



**New Hampshire and beyond.  
We get you.**



**At EVR, we're passionate about New Hampshire and New England. That's why we love to help local businesses grow and make our region strong. We have a firm grasp of our different communities and the people who live here, helping us tailor strategies that resonate.**





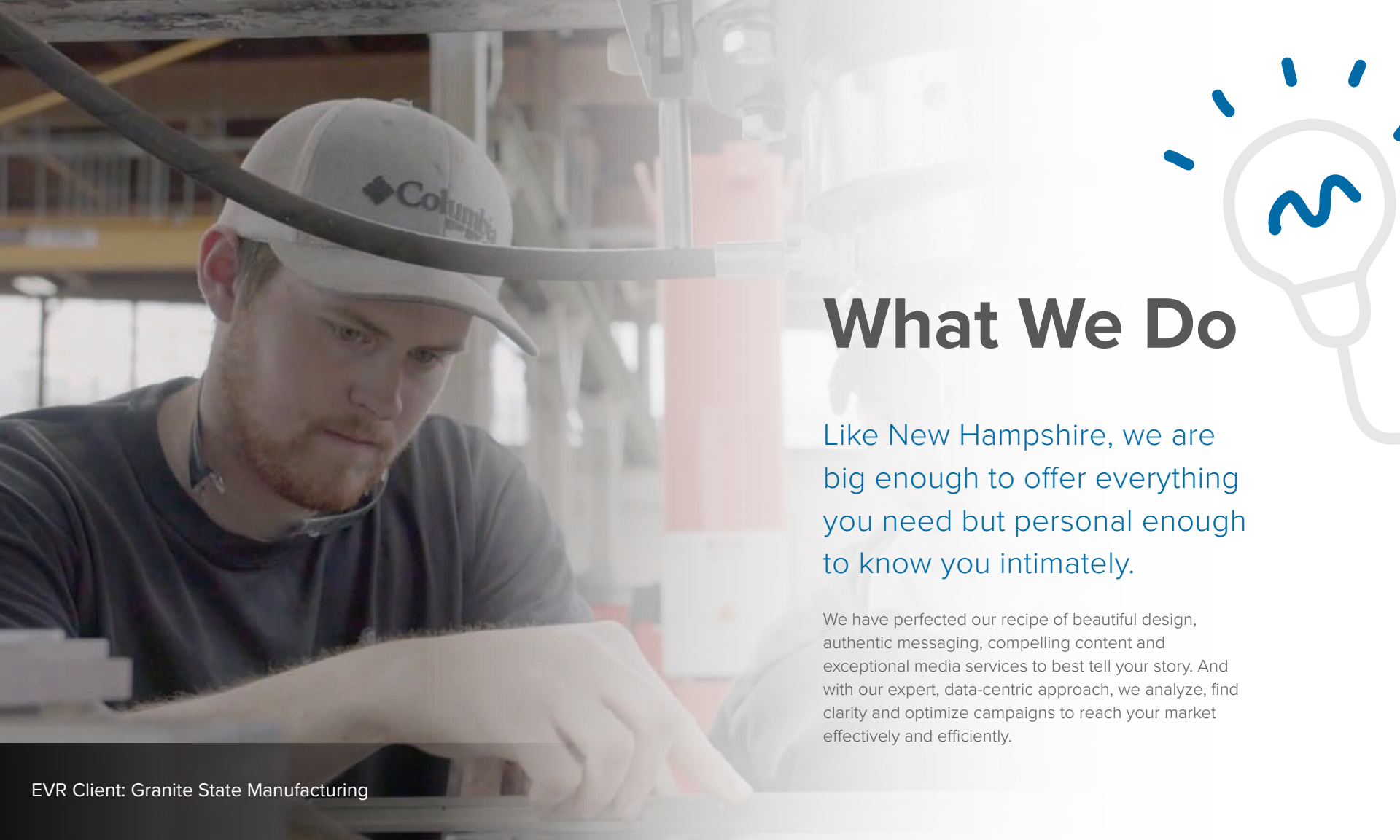
# Who We Are

We are EVR—a group of strategic, creative and inquisitive minds who enjoy coming to work every day. We like solving challenges in innovative ways.

As a seasoned advertising agency with experienced pros, we combine the traditional and modern to cultivate integrated strategies that resonate for our clients. Knowing and caring about your business as much as you do is what makes us good at ours.

Clever, informed campaigns with measurable results is what we do. But a culture where people can grow and thrive is who we are. Our vision is to attract the best minds in the business because we know this is how we will deliver the most value to our clients. Our talented team is motivated by professional development and driven to be their best.





# What We Do

Like New Hampshire, we are big enough to offer everything you need but personal enough to know you intimately.

We have perfected our recipe of beautiful design, authentic messaging, compelling content and exceptional media services to best tell your story. And with our expert, data-centric approach, we analyze, find clarity and optimize campaigns to reach your market effectively and efficiently.

## Our Services

### Brand Communications Strategy & Planning



Great marketing requires you to roll up your sleeves and dive into research to figure out the “why” behind what you do. This leads to a lot of passionate conversation and innovative ideas, plenty of which will hit the cutting-room floor. But when you find that sweet spot where strategy meets creativity, you’re left with a game plan that works.

### Creative Services



Compelling work is dependent on critical thinking, penciled doodles, conversation, big white erasers and maybe a coffee spill or two before it is ready to be unveiled to the world. We’re equal parts innovators, strategists, writers and designers. And we’re always on the lookout for your next big idea.

### Traditional & Digital Media



Just as each of our clients is unique, so is our approach to the media campaigns we execute. Insightful strategy sets the stage for thoughtful media planning that delivers messaging to the right customers at the right time on the right channels. Whether your objective is awareness, customer acquisition or some combination of both, we optimize your campaign to meet specific key performance indicators and thoroughly report on those metrics.

### Website & Mobile Development



A strong online presence is the heart of today’s marketing universe. We execute every website and app project, no matter the scope, through a series of tactical steps that properly establish a platform to communicate the essence of your business and directly connect with your customers.

### Content Marketing



Content marketing sounds straightforward: Create content about your business and the product or service it provides. But it’s deeper than that. What questions is your audience actually asking? What information do they want and how do they want to receive it? Effective content development is a strategic process that often leverages pillar content that can be broken down into multiple smaller pieces based on where you plan to distribute it. We make sure you not only reach your target audience but have the answers they want. And once the conversation has started, we provide strategies that keep you engaged with your new friends.



# Marketing Journey

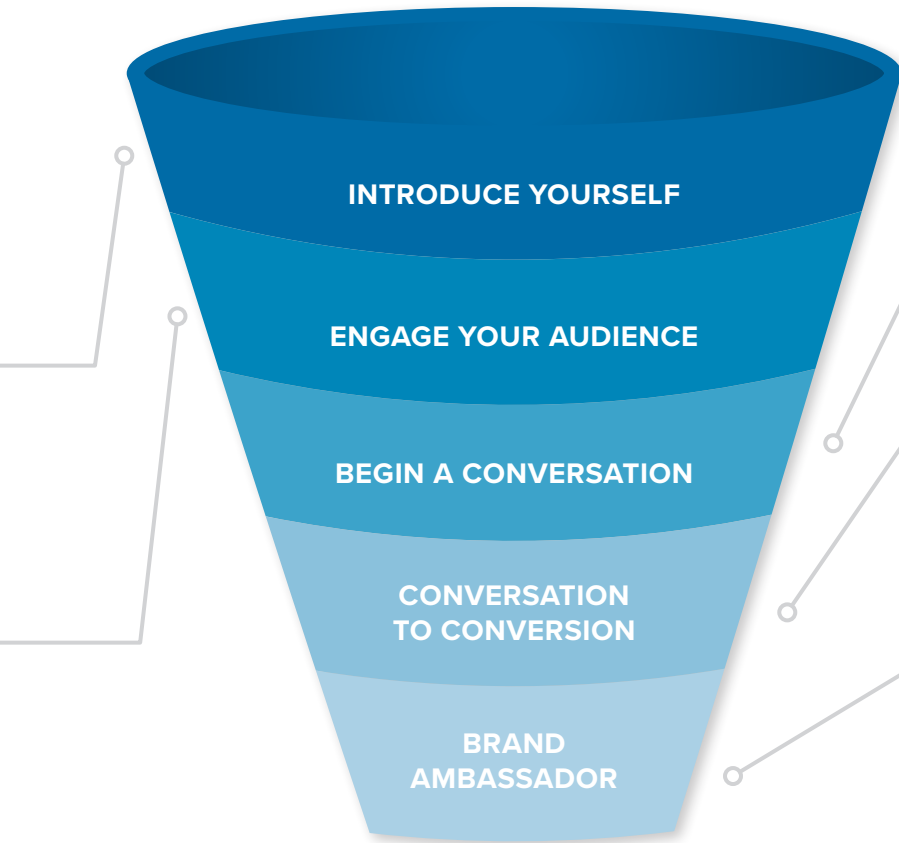
We can track how every marketing dollar works to attract, convert and retain your most valuable customers.

## Step 1

Build awareness of your brand and story through compelling traditional and digital media campaigns that will catch the right eyes and raise your profile in the marketplace.

## Step 2

Optimize your website, blogs, social platforms and landing pages. This will help people find you when they need a problem solved. Once you have earned their trust with relevant information, they may reward you with contact information or a social media follow.



**INTRODUCE YOURSELF**

**ENGAGE YOUR AUDIENCE**

**BEGIN A CONVERSATION**

**CONVERSATION  
TO CONVERSION**

**BRAND  
AMBASSADOR**

### **Step 3**

Use email, text and social media campaigns to nurture a trusting relationship. Analytics tools can help you supply these new friends with the right information in the right place at the right time.

### **Step 4**

Make it a two-way conversation by responding to questions and comments through web forms, social media and review sites. Continue to encourage engagement with relevant, targeted and exclusive content or special offers until the sale is closed.

### **Step 5**

The relationship doesn't end once you have earned their business. Make the process a memorable experience and continue to surprise and delight them with content to help make the most of your product or service. It will be worth telling their friends about, and referrals are the best people to have at the top of your funnel.



## Case Study

# NHSaves®

## Project: Integrated Campaign

### Challenge/Objective

NHSaves was seeking to elevate brand awareness and attract the customers of its four supporting utility companies (Eversource, Liberty, New Hampshire Electric Cooperative and Unitil) to take part in energy-saving initiatives.

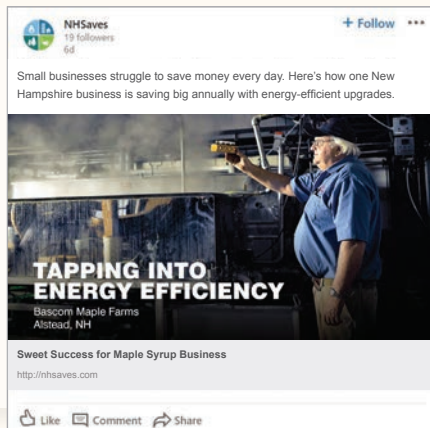


EVERSOURCE



### Strategy

EVR developed an integrated brand marketing campaign to better clarify the mission, drive awareness, drive increased participation in NHSaves programs and promote environmentally responsible behaviors in support of a three-year energy efficiency promotion plan. This campaign helped position the NHSaves brand and programs as valuable to New Hampshire communities.



### Tactics

A new visual brand identity was designed along with messaging and a brand platform, and all were integrated into annual campaigns driven by diverse media channels, unique content and digital strategies. The existing website was refreshed to enhance and enable a better user experience. Social media channels were optimized and revitalized to increase engagement by adding more video, animation, quizzes and interactive content.



## Media Presence

To help drive brand awareness, EVR deployed an integrated media strategy leveraging both traditional and digital channels. The annual campaigns included a strategic mix of radio, paid search, display, Facebook, Pandora, print, YouTube, Instagram newsfeed ads and boosted social posts.

## The Numbers

# 77%

Increase in Website  
Traffic in First Full Year

# 103%

Increase in Website  
Conversions in First Full Year

# 66%

Increase in Organic  
Facebook Impressions



## Case Study

# Boston Medical Center HealthNet Plan

Project: Brand Awareness Campaign

### Challenge/Objective

Boston Medical Center (BMC) HealthNet Plan, a Medicaid provider in Massachusetts, sought to increase its presence in the Boston market. More specifically, it hoped to reach women ages 18–34 with children and in an income range that qualified them for Medicaid coverage.

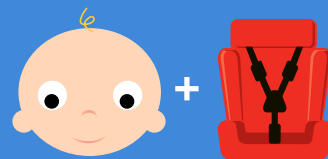
### Media

EVR created a robust media plan that was central to both general branding and a more targeted open enrollment campaign directing consumers to a microsite. Key performance indicators were established to guide strategic planning and the tracking of brand lift and user engagement.



### GET MORE FROM YOUR HEALTH PLAN

Like FREE car seats, bike helmets, dental kits and more!



BOSTON MEDICAL CENTER  
**HealthNet Plan**  
GetMoreNow.org

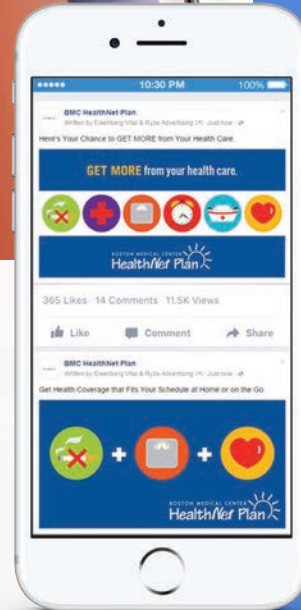
### Creative Approach

The designs employed bold, flat graphics and emoji-style illustrations with bright colors to make an immediate connection with the millennial mindset in a style that felt fun, lighthearted and inviting. Generic stock images, often overused by competitors, were avoided. A vanity URL of GetMoreNow.org, which was easy to remember and reinforced key brand messaging, was created.



## Concept Overview—"Get More"

The BMC HealthNet Plan was positioned to feel clear, simple and straightforward, standing apart in a competitive marketplace that can feel overwhelming. The overall theme and key messaging were designed around the idea of getting more from a health plan—an open invitation to join without the complexities that often come along with healthcare plans. The phrase "Get More" served as a call to action as well as an introduction to multiple free and extra benefits, and the concept was created to translate over various channels.



## The Numbers

57%

Increase in New Sign-Ups

70

Million Impressions

364

High-Opportunity Clicks



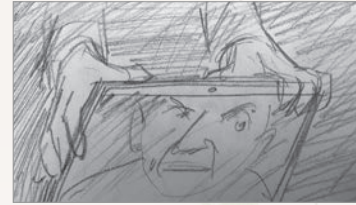
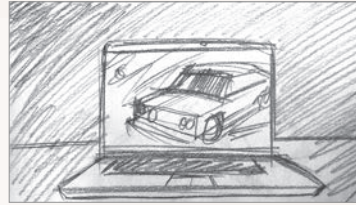
## Case Study

# Shaheen & Gordon

Project: Lead-Generation Campaign—Television Assets

### Challenge/Objective

As a regional personal injury law firm serving northern New England, Shaheen & Gordon wanted to differentiate itself in the television market against both local and national competitors. The goal was to develop new personal injury-specific TV spots that promoted a refreshed brand and positioned it as the first-choice local personal injury firm.





## The Numbers

# 24%

Increase in Organic Traffic  
(12 Months Post-Launch Compared  
to 12 Months Pre-Launch)

# 17%

Increase in Direct Traffic

# 40%

Year-Over-Year Increase in  
Personal Injury Leads Directly  
Self-Attributed to TV

### Strategy

TV spots for personal injury attorneys are notoriously bad. Shaheen & Gordon wanted to cut through the clutter with a more meaningful message. EVR designed a strategy that turned this notion of stereotypical “bad lawyer” ads on its head by juxtaposing Shaheen & Gordon’s personal injury attorneys in a calm, collected, compassionate manner.





# We can help.

**(603) 647-8606**

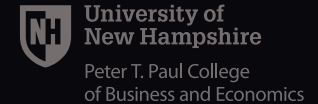
155 Dow Street, Suite 300, Manchester, NH 03101

[info@evradvertising.com](mailto:info@evradvertising.com)





*Some of our current and past New England clients*





[EVRadvertising.com](http://EVRadvertising.com)