



HELPING BUSINESSES GROW FOR MORE THAN 10 YEARS

- marketing
- branding
- interactive
- design
- advertising

ADJUST : ADAPT : ADVANCE 



## ADVANCE...

How do you reach new customers? How can you increase responses and close rates? How do you make your company stand out from the competition?... For more than a decade, Matrix has helped companies answer difficult marketing questions like the ones above and develop the tools to sell and market effectively.

Matrix is 110% dedicated to our clients' advancement. We treat your concerns like our concerns and put the best interests for your company above our own. It is rare to find a creative firm with customers as loyal as ours because it is rare to find a company that cares for its clients as much as we do. We succeed only when you succeed.

## BRAND-BUILDING APPROACH

At Matrix, helping you grow is about more than slick design or a clever headline; rather we believe that brand building is more effective. We build brands by bringing together the right corporate image to position you for growth in conjunction with good planning and creativity. This brand-oriented approach has helped our clients redefine their approach to marketing, increase sales and customer retention, improve loyalty and get noticed above the competition time and again.

Every brand strategy is unique because every company has its own "personality" as well as niche in the market. We strive to achieve the RIGHT style and tone for every company in any industry we service.

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The following portfolio represents a sampling of our creative work. Full scope of services include:

### Design & Creative Services

- 2D and 3D graphic design
- Brochures, folders, annual reports, collateral, etc.
- Photography, Illustration, etc.
- Print brokering
- Copy and Content Writing

### Web, Interactive & Digital Media

- Traditional web design
- Flash web design & Interactive Animation
- E-commerce
- Web Video
- Web Advertising & PR Strategies
- Interactive CD and DVD design and production
- Interface Design for applications
- Web site maintenance
- Facebook, YouTube and New Media Solutions

### Advertising, PR & Marketing

- Ad Design – Print, outdoor, internet, etc.
- Integrated Interactive/web Advertising
- Ad copy writing
- PR and Press release placement
- Ad placement and campaign management
- Direct Mail & Email Marketing Campaigns
- Variable Data Direct Marketing

### Video and Commercials

- Scripting
- Concept Development
- Storyboards and Pre-film design
- Model & Talent Search and Setup
- Set Design Assistance
- Talent and Set Direction on Shoot
- Production & Post Production Art Direction

### Product Design

- Product Design
- Product Renderings
- Technical Drawings
- Packaging Design

### Environmental

- Signage Design
- Store Display
- Point-of-Purchase Design
- Interior and Exterior Branding

### Feasibility & Strategic Planning

- Demographic Study
- Competitive Analysis
- Brand Strategy
- Marketing Plans
- Media Plans

# Branding and ongoing service - Medical Solutions & Recovery Pump



More than a decade ago we helped launch Medical Solutions by providing branding, logo design and marketing services that helped position them for growth and allowed them to compete at a higher level in their market.

Today, they are nearly 100 TIMES beyond where they were and we have grown with them over the years providing every type of service imaginable for their vast sales force.

Some of our web-based sales tools have helped them grow drastically, garnering over 300 leads per day. Whether developing strategies like these or being a reliable source for any of their design and marketing needs, we're proud to work with them.



Medical Solutions Lymphedema Wounds Venous Disorders Arterial Disorders

For more than a decade, Medical Solutions has been an industry leading provider of breakthrough products that treat circulatory disorders and their resulting conditions.

**67% of ALL Lymphedema is directly related to Venous disorders**

More than 2 million Americans have Venous-related Lymphedema (1% of US population) and more than 3 million have Lymphedema (1% of US population).

**What conditions do we treat?**

**LYMPHEDEMA** - Affecting 8 million Americans as defined by Medical Solutions, it is a chronic condition characterized by swelling of lymph nodes or an overproduction of lymph fluid (protein of CCL). Many cases of Primary and Secondary Lymphedema are directly related to the obstruction of lymph flow from the affected area as well as an improving circulation.

**VENOUS DISEASE** - 8.3 million Americans suffer from Chronic Venous Disease (CVD), it is now recognized as a leading cause of Lymphedema. By restoring the venous circulation, our products assist in the reduction of lower extremity lymph.

**ARTERIAL DISEASE** - 8.3 million Americans suffer from Arterial Disease (AD), it is now recognized as a leading cause of Lymphedema. By restoring the venous circulation, our products assist in the reduction of lower extremity lymph.

**THE BALANCE OF THE SYSTEMS**

**Lymphedema Defined**

"Lymphedema is the swelling of subcutaneous tissues due to the accumulation of excessive lymph fluid. The accumulation of lymph fluid results from impairment to the normal clearing function of the lymphatic system and/or from an excessive production of lymph."  
(Medicare NCD #280.6)

Lymph is the interstitial fluid found between the cells of the human body.

**VENOUS DISEASE, LYMPHEDEMA AND CHRONIC WOUNDS**  
Breakthroughs in Compression Therapy Treatment

Directly tested and proven, our Compression Therapy products have shown to be effective in the treatment of chronic wounds.

6+ Million Americans affected by Lymphedema as defined by Medical Solutions

6.5 Million Patients with Venous Disease

6.5 Million Americans suffer from Chronic Venous Disease

Improving Quality of Life - One Patient at a Time!

Have you tried the latest compression therapy products? Our Compression Therapy products have shown to be effective in the treatment of chronic wounds.

www.medicalsolutions.com

**MEDICAL SOLUTIONS**  
toll free: 800.734.0422

Understanding the relationship between the circulatory system and the lymphatic system is essential for successful treatment of dysfunction in either system and their related conditions.

**01:** As the capillary bed, lymph is reabsorbed into the venous system or transported through lymphatic channels.

**02:** Lymph channels transport lymph to lymph nodes which filter the fluid for infection and debris.

**The Detritus Balance:** We have a system in our bloodstream. All the waste and debris that we take in from the food we eat and the air we breathe is filtered out of the blood by the kidneys and the liver. The lymphatic system is a complex filtering system that filters out the debris that is left over after the blood has been filtered by the kidneys and the liver. The lymphatic system is a complex filtering system that filters out the debris that is left over after the blood has been filtered by the kidneys and the liver.

**Regulatory Features of the Kidneys:** The kidneys are the primary regulators of the body's fluid balance. They filter out the waste and debris from the blood and return the clean blood to the body. They also regulate the amount of water in the body and the amount of salt in the blood.

The success of Medical Solution's flagship product in patient care has spawned a new division utilizing that product for high endurance sports recovery.

We have recently helped them launch that division with a new look, web site, exhibit displays, flyers, ads and collateral materials.

Rapid Muscle Recovery Everyday

Want to become a Recovery Pump Affiliate Partner?

How Professional Triathlete Richie Cunningham recovers

**RECOVERY PUMP**  
www.RECOVERYPUMP.COM

BSS-REC-PUMP

**RECOVERY PUMP**

**BOOT SIZING**

RecoveryBoots should fit the entire length of your leg, with the top of the Boot meeting nearly to the hip.

Boot Size	Height
75	< 5'0"
85	< 5'5"
95	< 5'11"
105	< 6'4"

**HOW DOES IT WORK?**

RecoveryBoots mimic what your body does naturally to circulate blood, just at a much faster rate, using high levels of compression (measured in mmHg). In effect, the RecoveryBoots expedite your body's natural ability to flush metabolic waste out of the muscle, allowing for faster recovery time in between workouts.

A massaging action squeezes 4 air-filled chambers, starting from the foot and systematically filling to the last chamber at the hip. The RecoveryBoots then deflate, allowing blood back in to the leg. This cycle repeats itself for the duration of use, forcing the body to evacuate the metabolic waste causing fatigue and soreness in the muscle. Use the RecoveryBoots every day as long as possible, and feel the difference rapid muscle recovery can make in your training and level of performance.

**TRAVEL WITH IT!**

Essentially fits in a suitcase, backpack or carry-on.

**RECOVERY EVERYDAY**

Our mission at Recovery Pump is to educate the athletic community on the benefits of sequential pneumatic compression as an aggressive therapy for muscle recovery. We strive to be a valuable resource to our customers and the standard of care for endurance athletes in their everyday recovery.

retrained muscles, your level of fitness continues to increase incrementally, rather than decrease without proper recovery.

It's not magic, it's science. The RecoveryBoots increase blood circulation via compression, which helps to clear metabolic waste and restore the natural delivery of oxygen and plasma to the muscle. Use the RecoveryBoots every day as an aggressive recovery treatment for fatigued muscles.

**RECOVERY PUMP**  
9 LA CRUE STREET | GLEN MILLS PA 19342

**BSS-REC-PUMP**  
www.RECOVERYPUMP.COM

CALL TODAY: BSS-REC-PUMP

**RECOVERY PUMP**

TRIFORMANCE ACTIVE RECOVERY FOR THE SERIOUS ATHLETE

OPTIMIZED RECOVERY. OPTIMAL PERFORMANCE

TRIFORMANCE FEATURED ATHLETE: RICHIE CUNNINGHAM

"...if you think that you don't need a compression pump to recover, YOU PROBABLY ARE NOT WORKING OUT HARD ENOUGH" - Richie Cunningham, Professional Triathlete

Simply the MOST effective MOST affordable MOST practical Recovery System available!

"The quicker you recover, the better you train. The better you train, the more you perform!"

"This is what the pro's use. And now I know why." - Coach Kati, Ironman and Triathlon Coach

The Pump is an FDA approved, medical grade device used for recovery in maximal, endurance sports. The Boots massage the muscles to improve circulation during use and help reduce swelling, soreness and fatigue, all while you rest and relax.

© 2011 Recovery Pump. All rights reserved. Site by [ ]

The Recovery Pump System (RP-S) is simply the most EFFECTIVE, most AFFORDABLE, and most PRACTICAL Recovery System available Today!!

**What is the Recovery Pump System?**

The Pump is an FDA approved, medical grade SIPC-Sequential, Intermittent, Pneumatic, Compression device with 4-chambered sleeves that inflate sequential from the toes to the base of the buttock. Device used for recovery in maximal, endurance sports. The Boots massage the muscles to improve circulation during use and help reduce swelling, soreness and fatigue, all while you rest and relax.

**What it does for the Athlete**

Replicating the action of the muscle pumps in the legs. Active Compression temporarily

**TRIFORMANCE**

**Pre-FORMANCE Energize** - Use the Recovery Pump before you train for just 15-30 minutes to increase venous circulation. The results are an easier transition into your work-out with less pain and more gain.

**Post-FORMANCE** - Use the Recovery Pump after your workout to help reduce swelling, soreness and fatigue, all while you rest and relax.

Register Log in Shopping cart (0)

STUDIES & SCIENCE TESTIMONIALS LIFESTYLE RECOVERY LOUNGE ORDER

FOR THE SERIOUS ATHLETE

WILLIAMSON Ironman 70.3. e but more so, a difference a day later than I had expected."

# Re-branding & 3-Store Launch - DiMeos Pizza / DiMeos Pizza Kitchen



A successful chain of authentic Italian restaurants and pizzerias wanted to launch 3 new stores with a more casual, fun brand to appeal to a slightly different audience.

Their Brand objective: utilize the black opera mask of famous Italian Commedia dell'Arte character Pulcinella.

## Services Provided:

- Logo Design
- Web Design
- Collateral: Bag, Loyalty Card, Cup, Pizza Box Design
- Menu Design
- Product Photography
- Conventional Illustration for Logo
- Pizza Shaped Grand Opening Flyers
- T-shirt design
- PR & Marketing Consultation & Support
- Printing & Fulfillment Services

The campaign successfully launched their new corporate franchise chain on time and on budget.



Fun marketing such as “You Wanna Pizza Me?” Shirts and die cut flyers were designed to help create the pre-launch buzz and reinforce the new fun brand.



Several logo variations were



Web Design: [www.DiMeosPizza.com](http://www.DiMeosPizza.com)

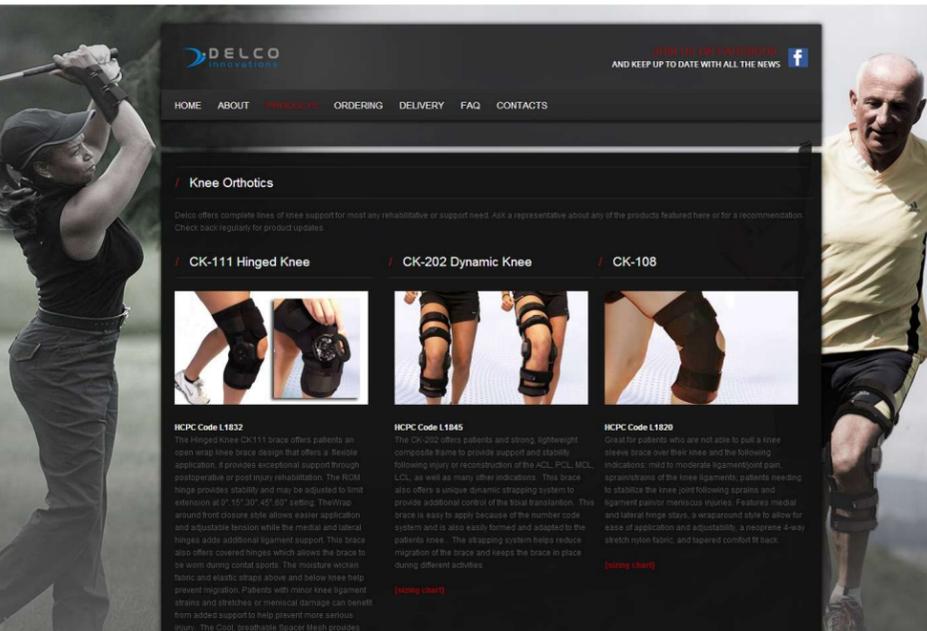
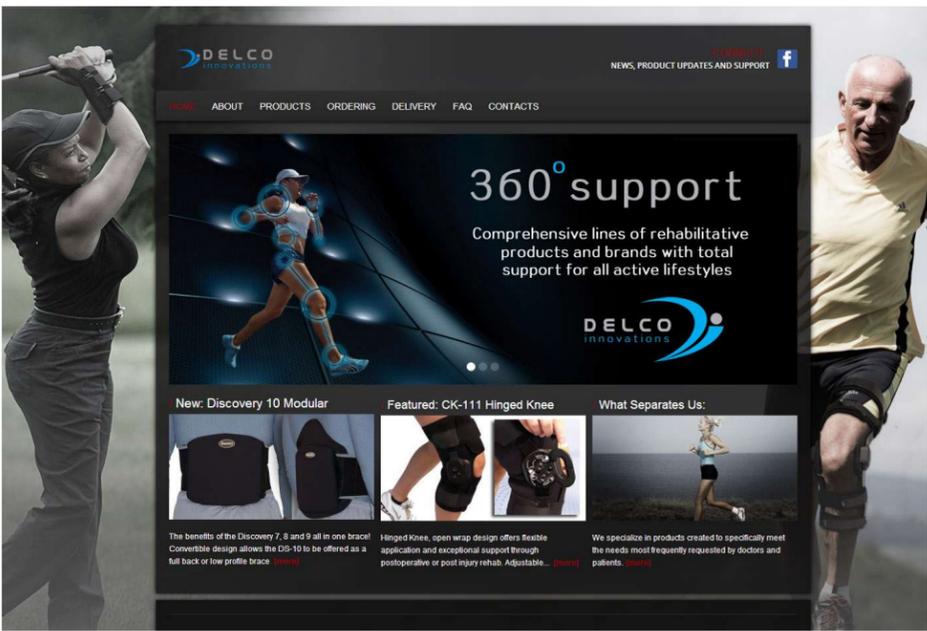




A new medical supply company launches sales efforts and a new product line.

Matrix is always looking out for our customer's budget constraints. Rather than jumping in with a costly full-featured web site, we recommended simply adding some "wow factor" to a simple existing site with a flash banner. This banner, though inexpensive, gave new vigor to the existing site and helps position them for market capture.

- Services Provided:**
- Logo Design
  - Web Design
  - Sales Literature Design & Print
  - Branding & Market Position Consultation
  - Marketing & Takedown Consultation
  - Support Services: photography, print, mailing...



Web Design: www.DelcoInnovations.com



- What Goes Into Launching a Brand?
- Sales Presentations
  - Brochures
  - Product Slicks
  - Direct Mail & More!



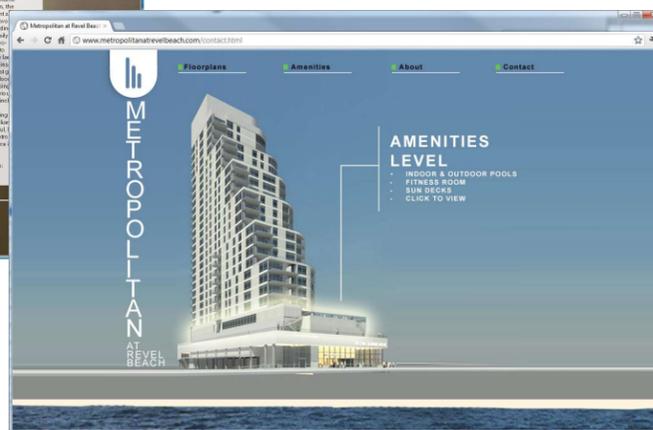
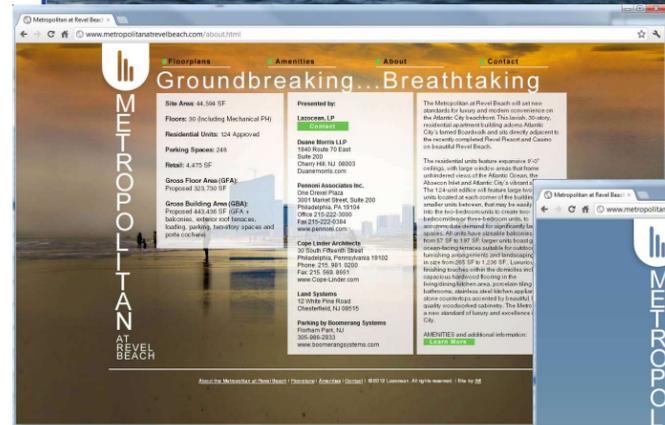
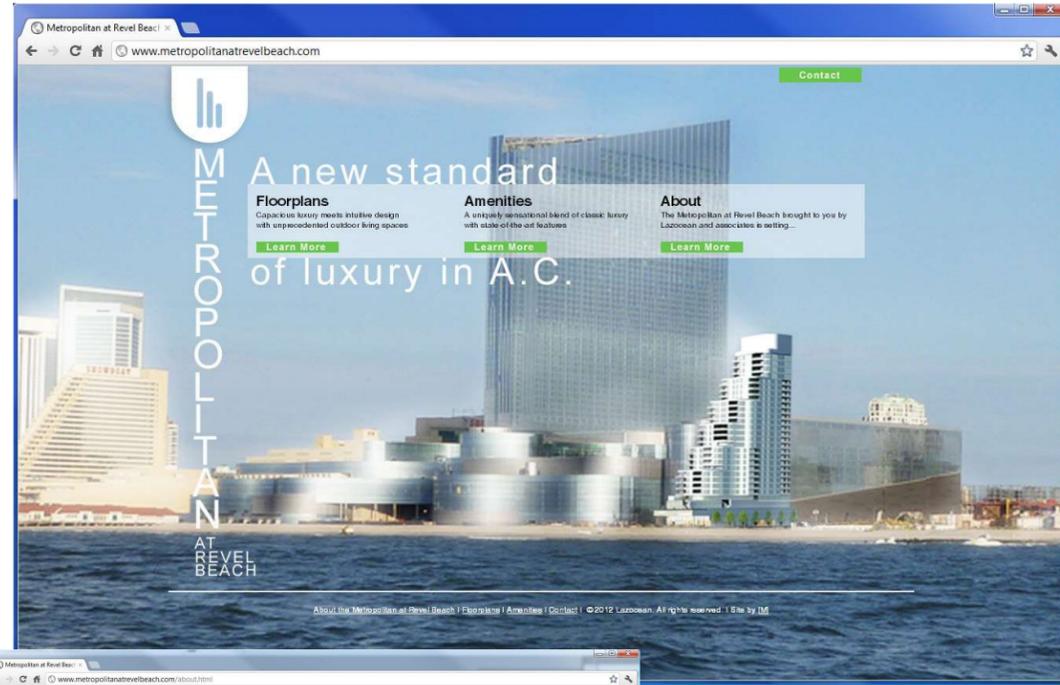


A new 30-story luxury apartment and condominium construction is being erected next to the new Revel Casino in Atlantic City.

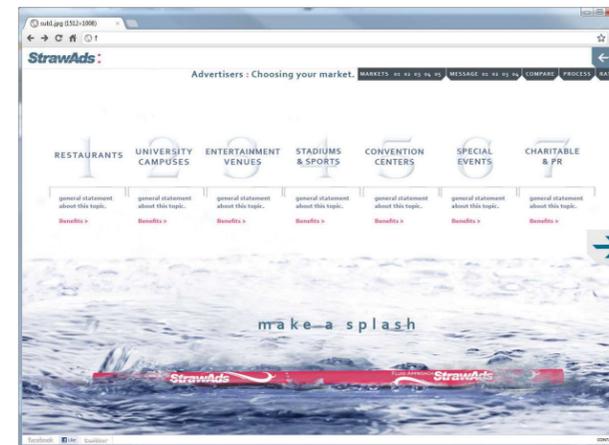
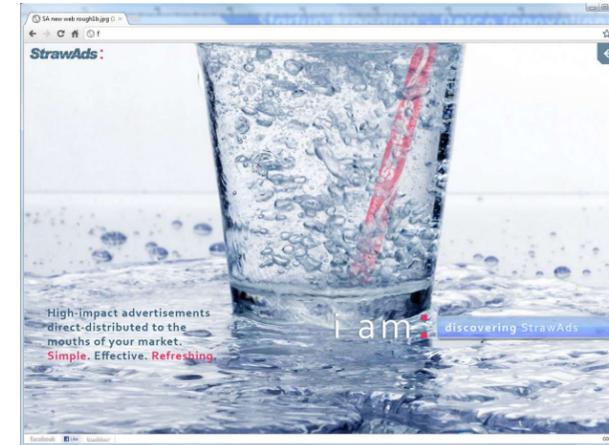
Initial marketing includes logo & branding. In this case a logo was selected that utilizes the “M” in a fashion that artistically resembles the building itself.

A custom web site showcases breathtaking views of the building and the Atlantic City beachfront and skyline in large, full-browser expanse.

Future marketing needs to include brochure & collateral design and marketing for the residences.



Web Design: www.MetropolitanAtRevelBeach.com



The owners of StrawAds didn't want the simplicity of a basic drinking straw to be overlooked. The brand image needed to scream, "Powerful! New! Not just a straw!"

Matrix created a look with high-impact, high energy visuals that demands to be noticed.

**solid statistics**

- **92% Recall**  
Exit poll studies show that 92% of patrons remember the ad the moment they see it.
- **37.5% Peer Influence Rate**  
Your ad will become top of mind for nearly 40% of all patrons.
- **20-40 Minutes**  
StrawAds stays in front of your customer for 20-40 minutes as they eat. BIG face time for a low cost.
- **.25% Average Response**  
Response rates vary by industry and offer, but our clients report an averaged response of .25% - providing an exceptional value per response.

**StrawAds: simply refreshing**

StrawAds™ is a location-based direct marketing service that places your message on drinking straws and distributes them to targeted audiences nation-wide or locally at restaurants, universities, sporting events, major events, trade shows and other straw dispensing locations.

→ **Deep Targeting**

Effectively targeting very specific demographics or populations can be challenging. StrawAds reaches many groups with ease at ethnic restaurants, cultural events, trade shows, campuses and more.



**Simple:**  
The best ideas are often the simplest and most obvious ones right in front of us. Straws are a simple tool that reach people at wisely THE MOST opportune times in their busy day when they have time to see, absorb, interact, recall, discuss and react to your message.

**Refreshing:**  
These "personal billboards" are proven to be more highly noticed and remembered than any form of advertising, boast great response rates and are highly cost-effective.

StrawAds™ simply get back to the basics of what good advertising is supposed to do... isn't that refreshing?

your message... at the times proven most effective to influence purchase decisions.



This robust joint venture project between Apple Vacations and Affinity Global was 2-pronged in its approach: first get university alumni associations to participate and then market to their members.

**Campaign Services Included:**

- Commercial Spots & 6 Minute Video Production
- Web Site Design & Web Video
- Facebook/Social Media Marketing
- Email Campaign
- Web Banner Campaign on Alumni Sites
- Personalized School Web Sites
- Large Graphic Displays at Schools
- Brochures
- Flyers
- and more



Lehigh Alumni  
Punta Cana  
Dream Getaway!



All Inclusive luxury & VIP perks! Don't miss the vacation of a lifetime! See the details and trip video: [www.applevacations.com](http://www.applevacations.com)  
800-815-9000



**STAY CONNECTED WITH YOUNGER ALUMNI**  
As you know, the uncertainty of today's economy has made it extremely difficult to plan for the future. Now, you can enjoy the luxury of a tropical vacation with your younger alumni.

- Affordable 3 Day, 4 Day or 7 Day trips for only \$1099!
- Many organizations offer their members travel opportunities, but the younger alumni often remain unattached.
- Longer vacations that previously offered are either too expensive, require too much time away from work, or have limited availability.
- ASC Alumni Travel Opportunities are made with ALL of your member needs in mind.
- Airfare, reduced in price rates and all inclusive destinations allow members to practically "leave their worlds at home".
- Facing luxurious destinations that travelers of all ages can enjoy.
- All-inclusive resorts and activities make it easy for members to interact, establish lasting friendships and "stay connected".
- Create new opportunities to interact with your previously over-satiated alumni.

**Punta Cana**  
await your members

**VIDEO**  
[applevacations.com](http://applevacations.com)  
Experience your vacation offer at your "convenient to away" to your members!

**"STAY CONNECTED" GROUP AMENITIES**

- Welcome Cocktail Reception - meet and mingle with fellow group members at the pre-arranged event scheduled for the first evening.
- Private Group Dinner Party - One evening, by invitation only, easy exclusive, private dining.
- Farewell, Fun-Filled Beach Party - drinks, music, dancing and entertainment is in store to enjoy.
- Members City Tours often include shopping, sightseeing, strolling, scenic boat cruises and more!
- Dedicated 24/7 On-site Representative is available to book excursions, sightseeing and arrange to many of the wonderful nearby historic sights.

**APPLE VACATIONS.com**

Could never get booking a vacation individually. (Please see web link above for more)

The Punta Cana "Dream Getaway" is available to your members for the low price of **\$1099** per person plus applicable taxes. No cost to your organization! 31 days - 3 weeks for longer stays.



Print ad campaigns with larger-than-life 8' storefront banners in the center-city location

**coat chic**

**Save \$100 \$200 \$300 on all outerwear!**

*i love Steven B.*

Sale Ends December 31

**got balls?**

**Hartefeld National Golf Course**

800.240.7373 ■ 610.288.8800

[hartefeld.com](http://hartefeld.com)

This acclaimed ad not only got a great response for the client but spawned a litany of copycat ads... imitation is the most sincere form of flattery... thanks other ad agencies.

Clever direct marketing series for a sales training company utilized innuendo related to sales tactics. The campaign not only turned heads, but they reported a response greater than all their previous marketing COMBINED!

he just had  
a Quickie!

Training Group sales seminars give you tactics to close sales quickly.

TRAINING GROUP INC.

A sales seminar so powerful you could see a 75% increase in weekst

She's been  
Faking IT

...And her numbers show it. Learn the tactics to close the sale.

TRAINING GROUP INC.

Training Group Introduces a sales process so powerful, you could see...

**NEED A LIFT?**

The 1 Accessory EVERY Biker Needs!

The toughest, simplest, lightweight motorcycle jack and display stand on the market... or your money back.

NEW! Now fits in your saddle bags for roadside emergencies! 4 different models available! See Reverse for pricing and features.

STAINLESS STEEL - CERTIFIED TO HOLD OVER 1,880LBS

800-428-8616  
www.theMotorcycleStand.com

**THE STAND**

Made for your bike. Designed by a biker for bikers.  
The Stand lifts front or rear wheel on all Harley's and most every other make and model. You'll love your stand. Guaranteed.

**NEED A LIFT?**

The toughest, simplest, lightweight motorcycle jack and display stand on the market... or your money back.

Now fits in your saddle bag! See Reverse for models and features.

STAINLESS STEEL CERTIFIED TO HOLD OVER 1,880LBS

800-428-8515  
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**THE STAND**

Made for your bike. Designed by a biker for bikers.  
The Stand lifts front or rear wheel on all Harley's and most every other make and model. You'll love your stand. Guaranteed.

## ADEPT ADVERTISING... POWERFUL PR

Matrix has not only delivered clever ads for our clients over the years, but PR efforts have resulted in literally HUNDREDS of awards, reviews and writeups for our customers.

## LOCAL CHEFS AGREE don't try Gilmore's new tasting menus...



Really, if you eat Le Bec Fin quality food, you won't miss Gilmore's new tasting menus "Best Meal Deal" anyone else. Come on, Gilmore's is already "Best of the Main Line", "Best of Philly"... now the menus... what's that leave for the rest of West Chester?

**Gilmore's**  
French Cuisine

West Chester's Best dining and BYOB...  
133 East Gay Street West Chester, PA 19380  
610.431.2800 www.GilmoreRestaurant.com

**NO BULL! ...BUT A NICE POULET WELLINGTON OR BUTTER POACHED LOBSTER ARE POSSIBILITIES...**

West Chester's Best dining and BYOB... without the pretense.

Extraordinary to Perfection. Zagat  
Best of Philly Philly Mag  
Best Meal Deal Philly Mag  
Best of the Main Line Main Line Today  
Best Restaurant in West Chester Main Line Life

Try our New Midweek Tasting Menus that have us named "Best Meal Deal" in the Philadelphia region\*.

**Gilmore's**  
French Cuisine

Don't miss out!  
Sign up for our Email List and get Peter's secret recipe, tips on how to cook like a pro, exclusive event invites and more. Register online: [www.GilmoreRestaurant.com](http://www.GilmoreRestaurant.com)

610.431.2800 (Reservations Requested)  
133 East Gay Street West Chester

delaware's  
**HOT SPOT.**

hot food  
cold drinks  
classic Kates

delaware's Original  
hot spot

u.s.a.  
**NEWARK DE Klondike KYLES**  
SINCE 1987  
Boz. of FUN

TASTES OF THE MEDITERRANEAN ON THE MAIN LINE

Best New Restaurant Reader's Choice Award - Main Line Life  
"ONE OF THE MOST ENCHANTING RESTAURANTS AROUND" - MARIANNE KRIVICKI, FOOD CRITIC  
EXCELLENT. "EXCELS IN EVERY CATEGORY OF THE DINING EXPERIENCE" - CRAIG LABAN, FOOD CRITIC  
"FOOD THAT IS DEEP DOWN SATISFYING AND EVOCATIVE" - MAIN LINE MAGAZINE

**POND & CASSIS**  
RESTAURANT • PRIVATE DINING

Outdoor Dining is in full bloom at Bistro Cassis!

GORGEOUS GARDENS  
SUMPTUOUS CUISINE  
INTERNATIONAL WINE BAR  
SERVERS THAT KNOW YOUR NAME AND TASTES

It is UNANIMOUS... NO BETTER PLACE TO ENJOY IT ALL

610.293.9411 175 King of Prussia Road, Radnor www.pondrestaurant.com

MAKE IT AN EVENING TO REMEMBER...  
...whether 2 people or 200.

**POND & CASSIS**  
RESTAURANT • PRIVATE DINING

NOW BOOKING CORPORATE AND PRIVATE HOLIDAY PARTIES.

"Excellent. Excels in every category of the dining experience." - Craig Laban, food critic

610.293.9411  
175 King of Prussia Road, Radnor  
www.pondrestaurant.com

SAVOR EVERY MOMENT  
VALENTINE'S DAY AT POND

"Excels in every category of the dining experience." - Craig Laban, food critic

**POND & CASSIS**  
RESTAURANT • PRIVATE DINING

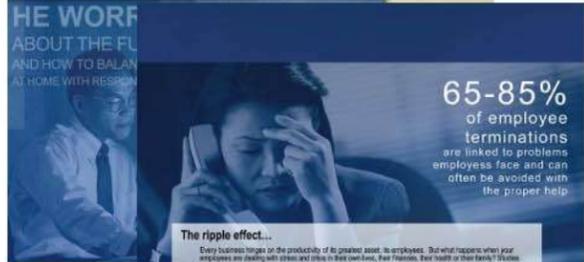
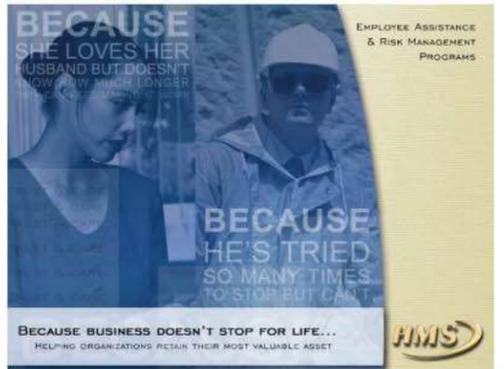
MAKE A NIGHT TO REMEMBER ALL YEAR  
~ EXQUISITE 6 COURSE TASTING MENU \$75 PER PERSON.  
INCLUDES CHAMPAGNE TOAST  
~ SPECIAL A LA CARTE MENU  
~ A VALENTINE'S ROSE FOR EACH COUPLE

www.pondrestaurant.com  
175 King of Prussia Road . Radnor 610.293.9411

# Custom Print Solutions

Good design speaks volumes about the professionalism of your business. A unique, engaging sales piece can make the difference between a “wow” impression and a “so-so” impression.

Matrix has delivered countless high-impact print solutions that don't have to cost and arm and a leg to make sure you put your best foot forward.



"When a company begins to recognize the impact that employee life issues can have on their entire operation, the need for a solution becomes evident."

"HMS provides 24 hour care and assistance to companies and their employees world-wide. Assuring employee health is our way of ensuring your profits to reduce risk and avoid problems before they impact performance and before the HRG resources and solutions are designed with both management and employee benefit. In this way, HMS stands above other EAP vendors so that you can view your EAP program with the same respect, interest and concern for the greatest return on investment whether your needs affect thousands of employees or a few."

"We know you are already making a huge investment in your employees. HMS is your dedicated partner to help you maintain the return on your most valuable investment and create a remarkable, controlled workforce."



Actual size, die-cut pizza flyer. Impossible to miss & generated a great response.

Standing out - This clever piece for a credit card processing company helps them to stand out from their competition and gets constant feedback at trade shows. The business card is designed to look like a credit card and the company information is designed on cards that fit into a “wallet” brochure.

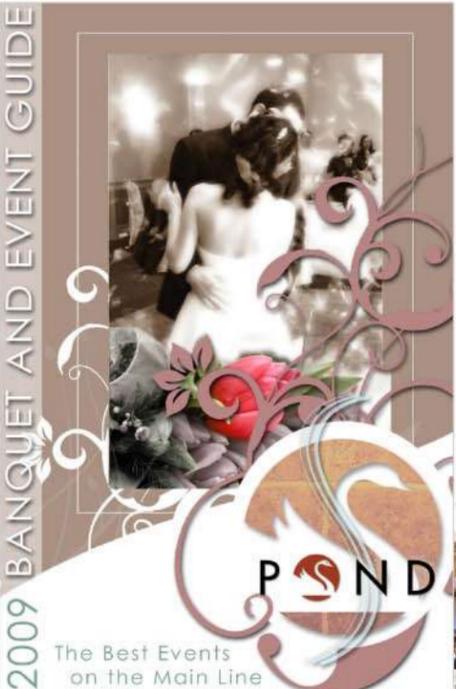


Custom Die Cut Brochures with unique pocket folder

# Affordable Office Solutions

High-impact doesn't have to mean high cost. All of these Brochures are designed to be printed right from our clients' own office color printers - saving them money and allowing regular updates.

This 28 page brochure was cost prohibitive to produce at low quantities. So an elegant in-house solution used a preprinted heavy gloss cover and the interior folds out of an 8.5 x 11 sheet.



### WHAT MAKES THE PERFECT EVENT?

From Corporate to Casual, Friendly to Formal... What makes the perfect event?

The perfect event isn't about any one thing... but about everything working together to create a joyful, treasured celebration of life...

**Take it all in...**  
Step to look around POND and you'll find everything surrounding us every side that will serve as your ideal backdrop. Beautiful fire-wagon garden fountains all around while the breeze fills gracefully across the fountain pond. Small tables or step for a place on the elegant footbridge or remain close to the terrace for relaxing outdoor elegance... the possibilities are endless.

**Savor the experience...**  
From the first mouthwatering bite you and your guests will know that they are in for a special event. Great events need great dining. Reimagined year after year as one of the top gourmet restaurants on the Main Line, you can know that every meal will be delicious. And, done this decade... we work meticulously with you to make certain that we create a menu and service plan that everyone will love.

**Size Matters...**  
20 guests or 200. For the perfect event, size size does not fit all. From our intimate Garden Room to the elegant Grand Dining Room, POND has various accommodations for parties of any size so that you and your guests enjoy the perfect ambience.

**Location, Location...**  
When it comes time for the guests to arrive, convenience matters. Located just off the intersection of Route 20 and 676, POND is easy to find, highly accessible, minutes from the airport... an ideal location for guests traveling any distance.

**Convenience and accessibility...**  
As your guests arrive, they'll find ample parking as well as fully handicapped accessible assistance for any guests with disabilities... so you don't need to worry about special needs. And when it is time for guests to go goodbye, there are six number of buses safely and conveniently located less than a mile away.

*For these reasons and so much more, we hope you'll soon discover why POND is consistently recognized and acclaimed as the best event and reception site on the Main Line.*

**Leah Cassis** \$300  
Ideal for any casually-sophisticated engagement. From joyful Mediterranean ambience to an elegant European feel, guests are certain to enjoy the food and ambience in your event.

**The Terrace** \$300  
Our outdoor covered terrace, situated behind the garden and pond, is also available for private events. Guests will enjoy in private outdoor beauty while the main gaze across the pond only feet away. Truly a picture-perfect backdrop for your event.

**The Garden Room** \$150  
Our intimate Garden Room provides a more intimate dining experience, accommodating up to 27 guests, and may be used as a small conference room. POND will ensure light, the Garden Room overlooks the beautifully landscaped Upper Terrace and is certain to impress.

**Pond** \$1000  
Our flagship dining room is available for larger parties up to 300 guests. From an elegantly appointed dining and music to its romantic and spacious layout, our banquet room is ideal for you and your guests. Back in the glow of the night, enjoy the warm colors and view from the balcony.

**The Dahrauch Private Dining Room** \$150  
Seating for up to 54 guests in a calm atmosphere featuring two dining options. With a lovely view of the pond and four-season garden, the Dahrauch Private Dining Room is adjacent to the Lower Terrace.

**Chef's Table**  
Ever wonder what it would be like to dine with the chef? Chef Abde is pleased to give a private dining experience. Choose all and inquire.

Chef Abde can completely re-imagine menus, work with suggestions to create based on the party and in your own dinner party again with Chef's Table.

**Luncheons**  
Private luncheons, corporate luncheons or bridal party dining on your special day. Chef Abde is happy to prepare a custom menu for your event or you can utilize our seasonal lunch menu to create your corporate luncheon.

**Intimate Affairs**

For smaller, more intimate engagements, there's no venue more suited or sublime than POND. With the perfect format and room to set the mood, parties as small as twelve can be a BIG hit. Whether celebrating one of life's milestones with family or a small corporate luncheon when important news, there's no place like POND.

**field of dreams**

Imagine what it would be like to have a field of dreams... a place where the sun and moon shine together with creative displays of water, light, sculpture and plant materials to create a truly functional and inspiring environment.

We are an innovative landscape design - build firm engaged in a wide range of project types that include private estate planning, high-end resort, enhancing water features, and inspiring outdoor rooms with every imaginable comfort.

**exceeding expectations...**

Creative design solutions in concert with our precision project management system allow your designs to come to life and take shape with every detail accounted for.

Field of Dreams takes a team approach by actively involving our clients with concepts like the Main Line. This team's premier builder of custom pools and water features. This system ensures that your entire project experience with us is industry leading, trustworthy and exceeds all of your expectations.



A simple page trim creates step-down tabs on the interior pages and gives both a functional and professional edge to this in-house solution.

**KARASCH & ASSOCIATES**

RAISING THE BAR  
COMPLETE LEGAL & LITIGATION SUPPORT

**KARASCH & ASSOCIATES**

IMPACT... EFFICIENCY... SUPPORT

From reporting to traditional tools... the most efficient route to the modern legal practice for complete legal services and support.

**Maximum Courtroom Impact**  
Maximize courtroom success with our award-winning courtroom technology tools to help present and organize evidence and improve the overall courtroom experience. Increase the efficiency of your courtroom practice with our award-winning technology tools.

**Fast-track Your Firm**  
You need a quality solution for the legal world. We have a team of attorneys dedicated to providing you with the most efficient route to the modern legal practice for complete legal services and support.

**Legal Support**  
Our team of support attorneys ensure that you have a reliable, professional team to handle all your legal needs. Our team of attorneys is dedicated to providing you with the most efficient route to the modern legal practice for complete legal services and support.

**Fast-track Your Firm** Saving time & money

**Video Conferencing**

- Use the advanced tool and features
- Customize your video conferencing tool with our advanced features
- Customize the tool for desktop and mobile

**Fully Integrated Document Vault**

Securely store and manage all your documents in one place. Our fully integrated document vault is designed to provide you with the most efficient route to the modern legal practice for complete legal services and support.

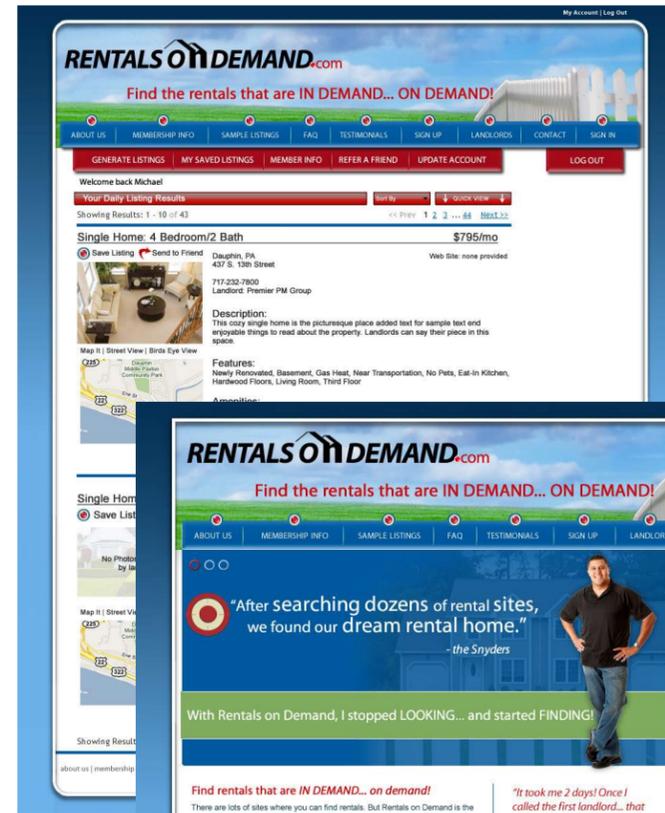
In addition to the many web sites you've already seen throughout this portfolio, Matrix has delivered countless web, social media and interactive solution to customers over the years.



Launching a new facility required a re-branding that made this helicopter manufacturer community-friendly. A web commercial highlighting all the reasons helicopters benefit us was the perfect lead-in for this site.



Wanting a web experience as rich as lavish as their cuisine, a custom Flash site with web video was the perfect solution for www.gilmoresrestaurant.com



## E-COMMERCE SOLUTIONS

From simple carts & 3rd party checkout systems to large database driven custom-written solutions like the site shown here for www.RentalsOnDemand.com, Matrix can help get you selling without selling you an overpriced solution.



A logo is a company's first and most important piece of advertising and forms the backbone for how your market will perceive and relate to your brand. With our brand-oriented approach, we've designed hundreds, if not thousands of logos for every genre of clientele.

Re-branding Redz:

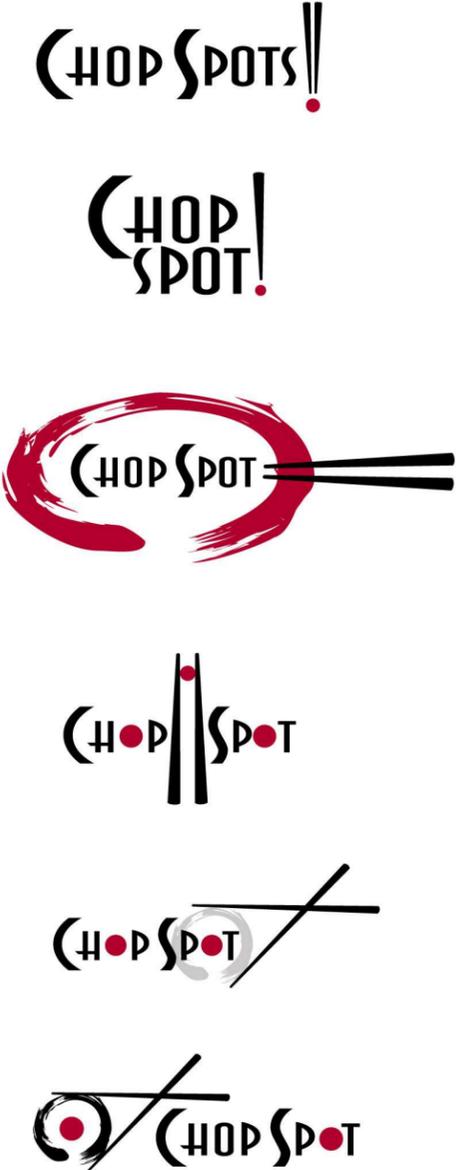


A once industry-leading paintball supply manufacturer, utilized a chili pepper in their logo. Not willing to leave the pepper behind, we adapted the chili pepper to resemble a fire-ball that looked like it could be a streaking paintball. This flame theme kept the integrity of their "hot chili" corporate symbol, but brought their image into a market position that resonates with their product and target market.



A logo is a company's first and most important piece of advertising and forms the backbone for how your market will perceive and relate to your brand. With our brand-oriented approach, we've designed hundreds, if not thousands of logos for every genre of clientele.

Options: Every logo project starts with several options and narrows them down until the perfect look is achieved.





An entrepreneur referred to Matrix hired us to determine if a location of 160 acres he purchased would be suitable for a country club; if so, should he open a public or private club?

In order to determine if the site would be suitable for the needs of the club, we first completed a demographic analysis for 60 miles surrounding the site - identifying ideal demographics.

We compiled a competitive demographic analysis for other successful ventures that have had to pull from similar demographics.

A comprehensive competitive analysis identified all competitive ventures in a 30 mile radius, prioritized their level of threat, as well as the volume of business each did, competitor prices, policies, etc.

A marketing analysis, suggested their top markets and a marketing plan for the first 3 years to reach each market. Also provided was a pre-launch and launch marketing plan and full financials for each.

Finally, a brand analysis for similar ventures leading the industry and brand-positioning consultations.

250 pages of essential information and documentation for a multimillion dollar venture.

05.6  
Top Clubs by Number of Rounds Played

11. Du Pont Course at DuPont Country Club, Wilmington, DE 19804  
Number of Rounds Played Annually 150,000 (estimated)

37. White Cedar/Pin Oaks Course at Wild Oaks Golf Club, 27-hole (Public), Wilmington, DE 19807  
Number of Rounds Played Annually 51,000 (estimated)

12. Ed Oliver Golf Club, 18-hole (Public), Wilmington, DE 19807  
Number of Rounds Played Annually 48,000 (estimated)

14. Geneva Farm Golf Club, 18-hole (Public), Street, MD 21154  
Number of Rounds Played Annually 45,000 (estimated)

45. The Club at Patriot's Glen, 18-hole (Public), Elkton, MD 21921  
Number of Rounds Played Annually 42,000 (estimated)

38. Clayton Park Golf Course, 9-hole (Public), Glen Mills, PA 19342  
Number of Rounds Played Annually 40,000 (estimated)

1  
Chesapeake Bay Golf Club

500 Chesapeake Club Dr | North East, MD 21901  
United States ( Cecil County )  
Phone: (410)287-0200  
Fax: (410)287-2026  
Web: www.chesapeakegolf.com

Users' Rating:  
Overall: 3.9 | Conditions: 3.7 | Pace: 3.7 | Service: 3.8 | Value: 4.0  
Lowest Marks on Conditions

18-hole (Public)  
Year Built: 1994  
Designer: Andrew Barbin  
Classification: Public  
Guest Policy: Open  
Dress Code: No denim, collared shirt and Bermuda shorts required  
Metal Spikes: Not Allowed  
Fivesomes: Not Allowed  
Season: Open all year  
Tee Times: Accepted  
Earliest tee time: 6:00 AM  
Tee Times Accepted Online: Accepted through club's website  
Pro Shop Hours: Dawn / Dusk

Green Fees  
Weekday Peak Season - 18 holes \$40.00  
Weekday Peak Season - 9 holes N/A  
Weekends Peak Season - 18 holes \$49.00  
Weekends Peak Season - 9 holes N/A

Number of Rounds Played Annually: 30,000 (estimated)

Greens: Bent Grass  
Fairways: Winter Rye  
Number of Sand Bunkers: 31-40  
Water Hazards in Play: Yes  
Greens Aerated: April, September  
Overseeding Schedule: No Overseeding

2  
Cavaliers Country Club

100 Addison Dr  
Newark, DE 19702  
United States (New Castle County)  
Phone: (302)738-4573  
Fax: (302)737-1212

Users' Rating:  
Overall: 4.5 | Conditions: 4.5 | Pace: 4.5 | Service: 4.5 | Value: 4.5

18-hole (Private)  
Year Built: 1962  
Designer: N/A  
Classification: Private  
Guest Policy: Reciprocal  
Dress Code: No denim, collared shirt and Bermuda shorts required  
Metal Spikes: Not Allowed  
Fivesomes: Not Allowed  
Season: Open all year  
Tee Times: N/A  
Tee Times Accepted Online: N/A  
Pro Shop Hours: 7:00 AM / N/A

Green Fees  
Weekday Peak Season - 18 holes \$40.00  
Weekday Peak Season - 9 holes \$40.00  
Weekends Peak Season - 18 holes \$58.00  
Weekends Peak Season - 9 holes \$58.00

Number of Rounds Played Annually: 26,000 (estimated)

Greens: Bent Grass  
Fairways: Winter Rye  
Number of Sand Bunkers: 31-40  
Water Hazards in Play: Yes  
Greens Aerated: April, September  
Overseeding Schedule: No Overseeding

Golf Carts: Gas carts available  
Golf Cart Rental Fees: \$13.00 per person (18 holes), \$6.50 per person (9 holes)  
Pull Cart Rentals: Pull carts not available  
Rental Clubs Available: Yes  
Walking the Course: Allowed  
Caddies Available: No  
Driving Range: Yes. Hitting balls from grass  
Additional Training Facilities: Putting Green, Sand and Chipping Area, and Teaching Pro  
Pro On Site: Yes  
Facility Management: Internal  
Ownership Type: Equity  
Homes on the Course: No  
Members Must Own Property: No Credit Cards Accepted  
Discount Packages: None  
Senior Discount: None  
Restaurant/Food Availability: Restaurant and snack bar  
Bar: Full service bar located on premises

Additional Comments:  
This course has water hazards coming into play on a number of holes, and mature trees line the fairways. There are many sand bunkers on the course. This windy course's signature hole is #15, a 180-yard, par 3, requiring a tee shot over water. The 5,729-yard ladies' tee has a men's course rating of 67.9 and a slope of 120. Golf carts are mandatory on the weekends.

09.3  
Competitive Branding

**Pebble Beach**

Easily one of the most famous courses in the world. Even though golfers know the courses are challenging, Pebble Beach is also known for the views and as a complete resort experience. The name conveys the notion of relaxation and rejuvenation. Upon this they have built their brand.

As such, amenities take a high profile on the home page of the web site along with promotion of "getaway" packages. All indicators of the restful, easy-going enjoyment you will have at Pebble Beach.

**Bulle Rock**

Of particular importance in the local arena is Bulle Rock. This is one of the top rated public courses in the country and is the home of the LPGA tour (which is certain to draw a number of interested locals). They employ a common strategy used by many public courses of distinction: a tough and rugged sounding name. To quote the web site, "the name Bulle Rock truly signifies the strength of these 235 acres..."

This type of branding stresses the challenge and level of play to be expected at the club. This notion is further enforced on the site with the classic golf shot of the square off between club and ball - a symbol of the personal battle about to ensue.

Detailed Competitive Analysis: (Above) Everything you could want to know about your competition: their prices, user popularity, the volume of business they do, amenities offered, and more!

GCCom2 Solutions™ Professional brand analysis

brand overview

contents

- introduction letter
- brand overview
- brand strength breakdown
  - brand name
  - brand mark
  - brand identity
  - brand messaging
  - brand consistency
  - value proposition
  - overall brand strength
- marketing + advertising overview
- web site overview
- web site breakdown
  - function
  - interface navigation
  - design
  - AIDA/3-30-3 analysis
  - content
  - summary
- SWOT analysis / summary and recommendations

GCCom2 Solutions™ brand strategy

Brand Consistency Ranking

Value Proposition Ranking

GCCom2's strongest strength is sum up as automating or simplifying processes within the Financial

Frequently companies want to know why their sales have plateaued or why their competition seems to be gaining while they are losing ground.

Consulting Services include:

- Define the message that will most effectively reach your market
- Identify and segment target markets
- Demographic analysis to determine viability of a product or service
- Brand analysis to determine the effectiveness of existing advertising and marketing
- Brand strategy - determine tactics to achieve specific sales or image-based goals
- Competitive analysis - identify competitors locally or nationally & determine their level of threat.
- Competitive brand analysis - determine the effectiveness of a competitor's brand strategy and develop a unique brand strategy that can take market share.
- Marketing plans - identify and suggest opportunities for sales and growth.
- Media planning - place media for clients and manage their marketing
- Fulfillment planning - acquire bids for printing, video, production services for any type of marketing.

Readability Charts and easy document structure make our consultation jobs simple to understand and follow.



For more information or to  
discuss growing your company,  
please contact Matrix today

Jon Snyder  
snyder@matrix-ad.com  
www.matrix-ad.com  
tel: 610.416.2030