

ADVERTISING

DESIGN



2dotzero.com
evolving brands

STRATEGY

BRANDING

CREATIVE

2.0 MARKETING – EVOLVING BRANDS TO DRIVE SALES

Does Your Marketing Keep Your Brand Relevant for What Your Target Audiences Want Today – and Tomorrow?

We have all seen the case histories of companies that owned their markets with great brand recognition – only to stagnate or go out of business when they could not – or would not – evolve with the demands of the market. For example, Kodak didn't move out of the film business and move into digital quickly enough. Evolving your brand in today's rapidly changing market is more mission-critical than ever and 2.0 Marketing is the right partner to help your brand stay relevant in a fast-changing business environment.

We Are Brand Architects

2.0 Marketing is a marketing agency, that takes a 360-degree view of your brand to create and execute great marketing ideas to move your company to achieve – and exceed – your business objectives. We help you drive sales in the following ways:

- Break through the noise with creative that gets noticed – even in commoditized market segments
- Strengthen your brand story to increase account and sales volume
- Build market share and, in many cases, provide ideas for identifying and selling to new markets
- Employ content development, social media and other digital marketing strategies to help build your sales funnel

How 2.0 Marketing Benefits Your Business

With a proven track record enabling companies including PowerBar, Sirius Satellite Radio, ING Americas and others to achieve increased sales volume and penetrate new markets, there are several reasons why 2.0 Marketing is the right choice as your marketing partner:



Results-Driven. 2.0 Marketing's process for strategic and creative development is built around your short- and long-term goals. Our team has a great track record of bringing new products to broader markets, creating master brands for companies that need to streamline their communications and much more.



Strategic. Our deep and extensive experience with industries including consumer products, financial services, and technology means we provide your company with a road map to increase penetration in your current markets and, in many cases, open up new sales opportunities.



Creative. Breakthrough creative is our trademark and our passion. Our impactful marketing work gets people talking and helps your brand stand out – even in a crowded market. We will give your brand a fresh perspective and a singular focus to maximize impact.



Financial. Hiring your own team of marketing professionals can be a substantial investment with salaries, benefits and incentives. 2.0 Marketing's team specialists allows you to use marketing resources just when you need them – and not when you don't.



Efficient. The sooner your marketing initiatives are up and running, the faster you can increase sales in your existing markets and have the tools in place to approach new opportunities. 2.0 Marketing's nimble and flexible process ensures that your projects are completed on time and on budget.

What We Deliver

As brand architects, we ensure your brand communications are built on a strong foundation. This results in a clear, consistent brand voice behind everything that you do – from concepts to execution – to help you achieve your sales and marketing goals. Our services include:

- Strategy & Planning
- Competitive Analysis
- Branding
- Messaging & Positioning
- Corporate Identity
- Print and Online Advertising
- Social Media
- Ecommerce Solutions
- Content Development
- Graphic Design
- Packaging Design
- Website Development and Design
- Tradeshow Strategy and Support

2.0 Marketing specializes in a wide range of industries including:

- Financial Services
- Luxury / Lifestyle
- Technology
- Consumer Products

2.0 Marketing: Creating An Impact for Clients

Here is just a sampling of B2B and B2C clients who have benefitted from working with 2.0 Marketing:

PILLA

FrancoSarto

SIRIUS
SATELLITE RADIO

SIX Financial Information

SOHO
Brewery

GBST

Industrial Rivet & Fastener Co.

SMITH BARNEY
citigroup

PowerBar

ING

KELME

LATHAM
behind every pool

"I have worked with 2.0 for several years and have found them to be consistently the most responsive and efficient marketing firm I have had the pleasure to employ. They quickly understand the needs of the client and transform concepts into meaningful materials in an instant. I will always recommend them to any firm interested in new, fresh and innovative approaches to promotional materials and programs."

– Barry Raskin, Managing Director, Jordan & Jordan



Roberta Cohen founded 2.0 Marketing, LLC to help clients better articulate their brands and drive sales in today's fast-moving marketplace. Roberta has an extensive sales and marketing background that spans 20 years of experience. She has supported clients' marketing initiatives across many industries including: financial services, manufacturing, healthcare and technology. She has worked with a wide range of companies – from entrepreneurial organizations to Fortune 100 companies including

Citibank's Global Transaction Services, MBIA and Telekurs Financial. In addition to her work with 2.0 Marketing, she is also founder of Vector Expo Group, an agency specializing in helping clients accelerate business performance for their tradeshow and other client-facing events.

Prior to founding Vector Expo Group, she was VP of Account Services at Inergy Group, a business-to-business marketing agency. In addition, she previously was also head of account services at Creative Partners, a brand marketing communications agency, for over ten years, where she built teams to pitch and win business-to-business and consumer clients. Roberta holds a B.A. from the University of Wisconsin-Madison. She serves on the board of directors for Liberation Programs, Inc., and she contributes her time to fund-raising for the performing arts and other civic organizations.

Is Your Brand Evolving?

Online and traditional communications become more fragmented everyday. The demands of business to stay relevant and make every marketing dollar work harder are more critical than ever. If you believe there are opportunities for incremental sales in your organization and you are ready to sharpen your company's business performance, then talk to 2.0 Marketing. Whether you are looking to reposition or expand your company – we deliver great ideas to drive business and break through the noise. For more information, contact Roberta Cohen at roberta@2dotzero.com or **203-561-6173**.



Philip Pilla is Creative Director of 2.0 Marketing. He has extensive experience driving brand growth across a broad spectrum of consumer and business-to-business companies. In addition to his work with 2.0 Marketing, he is founder and CEO of Pilla Performance Eyewear, the world's leading manufacturer of high performance eyewear for shooting sports. Prior to this, he was Creative Director at Creative Partners where he crafted client campaigns while overseeing client relationships with the agency.

Previous to his work at Creative Partners, Philip was Vice President of Marketing for Sirius Satellite Radio where he oversaw all aspects of brand marketing including: strategic development, advertising, sponsorships, and event marketing. In addition to his corporate experience, Philip has worked several with New York agencies including Jordan McGrath Case & Partners, Earle Palmer Brown New York, Kirshenbaum & Bond and J. Walter Thompson. He founded Needleman Pilla Advertising, which he grew to \$14 million in billings. Philip is a graduate of Cornell University where he earned a B.S. in Consumer Economics, distinguished himself as a Red Key Scholar Athlete and was an All Ivy League Athlete in Soccer.



Anne Guthrie has more than 20 years of copywriting and marketing experience, including an extensive background in business-to-business, business-to-consumer, corporate and nonprofit communications. Over the years her client base has included financial services, domestic and global banks, colleges and universities, educational service providers, technology companies, manufacturing firms and more. Anne has developed content for a variety of integrated programs and products across a wide range of channels including sales collateral, advertising, email, web and social media. She graduated from Bridgewater State University with a B.A. in Communications and an M.A. in Communications Studies.



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