

Hello!

STIMULUS



PACIFIC LIFE

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STIMULUS



JAMERSON-LEWIS

CONSTRUCTION

**WE BUILD BRAND EQUITY, CUSTOMER LOYALTY
AND MARKET PRESENCE!**

The Reasons...

Our Mantra

“

SHARED VISION.
CLEAR EXPECTATIONS.
EXCELLENCE DELIVERED.

”

Details



STIMULUS

- Consistent, Direct, Easy Access to All Team Members
- Client Inclusion in Our Process
- Small Team/Low Overhead with Wide Network of Resources
- Long-term Relationship Focused
- Cost Saving Focused
- Not Commission Driven
- Experienced in Local, Regional & National Media
- Results Driven

Experience



STIMULUS

- 21 Years in Business
- Over 800 Web Sites
- Full-Service Agency
- Diverse Client Base
- Top 10 Brand Experience
- Served Over 850 Clients
- Downtown Lynchburg
for 15 years
- Managed Budgets up to \$10MM

Our Clients

Our clientele include both local, national and global companies in various categories that include retail, healthcare, manufacturing, nuclear government, construction and many more.

Experience Matters (a diverse range of markets)

Insurance & Financial Services:

Nationwide Financial
Lincoln Financial Group
AIG (American General)
IFCA (Insurance & Financial Communicators Association)
NAILBA (National Association of Independent Life Brokerage Agencies)
GE Financial—GE Capital Assurance
Bank of the James
Beacon Credit Union
Provident Mutual
Woodmen of the World
Shenandoah Life Insurance Company
Numerous Agents, Brokers & Agencies

Packaging:

Carefree Gourmet
Dow Chemicals
Artliss
Carriage House Foods
Farm Fresh Supermarkets
Back Bay Trading
Happy Home Products
Dow Chemical
Roddenbery Pickles
Bush Brothers
Kroger
Southern Flavoring

Retail:

A.G. Jefferson Opticians
Boone Tractor
Hydrofusion
Mas-Fresca
Francis Oil
K-Guard
DSN Outfitters
The Carpet Cleaning Crew
Teapot Jewelry
Watts Petroleum
Burch-Messier Funeral Home
Dublin3 Coffee House
Jordan Mechanical

GoodWool USA
Glenwood Gas & Oil
Virginia Cremation Specialists
Home Magazine
Perry Pools

Healthcare & Related:

Westminster Canterbury
Westminster at Home
Liberty Mountain Medical Group
Central Virginia Family Physicians
Collaborative Health Partners
Belmont Medical
Professional Rehab & Associates
Brady Crist Dentists
Timberlake Chiropractic Center
Madison Heights Eye Care
Seven Hills Home Health
RN Staffing
Walk-In Care
Central Virginia Counseling
Senior Independence Home Health & Hospice
Liberty University Student Health
The United Spinal Association
Medical Associates of Central Virginia
Physicians Treatment Center

Manufacturing & Technology:

Charter Furniture
Crystal Steel
Mincon Group, PLC
Lumicor
RiversEdge USA Furniture
Rubatex International
Hanwha Azdel
Catalyst Communications
Southern Flavoring
Fostek Corporation
US Green Energy
Trax International
Wexco
Areva
Score Technologies
Atlantis Energy Systems

Nuclear Management Partners

Professional:

Dominion 7 Architects
Freedom Aviation
RL Lovelace CPA
Litten and Sipe Law Firm
Wente Law
Chuck Felmler Law
Chrystal Akershoek CFE/CPA
PLDR Law Firm
Medical Practice Web Pros
Steve Signworx
McBride Sign Company
Thomas S. Leebrick, PC
Workforce Solutions
W.R. Murdock Hydraulics

Real Estate, Construction & Development:

The Krise
Joe H. Coleman Construction
Commonwealth Redevelopment
MH Masonry & Associates
RSG Landscaping
Capitol/Royal Restrooms
Diamond Hill Lofts
Lynchburg Riverlofts
Lofts at the Point
Glass & Associates Construction
Fowler Homes
TR Construction Group
C.L. Harrison Construction
All Seasons Metal Roofing
Carter's Carpet
Toler Insulation
James River Place
Consensus Real Estate
Lynchburg River Lofts
Frank Good Builders
Jordan Mechanical
G.E. Jones, Inc.
Creative Boutique Hotels
Cornerstone Hospitality
Mariners Landing

Non-Profits & Education

Wounded Warrior Project
Children's Miracle Network
YMCA of Central Virginia
YMCA of Martinsville
Greater Lynchburg Community Foundation
Bedford Community Health Foundation
Holiday Lake 4-H Educational Center
The Big Otter Mill Foundation
Presbytery of the Peaks
Jamestown 4H Center
Grow a Future
Virginia's WWII Heritage Alliance
Children of America Finding Hope
The Ward Burton Wildlife Foundation
Return to Nature, Inc.
Brush Mountain Club
Randolph College
Friends of Rivermont
First Presbyterian Church of Lynchburg
Quaker Memorial Presbyterian Church

Government, Civic, Tourism & Related:

Central VA Planning District Commission
Central Virginia Transportation Planning Org.
Virginia Downtown Development Association
Bedford Virginia Tourism & Welcome Center
Town of Altavista
Town of Brookneal
Cornerstone Hospitality
Creative Boutique Hotels
New London Business & Technology Center
Danville Tourism
Discover Lynchburg
Altavista Main Street
The Kirkley Hotel
Centertown Bedford
Bedford Chamber of Commerce
Lynchburg Redevelopment & Housing Authority
Amherst County/Franklin County
Amherst Service Authority
Region 2000 Service Authority
Campbell County Water Authorities

Our Team



Lynn Kirby
President

Lynn has 40 years of marketing communications experience which include: branding, advertising, developing market strategies, media planning and placement, package design, print management, public relations and creative direction.



Benton Evans
Operations Manager



Madison Gravitt
Graphic Designer



Alex Dobrin
Web Developer



Debbie Kirby
VP: Accounting



Edwana Coleman
Art Director

Along with staff, we have a long list of experienced reliable long-term specialists for various services.

Case Studies

We have delivered branding and marketing solutions to a variety of clients for 21 years. Our proven strategies have helped our clients both establish a presence in their category and position them in the marketplace.

Naming & Branding

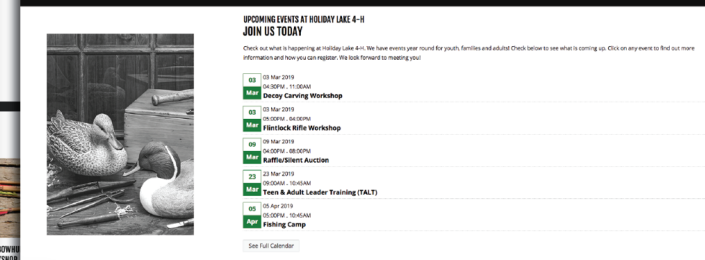
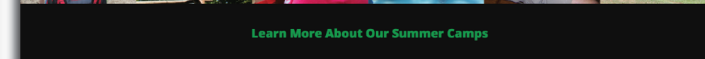
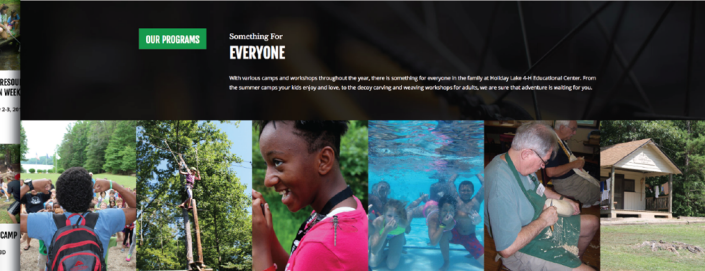
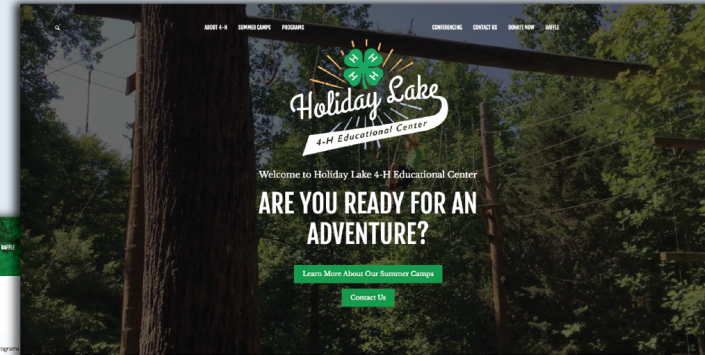
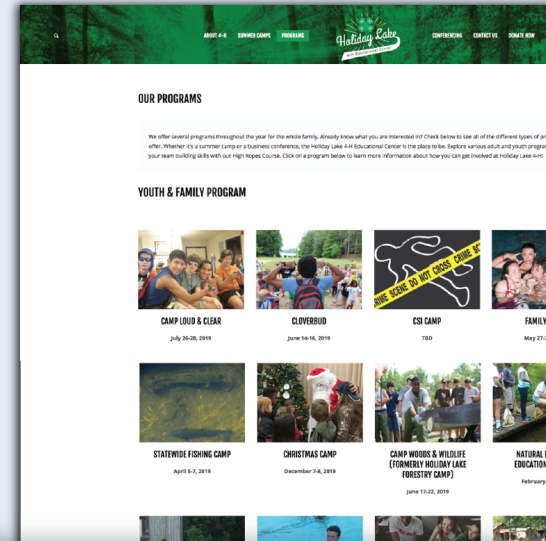
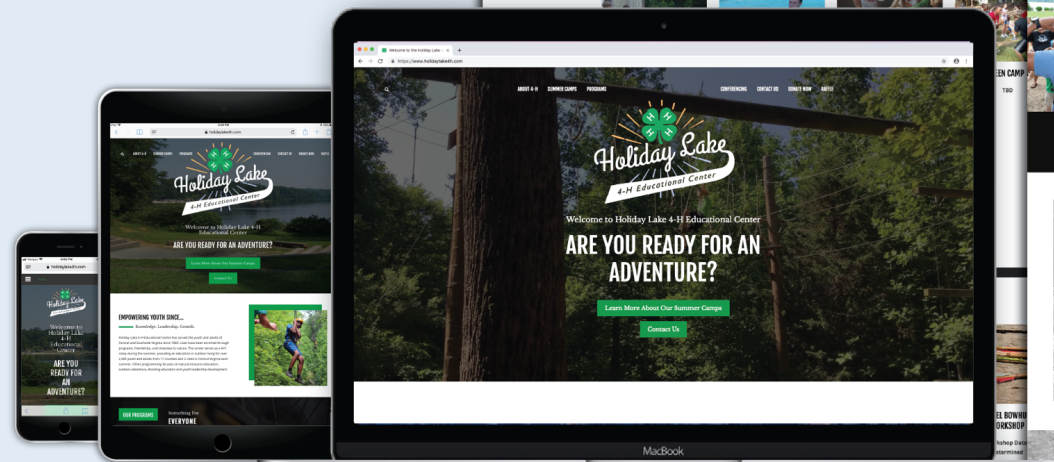
We were excited to hear the news that CVFP Medical Group (CVFP) and Physicians Treatment Center (PTC) were joining forces to create an entity that would focus on the immediate care needs of the Greater Lynchburg area. We were even more excited to be a part of the branding process, especially because we love building brands from the ground up!

After creating the Walk-In-Care name, we began designing a logo that would catch the attention of its desired target. We later created print collateral, outdoor signage and a website for the brand. Other unique advertising included a live digital outdoor wait time feed.



Changing Perspectives

Who says an outdoor education center can't focus on having a great internet presence? We took this website and brought it forward with a design that took the focus off of the facility and put it on those visiting the website. This new design also helped optimize the registration process for each of their unique programs.



Expanding the Supply Chain Relationship

In the USA, the furniture suppliers provide custom designs for each furniture retail entities. The manufactures rely on intermediaries to help develop and deliver product to market. Stimulus provided a custom user experience for each retail chain to see product offerings, provide important feed back on the design and desires of what consumers want and are asking about. The online portal is the first of many steps in building a better bridge to accessing custom information and data to the end use. The information was partitioned and filtered for two levels—management level and employees.



Most Notable Work.

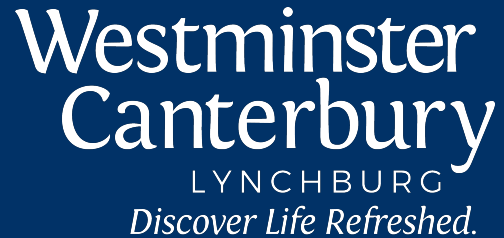


References



Misty Vinson-Spitzer

5 Year Relationship
Website Redesign &
Maintenance
Photography Services



Debbie Callahan

4 Year Relationship
Placement & Budgeting
Print Advertising
Agency of Record
Video & Photography Services
Web Design & Maintenance
Marketing Consultant



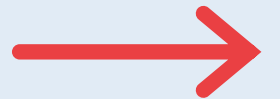
Lauren Bennett

6 Year Relationship
Branding
Agency of Record
Marketing Consultant
Website Services
Medical Practice Support
APPs



Our Approach

Through years of experience, we have developed and refined our processes to create and deliver a successful web site project. The websites we produce are visually appealing and draw customers in with their clean design and interactivity..



The Process



Website Development Overview

- The site will utilize the latest in user interface technology, parallax structure, and will have simple navigation
- The site will reflect your Organization's persona
- The site will use the Content Management System
- The site will be "responsive" for all mobile devices such as tablets and phones
- The site will include BASIC Search Engine Optimization
- User-friendly for all users
- Stimulus will use its standard site mapping, administration, and backup system tools
- The site will have an ADA Compliance component (with Multi-Language)
- Google analytics will be added to the site
- The site will have the internet standard cPanel and database creation tool

Responsive/Intuitive Design

The site will utilize various mobile-specific capabilities since it is likely to be accessed heavily on mobile devices. We will also make sure that individuals with disabilities can access the site content easily (according to the latest Disabilities Act Amendments). We'll design the home page to be compelling, but also move the visitor easily through the content. Each of the secondary pages we create will contain graphics (either custom photography or stock) or interactive elements like a slider/tabs. After approval of the demo, we will move further content and functionality.

A model engagement system will be added for quick visitor notifications (special sales, class availability, etc.)

Software Platforms

We will build the site on a solid, proven, Content Management System (CMS), using Joomla!. Joomla! is a global open-source platform and one the most economical ways to get the benefits of a CMS without the high price tag of a propriety system and extensive coding. The interface is simple to use and is built to be very search engine friendly. In conjunction with building the site, we'll make sure your site is submitted to search engines such as Google and is properly indexed. Other CMSs can be provided if requested but can increase the overall cost.



Social Media Integration

- The site will have links to allow users to follow you on your social networks
- Each page/post can have the ability to be shared to the social networks of your site

Training

We can offer a training session for the main administration and front-end user is included. This covers adjustments to the content of the site, to include text, menus, additional content (pages) and other minor modifications. Written tutorials can also be provided.

Support

Custom plans are available. These include not only web support, but full marketing services.

Advanced Technology

APPS

Custom Forms

HIPAA Compliant Hosting

Custom Workflows

Integrations

Online Customer Engagement

Page Conversion

Geo-Targeting

Content Marketing

Advanced SEO



Hosting & Security

Stimulus is aggressive in website security. We offer a variety of website SSL encryption options. As a host of municipal, financial services, and government sites, we use state of the art PCI/DHS - HIPAA compliant protocols and software updates. More information is available upon request.

The Reasons “Why Us”

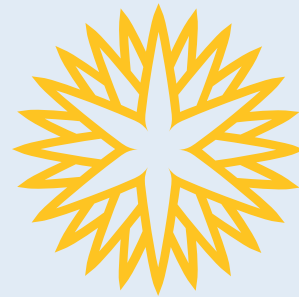
- **Creative**
- **Commitment**
- **Experience**
- **Custom Solutions**
- **Established Processes**
- **Proven**



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**Thank
You!**



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