



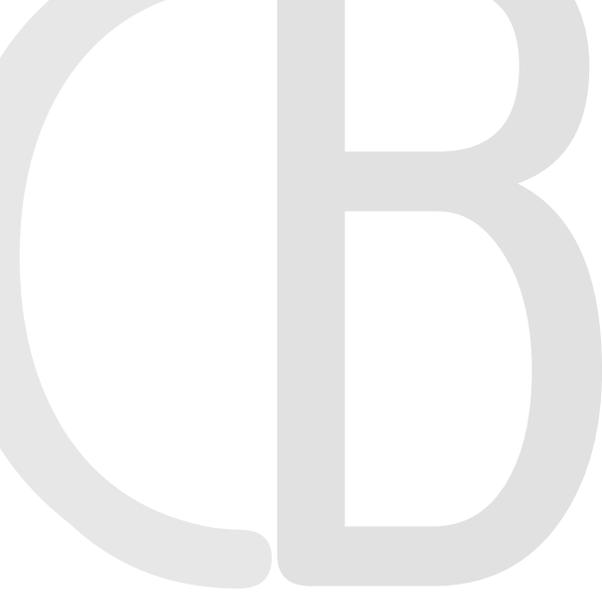
Do I have your Attention?



Three seconds that's all you get.

Whether it's your website or an advertisement, you get just a few precious moments to grab the attention of today's hurried consumer and convey your message. Time is a dwindling resource; you only get one chance to make a first impression.

What are you doing with your three seconds?



A letter from our President...

Thank you for considering Creations of Boca, Inc. for your Marketing Project. Since its inception in 1993, Creations of Boca has developed a combination of core skills in integrated marketing and communications, simple design and advertising. As a result, the company is well qualified to offer assessments, marketing plans, branding, ad design, project management, outreach and communications.

Make sure you take full advantage of all the services we provide:

- Advertising
- Marketing Platform Management
- Project Management
- Public Relation & Community Outreach
- Event Planning & Promotions
- Social Media Management
- Branding & Designs
- Web Development
- TV/Radio Promos

Again, thank you for considering us. Please review this information and if you have any questions, please feel free to ask. Take additional comfort in knowing that I am always available to our clients.

Robin Lee

Robin Lee
President,
Creations of Boca, Inc.

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Why our clients choose us...

One Stop Shop - Our experts manage the whole marketing project from design to implementation, you only have one contact to deal with because we coordinate all the work. From print to web and everything in between; we do it all.

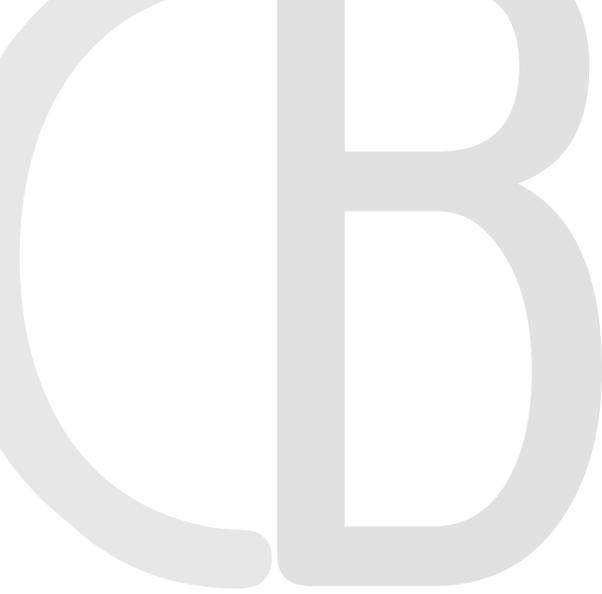
Quality Service - Again and again our satisfied clients tell us that it is the high level of quality, service, and attention to detail that keeps them coming back and referring their friends. We take your business as seriously as you do.

Serving South Florida for 20 years - Clients consistently tell us that they want a company they can trust - and for over 20 years our clients have been able to trust us because they know we are fully capable, reliable and always deliver on what we promise.

Design - We know that it is not always easy to understand or visualize a business or marketing plan before it is done that's where our team along with your input can help design the perfect plan for your business, keeping you involved in every step of the way, and sharing the vision with you.

Our employees - Our clients have more than just a contact, they have an advocate. Our team provides their experience and guidance to provide the best plans, service and advice. We will aide you in decision along the way - including, but not limited to: hand holding, gentle reminders, and sometimes nagging, if needed.

Your Private Marketing Department - When you hire **Creations of Boca**, it's like having your own private marketing department but without the huge overhead. We take on your business as if it were our own; Remember your success is our success.



The Planning Process...

Consultation

We start by listening to you, In our first discussion we'll ask you about your marketing objectives, your industry, your competitors, what makes your business unique and who you are trying to reach. At this time we require a retainer fee to proceed with designs and plans.

Contract

Once a framework for your project is reached, we work with you to iron out the final details. The exact scope of work is defined, design ideas are selected and a final price is agreed upon. It is at this time that we require the signed contract and the first payment installment of the total project cost. We offer three different marketing contracts; they are determined by the size, scope and budget of your project. 3 month, 6 month or 1 year contracts. Billed monthly.

Planning Phase

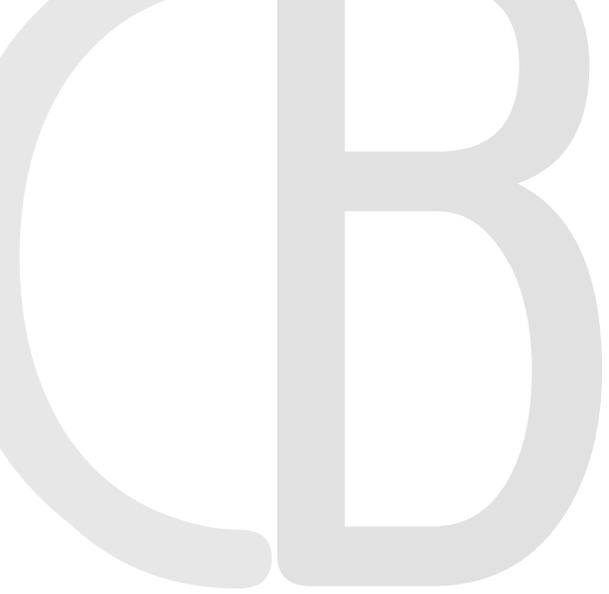
Depending on the size and scope of the project, plans and designs that are submitted to the appropriate party for review. Credit card information is required and kept on file for the purpose of e-commerce application, hosting and set-up fees and any over due balances if necessary.

Construction Phase

Work can only progress as fees are paid and designs are approved. We will keep you informed on the status of the project and coordinate with you to have the work done in as timely and convenient manner as is possible. After designs are approved we continue to move forward with all projects, plans and designs.

Final Completion

Client confirms that all work is completed and makes all final payments.



Marketing tools we create...

Below we have listed a few tools our team have custom designed for our clients and their particular business needs. If you don't see what you're looking for on our list, just ask, we are happy to accommodate most request and look forward to the opportunity to exceeding your expectations.

- **Branding**
- **Brochures**
- **Business Cards**
- **Business Forms**
- **Business Stationary Set**
- **Catalogs**
- **Custom Designed Give-Away's**
- **Direct Mailers**
- **Displays**
- **Editable Online Forms**
- **Email Campaigns**
- **Logos**
- **Marketing Plans**
- **Newsletters**
- **Postcards**
- **Posters**
- **Print Ads**
- **Product Information Sheets**
- **Presentations Packs**
- **Radio Promos**
- **TV Commercials**
- **Web Design**

Our client case studies...

Industry: Furniture Retail Business

Client Objective: Increase exposure and develop a client base.

COB Solution: Found a suitable location. Targeted the “Design Industry” with discount programs. Online marketing to open their sale nationwide. Monthly campaigns to increase client traffic. Logo design, custom design marketing materials for each campaign. Developed a local TV Commercial campaign.

Results: 70% increase in sales revenue.

Industry: Dermatology Center

Client Objective: Increase client acquisition and retention.

COB Solution: Coupon program distributed door-to-door and via direct mail. Hosting monthly meet & greets to include raffle give-away's with participation of product representatives. Offer a “Client Rewards Program” based upon customer spending.

Results: Achieved a 46% lift in new business.

Industry: Large Regional Window & Door Company

Client Objective: Strengthen retention rates amount top-tier customer base.

COB Solution: A custom discount program with local developers.

Results: 15% increase in retention rates. 75% of their high-value customers (developers) were influenced to stay with the company based on the savings program.

Industry: Large Natural Gas Utility Company

Client Objective: Increase existing client retention and new client acquisition.

COB Solution: Design new marketing and digital materials: Designed new website with SEO and Social Media platform to increase brand loyalty. Target Large C/I customers for higher revenue accounts; designed specific marketing materials to suit that campaign including: Door hangers, oversized postcards for DM outreach, developed webinars for efficiency protocols.

Results: Achieved over a 44% increase in retention rates. Generated over \$10 million more in revenues through client acquisitions.

Industry: Large Electrical Utility Company

Client Objective: Strengthen relations with SMB and C/I customers for rate case testimony.

COB Solution: Created outreach program to enhance account managers relations through event and networking functions.

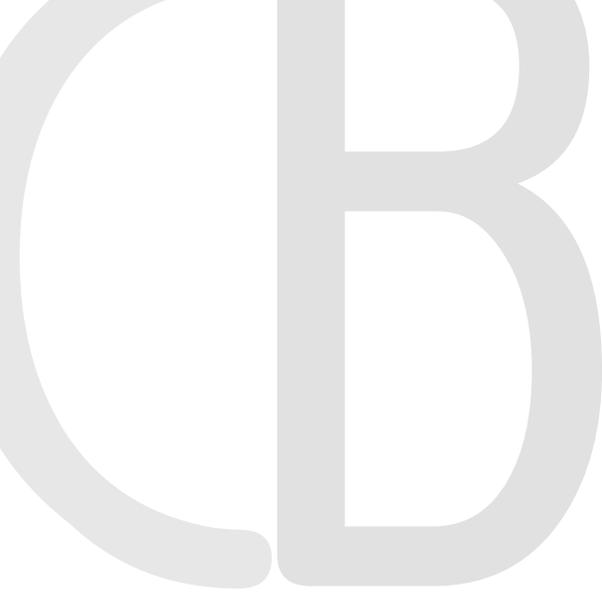
Results: Achieved an overwhelming 85% positive testimonial acceptance and support of the new rate schedule.

Industry: Waste Water Treatment

Marketing Objective: Expand franchise to include neighboring cities.

COB Solution: Designed collateral with media blitz to target segmented groups.

Results: Successfully annexed two municipalities.



Some of our clients...

- Aegean Skin & Massage Therapies
- Aspire Energy Services
- Boca Unique Boutique
- Central Florida Gas Company
- Designer Beachwear
- Doggy Chic
- Florida Power & Light Company
- Florida Public Utilities
- Gallery 51
- Girl About Town
- Honesty Payroll Services
- Howard P Hoffman Associates
- Husband for Rent Handyman Service
- Indian Town Gas Company
- Johnson Associates IT Firm
- Little Miss Priss
- Leon Gerard, DDS, PA
- Nicholas E Brown, P.A.
- Permanent Make-up by Graciela
- Pesco Energy Services
- Pineapple Grove Dermatology
- Re-Design on a Dime
- Royal Palm Aluminum
- Saquella Caffé
- Savoir Hair Care & Beau
- voguElements

Here are just a few of the business we have helped from a simple project;

example:

Design and print business cards; to setting a whole business and marketing plan in motion from the start-up phase.

We are a one stop shop that can do it all