



four by three
design + development

CONTENT MARKETING CASE STUDIES

- » AZ Opera Campaign
- » OEM Industrial Campaign
- » Brandywine Primelabels Campaign
- » 4x3 Campaign



Arizona Opera
Promotion of ticketed events at AZO
on Facebook, LinkedIn, Twitter and Instagram



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YOU CHOOSE THE SONGS:
November's First Friday Event **ARIA JUKEBOX**

Performed LIVE by our
Marion Roose Pullin Studio Artists
Friday, November 2nd
6 – 8 PM
Arizona Opera Center
PHOENIX

A large black vinyl record is shown at an angle. A white stylus is positioned on the left side of the record. The center hole of the record is framed by a red circle, which contains a photograph of a female performer in a floral dress singing into a microphone on a stage with a red curtain background.

YOU CHOOSE THE SONGS:
November's First Friday Event **ARIA JUKEBOX**

Performed LIVE by our
Marion Roose Pullin Studio Artists
Friday, November 2nd
6 – 8 PM
Arizona Opera Center
PHOENIX

A large black vinyl record is shown at an angle. A white stylus is positioned on the left side of the record. The center hole of the record is framed by a red circle, which contains a photograph of a male performer in a dark suit and white shirt singing into a microphone on a stage.

4:3

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Arizona Opera

Promotion of ticketed events at AZO
on Facebook, LinkedIn, Twitter and Instagram



HOLIDAY MOVIE SCREENING

JOYEUX NOËL

Tuesday
December 18th
7:00 PM

FilmBar
PHOENIX



HOLIDAY MOVIE SCREENING

JOYEUX NOËL

Tuesday
December 11th
7:00 PM

The
Screening
TUCSON **Room**

Arizona Opera
Promotion of annual gala luncheon
on Facebook, LinkedIn, Twitter and Instagram



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An Exclusive Live Auction Item:
Win a New York City Opera Tour!
Including airfare, hotel, an afternoon at the Marion
Roose Pullin Opera Studio Auditions, an evening at the
Metropolitan Opera, and tickets to *Hamilton*...

...just one of the exciting bidding
opportunities at this year's
2019 Gala Luncheon
¡La Feria! A Spanish Carnaval

Saturday, March 16, 2019 at 11:00 AM
The Omni Montelucia Resort & Spa, **Scottsdale**

The graphic features a yellow background with a white floral pattern. On the left, a circular inset shows a silhouette of a person on a star with the word 'HAMILTON' written on it, set against a cityscape. The star is surrounded by red, stylized floral shapes.

¡La Feria!
A Spanish Carnaval

2019 Gala Luncheon
Saturday, March 16, 2019
11:00 AM

**The Omni Montelucia
Resort & Spa, Scottsdale**

The graphic features a yellow background with a white floral pattern. On the left, a circular inset shows a man and a woman in formal attire smiling. The circle is surrounded by red dots.



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OEM Industrial
Co-brand with Rollon
ONE-WEEK CAMPAIGN



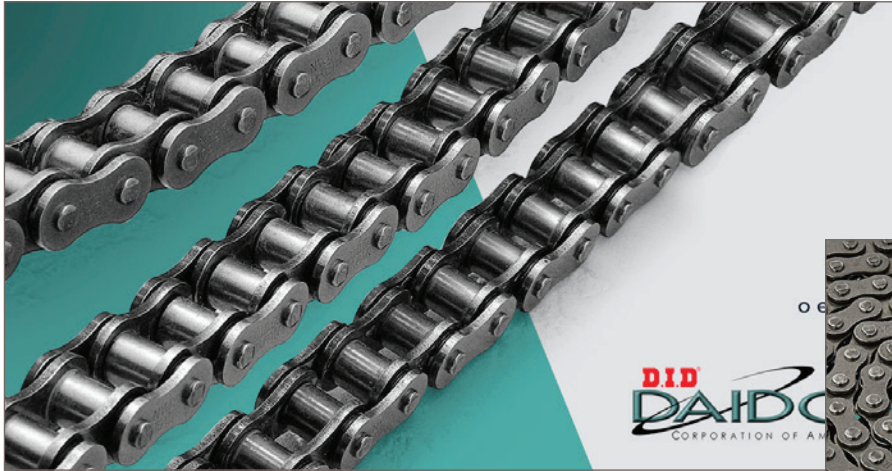
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WEEK OF AUG 20 OEM CAMPAIGN

ROLLON CORP	POSTING SCHEDULE
<ul style="list-style-type: none"> » Keywords: Rollon Corporation, linear guides, linear actuators » Landing Page: https://www.oemindustrialinc.com/rollon-corporation » Article Topic: Featured Manufacturer: Rollon » Article Synopsis: Rollon Corp. is a leading manufacturer of linear motion systems, guides and linear actuators. Rollon has a demonstrated capability in creating engineered solutions and custom products for OEM's and machine builders everywhere to solve unique and difficult applications. » Hashtags: #OEMIndustrial, #RollonCorp 	<ul style="list-style-type: none"> » Monday, Aug 20 - Featured Article » Tuesday, Aug 21 - New Manufacturer Products » Wednesday, Aug 22 - Post images from product line to social media » Thursday, Aug 23 - Post images from products to social media » Friday, Aug 24 - Upcoming Trade Shows/News from Owen
POSTING FREQUENCY	VISUALS
<p>Campaign Length - 1 week</p> <ul style="list-style-type: none"> » Website - 2 x [] [] » Facebook - 4 x [] [] [] [] (50) » Twitter - 4 x [] [] [] [] (10) » Instagram - 3 x [] [] [] (10) » Pinterest - 1 x [] (10) 	



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OEM Industrial
Co-brand with Daido
ONE-WEEK CAMPAIGN

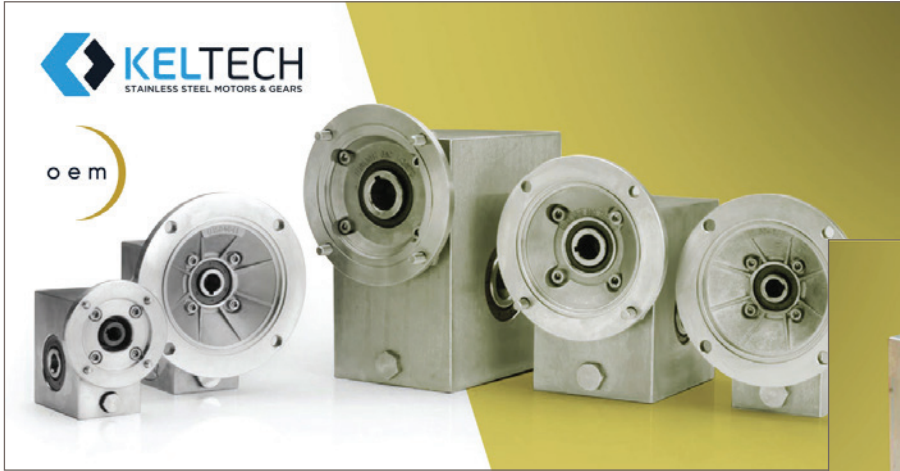
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WEEK OF NOV 26 OEM CAMPAIGN

DAIDO CORPORATION	POSTING SCHEDULE
<ul style="list-style-type: none"> » Keywords: Daido, Conveyor Chains, Belt Guides » Landing Page: https://www.oemindustrialinc.com/news/featured-manufacturer-daido » Article Topic: Featured Manufacturer: Daido » Article Synopsis: Daido offers a broad product line of specialty power transmission chains for industrial machinery. Product technological innovation has been achieved through long term relationships with customers in various industries from construction machinery to energy. » Hashtags: #OEMIndustrial, #Daido 	<ul style="list-style-type: none"> » Monday, Nov 26 - New Manufacturer Products » Tuesday, Nov 27 - Post images from product line to social media » Wednesday, Nov 28 - Featured Article » Thursday, Nov 29 - Post Video of products to social media » Friday, Nov 30 - Upcoming Trade Shows/News from Owen
POSTING FREQUENCY	VISUALS
<p>Campaign Length - 1 week</p> <ul style="list-style-type: none"> » Website - 2 x [] [] » Facebook - 4 x [] [] [] [] » Twitter - 4 x [] [] [] [] » Instagram - 3 x [] [] [] » Pinterest - 1 x [] 	<p style="text-align: right; font-size: small;">www.4x3.net</p>



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OEM Industrial
Co-brand with Keltech
ONE-WEEK CAMPAIGN

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WEEK OF SEPT 24 OEM CAMPAIGN

KEL-TECH ELECTRIC	POSTING SCHEDULE
<ul style="list-style-type: none"> » Keywords: Kel-Tech Electric, gear reducers, motors, inline ratio multipliers » Landing Page: https://www.oemindustrialinc.com/kel-tech-electric » Article Topic: Featured Manufacturer: Keltech » Article Synopsis: Keltech Stainless Steel Motors & Gears creates products that have superior quality while following strict guidelines and government regulations. Keltech makes sure that their products are delivered in a timely fashion as well as a fair market price. » Hashtags: #OEMIndustrial, #Keltech 	<ul style="list-style-type: none"> » Monday, Sept 24 - Featured Article » Tuesday, Sept 25 - New Manufacturer Products » Wednesday, Sept 26 - Post images from product line to social media » Thursday, Sept 27 - Post images from products to social media » Friday, Sept 28 - Upcoming Trade Shows/News from Owen
POSTING FREQUENCY	VISUALS
<p>Campaign Length - 1 week</p> <ul style="list-style-type: none"> » Website - 2 x [] [] » Facebook - 4 x [] [] [] [] (50) » Twitter - 4 x [] [] [] [] (10) » Instagram - 3 x [] [] [] (10) » Pinterest - 1 x [] [] (10) 	



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<p>brandwineprimelabels.com</p>	<p>brandwineprimelabels.com</p>	
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<p>brandwineprimelabels.com</p>	<p>brandwineprimelabels.com</p>	
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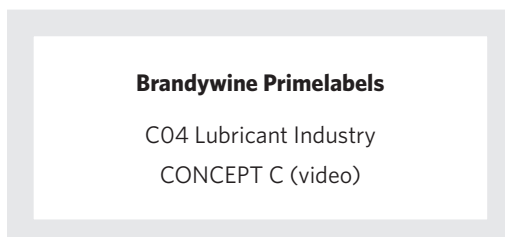
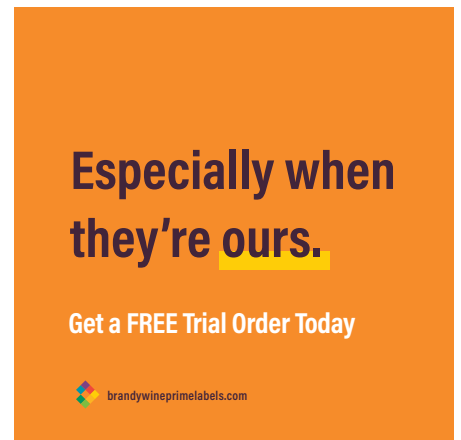
Brandywine Primelabels
C04 Lubricant Industry
CONCEPT A & B

<p>4:3 four by three design + development</p>	<p>LUBRICANT INDUSTRY CAMPAIGN #4 BRANDYWINE MARKETING CAMPAIGN</p>
<p>PAY PER CLICK</p> <ul style="list-style-type: none"> Budget: \$000 / month Active Dates: Aug 6 - Aug 31, 2018 	<p>CREATIVES</p>
<p>FACEBOOK BOOSTING</p> <ul style="list-style-type: none"> Budget: \$00 / month Target Audience/Location: Major US Cities / 30-65+ 	
<p>LINKEDIN BOOSTING</p> <ul style="list-style-type: none"> Budget: \$00 / month Target Audience/Location: Major US Cities / California / ILMA members / Management and Sales 	
<p>BROADCAST EMAIL</p> <ul style="list-style-type: none"> 2 x per campaign Newsletter Summary: Brandywine designs, engineers and manufacturers all of our GHS and OEHHA label products. Every element is carefully considered to maximize its effectiveness in lubricant industry operating environments. 	<p>www.4x3.net</p>





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Shouldn't your labels be
[grease]
resistant?




brandywineprimelabels.com

Shouldn't your labels be
[oil]
resistant?



brandywineprimelabels.com

Shouldn't your labels be
[lubricant]
resistant?



brandywineprimelabels.com

Shouldn't your labels be
[solvent]
resistant?



brandywineprimelabels.com

Shouldn't your labels be
[your product]
resistant?



brandywineprimelabels.com

Contact
Brandywine to
update your label
inventory

...and Get a FREE Trial Order Today



brandywineprimelabels.com

Brandywine Primelabels
C04 Lubricant Industry
CONCEPT D (video)



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Brandywine Primelabels
Ask us about CA Prop 65 Compliance
We can help.
brandywineprimelabels.com

WARNING Regulation Changes

Brandywine Primelabels
Need to meet the **deadline?**
We can help.
brandywineprimelabels.com

Brandywine Primelabels
C09 California Prop 65

Are you ready...
for CA Prop 65?

Brandywine Primelabels
Customize Your Labels Instantly

As warning regulations change, so do your labels.
CA Proposition 65

Brandywine Primelabels
Need to update your inventory?
We can help.
brandywineprimelabels.com

4:3 Four by three design + development

LUBRICANT INDUSTRY CAMPAIGN #9
BRANDYWINE MARKETING CAMPAIGN

PAY PER CLICK	CREATIVES
<ul style="list-style-type: none"> Budget: 000 / month Active Dates: July 9 - Aug 8, 2018 	
FACEBOOK BOOSTING	
<ul style="list-style-type: none"> Budget: 00 / month Target Audience/Location: California / 30-65 + 	
LINKEDIN BOOSTING	
<ul style="list-style-type: none"> Budget: 00 / month Target Audience/Location: California / ACA, ILMA, and SOCMA members / Management and Sales 	
BROADCAST EMAIL	
<ul style="list-style-type: none"> 2 x per campaign Newsletter Summary: Brandywine designs, engineers and manufacturers all of our GHS and OEHHA label products. Every element is carefully considered to maximize its effectiveness in industry-specific operating environments. 	

www.4x3.net





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Faster.

Do It Now.

Cheaper.

Do It Yourself.

Smarter.

Do It Better.

SPEED

Project on Demand

SAVINGS

Reduce Shelf Inventory

FLEXIBILITY

Customize On-the-fly

Labels

Start on blank inventory...

On

print only what you need...

Demand

when you need it.

Brandywine Primelabels
C07 On-Demand Printing

P.O.D.

Hi-res Product Labels

D.I.Y.

Design and Print In-house

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ON-DEMAND PRINTING CAMPAIGN #7

BRANDYWINE MARKETING CAMPAIGN

PAY PER CLICK	CREATIVES
<ul style="list-style-type: none"> Budget: \$00 / month Active Dates: June 11 - July 10, 2018 	
<ul style="list-style-type: none"> Budget: \$00 / month Target Audience/Location: Major US Cities / 30-65+ 	
<ul style="list-style-type: none"> Budget: \$00 / month Target Audience/Location: Major US Cities / ACA, ILMA, and SOCMA members / Management and Sales 	
<ul style="list-style-type: none"> 2 x per campaign Newsletter Summary: By providing print on-demand services, Brandywine will help you drastically shorten turnaround times, avoid third party costs, and make adjustments on-the-fly in response to last minute requests for custom orders. 	





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Take the ordinary

Make it extraordinary

Any shape. Any size.

Boost your Brand with Custom Labels.

◆ LEARN MORE

Oddly-shaped containers?

We've got you covered!

Any shape. Any size.

We'll give you the perfect fit.

◆ GET FREE SAMPLES

Shelf appeal comes in

many shapes and sizes.

Any shape. Any size.

Drive higher visibility with dramatic labels.

◆ GET YOUR SAMPLES

Brandywine Primelabels

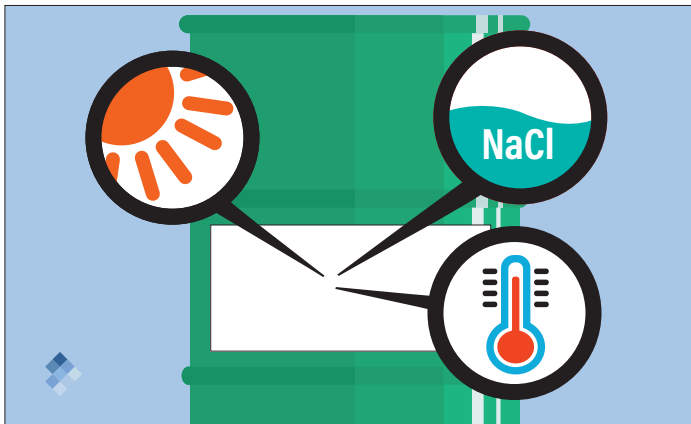
C11 Any Size Any Shape
CONCEPTS A, B, C



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Labels to
Withstand
All Hazards.



Labels to
Withstand
All Conditions.

Labels to
Withstand It All.

All on Demand.

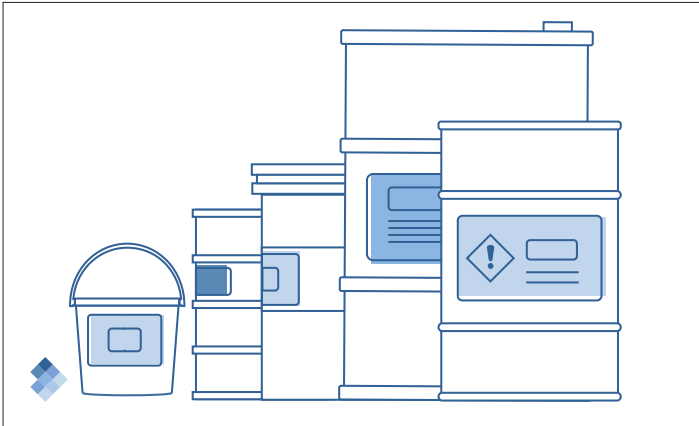
 **Brandywine**
Drumlabels

Brandywine Primelabels

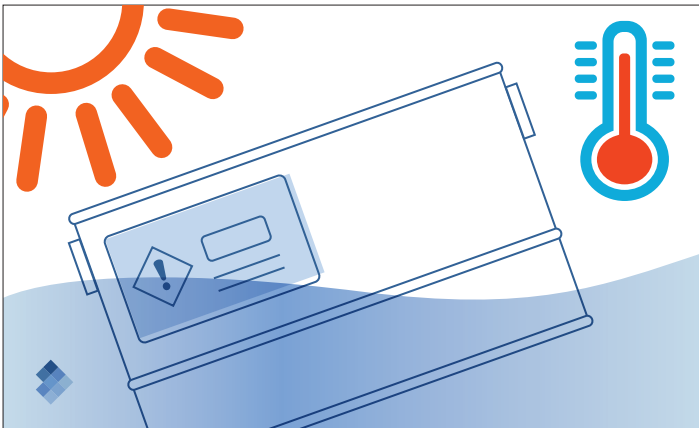
C10 OSHA Durability Standards
CONCEPT A



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Labels for
All Your Sizes...



...to Withstand
All the Elements.

All Hazards.
All Conditions.
All on Demand.

 **Brandywine**
Drumlabels



Brandywine Primelabels

C10 OSHA Durability Standards
CONCEPT B




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UV Rays

Saltwater Exposure





Extreme Temps

Cover All Bases






**All Hazards.
All Conditions.
All on Demand.**



Brandywine Primelabels
C10 OSHA Durability Standards
CONCEPT C

4:3 four by three
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OSHA DURABILITY CAMPAIGN #10
BRANDYWINE MARKETING CAMPAIGN

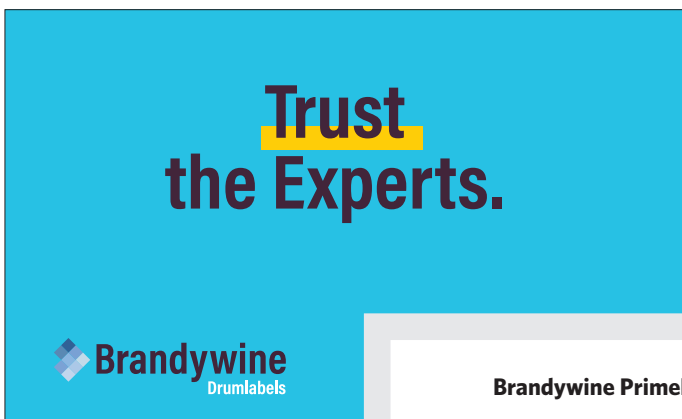
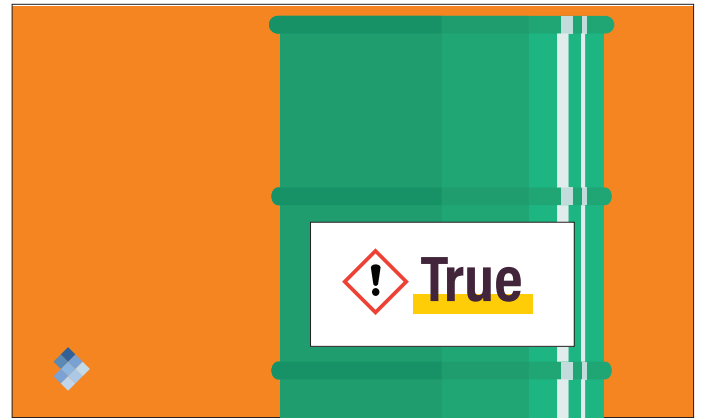
PAY PER CLICK	CREATIVES
<ul style="list-style-type: none"> Budget: \$100 / month Active Dates: Sept 5 - Oct 3, 2018 	 
<p>FACEBOOK BOOSTING</p> <ul style="list-style-type: none"> Budget: \$100 / month Target Audience/Location: Major US Cities / 30-65 + 	
<p>LINKEDIN BOOSTING</p> <ul style="list-style-type: none"> Budget: \$100 / month 	
<p>ities / Management and Sales</p>	<p>Labels That Cover All Bases</p>  

our Poly-Twin GHS label line effectiveness in your operating top coatings and face stocks, to e coating processes and coated

www.4x3.net



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Brandywine Primelabels
C10 OSHA Durability Standards
CONCEPT D

Brandywine Primelabels

Promoting booth at trade show
on Facebook, LinkedIn, Twitter and Instagram

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Brandywine Primelabels

Promoting booth at trade show
on Facebook, LinkedIn, Twitter and Instagram

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Brandywine Primelabels

Social Banners promoting appearances at trade shows
on client's Facebook, LinkedIn, Twitter, Instagram,
and YouTube pages





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Norris Sales Company
Co-branded promotion with Stihl

4:3 four by three design + development **NORRIS SALES MARKETING CAMPAIGN**

STIHL POWER SAWS	SCHEDULE
<ul style="list-style-type: none"> » Keywords: Authorized Dealer, STIHL, Cut-off Saws, Chain Saws » Landing Page: https://www.norrissales.com/manufacture/stihl » Concept Article Topic: Invest in the Country's #1 Power Saws Manufacturer » Article Synopsis: STIHL chain saws are the number one selling brand of chain saws worldwide. Their line of saws are built to maximize reliability, durability and ease of use. » Hashtags: #InTheStore, #AuthorizedDealer, #STIHL 	<ul style="list-style-type: none"> » Monday, Apr 16 - Concept Article » Wednesday, Apr 18 - "In the Store" » Friday, Apr 20 - Norris News (if applicable) » Tuesday, Apr 24 - Manufacturer Video » Thursday, Apr 26 - Featured Product
POSTING FREQUENCY	VISUALS
<p>Campaign Length - 2 weeks</p> <ul style="list-style-type: none"> » Facebook - 5 x [] [] [] [] [] » Twitter - 5 x [] [] [] [] [] » Instagram - 5 x [] [] [] [] [] » LinkedIn - 3 x [] [] [] » Youtube - 1 x [] » Pinterest - 1 x [] 	<p>www.4x3.net</p>





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Norris Sales Company
Co-branded promotion with
Bone Safety Signs



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Norris Sales Company
Co-branded promotion with distributor Wacker Neuson

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NORRIS SALES MARKETING CAMPAIGN

WACKER NEUSON ROLLERS	SCHEDULE
<ul style="list-style-type: none"> » Keywords: Authorized Dealer, Wacker Neuson » Landing Page: www.norrisales.com/manufacture/wacker-neuson » Concept Article Topic: Increase Compaction Productivity with Wacker Neuson Asphalt and Dirt Rollers » Article Synopsis: Wacker Neuson asphalt and dirt rollers provide the best in compaction versatility. Each model offers a choice of high or low compaction force to fit a variety of conditions and applications. » Hashtags: #InTheLot, #AuthorizedDealer, #WackerNeuson 	<ul style="list-style-type: none"> » Monday, Feb 19 - Concept Article » Wednesday, Feb 21 - "In the Lot" » Friday, Feb 23 - Norris News (if applicable) » Tuesday, Feb 27 - Manufacturer Video » Thursday, March 1 - Featured Product

POSTING FREQUENCY	VISUALS
<p>Campaign Length - 2 weeks</p> <ul style="list-style-type: none"> » Facebook - 5 x [] [] [] [] [] » Twitter - 5 x [] [] [] [] [] » Instagram - 5 x [] [] [] [] [] » LinkedIn - 3 x [] [] [] » Youtube - 1 x [] » Pinterest - 1 x [] 	



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Norris Sales
Samples from various campaigns



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Double Your Impact.
Pixels + Print
Perfect Partners

484-222-6453



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design + development



CREATIVE



Double Your Impact.
Pixels + Print
Perfect Partners

484-222-6453



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Pixels + Print: Perfect Partners

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CREATIVE



Pixels + Print: Perfect Partners

LEARN MORE >>



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CREATIVE





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1



2



3



4



5



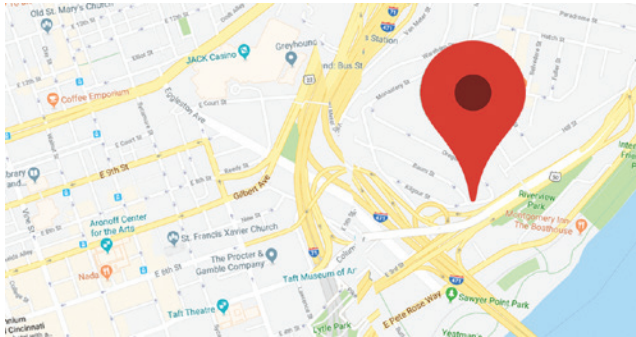
4x3 LLC Google Maps Campaign
CONCEPT A

four by three design + development		4X3 MARKETING CAMPAIGN
GOOGLE MAPS <ul style="list-style-type: none"> » Keywords: Google Maps, API Keys » Landing Page: www.4x3.net/is-your-google-map-suddenly-broken www.4x3.net/services/web-design-and-development/custom-google-maps » Blog Article Topic: Is Your Google Map Suddenly Broken » Article Synopsis: Your broken Google Map is not a glitch, Google is now blocking keyless usage, and many businesses are experiencing blank maps and service interruptions. » Handles: @4x3, LLC (FB), @4x3 (TW), @4x3design (IG) 		SCHEDULE <ul style="list-style-type: none"> » Monday - Blog Article » Tuesday - Featured Portfolio / Testimonial » Wednesday - Broadcast Email » Thursday - Featured Service / Throwback » Friday - Office Culture
POSTING FREQUENCY <p>Campaign Length - 1 week</p> <ul style="list-style-type: none"> » Email - 1 x [] » Facebook - 4 x [] [] [] [] » Twitter - 4 x [] [] [] [] » Instagram - 4 x [] [] [] [] » LinkedIn - 1 x [] » Pinterest - 1 x [] 	VISUALS	
www.4x3.net		

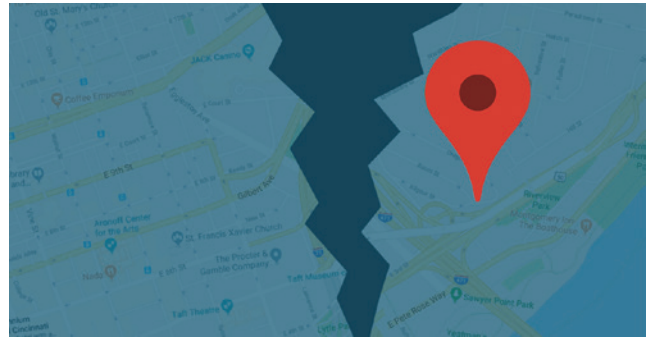


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design + development

1



2



3



4



4x3 LLC Google Maps Campaign
CONCEPT B

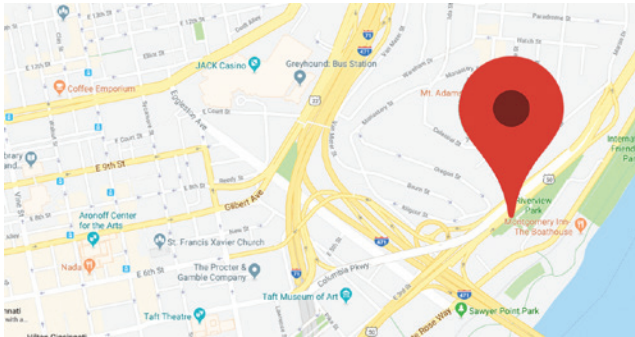
four by three design + development		4X3 MARKETING CAMPAIGN
GOOGLE MAPS		SCHEDULE
<ul style="list-style-type: none"> » Keywords: Google Maps, API Keys » Landing Page: www.4x3.net/is-your-google-map-suddenly-broken www.4x3.net/services/web-design-and-development/custom-google-maps » Blog Article Topic: Is Your Google Map Suddenly Broken » Article Synopsis: Your broken Google Map is not a glitch. Google is now blocking keyless usage, and many businesses are experiencing blank maps and service interruptions. » Handles: @4x3, LLC (FB), @4x3 (TW), @4x3design (IG) 		<ul style="list-style-type: none"> » Monday - Blog Article » Tuesday - Featured Portfolio / Testimonial » Wednesday - Broadcast Email » Thursday - Featured Service / Throwback » Friday - Office Culture
POSTING FREQUENCY		VISUALS
Campaign Length - 1 week <ul style="list-style-type: none"> » Email - 1 x [] » Facebook - 4 x [] [] [] [] » Twitter - 4 x [] [] [] [] » Instagram - 4 x [] [] [] [] » LinkedIn - 1 x [] » Pinterest - 1 x [] 		
		www.4x3.net



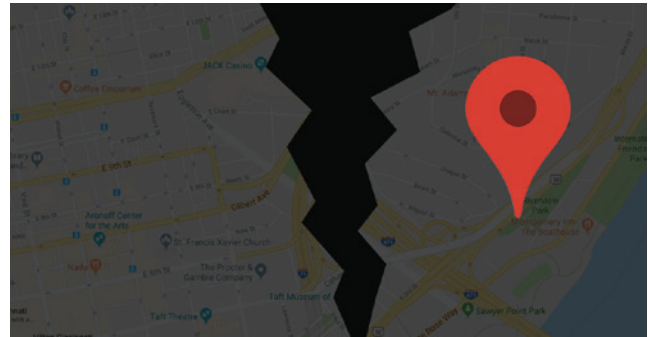


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design + development

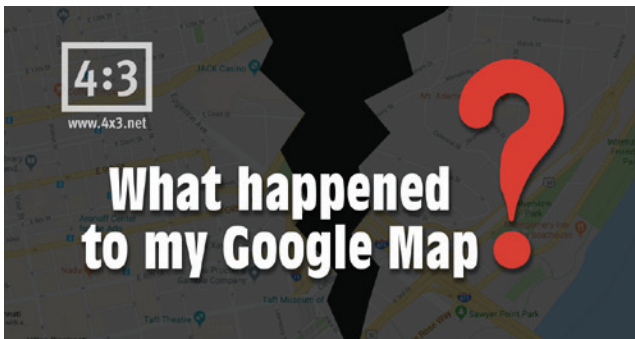
1



2



3



4x3 LLC Google Maps Campaign
CONCEPT C

four by three design + development		4X3 MARKETING CAMPAIGN
GOOGLE MAPS		SCHEDULE
<ul style="list-style-type: none"> » Keywords: Google Maps, API Keys » Landing Page: www.4x3.net/is-your-google-map-suddenly-broken www.4x3.net/services/web-design-and-development/custom-google-maps » Blog Article Topic: Is Your Google Map Suddenly Broken » Article Synopsis: Your broken Google Map is not a glitch. Google is now blocking keyless usage, and many businesses are experiencing blank maps and service interruptions. » Handles: @4x3, LLC (FB), @4x3 (TW), @4x3design (IG) 		<ul style="list-style-type: none"> » Monday - Blog Article » Tuesday - Featured Portfolio / Testimonial » Wednesday - Broadcast Email » Thursday - Featured Service / Throwback » Friday - Office Culture
POSTING FREQUENCY		VISUALS
Campaign Length - 1 week <ul style="list-style-type: none"> » Email - 1 x [] » Facebook - 4 x [] [] [] [] » Twitter - 4 x [] [] [] [] » Instagram - 4 x [] [] [] [] » LinkedIn - 1 x [] » Pinterest - 1 x [] 		
		www.4x3.net

