

“Getting RESULTS”

An Advertising, Marketing & Web Design Portfolio



**THIRD PERSON**  
ADVERTISING & WEB DESIGN FROM YOUR CUSTOMER'S PERSPECTIVE

# A Unique Perspective

Most advertising agencies and web designers speak in the First Person. They say, "I can do Flash. I know PHP. I cost an arm and a leg."

Some firms are farsighted enough to speak in the Second Person. Typically, they spend most of their time asking about you and your company.

"How can we help you? What do you want to do? How much can you afford?"

However, we named our advertising and web design company "**Third Person**" to remind us that our real task is to see things from **your audiences' point of view**. **THEY** are the customers who buy your product or use your service. **THEY** are the donors or investors who give you money. **THEY** are the employees who fulfill on your offer. And **THEY** are the ones who will ultimately **make YOU successful**.

Whether we design an elaborate web site, a simple direct mail postcard, a television commercial, or any other marketing or advertising strategy for you, we always start by asking questions about the all important Third Person, such as "Who is this for?" and "Why should they care?"

**By always approaching advertising and web sites from the end user's point of view, we create unique, effective, and compelling strategies that speak directly to THEIR needs and help YOU succeed.**

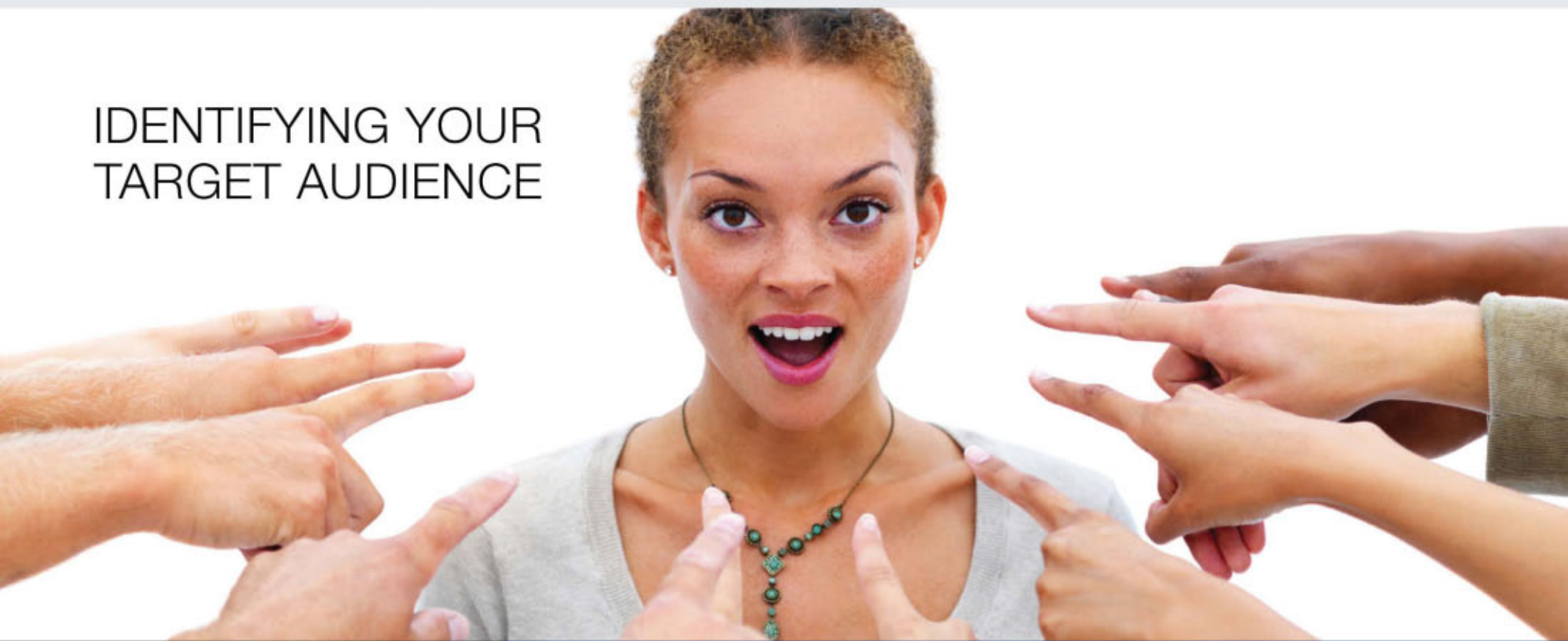


[www.third-person.net](http://www.third-person.net)

@thirdpersoninc | [info@third-person.net](mailto:info@third-person.net) | ph: 414.221.9810 | 205 W. Highland Ave., Suite 308, Milwaukee, WI 53203



# IDENTIFYING YOUR TARGET AUDIENCE



**Experience Mapping™**

*It's hard to talk to your target audience if you don't really know who those people are.*

Third Person's unique, proprietary process called Experience Mapping™ can help.

Introducing Experience Mapping™ — a strategic process created by Third Person's founder, Michael Caughill, that allows us to create advertising and web sites from your user's perspective. As a result, your marketing strategies are more focused, hard-hitting and, most importantly, successful.

**Experience Mapping has six phases.**

**1.) Identify ALL the possible users of your site, including anyone from customers to retailers, vendors to reporters.** We'll identify user groups by their:

- a. Demographics
- b. Psychographics, and/or
- c. Desires and concerns related to the reasons why they visit your site

## 2.) Determine what the user's purpose is for coming to your site.

- a. Is she looking for more information about your goods or services?
- b. Is he trying to contact you?
- c. Do they need answers to questions?
- d. Are they ready to buy?

## 3.) Identify tasks.

Tasks are the line that connects your user's needs and purposes to the information, products, and service you offer.

## 4.) Rank the importance of all tasks.

Some tasks are fundamental to the user. These are the reasons they come to your site. Other tasks are just nice to accomplish, but not necessary to the user during their visit. In this step, we'll rank the importance of tasks from both the user's and the company's perspectives.

## 4.) Create an Experience Map.

By layering ranked task paths on top of each, Third Person creates a site map that embodies all the experiences your various users expect from on your site. This Experience Map then acts as a blueprint for building the most effective and efficient web site possible.

## 5.) Design a functional, attractive web site that works.

At this point, Third Person takes all the knowledge and information gathered thus far and, with a vast array of programming, search engine optimization, and online design expertise, creates a web site that gets results. Suddenly, even the most programming-challenged employee can easily update content on the web site. Clients who have never sold a thing through their web site find themselves with a new revenue source. Users, who have never visited a client's web site before, begin visiting a web site regularly to find information they need.



ONLINE MARKETING

that gets results





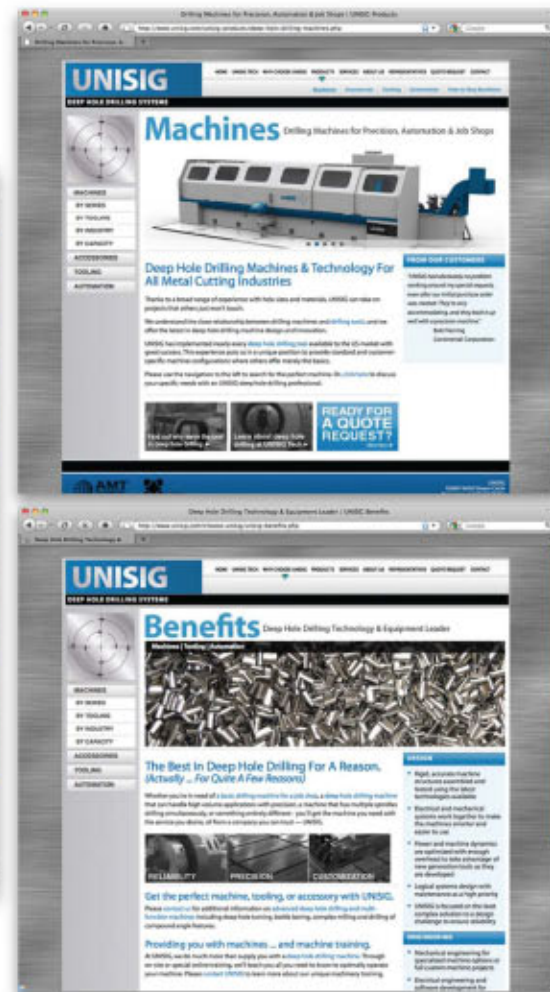
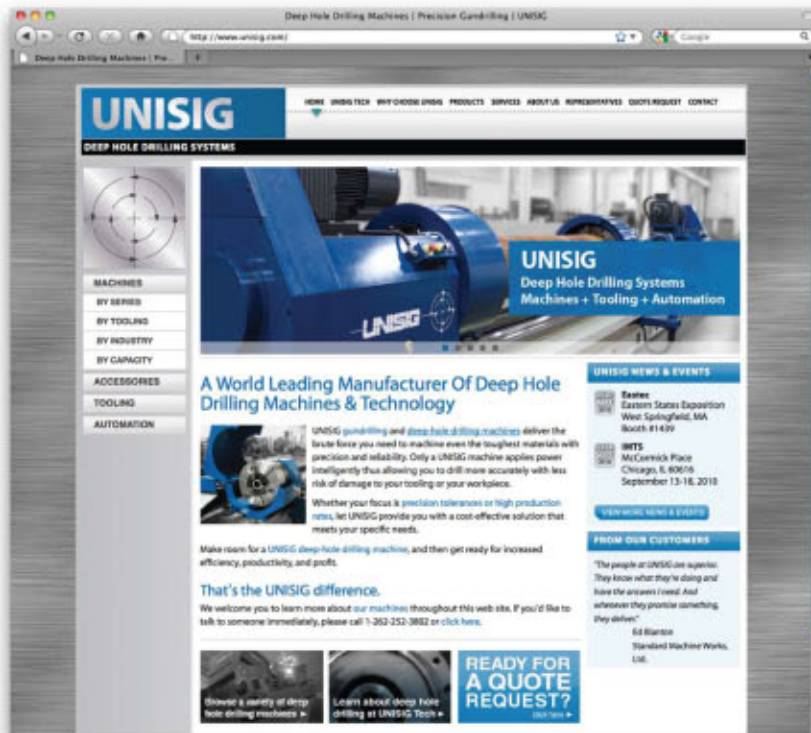


Brady Corporation

Web Site Redesign

This web site launches 9/15/11.

www.bradycorp.com

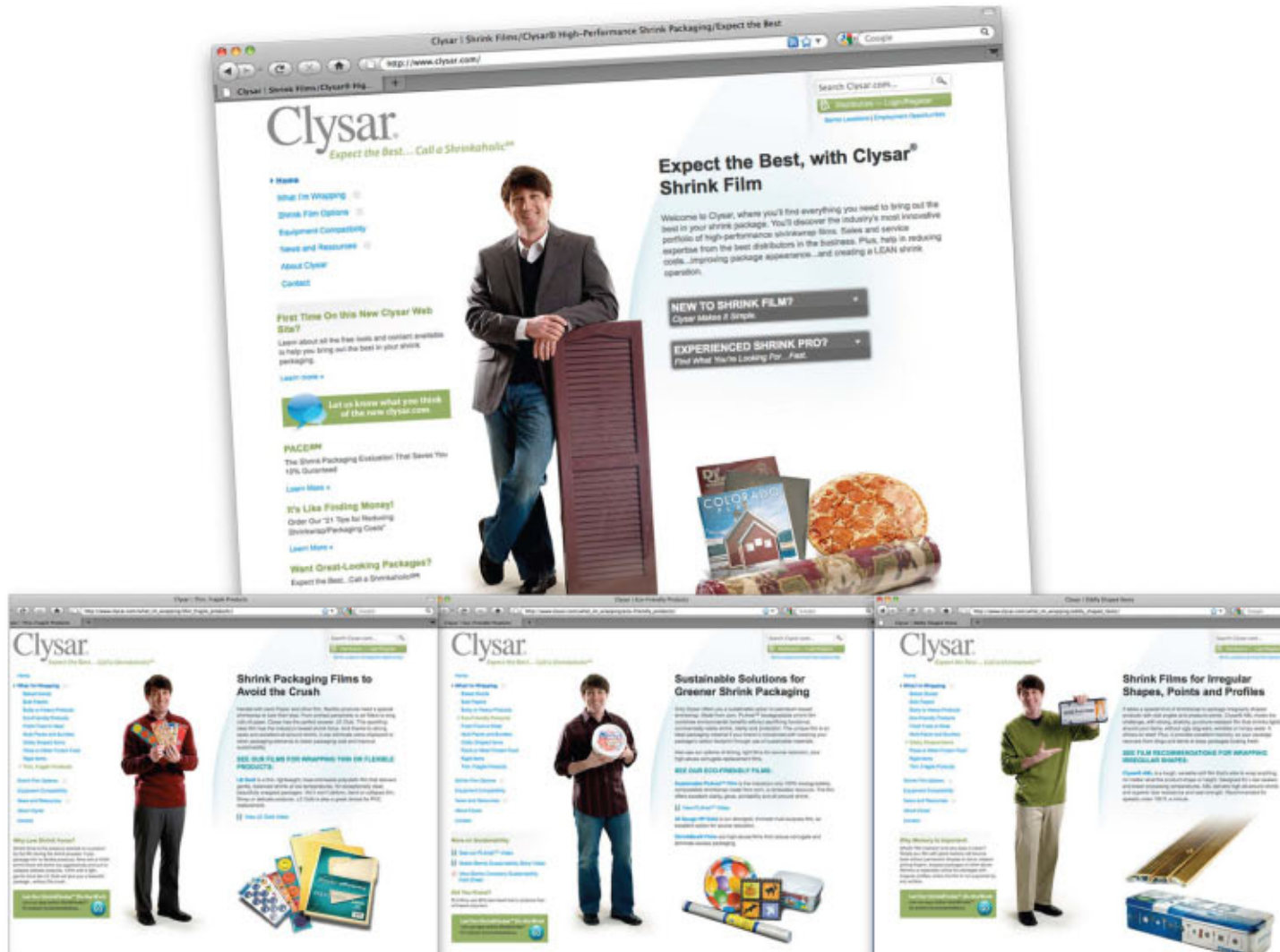


UNISIG

Web Site Redesign

Within one week, the site went from a 10th page search engine or worse to appearing on the top of the second page.

www.unisig.com



Bemis Clysar

Web Site Redesign

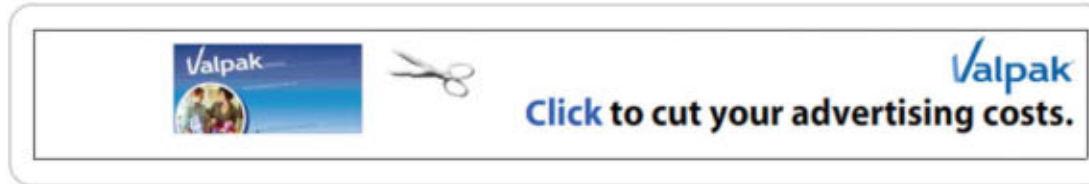
A new web site, direct mail and search advertising strategies increased sales leads by almost 4,000%.

www.clysar.com

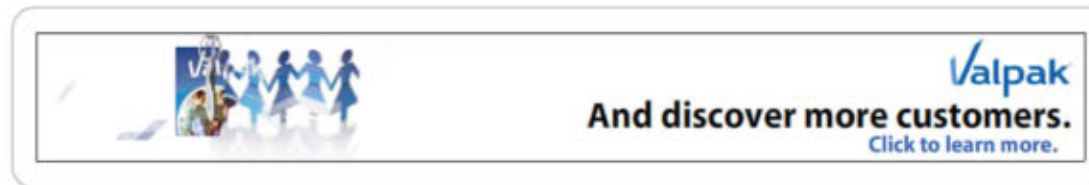




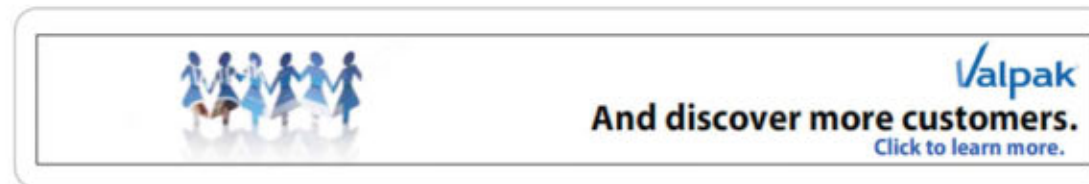
**Shot 1:** Open with envelope hero and logo



**Shot 2:** Scissors appear next to envelope



**Shot 3:** Scissors begin cutting the envelope

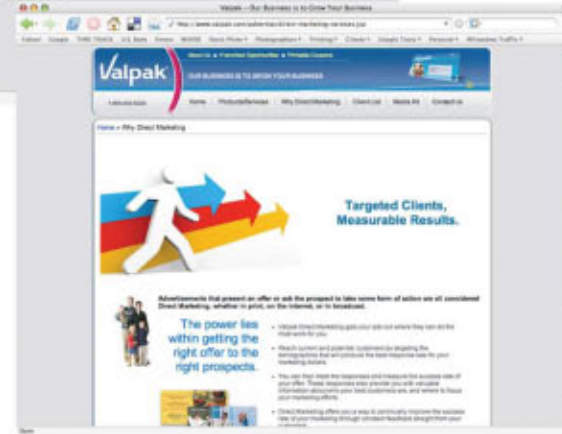


**Shot 4:** Cutting finishes to reveal paper dolls

Valpak

Interactive Banner Ad

Just one week after launching a new ad campaign, call volume to Valpak's sales phone number jumped 1,745%.

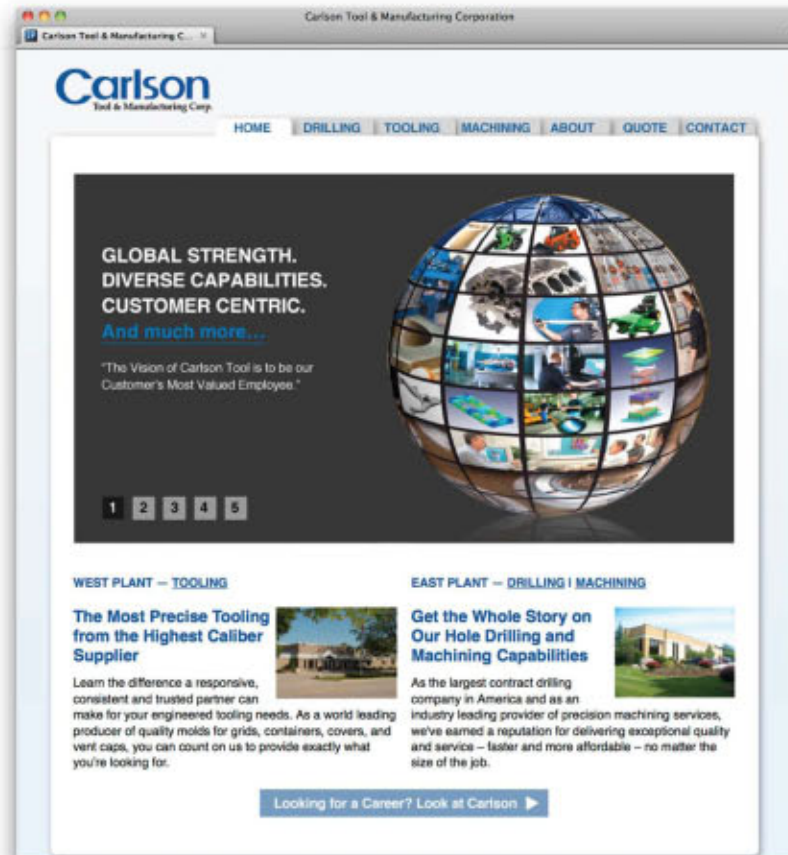
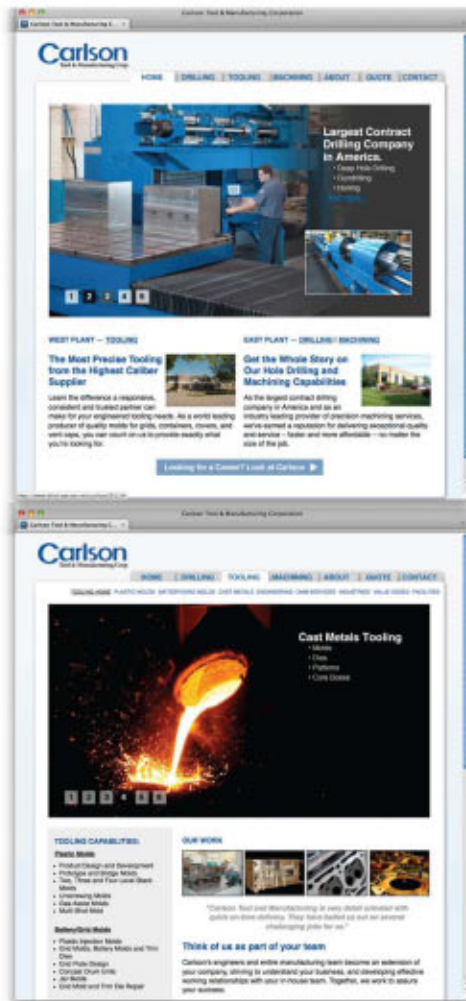


Valpak

Web Site Redesign: Business-to-Business Conversation

Just one week after launching a new ad campaign, call volume to Valpak's sales phone number jumped 1,745%.

[www.valpak.com/advertise](http://www.valpak.com/advertise)



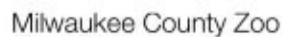
Carlson Tool & Manufacturing

Web Site Redesign

This web site launches 8/31/11.

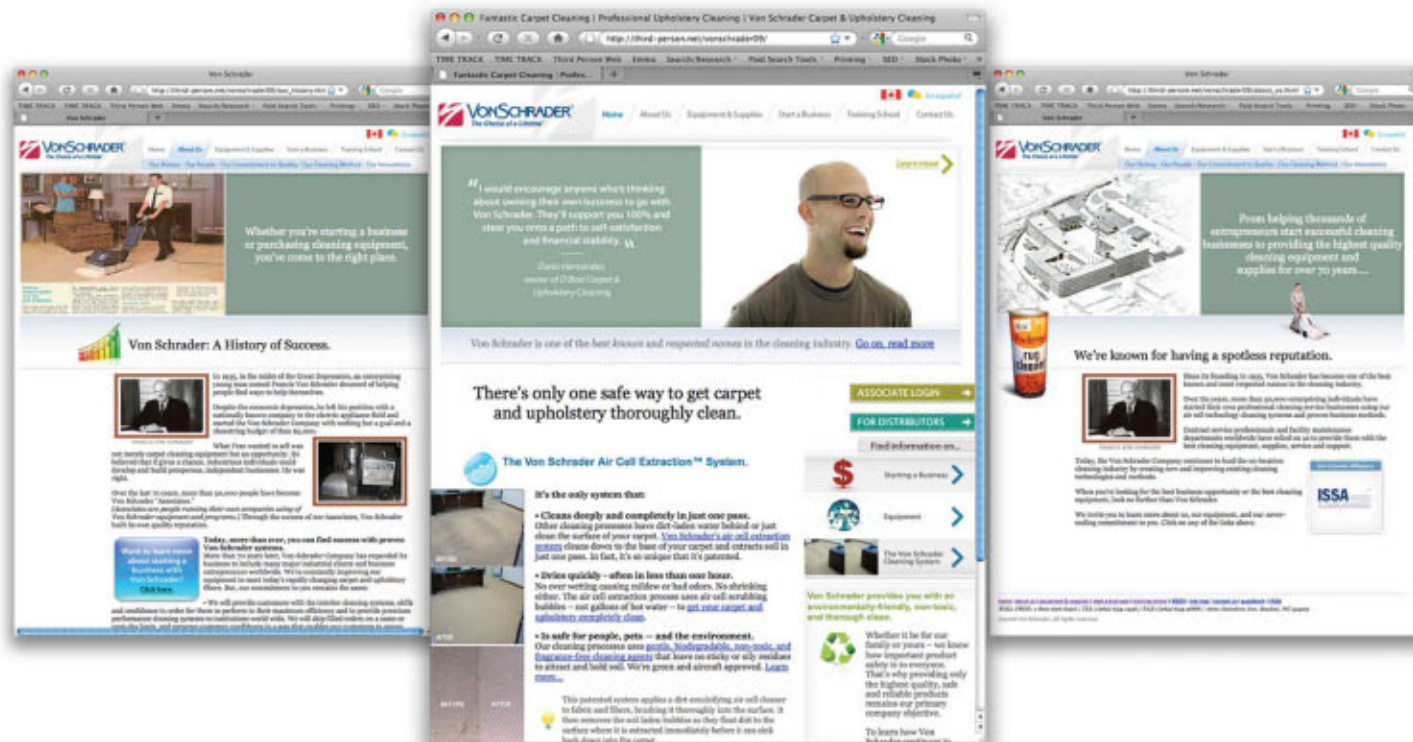
www.carlsontool.com





The usability and creativity of this user interface allows the Zoo to still use it even 8 years after its initial creation.

[www.milwaukeezoo.org](http://www.milwaukeezoo.org)



VonSchrader

Web Site Redesign

The web site went from getting two leads per month to a web site that gets two or more leads per day.

www.vonschrader.com



The Martha Stewart Show

Interactive Promotional Game

The success of sweepstakes made this the first promotion in a now long line of online give-away games for the company.



DIRECT MARKETING

that gets results



There is no "one size fits all" tag on a motorcycle.



## Why should there be one on h-dnet.com?

### Introducing the new h-dnet.com

Dealers are, each dealership employee, has different roles and responsibilities. And, we're guessing that each of those people probably has different preferences when it comes to working. Now that information can carry over to h-dnet.com.

### What's New?

The question should be, "What isn't new?"

h-dnet.com has been completely redeveloped to offer you the following benefits:

• The site is organized the way your dealership operates.

• Information will be targeted for you based on your department and (or) roles at the dealership so you can quickly see what pertains specifically to you.

• Improved navigation and a new, robust Search Engine will help you quickly and easily find the information and tools you need.

• The site can be personalized based on your needs, allowing you to make the tools and information you use regularly available from anywhere on the site.

• A new "My Dashboard" section on the Home Page will list key dates and deadlines you need to remember based on your department and (or) roles.



**My Links**  
Quickly access your most-used tools and resources.

**My Dashboard**  
View key dates and deadlines you need to remember based on your department and (or) roles.

**My Dashboard**  
View key dates and deadlines you need to remember based on your department and (or) roles.

**My Communications**  
View all communications you need to know about in one place.

**My Tools**  
Quickly access your most-used tools and resources.

### Navigation made easier; no GPS device required

No need for standing around the new h-dnet.com. Content is organized into three main areas, each with intuitive navigation for its content.

#### Departments

Just like your dealership, this section is broken into Vehicle Sales, Service, Parts & Accessories, General Merchandise, Finance & Insurance, and 3-Commerce, Dealer's Edge and Service (if applicable).

#### General Operations

This information area applies to people throughout the dealership: Training, Meetings, Promotions, Merchandising, Marketing & Advertising, Customer Outreach, Business Development, and Dealership Management.

#### Communications

All Harley-Davidson, Inc. communications such as dealer letters, press releases, newsletters, and more and updated content added to the site can be found in one location.

### It's not an Evolution® or a Revolution®

But this is one powerful search engine.

The improved h-dnet.com gives you several searching options:

• A quick search available on every page lets you search on key words.

• The advanced search lets you enter key words and search within specific criteria (e.g., a specific department, a certain timeframe, etc.).

• A search in the Service section keeps your search narrowed to Service documents.

• A filter in the Communications area lets you narrow your view to a specific type of communication (e.g., Dealer letters only).

No matter which search you take, you're guaranteed to find the results you want.

### Here's what you'll find on the Area-level pages within Departments and General Operations:



**Vehicle Sales**  
View all vehicle sales information in one place.

**Service**  
View all service information in one place.

**Parts & Accessories**  
View all parts and accessories information in one place.

**General Merchandise**  
View all general merchandise information in one place.

**Finance & Insurance**  
View all finance and insurance information in one place.

**3-Commerce**  
View all 3-commerce information in one place.

**Dealer's Edge**  
View all Dealer's Edge information in one place.

**Service**  
View all service information in one place.

**Training**  
View all training information in one place.

**Meetings**  
View all meetings information in one place.

**Promotions**  
View all promotions information in one place.

**Merchandising**  
View all merchandising information in one place.

**Marketing & Advertising**  
View all marketing and advertising information in one place.

**Customer Outreach**  
View all customer outreach information in one place.

**Business Development**  
View all business development information in one place.

**Dealership Management**  
View all dealership management information in one place.

**My Dashboard**  
View key dates and deadlines you need to remember based on your department and (or) roles.

**My Links**  
Quickly access your most-used tools and resources.

Harley-Davidson

CONNECT Direct Mail Flyer

By the end of a three-day trade show, CONNECT software sales had exceeded the entire six-month sales goal.



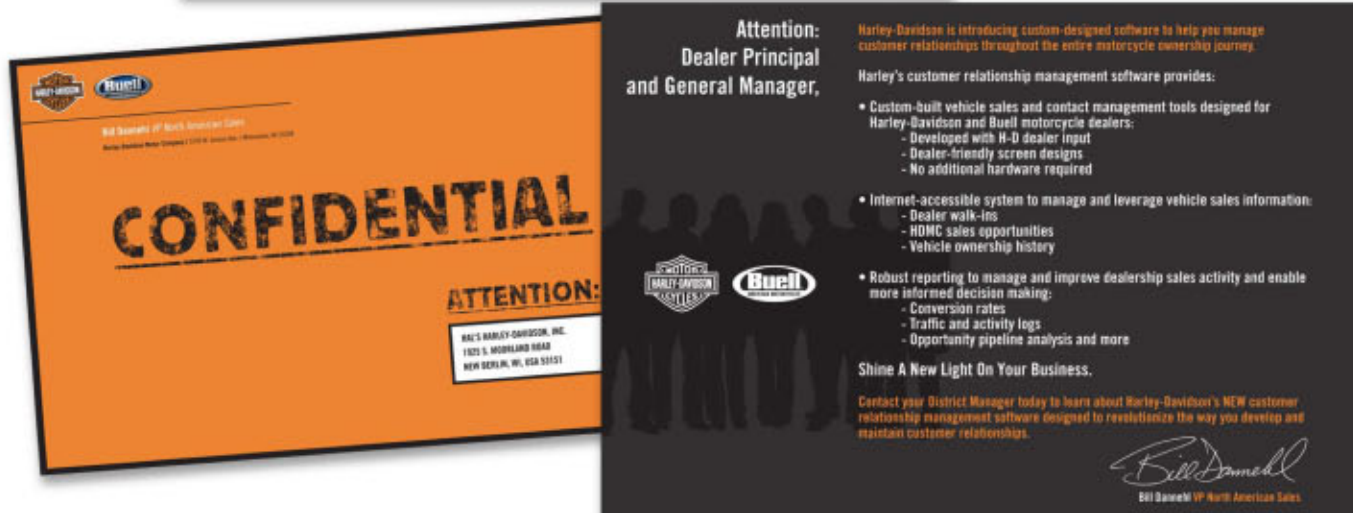
Brochure tri-folded to simulate a wallet stuffed with cash.

Bemis Clysar

Direct Mailer: "Double the Payout"

A new web site, direct mail and search advertising strategies increased sales leads by almost 4,000%.





Harley-Davidson

CONNECT Teaser Direct Mail Package

By the end of a three-day trade show, CONNECT software sales had exceeded the entire six-month sales goal.



Florentine Opera

Charitable Event Invitation

The client was thrilled with the theme, the tone that this piece set, and the subsequent fundraising results.



Milwaukee Symphony Orchestra

Direct Mail Piece

"This buy-one, get-one free offer put people in our seats who'd never experienced an MSO performance before."



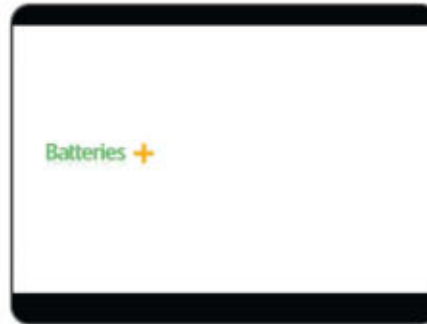
TELEVISION ADVERTISING

that gets results





**Shot 1:**  
Music begins as word "Batteries" appears



**Shot 2:**  
Sound effect plays as a plus sign appears



**Shot 3:**  
Tractor engine starts up as a tractor icon appears



**Shot 4:** Video of a lawn mower going across camera begins playing  
**VO:** We heard you saved \$5 on a new battery for your riding lawn mower at Batteries Plus



**Shot 5:** Video shows a dog riding the lawn mower  
**VO:** You lucky dog. Save \$5 on lawn and garden batteries right now at Batteries Plus.



**Shot 6:** Batteries Plus logo, tag and web address  
**VO:** Batteries Plus. Find the battery you need to replace at the replace it place.

## Batteries Plus

Television Commercial: "Riding Lawn Mower"

The new ad campaign cost 50% less than previous spots to produce and are getting much more attention.



Audio:  
(Heavy percussive music fades up)



Camera:  
(Slowly pans down ballerina)



Voice Over:  
"Some actresses should never be told to break a leg."



Camera:  
(Tight focus on Simon Dow)

Audio:  
"I'm Simon Dow, artistic director of the Milwaukee Ballet."



Camera:  
(Wide shot of Simon Dow on stage)

Audio:  
"When you combine acting *and* dance..."



Super:  
(Milwaukee Ballet logo fades up)

Audio:  
"...the difference is dramatic."

Milwaukee Ballet

Television Ad: "Break a Leg"

**These dramatic ads got the attention of the viewers which subsequently put more "butts in seats" for the Ballet.**



**Shot 1:** Open on man facing camera



**Shot 2:** Man's hair begins growing  
**Audio:** Only Valpak can help hair salons grow...



**Shot 3:** Hand with trimmer appears  
**Audio:** ...while cutting the cost of hair cuts...



**Shot 4:** Hair is trimmed  
**Audio:** ...for you and your family.



**Shot 5:** Valpak envelope drops  
**Audio:** Valpak and valpak.com



**Shot 6:** valpak.com info fades up  
**Audio:** There's something in it for you.

## Valpak

Television Ad: "Where Business and Savings Grow – Haircut"

**Just one week after launching a new ad campaign, call volume to Valpak's sales phone number jumped 1,745%.**



DISPLAY ADVERTISING

that gets results





**You deal in Dalmatians.**  
**We help you spot more customers.**

*Pet businesses like yours mailed more than 140 MILLION ads in The Blue Envelope™ last year alone! That's because advertising in the blue envelope is the most cost-effective way to fetch more customers. Call us today and discover how our researched and tested mailings can help you get more customers to come... and stay.*



Start growing your business today  
 by calling (800) 661-0967  
 or visiting [Valpak.com/advertise](http://Valpak.com/advertise)

*"Valpak gives us good redemption results. Valpak is always the leader in direct mail."*  
 —ANDY ANDERSON, GENERAL MANAGER, CHICKS-REX SUPPLY



**You deliver pizzas.**  
**We deliver customers.**

*Pizza restaurants like yours used The Blue Envelope™ to deliver over 505 MILLION ads to potential customers last year alone! That's because they know that the blue envelope is the most cost-effective way to keep their phones ringing. Let our researched and tested mailings connect you to your perfect customers: people who live near your locations, have more money to spend, and love pizza as much as they love using coupons!*



Start growing your business today  
 by calling 1-866-213-5908  
 or visiting [Valpak.com/advertise](http://Valpak.com/advertise)

*"Valpak has been part of our marketing plan for over 10 years. We've found it to be cost-effective in a competitive environment."*  
 —GARY GORDON, GZ CANNERY

Valpak

Direct Response Print Ads: "Dalmatians" and "Pizza"

**Just one week after launching a new ad campaign, call volume to Valpak's sales phone number jumped 1,745%.**

It's all about a *beautiful package*.



THE MOST DESIRABLE SAMPLE PACKAGES ARE MADE WITH GLENROY FILM.

LEARN MORE BY CALLING 800-824-1482



OR ONLINE AT [WWW.GLENROY.COM](http://WWW.GLENROY.COM)

A look that can't be ignored.



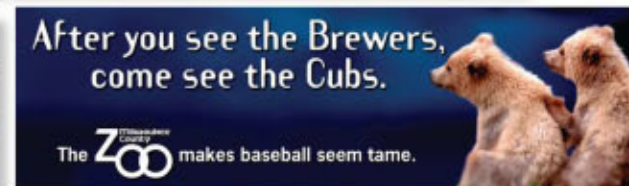
Sample packages that make people pay attention are made with Glenroy film.  
Learn more by calling 800-824-1482 or online at [www.glenroy.com](http://www.glenroy.com).



Glenroy, Inc.

Print Ads: "Beautiful Package" (left) and "A Look" (right)

The new campaign successfully launch the Glenroy product line into the cosmetics and personal care industry.



Milwaukee County Zoo

"Makes anything else seem tame" Promotional Billboards

In the entire history of the Zoo, this successful campaign was the only one to ever be repeated after its initial run.



## WAITING FOR A SLOW BOAT FROM CHINA? HERE ARE FIVE REASONS NOT TO:



### 1. The Industry's Fastest Throughput

Parts from overseas can require a 12-16 week lead time (not to mention the long boat trip for delivery). Signicast's proprietary technology reduces lead times to as little as 3-4 weeks and provides throughput in 4.5 days.

### 2. Faster New Product Launches

Signicast can launch a new part with production-ready tooling in as little as TWO WEEKS. Signicast's systems are designed to launch customer's new products to market as fast as needed.

### 3. True Just-In-Time Delivery

When your suppliers are an ocean away, it's nearly impossible to achieve true just-in-time delivery. Signicast has 56 work-in-progress inventory turns annually to provide customers with an on-time delivery rate of almost 100%.

### 4. Concurrent Engineering

Signicast's 25 award-winning engineers will work with you from conception to provide technical assistance and a sound design that will result in the lowest overall cost with design for manufacturability as our focus.

### 5. Technologically Advanced Processes

Signicast's state-of-the-art production facilities provide unrivaled process control, repeatability, and reliability. Advanced robotics and custom software help us deliver the highest quality components in the shortest times possible.

SO THE QUESTION IS WHICH DO YOU HAVE MORE FAITH IN:  
SLOW BOATS OR SIGNICAST?



**MADE BETTER  
FASTER  
SMARTER IN AMERICA**

IN THE LAST FEW YEARS, MORE AND MORE AMERICAN MANUFACTURERS SEEM TO BE GOING OVERSEAS FOR THEIR VITAL PARTS. BUT WHILE THE INITIAL SAVINGS CAN SEEM COMPELLING, THE LONG-TERM CONSEQUENCES CAN OFTEN BE DISTURBING. DISCOVER FOR YOURSELF HOW MUCH BETTER A SIGNICAST SOLUTION WOULD BE FOR YOUR PRODUCT.



CALL (262) 673-2700 TODAY TO LEARN MORE, REQUEST A QUOTE, OR ARRANGE FOR YOUR FREE PERSONAL TOUR OF ONE OF AMERICA'S MOST-ADVANCED MANUFACTURING FACILITIES. GET YOUR NEXT PART MADE RIGHT, RIGHT AWAY, AND RIGHT HERE AT SIGNICAST IN AMERICA.

## DO YOU REALLY WANT TO LEARN HOW TO SAY "RECALL" IN CHINESE?



HERE ARE 5 REASONS TO CALL SIGNICAST, INSTEAD.

### 1. The Highest Level of Quality

Even though we're not the lowest price option, our quality is second to none. We'll deliver your products at the highest quality standards, on-time, resulting in the lowest total cost. When it comes to your engineering components, you can't always trust your reputation to the supplier with the lowest price price.

### 2. Technologically Advanced Process

Signicast's state-of-the-art production facilities provide you with unrivaled process control, repeatability, and reliability. To ensure your needs are met, Signicast has a dedicated team of experts that constantly develop new technology to meet your ever-changing requirements.

### 3. True Just-In-Time Delivery

When your suppliers are an ocean away it is impossible to keep inventories low. In today's fluctuating market that means you can be stuck with months of inventory or not enough inventory, resulting in missed sales. With our Just-In-Time delivery, we can respond rapidly to an engineering change for an existing part or a new product launch.

### 4. No Outsourcing

We have built our company to be vertically integrated, so processes are not outsourced to vendors unknown to you. We offer you in-house tooling, heat treat, machining, powder coat painting, and other finishing services at unprecedented lead times. In short, we like to finish what we start at faster speeds than anyone else.

### 5. Rapid Problem Solving

No one is perfect, but our systems prevent deviation from your material specifications and provide complete part traceability enabling our team of manufacturing and engineering experts to ensure that part issues are minimized and resolved very quickly. For our customers, everything is a priority.



**MADE BETTER  
FASTER  
SMARTER IN AMERICA**

"Recall" isn't a word you want to hear in any language, but when it's in a different language, you have to deal with the physical distance and cultural differences that can multiply the effect of even a simple product recall.



On the other hand, if you're looking for exceptional quality, unmatched service, and the security of knowing that your part supplier is right next door, the only thing you have to recall is our phone number: (262) 673-2700.

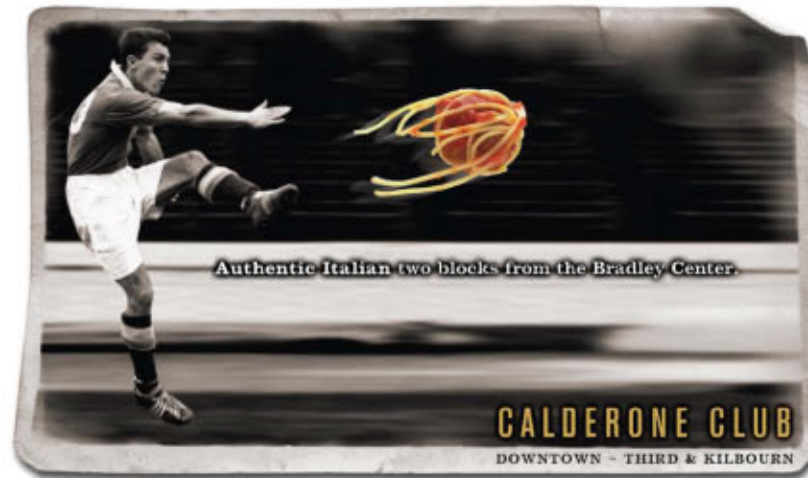
Signicast

Print Ad Campaign: "Slow Boats" (left) and "Recall" (right)

"Many calls and requests quotes that we've received are directly attributable to these ads."

Print Ad Campaign: "Recall"

"This is the first time we've run ads that are as targeted as these. We're thrilled with the results."



Calderone Club

Print Ad Campaign: "Meatball" (top) and "Breadstick" (bottom)

The first time this client experimented with using print ads the restaurant saw an immediate increase in patronage.

ALL THE OTHER STUFF

that gets results





Entertainment Promotions

Fundraising Kick-off PowerPoint Presentation

This fun, highly-animated presentation with videos stretched the limits of what anyone thought presentation could be.





Harley-Davidson

Trade Show Signage

By the end of a three-day trade show, CONNECT software sales had exceeded the entire six-month sales goal.

Milwaukee Ballet

Promotional Poster

**This photoshoot was the first ever in the new Calatrava wing of the Milwaukee Art Museum.**



## OUR CLIENTS

## Great Companies



BatteriesPlus. 



entertainment®

VON SCHRADER®  
The Choice of a Lifetime™

BEACON  
HEALTH®

Valpak®

 **BRADY**®  
WHEN PERFORMANCE MATTERS MOST™

**MISO**  
MILWAUKEE SYMPHONY  
ORCHESTRA  
ANDREAS DELFS MUSIC DIRECTOR

MILWAUKEE  
**BALLEI**

**Carlson**  
Tool & Manufacturing Corp.  
**UNISIG**



[www.third-person.net](http://www.third-person.net)

@thirdpersoninc | [info@third-person.net](mailto:info@third-person.net)

ph: 414.221.9810 | 205 W. Highland Ave., Suite 308, Milwaukee, WI 53203