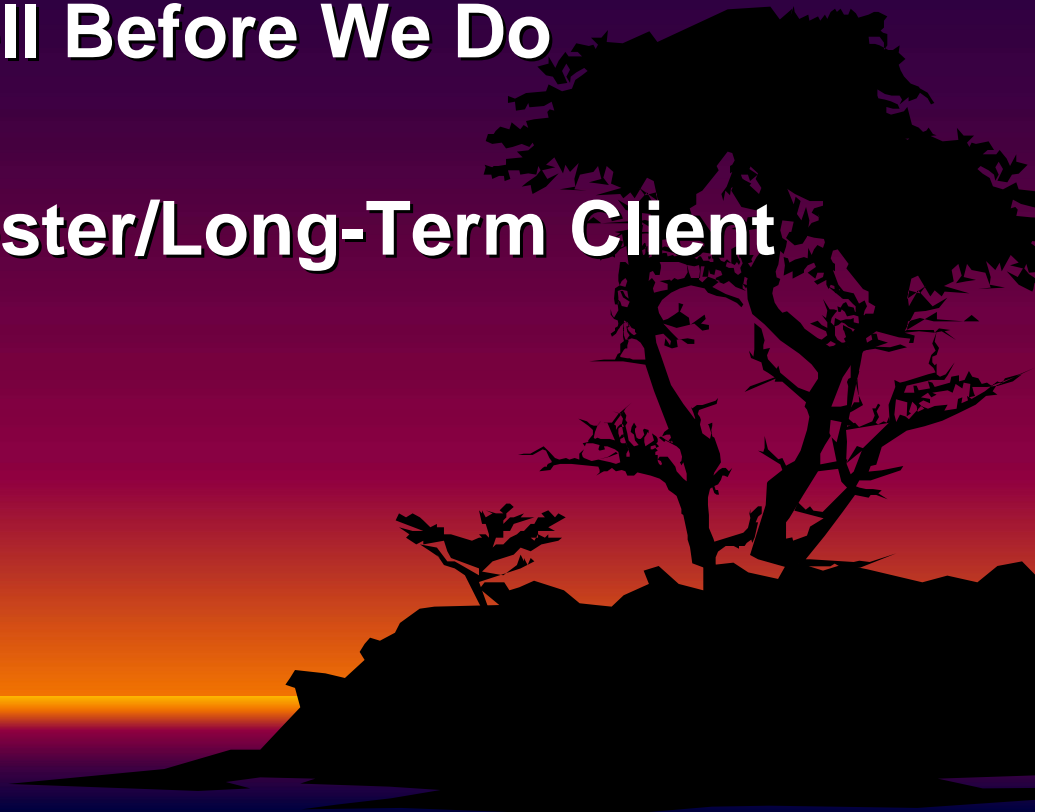


The background features a vibrant sunset gradient from orange at the bottom to dark purple at the top. A large, dark silhouette of a tree stands on a rocky outcrop on the right side. The title text is centered horizontally and partially overlaps the tree's silhouette.

# An Introduction To BLK

# BLK BACKGROUND

- **Founded November 1991**
- **Direct Response Marketing Agency**
- **Strategically Based... We Do Our Homework Very Well Before We Do “Advertising”**
- **Blue Chip Client Roster/Long-Term Client Relationships**




# **BLK 3 CORE COMPETENCIES**

- 1. Creating marketing plans, with a heavy focus on research, analytics, and measurable business metrics.**
  - 2. Positioning and branding for both new and existing products and services.**
  - 3. Developing highly targeted and accountable direct response marketing programs for client acquisition and retention.**
- 
- A silhouette of a tree and a landscape against a sunset background. The sky transitions from a bright orange and yellow at the horizon to a deep purple and blue at the top. The tree is on the right side, and the landscape below it is dark and jagged.

# WHAT WE OFFER OUR CLIENTS

- Senior Marketing Talent
- Strong Strategic Focus
- Experience In Businesses Ranging From Consumer Packaged Goods To Service
- Branding Expertise
- Direct Response Marketing Expertise
  - Primary Emphasis: Financial Services, B2B Service Firms, Healthcare, Real Estate & Transportation
- Process/Metrics
- Modular Or Turnkey Programs

*We're Unique Because We Do Extensive Homework Before We Do Any "Advertising."*

A silhouette of a large, leafy tree stands on a rocky outcrop against a vibrant sunset sky. The sky transitions from a deep purple at the top to a bright orange and yellow near the horizon, where a thin line of light suggests the setting or rising sun. The foreground shows the dark silhouette of the ground and water.

# CLIENT ROSTER...

- Amen Clinics
  - Arrowhead Products
  - Barco ETS
  - Big Brothers Big Sisters Orange County
  - BTA Advisory Group
  - Century 21
  - Chapman University
  - DIRECTV
  - Eldorado Bank
  - Farmers & Merchants Bank
  - FCA/TSA
  - First Financial Credit Union
  - Global Capital Ltd
  - Helix Wealth Partners
  - HRIB
  - International Pacific Seafoods
  - Integrated Behavioral Health
  - ITP
  - Java Music
  - Kofax Image Products
  - Matsushita Avionics Systems Corporation
  - MVAT
  - National Water & Power
  - Pacific Mercantile Bank
  - PacifiCare
  - PacificWorld
  - Panasonic Transportation Systems
  - PricewaterhouseCoopers, LLP
  - Protection One
  - QuikWater
  - Rutan & Tucker
  - Sunwest Bank
  - Suzuki
  - The Geneva Companies
  - The Orange County Forum
  - Toyota
  - Ulead Systems
  - UTY
  - Vosi Technologies
  - Western National Group
  - WCIS
  - Xenonics
- 
- A silhouette of a large, leafy tree stands on a rocky outcrop against a vibrant sunset background. The sky transitions from a deep purple at the top to a bright orange and yellow near the horizon, where a thin line of light suggests the setting or rising sun. The overall scene is peaceful and scenic.

# TYPICAL CLIENT ENGAGEMENT

- When we meet with a potential client, we assess their needs relative to our expertise to determine if there's a fit...we don't go beyond our core competencies
- The way we work is to break an assignment down into bite-size, easy to understand pieces. Ergo, some form of our proven effective *7 Step Process* (as can be found on our website ([www.blk4mktg.com](http://www.blk4mktg.com)))

# COMPENSATION

- We have 3 primary forms of compensation...
  - Project
  - Retainer
  - Hourly (Not Recommended)

*As a sidebar, in the past we offered performance-based compensation but client tracking was always an issue so we discontinued this formula.*

A silhouette of a tree with a large, rounded canopy and a smaller, more spindly branch extending to the right. The tree is set against a background of a sunset or sunrise, with a gradient from dark blue at the top to bright orange and yellow at the bottom. The tree's shadow is cast onto the ground below it.

# WHAT WE DO...

- **Analytics**
- **Positioning/Branding**
- **DR Marketing**



# ANALYTICS

## 3 Examples...

Client	Need	Deliverable/Result
ACI	A Highly Targeted/Accountable Lead Generation Program	A 2-Step Plan That Addresses Positioning, Org-Structure & The Basis Of A DR Marketing Model
Arrowhead Products	New Products Capitalizing On Their Aerospace Technology In Unrelated Transportation Segs	3 New Product Initiatives That Are Currently Between IP & Prototype
OC Forum	Competitive Data, Market Research & A Highly Focused/Accountable DR Marketing Plan	The Plan

# POSITIONING/BRANDING

## 6 Examples...

Client	Competitive Environment	Positioning/USP
F&M	Intense—Minimal Consumer Loyalty	<i>California's Strongest Bank</i>
FFCU	Tremendous Competition/Lack Of Focus	<i>Where California's Educational Community Banks</i>
MAS	The Leader —But This Was A Little Known Fact	<i>Preferred By Airlines WorldWide</i>
PriceWaterhouse	The Leader In Technology, But Perceived As #3 Or #4	<i>#1 In Technology</i>
WNG	Great Untold Story To Tell In Intensely Competitive Space	<i>The Premiere Multifamily Company in the West Since 1963</i>
Zout	A Clear-cut Positioning In An Incredible Competitive Packed Goods Category	<i>#1 Toughest On Kid's Stains! A Very Singular USP That (a) Boosted Sales and (b) Made The Company An Attractive Acquisition (SC Johnson)</i>

# DR MARKETING

## 4 Examples...

Client	TAG	Program	Result
IPS	<ul style="list-style-type: none"> <li>• Industry Segs</li> <li>• Investors</li> </ul>	High Impact Direct Mail (2 Different Programs)	<ul style="list-style-type: none"> <li>• 37% Response Rate And \$500M+ In Closed Business</li> <li>• Closed Financial Offer Within 30 Days Of Completion Of Program</li> </ul>
PacifiCare	Decision Makers Within Highly Vertical Audiences	High Impact Direct Mail	20% + Appointment Ratio
PTS	Decision Makers Within Mass Transit	High Impact Direct Mail	17% Appointment Ratio + 1 Multi-Million Dollar Deal
Suzuki	Deal Sales Force	2 Stage Direct Mail	Program Helped Exceed Launch Goals By Significant Margins