



## CASE STUDIES

EarthAdvertising.com  
(212) 933-1391

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public relations  
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copywriting  
field marketing  
packaging  
point of purchase  
trade shows  
kiosks  
displays  
web games



## CASE STUDIES

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Prior to Earth Advertising, our team has worked on the world's largest brands, from McDonald's to Toyota. A sampling of our green branding case studies is found here. See <http://www.earthadvertising.com>



A trusted voice in green business.

Earth Advertising provides PR, brand strategy, e-media, advertising and outreach to businesses and organizations that fit our criteria, including municipalities and community initiatives.

We are recognized for our integrity and standards. Our campaigns have won national awards in every category of advertising, pr, design and multimedia. Our full-service eFlicks studio functions as a content provider and production facility available to our clients which can produce everything from graphics, animated art, streaming, news stories and tradeshow booths in a timely and energy efficient manner.

The firm is a party neutral, green certified, equal opportunity Minority-/Women-Owned Business Enterprise (M/WBE) in New York City dedicated to exercising the full potential of the budgets of our clients, in today's changing media climate. Green collar internships are granted to qualified candidates to help grow the green economy.

A small sample of our case studies are presented here. We are active members of the Manhattan Chamber of Commerce, Business Alliance for Local Living Economies, Sustainable Business Network NYC (founding member), United Nations Sustainability ngo, Eco-Forum, Green Leaders, NY Solar Energy Society (founding members) and other organizations that promote small business and a sustainable economy.

You can expect the best talent for the job, a fair price for services, clear benchmarks and measurable results. By applying a mix of media, and sound strategy, we are committed to the Earth Advertising Guarantee:

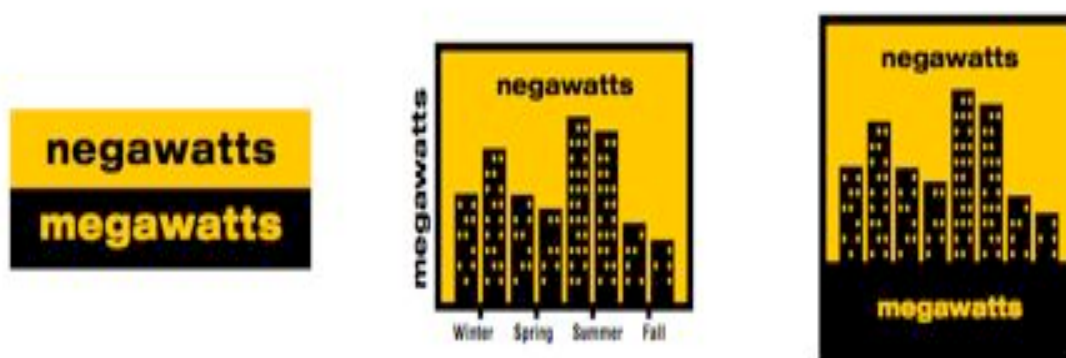
*We guarantee the highest quality return on your investment.*

# CONSUMER POWERLINE

## CASE STUDY

Consumer Powerline in Manhattan needed a way to let buildings know they were sitting on a goldmine- negawatts. Earth Advertising presented ideas on how to explain demand response and other energy incentives to relieve the grid during peak hours.

## The NYC Megawatt Challenge



Demand Response: We wanted the buildings to grasp the idea of an unused megawatt having a worth, especially when the grid peaks. This chart was created to show the energy peaks in New York City in a year, peaking in February, July and August.

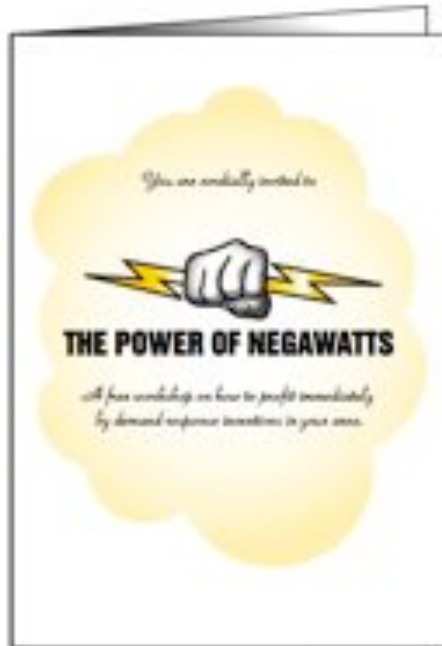
We picked up Amory Lovins' term "negawatt" an unused megawatt.

One solution we had was to invite realtors, developers, property managers and superintendents to free breakfasts to learn about how to capitalize on the NYSERDA incentives.

We also invited buildings who had already saved money by simply agreeing to an audit, submetering, and committing to a powerdown if the grid approached a brown out.

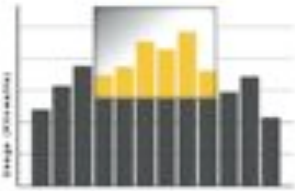
Earth created “negawatt” icons, and invitations. (see Strategy upon request) We always present minimum of 3 options:

A.



B.

Turn your building's biggest expense into its greatest asset.



The chart displays energy consumption over 12 periods. The y-axis is labeled 'Energy (kilowatt-hours)'. The bars are dark grey, with the 7th bar highlighted in yellow to show a significant peak.

*RSVP*

Would you like to see this?  
 I would like to see this and also receive information on our building.  
 Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 I can't make this meeting but please contact me about this opportunity to see how you can provide services for my building.  
 Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Contact Information: \_\_\_\_\_

Get the latest information on energy management opportunities for your building.

**888-944-5144**

We cordially invite you to "negawatt: how to profit by demand response"

100 Madison Street  
 January 16, 2008  
 4000 Dallas  
 48101-1000



The chart shows energy consumption with a peak highlighted in yellow. The 'negaWatt' logo is overlaid on the bars.

Learn how easy it is to reduce your building's energy expense while still getting all the power you need for it. This technology will show you opportunities to your way to profit by demand response. Discover how our new solution, along with other energy management solutions, can help you get a better handle on the potential for saving costs, such as reducing building energy expenses.

"Reduction from building demand response combined green bond"

**POWERLINE**  
 The power of knowledge

Powerline Powerline is the leading provider in power management in New York City, working in the best interest of its clients to take maximum opportunities in order to maximize energy savings. Powerline represents over 10 million square feet of commercial space and \$1.25 billion for utility and energy services.

For more information, please contact us at:

C.



Icon design study to denote “negawatts”





## CASE STUDY

FTL Solar developed the world's only flexible pv- powered tensile structures in 2007. For this product start-up, Earth Advertising worked on the corporate identity including strategy, names, taglines, logo, descriptors, press releases, videos, brochures, trade show materials, banners and signage.

We represented the group to United Nations sectors, and other venues, including the New York Solar Energy Society of which we were founding members.

FTL also developed and delivered a fold-up solar-powered (pv) battery charger to the United States Army. They were the first to use thin-film, flexible dye sensitive solar cells.

Earth Advertising provides on-site support, pr, and the production of marketing and sales tools.



# 30 years of tensile structures

FTL Solar was founded in 2006 by FTL Design with 30 years of design experience and \$3 billion in sales



1995 "Under The Sun" The World's First PV Tent by FTL

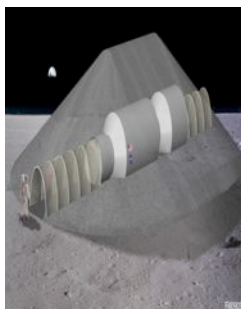
*Cooper Hewitt National Design Museum*



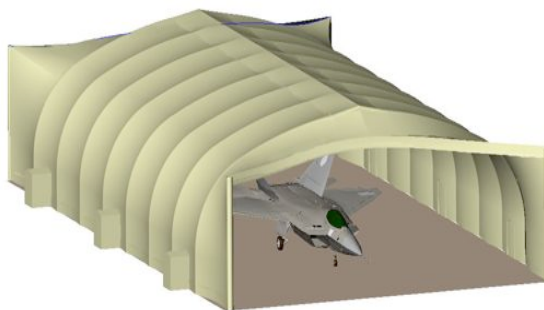
FTL Transportable maintenance enclosures



FTL NASA Advanced Inflatable Airlock Visualization



FTL NASA Inflatable Lunar Habitat



Power Shade, the first flexible PV fabric military tent



## World's Fastest Solar Array System: Package to Power in 20 Minutes

Among other photo-voltaic technologies, FTL Solar integrates amorphous 'multi-directional' silicon to create its patented, flexible structures that make electricity from the sun. The technology includes photovoltaic (PV) semi-conductor material with negative (-) charged electrons. When the sun's positive (+) charged protons strike the (-) PV cells, electrons are set in motion generating electrical current. This power can be used immediately, or stored.

The FTL Solar single-pole POWER MOD™ is the world's fastest solar array system due to advanced solar technology, ease of transport and quick assembly. This product is ground mounted and can produce power within 20 minutes, right out of the package.



FTL Solar maintains its leadership position, from energy optimization to battery storage, through 'open sourcing.'

This allows FTL Solar to continually develop and incorporate the latest advances in science and technology, upgrading products accordingly.

Photo: FTL Solar single-pole POWER MOD™ (left) and 4-pole POWER MOD™ (right)



*"Power to go"*

Brochures and press



Solar CarPark & recharging station

US Army trade show and other displays



# Vineyard Unplugged

## CASE STUDY

### Biofuel, solar and wind

The island of Martha's Vineyard is tethered to the mainland by two electrical cables that deliver energy from one of the dirtiest coal burning power plants in the country, and the island's transformers peak out regularly. Meanwhile fuel deliveries by ship pose a hazard to a fragile eco-system. Energy and fuel prices are high, on an island where incomes are relatively low.

"Million Solar Roofs" offered incentives for solar hot water and electricity, wind turbine projects were launched, local fuel distributor Packer Fuel agreed to import 20/80 Biofuel and NEED provided educational tools for schools.

Martha Shaw of Earth Advertising, authored "Vineyard Unplugged" a dozen articles in the MVTimes to inform locals of new programs designed to reduce the island's dependency on mainland energy and foreign oil. The column highlighted people who shared how easy it was to "unplug" and placated fears that biodiesel would harm vehicles or negate warranties.

Bumper stickers, events, contests and other promotions spread the word, and built a pride in the community.





The column by Martha Shaw celebrates the progress of Martha's Vineyard as the island looks toward more energy independence. Supported by US Department of Energy. See:

<http://www.earthadvertising.com/EAvineyardarticles.html>

[Biofuel tanks fuel local interest](#) 08/28/06

[The sun powers up Agricultural Hall](#) 08/10/06

[Island residents focus energy on reducing carbon emissions](#) 07/20/06 •

[Island kids do the math on energy efficiency and solar electricity](#)  
06/22/06

[Living off the grid](#) 04/27/06 •

[Solar collectors reduce the cost of hot water heating at home](#) 02/23/06

[It takes an island to change a light bulb](#) 12/15/05 •

[A 10-year Energy Plan goes into action](#) 10/27/05 •

[What you don't know about your cleaning products can hurt you](#) 10/06/05

[Water heaters. pools get free heat from the sun](#) 8/25/05

[Evolved technology lets Islanders turn to sun for energy](#) 7/14/05

[Island residents install solar panels to reduce pollution](#) 2/24/05

[A free energy audit helps one family cut work hours](#) 11/24/04

[South Mountain Turbine is a start](#) 10/21/04

# Island residents install solar panels to reduce pollution

By Martha Shaw

When the islanders check the bills, they also check the level of the monthly pollution charge. They're not ignoring the fact that the island is a beautiful place, but they are also concerned about the air quality. It was pollution that drove them to install solar panels to reduce their carbon footprint.



They and their families are looking for ways to reduce their carbon footprint. They are also looking for ways to reduce their carbon footprint.

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# Biodiesel tanks fuel the interest of local industries

By Martha Shaw

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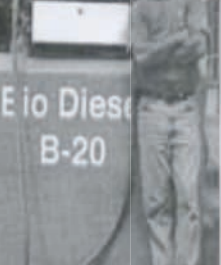
## A free energy audit helps one family cut work hours

By Martha Shaw

Island residents Lisa and Jeff Smith have achieved energy efficiency in their home as a result of a free energy audit sponsored by Cape Light Compact and funded by the state.

The free energy audit gave Lisa and Jeff Smith a list of energy-saving tips to reduce their energy bills and their carbon footprint.

Island families like Lisa and Jeff Smith are looking for ways to reduce their energy bills and their carbon footprint.



Michael Adelman's reports that the biodiesel and construction crews that are involved are happy with it.

## Tisbury police

Continued from Page 12

In another incident, two children were charged for allegedly assaulting a Tisbury man on Sunday.

The police are investigating several incidents that occurred in Tisbury on Sunday, including a case of alleged assault.

Free energy audits are available to all households on the island. To sign up, call 800-797-0000.

The audit is sponsored by the Vineyard Energy Project through a grant from the Department of Energy's Clean Energy Program.

...at the pump, when you consider the destruction to the environment and the military expenditure of support money to secure the resources. Meanwhile we are paying farmers not to grow crops. Biodiesel offers our country an opportunity to reverse that pattern. It's an investment in our economy, an investment in our environment, and an investment in peace.

Biodiesel is made from domestically produced vegetable oils, and it reduces toxic pollutants such as soot, particulates, methane emissions, hydrocarbons, carbon monoxide, and other air toxins emitted by diesel. It is one of the most cost-effective ways to a diesel fleet by simply switching the production of fossil fuel consumption and production, as required by the Energy Policy Act, Executive Order 13104, and state and local legislation.

Some of the most powerful local fighting forces are working to switch to biodiesel over private and available diesel. In the Cape, a few fishermen are taking the initiative to use diesel fuel by making biodiesel themselves from local oil collected at restaurants. The approach of biodiesel is natural growth, which can be recycled or used to make soap and other things. Jonathan Sherwin, a local filmmaker who has won the 2005 Gold Taurus Award with a 100% biodiesel powered feature film, says that he would prefer to make his own biodiesel from local resources than to buy it from the store.

"If you make it locally, you own the fuel and to transfer

Rainy Chay at Tisbury 309 offers customers information about biodiesel and why it makes a good investment because the extra cost, which he predicts will go down as more people choose it.

...the way is rising, and carbon emissions to play a role of sustainable production. We will see a significant rise in the local market for biodiesel over the next few years as local fuel is becoming rather less desirable.

Biodiesel is the most sustainable liquid carbon-free alternative fuel to date, with more than 90 million gallons of biodiesel used for transportation such as the U.S. Department of Defense, U.S. Postal Service, and Department of Transportation. Other and other airlines, city buses, and public and private fleets (Biodiesel.org, June 2005), when the 10-20 tanks were installed in both Tisbury and Tisbury, more than 100,000 gallons have been used for service to the island, according to Ralph Parker of B2B Fueler Co.

Jonathan O'Neil, executive director of the Vineyard Communities Society, is one of the many people who believe in the use of biodiesel.

"The effort here to replace diesel with biodiesel is not just to protect our health, homes, and drinking water," he says. "Supporting children to encourage politicians to not avoid diesel because it is a fossil fuel is getting national attention. The idea is to protect the quality of life."

The website that offers more information about the island's biodiesel use is [www.vineyard-energyproject.org](http://www.vineyard-energyproject.org).

This article is sponsored by the Vineyard Energy Project through a grant from the Department of Energy's Clean Energy Program. The Vineyard Energy Project promotes sustainable energy choices through education, outreach, and to monitor energy projects. The author Martha Shaw is a member of the Vineyard Energy Project's advisory board. The Vineyard Energy Project's website is [www.vineyard-energyproject.org](http://www.vineyard-energyproject.org).

Biofuel Campaign: Convince the pump stations to carry it, and the drivers to use it. Support pr with bumper stickers proudly displayed.



## CASE STUDY

One of the dirtiest industries in America, dry cleaning, is wrought with green washing. The market is cluttered with false environmental claims such as 'organic.' A PR and marketing campaign was launched by Earth timed simultaneously with a social networking campaign. The company is getting lots of coverage, the perfect way to reach conscious consumers. Please see a full list of our articles and stories generated by Earth, which then generated the press: <http://www.earthadvertising.com/press>

In addition, the creative caught the eye of editorial writers and magazines alike who offered to run the ads for free.

**The New York Times**



**THE WALL STREET JOURNAL.**

Earth is proud to be the agency of Green Apple Cleaners, and our success in getting them coverage and media appearances.

*the*  
**GREEN**



**crain's** new york business.com

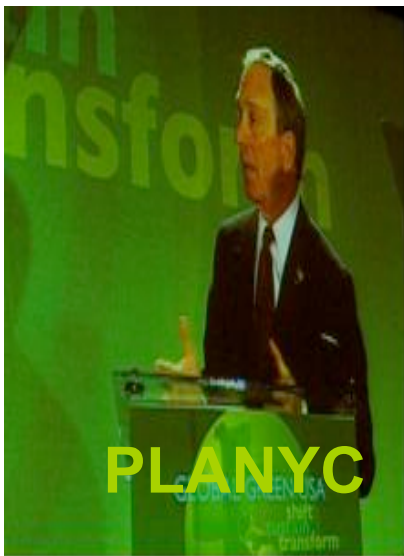
"Gossip Girl  
Second Life")

Building relationships with clothing lines helped to launch a Green Dry Clean Only hang tags letting customers know about the damage that what harsh detergents can do to the fibers, and all living things.



New York-  
Presbyterian  
Hospital

**ECO-FASHION**



EILEEN  
FISHER



# If clothes could talk.

They might ask you not to douse them in harmful chemicals that can deteriorate their fabric. Maybe they'd say, "We're falling apart at the seams." Or, "Don't be fooled by organic dry cleaning—it uses volatile organic compounds!"

Perhaps they'd even be concerned about your health, and the exposure of your family to toxic fumes given off by dry

topic of great debate. You can learn more about healthy alternatives at [greenapplecleaners.com](http://greenapplecleaners.com).

Green Apple Cleaners is the only dry cleaner in New York using CO2—a simple, safe and effective solution to standard dry cleaning. Our processes aren't only better for you and the environment, they're better for your clothes. The removal of

give them a more vibrant look right away.

Our specialists give each garment personal attention using premium finishing techniques, including tension and steam from the inside out. This restores shape and gives them a softer touch.

In other words, they'll feel better, too.

Green Apple Cleaners. This Cleaner Dry Cleaner™

Build-up from other cleaning methods will

## Can a suit pollute?

Yes. In fact, one of the top environmental issues in office buildings is the cleaning "drip." These drips contain various chemicals that can irritate eyes, irritate the respiratory system and pollute the office air.

Green Apple Cleaners is the only dry cleaner in New York using CO2 and steam from the inside out. This restores shape and gives them a softer touch. In other words, they'll feel better, too.

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**Green Apple Cleaners**

1-800-4-LIFE-2022  
1-202-236-0870



Earth has strategic relationships with newswire services, and our own newswire, that maximizes interest and exposure.

**Green Apple Cleaners is turning the Big Apple green**

New York, NY -February, 2008 - New York State has filed lawsuits against at least three companies for groundwater and soil contamination that they attribute to perc, the dry cleaning chemical perchloroethylene (PCE) used by over 90% of all drycleaners. In California and recently proposed in New Jersey, the use of perc in dry cleaning will be outlawed within the decade. Not only bad for your health, it turns out that harsh dry cleaning chemicals and traditional finishing methods can also be harmful to clothing by dulling the finish, breaking fibers and leaving residues on the garments.

The timing couldn't be better for health conscious Green Apple Cleaners, the only environmentally friendly dry cleaner in Manhattan. At the Green Apple Cleaners plant in New Jersey, trained specialists using state-of-the-art CO2 Wet Cleaning and European Finishing equipment, treat garments with gentle handling. The special care they give to the clothes, and to the customers, has been recognized by Green Apple Cleaners' acceptance into the elite group of prestigious cleaners - 'America's Best Cleaners(TM)'. Their care for the planet has placed them among New York's top green businesses and they are one of the founding members of the Sustainable Business Network of New York.

Taking care of the environment was the brainchild of entrepreneur David Katner and his partner Christopher Skelley who founded the business in 2006. When Mr. Katner's wife announced they were having twins four years ago, he vowed to keep hazardous chemicals not only out of reach, but also out of their home. In searching for safer dry cleaning in New York, he found no alternative solutions. Two years later, Green Apple Cleaners is now servicing over 450 buildings in Manhattan and over 9,000 clients, including the big apple's most celebrated personalities. Though the bulk of their business is pickup and delivery, they have already added two storefront locations last year with four more planned for 2008.

The popularity of Green Apple Cleaners is a sign that New York City is serious about going green. Another boost for the brand is that more people are catching on to the misleading "organic" signs cropping up on dry cleaning windows all over town. As the CEO and founder David Katner says, "if clothes could talk they'd tell you that "organic" means volatile organic compounds - pretty tricky!"

On another environmental front, Mayor Bloomberg's new plastic bag recycling law will require over 2,000 stores in Manhattan, including many large dry cleaning operations, to take responsibility for their plastic bags. "It is important to take as many steps as we can to recycle plastic bags," Bloomberg says. "They are not biodegradable, but instead break down into small pieces that pollute the water and soil. Due to their light weight, plastic bags can easily escape from our sanitation system." Green Apple Cleaners supports waste reduction with its signature black garment bags used to transport dry cleaning to and from their customers in eco-friendly vehicles. Any disposable bags they use are 100% biodegradable.

Early on, Green Apple Cleaners founders secured the telephone identity 1-888-1-LUV-CO2 to tout CO2 as the key to cleaner cleaning, and wrote the company motto themselves: The Cleaner Dry Cleaner. Get the real dirt on dry cleaning by visiting [www.greenapplecleaners.com](http://www.greenapplecleaners.com)

Contact: Green Apple Cleaners (888) 458-8262 [duke@greenapplecleaners.com](mailto:duke@greenapplecleaners.com)      pr and marketing: Earth Advertising (212) 933-1391 [martha@earthadvertising.com](mailto:martha@earthadvertising.com)



**CSR Wire**

In addition to having 54 syndicated media partners (see the CSR Wire Distribution email sent to you when the release went out), CSR Wire is visited by over 100,000 unique visitors per month. They also have over 17,000 subscribers who have elected to receive their news alerts. Among these subscribers are journalists and media contacts from major papers across the country as well as other mainstream media- such as: NY Times, LA Times, Washington Post, Boston Herald, Wall Street Journal, NY Post, NY Sun, Aware Magazine, Seattle times, Sun Times, Dow Jones, Forbes, Financial Times, Christian Science Monitor, Reuters, Bloomberg, Barrons more.

We reach almost 8,000 contacts within our own distribution:

**EARTH-ADV Wire**

This includes emails to all contacts of Earth Adv, including mailing lists to all editors, community, personalities, reporters, managers, business leaders, media voices, thought leaders, government officials, New York leading organizations, retailers, colleagues, membership groups, customers and clubs.

The news we generate, generates news. When our clients make the headlines, it makes our day.



**Lean, Green Cleaning Machine**

Is the dry cleaning world ready to wash its hands of its dirt Nobel



David Kistner spun a large steel wheel, opened what looked like a submarine hatch, and began pulling garments out of the only liquid carbon dioxide dry cleaning machine servicing New York City: a pleated red dress, a cashmere sweater, a black blouse with diamond-shaped beads decorating the waist.

"You could never have washed this in a heavy perc cleaner," he said, while inspecting the clothing for stains, "soft, beautiful and smells amazing."

Dry cleaning is a method of laundering fabrics that uses a substance other than water (usually called a "solvent") to dissolve dirt and stains. For 40 years, the most dry cleaners have relied on a perchloroethylene, a solvent commonly called "perc." But years ago, the International Agency for Research on Cancer labeled perc a "probable human carcinogen."

In the past few years, companies have begun to experiment with perc alternatives such as hydrocarbon and silicone, but so far, only liquid CO2 has weathered environmentalists' scrutiny: Clothes cleaned with hydrocarbon emit noxious Volatile Organic Compound's



**Finding an Eco-Friendly Dry Cleaner  
Methods Replace Hazardous Solvent, but Are They Really Safer for the Environment?**

By WASHINGTON BUREAU

Recently we've spotted a growing number of dry cleaners hawking "organic" and "eco-friendly" services and wondered if they were up to par, or just engaging in green-washing of a different sort.

Roughly 80% of the nation's 30,000 dry cleaners still employ a cleaning method using the liquid solvent perchloroethylene -- or "perc," according to the New York-based National Cleaners Association.

dry-cleaning doesn't use water, it isn't actually a "dry" process, as clothing is immersed in the solvent and a detergent. Many professional cleaners like perc because it is known to remove stains and odors effectively without damaging or shrinking delicate garments.

However, perc has been listed as a hazardous air pollutant by the Clean Air Act and a probable human carcinogen by the International Agency for Research on Cancer. Consumers Union, the not-for-profit publisher of Consumer Reports, has said that long-term exposure could increase the cancer risk for consumers who wear a lot of dry-cleaned clothes.

Industry reps say such research is inconclusive. "We don't have any hard data, but as far as cancer in our industry, there is no higher rate," says Alan Spielvogel, director of technical services for the cleaners association. "And we try to have our [cleaners] handle the solvents in an environmentally friendly manner." Nevertheless, the Environmental Protection Agency is requiring a phase-out of perc at dry cleaners located in residential buildings. And some individual states are clamping down, including California, which last year passed a law to ban use of the solvent in dry cleaning by 2023.

These moves, coupled with consumer appetite for eco-everything, are fueling the growth of professional cleaners who dub themselves as "greener." They're ditching perc for myriad alternatives, such as liquefied carbon dioxide, silicone and gentle, biodegradable detergents.

Green "is becoming more and more of an issue," says Christopher White, director of business development for America's Best Cleaners, which certifies cleaners for quality standards. Nearly two-thirds of his group's 40 U.S. affiliates have stopped using perc, and all of them offer at least one environmentally friendly alternative.



## CASE STUDY

- New logo and icons
- Print ads
  - Bus shelters
  - Subway ads
  - Door hangers
  - Time Out NY ads
  - Newspaper ads
  - College campuses
- Web
  - Streaming media
  - eFlicks
  - Banner ads
- Press

Zipcar ads were developed for The Village Voice, Manhattan Metro, Boston Metro newspapers; bus shelters, subways posters and sandwich boards to tell people that Zipcars were within walking distance. The goal was to increase membership in Boston, New York, and Washington DC. The Press picked up on the theme. News coverage stretched the media dollars to the max



Drive in the happy lane...

The image shows a screenshot of the Washington Post Entertainment section from April 22, 2003. The page features various articles and sections like 'Movies', 'TV', 'Books', and 'Music'. Several Zipcar logos are overlaid on the page, including one on the 'entertainment' header, one on the 'Subscribers 2003 WOLFTRAP' banner, and several on the main content area. On the right side, there is a vertical Zipcar advertisement with the text 'Is there a Zipcar in your zipcode?' and 'zipcar' logo. Below the ad is a search bar with the text 'Enter your zip to find out'.


See: Zipcars running around the New York Times home page, directing the readers to anonymously type in their zip codes to find Zipcars in their neighborhood. This helped them to understand Zipcar which was a brand new concept in transportation. <http://www.earthadvertising.com/EZipflicks1.html>  
[http://www.earthadvertising.com/samples/zipcar/zip02\\_728x90.swf](http://www.earthadvertising.com/samples/zipcar/zip02_728x90.swf)

This block contains three Zipcar advertisements. On the left is a small vertical ad with the text 'Is that a Zipcard in your pocket?' and the Zipcar logo. In the middle is another vertical ad with the text 'Give your car the pink slip.' and the Zipcar logo. On the right is a large outdoor billboard featuring a woman and the text '2000 miles per hour', '4000 hours per parking', and 'What's more with the Zipcard?' along with the Zipcar logo.



earth advertising

It's a relationship  
with no commitment



Visit [zipcar.com/group](http://zipcar.com/group) for University Discount  
University Member

**zipcar**<sup>®</sup>  
wheels when you want them™

Reserve Nearby Access

A cure for the  
common car.



Join today for only \$20 at [zipcar.com](http://zipcar.com) or 866-4 Zipcar

Reserve by hour Cars nearby Unlock Drive!

Cars  
2  
go



Public  
transit.  
But you get  
to steer

\$60 for 60 days when you join today at  
[zipcar.com](http://zipcar.com) or 866-4 Zipcar



**zipcar**<sup>®</sup>  
wheels when you want them™

Reserve by hour Cars nearby Unlock Drive!

Give your  
car the  
pink slip.



Announcing Zipcars at North White Plains, Ossining and Woodlawn. Members get instant access to cars by the hour—maintenance, gas, insurance and parking included.

Join at [zipcar.com/MetroNorth](http://zipcar.com/MetroNorth) or call 866-4 Zipcar

Reserve Nearby Access Drive!



**Zipcar. The car for people who don't want one.**

From ads in Time Out, college door hangers, subways, metro stations to funny green cars zipping around the NY Times home page, the press picked up the campaign and ran with it.



## CASE STUDY

14 years of service during growth from \$10 million to \$100 million, to year 2004 when company sold

- Branding
- Taglines, logos
- New product design
- Packaging
- Trade booths
- Website
- E-coupons
- Online chats
- X-promotion
- Banner ads
- Trucks
- Earth Action
- Press releases and
- Press interviews
- Lid campaign
- Earth-friendly partners
- Coupons, FSI
- Studio production
- Celebrity tie-in
- Field marketing
- Drive traffic to website
- Online community building
- E-Media
- Radio, TV, Magazine, Newspaper, Trade, Outdoor
- Media Planning
- Internal communications
- letters
- Mailings
- Events
- National campaign roll-out
- Staffing
- Contests
- Printing and production



To prove to consumers that Stonyfield Farm yogurt is more delicious than other brands, these extra-large coupons encouraged trial. Full-page ads ran in People, Parents, Natural Health and other publications aimed at health-conscious moms.

Pediatrician advice and E-Coupons drove them to the website to help continue to grow the on-line community and build brand loyalty.



The lids on adult yogurt cross promoted the kid-packs, and drove people to the website for E-Coupons and more information.



Bus posters carried messages in Miami, Chicago, Ft. Lauderdale/Tampa, Washington DC and Hartford.



Banner ads ran as an added value on many of the publications' web sites, such as Martha Stewart Living, Self, Family Fun, Family Life, and Oprah.



Cows spoke out to consumers, staff, retailers and the trade via print ads, bus posters, lids, web banners, and radio/sell sheets, PSAs, shelf talkers, packaging, and coupons.



**Reporter:** You girls ever beef up on hormones?  
**Cow:** No-o-o-o  
**Reporter:** Chemicals? Toxic pesticides?  
**Cow:** No, no-o-o-o  
**Reporter:** Can you say moo?  
**Cow:** No.

Radio ran in Chicago, Baltimore, Houston, Washington DC, Miami, Tampa, St. Petersburg, and Hollywood, Florida.

Labels brought important messages about the yogurt, organic farming, earth-friendly products, and energy issues... home.



Do something

at [Stonyfield.com](http://Stonyfield.com)



Print ads promoting natural taste, ran in Spring of 2002 in the following publications: Martha Stewart Living, Body & Soul, Shape, Yoga Journal, Real Simple, Redbook, Parents, InStyle, and Weight Watchers. Self Magazine promotion for a free spa weekend runs in July 2002. Drinkables made their debut in ads placed in Every Woman magazine.



eFlicks



CEO: ... making the world's best tasting yogurt requires only two things. A love of the gifts that come naturally from the earth. And a passion for making the most of them.

...synthetic growth hormones, starches and additives didn't make the list. Do you ever wish your food had more additives? More starches? No.

... yogurt is better without those things. And so are you.

Television and radio spots ran in Boston, Springfield, Worcester, Providence, New Bedford, Hartford, New Haven, New York and Philadelphia.



Announcer: Who wants a healthy planet?  
Crowds: I do!

"I do." was branded on hats, backpacks, trade booths, and lids. The Earth Action program was launched on the web site, complete with discussion forums.



eFlicks



Consumers were encouraged by E-Coupons, lids and ads to log onto Stonyfield.com and learn about things they can "do" toward a healthier planet.



# “I do.”

eFlicks

Celebrities commit to causes, linking Stonyfield's mission to their own, making the world a better place.



Gary Winberg



Ken Burns



The Chefs Collaborative



Kerry Kennedy Cuomo



Olivia Newton John, Kelly Preston, and Ella Bleu Travalta



Rick Bayless



Trudie Styler

Ads won industry awards and accolades  
In media, from PRINT magazine and ADWEEK  
to The New York Times and Crains.

**The Media Business**  
Advertising  
Stonyfield Farm tries to change the world and sell some yogurt.

**ADWEEK**  
STONYFIELD CULTURE  
Ken Burns and Olivia Newton John are among the celebrities appearing in the latest campaign for Stonyfield Yogurt. Conceived by creative boutique eFlicks Media in Boston. See Page 10.

**The New York Times**  
April 18, 2002  
ADVERTISING  
**Stonyfield Farm Tries Old-Fashioned**  
By COURTNEY KANE  
Instead of ads centering on noble missions to change the environment, Stonyfield Farm is taking a drastic turn—simplifying its yogurt.

**New England Business**  
Stonyfield stirs for the Oscars  
CHRIS REIDY  
The Pitch

**Stonyfield Yogurt's Ad Mission**  
By David Gianatasio  
BOSTON—Celebrity endorsers who worked in exchange for contributions to various foundations and institutions are the focus of a national campaign for Stonyfield Farm.  
Tagged "Yogurt on a mission," the effort was crafted by Boston boutique eFlicks Media with buying chores done by cross-town shop Cleveland Communications. An attempt was made to link the brand to healthy lifestyles and social concerns, said Martha Shaw, founder of eFlicks.  
Filmmaker Ken Burns, singer Olivia Newton John and actor Kelly Preston appear in executions that spotlight their personal lifestyle commitments.  
A print ad showing Burns, headlined "I do," features the text: "I'm committed to: History, our greatest teacher. Jazz as an original art form.

**Not in my pasture.**  
No Hormones • No Pesticides • No Antibiotics

**You are what I eat.**  
No Hormones • No Fuzzy Ingredients • No Yucky Stuff

**We're cows who just say N-O-O-O-O-O-O**  
No Hormones • No Pesticides • No Antibiotics



## CASE STUDY

The Computer Bowl pits Silicon Valley and MIT luminaries against each other in a game of trivial pursuit. Initially on TV, we helped to take the competition online with the Boston Museum of Science.

- Branding
- Tagline and logo
- Press
- Print and web ads
  - Mass market
  - Trade
- Event project management
  - Live
  - Webcast
- Web
  - Auction
  - Games and contests
  - Shopping
  - eFlicks



The Computer Bowl, the tech industry's biggest televised philanthropy was taken on-line in the year 2000. This collaborative project was managed by eFlicks Media.



The on-line components featured an e-auction, techno-trivia contests, e-shopping, eFlicks, webcasts, business plan competition and a live event with hi-tech luminaries at the Museum of Science.

The fund raising efforts were to break down the digital divide by supporting Computer Clubhouses for under served teens, and assist museum efforts to preserve computer artifacts.

The event was advertised through America Online banners, and print ads developed by eFlicks.

The e-Brain Game was played by over 50,000 people nationwide.



How would you score on the Nerd-o-meter?



Bob Metcalf inventor of the Ethernet awards the bowl.



Bill Gates in an earlier game high-fives his team.

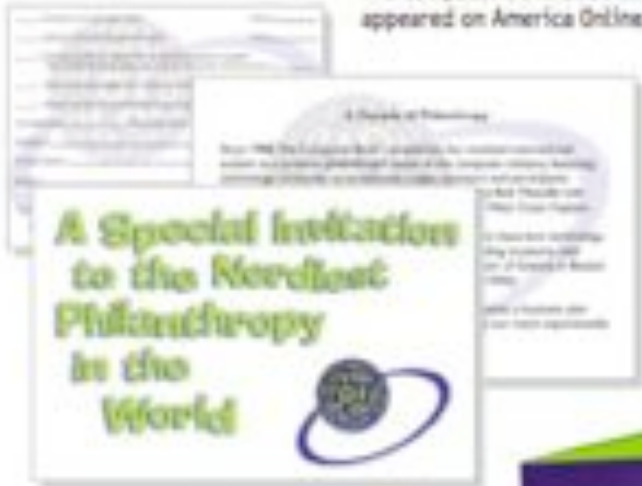


The Computer Bowl 2000 print ads ran in Yahoo!, PC Magazine, Fortune, MIT, Information Week, CIO, Smart Business, Internet Week, Network World, Interactive Week, Computer World, and Info World.





The Computer Bowl 2000 banner promotions appeared on America Online, and sponsor websites.



Banner ads, AOL Channels, invites, Historical Highlights eFlicks, and a sponsor kit were among the support materials created and branded for the Computer Bowl 2000.





## CASE STUDY

- Launch of non-toxic cleaning products
- Tagline "It won't hurt you to try it"
- Branding
- Events
- Print ads
- Coupons
- Packaging
- Radio promotion with Ben & Jerry
- Press



Sun&Earth non-toxic cleaners were branded with a unified campaign effort. In packaging, promotions, hang tags, PSI's, radio spots and bottles that danced in the streets handing out samples.



Ben: Judy, it's Ben from Sun and Earth.  
Jerry: And Jerry, don't forget me.  
Ben: We called you up to talk about Sun & Earth.

Radio featured Ben and Jerry making calls to Sun&Earth real customers who had written praises to the company. Hang tags and Radio DJ's touted prizes including free house cleaning and product.



Ben in the booth, making some waves.



**IT WON'T KILL YOU TO TRY IT**



Hang tags, large and small.

today.com THE NATION'S NEWSPAPER 50 CENTS

**USA TODAY**  
NO. 1 IN THE USA

**Ben & Jerry's co-founder to try 'venture philanthropy'**

Cohen filed to invest in poor neighborhoods to boost wages, benefits

By Chris Roddy

Ben & Jerry's co-founder Ben Cohen filed to invest in poor neighborhoods to boost wages, benefits. Cohen announced today that he will invest \$10 million in the number of employees.

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**Business**  
TUESDAY, AUGUST 7, 2001

**Ben & Jerry's cofounder hopes venture will clean up**

By Chris Roddy

Ben & Jerry's cofounder Ben Cohen plans to announce a \$10 million investment in a venture fund to help clean up the planet.

Ben & Jerry's cofounder Ben Cohen plans to announce a \$10 million investment in a venture fund to help clean up the planet.

Ben & Jerry's cofounder Ben Cohen plans to announce a \$10 million investment in a venture fund to help clean up the planet.

Manuka - Whoppers - Crunch

Hatteberg's grand slam lifts Red Sox over Rangers, 10-7 - D1

VOLUME 100 NUMBER 24 50 CENTS

**The Boston Globe**  
TUESDAY, AUGUST 7, 2001

**Ben & Jerry's cofounder to buy into cleaning up**

By Chris Roddy

Ben & Jerry's cofounder Ben Cohen plans to announce a \$10 million investment in a venture fund to help clean up the planet.

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Ben & Jerry's cofounder Ben Cohen plans to announce a \$10 million investment in a venture fund to help clean up the planet.

Suburbs Edition | Phil's third rookie pitcher debuts tonight - Sports

**The Philadelphia Inquirer**  
TUESDAY, AUGUST 7, 2001

**Inside**

**Julied eye chief looks to CIA**

**Fighting back, by the book**

**Step ends in tragedy**

**The best way to learn reading?**

**A road roller derby**

**Signet, sealed, delivered**

**Colombians**

**Weather**

**On the Web**

**Index**

**THE WALL STREET JOURNAL.**  
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WOL CXXCVIII NO. 27 EFTV ••• WEDNESDAY, AUGUST 8, 2001 WSI.com

**Ben & Jerry's Founder Turns Talents to Sales Of Nontoxic Cleaners**

PHILADELPHIA (AP)—After years of selling ice cream flavors such as Cherry Garcia and Birthday Cake, Ben & Jerry's co-founder Ben Cohen is turning his talents to marketing nontoxic hand soap and laundry detergent.

Mr. Cohen's firm, socially conscious Philadelphia nonprofit, Capital-to-People, recently announced that they bought Sun and Earth Inc., based in Harrisburg, Pa., for \$100 million.

The company, which employs 41 people, makes liquid hand soap, disinfecting liquid, household cleaner and laundry detergent from citrus and coconut oils. The products are sold in Philadelphia, Boston and some supermarkets in the New York City area, Mr. Cohen said.

Mr. Cohen started the Barred Rock fund—worth \$1 million from last year's sale of Ben & Jerry's to Anglo-Dutch consumer-products group Unilever NV—to invest in companies in low-income areas that offer good entry-level jobs. The investors said a 20% stake in Sun and Earth was reserved for distribution to employees, and employees will be provided with health insurance beginning in September.



## CASE STUDY

- **Streaming media**
  - eFlick: encourage investment with a conscience
  - The spot was a trailer that drove home the consequences of investing without direction and point out the strength that green investing is gaining in the market.
  - Press was recycled to reach a wider target audience.







## CASE STUDY

- When Christopher Swain swam the entire length of the Hudson River into Manhattan, we created an eFlick for the press with 10 things everybody can do for clean water.
- The eFlick ran on the Organic Valley website with links from other green businesses and ngo's. Earth Advertising raced the B-roll to NYC stations and the story ran on the
- 6:00 pm news.
- Organic Valley is the largest co-op of family farmers in America.

eFlicks

### SWIMFORCLEANWATER



ORGANIC VALLEY FAMILY OF FARMS



eFlick for Organic Valley's Swim for Clean Water explains the relationship between buying organic and protecting our water.



"If we can't drink our water, we can't survive. He is trying to get peoples' attention. His program is called Swim for Clean Water."



"Doris understands that we can make a difference. And Organic Valley can make a difference just by bringing on more family farms."



<http://www.earthadvertising.com/samples/organicvalleypiano.mov>

# “Selling Without Selling Out” web series

## CASE STUDY

In Spring 2009, Earth Advertising produced a web series that featured the founders of social-mission businesses who sold their companies to multinational corporations. Filming took place at a gathering at the Aspen Institute and on location in Boulder and New York City.

Whether for wider distribution, investor return, or as an exit strategy, mergers are tricky when a cause is at stake. These entrepreneurs shared lessons learned about how to maintain a company’s triple bottom line when negotiating a merger.



*Entrepreneurs talk about the challenges of mergers (photo: Gary Hirshberg, CEO Stonyfield Farm)*

- Strategy and planning
- Project name and identity
- Sourcing
- Graphics
- Pre-production
- Logistics and locations
- Filming
- Transcriptions
- Editing
- Streaming
- Archiving
- Posting
- Public relations

“Selling Without Selling Out”



Gary Hirshberg



DANONE



Greg Steltenpohl



Frederick Schilling



Seth Goldman



Board of Directors

Unilever



Brian Johnson

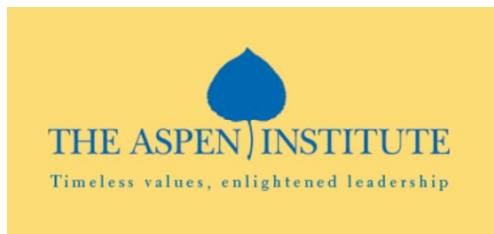


Steve Demos

Dean Foods

“Selling Without Selling Out” sponsors:

 Trusteeship Institute



**Terry Mollner, Suzanne Biegel,  
Nancy Brown, Wayne Silby, John Guffey, Rustum Roy**



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