

January Program:

Branding

When:

Wednesday, January 9, 2008
11:30 a.m.

Where:

Sushi Rock
2101 Richmond Road
Beachwood Place

RSVP:

January 3, 2008
to lynnemeyer@cox.net

Upcoming Meetings

Topics for
February/March/April
meetings include:

public relations strategies
for the “new media,”

on site at Crain’s
Cleveland Business,

and effective
community relations

*Non-members are welcome to
attend IPG meetings, paying
\$10 in addition to the cost of
their own lunch.*

**Gimme a “B”! Gimme an “R”!
Gimme an “A-N-D”! Throw in an “I-N-G,”
and you have what every
organization needs – BRANDING**

“Your brand isn’t what you say it is.
It’s what your customers and prospects
say about your company once you’ve left
the room.”

Two wild and crazy guys

Peter Toomey and Kevin Kolke, Toomey &
Friends Advertising and Marketing, know
a thing or two about branding.

Cleveland State University is just one of
the many clients for which they’ve done
successful and award winning branding
and advertising.

Measurable Results? Yes!

Ongoing research showed that the brand-
ing and advertising campaign Toomey
& Friends created and spearheaded
for Cleveland State University ramped
up CSU’s overall awareness

in Northeast Ohio, leading to an 22%
increase in enrollment.

**But just how do you
do branding?**

Peter and Kevin will walk us through the
“how to” steps of the branding process,
sharing the winning strategy they used for
Cleveland State University, including print
and tv ads.

2008 meeting topics

Meetings in the planning for February,
March and April include: p.r. strategy
for the “new” media, on-site lunch
with the editors at Crain’s Cleveland
Business, and effective community
relations. *(Dates to be announced.)*

