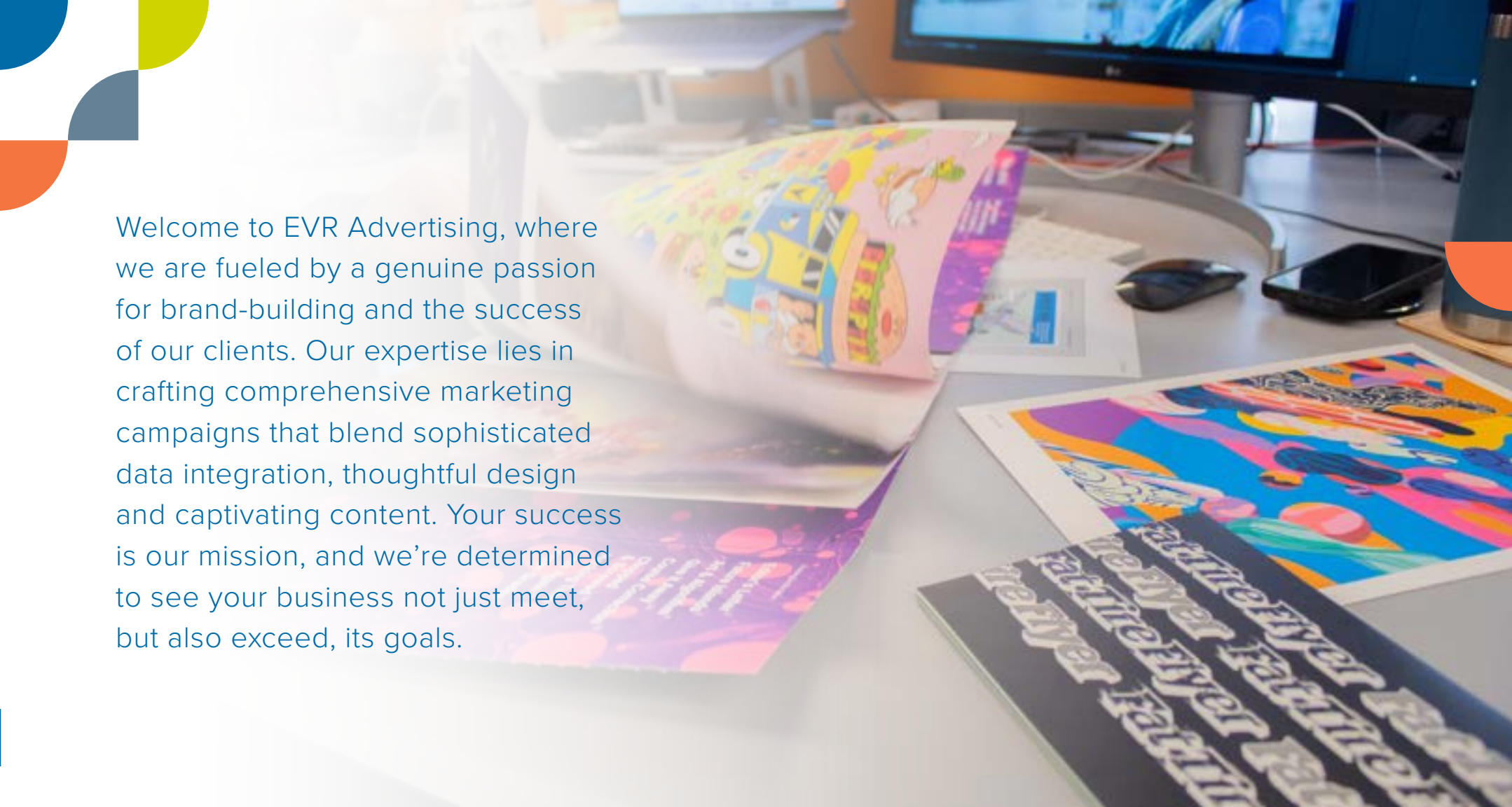






Welcome to EVR Advertising, where we are fueled by a genuine passion for brand-building and the success of our clients. Our expertise lies in crafting comprehensive marketing campaigns that blend sophisticated data integration, thoughtful design and captivating content. Your success is our mission, and we're determined to see your business not just meet, but also exceed, its goals.

WHO WE ARE

We are a group of strategic, creative and curious minds who genuinely love what we do. We like solving challenges in innovative ways and are driven by our passion for excellence.

As a seasoned advertising agency, we bring together a team of experienced professionals who blend the best of traditional and modern approaches to craft integrated strategies that truly resonate. Our secret? We care about your business as deeply as you do, and this commitment fuels our success.

It's not just about what we do; it's also about who we are. At EVR, we foster a culture where people can not only work but also grow and thrive. Our vision is to attract the industry's brightest minds because we

firmly believe that this is how we provide the most value to our clients.

Our talented team is not just motivated by delivering results; they're also driven by a dedication to continuous professional development and a shared goal of being the best in the business. We're here to take your brand to new heights.



WHAT WE DO

Much like our beloved home state of New Hampshire, we're just the right size—big enough to offer everything you need, yet personal enough to understand your unique priorities.

Our winning formula blends sophisticated design, genuine 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 Strategy & Planning

Turning smart questions into sharper direction.



Creative Services

Ideas that don't just look good—they stick.



Media Planning & Buying

Right message. Right audience. Right moment.



Social Media Strategy & Management

Turning scrolls into engagement—and engagement into action.



Video Production

Storytelling in motion—built to captivate, inspire and convert.



SEO/AEO/GEO

Crafting content that drives real visibility and strengthens your online presence.



Website Development

Beautiful, intuitive and built to perform.



Content Strategy & Creation

Words and visuals that move people.



Data Analytics & Insights

Clarity from complexity. Optimization without guesswork.



AI Strategy

Developing custom agents and embedding AI into client strategy and execution.

MARKETING JOURNEY

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

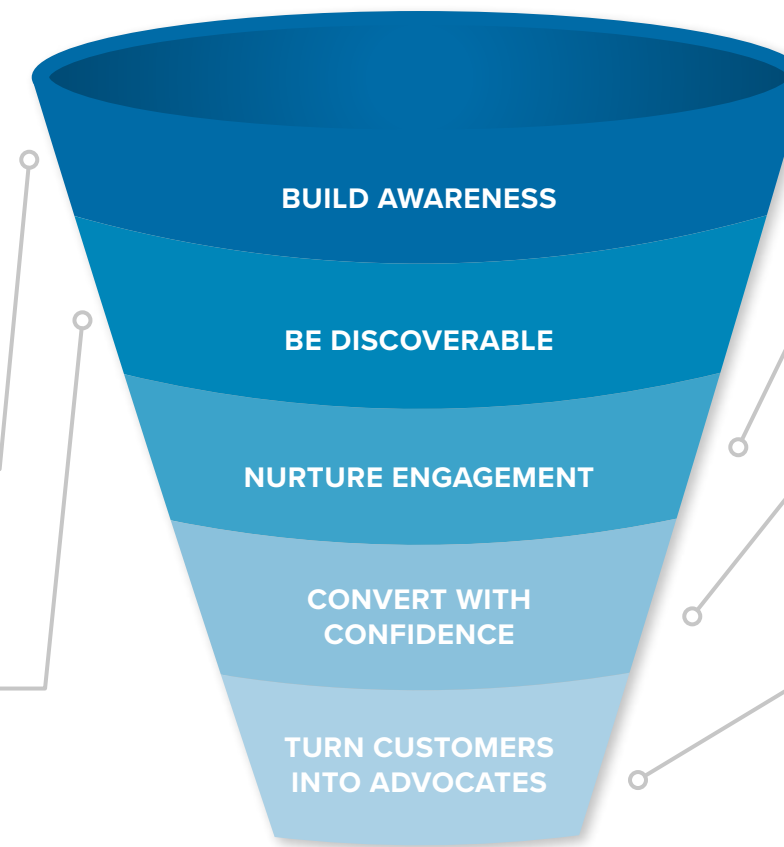


Step 1: Build Awareness

Launch targeted campaigns across traditional and digital channels to reach the right audiences and increase brand visibility.

Step 2: Be Discoverable

Optimize your website, content and platforms so prospects can easily find you when they are searching for solutions.



Step 3: Nurture Engagement

Use data-driven email, text and social outreach to stay relevant and build trust over time.

Step 4: Convert with Confidence

Respond quickly, deliver helpful information and guide prospects toward action.

Step 5: Turn Customers into Advocates

Deliver exceptional experiences that inspire loyalty, referrals and long-term brand ambassadors.

OUR SPECIALITIES



New Hampshire & Beyond

EVR is passionate about New Hampshire and New England. After all, it's the place we call home. That's why we love to help local businesses grow and make our region strong.

We have expertise in crafting marketing and communication strategies for businesses not only in New Hampshire but also across the broader New England region.

With a deep understanding of the unique dynamics and demographics of this diverse market, we excel in tailoring solutions that resonate with local audiences while also aligning with broader regional and national objectives. Our proven track record of achieving brand growth, expanding market reach and engaging audiences distinguishes us as a reliable partner for businesses aiming to succeed in New Hampshire and beyond.



Senior Living

Senior living marketing requires innovative solutions to turn qualified prospects into residents. EVR helps you guide them through the door.

Gone are the days of senior living being equated with the hospital-like setting of a traditional nursing home. Today, senior living communities offer a chance to live life better, no matter if someone is 70, 80 or 90 and regardless of the level of care they need.

EVR Advertising integrates seamlessly with your sales and marketing teams to create beautiful design, authentic messaging, compelling content and effective media plans that break through marketplace clutter and drive leads. Then, we help gather, track and find clarity in the data, ensuring every marketing dollar is best used in turning prospects into residents.



Health & Human Services

At EVR, we bring a deep understanding of the health, wellness and human services landscape, along with the strategic insight to help you connect with your audience in meaningful ways.

We do more than create smart, effective campaigns. We build partnerships that last. From early planning to final results, we collaborate closely to deliver the tools, ideas and support you need to move your mission forward.

As the Health & Human Services sector evolves, organizations are navigating rising consumer expectations, increased competition for attention and growing pressure to demonstrate measurable outcomes. Audiences are no longer passive recipients—they are active participants who expect transparency, accessibility and a seamless experience across touchpoints. At the same time, funding sources and policymakers are placing greater emphasis on accountability and community impact. In this environment, the way you communicate can set you apart. We help you rise to meet the moment—with messaging rooted in strategy, empathy and a deep understanding of the forces shaping your world.



Case Study

Catholic Medical Center

Project: NEHVI Brand Reinforcement Campaign

Challenge/Objective

To develop a campaign that would reinforce the New England Heart & Vascular Institute (NEHVI) as the leading provider of heart care in northern New England.



Where
heart
meets
innovation.

Strategy

Position NHEVI as a leader in delivering exceptional heart care with a focus on innovations that were first to market.

Messaging

“First at hearts” was used to communicate the ways in which CMC introduced leading-edge innovations in cardiovascular care.



Media Tactics

A robust mix of traditional and digital channels was used throughout the campaign to drive traffic to a custom landing page.



The Numbers

10%

Click-Through Rate on Paid Search Ads

1,997

“Find a Provider” Webpage Visits

13%

Engagement Rate on Paid Social Assets

Case Study

Easterseals New Hampshire

Campaign: Brand Awareness

Challenge/Objective

Despite strong name recognition, Easterseals NH lacked clarity in the market around what it does and who it serves. To address these challenges, Easterseals NH engaged EVR to develop a targeted marketing campaign aimed at clarifying its mission, showcasing its programs and strengthening its connection with the community. The campaign focused on:

- Clarifying Easterseals NH's integrated service offerings
- Showcasing the pillars of those served: children, adults, seniors and veterans
- Differentiating local services from the national brand
- Strengthening brand presence across the state
- Positioning Easterseals NH as a provider, employer and partner of choice

Key metrics: Website traffic, social engagement (likes, shares, follows) and donor activity.

Strategy

To support this brand campaign, EVR developed a targeted marketing strategy rooted in Easterseals NH's core values. Messaging consistently reflected the brand's voice while showcasing its integrated services and lifelong impact.

Our approach included:

- **Audience Definition**—Built personas around core service pillars and key stakeholders.
- **Targeted Media Planning**—Used geo and psychographic insights to deliver personalized messaging.
- **Creative Consistency**—Aligned all content with Easterseals NH's tone, visual identity and mission.

Using existing client video grouped by key pillars—Children, Adults, Seniors and Veterans—the campaign highlighted current clients and staff, pairing these real stories with empathetic messaging to build trust and reinforce Easterseals NH's role in the community.



Tactics

EVR deployed a fully integrated media campaign to build awareness and engagement across Easterseals NH's diverse audiences.

Digital channels—paid search, social, display, programmatic and OTT—enabled precise targeting and message delivery. By appearing in trusted regional outlets through **print, radio** and **TV**, the campaign reinforced credibility and extended reach. It strengthened brand recognition, while out-of-home media delivered sustained, high-impact visibility in key markets—cementing the brand's presence in the community.



The Numbers

121%

YoY Growth in Total Website Traffic

387%

YoY Increase in Branded Organic Search Queries

64%

Increase in Social Media Engagement Rate



Overview

CooperRiis, a nationally recognized residential healing community for adults 18+, partnered with EVR to strengthen strategic marketing, improve qualified lead generation and refine media and reporting approach to data analytics. Their long-term “Farm Program”—set on a 94-acre working farm—offers clinical care, purposeful work, supported education and holistic wellness in a structured, nurturing environment.

Challenge

Despite strong awareness, CooperRiis wasn’t reaching the right families:

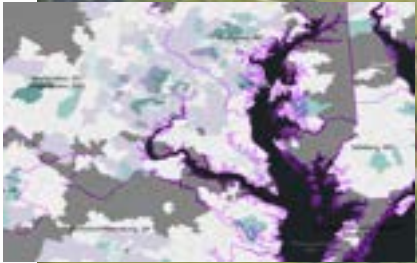
- Nationwide 18+ targeting was too broad
- Media spend didn’t align with high-conversion regions
- Lead quality was inconsistent
- Needed sharper targeting, stronger messaging and data-driven strategy

Strategy

- Use AI tools to analyze data-driven insights to identify the families most likely to seek long-term residential mental health support
- Refine nationwide 18+ targeting to focus on high-value markets
- Align media and messaging to increase lead quality and shorten the sales cycle
- Leverage EVR’s agility to quickly adapt strategy based on real-time performance

Tactics

- **Full Audit + AI Insights:** Employed AI tools to review admissions data, media performance, geography and audience behavior. This uncovered patterns that showed which regions and audiences were generating higher-quality leads
- **Audience & Market Refinement:** Used AI-informed geographic analysis to identify seven high-value ZIP code clusters that consistently produced stronger leads
- **Media Optimization:** Redirected spend toward high-intent clusters and digital channels families use most, adjusting targeting and budgets in real time
- **Messaging Enhancement:** Utilized custom AI tools to analyze past ad copy, keywords and call data to understand which language drove meaningful inquiries
- **Agile Execution:** Continuously refined media and messaging as campaign data evolved, maximizing ROI. Messaging was refined to emphasize long-term recovery, structure and dignity, helping families better understand the value of the CooperRiis program



Results

By narrowing geographic focus and optimizing media and messaging, CooperRiis achieved measurable gains across lead quality, conversion and admissions. Improved alignment between programs and prospective families resulted in a shorter sales cycle and increased admissions. Throughout the campaign, robust reporting delivered actionable insights, enabling ongoing optimization and sustained performance improvements.

The Numbers

94%
Increase in total leads

70%
Increase in daily calls

32%
Increase in qualified opportunities

48%
Growth in total admissions

Case Study

New Pond Village

Campaign: Waitlist Program Development

Challenge/Objective

The community sought to implement a streamlined, impactful program that would seamlessly integrate with the existing responsibilities of its sales team, culinary staff and community leaders.

The key objectives were to:

- Deliver a cost-efficient, personalized experience that would resonate with waitlisted prospects.
- Keep individuals actively engaged and connected while they await their preferred apartment availability.
- Offer an authentic preview of life at New Pond Village to cultivate enthusiasm and foster a sense of belonging well before move-in.

Strategy

EVR Advertising created a branded program with a thoughtful mix of touchpoints intended to guide prospects from the moment they join the waitlist all the way through to move-in. This blend of virtual and in-person experiences was designed to capture the warmth, friendship and lively community spirit that make New Pond Village special. The main goal was to build an authentic sense of belonging and excitement, helping prospects feel connected and eager to embrace the New Pond Village lifestyle.



Tactics

At the center of the waitlist initiative was the launch of the Premier Access Club—a branded membership experience for future residents. Designed to transform waiting into a warm welcome, the club offers exclusive benefits, including enriching programs, gourmet dining and opportunities to experience the campus lifestyle and community. Positioned as the first step toward residency, it turns interest into active engagement.

- **Distinct Brand Identity:** Developed a clear, cohesive brand style that gave the waitlist program a unique and recognizable presence.
- **Strategic Journey Mapping:** Created an engagement roadmap to guide prospects through the wait period, including:
 - o Personalized welcome packets with a letter, branded name badge and lanyard
 - o A thoughtfully paced email drip campaign
 - o Invitations to exclusive events and curated experiences
 - o Select gifts and orientation materials to foster early connection
- **Seamless Collaboration:** Partnered with New Pond Village staff to align the program with daily operations, enhancing workflows without disruption.

Results

Within its first year, the New Pond Village waitlist nearly doubled in size, showing strong engagement and clear interest in the program. Projections for the second year anticipate an additional 54% growth, underscoring sustained momentum and value.

Participant testimonials reflect the program's profound impact:

"The gathering New Pond Village hosted was truly meaningful to [spouse] and me. We felt genuinely valued and welcomed—it was clear we were already considered part of the community. Experiencing such genuine hospitality was deeply moving."

—Waitlist Participant

Summary

The New Pond Village waitlist program continues to grow, supported by a steady cadence of thoughtful touchpoints. EVR assists with planning events for waitlist members, creating meaningful gifts that reflect the community's culture and managing ongoing email communications. These efforts help keep prospective residents engaged and connected, nurturing their relationships with the community well before move-in and supporting a smoother transition to life at New Pond Village.



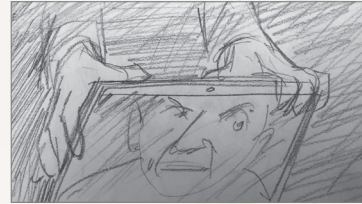
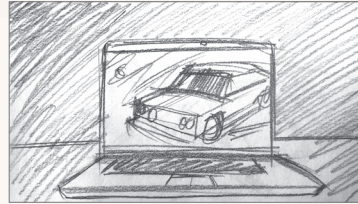
Case Study

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.



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.



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

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

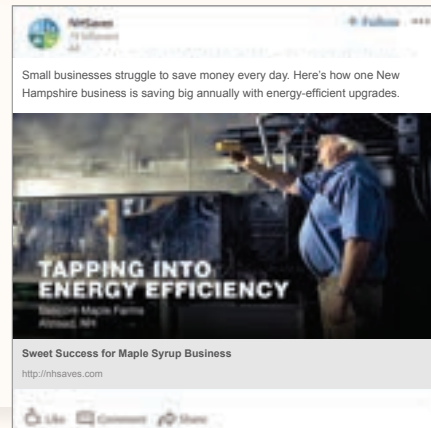
Liberty™

NEW HAMPSHIRE
Electric Co-op

Unitil

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



We can help.

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Some of our current and past clients



EVRadvertising.com

