

Client Spotlight: Building an Interactive Brand

In today's digital world, brand promotion is interactive. Brands no longer survive solely in magazines, outdoor, direct mail and other print media. For the most effective results, Felder Communications Group takes our clients' brands to the web. Our team can help maximize your web presence and get those sought-after results in one of two ways: by creating a customer benefit or by helping you achieve a corporate efficiency. Both will increase your revenue — and your satisfaction.

A brand new dance.

Rowe International
www.roweinternational.com

Situation: Rowe International is the world's largest and oldest jukebox manufacturer. As they began to evolve their business model from manufacturing free-standing jukeboxes to providing virtually unlimited Internet-downloaded music, an evolution of the brand was necessary. But the core promise of the brand was never abandoned. Rowe helps restaurants and bars be more fun, more lively, more popular and more social. Rowe makes places come alive.

Solution: Felder created a complete identity program for Rowe International and translated the new brand identity for its web site. The re-designed site provides more information about products than ever before, an extensive dealer search function, and the site will virtually eliminate the need for the company to print and send manuals to dealers. Most important, the site reinforces the core promise of the Rowe brand.

Following are additional examples of how Felder has helped empower other client's brands with efficient and affordable web site solutions.



Corporate website (left) and distributor Brand on Demand site (below)



Addresses and successes

Haworth Inc. justask.haworth.com

Situation: Updating and printing their Just Ask marketing materials catalog every quarter was becoming expensive and time-consuming. So Haworth asked Felder to develop a cost-saving solution.

Solution: The justask.haworth.com web site has become the perfect solution. It allows Haworth to easily update available marketing materials at a fraction of the cost. Plus, dealers can order pre-designed materials and create their own unique marketing materials using the interactive brochure and postcard builders. Online ordering also aids in expediting order fulfillment.



Mary Free Bed Rehabilitation Hospital www.maryfreebed.org

Situation: In Grand Rapids, Mary Free Bed Rehabilitation Hospital does the hard work of putting people back together after serious injury interrupts their lives. They are the region's premier rehabilitation hospital and unmatched in technology, resources and expertise, but their reputation did not match their capabilities. As a result, patients and even some referring physicians were settling for the lesser care available through better known, but less capable, acute care hospitals.

Solution: Felder created this web site to better familiarize prospective patients, their caregivers, and their doctors with the hospital's depth and breadth of services. The site differentiates Mary Free Bed Rehabilitation Hospital from traditional hospitals, and invites visitors to learn more about the hospital's unique promise to restore hope and freedom.





The Company Jet www.thecompanyjet.com

Situation: The Company Jet™ is an innovative fractional jet ownership company focused exclusively on business travelers, and committed to the goal of encouraging a revolution in business travel. They believe commercial air travel is expensive, time-consuming, exhausting and no longer serves the needs of business. Conversely, fractional ownership allows businesses to affordably gain control of their most valuable business asset ... time. However, CEOs have been reluctant to consider private jet ownership out of concern for potential employee or shareholder pushback.

Solution: Felder created The Company Jet web site to make it easy for busy CEOs to examine the business proposition, right down to the penny. The site demonstrates the tangible business benefits of owning a fractional share in a private jet. The site even has sections for a CFO to do the math. In the end, the CEO will conclude that The Company Jet is not a royal barge, but a defensible business tool that improves productivity and employee satisfaction.

Gentex www.gentex.com

Situation: Gentex wanted their corporate web site to be targeted primarily at their investors, while still containing the large amounts of product information that their customers needed.

Solution: Felder developed a sleek navigational system that pushes investor information to the investor, while remaining unobtrusive to the customer. On the home page is a dynamic stock quote ticker, and accessible links to the investor information section where users can view financial charts, read the latest analyst reports and listen to live and archived conference calls through streaming audio.



Web strategy and development

Felder has the resources to provide solutions on every level — from strategy and content development to programming and design; plus, the support and maintenance you'll need once your site is live. Even before your site goes live, Felder will provide you with core marketing support such as registering your site with search engines and portals, and developing a plan to take advantage of both online and offline marketing support.

Solutions

Whether your goal is to deliver information to customers, create a new sales channel, communicate more effectively with employees or offer your dealers additional support, Felder delivers solutions that will elevate your brand. We can develop informational sites, e-commerce sites, intranets, extranets, customer relationship management tools and even data collection and warehousing.

Results

Felder provides results tracking and analysis that tell you about the people who visit your site — and what they do while they're there. You can use these reports to make decisions regarding marketing issues, product offerings, the success of online promotions, site evolution and customer service.

Additional web sites Felder has completed

www.amwaygrand.com	www.weallzag.com	www.gentex.com
www.usxdirectories.com	www.oceanessentials.com	www.michiganbirdhunter.com
www.intelitouch.com	stiles.brandondemand.com	www.roweinternational.com
www.thornapple.com	www.felder.com/sites/provia	www.roweinternational.brandondemand.com
www.dancarlson.com	www.felder.com/sites/stiles	www.Stiles.brandondemand.com
www.p-o-i.com	www.felder.com/assessment	www.Maryfreebed.com
realtor.felder.com	www.IBOAI.com	
www.felder.com	IBOAI Election site	

As a full-service integrated communications agency, Felder combines web and multimedia skills with expertise in all aspects of marketing and advertising to build stronger brands and relationships. And we'd like to do the same for you. Contact Stan Felder, CEO at 616-732-8000 or Jeff Yonker, Director of New Media, at 616-732-8010.

