



Peter Harris Creative Marketing Communications

www.peterharriscreative.com

We help businesses tell their stories with insight and imagination.

We're a small firm that brings a full measure of marketing acumen and creative talent to every assignment. Our size and makeup allow us to combine the breadth and scope of a large agency with the focus and efficiency of a dedicated team.

Marketing Isn't Rocket Science

Marketing is story telling (see sidebar). An honest message deserves to be told. A *brand* is no different than a family name. If a company has integrity and offers a good product or service, everyone ought to know about it.

Marketing communications refers to the multitude of print and electronic components used to promote a company, brand, product or service. Examples include: identity (page 4), packaging (page 6), websites (page 8), advertising (page 10), posters (page 11) and catalogs (page 12). Book design (page 13) and illustration (page 14) stretch the definition a bit, but we do these things, too.

On the Other Hand

Most people first learn about a company through marketing communications. Yet much of the information companies transmit doesn't register with their target audience. Why? Because company owners can't see the forest for the trees. They are often encumbered by:

- too much information, not too little;
- too complicated a perspective, not too simple;
- too much emphasis on what they offer, not enough on what customers want.

These oversights lead to unclear and potentially misleading marketing communications. Sometimes it takes a fresh perspective to see the gold in the pan.

Your Mission, Not Ours

We develop client-centric, market-oriented narratives tailored to specific audiences. We take a problem solving approach, even when the "problem" is to build upon an already successful business model.

Toward this end, we get to know the people and companies we work with well. After all, if we're going to fashion a story on your behalf, we must be true to your mission and objectives, not ours.

Vitals, Verbals and Visuals

We believe it's essential to know what is vital to your business before crafting verbals and visuals. So before we pull out the stops and let our creative juices flow, we learn what we can about your situation, and about the essential message your target audience needs to see and hear.

We Play Well with Others

We are fortunate to work with many talented writers, photographers, web developers and other creative professionals, as well as with specialists in research, conventional and social media, sales and other disciplines. We enjoy working with a team and appreciate the value experts bring to the table.

Another Thing

If you're a small business owner, you may think professional marketing services are for big companies only. This isn't true. First of all, every company has a marketing strategy—if not by design, then by default. Second, marketing is scalable—the principles are the same regardless of a company's size or budget.

What's Your Story?

Your company may be large or small; well established or just starting out; poised for growth or needing to curb diminishing sales. Whatever your circumstances, let us help you determine how marketing communications can facilitate your efforts and contribute to your success.

Call us at **603.903.0218** or email **info@peterharriscreative.com**.

Whatever your enterprise, here's wishing you success and prosperity.



Peter Harris Creative
Marketing Communications

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From Cave Paintings to Websites: A Short History of Marketing Communications

Story telling is as much a part of the human experience as imagination itself. Throughout history, inspired language and imagery have captivated audiences and motivated them to act.

Modern marketing practices emerged during the industrial revolution. Merchants used trademarks, labels and advertisements to leverage consumer buying decisions. Products concealed in containers and adorned with wrappers rely on a facade rather than on reality to entice customers.



According to Guinness World Records™, Lyle's Golden Syrup is Britain's oldest brand.



Radio, television and the internet solidified branding as a staple of modern commerce. Eighty percent of the Coca-Cola® Company's worth—estimated at \$80 billion—is for its brand alone. Meanwhile, rival Pepsi® recently paid \$1 million to update its logo.

Social media and "local" movements may provide a counterpoint to the absolute dominance of major brands. Still, any company wishing to flourish in today's marketplace must familiarize itself with sound marketing principles and utilize them in its marketing communications.



The Google® logo was designed by company co-founder Sergey Brin. The brand is worth \$100 billion.

Identity

"I can't overstate the contribution the mark and your consultation have made to our success. Since it was introduced, gross income doubled each of the first 4 years and we expect it to triple this year. We've grown to an operation with 16 employees. Many thanks."

—William 'Billy' Sweet, President

"The Boulevard Films and Left Bank Cinema logos are unique and evocative. We are very proud to display them!"

—Claire Tamarelle, President



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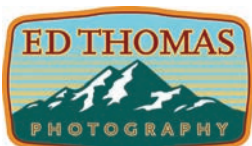
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14

Identity Profile: Kina

Kina, LLC approached Peter Harris Creative (formerly Peter Harris & Associates) to create an identity for a proposed line of soaps to be marketed under the Ki Essentials name. First, we gathered and assimilated data about product attributes, trends, competition, distribution, and retailer and consumer buying habits. As the first line of soaps were under development, we and company officials engaged in a series of lively discussions about how best to present the brand and products.

By the time the first items—a line of Rice Bran Soaps—were launched, the rudiments of a comprehensive identity program were in place. Later, additional brands (Organic Mountain Coffee) and products (Wild Yam Soap, Lemon Soap) were added. And as the product line expanded, so did the perimeters of the identity program and the role we played in the company's overall presentation. We created advertising, point-of-purchase and other merchandising materials, and a trade show booth.



15

The company has been well received by brokers, distributors, and retailers. Better still, the products are a big hit with consumers.

"I have known you and respected your work for years. It was only natural that we would turn to you for help with our latest venture."—Edward Esko, President, Kina, LLC

©2012 Peter Harris. We thank our clients whose work appears in this booklet. All designs and illustrations are by Peter Harris except where noted: 1 and 2 William "Billy" Sweet; 3, 4 and 27 Claire Tamarelle; 5 Sovernet Communications; 6 Koi Graphics; 7 Ed Thomas; 8, 11, 19 and 29 Boston Warehouse Trading Corp.; 9 Starry Mountain; 10 Spruce Tree Bakery; 12 Windham Orchestra; 13 Heart of Vermont; 14, 15 and 23 Kina, LLC (item 23 illustrations are stock); 16, 25 and 38 Pronatec International; 17 and 21 Putney Mountain Winery; 18 Ramsay Hill Fine Foods; 20 Gardener's Supply Co. (illustrations by Robert Williamson); 22 Compass Financial Group; 24 Smoke & Fire; 26 and 35 Digital Equipment Corp.; 28 Town of Rockingham, VT (illustrations by Mel DeLong); 30 BioHeat USA (Agency: Church & Main, Inc.); illustrations courtesy of client; 31 White Wave Publishers (photo illustration by Peter Harris from stock images); 32 and 33 Konecky & Konecky Publishers (photo illustrations by Peter Harris from stock); 34 Peggy Harris; 36 Building Green; 37 Passumpsic Savings Bank (Agency: Church & Main, Inc.); 39 Personal.

Packaging



"The response to the Sucanat® package has been extraordinary. Distributors, retailers and consumers agree it is beautiful and effective. The product has been selling out on the strength of the package alone. We have even made inroads into previously unanticipated markets."

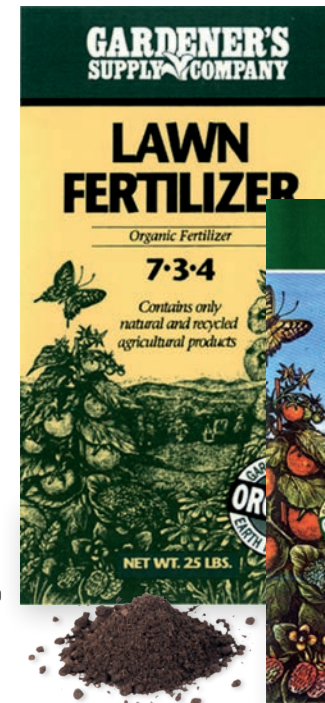
—Victor Beguin, President, Pronatec International, Inc.



"You created a unique identity for our Premium Barbecue Sauce. In addition, your extensive knowledge on how to market a food product was invaluable. We couldn't be more pleased."—Marcine M. Willett, President, Ramsay Hill Fine Foods



Packaging Profile: Gardener's Supply Company



Gardener's Supply Company (GSC), a rapidly growing manufacturer, distributor, and retailer of gardening supplies, recognized the need to take stock of its brand. Peter Harris & Associates (PHA) was asked to conduct an evaluation and develop a comprehensive program to make packaging: a) more

representative of the company in name and appearance; b) reflect a higher level of professionalism and continuity; c) more conducive to retail display and catalog photography; and d) more efficient and cost effective to produce.

The project was to result in a system of standards and guidelines GSC's in-house art department could follow in preparing artwork for future packaging.

Working closely with Corporate Creative Director Katherine LaLiberté, PHA proposed a four phase plan: 1) Audit, 2) Design Development, 3) Implementation,

and 4) Standards Manual. Because six department heads would be participating in the process, this plan assured everyone was in alignment at the outset.

The Audit phase included interviews with personnel, along with reviews of the existing identity and packaging, the marketplace at large, and production methods and technologies. A two-part report was generated. The first part provided a definition of product categories, an information hierarchy, the purpose and function of proprietary names and identifiers in use, and an analysis of competitors' packaging. The second part detailed goals and objectives, action steps, and application.

The report was approved with few modifications and the design phase was initiated. Artist Robert Williamson was contracted to produce several illustrations in black and white and color. Prototypes were created and standards developed. PHA worked with GSC's in-house department to make certain the design and procedures lent themselves to current and future needs.

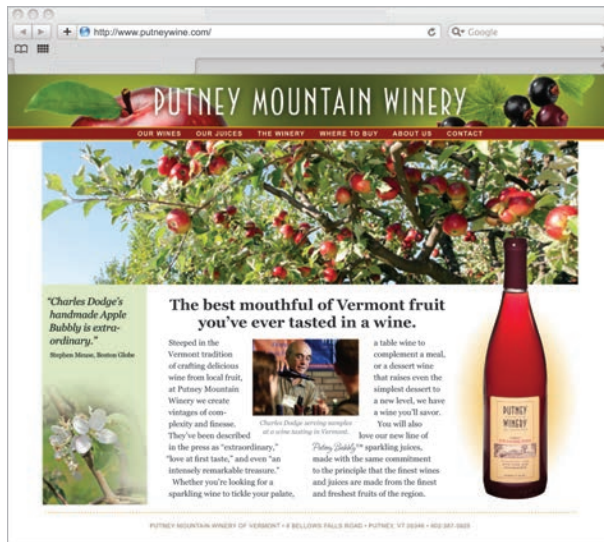
"This was a big project. There was a lot of synergy between GSC and your firm—I felt you understood our company and our objectives. I was impressed by your ability to grasp complex situations, define problems, and create solutions. You did a very good job articulating ideas in ways nonspecialists could understand. The report you prepared was clear and incisive. The program you developed is thorough and flexible to use. Best of all, the packaging looks great in the catalog and on the shelf."—Katherine LaLiberté, Corporate Creative Director, Gardener's Supply Co.;

Coauthor (with Ben Watson) of Passport to Gardening

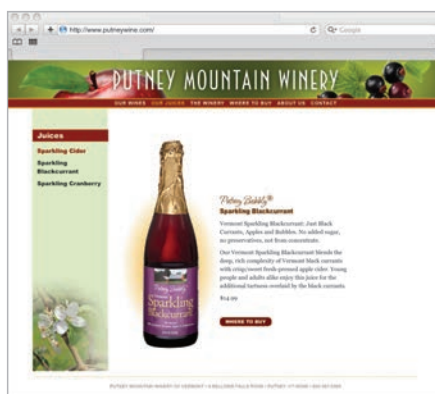
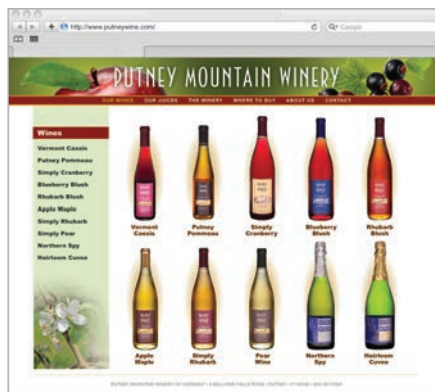
Websites

"When we asked Peter to create a website for our business, we had already tried and failed several times with other designers. Peter always asked the right questions to provide a focus for our public face and helped us to define our story and identify how we wanted to present ourselves. He adeptly assumed the role of coach, mentor and advisor without getting in the way of the free flow of ideas."

—Kate and Charles Dodge, Owners, Putney Mountain Winery



21



Website Profile: Compass Financial Group



22

The Compass Financial Group (CFG) has three divisions: insurance, investment and retirement. Owner R. Dean Ogelby approached Peter Harris Creative (PHC) to work on his firm's website. Dean's goals were to increase awareness and attract new clients. He also wanted to prepare for pending regulatory changes in the industry.

Peter invited Dean to join him in developing a creative brief to:

- 1) provide a situation summary including a clear definition of the project;
 - 2) specify who is on the team and who is responsible for what;
 - 3) detail goals and benchmarks;
 - 4) identify target customers, competitors and other significant parties;
 - 5) describe assets (information and materials to be provided) and deliverables (information and materials to be developed);
 - 6) lay down a schedule and a budget.
- One of the great benefits of a brief is that it helps get everyone on the same page and keep them there.

Almost immediately Dean began to see opportunities unfold before his eyes. He realized his firm's website could be restructured to more effectively present information about products and services. A revised site could make it easier for prospects to get the information they need and to connect with a sales person. Less informed prospects could be educated and seasoned prospects could cut to the chase. And, it was agreed, a better looking site would attract and retain people's interest.

The team, once assembled, consisted of Dean, Peter, a copy writer and a local internet service provider who would code, optimize, and host the site. After further discussion about user experience, search engine optimization and other factors relating to functionality, a site map was prepared. Concepts were presented and approved. Copy was written. Static art was developed and, after careful review, coded.

"Working with Peter was easy. I appreciated his marketing expertise in designing my company website. His professional ability to know what would attract a person's attention was invaluable. He helped me to focus on who my target market is and what message I need to convey regarding my products and services. I was thoroughly satisfied with Peter's ability to take all the aspects of my company and incorporate them into a clear and attractive website."

—R. Dean Ogelby, President, Compass Financial Group

Advertising

"We are more than pleased with the results of our creative association."

—Edward Esko, President, Kina, LLC

Naturally cured in a real New England smokehouse

We begin with organic soybean tofu and tempeh, our own special marinades, and a hardwood fire. Unlike many so-called "smoked" products to which flavoring is added as an ingredient, **Smoke & Fire** tofu and tempeh are really smoked ... with the result that they are really delicious.

Our tofu is firm and sliceable. Our tempeh is thick and nutty. Both are versatile, flavorful and nutritious.

Serve as is ...
in garden salads, in pasta salads, in soups, on crackers, on bagels, in cold sandwiches, wrapped in pita bread or chapatti, in sushi, in lunch boxes, or as a snack just as it is.

... or in prepared dishes
in hot sandwiches, in stir fries, on pizza, in omelets, in bean dishes and casseroles, in shish kebabs, with fajitas, baked, grilled, barbecued, or deep fried.

SMOKE & FIRE
Soy with Sizzle®

SMOKE & FIRE B-B-Q SAUCED TOFU
SMOKE & FIRE HERB SAUCED TOFU
SMOKE & FIRE LEEKING GARLIC SAUCED TOFU
SMOKE & FIRE MANGROVE SAUCED TOFU
SMOKE & FIRE THAI SAUCED TOFU
SMOKE & FIRE SAUCED TOFU

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24

Essential Lemon

Introducing **Ki Essentials™** Natural Lemon Bar Soap and Liquid Soap. Long valued as a disinfectant and for its fresh clean scent, lemon is a rich source of skin-nourishing vitamins. **Ki Essentials™** Natural Lemon bar and liquid soaps are crafted with real lemon and other pure plant oils and extracts.

All **Ki Essentials™** soaps are made without sulfates, animal by-products, or artificial colors or fragrances. They're 100% natural and biodegradable.

Ki essentials.

Visit us at www.kiesentials.com

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23

SWEET AND WHOLESOME

Good taste and good nutrition being together, sweet and wholesome — the way it should be. Good foods prepared with Sucanat combine both, and here's why: Sucanat is the organic whole food sweetener, fresh ground juice from the cane, organically grown, naturally dried and granulated. Only water is removed — nothing is added.

Sucanat is a composite of wholesome nutrients, with natural vitamins and mineral content that are comparable to whole grains, fruits and vegetables. It has significantly more vitamins and minerals than other natural sweeteners. Best of all, it adds to good nutrition. Sucanat has a taste that is sweet and delicious. It is easy to use and will add perfect sweetness to all of your favorite recipes.

So, when you want foods to be sweet and wholesome — be sweet on Sucanat.

A CORRELATION OF WHOLEFOOD NUTRITION
Like other whole foods, Sucanat provides a abundance of naturally occurring nutrients. A rich source of energy producing carbohydrates, Sucanat also contains important vitamins, minerals and essential trace elements. With up to twice the minerals to brown rice syrup, honey, and maple syrup, Sucanat has more calcium than brown rice syrup, more vitamin A than brown rice syrup, more iron than brown rice syrup, more potassium than brown rice syrup, and about the same amount of sodium as brown rice syrup.

Sucanat®
The Organic Whole Food Sweetener®

For a free Sucanat recipe guide and more information, call toll free 1-800-432-1332. Sucanat International Inc., 288 Brown Pillsbury Rd., Rockingham, MA 01539. Sucanat is a registered trademark of Sucanat International Inc. Sucanat is a registered trademark of Sucanat International Inc. Sucanat is a registered trademark of Sucanat International Inc.

25

"...a glorious symphony."
Vincent Canby, THE NEW YORK TIMES

"...a sharp, detailed portrait of the creative mind."
Frank Scheck, THE HOLLYWOOD REPORTER

"Energetic and entertaining."
Paul Wunder, WBAI RADIO

Sarah Miles
Lothaire Bluteau
Sofie Grabol

Max Von Sydow

The Silent Touch

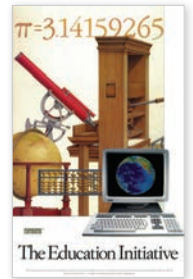
A film by Krzysztof Zanussi
(The Year of the Quake)

27

Posters

"Thank you for creating a poster to help launch The Education Initiative. I appreciate your commitment to producing a high quality illustration, and your creativeness in coming up with a concept that would exemplify our program. The poster was used extensively by the Sales Force and became the program emblem."

—Mary M. Hoffman, Manager of Marketing Communications Education/Science Unit, Digital Equipment Corporation



26

The Museums of Rockingham

BUILT DURING THREE CENTURIES,
Rockingham's museums offer a wealth of accumulated local and regional history. Their wide-ranging collections and exhibits offer glimpses into public and private lives, from geology to genealogy, from settlement times to the present. Set in town and countryside, the wood and stone buildings themselves continue to express Rockingham's storied past and its visions for the future.

Rockingham River Historical Society
The historic River Historical Society, in a former Congregational Church built in 1816, opens weekly from 10:00 A.M. to 4:00 P.M. during Colonial Days.

Rockingham Meeting House
The historic Meeting House, built in 1718, opens weekly from 10:00 A.M. to 4:00 P.M. during Colonial Days.

Rockingham Free Public Library
Dedicated in 1977, the library is housed in the historic Free Public Library, which is a historic site. The library is open daily from 10:00 A.M. to 4:00 P.M. during Colonial Days.

Adams Grist Mill
Built in 1815, the Adams Grist Mill is open to the public during Colonial Days from 10:00 A.M. to 4:00 P.M. during Colonial Days.

28



"Your Art Direction on Boston Warehouse® catalogs has directly influenced our customers. Many believe it's the best wholesale catalog in the Gift Housewares Industry. Your package and product design deserve similar kudos."

—Judy Labins, V.P., Product Development & Marketing,
Boston Warehouse Trading Corporation



"Your work is fabulous. I love what you've done for Hens and Chickens! I know it will help drive sales. Thanks again."

—Jennifer Wixson, Author



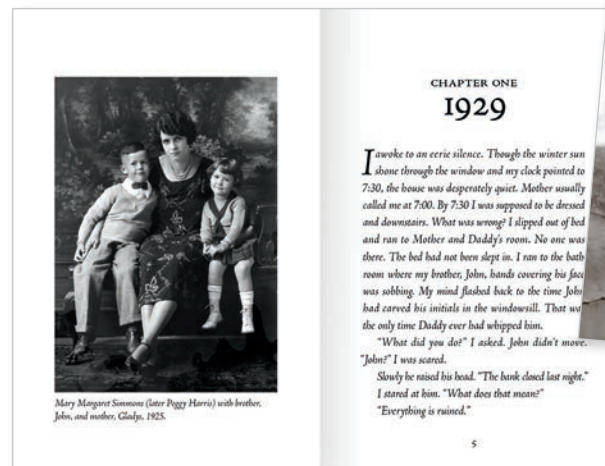
"My book has been picked up by a number of independent book stores—which would not have happened without Peter's artistic contribution."

—Peggy Harris, Author
and Peter's Mom

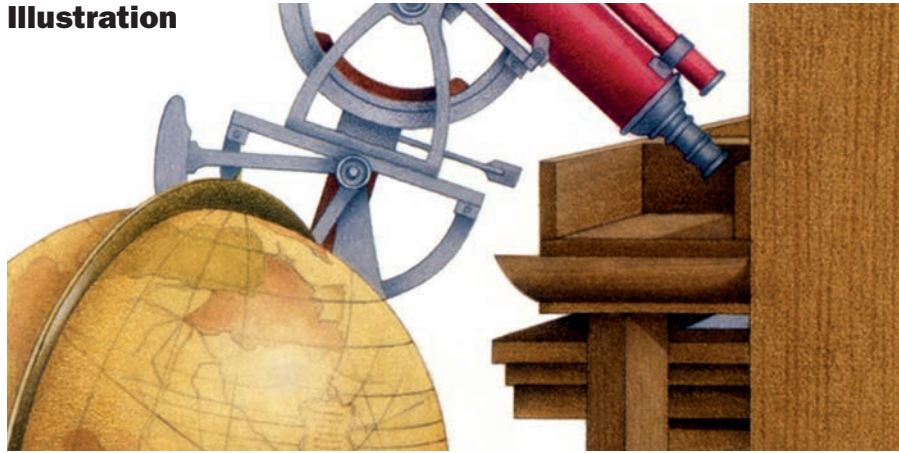
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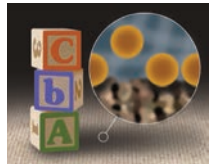


Illustration



35

"We knew Peter would liven up our articles with his wonderfully conceived illustrations, and he has done just that. Technically they are spot-on. I think many readers of our journal go right to the back page to see what this month's illustration is. He is able to bring our ideas to life in a way that we are always pleased with! Peter is also great to work with, very professional, and experienced in all he brings to each assignment. We value him highly for the work he does with us."



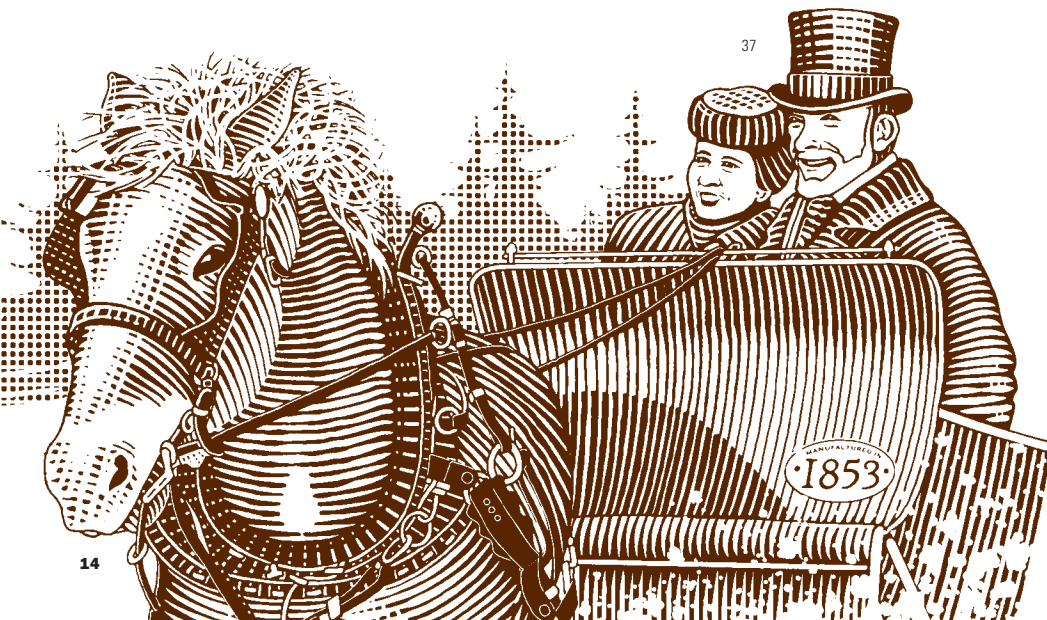
36

—Amie Walter, Art Director, BuildingGreen, Inc.



38

"Peter Harris is one of the very best instructors I have had at the Art Institute of Boston. He is always helpful and has an excellent and vast knowledge of the field. He is always willing to discuss any questions a student may have. His class makes the money paid for tuition a worthwhile investment."—Student Evaluation (Confidential)



37

14



39

15



For more bright ideas visit www.peterharriscreative.com



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