PERCENTAGE HISPANIC	84%

**PINK DOWNTOWN**

Average Household Income

Primary Trade Area: 45,000 Households	
2000: \$45,000	
2000: \$60,000	
Secondary Trade Area: 100,000 Households	
2000: \$65,000	
2000: \$80,000	

**RED DOWNTOWN**

PERCENTAGE OF POPULATION IN 2000: 19 million

PERCENTAGE ASIAN	45.1%
PERCENTAGE BLACK	34%
PERCENTAGE WHITE	40%
PERCENTAGE HISPANIC	72%

**DOWNTOWN DC HOTELS**

2000	1,200
2005	1,500
2010	1,800
2015	2,100
2020	2,400

Source: Bureau of Economic Analysis

**FOR** our world-class theaters, Athletics and concerts at the MCI Center. Galleries on 7th Street. Museums of art, culture, sports, architecture, German and Jewish history, Irish pubs and 5-star restaurants. The FBI's headquarters and the White House. What Downtown DC offers both residents and retailers alike is a viable urban lifestyle with truly unique amenities.

The very well educated, well traveled, knowledge workers fueling the city's new economy increasingly desire an urban, rather than suburban, shopping experience. With so many more social and cultural amenities in the city - and busy consumers growing weary of crowded, traffic-plagued malls - the suburbs can no longer compete with Downtown DC.



# CASE STUDY

## WASHINGTON, DC MARKETING CENTER

- Competitor Analysis
- Strategic Research
- Brand Identity
- Collateral

Where Will You Find?



DIVERSE NEIGHBORHOOD WITH THE GOOD LIFE



AN AFFLUENT POPULATION OF EDUCATED PROFESSIONALS



CONVENIENT AREA-WIDE TRANSPORTATION

WASHINGTON DC





POPULATION (ALL CITY)	572,099
NUMBER OF HOUSEHOLDS	220,632
AVERAGE HOUSEHOLD SIZE	2.57
NUMBER OF MARRIED	106,222
NUMBER OF MARRIED COUPLES	296,522
AVERAGE HOUSEHOLD INCOME	\$65,062
AVERAGE HOUSEHOLD WEALTH	\$131,290

POPULATION

AMERICAN UNIVERSITY	10,804
COLUMBIA UNIVERSITY OF AMERICA	1,200
GEORGETOWN UNIVERSITY OF AMERICA	5,597
JOHNS HOPKINS UNIVERSITY	1,664
UNIVERSITY OF MARYLAND SYSTEM	26,546
UNIVERSITY OF MARYLAND SYSTEM	12,498
UNIVERSITY OF MARYLAND SYSTEM	10,208
JOHNS HOPKINS UNIVERSITY	445
GEORGETOWN UNIVERSITY	1,661
UNIVERSITY OF MARYLAND SYSTEM	2,654
UNIVERSITY OF MARYLAND SYSTEM	1,522
UNIVERSITY OF MARYLAND SYSTEM	5,181

EDUCATION

PROFESSIONAL/TECHNICAL/RESEARCH	130,562
MANUFACTURING/CONSTRUCTION	15,206
RETAIL/WHOLESALE	49,054
TRANSPORTATION/INFORMATION	42,536
RESEARCH	15,229
MANUFACTURING/CONSTRUCTION	15,790

EMPLOYMENT





High-income, educated and affluent with higher household net worth.

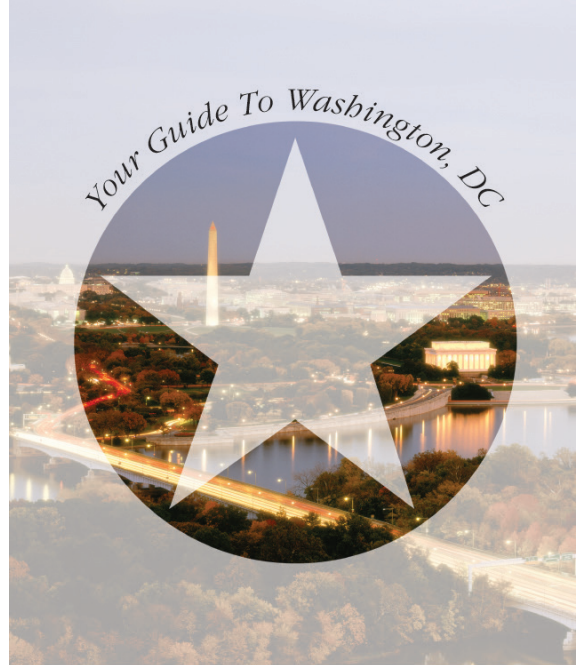
Outgoing, friendly and hospitable with a strong sense of community.

## CASE STUDY

### GOVERNMENT OF THE DISTRICT OF COLUMBIA

#### Office of the Deputy Mayor for Planning & Economic Development

The AD Agency produced this brochure for the Deputy Mayor's Office for Planning & Economic Development as an insert to the Washington, DC Marketing Center's promotional package. It was distributed at the ICSC Convention and was well received by both conventioners and the press.



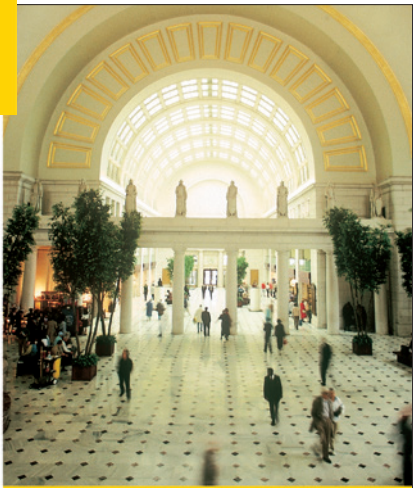
*Experience the World of Opportunities*

*Washington, DC is bursting with energy – the kind of surge that is brought on by a string of promise of future triumphs. On a firm financial footing, the District of Columbia looks, feels and acts like the world-class city that it is: the epicenter of the nation... and the world. This is a city of great gifts – urban convenience, cosmopolitan elegance, multicultural excitement, and natural splendor – and the spirit to make the most of all of these gifts. So much more than its magnificent monuments, Washington, DC teems with cultural*

## WASHINGTON, DC A World-Class City

*and historic treasures. No matter how many wonders you see here, there's always more to discover. Take a tour through the varied, vibrant neighborhoods, and you'll see not just world-class landmarks and architecture, but also the heart of the city, the places where families and businesses thrive. Here you will find that Washington, DC offers 63 square miles brimming with opportunity and warmth, with all the close-in convenience of a major urban center – and no suburb-to-city commute! Come take a look at what we are... and what we are becoming!*

<b>COMPUTER RAIL:</b>	MARC - Maryland Rail Connector (links to Baltimore and Western Maryland) Virginia Railway Express (links to Northern Virginia suburbs)
<b>RAIL:</b>	Amtrak
<b>ROADWAY:</b>	Served by six major interstate highways, including Route 1 and the I-495 corridor.
<b>AIRPORT:</b>	DC is within minutes of Reagan National Airport, and is an easy drive or van ride to two international airports: Dulles International and Baltimore-Washington International.
<b>TRAIL:</b>	Dozens of rail companies fill the District's streets with readily available taxis, which can be dispatched by phone or hailed on the street.
<b>ENTERTAINMENT:</b>	"All work and no play" doesn't even come close to describing Washington, DC. Second only to New York in number of theater seats, Washington annually hosts a wealth of stage productions, from the Broadway-to-homescreen community production. It is also home to EIGHTY-ONE DC, an international film festival that plays in packed houses every year. Symphonies, ballets, opera, and jazz abound. For capital, more of the performance take place in Washington, DC than in either New York or Los Angeles. Film and theater production has become an economic powerhouse in the District, courtesy of the Office of the Deputy Mayor and TV Development within the Office of the Deputy Mayor for Planning and Economic Development. Nationally selected programs filmed locally are lighting up movie and television screens around the world.
<b>BEACH:</b>	As much one of nature's masterpieces as it is an urban wonder, the District is crisscrossed with 6,173 acres of parks, including some of the most significant natural and cultural resources in the country. In addition to hundreds of community and city parks, thousands of acres of land are preserved within the city's vast natural park system. These include historical landmarks such as the National Antiquities, which harbor more than 400 years of history, including the first and last battlefields, the internationally renowned Japanese cherry trees that ring the Tidal Basin and the Belmont-Carson, numerous greenhouses that nurture, cultivate and plant species from the desert to the tropics, in Rock Creek Park, a rare expanse of 1,754 acres surrounding Rock Creek, you'll find nature trails, fishing waters, a golf course, and tennis courts – and wildlife most city dwellers rarely witness.



**★** Commemorated by Theodore Roosevelt in 1905, opened in 1907, and recognized after a long walk in 1986,  
Lower National Mall is Washington, DC's most visited destination. Each year more than 25 million people pass through its  
doors. In addition to being the hub of America's South East Corridor, it also serves as a terminal for two commuter  
lines and a Metro station. The National Mall is more than 100 acres and includes, among other things, a series of  
and several others including America's corporate headquarters.

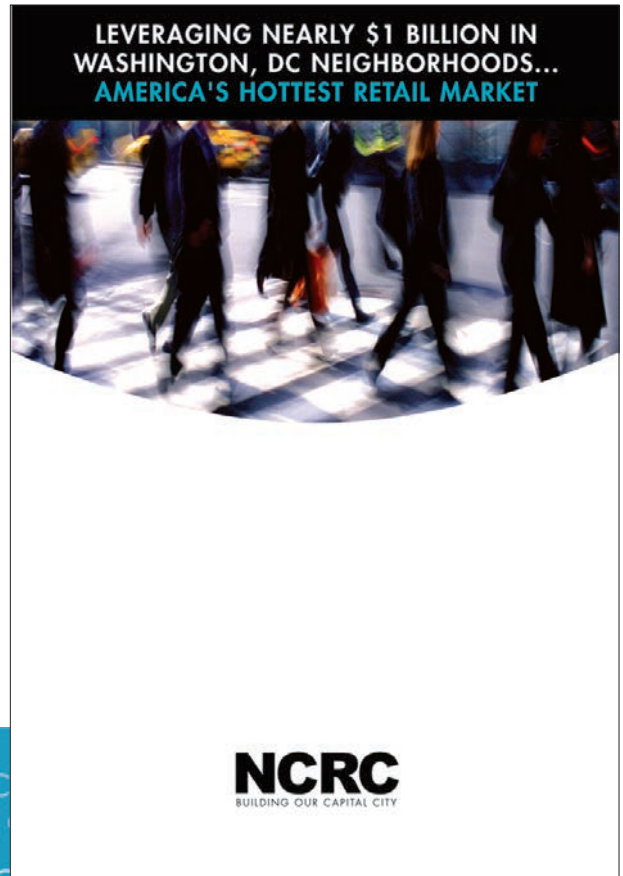


## CASE STUDY

### NATIONAL CAPITAL REVITALIZATION CORPORATION

The National Capital Revitalization Corporation (NCRC) was a publicly chartered, entrepreneurial corporation committed to revitalizing District neighborhoods through business, real estate development initiatives and partnerships.

The AD Agency was selected to enhance and expand the NCRC brand and develop marketing materials that effectively communicated the NCRC message to their various stakeholders.



NCRC  
toolkit

As a portal for the world's cultures, as well as an international and political seat of power—yet, it's the diverse neighborhoods that define the city. These thriving communities transform Washington, DC into one of the strongest real estate markets in the world. The city is in the midst of a \$27 billion development boom unparalleled in its history, with more than 660 projects in the development pipeline.

Instigating this momentum is a results-oriented corporation focused on stimulating real estate development, business investment, and jobs creation in neighborhoods—the National Capital Revitalization Corporation (NCRC). With a portfolio of more than 90 parcels, NCRC and its subsidiary RIARC, have the sites, projects, expertise and toolkit of incentives to make deals happen.

Over the next five years, NCRC is bringing \$1 billion worth of investment to DC neighborhoods. NCRC is developing 3.4 million square feet of retail and office space, 1,400 condos and apartments, attracting more than 12,000 permanent and construction jobs, providing access to capital for small, local and disadvantaged businesses, and spurring economic development.

To aid development, NCRC can provide and assemble land; facilitate debt, equity, and bond financing; and assist with regulatory approvals from both local and federal government agencies.



### WOMEN IN CABLE & TELECOMMUNICATIONS

#### Fundraising Gala

The AD Agency's PR, media relations and fundraising experience was directly responsible for the unprecedented success of The Women in Cable and Telecommunications fundraising gala. The gala, chaired by Debi Gasper, quadrupled the funds raised in the previous years.



From Left: Debi Gasper, Julia Sprunt, Gail Sermersheim



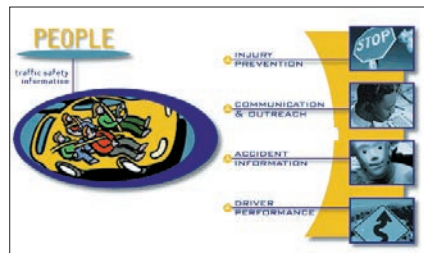
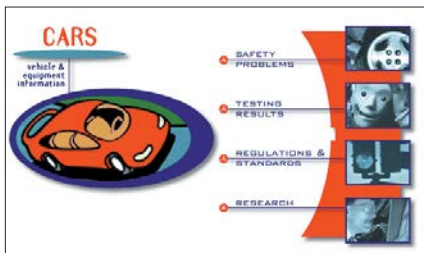
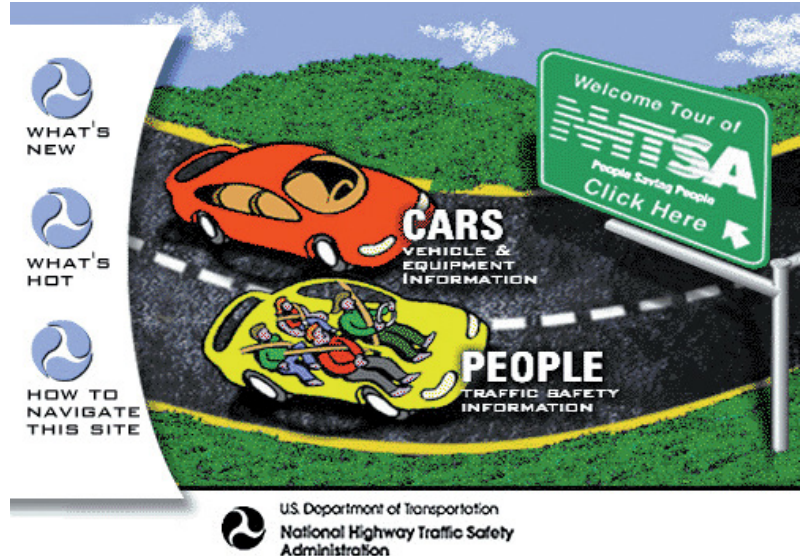


## CASE STUDY

### U.S. DEPARTMENT OF TRANSPORTATION NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

- Strategic Marketing Plan
- Website Design / Development
- Logo / Branding Campaign
- Public Relations
- Brochure Design
- Event Planning

DOT came to The AD Agency in need of a website to help spread the word about highway safety issues. We responded with a comprehensive site that included: individual vehicle and equipment safety reports, personal safety tips, news, community efforts and outreach programs, and a host of other safety related topics. The site has been a huge success.



### U.S. DEPARTMENT OF TRANSPORTATION NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

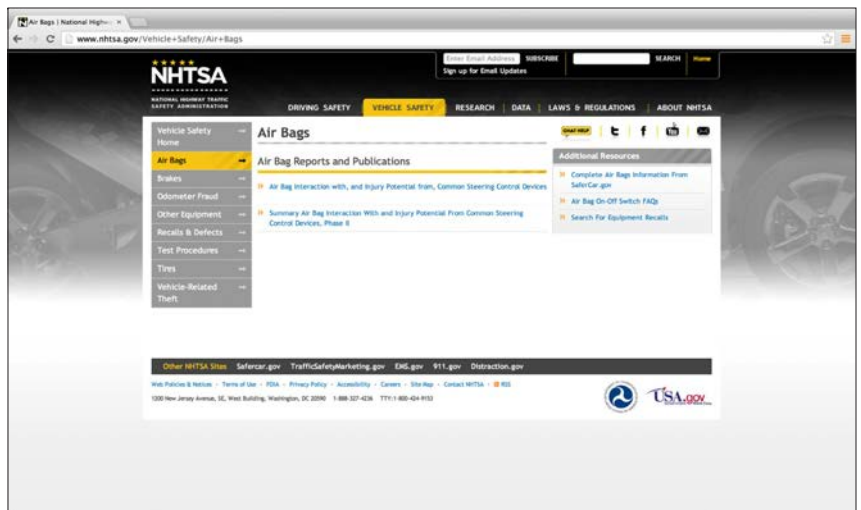
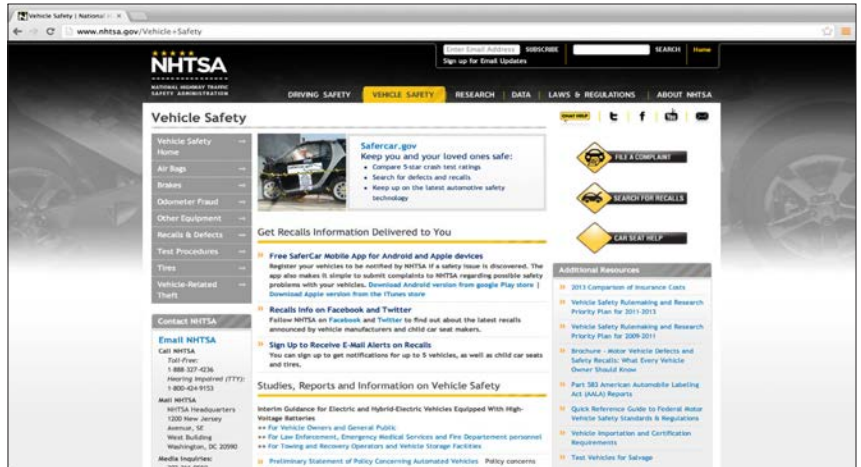
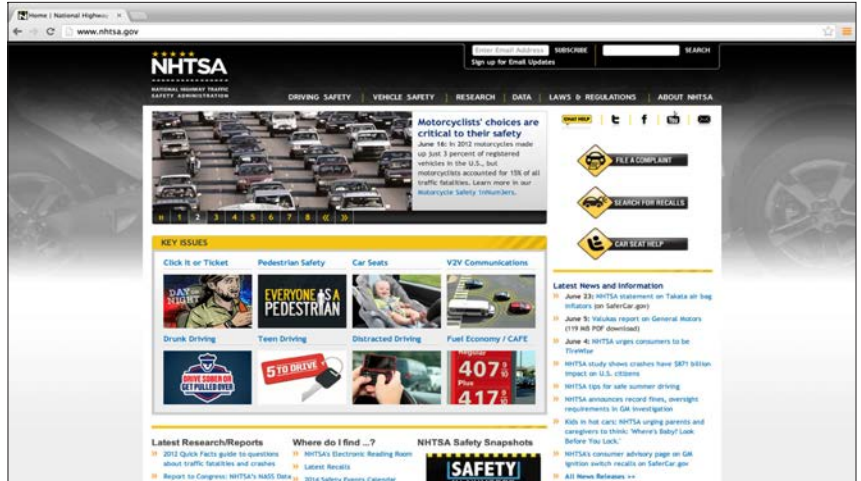
The AD Agency was recruited again by the National Highway Traffic Safety Administration to create a website for its "Buying a Safer Car" division. The agency developed a home page which enabled users to access a comprehensive database related to crash test results, safety features, and other data about new and used cars. We also provided links to actual crash test footage for the different vehicle types.





# CASE STUDY

## U.S. DEPARTMENT OF TRANSPORTATION NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)







SECURITAS



## CASE STUDY

### BOLAND TRANE

- Market Research
- Print Ads
- Strategic Marketing Plan
- Direct Mail
- Brochures
- Public Relations

Boland Trane, is the premier commercial HVAC firm in the Washington, DC area. Over the years, The AD Agency has developed campaigns incorporating print ads, direct mail, and e-mail campaign.



**MEET YOUR HVAC EQUIPMENT AND BUILDING AUTOMATION ENERGY GURU. ALSO KNOWN AS...**

**Rick**

**Rick LeFrancois, Boland Services Engineer**  
Central Cooling Plant/Penthouse, FERD Building, 801 First St., NE  
Recipient of the Boland Services Engineers Award of Excellence

**BOLAND TRANE** Boland Services has been leading and transforming the HVAC industry by creating real value, real efficiency and real profits through energy management and system integration. Every customer gets personal service, someone just like Rick, to provide a stable, reliable and secure environment that can adapt, absorb, and facilitate all of your commercial building system and maintenance needs. To find out how Boland can put you in control and give you peace of mind call 301-984-2400 or visit us on the web at [www.boland.com](http://www.boland.com)

**WE ARE NOT COMFORTABLE UNTIL YOU ARE.**

12320 PARKLAWN DRIVE, ROCKVILLE, MARYLAND 20852



**MEET YOUR HVAC EQUIPMENT AND BUILDING AUTOMATION ENERGY GURU. ALSO KNOWN AS...**


**Kurt**

**Kurt Krueger, AC Service Engineer**  
Central Cooling Plant/Penthouse, FERD Building, 801 First St., NE  
Recipient of the Boland Services Engineers Award of Excellence

**BOLAND TRANE** Boland Services has been leading and transforming the HVAC industry by creating real value, real efficiency and real profits through energy management and system integration. Every customer gets personal service, someone just like Kurt, to provide a stable, reliable and secure environment that can adapt, absorb, and facilitate all of your commercial building system and maintenance needs. To find out how Boland can put you in control and give you peace of mind call 301-984-2400 or visit us on the web at [www.boland.com](http://www.boland.com)

**WE ARE NOT COMFORTABLE UNTIL YOU ARE.**

12320 PARKLAWN DRIVE, ROCKVILLE, MARYLAND 20852



**MEET YOUR HVAC EQUIPMENT AND BUILDING AUTOMATION ENERGY GURU. ALSO KNOWN AS...**

**Steve**

**Steve Beatrice, Automated Comfort Systems Sales Manager**  
Penthouse, Market Place North, 401 North St., NW

**BOLAND TRANE** Boland Services has been leading and transforming the HVAC industry by creating real value, real efficiency and real profits through energy management and system integration. Every customer gets personal service, someone just like Steve, to provide a stable, reliable and secure environment that can adapt, absorb, and facilitate all of your commercial building system and maintenance needs. To find out how Boland can put you in control and give you peace of mind call 301-984-2400 or visit us on the web at [www.boland.com](http://www.boland.com)

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12320 PARKLAWN DRIVE, ROCKVILLE, MARYLAND 20852



**MEET YOUR HVAC EQUIPMENT AND BUILDING AUTOMATION ENERGY GURU. ALSO KNOWN AS...**

**Robert**

**Robert Mansiah, Service Engineer**  
Penthouse, Market Place North, 401 North St., NW

**BOLAND TRANE** Boland Services has been leading and transforming the HVAC industry by creating real value, real efficiency and real profits through energy management and system integration. Every customer gets personal service, someone just like Robert, to provide a stable, reliable and secure environment that can adapt, absorb, and facilitate all of your commercial building system and maintenance needs. To find out how Boland can put you in control and give you peace of mind call 301-984-2400 or visit us on the web at [www.boland.com](http://www.boland.com)

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## CASE STUDY

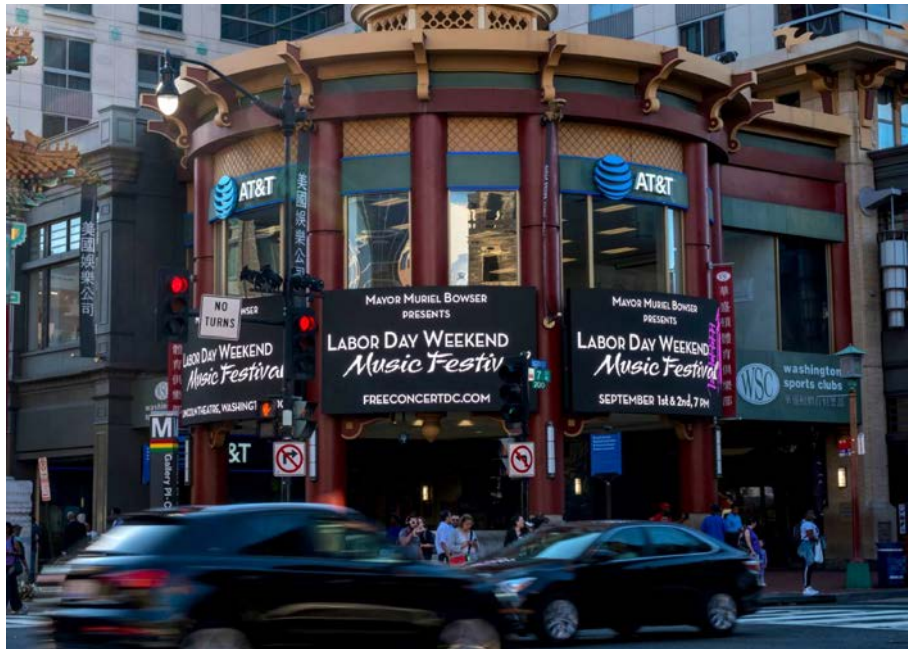
### DC COMMISSION ON ARTS AND HUMANITIES - LABOR DAY MUSIC FESTIVAL

District of Columbia

- Media Buy
- Social And Digital Media
- Website Design/Development
- Event Marketing
- Radio Advertising

The DC Commission on the Arts and Humanities hired The Ad Agency to promote the Labor Day Weekend Music Festival. The goal of the campaign was to increase attendees for both nights and we exceeded all expectations.

The campaign was focused mostly on digital advertising within Google AdWords, Facebook, Instagram and Twitter. We aggressively advertised on these platforms to reach the most amount of people in a short amount of time. The ads also ran on digital billboards and radio stations throughout the city.



## CASE STUDY

### DC COMMISSION ON ARTS & HUMANITIES - 33<sup>RD</sup> MAYOR'S ARTS AWARDS

District of Columbia

- Media Buy
- Social & Digital Media
- Event Marketing

The Ad Agency was hired to do the marketing for the 33rd Mayor's Arts Awards in DC. We marketed the event on their social media channels with posts and event pages. Digital ads ran on Google Adwords, Facebook, Instagram, and Twitter.

The event was a resounding success.





## CASE STUDY

### OPEFM.DC.GOV

- Strategic Marketing Plan
- Logo / Branding Campaign
- Website Design
- Public Relations
- Media Buying

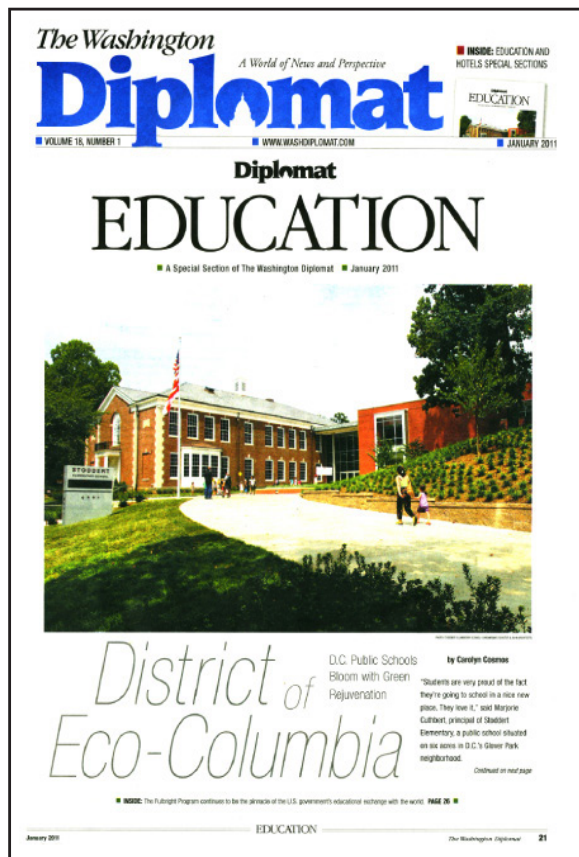
The Office of Public Education Facilities Modernization (OPEFM) hired The AD Agency to develop a strategic educational outreach plan to inform the parents, students, school staff, the general public, media, corporations and political leaders about the organization's accomplishments.

The AD Agency provided the strategic marketing plan, brand identity/messaging, public relations including an electronic press kit, brochure design, brought in corporate sponsors, staged events, and much more.

Logo



Brochure



5 Page Diplomat Article



NBC Coverage

## AMPHORA RESTAURANT GROUP

It's open 24 hours a day, 365 days a year. There are no locks on the doors. You can get a 5-star meal at 3 a.m. In fact, you can choose from over 300 items on the menu. Needless to say, the advertising opportunities were endless. Amphora is not just another restaurant, and our ads had to reflect that. A front-page feature in The Washington Post Food section lent credibility to the restaurant by showing the family's long-time history and success in the restaurant business in Washington.

**Most people see insomnia as a problem.**



**We see it as an opportunity to have a nice tuna melt.**

It's 4:00 a.m. and you're up with the hangers. Fortunately, whenever you're up we're open—baking fresh buns for your cheeseburger and simmering rich sauces for your spaghetti carbonara. Every item on our immense and varied menu is made from scratch, using only fresh ingredients, and it's all available at any hour. If you suddenly crave a jumbo sirloin steak with a side of french toast, we'll be here for you.




377 Maple Ave. West (Rt. 123)  
Vienna, Virginia. 703-938-7877

From DC: Out Dulles Toll Road to Exit 10.  
Right on Elden St. 1/4 mile on the right. 703-925-0900

Open 24 hours a day, seven days a week.

**"This place has a menu as big as the Manhattan phone book."**



**"Gedouttahere."**

As you'd expect from a New York style diner, we're not shy about blowing our horn. We have one humongous and amazingly varied menu. Our choices range from uptown to downtown—all made from scratch and never frozen. Take your time to decide. We're not going anywhere because we never close, and everything on the menu is available at every hour. Think you can find fresher food or a bigger menu? Forget about it!





377 Maple Ave. West (Rt. 123)  
Vienna, Virginia. 703-938-7877



From DC: Out Dulles Toll Road to Exit 10.  
Right on Elden St. 1/4 mile on the right. 703-925-0900

Open 24 hours a day, seven days a week.

**It's 3:00 a.m.  
Do you know  
where your  
meatloaf is?**



The sun went down hours ago, but when you're bustling around baking fresh buns for cheeseburgers and simmering rich sauces for tortellini alfredos (*everything* made from scratch, mind you), who has the time to look out the window? Even at 3:00 a.m. every item on our huge menu is available. Lamb chops with a side of eggs over lightly? We'll indulge you to your stomach's content.

377 Maple Ave. West (Rt. 123)  
Vienna, Virginia. 703-938-7877

From DC: Out Dulles Toll Road to Exit 10.  
Right on Elden St. 1/4 mile on the right. 703-925-0900

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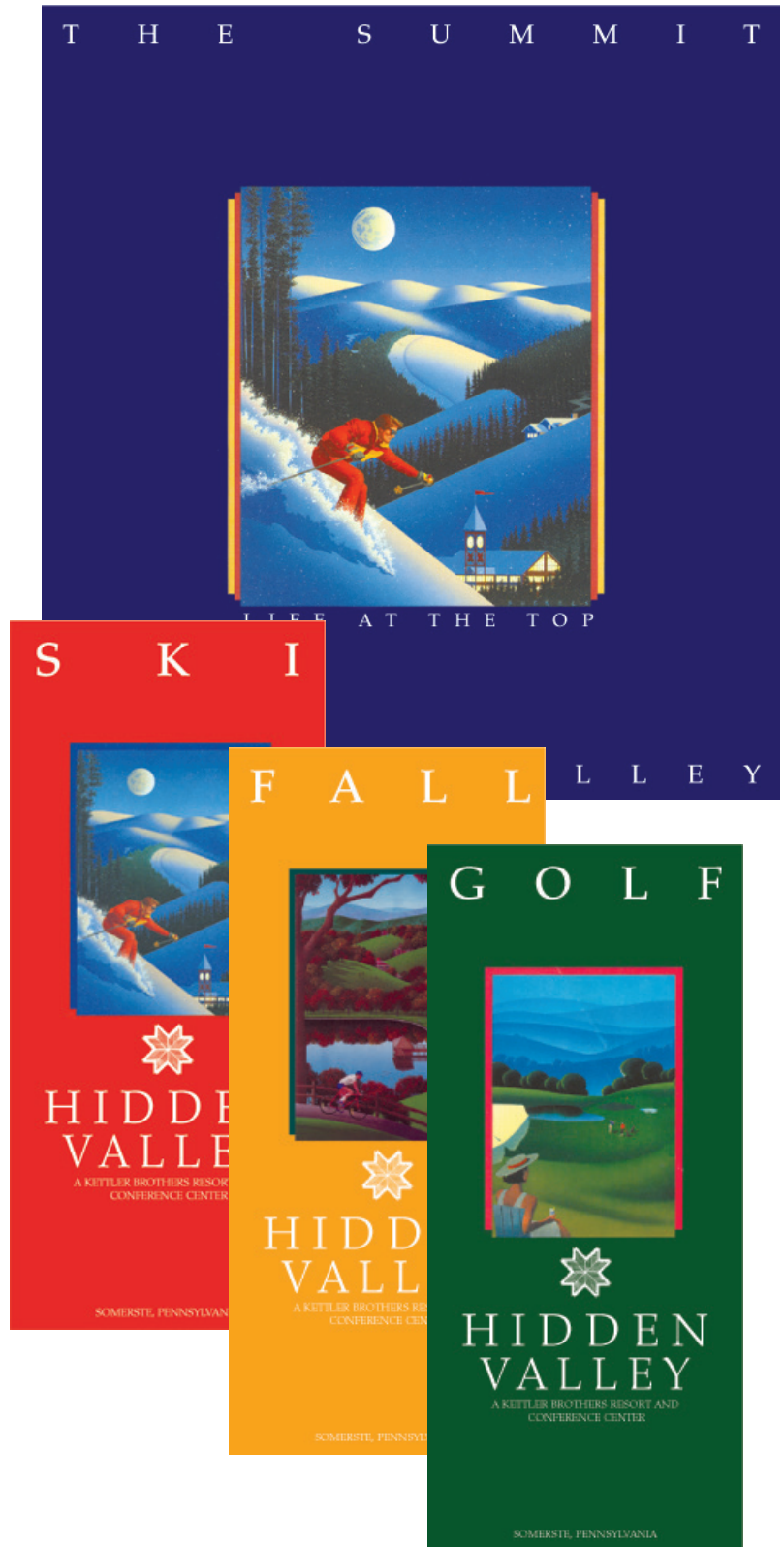
## CASE STUDY

### HIDDEN VALLEY

When Hidden Valley resort hired The AD Agency to create a successful marketing communications campaign, they were struggling with an image problem. Consumers believed it was a one-season resort rather than an all season resort. The primary target of the campaign was the more sophisticated families throughout Pennsylvania, Ohio and the Washington D.C. metropolitan area.

We decided to use strong 4-color illustrations to convey the different seasons, and all that Hidden Valley had to offer — a beautiful 18-hole golf course, brilliant autumn foliage and lots of snow skiing. These graphics were used in newspaper, magazine and billboard advertising, brochures, and beautiful posters which were sold at the resort. We also developed a radio campaign to reach our target audience. In a three-month period, resort traffic increased dramatically, phone inquiries rose 600% and in six months sales totaled \$30 million. Our campaign won two of Professional Builder Magazine's prestigious Target Awards for the Best Campaign and the Best magazine ad.

Our public relations campaign consisted of creating a 4-color newsletter detailing all of the activities at the resort, signage, and special events planning. One of our most successful events was a golf tournament weekend at the resort with more than 3,000 attendees. In addition to marketing the resort, we developed a marketing campaign to sell the new single family homes and condominiums on the mountain.

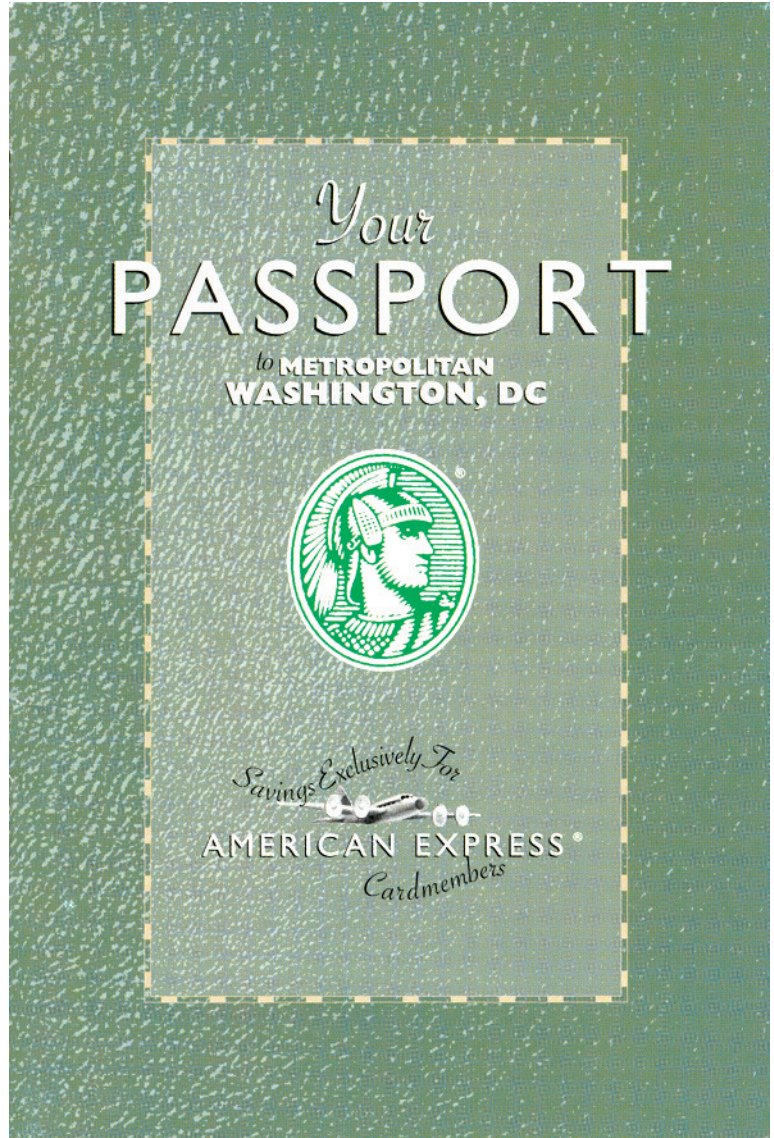


### AMERICAN EXPRESS

American Express told us they wanted a "Passport" coupon booklet, to promote the use of the American Express Card. To add value and retention life we also made the booklet into an informative guide to Washington and it became one of their most successful promotions ever.

Listen to Curtis Wilson, Director of Sales and Marketing for the Washington and Baltimore area: "It was one of the most refreshing experiences I have had working with an agency ... they took our basic idea and made it fly ... the work was equal to or better than the work we get from our national agencies ... charge volume for the establishments that participated in the promotion increased 18% over normal expectations ... the passport played a significant role in a very successful second half of '96...I just wish everyone we do business with would operate like The AD Agency".

Mr. Wilson is known as a tough customer and we don't doubt it. But we'd love to have many more such tough customers.

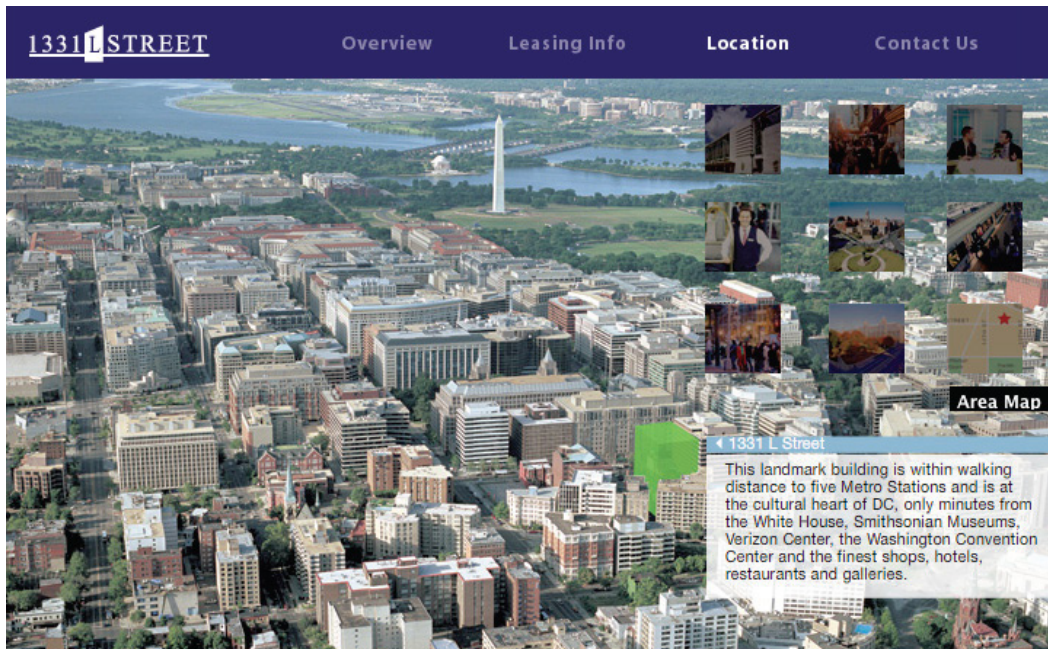




## CASE STUDY

### TRANSWESTERN 1331 L STREET

- Website Design & Development



## CASE STUDY

### OFFICE OF THE CHIEF TECHNOLOGY OFFICER CONNECT.DC CAMPAIGN

- Graphic Design Services
- Mobile Tech Lab Bus Wrap
- Banners
- Marketing
- Public Relations
- Market Research





# CASE STUDY

## HOLLAND DEVELOPMENT GROUP

- Market / Competitor Research
- Brand Identity
- Graphic Design



WESTERN DEVELOPMENT CORPORATION OLD POST OFFICE



**PROJECT OVERVIEW**

“A great landmark deserves a great team.”  
— Thomas H. Holland, President, Holland Development Corporation

Old Post Office, 17th & Market Streets, Philadelphia, PA. The building is a historic landmark that has been transformed into a modern office space. The project involved the renovation of the historic building and the addition of a modern glass extension. The new building is a multi-story office building that is designed to be a landmark in its own right. The project was completed in 2010 and is now a thriving office space.

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## CASE STUDY

### NATIONAL MUSEUM OF AMERICANS AT WAR

- Website Design & Development
- Brochure Design
- Logo Design



CITIZENS SERVING THE CAUSE OF FREEDOM.

## COURAGE

Since the first shots were fired at Lexington and Concord in 1775, tens of millions of American citizens have answered the call to serve their country. Whether on foreign soil or the home front, as volunteers or conscripts or those who wait for them to return, Americans have consistently sacrificed their everyday lives for something larger than themselves: for the nation, for freedom, for the greater good. No museum, however, is dedicated to telling the story of this proud heritage—a story of honor and courage, duty and pride, dedication and strength, service and sacrifice.

The National Museum of Americans at War will be this museum. Citizens serving the cause of freedom is a story that needs to be told, now and in the future, to all Americans, especially young Americans.

## STRENGTH BRAVERY



### PROUD TO SERVE

The National Museum of Americans at War will engage visitors in the personal stories of men and women—in uniform and on the home front—who have answered the nation's call to serve.

The Museum will tell a distinctly American story in an interactive setting by:

- Crafting a wholly personal voice, emphasizing individual experience rather than war tactics and tactics.
- Exploring all branches of the military through the eyes of aviators, marines, sailors and soldiers.
- Weaving together home front and battlefield stories to illustrate the unbreakable bond between those at home and those in uniform.
- Featuring the Landscapes of War—an interactive indoor pool exhibit site featuring full-scale trenches, vintage tanks, artifacts, ruins of a bombed out European village, laser target shooting and more.



Warfare (U.S. Army)  
Illustration: Peter



From World War I to the present day, the Museum will illustrate the character of the times and the people through the lens of war:

- How did three young Virginians survive "flying the hump" in the treacherous Himalayas during World War II?
- What was it like to be a Gold Star Mother, rejected by her nation but answering the loss of a child?
- How did commanding a tank crew in Vietnam change the life of a nation's soul?

For the millions who served in the military, those who worked and waited at home and those who have only read about America's wartime experiences in a textbook, the Museum will answer the questions: "Who were America's citizens soldiers?" and "How did they answer the call to serve?"

### LANDSCAPES OF WAR

On the 20-acre site located about 25 miles from the nation's capital, the Museum will depict Landscapes of War in real scale. Each major era—WWI, WWII, Korea, Vietnam and post-Vietnam—will feature a distinctive indoor and outdoor setting. In the WWII Landscape, visitors can walk through full-scale trenches or the ruins of a bombed-out European village, see vintage tanks and visit an interactive center with artifacts, films and home front stories. In the Vietnam Landscape, visitors will hear the clanging blades of a Huey with a Vietnam veteran and sit in an armored personnel carrier, all in surroundings that look and feel like Vietnam.



3, 2

DUTY  
SPIRIT  
TEAMWORK  
COMMITMENT  
DEDICATION  
PRIDE  
LOYALTY  
HOPE



## CASE STUDY

### GOVERNMENT OF THE DISTRICT OF COLUMBIA, OFFICE OF THE DEPUTY MAYOR FOR PLANNING & ECONOMIC DEVELOPMENT

The District government chose The AD Agency to develop a campaign promoting the tremendous tax incentives for tech companies relocating to D.C.



**"Whether you work to live or live to work, DC has you covered."** — JAMES Y. KIMBLE, FOUNDER, CIO, AMERICA ONLINE, INC.

**WITH NET 2000 INCENTIVES, IT PAYS TO MOVE YOUR TECH BUSINESS TO DC.**

There's no denying the compelling lifestyle of the nation's capital. Waterfront on the Potomac. Solar 'N' midnight in trendy neighborhoods. World-class cuisine in restaurants of every origin. There are simply more fun ways to spend time than most people have time to spend. But more tangible than the lure of exciting urban life are the tremendous fiscal advantages the DC government is offering to the savvy business minds of today's tech industry. The new incentives, available through the New Economy Transformation Act of 2000 (NET 2000), are too valuable to ignore.

- Ten-year elimination of franchise tax on incorporated tech companies in high tech development zones
- Reduced franchise tax of 4% for incorporated tech companies not in tech zones
- Zero franchise tax on unincorporated tech businesses
- Up to \$5,000 per employee wage credit, up to \$7,500 per employee credit for reimbursement of moving expenses
- 15-year exemption of personal property tax on certain purchases, up to \$40,000 in expense deductions
- Fed property tax abatement, sales and capital gains tax exemptions
- Affordable facilities programs

To start thinking DC and find out how much the new incentives can save you with the tax calculator available at [www.dcbiz.dc.gov](http://www.dcbiz.dc.gov)

So, whether you work to live or live to work, DC has you covered. Call 202.727.6365 [www.dcbiz.dc.gov](http://www.dcbiz.dc.gov)



**"Moving our company to DC was a left brain decision. Living here was a right one."** — TODD BRADY, PRESIDENT, ATLANTIC VISION, INC.

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For all the right and left brain reasons, relocating to DC is really a no-brainer. Call 202.727.6365 [www.dcbiz.dc.gov](http://www.dcbiz.dc.gov)

## CASE STUDY

### THE DISTRICT OF COLUMBIA TAXICAB COMMISSION

- **Market Competitor Research**
- **Strategic Marketing Plan**
- **Brand Identity**
- **Print Ads, Posters, Direct Mail**

The District of Columbia Taxicab Commission (DCTC) hired The AD Agency to develop promotional materials to market the Coordinated Alternative Paratransit Service (CAPS) Pilot Program.

The AD Agency developed brochures, a direct mail program and posters to raise the awareness of the CAPS-DC pilot program informing potential participants of the operational elements of the program.

dctaxi.dc.gov/page/caps-dc

**caps dc**  
*a new alternative to metroaccess*

**CAPS-DC MAKES TRIPS TO AND FROM HEALTH CARE APPOINTMENTS AS EASY AS CALLING A TAXICAB!  
1 HOUR SERVICE. \$5 ONE-WAY FARE. ONE STOP PICK-UP AND DROP-OFF. NO COMPANION CHARGES.  
CALL 202-544-0911 OR 202-398-0500**

CAPS-DC: 202-645-4135 or tari.muhammad@dc.gov  
MetroAccess: 202-962-1100 or access@wmata.com

A NEW ALTERNATIVE TO METROACCESS



**CHICAGO TITLE**

- **Print Ad**
- **Branding Campaign**



Nationwide Coverage.  
Personal Commitment.



**CHICAGO TITLE  
INSURANCE COMPANY**

**National Commercial Services**

2000 M Street, NW, Suite 610  
Washington, DC 20036  
202.466.2266 | [DCNCS.ctic.com](http://DCNCS.ctic.com)

## CASE STUDY

### OLD LINE CENTRE

- Market / Competitor Research
- Strategic Marketing Plan
- Logo / Brand Development
- Print Ads
- Collateral



OLD LINE CENTRE

RETAIL BUILDING      OLD LINE NATIONAL BANK BUILDING      OFFICE BUILDING

Maryland's colonial traditions and Old Line Centre's campus-like setting inspired the design of this 60-foot tower as its centerpiece.

### Professional Office Space in Charles County Just Took a Significant Step Forward

Designed by nationally renowned Phillips & Brown Architects and developed by quality conscious Makielski Reed Corporation, Old Line Centre is a significant and dramatic new landmark in Charles County. The site for this prestigious 120,000-square-foot professional/office and retail center was chosen for its easy access and high visibility from Route 5 in Waldorf, Maryland. Old Line Centre is strategically located between entrances to St. Charles, the area's fastest growing planned community (25,000 residents and projected to triple by the year 2000) and is near Washington, D.C.'s newest, 1.5 million square-foot regional mall.

### A Business Setting that Reflects the Strength and Integrity that is Important to Every Professional

No detail has been overlooked—copper roofing, terraced pond and fountain set amid a beautifully landscaped park, a dramatic three-story atrium, parking that exceeds design requirements is laid among quaint, brick accented pathways, direct exterior access without "double loaded" corridors, and a physical fitness facility exclusively for office and retail owners. Plus, Old Line Centre is a condominium.

Purchasers will enjoy the benefits of direct ownership, which include more control, tax depreciation, real estate appreciation and a hedge against leasing escalation.

A striking three-story atrium with full skylight adds drama and volume to style and quality as you enter the professional/office building.

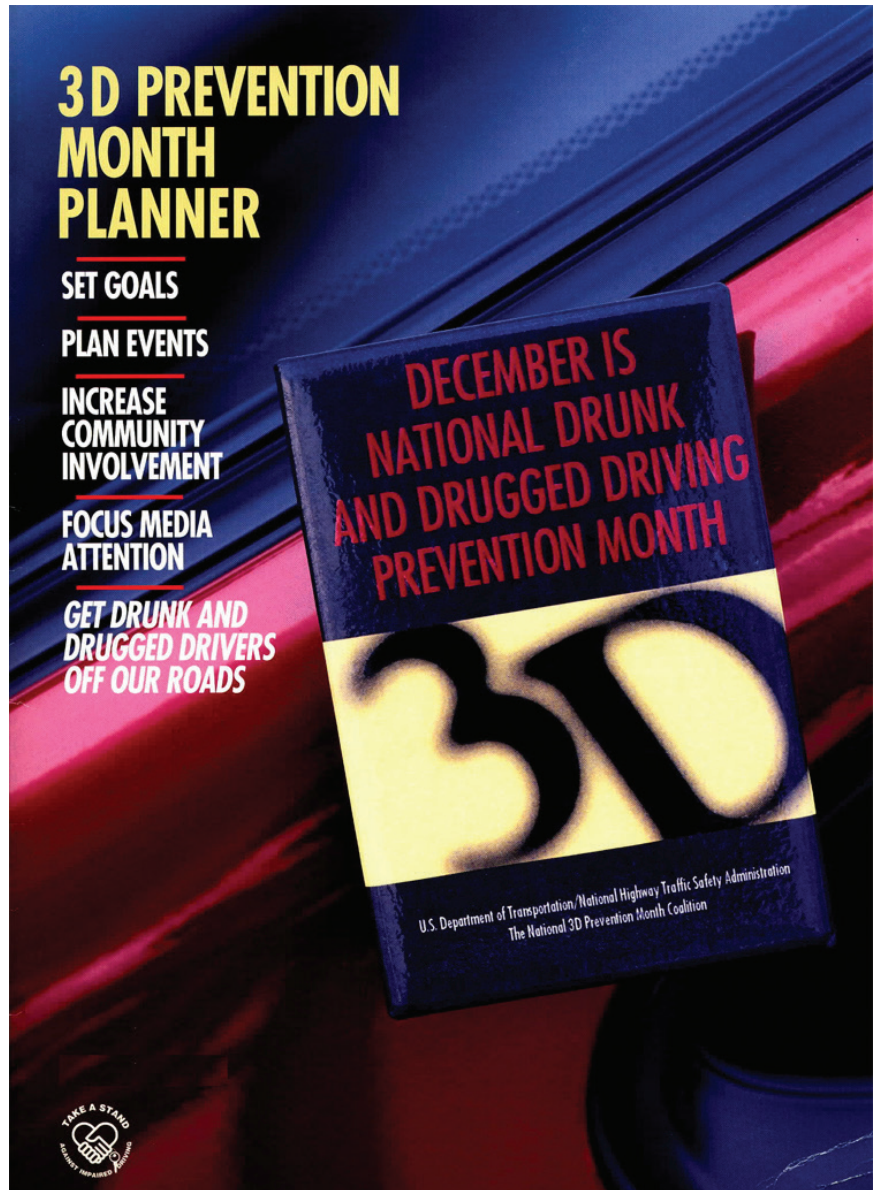
FOR COMPLETE DETAILS AND INFORMATION,  
WRITE OR CALL MR. PARKER THOMPSON AT MAKIELSKI REED CORPORATION,  
(301) 870-4700, BOX 279, CLINTON, MD. 20735



## CASE STUDY

### THE U.S. DEPARTMENT OF TRANSPORTATION (USDOT)

The U.S. Department of Transportation (USDOT) serves the United States by ensuring a safe, efficient, accessible and convenient transportation system that meets national interests. We have worked vigorously with many of their agencies including the National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration (FHA), Federal Aviation Administration (FAA) and the Transportation Administrative Service Center (TASC) to support their efforts. Our work for USDOT included strategic plans, annual reports, public relations, website design and development, event planning and logo design. With our help, they provided vehicle and equipment safety reports, personal safety tips, news, community educational outreach programs, etc.



### HOW TO USE THE 3D MONTH PLANNER

The enclosed materials can assist you and your organization with making your 3D Month activities a success. In it are suggestions for getting the business sector involved in anti-DWI efforts, sample media materials, fact sheets on various DWI-related topics, and information on national special events like "Lights on for Life," National Holiday Lifesaver Weekend, and MADD's Red Ribbon of Memories. For those who are new to working with media, the Media Materials section has practical tips on establishing good relationships with TV, radio and newspaper reporters.

The materials in this planner are meant to serve as a starting point for your 3D month planning efforts and are intended to spur your community's imagination and creativity. Choose activities that will get the word out effectively in your area.

The key to the success of this year's 3D Month is the involvement of the local/grass-roots organizations throughout the nation. It's the combination of the local candlelight vigils, non-alcoholic beverage tasting parties, increased sobriety checkpoints and regional media campaigns that all add up to a concentrated public awareness effort.

After you are finished planning your 3D Month activities, please take a moment to fill out the enclosed 3D Month planner evaluation form. The 3D Month Coalition would like to know what materials you found most helpful and what we can do to improve the Planner for next year's 3D Month.

### WHAT IS 3D MONTH?

In the last decade, encouraging programs have been made in reducing injury and death in motor vehicle crashes involving drivers and pedestrians impaired by alcohol and other drugs. However, alcohol-related crashes still claimed 16,800 lives in 1994, about a third of them under 25 years of age, and remain a leading cause of death for teenagers and young adults. These alcohol-related crashes, injuries and fatalities cost society at least \$45 billion in lost production, medical costs, property damage and other direct expenditures. Over \$5 billion of these costs was for health care.

To help reduce these statistics, together, the National 3D Prevention Month Coalition made up of public and private sector organizations has declared December as National Drunk and Drugged Driving (3D) Prevention Month. The Coalition is encouraging community groups, government agencies, law enforcement and business throughout the nation to conduct 3D Month programs for the next year to focus communities about the dangers of impaired driving. Groups are asked to focus efforts on this year's campaign theme: "Take a Stand Against Impaired Driving."

The 3D Prevention Month Coalition has established a number of goals for the 1995 3D Month campaign. They are to:

#### EDUCATE THE PUBLIC ABOUT IMPAIRED DRIVING

- Impaired driving is defined as a reduction in the performance of critical driving tasks due to the effects of alcohol or other drugs. Practices the following facts:
  - It is often said the age of 21 is considered "officially" the age for legal alcohol consumption (BAC) is at or above the legal limit in this state (either .08 or .10 per cent).
  - A drunk is alcohol-related either a driver or a pedestrian (including bicyclist) involved in the crash had a BAC of .08 per cent or higher.
  - For better drivers, any measurable alcohol puts them at increased crash risk, and the risk increases substantially at or above .08 BAC.
  - Seat belts are the best defense against an impaired driver. Ejection of an occupant killed in fatal crashes are compounded by seat belts. Research has shown that safety belts reduce the risk of fatal or serious injury to front seat passengers by 45 percent.

on a pedestrian (including bicyclist) involved in the crash had a BAC of .08 per cent or higher.

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#### FOCUS ON THE YOUNG ADULT DRINKING DRIVER

When planning 3D Month activities, keep in mind that this year's national focus is the Young Adult Drinking Driver, particularly those aged 21-24. Members of this population are significantly over-represented in all categories of DWI crash statistics, including fatalities.

For the Young Adult Drinking Driver, see the "Background Information" section on page 26 for additional information.

#### EDUCATE THE PUBLIC ABOUT EFFECTIVE STRATEGIES FOR TAKING A STAND AGAINST IMPAIRED DRIVING

- Release and heavily promote the latest national and state statistics about the over-representation of 21-24 year old drivers in the impaired driving problem (crash, injuries, deaths, serious injuries).
- Encourage states to pass tougher laws (BAC, DWI, DWI, and impaired, vehicle on footprints and vehicle safety equipment).
- Encourage states to strengthen law enforcement efforts and improve alcohol screening and treatment of DWI offenders.

- Provide local "Red Ribbon of Memories" events.
- Promote "Lights on for Life" (Nov. 15-16, December 15).
- Promote National Holiday Lifesaver Weekend (December 15-17).
- Encourage the use of designated drivers.
- Promote tips for safe and responsible party hosting.

#### PROVIDE TOOLS FOR ENACTING 3D MONTH ACTIVITIES IN STATE AND LOCAL COMMUNITIES

- Provide sample materials and procedures forms are enclosed.
- Suggestations for special events and local programs are included in the calendar.

Please join us in making December 1995 an effective Drunk and Drugged Driving (3D) Prevention Month.



# CASE STUDY

## WASHINGTON DC CONVENTION & TOURISM CORPORATION / DESTINATION DC

The Washington, DC Convention & Tourism Corporation asked us to market their exclusive set of luxury DC hotels known as Luxe DC. Using our luxury retail expertise, we quickly responded with a logo encapsulating both the classic and contemporary feel of the participating hotels. We followed with a website and direct mail campaign encouraging the target audience to explore the city's fascinating mix of power, beauty and excitement with a Luxe DC stay.





## CASE STUDY

**GOVERNMENT OF  
THE DISTRICT OF COLUMBIA,  
OFFICE OF THE CHIEF  
FINANCIAL OFFICER,  
ECONOMIC DEVELOPMENT  
FINANCE**

The AD Agency was hired to produce this info-graphic to explain the complicated financial requirements the city needs to understand to support the new soccer stadium deal.

This was used in DC Council testimony and was picked up by all local, national and international media outlets.

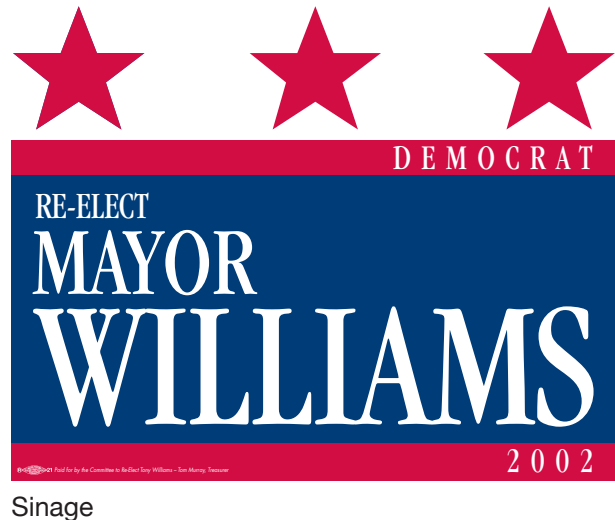


## CASE STUDY

### COMMITTEE TO RE-ELECT MAYOR WILLIAMS

- Market/Competitor Research
- Brand Identity
- Strategic Marketing Plan
- Public Relations

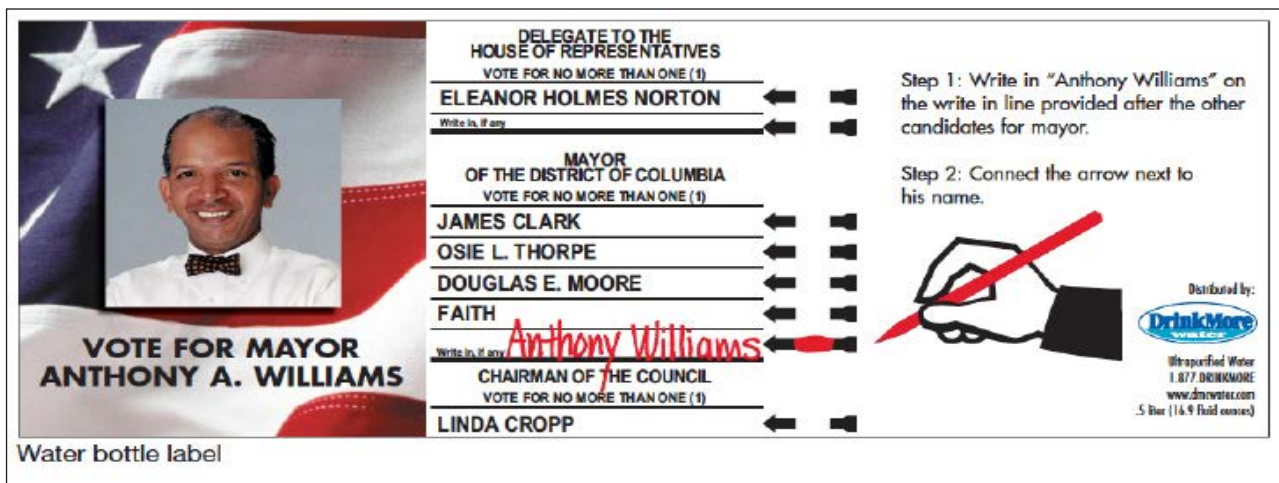
The AD Agency was hired by the Committee to Re-Elect Tony Williams to develop and produce a campaign consisting of branding, signage, and promotional giveaways. The agency developed a powerful brand and message including promotional water bottles with specific instructions on how to vote for Mayor Williams. The campaign was unveiled at a fundraiser organized and produced by The AD Agency. The campaign proved to be a success for the re-elected Mayor, and included story features on several network newscasts prior to Election Day.



Signage



Promotional  
water bottle



Water bottle label

Water bottle label



## CASE STUDY

### GEORGETOWN BUSINESS IMPROVEMENT DISTRICT

#### Taste of Georgetown

- Bus Design
- Map

The AD Agency partnered with the Georgetown BID to produce ads, posters and print materials for the promotion of the “taste of Georgetown” festival. Our long-standing relationship with the BID also included map design, and marketing campaigns to promote businesses within the BID



**Georgetown BID**

**Taste of Georgetown Festival**

October 14, 2006 • 11am – 4pm • On Wisconsin Avenue, South of M Street

www.tasteofgeorgetown.com • 202-298-9222 • Rain or Shine  
In partnership with Grace Episcopal Church benefiting Georgetown Ministry Center

Sponsored by:

**MARTENS VOLKSWAGEN** **BANK OF GEORGETOWN** **FOLEY & LARDNER LLP** **goDCgo.com**  
Straight to the Point

Verizon Yellow Pages® superpages.com **DC** **THE LIST** **THE AD AGENCY** **CHRISTOPHER WASHINGTON**

**Benetech**

**GEORGETOWN**  
THE NEW CENTER OF DESIGN

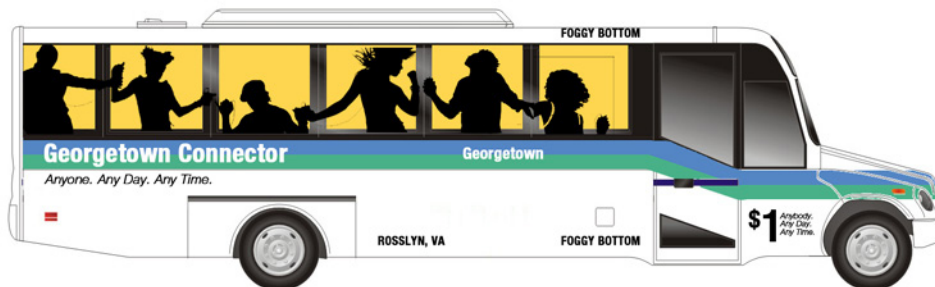
Home Furnishings Resource Guide

Cover Photo: AUGUST GEORGES, INC. 1523 Wisconsin Avenue, NW 202-337-8116

**GEORGETOWN**  
THE NEW CENTER OF DESIGN

Home Furnishings Resource Guide

Cover Photo: ATRIUM INTERIORS 1425 Wisconsin Avenue, NW 202-333-0763



## CASE STUDY

### THE WASHINGTON CONVENTION CENTER

#### Public Relations

BALMY  
High 84 - Low 62 - 812

# The Washington Times

FINAL

www.washingtontimes.com

TUESDAY, OCTOBER 3, 2000

25 cents

## Convention Center going up



Photos by Ross D. Franklin/The Washington Times

Dana Jackson (left) of the Washington Convention Center Authority listens to the speeches at the site on Seventh and M streets NW where a beam-raising ceremony was held yesterday. The steel beam was signed by (above, from left) D.C. Council member Linda Cropp; Lewis Dawley, CEO of the center; and council members Jack Evans and Charlene Drew Jarvis.



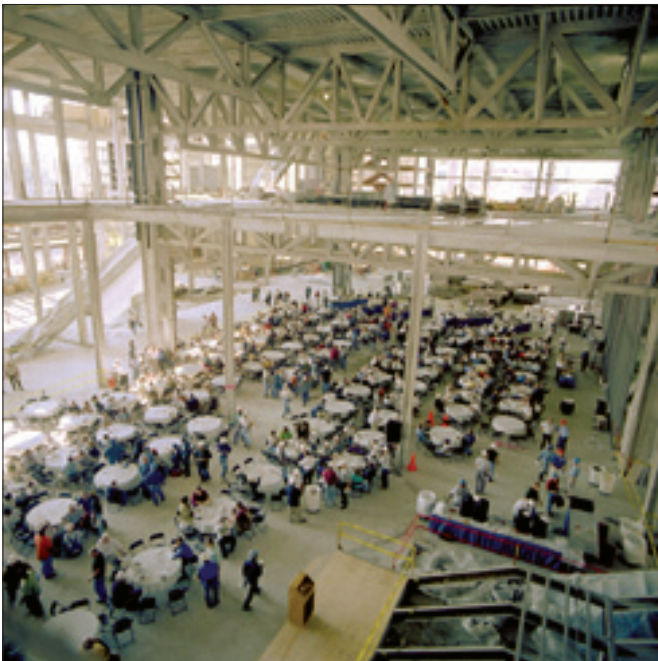


## CASE STUDY

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### THE WASHINGTON CONVENTION CENTER

#### Public Relations



## CASE STUDY

### DC WOMEN, INFANT & CHILDREN

The AD Agency was hired by DC WIC to develop a transit ad campaign to highlight their new foods. The campaign targeted young mothers in DC, mainly of African American and Hispanic ethnicity. Our campaign also brought attention to WIC's outreach towards mothers in need of breastfeeding help.





## CASE STUDY

### MCI Center

- Market Research
- Competitor Analysis
- Brand Identity
- Ad Campaign

# YOU DON'T NEED A CONTRACT TO PLAY AT MCI CENTER.



Even if you're not going to the game, it's more than just basketball, hockey and concerts. It's The MCI National Sports Gallery, the best sports memorabilia and interactive attractions, Modell's Sporting Goods Team Store—'Gotta Go To Mod's', Discovery Channel Store, Destination Washington, DC, a new sports bar, and Velocity Grill restaurant and bar at the brand new

**MCI Center**  
**COME TO PLAY**

Open everyday at 10 and 11 Times, Destination Washington, DC • Convenient to METRO at Gallery Place/Chauvin and from other area stations • For information call 202.626.5533 or visit us at [www.mccenter.com](http://www.mccenter.com)

# WEAR EVERYTHING THE CAPS WEAR, EXCEPT FALSE TEETH.




Even if you're not going to the game, it's more than just basketball, hockey and concerts. It's The MCI National Sports Gallery, the best sports memorabilia and interactive attractions, Modell's Sporting Goods Team Store—'Gotta Go To Mod's', Discovery Channel Store, Destination Washington, DC, a new sports bar, and Velocity Grill restaurant and bar at the brand new

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# WAITER, THERE'S A BASKETBALL IN MY SOUP.



Even if you're not going to the game, it's more than just basketball, hockey and concerts. It's The MCI National Sports Gallery, the best sports memorabilia and interactive attractions, Modell's Sporting Goods Team Store—'Gotta Go To Mod's', Discovery Channel Store, Destination Washington, DC, a new sports bar, and Velocity Grill restaurant and bar at the brand new

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### **DC WORKFORCE INVESTMENT COUNCIL (WIC)**

- **Market Research**
- **Competitor Analysis**
- **Brand Identity**
- **Strategic Planning**

The DC Workforce Investment Council (WIC), a private-public partnership, was empowered by the Mayor to implement strategies and solutions to meet employer and industry workforce needs.

The AD Agency, based on a track record of many other DC initiatives, was selected to develop the new WIC brand identity, logo, and outreach campaign to inform and engage WIC's various stakeholders.



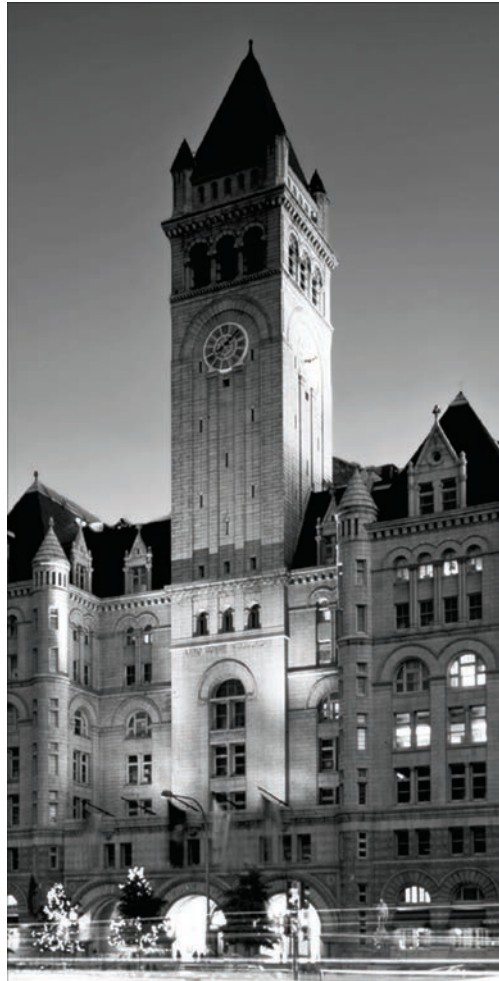


## CASE STUDY

### THE OLD POST OFFICE PAVILION

Ranked as one of Washington's top eight attractions, The Old Post Office Pavilion—with its breathtaking bell tower—is a national historic landmark and an architectural masterpiece.

The AD Agency was invited onboard as agency-of-record to spearhead their public relations and marketing programs and to develop a new website.



HAVE YOUR  
NEW YEAR'S EVE PARTY  
WHERE PRESIDENTS,  
PRINCES AND MAYORS  
HAVE CELEBRATED

The Old Post Office Pavilion  
Grand Atium, Washington's  
historic and spectacular venue on  
Pennsylvania Avenue, is available for  
your 2004 New Year's Eve Celebration.  
This unprecedented opportunity  
will not last.

Contact Rachia Green  
at 202.289.4224



1100 PENNSYLVANIA AVE., NW,  
WASHINGTON, DC 20004  
[www.oldpostofficedc.com](http://www.oldpostofficedc.com)

## CASE STUDY

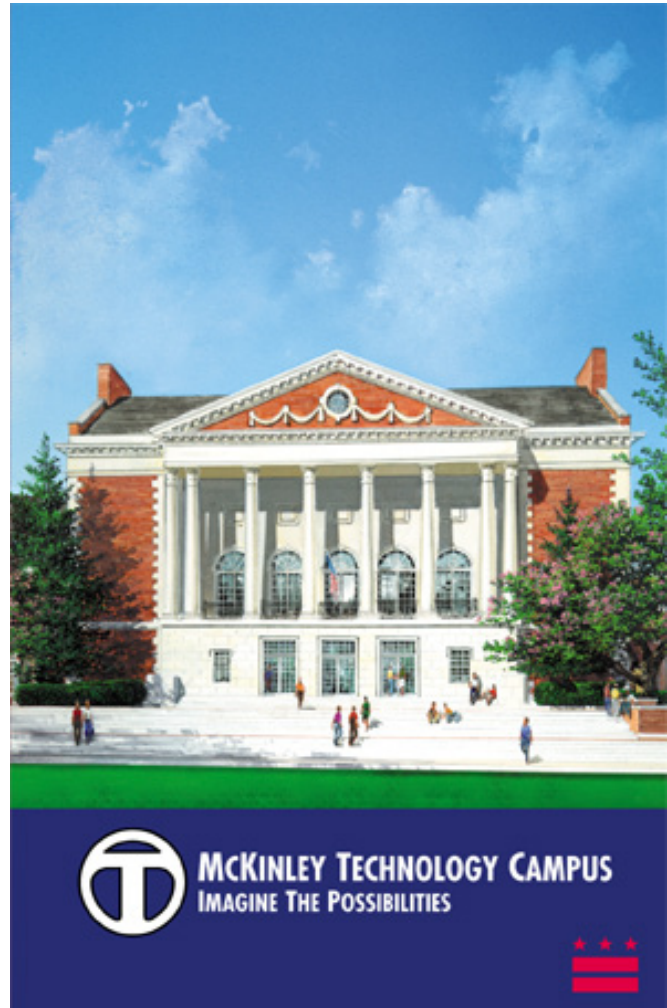
### GOVERNMENT OF THE DISTRICT OF COLUMBIA

#### Office of the Chief Technology Officer

The AD Agency was hired by the Office of the Chief Technology Officer to create the vision for the new and improved McKinley Technology Campus. We went right to work using specific research tools to understand the challenges, expectations and opportunities that surface through customer, competitor and self analyses.

To support the significance of this project, we utilized our relationships with many key stakeholders—including the Mayor, members of Congress, the DC Council, the Board of Education—quoting them throughout the brochure. Highlighting hi-tech, state-of-the-art examples of other schools around the country, we created a visionary booklet targeted to corporations and McKinley Technology Campus alumni for fundraising.

The result... A year and a half later the doors opened offering world-class school programs in the nation's capital that serve as models for technological excellence, educational excellence, educational innovation and public-private partnerships. The potential of positively impacting the city through optimal educational programs for students and adults is limitless.



"As a resident of Ward 2 for eight years, I experienced the capital city in its renaissance. The McKinley Technology Campus will bring cutting edge technology education to a vibrant corridor of Washington and will offer a new and exciting dimension of opportunity to its students and residents. McKinley will transform the District's students into technology leaders while turning a small parcel of land into an economic engine for the city."

The Honorable William J. Clinton  
42nd President of the United States

24 acres in the heart of the nation's capital with unlimited, state-of-the-art resources...all dedicated to continuing education and to economic growth...so students of all ages can benefit from the best in technology. A campus founded over a century ago promises to set the standard for what happens in the decades to come.





## CASE STUDY

### DC DEPARTMENT OF HEALTH CARE FINANCE

- Graphic Design
- Public Communication
- Strategic Planning
- Printing

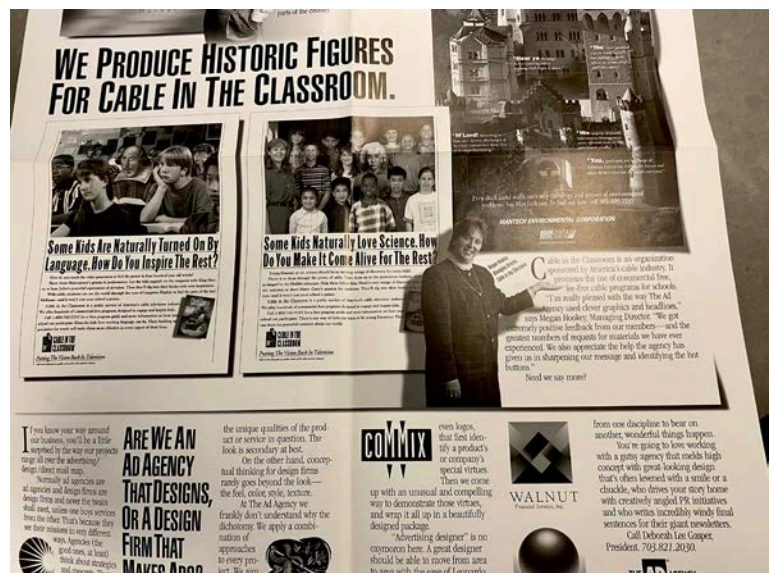
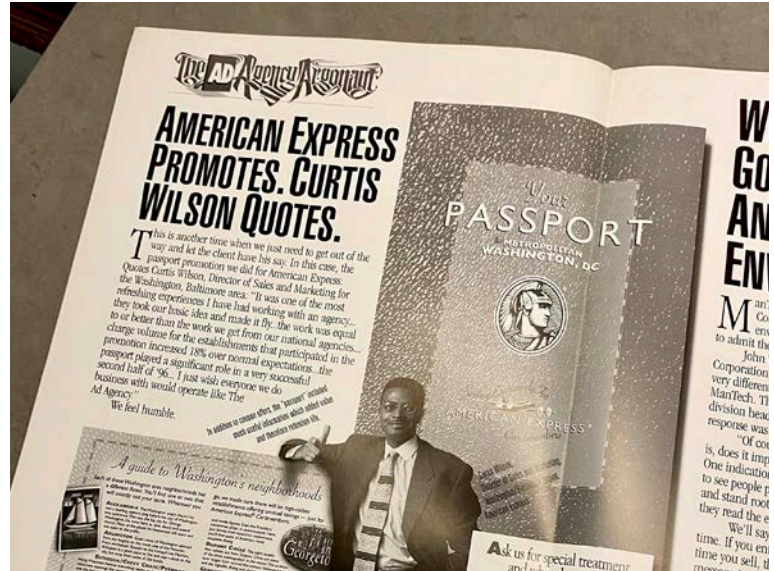
The DC Department of Health Care Finance hired The AD Agency to design, print and distribute the department's healthcheck brochure and DC Healthy Smiles post cards to thousands of DC residents. The campaign encouraged residents to stay healthy and visit the dentist regularly.



## CASE STUDY

### THE AD AGENCY

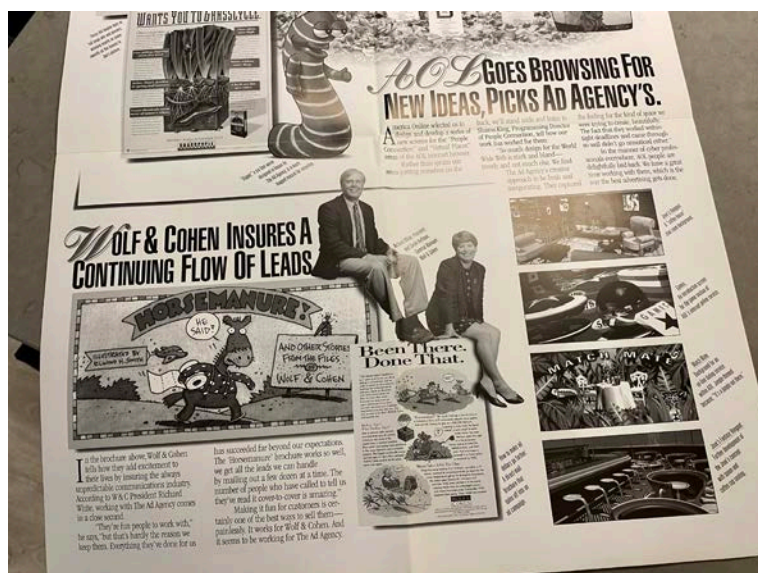
- Strategic Marketing Plan
- Direct Mail Campaign





## THE AD AGENCY

- (Small text at top left of page)*
- # New Argonaut
- Vol. 6, No. 1  
JUNE 1987
- SOME MISCELLANEOUS TRIUMPHS
- "S," MONTGOMERY CRIED.  
WE RODE TO THE RESCUE.**
- (Four small portraits of men are shown in a grid format.)*
- (Caption below portraits)*
- J**oe Keyser, a Montgomery County, Maryland, environmental executive, gave The Ad Agency a tall order: Change some well-established behavior on the part of county residents. Joe figured the county would help the environment and save money if people could be convinced to recycle their yard waste, instead of bagging it for pickup at the curb.
- Our creative strategy? "It's not now that people hate to have government telling them what to do. So we'll make friends and converts by employing a light approach. We'll snag attention with catchy non-governmental headlines, then deliver the message right across the front in bold information."
- (Image of a compost bin with the headline "Why Bag It? Compost." and a picture of a person composting.)*







## CASE STUDY

### DC DEPARTMENT OF PARKS AND RECREATION

- Market Competitor Research
- Marketing Media Analysis Report

The AD Agency was hired to do a comprehensive Marketing Media Analysis Report including videos, photos and extensive on site interviews with employees and dc residents along with visits to all DC Department of Parks and Recreation Facilities.

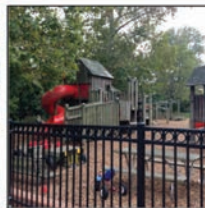
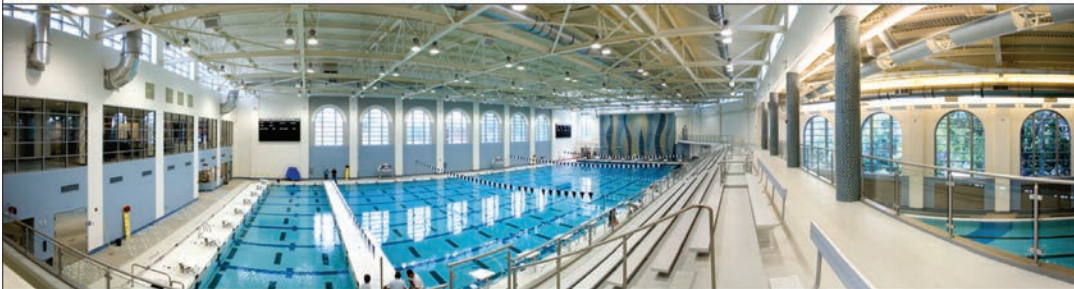
#### Hobbies mentioned by surveyors

Swimming	Music
Running	Reading
Physical fitness	Bowling
Sports	Fishing
Biking	Dancing
Photography	Painting
Fashion	Cheerleading



*Note: Hobbies that received fewer than 5 mentions survey wide were not included. Also, some hobbies have been categorized for reporting purposes (ex. mentions of basketball, football and soccer will all be tallied as Sports).*

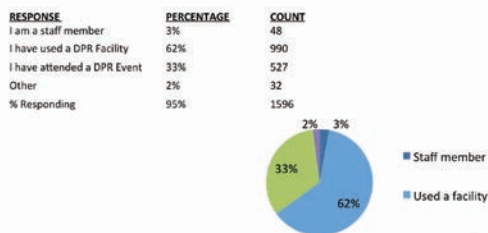
31



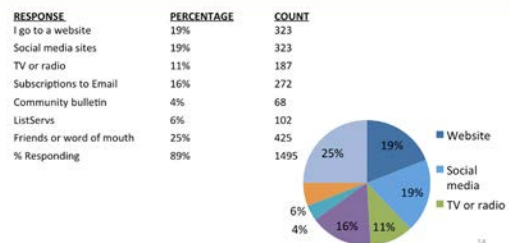
#### Fall 2012 Survey



If you were familiar with DPR, what is your interaction with the department or what programs/activities at DPR do you utilize?



How do you receive information in general, about events, DC happenings, etc?



## DC DEPARTMENT OF SMALL & LOCAL BUSINESS DEVELOPMENT




The District of Columbia Small Business Resource Center (SBRC) offers DC entrepreneurs training, workshops, assessments, and cutting edge computer software to help their businesses become successful.

**DSLBD**  
DC Department of Small & Local Business Development

441 4th Street NW • Suite 1070A, Washington, DC 20001  
202.727.3900 • 202.724.3786 fax • <http://dsldb.dc.gov>

facebook.com/broDC twitter.com/broDC

Government of the District of Columbia  
Executive Office of the Mayor



**WELCOME:**

The District of Columbia Small Business Resource Center (SBRC) is your gateway to information and services that can help you start and strengthen your business in the District.

The SBRC is a partnership between the Department of Small and Local Business Development (DSLBD), the Department of Consumer and Regulatory Affairs (DCRA), and non-profit and Federal organizations that serve District businesses. Through the SBRC, you can access trainings, workshops, seminars, one-on-one technical and educational assistance, and other services offered by DSLBD, DCRA, and our SBRC service partners.

DSLBD is charged with fostering economic growth and the development of emerging District-based business enterprises through programs and opportunities, agency and public/private contract compliance, advocacy, and supportive legislation.

DCRA is responsible for regulating construction and business activity in the District of Columbia. To protect consumers, DCRA registers corporations, inspects weighing and measuring devices used for monetary profit, and issues business licenses, professional licenses, building permits, special events permits.

**AVAILABLE CLASSES:**

The SBRC offers classes to help in the following areas:

**Classes to help start a business**

- Business Planning Process
- Starting a Home-based Business

**Classes to Help Sell to the Government**

- Building Effective Government Cost Proposals and Establishing Indirect Rates
- Certified Business Enterprise (CBE) Pre-Certification
- Cost Estimating for Construction Firms
- Financial Strategies for Government Contractors
- Licensing, Tax, and Revenue Office Hours
- Certified Business Enterprise (CBE) Post-Certification Roundtable
- Quickbooks for Government Contractors

**Classes to Help with Legal and Tax Issues**

- Legal and Tax Assistance for Your Business
- DC Bar Pro Bono Legal Series
- Legal Advice Clinic
- Tax Strategies
- Building Your Business Identity

**Classes to Help Develop, Expand, and Maintain Your Business**

- Green Building Act
- Marketing Your Business
- Secrets to Applying for a Business Loan
- Social Media Marketing

For more information visit: [dsldb.dc.gov](http://dsldb.dc.gov)



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**WASHINGTON SYMPHONY  
ORCHESTRA**

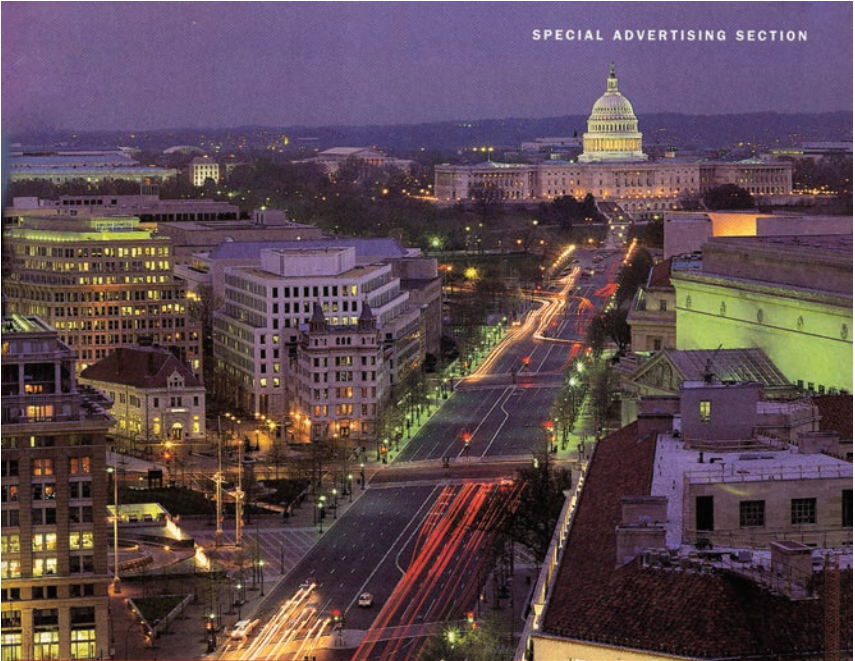
- Strategic Marketing Plan
- Logo/Branding Campaign
- Public Relations
- Brochure Design



WASHINGTON SYMPHONY ORCHESTRA

## THE WASHINGTON CONVENTION CENTER

- Forbes Insert



SPECIAL ADVERTISING SECTION

BY LYNN MORRISSEY

# WASHINGTON, D.C.

## AMERICA'S WORKING CAPITAL

**A**S OUR NATION'S CAPITAL, WASHINGTON, D.C., HAS ALWAYS TENDED TO THE COUNTRY'S BUSINESS, LEAVING THE DISTRICT OF COLUMBIA AND ITS RESIDENTS WITH AN IDENTITY LARGELY DEFINED BY THE FEDERAL GOVERNMENT AND POLITICS. AT LAST, D.C. HAS BEGUN TO ASSERT ITSELF. WITH STRONG LOCAL LEADERSHIP, IT IS NOW IN THE MIDST OF A BREAKTHROUGH CHANGE THAT HAS MORE TO DO WITH REVITALIZED NEIGHBORHOODS AND AN INFLUX OF PRIVATE BUSINESS THAN WITH NATIONAL POLITICS.

On the Metro, once crowded with lawyers and lawmakers dressed in suits, young workers in casual dress can be seen heading toward their high-tech jobs. Professionals who used to commute each day from the suburbs are now moving back into neighborhoods lined with brick-fronted Victorian row houses. And stores were once scarce — except for the souvenir stands along the National Mall — but now Washingtonians can

PHOTO: WASHINGTON, DC MARKETING CENTER



# The AD Agency REEL

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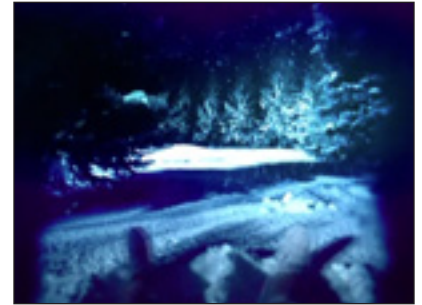
Videos are available at [www.theadagency.com/reel](http://www.theadagency.com/reel)



UDC - Did You Know?



Pittsburgh Zoo



Pennsylvania Tourism - Snow Angel



Pennsylvania Tourism - Gettysburg



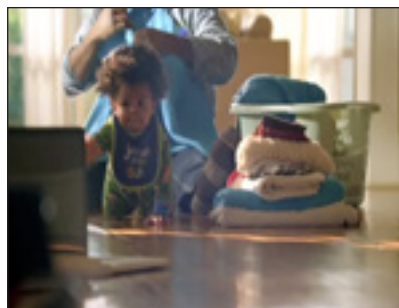
PBS - History Detective Rock



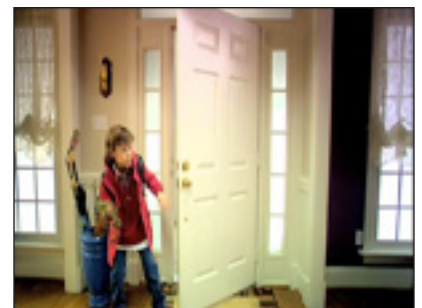
PBS - ARS Hand It Down



Discovery Shark Week



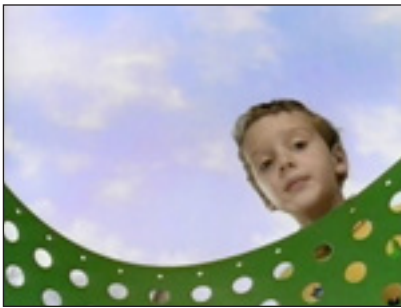
CDC - Protector



CDC - Bring It Home

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Videos are available at [www.theadagency.com/reel](http://www.theadagency.com/reel)



Montgomery County  
Anyone Can Compost



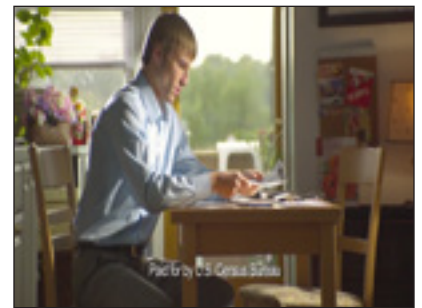
Cable One - Chicks Rule



WCTC - New Convention Center



US VA - Online Claims Made Easy



US Census - Motivation (Russian)





**Debi Gasper**  
CEO/Creative Director

With more than 35 years as CEO/Creative Director of The AD Agency, Ms. Gasper provides creative direction on all projects and executive oversight on all agency operations.

Since 1982, The AD Agency has been recognized as one of the preeminent full service research, marketing, advertising, design and public relations firms serving a regional, national, and international client base.

From financial institutions and government agencies to law firms and non-profit organizations, Ms. Gasper's creative approach in branding and marketing has benefited hundreds of private and public sector clients. She has received many awards for her creative work in the advertising industry.

Ms. Gasper's client relationships include the US Department of Transportation, State Street Bank, US Department of Energy, Washington Convention Center Authority, DC Government, Greater Washington Board of Trade, National Cable Television Association, The Chevy Chase Land Company, Lerner Enterprises, CBRE, and American Express, to name a few.

Ms. Gasper has served on the board of directors of the University of Maryland, Washington Symphony Orchestra, the National Association of Industrial and Office Properties and the Washington, DC Economic Partnership.

Ms. Gasper graduated with a Bachelor of Science degree in advertising from the University of Maryland.

## TESTIMONIALS

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"Washington Convention Center Authority has enjoyed a long-term, agency of-record relationship with The AD Agency. Their excellent marketing and public relations services and marvelous commitment to us is why we continue to ask for their support."

– Lana Ostrander, Director Of Marketing, Washington Convention Center Authority



"WCTC has worked with The AD Agency on several projects important to the economic health of DC. They have delivered projects on time, on budget and above expectations. They are one of the few agencies that actually listens to the client ... an asset that endears them to WCTC."

– Bill Hanbury, CEO/President, Washington Convention & Tourism Corporation



"I hired The AD Agency to brand and position Equity Homes in the home builders market. They came through with flying colors—a new outstanding logo, ad campaign and collateral materials—along with great account service every step along the way."

– Gary Garczynski, President, National Capital Land



"We tasked The AD Agency with marketing the first critical mass of luxury boutiques in DC to tenants, patrons and the public. With advertisements, public relations and direct mail, we leased our space to the top names in the fashion industry and created a never-ending buzz about the 'Rodeo Drive of the East Coast.'"

– Edward Asher, President, The Chevy Chase Land Company



"The AD Agency has provided excellent thought leadership and creative talent in the promotion and branding of the District government's 5-year, \$71 million ASMP initiative. They played the major role in identifying target markets and developing very effective campaigns for each target market. Their work was a major reason for ASMP's success and I highly recommend them."

– Sanford M. Lazar, Director of Key Systems, ASMP/Office of the Chief Technology Officer, Government of the District of Columbia



"It was one of the most refreshing experiences I have had working with an agency—they took our basic idea and made it fly—the work was equal or better than the work we get from our national agencies—charge volume for those who participated in the promotion increased by 18 percent over normal expectations."

– Curtis Wilson, Director of Sales and Marketing, American Express



"For years, Chicago Title DC National Business Unit has been an industry leader, offering services for virtually every type of title transaction. After a rigorous screening process, we selected The AD Agency to tell our unique story in a new corporate brochure. We were genuinely delighted with their creative approach and believe they effectively communicated the many services we offer while reinforcing and enhancing our time-tested brand."

– Selina I. Parelskin, Senior Vice President, Chicago Title DC National Business Unit



## TESTIMONIALS

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"By targeting locals with The AD Agency's glossy door hangers, magnets, advertisements and savvy buzz marketing strategy, Georgetowners quickly picked up the phone to order our pizza. During the first weekend of the campaign, we received over 100 calls for delivery—including a call for 15 pizzas to the White House Situation Room!—and won over the hearts (and stomachs) of our customers."

– Britt Swann, Owner, Rhino Bar and Pumphouse



"The AD Agency, Inc. rates an A+. They are creative, clever, professional, polished and provide a broad range of premium services. The theme for RAMW's 21st RAMMY Awards Gala was conceived by The AD Agency and our 2003 Gala was the most successful event ever. Hats off to Deborah Gasper and her staff."

– Lynne Breaux, Executive Director, Restaurant Association Metropolitan Washington



"As DC WIC Executive Director, our corporate brand identity has been well received by our private, public and community leaders. The results of The AD Agency's creative efforts serve us well. Our new logo captures the spirit of our private-public partnership and our campaign effectively communicates the DC WIC message to both employer and industry workforce stakeholders."

– Keith D. Mitchell, Executive Director, District of Columbia Workforce Investment Council



"With the help of The AD Agency's powerful branding and messaging, CBRE Realty Finance raised the initial funds required to jumpstart our new REIT, sending us well on our way to success."

– Jim Evans, President, CBRE Realty Finance



"We handed The AD Agency a tough assignment. We wanted them to take a complex subject and make it clear to opinion leaders. The level of detail was daunting and the project was highly time sensitive. The agency came through with a clever, even exciting package. It got the disinterested readers in the door."

– Robert Stewart, Director of Public Policy, MCI Telecommunications Corp.



"People hate government telling them what to do, so The AD Agency developed a campaign that made friends and converts by employing a light approach with non-governmental headlines and convincing people with solid reasoning backed by real information. The results were measurable, 70% of the residents were soon grasscycling."

– Joe Keyser, Program Specialist, Dept. Of Environmental Protection, Mo. Co. MD



"They're fun people to work with, but that's hardly the reason we keep them. Everything they've done for us has succeeded far beyond our expectations. The 'case study' brochure works so well, we get all the leads we can handle. The number of people who called to tell us they've read it cover-to-cover is amazing."

– Richard White, Resident, Wolf & Cohen

## TESTIMONIALS

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"Faced with creating a sense of place and branding for an already existing commercial corridor was a challenge in itself. Having worked with Debi Gasper and her cutting edge team, The AD Agency was an easy call to make to create our identity. Our logo is now part of the Washington landscape."

– Marcia H. Rosenthal, Executive Director, Golden Triangle BID



"Woodmark has utilized The AD Agency for the design and development of our Investment Sales program creating the 'look' that allows us to compete with the very best in the business. As a small firm, we appreciate a business partner who understands us and gives us the tools to compete and win at the highest level."

– Geoff Kieffer, President, Woodmark Commercial Services, LLC



"The AD Agency was fantastic. I loved the team's energy, focus, and passion for the OPEFM branding, website, public relations and educational outreach initiatives!"

– Allen Lew, City Administrator, District of Columbia



"The AD Agency was a valuable strategic and creative partner to the university as it developed this major re-branding campaign and worked very hard to build consensus among all stakeholders. From metro ads to advertorials, the marketing materials raised positive awareness of the institution and successfully communicated the changes and the benefits a UDC education conferred."

– Susan Bodiker, Executive Director, Marketing and Communications, UDC



"Excellent creative design on multiple ads and cutting-edge website design."

– Charlotte Troupe, Business Development Executive, Chicago Title



"Thank you for all of the work that you and your team have done on behalf of Answer Title. Sometimes you get into the nitty-gritty of day-to-day stuff and forget to step back and look at the big picture. You have done an outstanding job for us. I love our logo and brand. We are making a major statement everywhere we go. At the end of the day we really appreciate all that you have done and recognize the value of it all. Thanks!"

– S. Kathryn Allen, Co-President, Answer Title



"They really surprised us. The direct mail piece was very different from anything ever done for ManTech. The CEO send it to all 15 division heads for comment and the response was overwhelmingly positive."

– John Walsh, Director, ManTech Environmental Corporation



"I'm really pleased with the way The AD Agency used clever graphics and headlines. We got extremely positive feedback from our members – and the greatest number of requests for materials we have ever experienced. We also appreciate the help the agency has given us in sharpening our message and identifying the hot buttons."

– Megan Hookey, Managing Director, Cable in the Classroom



## TESTIMONIALS

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The Washington, DC Marketing Center successfully became the Washington, DC Economic Partnership thanks to The AD Agency's re-branding. They arrived at a better name by researching the names and logos of comparable organizations in surrounding counties as well as top cities nationally and internationally. The new name, logo and creative advertising powerfully brand us as the crucial point of contact for economic development opportunities in DC."

– Michael G. Stevens, President, Washington, DC Marketing Center



"Partnering with The AD Agency was a win-win for PMHS."

– Greg Miller, President and CEO, PMHS



"When presented with the challenges faced at the Chevy Chase Pavilion, The AD Agency immediately went to work on a new brand expression to upgrade the mall's image for shoppers and potential tenants. The AD Agency designed a stylish new website along with a direct mail campaign, print ads, banners and guerilla marketing. As a result, there has been increased local recognition and interest from new tenants. More directly, many of our retailers experienced stellar sales figures in 2006 as a result of the marketing tactics."

– Chris Stewart, Vice President and General Manager, ING Clarion



"The reputation and growth of The AD Agency are the direct result of Debi's hands-on creative direction for all major client projects. A native of Washington, D.C. and principal of the agency for twenty years, Debi has provided marketing, advertising, design and public relations support for every major industry in the Greater D.C. area."

– Michael Boland, President, Boland Real Estate Services



"I want to express my deepest appreciation to The AD Agency, and to you personally, for unflagging commitment and loyalty as the agency of record for the Washington Convention Center Authority.

When I arrived in Washington, DC in 1997, one of the first things I did was hire an agency to help us transform a faltering organization into a model of achievement. The first year was one of many major accomplishments kicked off with the approval of the new center. One year later, we celebrated the groundbreaking of the new Washington Convention Center, a historic day in DC and one I am sure we will always remember.

Along the way, you have provided invaluable assistance with launching our impeccable new logo, strong collateral materials and ensuring positive press coverage. With your help, we have continued to build on our initial success. We have now passed the halfway point of construction on the new center and our organization is playing an increasingly important role in the Washington Metropolitan Region.

We appreciate your contribution as more than just a contractor, but as a friend to our organization. Debi, we would not be where we are today without you. I thank you and will refer your agency whenever the opportunity avails itself.

– Lewis H. Dawley, III, General Manager and CEO, WCCA

## TESTIMONIALS

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“The AD Agency provided effective and impactful creative to support a community outreach campaign.”

– William Lecos , CEO of Lecos and Associates



“Debi Gasper and her entire team at The AD Agency are incredibly creative and get the job done. They spend time learning about their client and offer exceptional, well thought out campaigns that are effective and work well within their client’s budget. Based on their work with Horizon Technologies (logo design/branding, Website and innovative ad campaigns. I feel they are one of the top creative agencies in the U.S. I would gladly recommend The AD Agency for anyone seeking a creative partner.”

– John Beckner, Director, Horizon Technologies



“The AD Agency’s expertise and support were vital to the re-launch of the public engagement program for the Third Street Tunnel Infrastructure Project. The AD Agency team tactfully managed the hand-off of the outdated project website, worked through myriad issues with the prior vendor and designed an attractive user friendly website that has helped significantly improve public understanding and engagement with the project.”

– Tony Robinson, CEO, Robinson Public Affairs



“I would strongly recommend The AD Agency. They provided services delivering actionable plans to assist the Office of the Chief Financial Officer to ensure “Best in Class” operations and to increase DC Lottery profits. The AD Agency contributed to various components of the project in a strategic manner. High quality work was provided in a timely, professional manner.”

– Herb Delehanty, Principal, Delehanty Consulting



“The work that Debi Gasper’s team at The AD Agency provided for The National Museum of Americans at War organization far exceeded our expectations. We came to them in search of a logo, brochure and website design and they came back with work that was original, creative and conveyed our message clearly and concisely.”

– Allan Cors, Executive Director, Americans at War

## CLIENTS

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### **Business to Business**

American Express  
Answer Title  
Bauretta  
Beasley Real Estate  
Boland Trane  
Boland Real Estate Services  
The Cafritz Companies  
Carey Winston  
CB Richard Ellis  
CBRE Realty Finance  
The Chevy Chase Land Company  
Chicago Title  
Commander Aircraft  
Cushman & Wakefield  
Donohoe Development Company  
DrinkMore Water  
Entrex  
The Evans Company  
Fletcher Heald & Hildreth  
FlyingFish  
DC, Office of Planning & Economic Development  
Hickok Cole  
The Hines Corporation  
Holland Development Group  
Horizon Technologies  
Hughes & Bentzen, PLLC  
Kane Real Estate Services  
Keane Consulting Group  
Lepore and Associates  
Mantech International  
National Association of Industrial Office & Properties  
Perseus Realty Partners  
Point Performance  
Property Group Partners  
Robinson Public Affairs  
Securitas  
Solé Catering  
Teligent  
Thayer Lodging Group  
The Fred Thompson Show  
The Tower Companies  
Third Street Tunnel Project  
Trammell Crow Real Estate  
Transwestern  
Transwestern Carey Winston  
Walnut Financial Services  
Washington Convention Center Authority  
Washington, DC Convention and Tourism Corporation  
Washington, DC Economic Partnership  
Washington, DC Marketing Center  
Winstar  
Wired Business  
Wolf & Cohen  
Women in Cable and Telecommunications  
Woodmark Commercial

### **Telecommunications and Technology**

AOL  
Cable in the Classroom  
Commix SP Software  
MBH Schedulemaker  
MCI  
MidAtlantic Cable

Micronetics  
Net 2000  
OnePoint Communications  
Retrieval Systems  
Teligent  
WinStar  
Wired Business

### **Retail / Consumer**

Aetna  
Alexandria Times  
Amphora Restaurant Group  
Beasley Real Estate  
Bice  
Bulgari  
Cartier  
Chevy Chase Pavilion  
Co-Op Barneys New York  
Commix  
Dior  
Dulles Town Center  
Dulles Town Center, Lerner  
Endgridlock.org  
Georgette Klinger  
Gucci  
Gusti's  
Hotel Association of Washington, DC  
Jimmy Choo  
L'Eclat de Verre  
Larry King Live  
Louis Vuitton  
MaxMara  
MCI Center  
Old Post Office Pavilion  
Palette Restaurant  
ParkMobile  
Polar Bear Air Conditioning & Heating  
Potomac Pizza  
Ralph Lauren  
Remote Area Medical Free Clinic  
Restaurant Association of Metropolitan Washington  
The Collection at Chevy Chase  
The Fred Thompson Show  
The Madison  
The Original Talking Books  
Third Street Tunnel Project, Property Group Partners  
Tiffany & Co.  
Washington Cellular  
Yiro

### **Sports**

Bringing Baseball Back to DC  
DC Sports & Entertainment Commission  
Fantasy Sports Properties  
PickPools.com

### **Economic Development / Tourism / Travel**

Ballston, VA  
Capitol Hill Business Improvement District (BID)  
Capitol Riverfront BID  
Downtown, DC BID  
Dulles Town Center  
Franklin Square Association  
Georgetown BID  
The Golden Triangle BID



## CLIENTS

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Hidden Valley Resort  
Hotel Association of Washington, DC  
NoMa BID  
Penn National Golf  
PM Hospitality Strategies  
Silver Spring Urban District  
Southeast Waterfront BID  
Thayer Lodging Group  
Washington Convention Center Authority  
Washington, DC Convention and Tourism Corporation  
Washington, DC Economic Partnership  
Washington, DC Marketing Center  
Washington, DC Office of Planning  
Wheaton Urban District

### **Financial / Banking**

Advisors Group  
Answer Title  
Certified Financial Planner Board  
Chicago Title  
Entrex  
Old Line National Bank  
Premium Life  
Secondary Life Capital  
State Street Bank  
Walnut Financial Services

### **Commercial Real Estate Branding / Logo Campaigns**

Asadoorian  
Boland Real Estate Services  
Carey Winston  
CBRE  
The Chevy Chase Land Company  
Chicago Title  
CRC Commercial  
Donohoe Development Company  
The Evans Company  
Kane Real Estate Services  
Holland Development Group  
Makielski Reed  
Perseus Realty Partners  
PM Hospitality Strategies  
RCP Development Company  
Resolution Trust Corporation  
Thayer Lodging Group  
Trammell Crow Real Estate Services  
Transwestern  
Watermark  
Washington Convention Center Authority  
Woodmark Commercial Services

### **Commercial Office Buildings Branding / Logo Campaigns**

400 Virginia Avenue, SW, Trammel Crow Real Estate  
475 School Street, Trammel Crow Real Estate  
800 K Street, 801 I Street, Carey Winston  
900 17th Street, Transwestern  
910 17th Street, NW (Barr Building), Carey Winston  
1010 Wisconsin Avenue, Barrueta & Associates  
1100 H Street, NW, Woodmark Commercial Services  
1101 Vermont Avenue, Carey Winston  
1111 New Jersey Avenue, Donohoe Development  
Company  
1121 Vermont Avenue, Carey Winston

1130 Connecticut Avenue, Carey Winston  
1199 Vermont Avenue, IBG Partners  
1201 Fifteenth Street, Transwestern  
1211 Connecticut Avenue, Carey Winston  
1275 K Street, Carey Winston  
1301 L Street, NW, Transwestern  
1331 L Street, Boland Real Estate Services  
1350 Connecticut Avenue, Barrueta & Associates  
1401 K Street, NW, Carey Winston  
1444 I Street, NW, Carey Winston  
1627 K Street, NW, Carey Winston  
1660 L Street, NW, The Cafritz Company  
1725 K Street, NW, Carey Winston  
1800 K Street, NW, Carey Winston  
1800 N Kent Street, Woodmark Commercial Services  
1901 L Street, NW, Woodmark Commercial Services  
2000 Pennsylvania Avenue, Carey Winston  
2021 L Street, Hickok Cole  
2501 M Street, Carey Winston  
3636 Pennsy Drive, Carey Winston  
6400 Goldsboro Road, Rosenthal Shuler  
8280 Wisconsin Avenue, Donohoe  
8283 Greensboro Drive, The Evans Company  
10210 Greenbelt Road, Minshall, Stewart, Shelby  
Andrew Jackson Center, The Evans Company  
Calverton Office Park, Carey Winston  
Capital Office Park, CRC Commercial  
The Car Barn, Barrueta & Associates  
The Cato Building, Carey Winston  
Colonial Place, Carey Winston  
Dulles Business Park, The Evans Company  
Fairfield Medical Center, NV Commercial  
The Farragut Building, Argus Reality  
Hunters Branch I & II, The Evans Company  
Inns of Court, Sequoia  
INOVA Fair Oaks Medical Campus, Donohoe  
Jefferson Square, The Evans Company  
Lake Point Business Park, The Evans Company  
Metro Plex II, Landmark Associates  
Old Line Center, Makielski Reed  
One Fair Oaks, The Evans Company  
Park Place, The Evans Company  
The Pond, Tetra Partnership  
The Randolph Building, Carey Winston  
Red Run Corporate Office Park, Transwestern Carey  
Winston  
Stafford Place, Ratcliff Cali  
Stafford Place I, The Evans Company  
Stafford Place II, The Evans Company  
Stuart Park, The Evans Company  
Tycon Court House, Carey Winston  
Universal South, Cafritz Company  
Washington Coliseum, William C. Smith & Co.  
Woodland Park, The Evans Company

### **Planned Urban Development Branding / Logo Campaigns**

The Arts at 5th and I, Donohoe/Holland Development  
Ashburn Farm, Equity Homes  
The Collection, The Chevy Chase Land Company  
Barrington, Stanley Martin Companies  
Chevy Chase Pavilion, ING Real Estate  
Dulles Town Center, Lerner  
Hidden Valley, Kettler Brothers

## CLIENTS

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King Farm, Penrose Group  
Lee's Hill, The Hazel Family Partnership  
Lowes Island, Equity Homes  
Saybrooke, Alfandre  
Sea Colony, Carl Freeman  
Sequoia Village, Sequoia  
Sully Station, Kettler & Scott  
Virginia Run, Kettler & Scott  
Whitley Park, Beacon Hill Joint Venture  
Virginia Oaks, Equity Homes

### **Home Builder Branding / Logo Campaigns**

Capital Sun  
Charter Communities  
Community Realty Company  
Equity Homes  
Fairfield Homes  
Kettler & Scott  
Equity Homes  
Fairfield Homes  
PC Homes  
The Ray Sims Company  
SG Yeonas & Sons, L.C.  
Stanley Martin  
Vista Group

### **Realtor Company Branding / Logo Campaigns**

Beasley Real Estate  
Haney Real Estate

### **Multi-Family Real Estate Branding / Logo Campaigns**

Barefoot Beach Club  
Fillmore Garden Apartments, Elliott Burka  
The Grosvenors, The Dubin Companies  
Lake Arbor Towers, Kossow Development  
Lloyds Apartments, Elliott Burka  
The Nelson, The Mayhood Company  
Park Place, The Mayhood Company  
Parkside Bethesda, Brennenman Ryan  
The Remmington, The Mayhood Company  
The Richmond, The Mayhood Company  
Summerwalk, The Ray Sims Company  
Walden Commons Apartments, William C. Smith & Co.  
Whitley Park, Beacon Hill Joint Venture  
1010 Mass. Avenue, RCP Development Company

### **Home Builder Community Branding Campaigns**

Aerie of McLean, Driscoll Development  
Alexandria Crossing, Park V Development  
Ashburton, Equity Homes  
Bayberry Seashore Residences, Christine Development  
Brittany, Equity Homes  
Clifton Farms, Clarion Builders  
Cypress Point, Middleburg Communities  
Dominion Ridge, Equity Homes  
Edgewater, Stanley Martin Companies  
English Oaks, Stanley Martin Companies  
The Ray Sims Company  
SG Yeonas & Sons  
Stanley Martin  
Vista Group  
Aerie of McLean, Driscoll Development  
Alexandria Crossing, Park V Development, Inc.

Ashburton, Equity Homes  
Bayberry Seashore Residences, Christine Development  
Brittany, Equity Homes  
Clifton Farms, Clarion Builders, Inc.  
Cypress Point, Middleburg Communities  
Dominion Ridge, Equity Homes  
Edgewater, Stanley Martin Companies  
English Oaks, Stanley Martin Companies  
Fallstone, Hollowstone Limited Partnership  
Fox Meadow, Equity Homes  
Grand Hamptons, Stanley Martin Companies

### **Residential Communities**

Aerie of McLean, Driscoll Development  
Alexandria Crossing, Park V Development, Inc.  
Ashburton, Equity Homes  
Bayberry Seashore Residences, Christine Development  
Brittany, Equity Homes  
Clifton Farms, Clarion Builders, Inc.  
Cypress Point, Middleburg Communities  
Dominion Ridge, Equity Homes  
Edgewater, Stanley Martin Companies  
English Oaks, Stanley Martin Companies  
Fallstone, Hollowstone Limited Partnership  
Fox Meadow, Equity Homes  
Grand Hamptons, Stanley Martin Companies  
Great Falls Chase, Stanley Martin Companies  
Greenhill Crossing, Equity Homes  
King Farm, The Penrose Group  
Kings Grant Stanley Martin Companies  
Madrillon Estates Clarion Builders, Inc.  
McNair Farms Equity Homes  
Normandie Farms Vista Group  
Park Ridge Stanley Martin Companies  
Random Hills Equity Homes  
The Regency Equity Homes  
Solitaire Driscoll Development  
South Riding Equity Homes  
Sully Estates Kettler & Scott  
Summerwood, PC Homes  
The Summit, Kettler Brothers  
Tysons Place, Stanley Martin Companies  
Van Dorn Station, Equity Homes  
Virginia Center, Stanley Martin Companies  
Virginia Run Estates, Kettler & Scott  
Wexford, Equity Homes  
Whitley Park, Beacon Hill Joint Venture  
Windy Hill, Driscoll Development

### **Special Real Estate Campaigns**

Decaro/Carey Winston, June 23, 1993,  
Washington, DC, Real Estate Auction  
Carey Winston, American General,  
November 9, 1993, Sealed Bid  
Decaro/Carey Winston, March 22, 1994,  
Washington, DC, Real Estate Auction  
Decaro/Cushman Wakefield, June 29, 1994,  
Pennsylvania, New Jersey and Delaware Real Estate Auction  
Carey Winston, September 27, 1994,  
King Farm Foreclosure Auction  
Cushman Wakefield/Federal Housing Administration,  
July 29, 1996, National Sealed Bid Sale  
Cushman Wakefield, Federal Housing Administration,  
December 12, 1996, National Sealed Bid Sale

## CLIENTS

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Cushman Wakefield, Federal Housing Administration,  
July 8, 1997, National Sealed Bid Sale  
Cushman Wakefield, Federal Housing Administration,  
December 5, 2002, National Sealed Bid Sale  
Cushman Wakefield, Federal Housing Administration,  
July 30, 2002, National Sealed Bid Sale  
Cushman Wakefield, US Small Business Administration,  
August 1, 2000, Loan Sale  
Cushman Wakefield, US Small Business Administration,  
August 6, 2002, Loan Sale

### **Government Real Estate Branding Campaigns**

Bringing Baseball Back to Washington, Washington DC  
Marketing Center

Existing Washington, DC Convention Center Site  
Redevelopment

Government Services Administration

McKinley Technology Campus

National Capital Revitalization Corporation

Office of Public Education Facilities Modernization (OPEFM)

Resolution Trust Corporation (RTC)

Washington, DC Economic Partnership

Washington, DC Marketing Center

Washington Convention Center Authority

### **DC Government & Orgs.**

Bringing Baseball Back to Washington, Washington DC  
Marketing Center

Capitol Hill Business Improvement District (BID)

Capitol Riverfront BID

Committee to Reelect Mayor Williams

DC Commission on Arts and Humanities

DC Department of Employment Services

DC Department of Healthcare Finance

DC Department of Motor Vehicles

DC Department of Parks And Recreation

DC Department of Transportation

DC Lottery

DC Marketing Center

DC Office of Planning

DC Office of Planning & Economic Development

DC Office of Property Management

DC Office of the Chief Financial Officer

DC Office of the Chief Technology Officer

DC Public Schools

DC Women Infants and Children

DC Workforce Investment Council

Destination DC

Downtown, DC BID

DSLBD

Endgridlock.org

Existing Washington, DC Convention Center Site

Redevelopment

Franklin Square Association

Georgetown BID

Government of the District of Columbia Muriel Bowser, Mayor

Government of the District of Columbia, Administrative

Services Modernization Program (ASMP)

Greater Washington Board of Trade

Hotel Association of Washington, DC

Mayor's Office on Asian and Pacific Islander Affairs

McKinley Technology Campus

Metropolitan Washington Airport Authority

Muriel Bower, Mayor

National Capital Revitalization Corporation

NoMa BID

Office of Contracting and Procurement

Office of Public Education Facilities Modernization (OPEFM)

Office of the Deputy Mayor For Planning & Economic  
Development

Old Post Office Pavilion

ParkMobile

Southeast Waterfront BID

The Golden Triangle BID

University of the District of Columbia

Washington Convention Center Authority

Washington, DC Convention and Tourism Corporation

Washington, DC Economic Partnership

Washington, DC Marketing Center

### **Federal Government**

Federal Housing Administration

Government Services Administration

Resolution Trust Corporation

Transportation Administrative Service Center

US Consumer Product Safety Commission

US Department of Energy

US Department of Housing and Urban Development

US Department of Transportation

US Department of Transportation, Federal Highway  
Administration

US Department of Transportation, National Highway Traffic Safety  
Administration

### **Maryland Government**

Montgomery County, MD,

Department of Environmental Protection

### **Virginia Government**

Central VA Waste Management Authority

Fairfax County Chamber of Commerce

### **Non-Profit**

American Cancer Society

Black and Indian Mission Office

Cable in the Classroom

Chinese Consolidated Benevolent Association

INOVA Fairfax Hospital for Children

National Museum of Americans at War

The Marcia Rosenthal Foundation



## PRIMARY NIGP CODES

**9150000** - Communications and Media Related Services  
**9150100** - Advertising Agency Services  
**9150110** - Advertising Agency Services  
**9150200** - Advertising (Notice of Bid Solicitation)  
**9150300** - Advertising/Public Relations  
**9150340** - Public Relations Services  
**9150400** - Advertising, Outdoor Billboard, etc.  
**9150600** - Audio Production  
**9150700** - Audio Recording  
**9150900** - Audio/Video Production Services Complete  
**9151500** - Broadcasting Services, Television  
**9152200** - Communications Marketing Services  
**9152300** - Conference Coordinating and Planning Services  
**9153861** - Printing, Digital File Output, From Photoshop Compatible File  
**9154540** - Promotional and Education Products  
**9154800** - Graphic Arts Services (Not Printing)  
**9155100** - Information Highway Electronic Services  
**9155190** - World Wide Web (WWW) Advertising Services  
**9157100** - Newspaper and Publication Advertising  
**9157200** - Photography (Not Including Aerial Photography)  
**9157300** - Public Information Services (Incl. Press Releases)  
**9157355** - Outreach Services  
**9157400** - Radio Commercial Production  
**9158200** - Video Production  
**9158280** - Video Production, TV Related Services  
**9159600** - Web Page Design and/or Management Services  
**9180000** - Consulting Services  
**9180200** - Audio and Visual (A/V) Consulting  
**9180700** - Advertising Consulting  
**9182000** - Business Consulting, Small  
**9182100** - Business Consulting, Large  
**9182600** - Communications: Public Relations Consulting  
**9183210** - Consulting Services (Not Otherwise Classified)  
**9187500** - Management Consulting  
**9187600** - Marketing Consulting  
**9204059** - Programming For Database Web Development Environment  
**9615300** - Marketing Services (Incl. Distribution, Research, etc)  
**9615346** - Marketing and Sales Services  
**9617900** - Trade Services (Facilitation, Information, Marketing, etc.)  
**9651500** - Artwork, Camera Ready  
**9651520** - Artwork, Camera Ready  
**9653000** - Desk Top Publishing Services  
**9653049** - Layout and Graphic Design Services  
**9654600** - Graphic Design Services for Printing  
**9657057** - Pre-Press: Color Separations, Composite Film, Stripping, Chromolin or Match Print Proof, Etc.  
**9660000** - Printing and Typesetting Services  
**0372300** - Cards, Greeting (Including Recycled Types)  
**0375200** - Novelties and Advertising Specialty Products  
**0375222** - Bags: Imprinted, Printed, or Screen Printed  
**0377800** - Souvenirs: Promotional, Advertising, etc.  
**2083900** - Desktop Publishing  
**2085000** - Graphics: Clip Art, Demos, Presentation, Slide Shows, etc.  
**2085400** - Internet and Web Site Software for Microcomputers  
**2095100** - Graphics: Clip Art, Demos, Presentation, Slide Shows, etc.  
**5576200** - Signage, Advertising Type (Interior and Exterior)  
**5597000** - Signage (Incls. Destination, Routing, and Advertising)  
**7005105** - Button Making Machines, Advertising, Including Accessories  
**7151017** - Booklet/Pamphlet, Safety  
**7153030** - Electronic Publications  
**7153500** - Electronic Publications: Directories, Dictionaries, Encyclopedias, etc.  
**7154735** - Employee Handbook  
**8015600** - Signs, American Disability Act (ADA)  
**8015800** - Signs: Billboard, Advertising, etc.  
**9050500** - Aerial Photography  
**9064000** - Graphic Design – Architectural