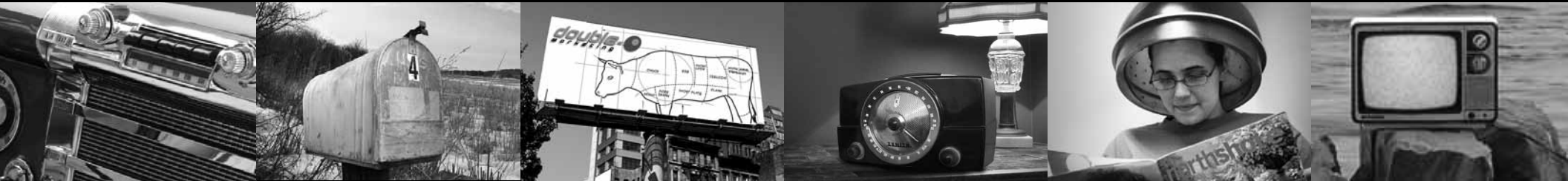


double-
marketing



Branding Agents | Agency Portfolio

brand experiences

Bruce Jewett has helped build in excess of 120 brands in nearly 85 categories. This diversity enables us to offer you best practices and marketing solutions across multiple markets, adapted to your specific needs.

Abenaqui Carriers	Controlled Energy Corporation	Guardian Industries
Advanced Concrete Technologies	Counterpart International	Harvey Construction
Advanced Fire & Security	Cracker Barrell Restaurants	HealthBridge
AES Corporation	CrazeesHeads	Health Tour
Alarm & Communication Technologies	Creative Associates Intl.	Hill & Barlow
American Red Cross	Cross Media	Hilton Hotels
Atlantic Shutter Systems	Dennis K. Burke Oil	Hoist Away Bags
Baby's Comfort	DeStefano Architects	Holdings Golf
Beansprout.net	Dexter Shoe	Hoping Skills Company
Beverly National Bank	Digital Prospectors Corporation	Hopkington Consulting
Berkshire Grill	Dreyfus	HouseNeeds
Blue Cross Blue Shield	Earth Footwear	Hunneman Real Estate
Boston Globe	Easton Electronics	Infinite Imaging
Boy Scouts of America	Edutainment Worldwide	John Harvard's Brew House
Brazo	Edward Alexander Designs	Kettle Cuisine
Brookline Bank	Energy Star	La Paz Taqueria
Cambridge College	Etonic Lofts	Leddy Group
Cape Cod Lumber	Fastlane Coaching	Licensing Executives Society
Carolina Brewery	Fidelity Investments	Litscher Eye Consultants
Cathartas Investments	Field2Base	Lockheed Windows
Center for Association Leadership (ASAE)	First National Bank of Ipswich	Logan's Roadhouse
CertainTeed Corporation	Fleet Bank	Lynn Ladder & Scaffolding
Chestnut Heights	Full Spectrum Software	Maibec Industries
City of Beverly	Gas Light Company	Market Street Talent
CJ Architects	GBMC	Marriott Hotels & Resorts
Communica	Geoman	Marshmallow Fluff
Construction Services of NH	Green Monkey	Massachusetts Travel & Tourism

brand experiences

McMahon Communications
Mid-America Corporation
Mija Inc
Nichols College
Northeast Energy Efficiency Partnership
Opechee Inn
Paradigm Windows
Perumma Financial
Pierce-Cote Advertising
Polaroid
Portsmouth A La Carte
Princeton Classic Mouldings
ProHeat Direct
Ravensburger International
Riddell Sports
Ristorante Massimo
Rochester Electronics
Shanley Realtors
Share In My Day
Silva Graphics
Steamship Authority
TalentQuest
Tamarack Technologies
Tangram 3DS
Tapco Tool Company
TechBoston
The Foundry
The Trustees of Reservations
Thor's Hammer Vodka
TMS Architects
Tobey Design Group
Todd English Restaurants
Ultra-Flex Moulding
Unicare Health System
Union Station Brew House
Versacon
Veryfine
Vinny Testa's Restaurant Group
Waltham Beef & Provisions
Waterline Industries
Wayfarer Development
Whirlpool Corporation
Willis International
Woods Kitchen & Bath
Zoots Dry Cleaning

category experiences

Double-0 has a proven track record in over eighty business categories and the spectrum of clients served multiplies regularly so there's a pretty strong chance that we've built a brand in your market.

Alarm equipment	Fine woodworking	Non-Profit
Apparel	Fire safety	Outdoor gear
Appliances	Food Services	Personal services
Architecture	Footware	Plumbing supply
Associations	Furnishings	Power / Energy equipment
Athletic goods	Golf	Real estate
Automobile components	Government	Real estate development
Banking	Healthcare	Recruiting
Beverages	Health maintenance	Remodeling
Building materials	Health services	Restaurants
Cable Communications	Heating & cooling equipment	Retail
Catering	Hospitality	Safety equipment
Children's goods	Household goods	Shutters
Commercial printing	Household goods	Siding materials
Communications	Human resources	Social services
Computer training	Insulation products	Software
Concrete production equipment	Insurance	Sporting equipment
Construction	Investment services	Technology
Construction tools & equipment	Legal services	Transportation
Consumer goods	Leisure	Travel & Tourism
Craft beer production	Life safety	Utilities
Distribution	Manufacturing	Windows & Millwork
E-commerce	Manufacturing equipment	Wholesale foods
Education	Media	
Electronics	Microbrewing	
Energy	Mobile communications	
Executive placement services	Moulding	
Exterior decor	Museums	
Finance	Natural resources	



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What alarm dealers in the know, know

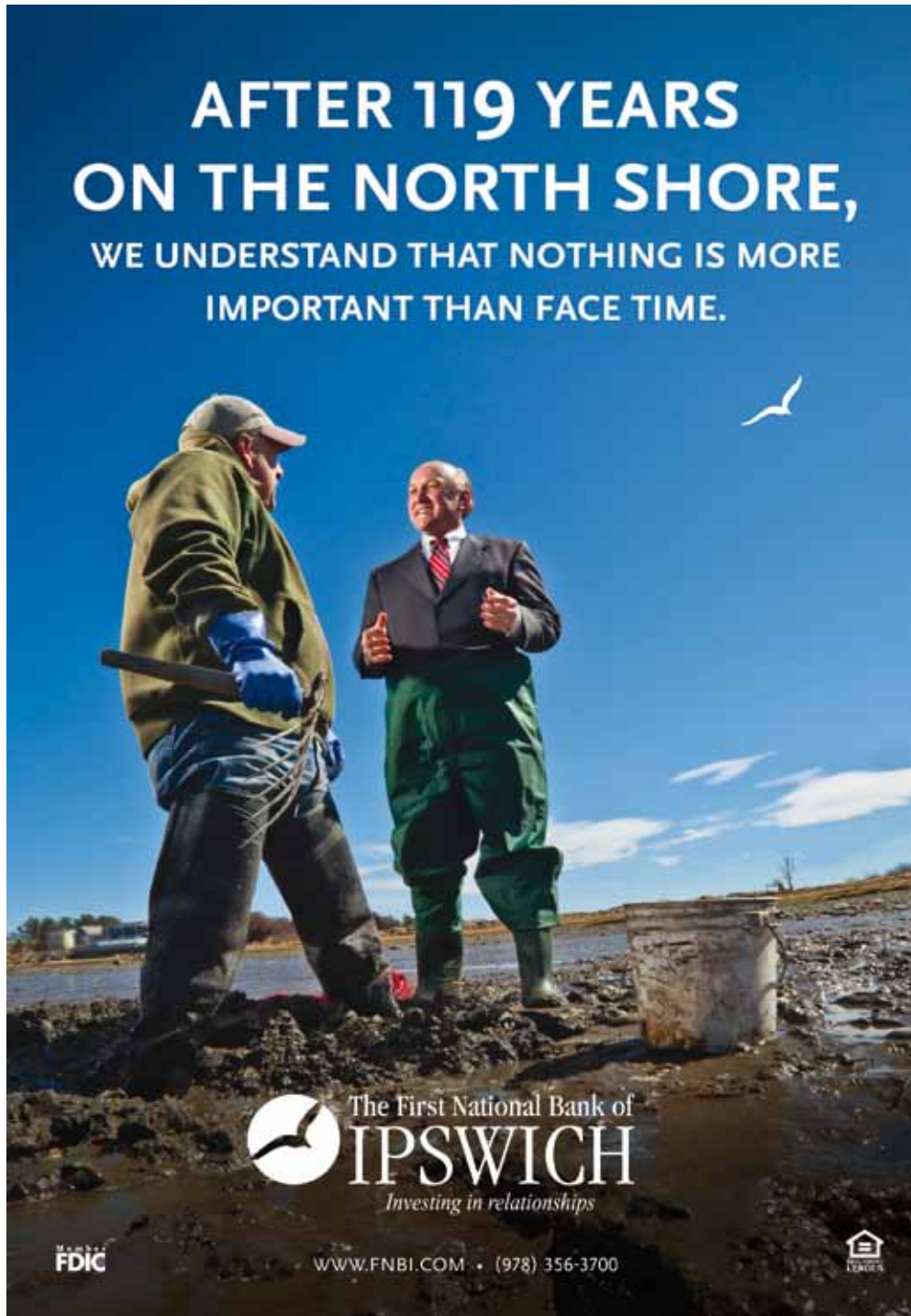
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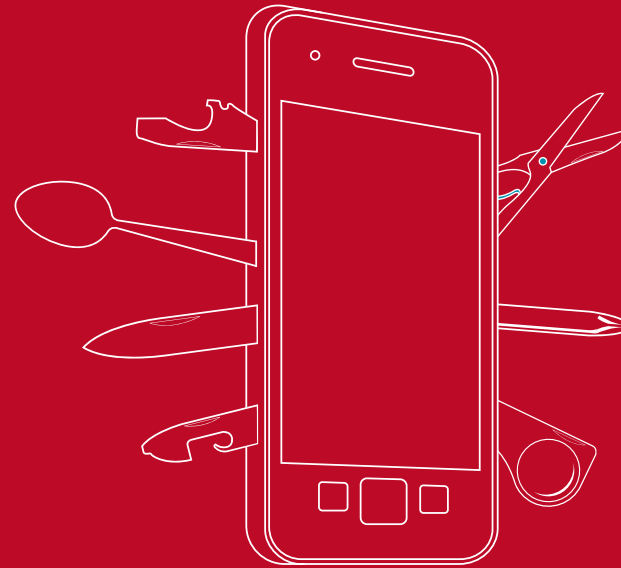
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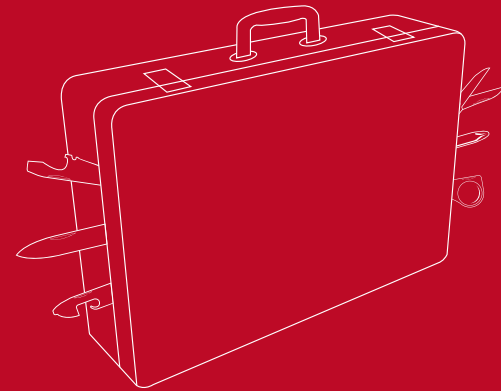
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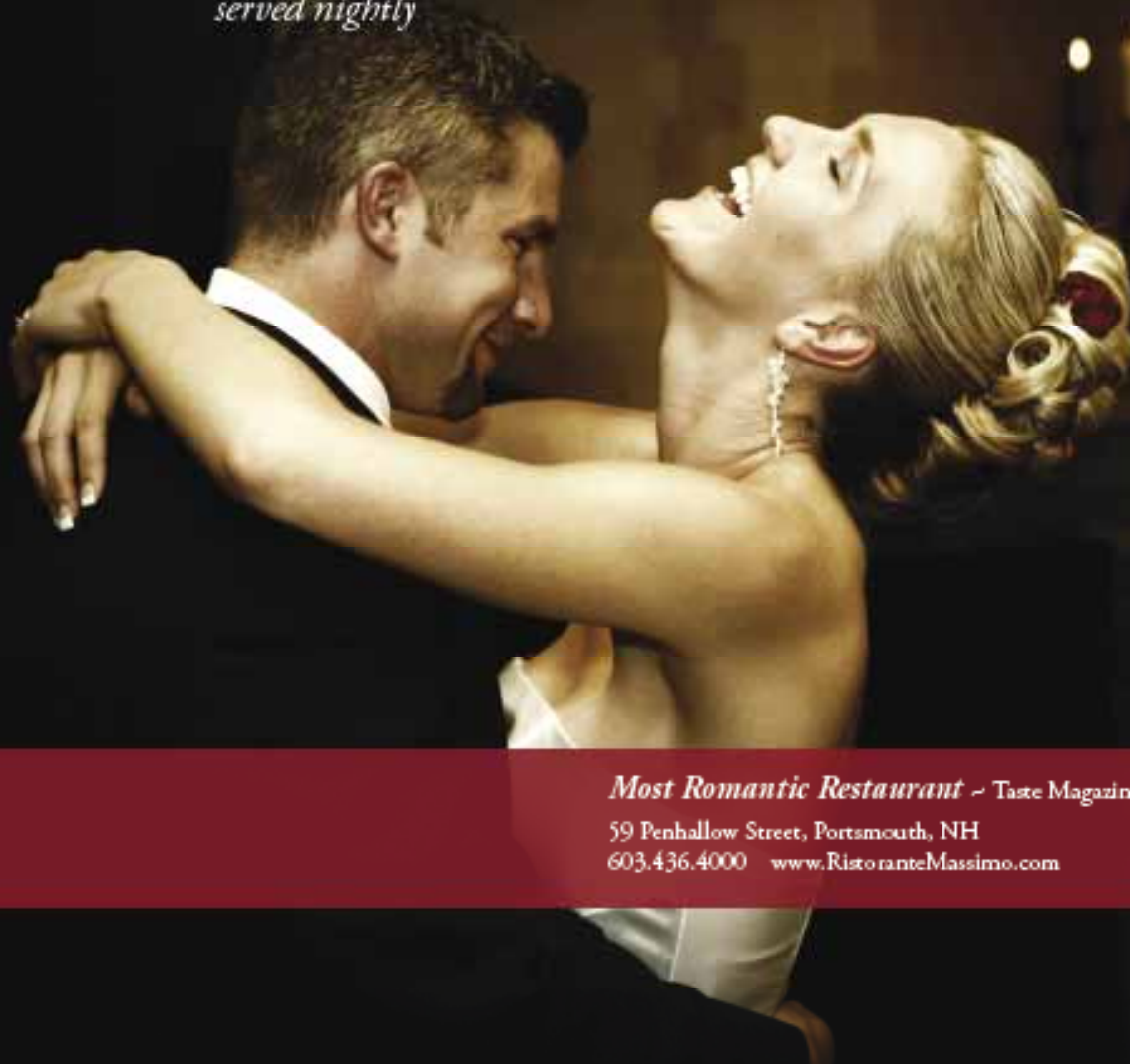
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"If the only knew it was just \$29.95"

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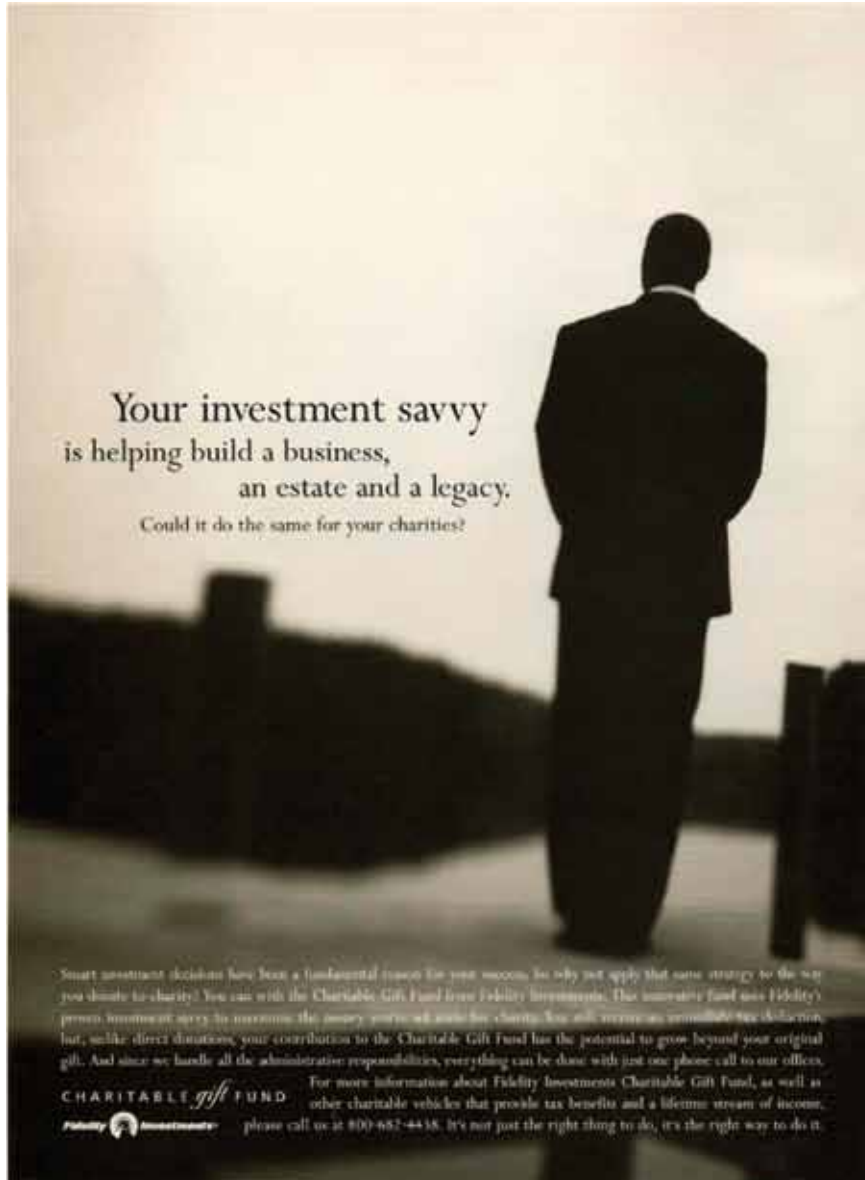


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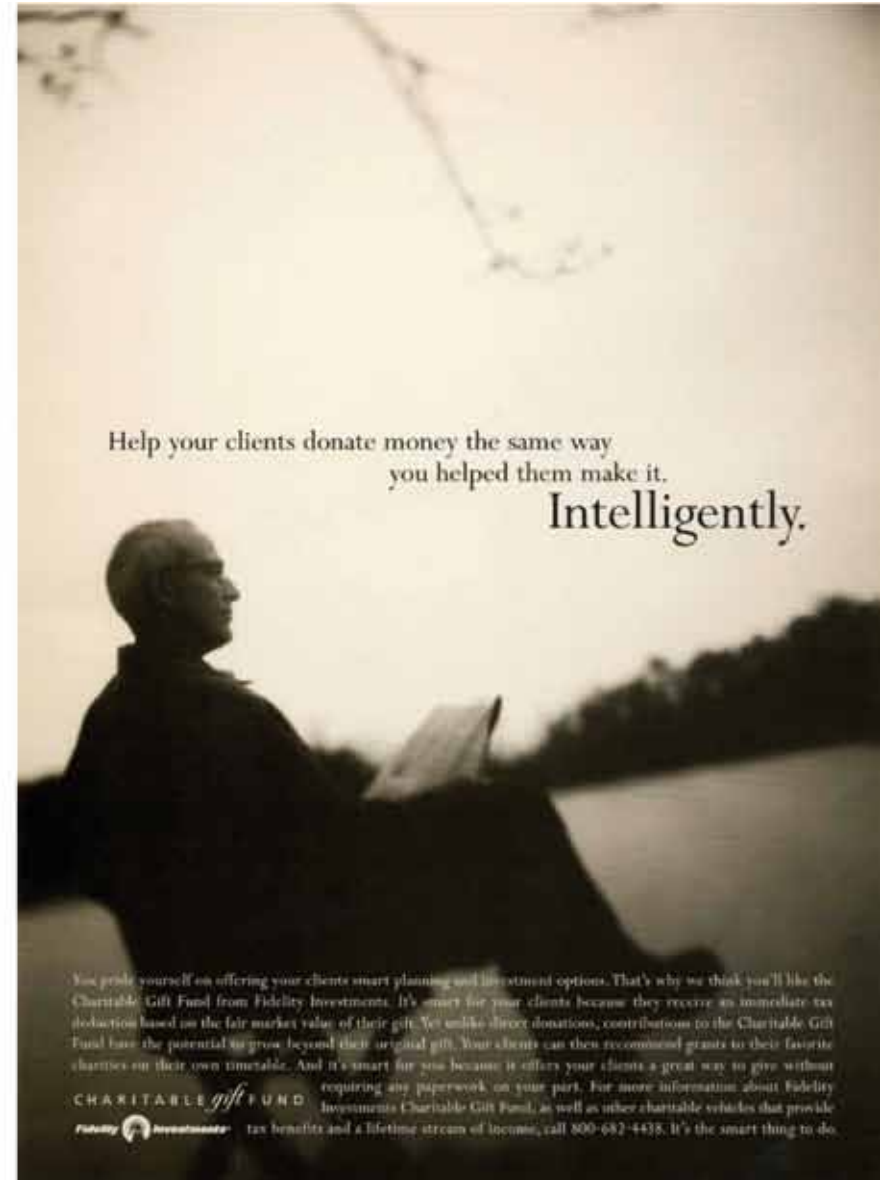


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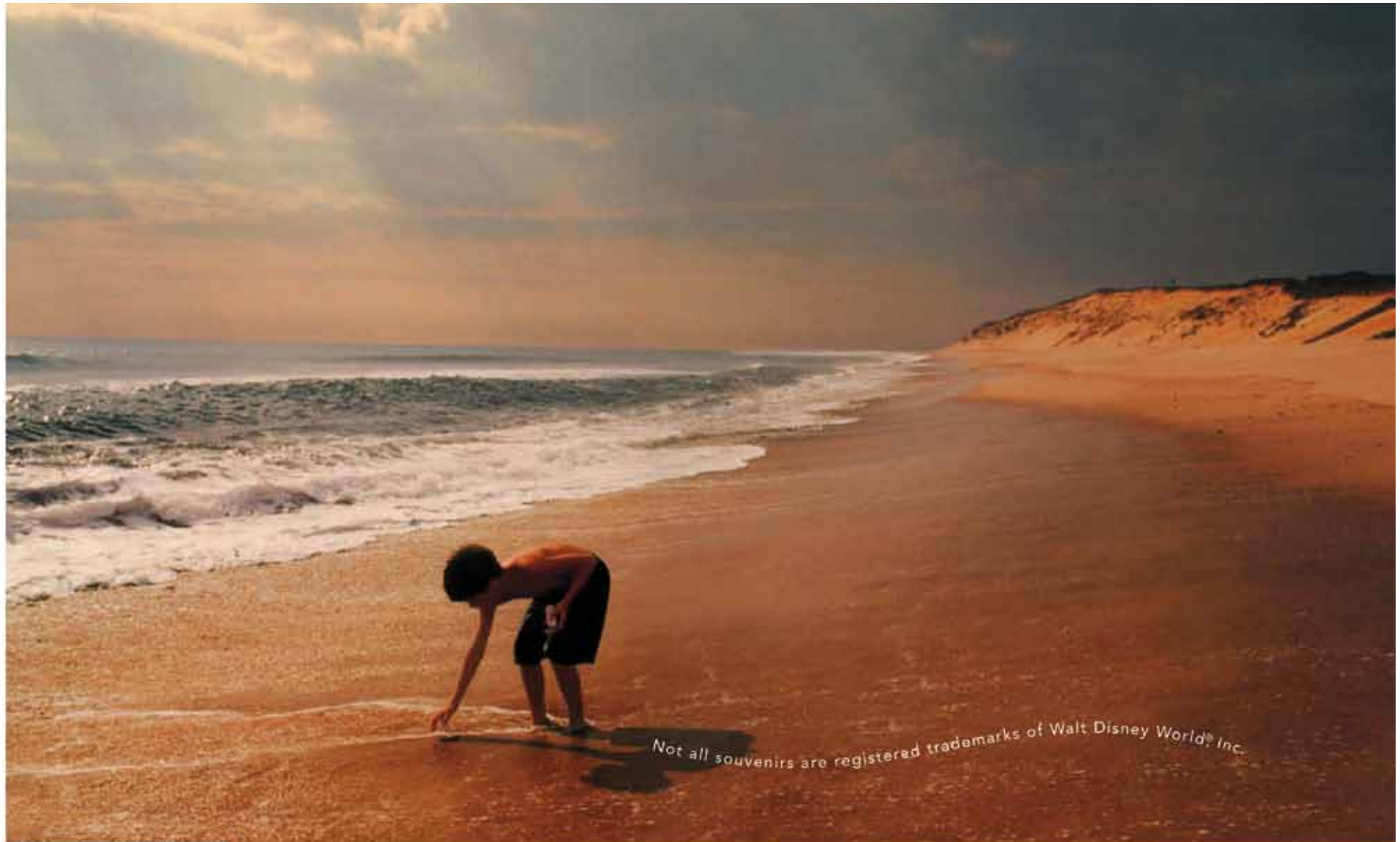
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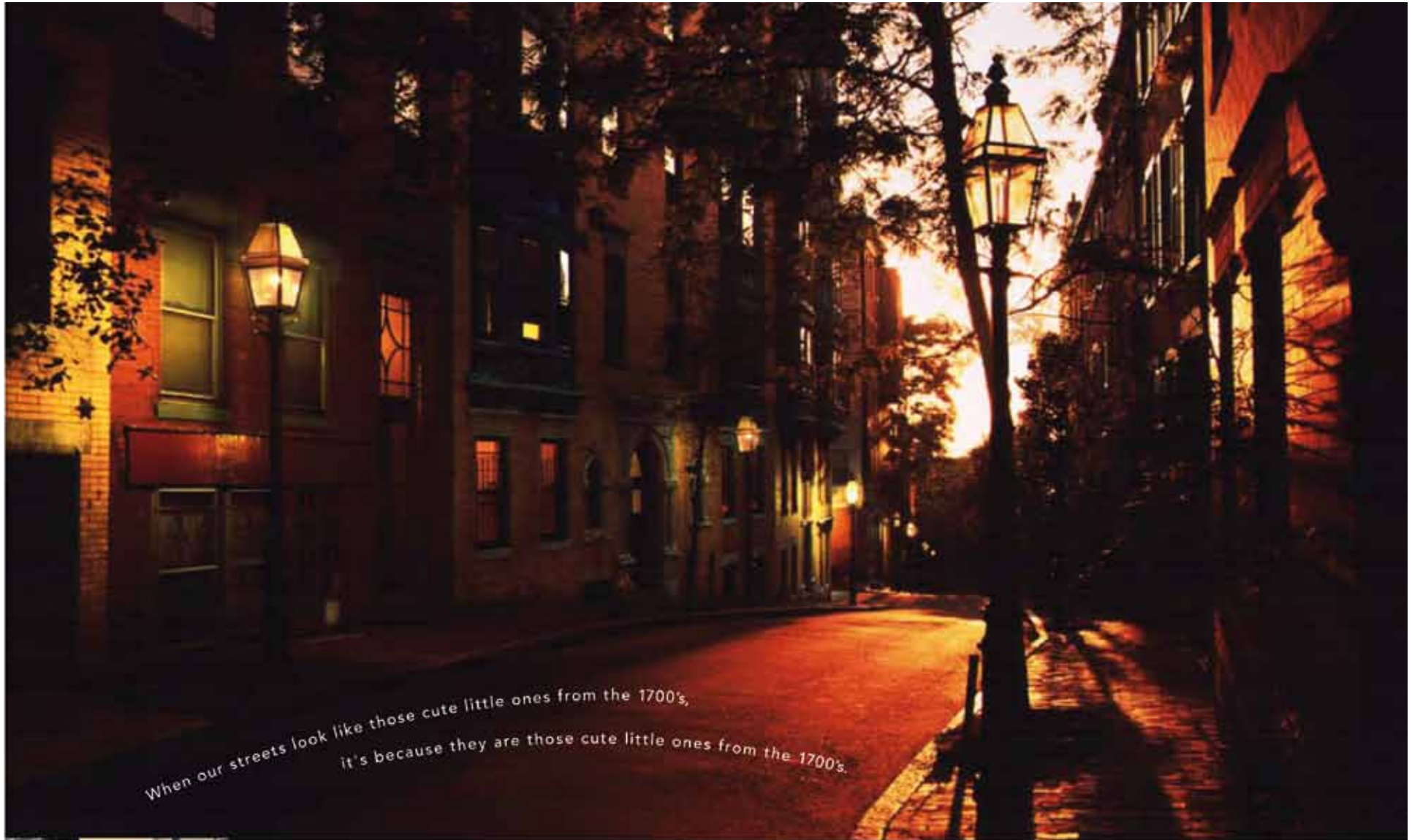
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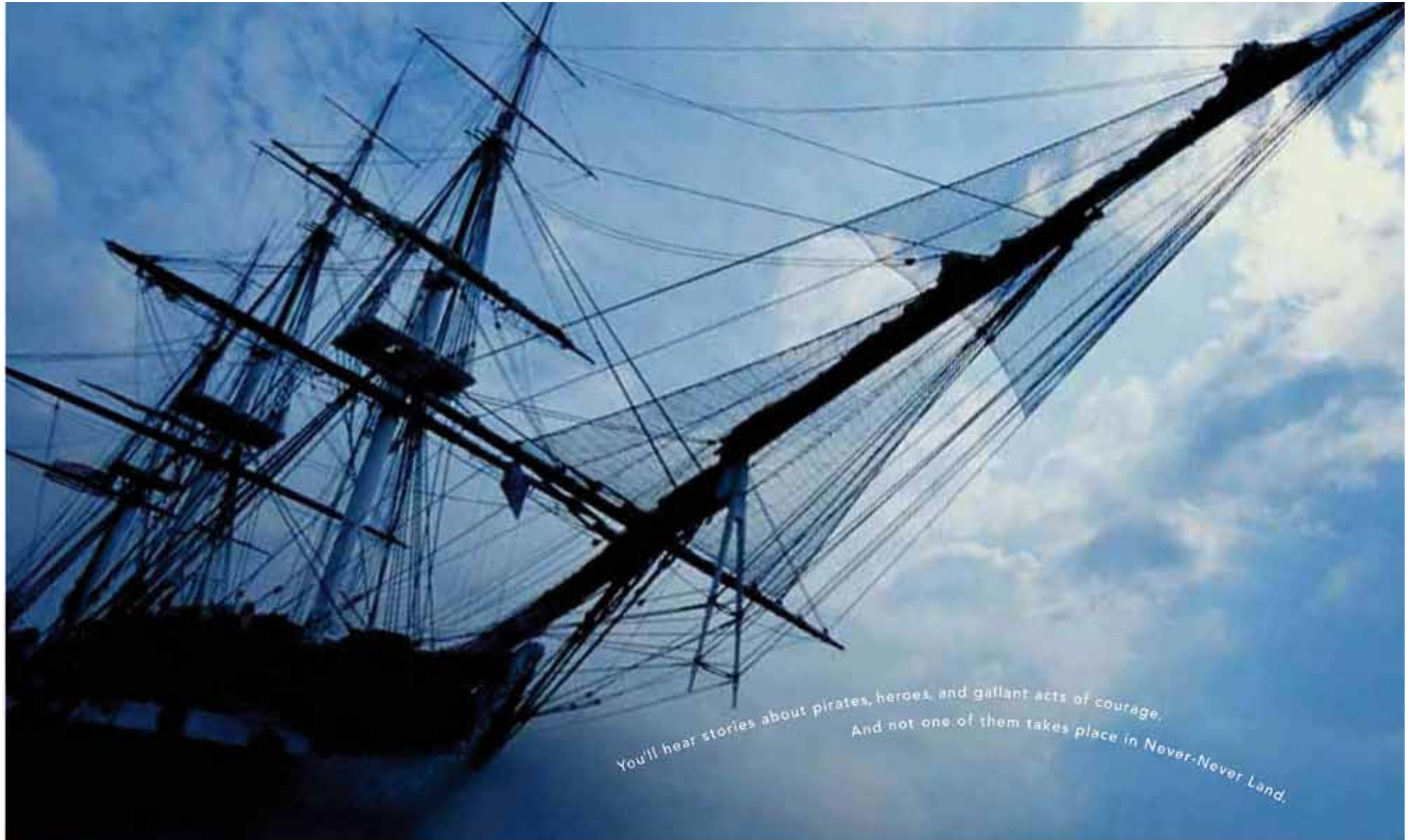
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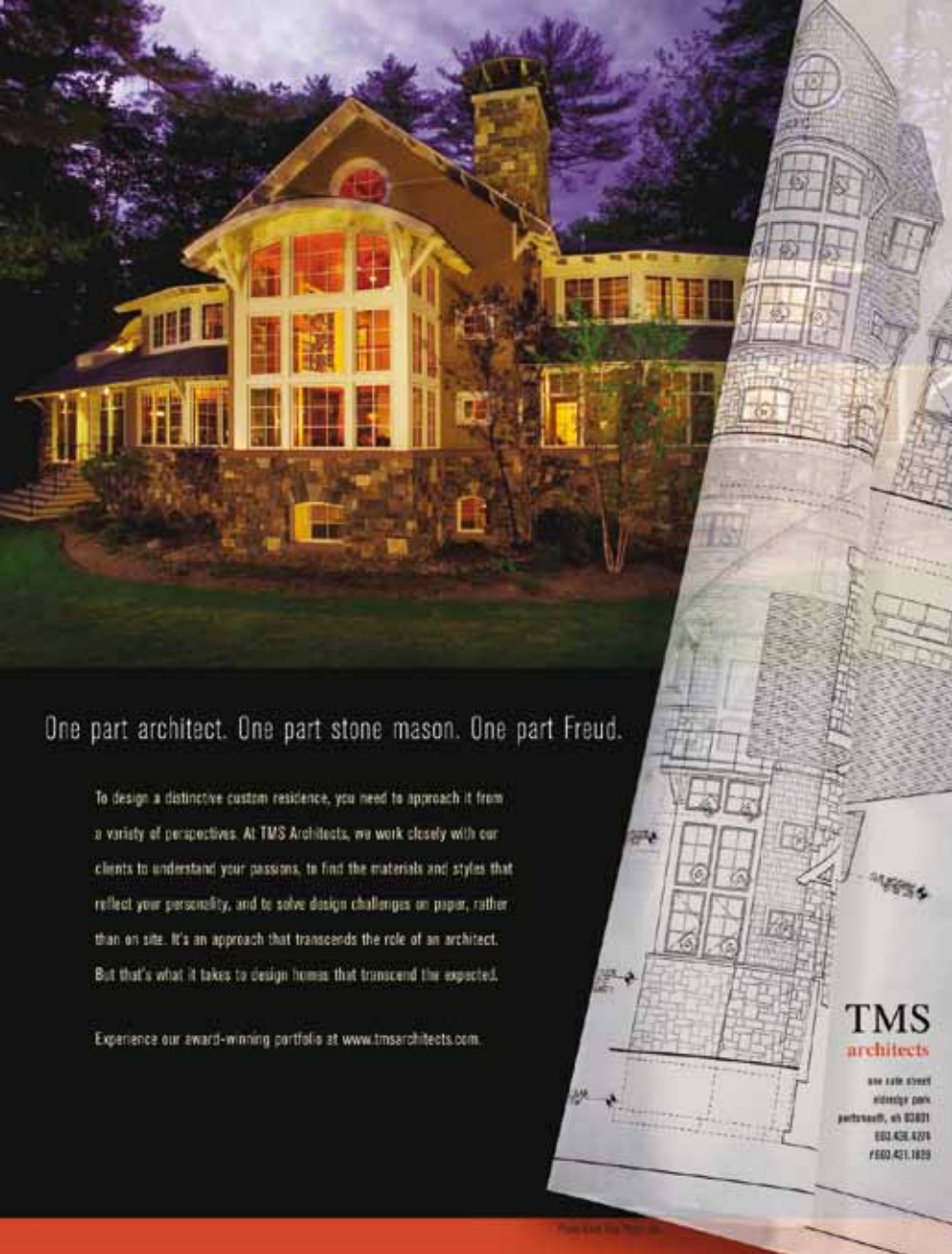
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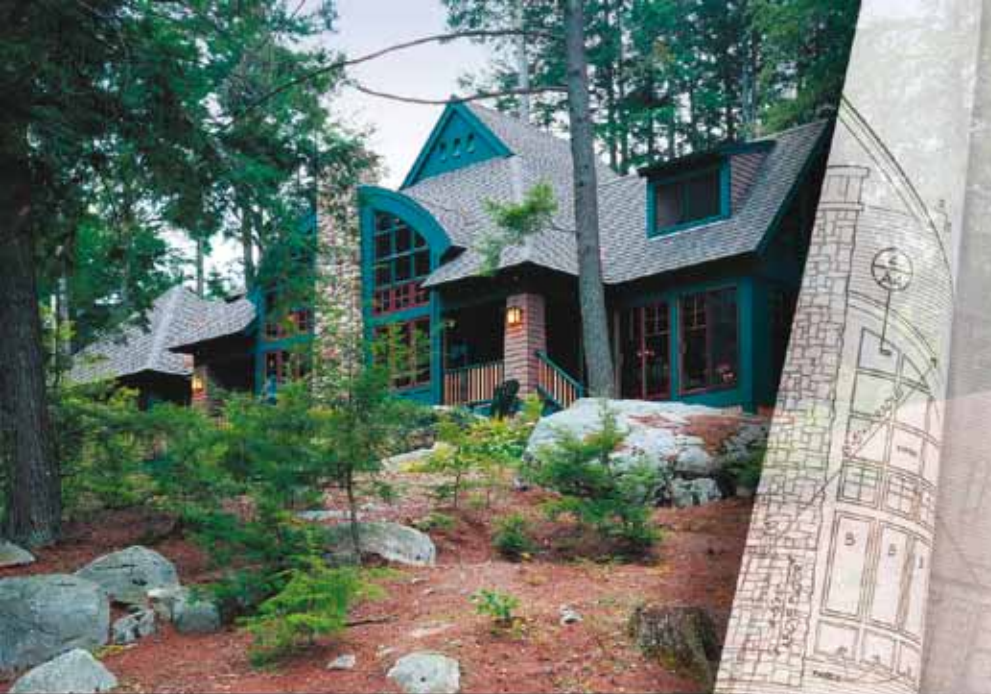
One part architect. One part glazier. One part Audubon.

A home's surroundings are often as important as the home itself. Especially when your neighbors are blue herons, and you enjoy dinner by lighthouse light rather than candlelight. That's why, at TMS Architects, we approach every custom residence from multiple perspectives. It enables us to create designs that bring the outdoors in with walls that are as transparent as they are beautiful. True, it's not what you might expect from an architect. Then again, a custom home should be anything but expected.

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TODD ENGLISH 

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NOW ABOARD THE QUEEN MARY 2.

THE TRANSATLANTIC TOAST COCKTAIL
CHAMPAGNE • STRAWBERRY PUREE • TANGUERAÏ

TODD ENGLISH 

**GONE
FISHING**

Feel free to make up the room.

We're downstairs enjoying the freshest
seafood and the bold coastal cuisine of
Todd English's newest restaurant, Fish Club.

FISH CLUB
By Todd English

Right in the lobby of the Seattle Marriott Waterfront.
Call now for reservations 206.314.1540

▲
Todd English
In-Restaurant Promotions, Hotel Promotion

the world is 70% water.
THINK OF ALL THE ENTRÉES.

Seattle Marriott Waterfront lobby. Call for reservation 206.258.1040.

FISH CLUB
 by Todd English

Swim against the stream.

**KINGFISH
 HALL**

Why head for the same old seafood? Enjoy uniquely prepared coastal cuisine in an atmosphere that certainly doesn't go with the flow.

TODD ENGLISH • FARMER'S HALL MARKETPLACE • RESERVATIONS 617.523.8862

TODD ENGLISH'S
blue-zoo

**YOU'LL NEVER
 LOOK AT FISH
 THE SAME WAY AGAIN.**

A new restaurant by internationally acclaimed chef, Todd English.
 Now open at Walt Disney World Dolphin. 407.934.1111.



Located nowhere near the canned soup aisle.



Kettle Cuisine Soup. Fresh. Made from scratch. And ready to enjoy.


\$1.00 OFF

Any Kettle Cuisine Soup

Look for us in the refrigerated section of the deli department.







ONE BITE AND YOU'LL BE
SURPRISED YOU DIDN'T HAVE TO SLIP
THE MAITRE D' A 20.

Prudential Center, Boston • One Worcester Road, Framingham **BERKSHIRE**
grill



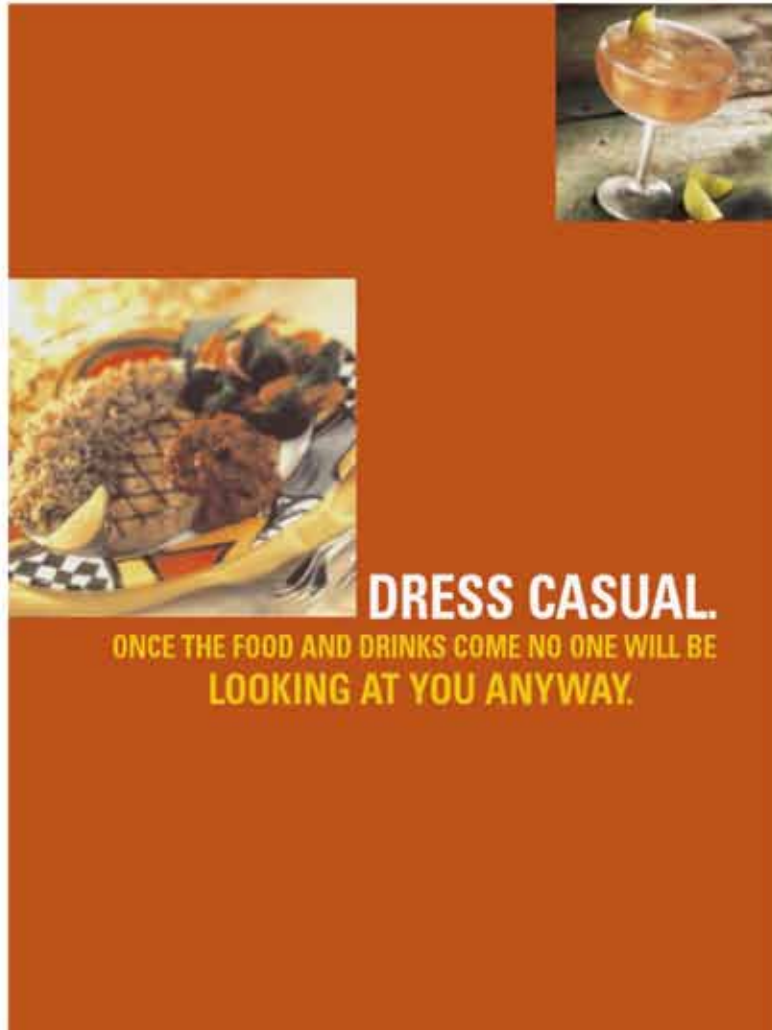
CHOCOLATE CHERRY MARTINI.
HOLD THE ATTITUDE.

Prudential Center, Boston • One Worcester Road, Framingham **BERKSHIRE**
grill



BEHIND OUR CASUAL DINING ROOM
**LURKS A KITCHEN FULL OF
OBSESSED PERFECTIONISTS.**

BERKSHIRE
grill Prudential Center, Boston • One Worcester Road, Framingham



DRESS CASUAL.
ONCE THE FOOD AND DRINKS COME NO ONE WILL BE
LOOKING AT YOU ANYWAY.

**ENJOY A GREAT MEAL IN A CASUAL
ATMOSPHERE—AND SAVE \$5 WITH
THIS GIFT CERTIFICATE.**

Mandarin Glazed Salmon. Prime Rib. Grilled Chicken Portofino. It's hard to find entrées this good in a casual atmosphere. But you can, at the Berkshire Grill. For expertly prepared lunches and dinners, eclectic signature dishes, and unique cocktails and desserts. So when you're ready for a good meal without all the pretension, head to the Berkshire Grill.

Be sure to present this card by June 30, 2002 to receive \$5 off your meal.*




DECIDEDLY GOOD. UNEXPECTEDLY CASUAL.

12455 St. Charles Rock Road, Bridgeton, MO 63044
314.299.1260

*Not valid with any other offer. Does not include alcohol, tax or gratuity. Offer valid through 6/30/02.

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▲
Berkshire Grill (Ground Round)
Direct Mail



**— ANOTHER STUNNING —
REDHEAD FROM IRELAND.**

Celtic Red. An Irish classic. In town only for a limited time.

◀
Union Station
In-Restaurant Display



WORKS BETTER THAN MISTLETOE.
Celebrate the holidays with Union Station Brewery.
Gift Certificates. Holiday Parties. Ask your server for details.



**IT REALLY DOES PAY TO STOP AT
— RAILROAD CROSSINGS. —**

Union Station Brewery • 16 Exchange Terrace, Providence • 401-274-2739

**WE SURVIVED 300
TRAIN DEPARTURES A DAY,
— TWO FIRES —
AND ONE REALLY BAD EXPERIENCE
WITH HEFENWEISEN.**



16 Exchange Terrace, Providence • 401-274-2739

CSNH
CONSTRUCTION SERVICES
OF NEW HAMPSHIRE

RESTORATION, PEACE OF MIND

Why is CSNH the best choice for your restoration project? Because we have the experience and expertise to handle any size project. We are a full-service restoration company with a proven track record of successful projects. Our team of professionals is trained and certified in the latest restoration techniques. We provide a complete range of services, from initial assessment and damage control to final cleanup and reconstruction. We work closely with your insurance carrier to ensure a smooth claims process. Our goal is to restore your property to its original condition and give you peace of mind.

Full Scope Attention
You conveniently communicate with CSNH from the entire process, from catastrophe to completion.

CSNH
Construction Services of New Hampshire

Fire
Fire disasters, large and small, can be devastating and present a host of ramifications. Whether purely smoke damage or full scale destruction, CSNH understands your needs and your building's needs. We'll immediately establish temporary power and water sources, enabling a quick assessment of the damage, and in turn, a quicker road to recovery. Once re-establishing critical resources, CSNH offers full-service fire recovery including treatment of the existing structure, engineering, architectural design, and construction.

We also offer a state-of-the-art climate controlled storage facility for your belongings while restoration is taking place. One less thing you need to think about in the midst of any catastrophe. We're here to assist you in every way possible to restore your peace of mind.



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Hiring Partners You Can Count On

LEDDY GROUP

Creating new opportunities for success in the workplace

Meet The Leddy Group

What makes Leddy Group a unique partner in the staffing arena? It's our Commitment to Integrity - A corporate guiding principle and, equally important, a systems of long-term working relationships. Our commitment - To You - is to provide the right candidate for the job so that you need a candidate at all. The ongoing relationship is truly valuable to Leddy Group.

Finding the optimum candidate means our screening process is second to none. Leddy Group has implemented a stringent system to ensure we find the right candidate, the first time. It starts with a comprehensive exploration and understanding of your hiring needs including all the requirements of the job, tasks and corporate culture, essential experiences and the desired character makeup. Then we find, delving fully into a candidate's experiences, skills and personality to confidently present the best individuals.

Delivering on our promise of integrity, significant up-front exploration, and continuous improvement to give you the maximum return on your staffing investment is a commitment that Leddy Group takes very seriously.

the right candidate.

Our services span the hiring path to include recruitment, candidate identification, screening and interview coordination. All of which can be tailored or packaged to meet your needs.

Filling your job posting can be daunting. Let us streamline the process and deliver high quality candidates, while creating a seamless experience.

COUNTERPART INTERNATIONAL

PARTNERING YOUR CSR WITH KEY COMMUNITIES

**GROWING...
Your good n...
your CSR de...**

**...s...
benefits your firm**

- **Video:** Our award-winning videos—which are produced through a number of multi-cultural channels and have become a popular way to show the impact of our programs—can include your company's logo.
- **Events:** We can leverage activities, blogs, seminars, publicizing, social media and more to promote a partnership and the results of a project.
- **Co-branding:** We have a great deal of experience co-branding projects with our donors and can create similar visibility based on your donation.

More than 90 percent of businesses seek to know what companies are doing to support social and economic issues, according to the benchmark 2011 *CrowdEtics Global CSR Opportunity Study*. Counterpart is your communications partner.

In addition to superior program management, a collaboration with Counterpart leads to communications and marketing opportunities that play an active role in informing key audiences about your CSR investments and how they have improved the lives of people. Depending on the size and type of donation, as well as a company's outreach strategy, Counterpart has a number of ways to acknowledge your support, including:

- **PR:** We produce and distribute high-quality press releases that are targeted based on audience and message.
- **Events:** Opening ceremonies, article distribution activities and press conferences are among the ways we raise awareness of a project and your cultural involvement.



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Raising Old Sails to New Heights

Handcrafted by boaters



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The right IT talent

When it comes to success in staffing for Information Technology, there's an art to finding the right people. And a science to getting it done in the timeframe that you need. What you want is an executive search firm that goes above and beyond the role of recruiter. You want a talent agency that understands the nuances of IT, has a proven history in the discipline and won't quit until the right person is found.

The right fit

When it's time to fill a staffing need, you don't want just anyone. You have a vision of the person who will be the right fit and anything else will fall short. Identifying this person goes beyond recruitment. It involves comprehensive up-front research. You want a talent agency that will dedicate time to develop skill, experience, cultural, and personality criteria before even beginning the process of searching.

The right way

What's the right way to get the best return on your staffing investment? You want a talent agency that gives you high-priority treatment and laser-focused attention. You want a team who knows the particular nuances and needs of IT placement – the platforms, positions, background and the intricacies of specific jobs. And a team who asks the right questions, including intangibles you hadn't considered.





- ▶ Design Concept: “Earthkeeper” boots are made from recycled materials. The banner design demonstrates in an understandable and personal manner how Timberland’s technology is converting typical waste (in this case a water bottle) into footwear.



- ▶ Design Concept: Timberland designed the innovative “Earthkeeper” boot line, made from recycled materials. The banner design leverages the most notable icon of recycling and the motto “Reduce,. Reuse. Recycle” with its very own twist.

The recycled bottle morphs through the use of the recycle symbol, transforming itself into the Earthkeeper boot.



- ▶ Design Concept: "Earthkeeper" boots are made from recycled materials. The banner design demonstrates in a playful, nostalgic manner how Timberland's technology is converting old tires into footwear, circumventing this waste ending up in landfill.



- ▶ Design Concept: The design highlights the youthful, edgy, aggressive nature of the "Mountain Athletics" shoe line.

Incorporating elements from the TV spot, the animation shows each animal sweeping in from the side, devouring the one before.

Note: Double-0 creating another design simply using screen grabs from the TV spot, creating a frenetic "flipbook" effect that captured the mayhem of the man being chased by the wolves. The response from Timberland executives, "It was so good we can't do it! The entire field staff will want this done in TV, point of sale and more."



- ▶ Design Concept: The banner design utilizes fashion photography to sell the lifestyle and aspirational tone of the products.



COUNTERPART INTERNATIONAL
In partnership for results that last.



Initiative to Promote Afghan Civil Society II
QUARTERLY REPORT

Reporting Period: January-March 2011

Submitted to: USAID/Afghanistan





■ **Ambiance makes the meal.**



DIA
DeStefano Architects

Commercial Architecture

The ambience of a restaurant is often as important as the food it serves. That's why, before beginning a restaurant design, DeStefano Architects first gains an intimate understanding of the chef or owner's concept—from the menu offerings to the character the space should exude.

From the initial sketches, the concept is brought to life visually and spatially, ensuring that aesthetics always align with the feasibility analysis. Because restaurants are often interior fit-up projects, the logistics of kitchen design, seating capacity and table turn become just as important as conforming to new building, zoning and life-safety codes. Throughout the process, DIA represents the owners to see that health, fire and state liquor board requirements are all met.

Finally, the perfect contractors and consultants are selected to help finalize the concept. Through the precise coordination of kitchen, lighting and acoustical designers, DIA makes certain sensory elements like color, texture, acoustics and ventilation all complement the preparation and presentation of the chef's creations.

By taking the time to become a true partner in the restaurant business, DIA has helped many high-profile clients in the area transform a meal into a feast for the senses.



■ Small Lot, Big Dreams



D|A
DeStefano Architects

Residential Architecture

Designing a spectacular, spacious home that would take full advantage of ocean and salt marsh views on opposing sides of a long, thin slice of sloping land was a challenge that DeStefano Architects embraced.

To realize the full potential of the restrictive property, the firm designed a multi-level structure. Varied rooflines were created to give the home the appearance of being comfortably nestled in the landscape, while also enabling the home to remain in proportion with the surrounding properties. Additional living space was gained by pulling the garage closer to the street, and building a family room and expansive deck above it.

The homeowners now enjoy the gorgeous ocean views in privacy throughout the day, because the home's primary living spaces are concentrated on the ocean-facing side. Bay windows are used throughout to further enhance the views and add depth to the rooms.

By offering unexpected and creative design options, DeStefano Architects was able to bring out the scenic beauty of the narrow property and create what is truly a dream home.



■ **Headline, headline, headline...**

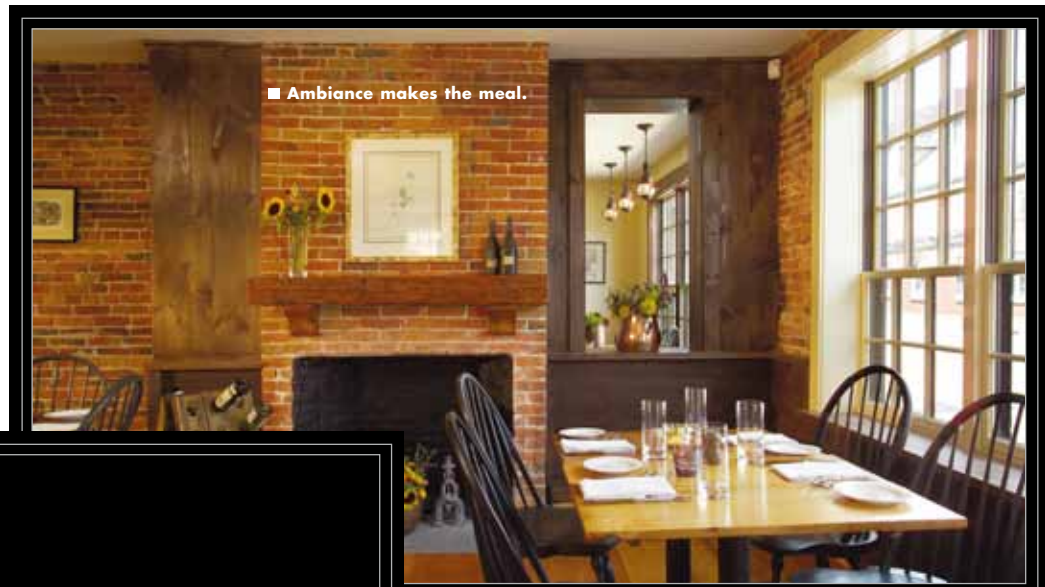
D|A
DeStefano Architects

Residential Architecture

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■ Ambiance makes the meal.

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DIA
DeStefano Architects

Commercial Architecture





Girl 1: Can I tell you something?
Girl 2: What?



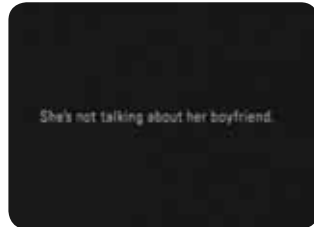
Girl 1: I have never gotten this much attention before.
Girl 2: I don't think mine knows I exist.



Girl 1: I never pay for anything.
Girl 2: I always pay.



Girl 1: Definitely the best relationship I've ever been in.



Girl 1: Are you going in?



Girl 2 gives a sarcastic smile



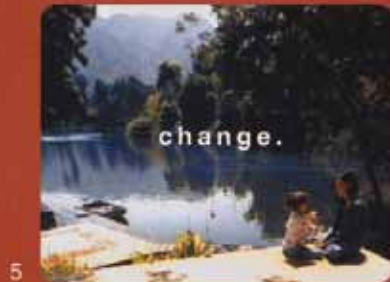
Announcer: Free checks. Free ATMs.
What's your bank doing for you?

ENERGY STAR PSA :30, Mother & Daughter/Home Office



SUPER: When every home office is powered by equipment that's earned the ENERGY STAR,

the change will keep 219 billion lbs. of greenhouse gases out of our air.



ENERGY STAR PSA :30, Couple/Lighting



SUPER: When just one room in every home is brightened by Energy Star lighting,

the change will keep 1 trillion lbs. of greenhouse gases out of our air.



ENERGY STAR PSA :30, Moving Day/Home



SUPER: When one new home in ten has earned the ENERGY STAR,

the change will keep 6 billion lbs. of greenhouse gases out of our air.



eno | eighty

1

VERSACON
c o n s t r u c t i o n

2



3

COMMUNICA

4



Logo Design

1. Strategic consulting firm specializing in turning corporate environments around.
2. Commercial construction company.
3. Mexican taqueria restaurant.
4. Communications agency.



5



6



7



8

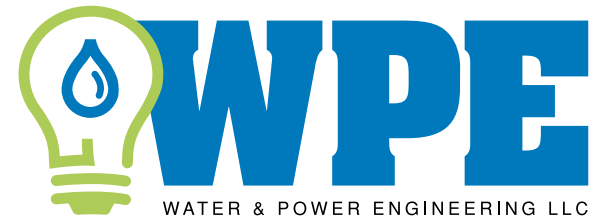


Logo Design

5. Corporate recruitment and placement in the IT segment.
6. Sub-brand of fire alarm systems for Easton Electronics.
7. Tourism & Travel brand for the Portsmouth Chamber of Commerce.
8. Higher education consulting agency.



9



10



11



12



Logo Design

- 9. Personal training franchise group.
- 10. Waste treatment engineering firm in the municipal segment.
- 11. Corporate recruitment and placement in the IT segment.
- 12. Communications agency.



◀
Todd English
Consumer Print Ad

Bruce Jewett | Art Director

- double 0 marketing** Portsmouth, NH • January 2009 - Present
Freelance Creative Director / Marketing Strategist and Consultant
- Develop print and broadcast advertising, outdoor advertising, web design, online advertising, direct marketing and collateral materials for a wide range of consumer brands, businesses and services.
 - Responsible for high-level brand positioning and tactical marketing strategy.
 - Creative marketing consultant for Timberland, Leddy Group/Work Opportunities, Creative Associates International, AES Corporation, Marshmallow Fluff, Hoist Away Bags, Easton Electronics, Counterpart International & many more.
- agency experience** Fuze Communications, Portsmouth, NH
Yellow Steel, Portsmouth, NH
Cross-Media, Newburyport, MA
Mullen Advertising, Wenham, MA
Bozell Kamstra, Boston, MA
McDougall Associates, Peabody, MA
- technical quiver** Highly proficient practical application of the Adobe Creative Suite - Photoshop, Illustrator, InDesign, Dreamweaver, Flash, and Microsoft Office products. HTML experience, including raw coding and use of Dreamweaver.
- brand experience** In excess of 120 brands in eight-five plus categories.
- contact** c: 978.857.0103 • bjewett@double0marketing.com • www.double0marketing.com