



GRAPHLINK MEDIA
CAPABILITIES REPORT
www.GRAPHLINK.com

Products & Services
Past Project Highlights
Team Members

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Graphlink Media:

Capabilities Brief & Project Examples

From big-brand building for clients that have included American Express, Miller Brewing, Merck Pharmaceuticals, Wella Beauty and many others, to small-brand nurturing of successful local and niche companies that consumers love.

Graphlink Media is a small and affordable boutique shop with big-shop know-how, big-shop experience, and big-shop capabilities. From web design and online marketing, to direct mail and print advertising, Graphlink Media delivers the IDEAS, the CREATIVE CONTENT, and your COMMUNICATIONS to your market.

The purpose of this brief is to give the reader a simple text-oriented overview of our capabilities and range of services. It will concisely discuss our strengths while sharing just a few projects we have produced and are particularly proud of.

While far from exhaustive, this document offers an overview of the advertising and creative services we've provided to both B2B, and retail businesses.

It is intended to supplement the viewing of our portfolio website available at:
www.GRAPHLINK.com

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Capabilities & Services

Graphlink Media is first and foremost a creative service for our advertising and marketing clientele. Creative content is the tool we use for one very important reason:

***Brilliant, fresh, and convincing communications
is what brands your company, and sells your products.***

Great creative and great ideas are what communicate to the buyer, whether you do business-to-business (B2B), or business-to-consumer (B2C). Connect with your buyer, and you increase the odds of making that sale.

As our senior partner and advertising giant Ben Colarossi has said for decades: "Our ads must reach out and touch the consumer, move them...make them **feel**."

But today, creative without technology is useless. At Graphlink, we have that technology in-house. It's not something we send out, it's part of who we are. And it comes into play when marketing on the web, to smart phones, building your website, and your brand.

The Creative

Our core creative disciplines include branding, advertising design, illustration, photography, video and animation. Yes, all in house, with shooting studios in midtown.

We have also produced much work in the areas of packaging, product and interface design. You can view samples of our work at: www.Graphlink.com

The Technology

Our technology supports the demands of our creative projects, and the needs of our clients. We have in-house programming and development for multimedia, website development, internet services, e-commerce, desktop and mobile app development.

We are also the developers of the MediaBook™ publishing format, for which *Electronic Publishing Magazine* named us to their "**TOP 20 INSPIRED PUBLISHERS**" list.

Our in-house network includes multiple Windows, Macintoshes and iOS and Android systems. We have fast co-located internet servers for development and deployment use. This allows for much faster turn-around on complex projects, and the ability to provide our clients with time-critical hosting.

Our Markets & Clients

We have two primary markets and functions. We operate as a boutique ad agency, catering to small through mid-sized clients. Secondly, we are a valued resource and vendor to the largest international agencies, and their clients.

The Boutique Ad Shop

As a boutique marketing shop, we have created great advertising and dramatically increased revenue for our small to medium (SMB) sized clients. Whether a retail store, professional service or manufacturer, Graphlink Media has delivered big agency style services to many smaller companies.

Partial Client List

American Express, Atkins Medical Center, Chase Bank, Bergdorf-Goodman, Scholastic Inc., Newlife Magazine, Eyecare Business Magazine, Miller Brewing, Trojan Brand Condoms, Absolut Vodka, Polyglycoat Carwax, Wella Beauty, EDS, Chrystal Ice Beverages, Paseo Beverage Corp., Ringling Brothers Circus, Samsung Electronics, Sunrise Communications, Sepracor, VISX Laser Systems, Johnson & Johnson, Good Housekeeping, Sony Music, Solvay Pharmaceutica, Polygram, Viacom, Nickelodian TV, Merck & Co., Pfizer, General Electric, Delta Children's Furniture, Metro PCS, AEC Repro.

The Creative Vendor

As a talented creative shop, we have been the go-to source for major ad agencies and their big-brand clients. Providing their creative design, art, photography, animations, web sites, internet creations, and so much more.

Partial Agency Client List

J. Walter Thompson, Jerry Della Famina, Grey, Messner Vetere, McCaffrey & McCall, Beaumont-Bennett (Grey), Bozell, Bastoni Barnes (WRG), Jerry & Ketchum, TBWA Chiat-Day, The Advertising Partnership, Bates Worldwide, Arnell Group, DeVito-Fitterman, Summit Healthcare/Loew McAdams Communications, Saatchi & Saatchi, Ogilvy & Mather.

Key Staff Members

Our key team members total over 100 years in advertising!

Lance Evans

creative director/founder



Founder and lead creative Lance Evans heads up Graphlink Media. Twenty-five years in advertising, Lance is a veteran of J. Walter Thompson, Bates Worldwide, Jerry Della Femina, and other big shops. Lance has worked one-on-one with some of the industry giants like Jerry Della Femina (whose book inspired “*Mad Men*”), Mike Robertson (Worldwide Creative Director, Bates), Frank DeVito (Worldwide Creative Director, Lintas), and Ben Colarossi (see below).

Lance’s advertising design and image-creating talents have been used in advertising for international brands (Miller Beer, Lucky Strike, EDS, Wella Beauty), in the launching of major new companies (Olive Garden, Sepracor Pharmaceuticals), product marketing and branding (Trojan Condoms, Absolut Vodka, American Express, Chase Bank), and in both packaging and interface design (Miller Beer, Paseo Pop, Samsung, Polyglycoat).

His publishing credits at Graphlink include direction of catalogs (Westvaco and Falcon Jets), annual reports (Merck Pharmaceuticals), illustrative works (Scholastic Inc., Van Nostrand Reinhold, Thompson, Cengage, Charles River Media, Future Publishing), and publication art direction (Newlife, Studio, Box, United Nations Press magazines).

Lance is the author of three books on 3D art and animation (with a forward by Photoshop creator John Knoll), a contributing writer to industry magazines (*3D World*, *Rendernode*, and *CreativeBloq.com*), a technology and marketing consultant to developers (Alias, Autodesk), educational consultant (Apple Computer, NY Association of the Graphic Arts, Mac Learning Center, The Maine Workshops), and lead host/producer for industry seminars sponsored by Apple Computer and Tekserve.

His work has been published all over the world in books, magazines, and big-brand ad campaigns, he has been written up and interviewed in a wide range of media including The New York Times, Art in America, Backstage Magazine, NBC Television and more.

The New York Times, speaking of his photography, said in part:

“...an accomplished handling light make Lance Evans’ photography very successful.”

- Phyllis Braff, The New York Times, Sunday Arts Section

Ben Colarossi

Winner of over 12 Clio Awards



Ad Age Magazine called Ben “The Man of a Thousand Slogans”, and say he is one of the top advertising men of the last 50 years. Ben created the original “Where’s the Beef” slogan for the Wendy’s Hamburger account. He was the producer of “Trust the Man with the Star” for the Texaco account, and copywriter for the famous “Anacin starts working in just 20 seconds”. Charles Revson, founder of Revlon, credited Ben with building the Revlon brand, saying “We owe it all to Colarossi”, in his book “*Fire & Ice*”.

Ben has been written up in **AdAge**, **AdWeek** and the **New York Times** hundreds of times. The NY Times said “*Ben has had a triple-threat career.*” He is also featured in many books on the subject of advertising, including the famous “*Promise Them Anything*”, which devotes a chapter to him.

He has held the titles Executive Vice President of Lintas-USA and at Interpublic/McCann Erickson, President of Worldwide Marketing and Promotions at Ketchum, and been President/Chief Creative Director of his own shop Creamer/Colarossi.

Ben's been our senior adviser at Graphlink for 5 years, working on projects that interest him most. He is also a consultant with WPP, the largest ad agency in the world. His personal website is: <http://www.bencolarossi.com/>

Dale Kanzler

Marketing and Account Supervisor

A veteran marketer, Dale began his career at NFM/Playboy, designing and implementing multimillion dollar nationwide promotions. On-location events at ski resorts, night clubs and concert venues, his promotions allowed his Fortune 500 clients to build brand loyalty with their upscale target market.



At Marvel and DC Comics, Dale managed the promotions, sales and marketing of new titles, and directed the advertising programs. At National Syndications Inc., the large consumer marketing firm, he oversaw the creation of advertisements to sell a wide range of products through direct mail, and print ads in over 900 high profile publications.

Morgan Stanley provided Dale the opportunity to learn how to evaluate business financials and prepare companies for public offering or sale. These combined experiences have provided Dale with the unique ability to assess a company and determine a course of action to build the brand image, consumer loyalty, increase both retail traffic and income, and create value in the company leading to success or sale.

Highlight Past Projects

Founded in the 1990's, Graphlink has produced too many fascinating projects to be presented here, or on our website. But we feel the following offers a good range of examples. Visual examples of these projects can be found on our website portfolios.

Client/Brand	Product/Service Description
Lincoln Center Marketing	Graphlink has been producing all of the catalog and marketing material for the Lincoln Center Marketing team for the past few years. This includes the art and retouching of all seasonal catalogs, online and print advertising, and their iconic building-sized banners see at Lincoln Center and down Broadway.
Star Wars / Verizon / Disney / Lucas Films	Upon the acquisition of the Star Wars property, Verizon and Disney brought Graphlink in to create a marketing campaign that would highlight Verizon's international sponsorship of the rebooted series, and their creation of international Star Wars events.
AEC Repro	<p>AEC Repro is now a staple in the NY construction industry, and an excellent example of a long-term marketing alliance. When we were first brought on, it was an un-branded family owned company that had no logo, and no name for its premier products.</p> <p>In a few short years we had re-branded the company (to the name it became known as), created its corporate identity, logo and website, named its line of products, and obtained for them the single most sought-after website address in their industry. The company grew and moved to occupy a large street level space, plus basement/upper floors, around the corner from Bryant Park.</p>
Miller Brewing Company	<p>Graphlink was engaged to produce a range of projects for Miller Beer over the period of over 2 years. Advertising projects included the development and production of their "Cap Races" advertising series, used in broadcast, stadiums and billboards. We developed the imagery which we then employed in 3D illustrations and animated works. We were also brought on to work on Miller Beer's package redesigns (we were the initial catalyst for what ultimately became their very successful "Black Label"), and develop imagery for new and "event" products in their line.</p> <p>After months of design work, Graphlink's involvement was extended to include working with the test marketing of many of its designs. Photo realistic illustrations were created and shown to focus groups. Later, actual bottle and can mockups were created for testing groups across the country. (Agency: Bates Worldwide)</p>

Absolut Vodka	Graphlink was brought in to develop Absolut's direct-to-customer branding products handed out at bars and events. We produced numerous promotional and collateral products, 3d illustrations, die-cut bar-books and more. (Agency: TBWA Chiat-Day)
American Express	<p>The entire Graphlink team was brought in to help pioneer American Express's new multimedia division. Located in NY's World Financial Towers, the Amex Multimedia Lab become the industry blueprint for other corporations. We helped to oversee and develop the original creative, and its technology, then helped train permanent staff. During our involvement and after, this department produced new business pitches that were credited with landing the largest financial investments of its day.</p> <p>During the initial startup and following years, Graphlink provided art, illustration and animation elements that were used in the multimedia presentations and much collateral material.</p>
Saks Fifth Avenue Haute-Couture	Working with Saks Director of Couture, Kirk Reeves, Graphlink was engaged to help create a series of high-end images and marketing campaigns that would appeal to their high-end clientele across their chain of stores in many US markets. We produced advertising, photography and iconic imagery.
Wella Beauty Products	We produced international advertising campaigns for the beauty products giant. This included the beauty photography, special image effects work, art direction and all studio production of the series. We also created some collateral promotional materials. (Agency: The Advertising Partnership)
EDS Corporation	<p>For Ross Perot's EDS corporation we were brought in to create all of the art and illustration for 2 years of ad campaigns. This included both their regular advertising and their special event campaigns like the World Cup series.</p> <p>When the account was moved from the ad agency's NY offices to their mid-west office to be closer to EDS' Texas headquarters, Graphlink staff was flown out for a few weeks to bring the new staff up to speed and work with them on producing new campaign pitches for EDS. (Agency: Bates Worldwide)</p>
The Atkins Medical Center	We were engaged to produce a wide range of of mostly print advertising (outlets including The New York Times, New York Magazine, WSJ) and branding designs for expanding the reach of the already internationally know Atkins Medical Center, occupying an entire building on Manhattan's Eastside.

<p>Sepracor Pharmaceutical</p>	<p>An exceptional experience, Graphlink was brought in by pharmaceutical ad giant Lowe/McAdams to help them launch Sepracor Pharmaceutical, a hot new bio-tech pharmaceutical company based in Massachusetts. We originally launched the first product Xopenex, and later helped with their other products which includes the sleep aid Lunesta. Graphlink acted as the agency's creative and production departments.</p> <p>For over two years most of our resources went to the launching of Sepracor. We produced every item for them, including their commercials, animations, advertising and promotional material, press packages, even their stationary and letterheads. The largest of the projects involved educational animations, animated screen savers, and other interactive projects. (Agency: Lowe/McAdams)</p>
<p>Merck Pharmaceutical</p>	<p>Again, we produced multiple projects for this pharmaceutical house. Our various Merck projects were produced through multiple advertising agencies.</p> <p>We were brought in to produce one of Merck's annual report books. Running hundreds of pages and containing tremendous amounts of exacting clinical research data, the book had to be assembled carefully. We produced all of the info-graphics to illustrate this product. As is often the case with annual reports, this was an unusually demanding and high budget project. (Agency: Lowe-McAdams Advertising)</p> <p>We were later brought in to produce a range of medical illustrations used in the ads for new heart related products from Merck. We produced these and then additional illustrations for the product's collateral materials. (Agency: D'Arcy Advertising)</p> <p>Finally, we were hired by yet another group on behalf of Merck. This time we were asked to create imagery and animations that were used both for medical illustration of concept and functionality, and another set of pre-visualization work to explore various building expansion options open to the company at a site. (Agency: Rainmaker/SFX Productions)</p>
<p>Trojan Brand Condom</p>	<p>Graphlink created one of the internet's first mega-downloads: We designed and created the animated TROJAN Brand Condoms screen savers—a huge hit at the time!</p> <p>Our work was extended to include related promotional material and posters using similar content. (Agency: Bates Worldwide)</p>
<p>New Business Departments</p>	<p>Over the years Graphlink's graphics and marketing services have been engaged to work closely with, and produce materials for many "New Business" departments at most of the top agencies in NY.</p>