



Request for Proposal

RFP# 10-015

Marketing Services Key West Historic Seaport - July 2015





COVER LETTER

Who is Green?

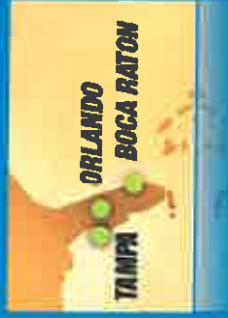
With more than two decades headquartered in Boca Raton, Green Advertising can showcase our vast experience in destination marketing. **All we ask for is some face-time with your selection committee.**

For an eight-year span, Green was the sole marketing agency for Fort Lauderdale/Hollywood International Airport and Port Everglades. Our firm's successful involvement in launching the Airport's Delta terminal, its expanded parking facilities, and ease of access to Port Everglades, propelled the Airport to establish new records in annual visitors. In addition to community outreach initiatives, Green created international trade show exhibits and materials in several language translations.

As the agency of record for the Convention and Visitors Bureau of the Palm Beaches (now known as Discover the Palm Beaches), Green developed successful co-op programs that involved routes to PBI from O'Hare in Chicago, and Logan Airport in Boston. Through the utilization of digital out-of-home ads and high-profile billboards, the new routes quickly gained positive recognition in Palm Beach County and the national cities that were served.

Green currently has 22 full-time employees.

Green has decided to partner with **Rogers & Cowan**, the leading full-service consumer and entertainment marketing and Public Relations Firm. This will offer access and alliances with powerful influencers of the travel and entertainment industries, to better serve the Key West Historic Seaport.



Contact: Court McQuire | President and ECD

Green Advertising is headquartered in Boca Raton at:

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Boca Raton, Florida 33487

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WHO IS GREEN?

GREEN AT A GLANCE

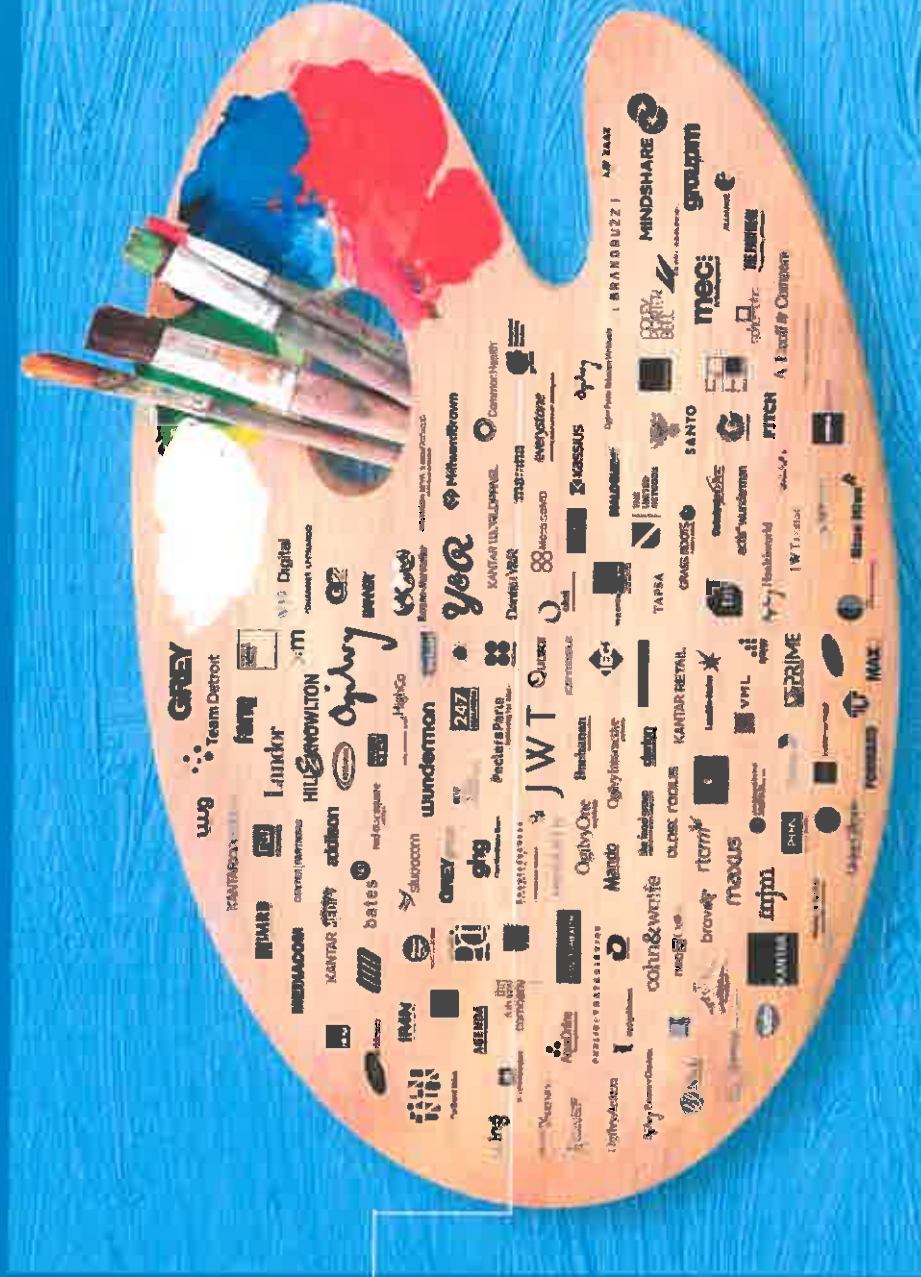
\$15 million estimated Agency annual billings in 2015

\$13.1 million Agency annual billings in 2014

Full-service integrated marketing Agency, established in 1986/Acquired in 1999 by WPP Worldwide

(22) full-time seasoned professionals at our Boca Raton headquarters

Green has three offices in the state of florida



Green Advertising, a unique "boutique agency" established in South Florida in 1986, was acquired in 1999 by WPP Group Worldwide, the largest marketing services organization in the world.

WPP Group includes world-renowned companies such as Grey Advertising, Ogilvy & Mather, Young & Rubicam, JWT and Hill & Knowlton, providing communication services throughout the world.

Green Advertising is a WPP Worldwide Affiliate.

WPP is the world leader in marketing communications services, comprised of leading companies in: Advertising, Public Relations, Creative Branding & Identity, Direct, Digital, Online & Offline Media.

WPP



ROGERS & COWAN

WORK PROCESS

Step 01

The first phase is discovery. Our team, made up of Green and Rogers & Cowan, meets after a lengthy research with your team to get a clear picture of where your brand has been, where it is going, and where it is today. We survey the competitive landscape and establish benchmarks for success.

Step 02

The next step is developing the right message to your audience and boiling your brand down to the essence, making it memorable and straight to the point.

Step 03

The third step is implementing the various creative elements into a critical path for success. The Action Plan, as we call it, is your roadmap to success. We integrate all marketing elements from; Events and PR, Branding and Social Media in one easy-to-understand flowchart. After an exhaustive market study we will then we set the metrics to measure our performance on everything.

Step 04

The launch will begin and re-evaluating process begins. Often clients have target niche initiatives as well as broad mass market initiatives. It's our job to monitor success and failures and report to you with our recommendations weekly or monthly.

CLIENT REFERENCES



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Discover the Palm Beaches & Boca Raton
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Boca Raton Airport Authority
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Tom Chakurda
Vice President, Marketing
Boca Raton Regional Hospital
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Gregg Sekscienski
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ROGERS & COWAN

WARREN HENRY AUTO GROUP
Erik Day, Chief Financial Officer
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Mummies of the World: The Exhibition
(1-city tour)
Contact: CEO, Marcus Corwin of America Exhibitions
Phone: (561) 482-2088
Email: mcorwin@americanexhibitions.com

Ft. Lauderdale International Film Festival
Contact: Gregory Van Hausch
Phone: (904) 461-3993
Email: gregvon@aol.com

Z Ocean Hotel- South Beach
Contact: Hotel Owner, Lewis Taic
Email: lewis@zohotel.com

TEAM LEADER



COURT MCQUIRE PRESIDENT/ECD

Career Highlights:

- Boca Raton Airport
- Fisher Island Club and Resort
- Palm Beach CVB
- Mirasol
- Capitol Lighting
- The Ritz-Carlton Sarasota
- The Atlantic Hotel
- Guava Berry
- Las Olas River House
- DDA of Ft. Lauderdale
- Mardi Gras Casino
- Churchill Downs

Areas of Expertise:

- Account Strategist
- New and Traditional Media
- Social Media Marketing
- Lead Management
- Online Marketing & Paid Search
- Video Director and Producer
- Copy and Design
- Web/Platform Development
- Team Management
- Hispanic Marketing

Green Advertising, a boutique agency with the backing of WPP, employs some of South Florida's most talented professionals with the specific and direct experience necessary to meet the challenges of the Cultural Council of Palm Beach County.

Court and his team are specialists in both online and offline marketing channels. They understand the importance of identifying and targeting appropriate drive and fly markets in emerging media. Destination marketing is our expertise and our team has a proven track record marketing to the TRAVEL and HOSPITALITY sector for over 25 years – most recently, delivering 19 months of positive occupancy growth for Palm Beach County between 2010 and 2011.

Courtlandt has said, "advertising has changed more in the past five years than the previous fifty." And it has! He witnessed South Florida's transformation from a once technology sector – that was coined 'Silicon Beach', to a real estate boom town and back again. In today's new accountability environment, his belief is that all clients need measured results. Under his stewardship, Green Advertising is celebrating their 25th anniversary, and has become Florida's 6th largest Advertising Agency.

Court has the unique ability to transform today's complex multi-channel marketplace into an organized formula that clients can comprehend. He and his team pride themselves on their in-house capabilities but understand when and where to utilize and manage vendors on their clients' behalf. Green and Vidpop currently offer the following services under his management: AdReady display advertising, interactive media, traditional media, social media and content population, website design and development, blog development and SEO, pre and post production, motion graphics and 3-D, creative copywriting, corporate ID and branding.

Court graduated with a Bachelors degree from the University of Kansas and immediately was contracted with IBM to develop and design Graphic User Interface (GUI) systems. He enjoys marketing every sector of business. Here is a small snapshot of his advertising acumen: Calder Casino and Race Course, Fisher Island, Bruce Rosemeyer Harley Davidson, Centerline Homes, Kholvanian Homes, Florida Atlantic University, Broward College, North Broward Hospital District, Bethesda Memorial Hospital, Palm Beach County Convention and Visitors Bureau, Capitol Lighting, Mardi Gras Casino, The Experience Ferrari, Chima Steakhouse, Fort Lauderdale DDA, Comcast, Boca Research and Orzel Vodka... just to name a few.

Court also serves as the agency's Chief Producer and Director on most broadcast video production.

TEAM LEADER



**VALERIE ZUCKER,
SENIOR VICE PRESIDENT**

ROGERS & COWAN

VALERIE ZUCKER, Senior Vice President

With over 20 years in the agency business, Zucker joined Rogers & Cowan, a full-service national public relations, marketing and special events company to launch the firm's Southeast office in 2013. Before joining Rogers & Cowan, Zucker owned and operated a savvy South Florida public relations, marketing and special events agency from 2001-2013 with a core focus on real estate, national products, brands, services as well as non-profit organizations. Previous to her agency experience, Zucker worked with the founder of The Sports Authority, on promotional development regionally and nationally through major sports teams/leagues and venues within the NBA, NFL, NHL and MLB plus handled media strategy for stockholders meetings, over 200 store grand openings and international expansion. Zucker has a passion for media and promotion which has led her to a successful rate of development for her clients. Zucker's expertise continues to focus on global brands such to featuring products and services with a tremendous understanding on promotion, marketing and events to help clients reach their ultimate goals. Brand experience include VISA, FedEx, Jamba Juice, Einstein Bros. Bagels, JuiceBlendz & YoBlendz, FAO Schwarz, Bloomingdale's, Harley-Davidson, Land Rover, Jaguar, Ferrari, Maserati, Lamborghini, Hyundai and many others. She has been very involved with corporate, charity/non-profit, automotive, overall entertainment and home design-real estate. Zucker has worked on national cases for reputation management and crisis communication within many industries and has a hands-on approach of consulting with the agency clientele. Zucker is a 1991 graduate from the College of Journalism & Communications at The University of Florida with a Bachelor's degree in Public Relations.

YOUR TEAM



CHRISTINE DIAS, SENIOR ACCOUNT EXECUTIVE

Career Highlights:

- Delray Marketplace
- Opustone – Miami
- Warren Henry Auto Group
- Madisons Steakhouse
- Ft. Lauderdale Film Festival
- Harley-Davidson
- The Raleigh Hotel
- Bougainvillea House (5013C)
- Boys & Girls Clubs of Broward County –
Rendezvous kick-off party
- Ferrari-Maserati of Ft. Lauderdale
- The Hollywood Christmas Parade
(nationally televised from Los Angeles)

Areas of Expertise:

- Account Management
- Cross-Marketing
- Special Events & Promotion
- Sponsorship development /
sponsor relations
- Digital media development
- Team presentations

Green has partnered with Rogers & Cowan to better serve the Key West Historic Seaport. We believe in Christine's experience in community engagement and marketing is perfectly suited for the Seaport.

Dias joined the agency in 2006, and serves as the lead developer of special events, promotions, digital marketing, advertising and sponsorship relations. Her experience includes working with a wide variety of industries, producing events which include celebrity, consumer and media attendance. These include charity galas, automotive and product launches, red carpet affairs attended by 1,000+ VIPs, retail promotions, press conferences and B2B events. Dias has developed cross-marketing strategies for a number of corporations and non-profit organizations to expand their messaging platform through industry integration, added value media coverage, social interaction and on-site brand experiences to enhance overall event, promotional, and regional visibility objectives. She has a strong knowledge of the digital marketing arena and oversees client marketing initiatives, with access to 250 million+ consumers segmented by specific demographic/industry profiles.

ROGERS & COWAN

YOUR TEAM



JULIE BRICKER | VP MEDIA SERVICES

Julie is a seasoned media professional with experience in diverse industries. She has successfully managed all areas of media planning, negotiating, problem solving, and analytical research.

With a strong background in digital media, Julie develops and optimizes various types of interactive campaigns such as programmatic, contextual, behavioral, keyword and retargeting. Julie uses various performance tracking measurement systems in order to evaluate the clients results and ensure the campaigns are running effectively and efficiently. Additionally, Julie conducts monthly performance tracking reports to evaluate lead generation and provide our clients with optimization recommendations that produce results and increase their ROI.

Julie joined the agency as Associate Media Director, negotiating contracts and media buys on a multi-media level, and specializing in value-added opportunities. Promoted to Media Director and then VP, Media, she plans and buys media at the multi-million dollar level; manages extensive contacts with outside media sales reps and helps train our account executive staff on media usage, research, applications and reports.

For all agency clients, her ongoing responsibilities involve:

- Management and development of reports for proprietary media performance tracking system
- Planning and purchasing media and negotiating relevant added value in all media outlets including radio, print, television, digital and non-traditional (both national and local).
- Implementation of research to find new advertising opportunities that correlate to our clients target market
- Strategic media planning and execution

Julie's in-depth media experience includes working with brands and organizations including Palm Beach CVB, Boca Raton Airport Authority, Florida Panther's Hockey League, Boca Raton Regional Hospital, Bank Atlantic Center, Belvedere Vodka, Ferrari & Maserati, Southern Technical College, Broward College, Mardi Gras Casino, Harley-Davidson, Florida Career College, Calder Casino and Race Course, Capitol Lighting and many more!

Julie holds an M.B.A. Degree with a specialization in Marketing from Lynn University.

YOUR TEAM



OCTAVIO GUZMAN CREATIVE DIRECTOR

Career Highlights:

- The Walt Disney Company
- Elite Island Resorts
- Delta Dream Vacations
- Continental Grand Destinations
- Fisher Island Club and Resort
- Mirasol
- Boca Raton Airport
- Florida Atlantic University
- Bay Colony Juno Beach

As our "Visionary Leader" and "keeper of the brand", Octavio has been a part of the advertising and marketing field for more than 15 years. Previous to Green Advertising he worked as an art director for Disney Consumer Products where his creative skills were used in wide variety of projects, from designing products to in-store signage, POP displays and several on-going publications. Octavio started his creative career in South Florida in the tourism industry as a designer for Certified Tours. He created high visibility projects for Certified's varied brands like Delta Airlines Dream Vacations, Cayman Air Tours and Continental Grand Destinations. He later worked for Elite Island Resorts, a resort operator based in South Florida. Since his tenure at Green, Octavio has worked extensively on innovative campaigns globally for ultra-luxury real estate projects and luxury brands, delivering result producing creative, that has earned a multitude of Gold and Silver Addy's as well as other major industry awards.

YOUR TEAM



AWNI ISSA VIDEO DIRECTOR/POST PRODUCTION

With vast experience both behind the camera and in the editing suite, Awni produces captivating, luxury-steeped visuals that intrigue even the most discerning consumers.

Throughout his eight-year career, five of which have been with Green, Awni has utilized his expert command of Final Cut Pro and Adobe Aftereffects to create videos that entertain and get results.

Key Account Experience:

- Palm Beach CVB
- Florida Atlantic University
- Boca Raton Regional Hospital and Foundation
- Calder Casino and Race Course
- Capitol Lighting
- K. Hovnanian Homes
- Centerline Homes
- Fisher Island Club and Resort

YOUR TEAM



GEORGE N. ASLANIAN
COPYWRITER AND SEO MANAGER

While it's difficult to find a copywriter who can tell enthralling brand stories for a range of Clients, from ultra-luxury to advanced technology, it's near impossible to find one who also combines vast SEO expertise to create online content that attracts consumers and search engines alike.

Throughout his three-year career, George has refined his talent to create distinct voices for luxury brands, creating a cohesive identity across mediums.

Key Account Experience:

- Privage Condominium Estates
- Mardi Gras Casino
- Aventura Optima
- Envera Systems
- Broward College
- Bay Colony Juno Beach
- Florida Atlantic University

YOUR TEAM



PETE SHEPARD PRODUCTION MANAGER

Pete Shepard
Motion Graphics and Print Production

Pete provides the perfect combination of print production expertise and motion graphics capabilities to bring brand stories to life through multiple mediums.

With over 25 years in the industry, 13 of which have been with Green, Pete's acquired an ability to connect with Millennials and wealthy consumers through motion graphics and print materials that exceed the most exacting standards.

Key Account Experience:

- Palm Beach CVB
- Capitol Lighting
- Broward College
- Boca Raton Regional Hospital
- Florida Atlantic University
- Fisher Island Club and Resort
- Mardi Gras Casino
- Calder Casino and Race Course
- Orzel Vodka

KEY WEST HISTORIC SEAPORT - SUPPORT STAFF

Court McQuire - Team Leader

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ACCOUNT

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George N. Aslanian - Copywriter / SEO

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COMPANY APPROACH

Green Integrated Marketing will take you there and beyond. We stand at the head of the line with a significant and successful record of accomplishment and a team ready to help you achieve these goals!

- Provide a one-stop-shop for all the needs of the Key West Historic Seaport: Communications, Events & PR, branding, web services, online and offline media management, social media, collateral design and copywriting. We believe an aggressive blog/vlog program will be of huge benefit to your Seaport.
- Creating an appropriate, cultural image and positioning statement that will resonate with your market and their disposable income.
- Continuity in promoting 'the Historic Seaport' while communicating the vast array of offerings to your audiences.

With Rogers and Cowan's access and experience to recognized personalities, and the usage of Green's on-site video complex, perhaps we can establish a campaign from a first person perspective that communicates directly to your audience about the Historic Seaport.

- With our brand strategy for an integrated marketing communications plan, the 'brand' will always be a unified message under which specific venues and audiences will be addressed. We will conduct market research and focus groups prior to implementing a critical path. While we recognize the 'core demographic' identified with the Historic Seaport, an effective integrated brand message will reach and resonate with multiple audiences. This is more relevant than ever, with digital media as an integral component of the media plan. Additionally, our firm sees a significant opportunity to tap into the potential of a cross-over audience, while offering a realistic coop program to your many venues.
- Video content will play a huge role in enticing participation in the new coop plan. With Green's in-house video facility we have the day-to-day opportunities to shoot events on-site, to direct video interviews and attendees about their experience and to promote a new Concierge Program with 'live' video on your website.

SIMILAR PROJECTS AND APPROACH

Three years ago our agency name was changed to reflect our capabilities, expertise, and talents of our staff plus the comprehensive in-house services that we provide. Our name, since 2012, Green Integrated Marketing best describes our full on-site video production studio with green/screen room, web design and coding teams, lead generation and conversion analysts, digital and traditional media team, event specialist, and top tier creative strategists and designers. With our in-house, on-site video production complex and capability you will have green/screen video plus on-site event video at your fingertips.

We have the assets in place. We have the capabilities. Here's a snapshot of key accomplishments that demonstrate Why Green? Specific examples of previous accomplishments for key clients, demonstrate Why Green? better than any flowery adjectives:

- **Vanilla Ice Discovery:** in 2011 we recognized the potential of promoting a philanthropic Vanilla Ice (Robert Van Winkle) image by aligning him with local Habitat for Humanity chapter. Green's in-house video studio shot and edited TV spots and placed pro bono commercials for this charity. The good karma of Vanilla Ice scored off the charts! Green next recognized a commercial value and connected our agency client, Capitol Lighting, with Robert. A new Vanilla Ice Lighting line was created and promoted with print and TV spots, created and shot at our in-house facility. We posted to YouTube channel that again soared with viewership. Today, the Vanilla Ice Brand has helped promote Palm Beach County tourism, with that important multi-generational appeal.
- **Discover the Palm Beaches:** The CVB of the Palm Beaches (2009) was using archaic creative (Live Like a Rockefeller) to promote tourism. Green seized upon the 100th year anniversary, and created the \$19.09 retail tag offering for multi-night hotel stays. Our firm added: Discover –to the name, to enhance the tourism experience. We worked seamlessly under Jorge Pesquera's direction to perform as an extension of their marketing and sales teams. Green's TV spots were interpreted into Spanish, Portuguese, and German for placement in international markets and website content. When Palm Beach International Airport awarded gates to American Airlines, Green researched the most effective marketing venues in Chicago to achieve immediate impact, since the key tourist season was approaching. We used coop dollars to advertise new AA service in Chicago with digital messaging at mass transit hubs and locally, with outdoor boards promoting the new non-stop connection. ***Our strong relationships with New York and Boston media reps were forged over our 4-year tenure with annual placements in the New York Times, the NYT Sunday magazine and Boston Globe.***

Discover
THE PALM BEACHES
FLORIDA

Green re-positioned the Palm Beaches by writing this all encompassing headline for the CVB.

SIMILAR PROJECTS AND APPROACH

- **The Honda Classic:** Starting in year one of the Honda Classic move to Palm Beach County, at Mirasol Country Club, Green worked with the Honda Foundation to promote this new event locally. For a subsequent four-year span, our firm continued to manage marketing efforts, seeing an explosion of awareness and attendance. While golf tournament attendees traditionally skew to an upper income demo, we worked tirelessly with the Honda Foundation to expand the golf event into a family-friendly environment, resulting in double-digit growth of attendees year after year. We know how to effectively integrate our expertise with client staff experience to reach and exceed target objectives.
- **Fisher Island, Miami Beach:** As a luxury destination, Fisher Island needed a re-branding effort to position itself with a highly coveted demographic visitor and buyer. With years of litigation finally settled, it was Green's challenge to re-create the high-end, polished image that would motivate hotel visitors as well as condo buyers. Our collateral makeover began with a meticulously crafted photo shoot that demonstrated the luxury amenities, marina, hotel and golf. The challenge was to retain the past glory, but make Fisher Island more relevant to a larger demographic audience. This was accomplished by first, creating a new website; then effectively placing advertorials in NY Times Sunday magazine, as well as utilization of social media channels. Outreach to travel and real estate professionals was equally important in the re-branding efforts.
- **The Boys and Girls Clubs of the Palm Beaches:** Green created the most successful drive in their history with Clubs for Kids; whereby donations of previously used golf clubs and bags would be re-purposed and used to teach young members the game of golf. In 2012, over 6,000 golf clubs and 475 golf bags were donated by drop-offs to Green's Boca Raton HQ and to local Simon Malls in Palm Beach County. An integrated marketing effort spanning just 90 days resulted in this achievement. In 2015, Green again created a thematic event, Play It Forward. Donations of all gently used sports equipment and video games were promoted to fulfill the needs of the Boys and Girls Clubs throughout the County in anticipation of busy summer months. The success of these two pro bono drives demonstrates the power of an effective integrated marketing program

SIMILAR PROJECTS AND APPROACH

- **Boca Raton Regional Hospital:** Boca Raton Regional Hospital: Placing over one million dollars annually for BRRH has effectively spurred their growth in many key disciplines with elective surgery being a primary goal. Motivating upper demographic adults in the County to make BRRH their #1 choice for elective surgery has been a highly successful initiative. As AOR for BRRH, we continually demonstrate the power of creative and effective media planning. We provide over 35% value-added for every media dollar placed for BRRH!

Green's integrated marketing capabilities and expertise have a consistent track record of successfully identifying, implementing and delivering solutions that not only meet, but **exceed our Client's marketing objectives.**

- **Florida Atlantic University:** The highlight video for FAU's 50th Anniversary was Green's 1st video production for this client. Many more video projects have enhanced our relationship. The 50th Anniversary video featured edited footage of President Lyndon Johnson combined with fresh content interviews of featured alumni, all shot and edited in Green's HQ studio. Next, the 2-minute 'positioning video' showing an overview of FAU is continually updated and played prior to their president's speaking engagements and other functions. Green envisions a similar 3 to 5 minute Cultural Council video as a critical branding tool. **Note: all video is multi-utilized, posted to website, YouTube and social media platforms.**
- **Boca Raton Airport Authority:** Creativity and good community relationships convinced this recent client that Green is perfect for their mission and needs in our RFP response earlier this year. We were rewarded with a multi-year contract, starting with creating and designing a new logo and re-branding BRAA in preparation for their international status in 2016. The Airport will have a new U.S. Customs facility as well as other enhancements. Our mission includes strategic planning, creative branding materials, community outreach, civic relationships, and Event Planning.

SIMILAR PROJECTS AND APPROACH

- **Ft. Lauderdale/Hollywood International Airport/ Port Everglades:** Green served as AOR for the Airport and Port for 7 years, during a period of immense expansion, new terminal buildings and new parking garages. Working with their internal marketing teams, Green's challenge was to ensure and adapt every message to resonate with ethnic and multi-cultural readers and viewers. Our firm enabled each marketing team to integrate their growth messages with each others: airport travelers learned of the unique proximity of their cruise ships for vacation planning at next door neighbor, Port Everglades (as opposed to MIA). Overseas trade shows for which Green provided displays and collateral helped spread the messaging. The Port's commercial image was heightened resulting in expanding container traffic as well as the leisure segment.
- **Florida Atlantic University:** FAU's marketing and sports in-house departments have a second home at Green Advertising. We've shot FAU's football players in our green/screen room, with their staff in supervision; alumni interviews; and videos to promote student housing, shot on-site on FAU campus. Communication and planning achieves successful results between in-house staff and agency personal.
- **Boca Raton Regional Hospital. Broward College and Boca Raton Airport Authority** all have strong in-house teams with whom Green interacts on a weekly basis to ensure focus on predetermined marketing objectives and to recommend and refine new objectives and initiatives.

Green Advertising is a division of WPP Worldwide, celebrating 27 years of outstanding service. As a top integrated marketing company, the firm's clients experience big agency ability with small agency agility.



GREEN'S IN-HOUSE VIDEO PRODUCTION WILL MAKE ALL THE DIFFERENCE FOR THE CULTURAL COUNCIL

Video Production Services support your message and deliver results in the following outlets:



AUDIO BOOTH



VANILLA ICE



JERRY SPRINGER



BOYS AND GIRLS CLUB



COACH CHARLIE PARTRIDGE

VidPop's Integrated video content will increase the CC's reach and ROI

Display Advertising
Flash, static, rich media and Programmatic

Increased Click Rates
Campaign engagement increases with video

Facebook loves Video
There are many different way to use video on Facebook

Campaign Management
Video delivers better results

Keep up Your Trend
Video will help the CC keep up their fantastic track record



Creative Messaging
Endless ways to use video content

Fly Markets
Targeted NE markets are eager to consume video content

Shared Experiences
Reaching out to your demographic and incentivizing them to share

Drive Markets
Niche Campaigns targeting many drive markets

The Port and Waterways
They always help deliver your message

MEDIA LEVERAGE WILL BENEFIT THE HISTORIC SEAPORT

Over the past 5 years, Green's media department has **placed over \$30 million in digital and traditional media**. With these media placements comes the **agency accountability and expertise** of not only tracking analytics, but optimizing our campaigns to ensure they are performing to their fullest potential.

Our strategic media plans include integrated recommendations that analyze which media channels work better than others in real time; which creative messaging is resonating more effectively than others and which ad sizes positioning, placement and timing perform better than others while optimizing all aspects of an ad campaign.

Additionally, we actively monitor the competitive landscape as an integral part of our performance metrics. With this knowledge, we continually make recommendations to our clients to ensure that all media placed is maximizing awareness levels with our key demographics.

Lastly, we guarantee a **minimum of 35% value-added for every media dollar placed by Green's media department.**



PPC / SEARCH



SOCIAL MEDIA CAMPAIGN MGMT. & WEB



PRINT



RICH MEDIA & BROADCAST



EVENTS AND OUT-OF-HOME



PROGRAMMATIC / DISPLAY

SOCIAL MEDIA THAT DELIVERS RESULTS

SOCIAL MEDIA

Green's goal behind each social media strategy is to put our client's company and brand in a position to tap into conversations being had on social media. We believe that engaging social brands don't just talk, they listen; and they don't just share, they deliver value. Our tactics are designed to show you where people are talking about you, the areas where you can best get involved, and the tactics you should use to help increase brand awareness. Through our social media audit, competitive analysis, and other social strategies, Green creates and spreads relevant content across social communities, moving your brand from just talking, to being talk-able.

Social media marketing strategy: We assess the needs, outline opportunities and prescribe specific actions for long-term social media success.

Campaign Management: Actively design, launch and report social marketing initiatives to ensure consistency in campaign, and we optimize content placement and deployment tactics parameters to track conversions. Implementation guidelines: We work to ensure the integrity of your brand, compliance with the different mediums and best practices for future development and communication. Software recommendations: Finding tools to track performance, opportunities, management and more can be daunting, but we narrow your choices based on budget, resources and environments.

Social media audit: An in-depth analysis of your site's presence across the various social networks and a strategy for ways to improve it; we cater our suggestions to realistic options including niche opportunities and relevant mainstream tactics.

Content Development, Seeding & Distribution: Utilizing a custom monthly editorial calendar, we create and deliver the content that is most relevant to where, when and whom it's for.

Competitive analysis: Through research we identify competitor tactics, potential service providers and action alerts.

Social profile creation: We will identify the social networks where you should be participating and where people are talking about you. Additionally, we also help create and manage your own social media profiles to attract visitors and leverage the two-way conversation.

Community monitoring: We monitor the communities important to you, track your brand or keywords across those, and proactively respond to both positive and negative mentions.

FEE STRUCTURE

**Green recommends that an all-inclusive retainer fee of \$6,750 per month:
Detailed PRODUCTION list of services provided:**

- Events and PR Services
- Account services
- Social Media and Reputation Management
- Digital Campaign Management
- Award-winning creative (print, direct mail, infographics, collateral, online, radio, TV, outdoor and all consumer and trade advertising)
- Copywriting
- In-house Green Screen studio
- In-house audio recording booth
- Quadcopter
- Multiple HD video and still cameras
- Grip equipment
- Staff Producer, Director and editors
- Graphic designers
- 3D modeling and map making
- Brand positioning/competitive differentiation
- Interactive and dynamic banner creation
- Digital photo manipulation
- Animation
- HR and compliance video content
- Interactive/social/viral videos/rich media
- In-house digital design
- In-house TV production and motion graphics
- Multi-lingual capabilities

LOCAL MARKET INTEGRATION

Activation Steps:

- Develop programs and schedule of events and promotions
- Outline a tackle list of businesses, associations, non-profits that would be a fit for integration
- Potentially call a one-day B2B meeting to offer integration programs and/or reach out to each group with a variety of opportunities
- Finalize programs with partnerships of the local market and calendar each area for separate promotion within the tradition media, social media and advertising



Z OCEAN HOTEL SOUTH BEACH BOUTIQUE HOTEL CONVERSION FROM HOTEL DE SOLEIL



ROGERS & COWAN CASE HISTORY

DELIVERING HOSPITALITY RESULTS

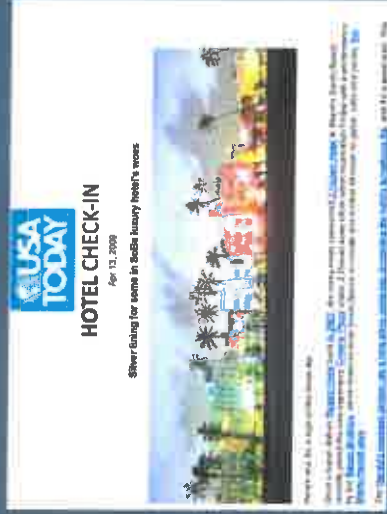
CHALLENGE:

Build awareness for South Beach hotel with "name and image development." Hosted opening with Kevin Bacon and his music group, Maria Conchita Alonso, VIPs, and media to garner national and regional press.



STRATEGY:

Developed annual concepts from opening to seasonal and quarterly programs
Strategically secured press nationally and regionally; coordinated all press interviews with the developer
Capitalized on key Miami Beach city highlight events such as South Beach Wine & Food Festival, Art Basel, New Year's Eve and top vacation weekends



GREATER MIAMI CVB INTRODUCING MIAMI HOTELS TO HOLLYWOOD INFLUENCERS

ROGERS & COWAN CASE HISTORY DELIVERING HOSPITALITY RESULTS

CHALLENGE:

Build widespread awareness for Miami's Boutique Hotels, a unique group of hotels for travelers seeking a personalized hotel experience, among Hollywood celebrities and influencers.

STRATEGY:

Create impactful messaging leveraging unique hotel style

Forged alliance for Miami Boutique Hotels with HBO Golden Globes Awards Lounge to introduce 50+ celebrities to the brand

Leveraged celebrity visits to Miami Boutique Hotels into media coverage

Utilize buzz to secure widespread travel coverage in mainstream media

MIAMI.

GREATER MIAMI AND THE BEACHES

BROADCAST TELEVISION IN 4 LANGUAGES ON 3 CONTINENTS

The TV spot featured shadowbox lettering of all the county's municipalities. Multiple spots were created to showcase all stakeholders, venues, and attractions on rotation.



CASE HISTORY

EXAMPLES OF SIMILAR WORK

Discover
THE PALM BEACHES
FLORIDA

WE ARE ALL ABOUT NEW MEDIA OPPORTUNITIES

Top reasons why we like Pandora:

1. Over 100 million registered users
2. Targeting is by age, gender, zip code, time, device, genre – no wasted media impressions
3. Registration based; age, gender and zip code
4. Pandora Mobile is hot: 165,000 new activations per day – over 65 million registered users on mobile
5. Impressive CTR's; average for CVB's/Destinations is .33, almost 3x the average
6. Average time spent on Pandora is 2.2 hours per day per, person
7. Pandora is the #1 music app on all smart phones – Pandora is the #1 app on the iPad with over 3 million registered users
8. Pandora streams 59% of all internet radio hours
9. CVB's currently advertising on Pandora includes Palm Beach County, Fort Lauderdale, St. Johns, Kissimmee, Sarasota and Miami – Also includes Visit Florida

Other successful digital media:

Oprah.com, 100% digital:

- a. Co-op consisted of CVB, Boca Beach Club and The Seagate Hotel
- b. Oprah.com/Madden Media coordinated partner participation
- c. Geo and behavioral targeted rich media (expandable banners) campaigns
- d. CVB ad was dominant skyscraper along with extensive messaging; co-op partner ads were accessed via "scroll over" and/or drop down boxes
- e. CVB and partner hotel performance greatly exceeded Travel Industry averages
 - Banner Average Display Time; how long an ad was displayed on the page: 38 seconds vs 29 seconds Industry average (+29%)
 - Banner Expansion Rate; the rate at which viewers exposed to the ad cause it to expand: 10.6% vs. 1.83% Industry average (+479%)
 - Interaction Rate; the percentage of the audience that engages with the ad unit: 8.9% vs. 3.73% (+139%)
- f. Highly efficient; partner CPM's were under \$1.00 with partner's receiving an average of 650 visits to their sites



Pandora has the ability to drill down on your demographic like no other (can actually deliver divorce status). Green launched PBC CVB's first advertising platform into specialized media such as this.



CASE HISTORY

EXAMPLES OF SIMILAR WORK

Discover
THE PALM BEACHES
FLORIDA

AFTER THE ECONOMIC CRASH,
OUR NEW APPROACH MOVED THE NEEDLE

Great advertising gets fantastic press!



Green created a versatile layout that allowed our creative department to place emphasis on:

- Eco-tourism
- Cultural Arts
- Stake Holders
- Dining and Nightlife
- Golf
- Parks and Attractions
- Beaches
- Ocean Activities
- Downtown/Boca



CASE HISTORY

EXAMPLES OF SIMILAR WORK

Post-Apocalyptic Wilderness.../ Dolphin Wildlife
Pullen Charles, Rising Jared Kautner

FEW YORK

Florida's Best Vacation Deal in
America's First Resort Destination



Discover
THE PALM BEACHES
FLORIDA

THE COUNTY'S FIRST SPANISH/ENGLISH
OUTDOOR BILLBOARD WAS CREATED

Green introduced a Miami focus. Because of the economic situation, expensive fly vacations were not on the minds of families.



TRANQUILO YOU'RE IN THE PALM BEACHES

PalmBeachFL.com Text PALM
to 84444

Green launched the CVB's first mobile marketing and data capture campaign for re-marketing!



CASE HISTORY

EXAMPLES OF SIMILAR WORK

Discover
THE PALM BEACHES
FLORIDA

THE COUNTIES FIRST SPANISH/ENGLISH OUTDOOR BILLBOARD WAS CREATED

Our new media focused on key drive markets. We introduced outdoor targeting Florida drive markets.



**2 HOURS AWAY
A WORLD APART**

PalmBeachFL.com

Text BEACH
to 84444

THE PALM BEACHES & BOCA RATON



**EXPERIENCE
THE REAL FLORIDA**

PalmBeachFL.com

Text BEACH
to 84444

THE PALM BEACHES & BOCA RATON



**OUR RIDES ARE
MORE YOUR SPEED**

PalmBeachFL.com

Text BEACH
to 84444

THE PALM BEACHES & BOCA RATON



CASE HISTORY

EXAMPLES OF SIMILAR WORK

Discover
THE PALM BEACHES
FLORIDA

WE SPOKE DIRECTLY TO THE MIAMI AUDIENCE

Simple, easy-to-read messaging with a HUGE lift was necessary to captivate and close.



CASE HISTORY

EXAMPLES OF SIMILAR WORK

Discover
THE PALM BEACHES
FLORIDA

EXAMPLES OF OUR WORK

Capitol
Lighting

CAPITOL LIGHTING - INNOVATION

Green helped Capitol Lighting (1-800Lighting.com) partner with Habitat for Humanity on a unique initiative: Making Lives Brighter. This campaign invited customers to donate their old lighting to any Capitol Lighting showroom in the South Florida and New Jersey areas to be re-purposed in a Habitat for Humanity home or sold at one of their Re-Stores. In exchange for the lighting fixtures, lamps and fans contributed to the campaign, donors received a 10-percent discount toward any new lighting purchase, as well as a tax deduction from Habitat for Humanity.

To help promote this initiative, Green coordinated a co-op between Capitol Lighting and Palm Beach-native, D.I.Y. Network show host Rob Van Winkle, a.k.a. Vanilla Ice. Green produced, filmed, and edited a public service announcement starring Vanilla Ice to raise awareness for Making Lives Brighter. In return, Capitol Lighting supplied Vanilla Ice with discounted lighting for his show.

This branded initiative not only solidified Capitol Lighting as a community partner—collecting over 2,300 lighting fixtures for the cause. But it got consumers into Capitol Lighting showrooms, where many of them bought new fixtures.

Following the co-op for Making Lives Brighter, Green and Capitol Lighting conceived Vanilla Ice Lighting, an exclusive line of chandeliers and sconces. While Vanilla Ice and Capitol Lighting developed the product, Green built the brand—creating the logo, collateral, and ads. The lighting fixtures are featured prominently on Vanilla Ice's home renovation show on the D.I.Y. Network, helping Capitol Lighting's reach extend past traditional commercials.



EXAMPLES OF OUR WORK



HOW GREEN ELEVATED THE BRAND TO A MORE AFFLUENT BUYER, WHILE MAINTAINING THE CLIENT'S CORE BASE:

Coop program:

To continue this high level of integrated marketing, Capitol Lighting tasked Green with developing an integrated cooperative advertising program to significantly build sales and consumer brand awareness of their premier lighting suppliers. The opportunity to participate in a strategic, efficient, and effective multi-media campaign that would reach and motivate buyers to visit Capitol Lighting showrooms and new website excited lighting suppliers and was very well received with participation beyond original estimates.

Green worked directly with eighteen premier suppliers to secure information and photos of products that were used in Capitol's advertising, as well as managed and reconciled budgets for each supplier. By providing media opportunities with the right mix of "frequency and reach" such as broadcast and network television, direct mail, print, and interactive ads, we were able to effectively utilize cop-op dollars and reach the broadest potential audience.

During the first year of the program, over half of Capitol Lighting's advertising expenditures were covered by the coop advertising program. The program not only solidified Capitol Lighting's partnerships with their suppliers, but also resulted in an increase of traffic and sales.

Vanilla Ice Brand: Following the co-op for Making Lives Brighter, Green and Capitol Lighting conceived Vanilla Ice Lighting, an exclusive line of chandeliers and sconces. While Vanilla Ice and Capitol Lighting developed the product, Green built the brand—creating the logo, collateral, and ads. The lighting fixtures are featured prominently on Vanilla Ice's home renovation show on the D.I.Y. Network, helping Capitol Lighting's reach extend past traditional commercials.

Mission accomplished: Elevated the brand to a more affluent market, funding a philanthropic cause; increasing sales for our client.



CASE HISTORY

EXAMPLES OF OUR WORK - KEY WEST

My...
Key West is a
state of mind

CASA MARINA
RESIDENCES

Live Beachside
In Historic Key West

Casa Marina Resort &
Arch Club Membership Included

My...
Key West is a
state of mind

CASA MARINA
RESIDENCES

Live Beachside
In Historic Key West

Casa Marina Resort &
Arch Club Membership Included

THE
WILD
SIDE
OF
PRIVILEGE

ONLY 72 EXCLUSIVE LUXURY CONDOMINIUM ESTATES WITH
A PRIVATE MARINA ON THE INTRACOASTAL. LIVE LIFE ELEVATED.
ON COAST LAUREL ISLES MARSHES ISLAND.

Call for more information: 813.411.1111 | 813.411.0850
www.luxuryrealestate.com

PRIVAGE



discover Sandestin

Thousands of beautiful miles from ordinary you'll discover extraordinary beaches that go on forever. You'll find more than just sand and sun. You'll find the magic of a true vacation. Relax on your private beach. Enjoy your private beach. This is your destiny.

- 4 championship golf courses
- 15 miles of pristine and sheltered beaches
- 15 themed water clubs
- Complimentary formal dinner
- Plan the perfect event with us

Hilton Sandestin Beach
Call Book It Now
4001 Seawall Blvd, South
Fort Myers, FL 33907
888.333.1271
HiltonSandestinBeach.com



discover Sandestin

Thousands of beautiful miles from ordinary you'll discover extraordinary beaches that go on forever. You'll find more than just sand and sun. You'll find the magic of a true vacation. Relax on your private beach. Enjoy your private beach. This is your destiny.

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live with Pleasers

Not enough management is pleasing everyone in your organization. The year lies in your hands. We have over 10,000 sq. ft. of newly renovated meeting spaces and dozens of indoor and outdoor meeting facilities. With a unique combination of resort amenities, plush accommodations, award-winning meeting facilities and professional staff members, the Hilton Sandestin Beach Golf Resort & Spa has everything needed for an unforgettable meeting — all under one roof.

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2. EXECUTIVE SUMMARY - EXAMPLES OF SIMILAR WORK



FIRST MARTIN RESIDENCES & MARINA

A private marina, a world-class, international shopping
style residences, and a white, glass, deep water yacht



IMAGINE ENDLESS POSSIBILITIES. LIVING IN A SEASIDE CARIBBEAN VILLAGE
INSPIRED BY THE BEST OF FRENCH ROYALTY. LOCATED AT THE FRENCH DUTCH
BOROUGH OF SAINT MARTIN, BETWEEN THE PROTECTED COVE OF SIMPSON
BAY AND THE CARIBBEAN.

IN THE MIDDLE OF IT ALL, MILLION DOLLAR CONDOMINIUMS THAT CAN BE YOURS
FOR AS LITTLE AS \$198,000. WITH THE RIGHT TO USE SIMILAR LUXURY HOMES IN
EQUALLY AMAZING PLACES.



porto cupecoy

ST. MARTIN

St. Tropez Style Caribbean Sea.



(888) 606-8844 | PORTOCUPECOY.COM



PORTOCUPECOY.COM

FIRST MARTIN RESIDENCES & MARINA

A private marina, a world-class, international shopping
style residences, and a white, glass, deep water yacht



IMAGINE ENDLESS POSSIBILITIES. LIVING IN A SEASIDE CARIBBEAN VILLAGE
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porto cupecoy

ST. MARTIN

St. Tropez Style Caribbean Sea.



(888) 606-8844 | PORTOCUPECOY.COM

EXAMPLES OF OUR WORK



Integrated Marketing Services is proud to work with the Fisher Island Club, a luxury resort in Miami, Florida. We have been working with them for several years, providing a wide range of marketing services. Our work includes developing and implementing a comprehensive marketing strategy, creating and managing social media campaigns, and producing high-quality content for their website and print materials. We are proud to be a part of their team and to help them achieve their marketing goals.



Integrated Marketing Services is proud to work with the Fisher Island Club, a luxury resort in Miami, Florida. We have been working with them for several years, providing a wide range of marketing services. Our work includes developing and implementing a comprehensive marketing strategy, creating and managing social media campaigns, and producing high-quality content for their website and print materials. We are proud to be a part of their team and to help them achieve their marketing goals.



Integrated Marketing Services is proud to work with the Fisher Island Club, a luxury resort in Miami, Florida. We have been working with them for several years, providing a wide range of marketing services. Our work includes developing and implementing a comprehensive marketing strategy, creating and managing social media campaigns, and producing high-quality content for their website and print materials. We are proud to be a part of their team and to help them achieve their marketing goals.

EXAMPLES OF OUR WORK

A photograph of a man in a dark shirt playing a red double bass on a wooden pier. The pier extends into the ocean under a dramatic sunset sky with orange and yellow clouds. In the background, a small building with a blue roof is visible on the pier.

 **ARTS, CULTURE AND COASTLINES.**

Immerse yourself in the arts at PALMBEACHCULTURE.COM

 **CULTURAL COUNCIL**
of Palm Beach County

Experience renowned theaters, galleries and museums, amongst a pristine backdrop the only the Palm Beaches can offer.

EXAMPLES OF OUR WORK





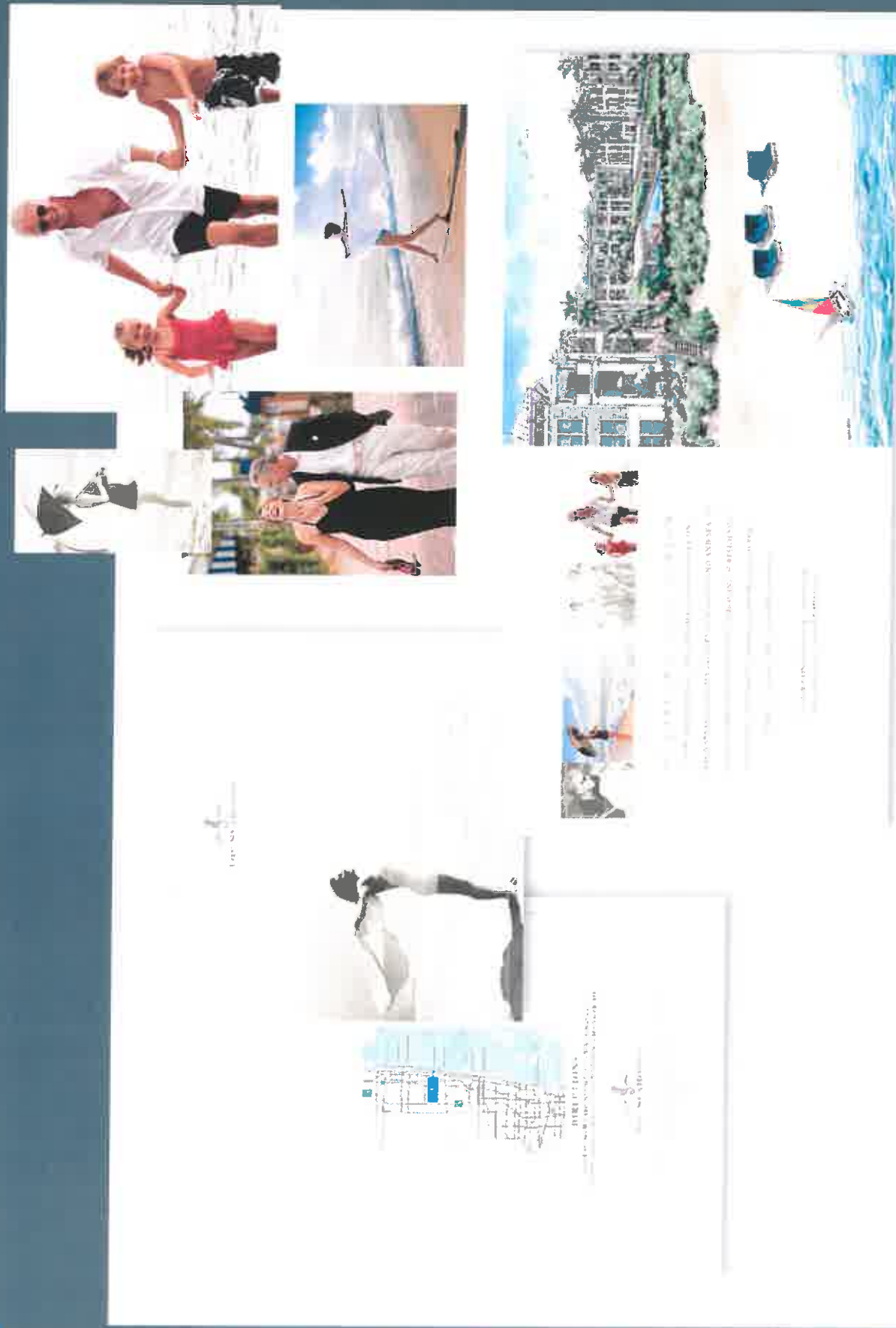
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THE
CHURCH OF
 SAINT JOHN

EXAMPLES OF OUR WORK



EXAMPLES OF OUR WORK



