



RESPONSORY
DIRECT YOUR BRANDSM

Delivering measurable
B2B marketing results
for more than 20 years.





Aim higher.

Boosting your marketing ROI isn't rocket science. But if you're not using data to fuel your creative, you won't have liftoff.

Responsory is a multichannel marketing agency that excels at delivering content-rich, measurable marketing campaigns for B2B-focused businesses. In our world, marketing is not an expense, it's a revenue generating activity. It must be measured, tested and continually adjusted – so the results it produces meet or exceed your objectives.

We'll help you stay ahead of the competition by outsmarting, not necessarily outspending them. We're savvier and more precise in how we deliver your messages, who we deliver them to and when we communicate.



Helping B2B clients thrive.

We recognize each client is unique, and we treat them that way. We apply our years of B2B experience, but we never take a cookie-cutter approach.

B2B Manufacturing

Power and productivity for a better world™ **ABB**

B Badger Meter

BRADY

GB
Gardner Bender

MERIDIAN
SPECIALTY YARN GROUP, INC.

KTP KLEEN TEST PRODUCTS CORPORATION
A Meridian Industries, Inc. Company

rbp
chemical technology

Standard Process

Super Products
WORLDWIDE VACUUM TECHNOLOGY

WAUSAU

B2B Services

Associated Bank

BlueCross BlueShield of Kansas

eye Med

Microsoft

National Business Furniture

RESTAURANT.COM
EAT. DRINK. SAVE MONEY.™

SecurityHealth Plan

THE Intersect GROUP

tsi

B2B Associations/Gov't

ASQ
The Global Voice of Quality

BROOKFIELD

Milwaukee Water Works

WDA
WISCONSIN DENTAL ASSOCIATION

WI CPA
WISCONSIN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS
wicpa.org



Marketing ROI since 1999.

Our belief in measurability stems from our roots in direct response. We've been number nerds since our inception in 1999. And, we continue to lead the way with creative, data-driven strategies that generate leads, attract new high-value members, boost conversion rates and provide a healthy ROI.

Our expert strategists, writers and designers have a knack for translating complex information into compelling creative. With foundational strength in public relations and content development, we craft messages that not only create a buzz but also resonate with prospects and compel them to act.

Top that with sophisticated online and offline targeting methods, including our proprietary programmatic digital advertising platform – Smart Zones.



B2B MARKETING SERVICES

Communications Strategy
Advertising (Print and Digital)
Branding
Collateral
Content Creation
Digital/Web
Direct Mail
Email
Public Relations
SEO
Smart Zones
Social Media
Video Development



Proactive PR Earns ROI of 8 to 1

After conducting a media relations audit for this global manufacturer of flow measurement products, we identified the opportunity to increase its vertical market exposure, boost brand positioning and support sales leads.

Responsory developed a strategic, proactive PR program focusing on key media and trade shows to support Badger Meter's leadership position and distinguish it from competitors.



Our content development included case studies, tips stories, features, awards, technical articles and press releases that earned multiple media placements.

The program garnered incremental success with an ROI of 8 to 1.



➔ Want to know more about our approach? Visit direct-branding.com to get the scoop.



Our Talent is Creating Results

Highly Targeted Campaign Lands Fresh Opportunities

In a fiercely competitive industry like staffing, how do you capture your prospects' attention and convince them to choose your firm over the competition?

We used strategic direct response and powerful digital technology to create a robust integrated campaign for The Intersect Group (TIG), an Atlanta-based IT and F&A Staffing and Consulting firm.

The multichannel campaign generated **numerous appointments** across markets. In Charlotte alone, it brought in **31 appointments and 23 job orders** so far!



We targeted select IT decision-makers in key markets with dimensional mail. A landing page, email and phone follow-up helped nurture leads and warm up prospects for meetings. Smart Zones digital advertising and select print advertising reached the target audience at work and at home.



We have an eye for mission-critical talent.



Today, IT and F&A staff are mission critical to your success. That's why we focus specifically on these cornerstones of business productivity. From programmers to the CTO, accounts payable clerks to the CFO, our deep experience across industries and multidimensional resources are dedicated to adding bottom-line value. Proven Consulting & Staffing resources help you improve processes, identify talent needs and fill talent voids. Because we invest the time to get to know your business and strategically evaluate candidates, we provide that fit that suits the tasks as well as your culture. So whether you need contract, contract to hire, or direct hire, we provide that ideal intersection of insight and strategic resources to propel your organization forward.

To see the results we can produce for you, visit theintersectgroup.com or contact us for a free consultation.

Atlanta Headquarters & National Recruiting Center: 770-500-3636
Dallas Office: 469-341-5930



FIND YOUR NEXT TECH:
GURU • SUPERSTAR • HERO

30 min. No risk.
IT Talent Review

THE Intersect GROUP **GO**

Get a **UNIQUE** perspective.
30 min. IT Talent Review

THE Intersect GROUP **GO**

Intersect GROUP
Our Talent is Creating Results

1-800-XXX-XXXX

BETTER CANDIDATES = BETTER RESULTS

We help you connect with the right talent for your technology goals.

For new Intersect Group clients ...

This gift card is yours when you meet with a member of our Tech Team for a **30 min. Talent Review.**

Call us to schedule your complimentary Talent Review, or complete the online form below, and we'll contact you.

Offer ends Nov. 13

Call 1-800-XXX-XXXX to speak with a Talent Team Member.
Monday through Friday, 8 a.m. to 5 p.m. CST.
Hours/Week

First Name:

Last Name:

Phone:

Email:

LET'S TALK

From Executive Management to Tech Support

There's a lot more to us than just a discerning eye for business-critical IT talent. Extend your team's capabilities by leveraging the power of strategic consulting and comprehensive IT staffing solutions to take your performance to a higher level.

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Facebook LinkedIn Twitter YouTube

➔ Who are the nerds behind numbers like these? Check us out at responsoy.com/team.



Multichannel Mix Creates a Positive Reaction

Existing marketing tools for this world-class supplier of proprietary chemicals were complex and outdated. RBP Chemical Technology needed impactful, easy-to-use marketing to support its sales efforts.

Strategic marketing led to significant sales increases, while improving productivity of sales and service teams.

RBP CHEMICAL TECHNOLOGY

INGENUITY IN THE PRESSROOM

STARTS HERE.
www.RBPToolBox.com

- ✓ Cutting Bars
- ✓ Sorbents
- ✓ Tapes & Adhesives
- ✓ Press Parts
- ✓ Blankets
- ✓ Splice Tape & More

rbpchemical.com
1-800-558-0747

THE INTELLIGENT CHOICE

Responsory built a cohesive marketing program starting with a fresh brand identity. Next came website development, a blog, organic SEO, ongoing public relations, trade advertising (online and print) and direct mail. We also developed a custom sales tool application – RBPToolbox.com – to empower sales and service with quick access to product solutions.

ToolBox

FAST, EASY ACCESS TO PRODUCT DETAILS

www.RBPToolBox.com

IS RBP IN YOUR PRESSROOM? WE SHOULD BE.

RBP Chemical Technology satisfies all your pressroom needs with our comprehensive product line and full-service approach, offering every pressroom consumable you can think of. From cutting bars, tapes and slices to fountain solutions, press washes and more, RBP provides end-to-end pressroom support that's developed, manufactured and serviced by RBP personnel.

WE'RE YOUR GO-TO SUPPLIER FOR EVERYTHING IN YOUR PRESSROOM.
www.rbpchemical.com/everything

WORLD CLASS REPUTATION

Recognized as **The Intelligent Choice** by our customers and industry peers, RBP has earned a reputation for recommending the right product for the right application resulting in the best printing results for our customers. Discover for yourself our advanced technical capabilities, R&D innovation and top product offerings. Get the latest news and events updates too and so much more.

www.rbpchemical.com



THE INTELLIGENT CHOICE

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rbpchemical.com



PROVEN PERFORMANCE IN PRINT CHEMISTRY

Founded in 1954, RBP Chemical Technology is a USA-based leader in print chemistry. RBP printing chemicals in some of the most prominent newspaper and commercial print facilities in North and South America, India and South Korea.

As a leader in the development and production of world-class pressroom chemistry for the coldset, heatset and commercial sheetfed markets, you can expect the highest level of customer support and care.

RBP'S PROVEN CHEMISTRY WILL HELP YOUR PRESSROOM:

- Print sharper, cleaner dots
- Improve press utilization
- Reduce operating costs
- Perform quicker make-readies
- Reduce paper waste
- Gain better yields through low-dosage chemistry
- Decrease VOC emissions

PRODUCT OFFERINGS

COLDSET/NEWSPAPER

Liquid Gold® Series

HEATSET WEB

Liquid Gold® Series

COMMERCIAL SHEETFEED

Unitrol® Series

Aqua Series



www.RBPToolBox.com

ToolBox

ONLINE PRODUCT SELECTOR & TROUBLESHOOTER

Visit www.RBPToolBox.com/printing to see complete product details organized by application and category. RBP's ToolBox gives you direct access to thousands of product data sheets and the industry's most comprehensive troubleshooting guide.



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RBP TO DEBUT NEW LINE OF ULTRA-CONCENTRATED FOUNTAIN SOLUTIONS AT PRINT'13

Intellicon™ fountain solution formulas from RBP Chemical Technology help newspaper and commercial print facilities lower costs by up to 80 percent and deliver product to press more efficiently.

Milwaukee, WI (July 31, 2013) - Exhibiting Booth #3244 during PRINT'13, September 8 - 10, 2013, RBP Chemical Technology (www.rbpchemical.com) will launch its new Intellicon™ line of ultra-concentrated chemistry products. Printers in the coldset, heatset and UV sheetfed markets can now reduce fountain solution consumption by an estimated 50 to 80 percent when using Intellicon products.

Intellicon's Liquid Gold™ and Concept 21™ brands enable printers to make more press mix with less fountain solution, thereby reducing a company's overall consumables cost. More efficient to ship, handle and store than traditional pre-mixed fountain solutions, Intellicon offers numerous logistical advantages to the print customer.

are easier to handle than pre-mixed fountain solutions. Concentrates utilize much smaller packaging, resulting in reduced freight costs that are passed along to the customer. The products can also be individually drop-shipped rather than added, which is beneficial for shipping to hard-to-reach destinations.

HOMOGENEOUS SOLUTIONS

ELIMINATE WASTE

Liquid Gold's ultra-concentrated, homogeneous solutions in the Intellicon line incorporate the latest chemical technology for newsprint and coldset applications and are available in both mild acid and neutral formulas (Liquid Gold I-MA and Liquid Gold I-N). The fountain solutions can be pumped directly from their original containers with no additional steps required or printers have the flexibility to reconstitute the solutions to any desired amount onsite. Liquid Gold I-MA and Liquid Gold I-N are completely adjustable, allowing a press operator to mix and use only the amount of fountain solution needed at any given time by following a simple formula. Liquid Gold is well-known for providing superior ink and water control to produce cleaner, sharper print quality with fewer toning and emulsification issues. Specially formulated to work on all types of dampening systems, including spray and turbo, Liquid Gold comes in various pack sizes - 5, 10, 20, 55 and 330-gallon containers - and is compatible with most pressroom pumps.

ULTRA-CONCENTRATES CATER TO COLOR QUALITY

The Concept 21 ultra-concentrated chemistry fountain solution system is a unique color management tool designed specifically for

managing print characteristics and performance on press in the heatset web and UV sheetfed web markets. The system dramatically reduces consumption compared to traditional fountain solutions, decreasing an operator's annual spend. Pre-measured and pre-set, Concept 21's two-part formula is delivered by precision blending technology via a dual pump system that enables press operators to manufacture their own specific fountain solution onsite to meet individual press needs. This extremely versatile system can handle different presses, ink, papers and plates without the need for storing or handling new chemistry. Concept 21 provides concise color management in the pressroom by helping printers control ink/water balance more precisely and print cleaner, more consistent color job to job.

ABOUT RBP

Founded in 1954, RBP Chemical Technology Inc. is a world class supplier of proprietary chemicals and delivery devices for the printing, newspaper and electronics manufacturing industries. We are committed to delivering consistently high quality products and services, including specialty development, analytical services and custom manufacturing. Visit www.rbpchemical.com to explore each of our products, services and technical capabilities. Or, explore the RBP ToolBox, a proprietary, custom-developed online product-selector designed specifically to serve customers' decision-making needs. Browse by application, by product category or troubleshoot issues at www.rbpToolBox.com. Or, contact RBP's corporate headquarters at (414) 258-0911 or via email at csr@rbpchemical.com.

AS SEEN IN:



➔ Looking for new ideas to boost your ROI? Visit responory.com.



Win Back Campaign Generates 200 Renewals and 100% ROI

Lagging membership renewal rates prompted ASQ (The American Society for Quality) to seek help from Responsory. We began with a deep dive into ASQ data to produce member personas that captured the most common reasons for membership lapses.

From there, we designed a hard-hitting multichannel campaign to lure members back.

The campaign earned 200 renewals and 100% ROI. CTR was more than double the benchmark for a Google Display campaign – .10% vs. .04%.

The image displays two pieces of campaign collateral. The top piece is a direct mail envelope with a green header and white body. The header features an icon of three stylized human figures and the text: "Are you destined to LEAD or FOLLOW? Rediscover the resources you need to stand out in your field." Below this, it says "MEMBERSHIP OFFER ENDS FEBRUARY 29, 2016". The bottom left of the envelope shows the ASQ logo and the tagline "The Global Voice of Quality". The bottom right contains contact information: "600 N. Plankinton Ave. Milwaukee, WI 53203-2914". A pink "NON PROFIT ORG. MAIL PERMIT NO. 3474 MILWAUKEE, WI" stamp is visible in the top right corner. Below the envelope is a sample of a membership renewal card. The card has a blue header with the ASQ logo and the text "WE MISS YOU!". Below the header, it says "COME BACK NOW and see why tomorrow's leaders are part of ASQ today." The card lists several benefits: "18 peer-reviewed certifications, endorsed by more than 125 companies across the globe", "The latest ISO 9001 revision updates", "An expanded knowledge center with 25,019 articles and 1,789 case studies", "Immediate access to advanced education and training programs", and "And so much more!". It also mentions a "welcome back" gift bundle: "\$100 Off Training or Registration", "Free Leadership eBook & Downloads", and "Quality Progress Including Annual Salary Survey". A small note at the bottom says "*There's more! Take a closer look at asq.org/rejoin2016." The bottom of the card features a green footer with the text "Get the details: asq.org/rejoin2016" and "Hurry! Offer ends soon."

Our campaign strategy included direct mail, email, Smart Zones digital advertising and a landing page – all designed to appeal to lapsed members' hot buttons.



Out of this world results.

Responsory is ready to support any client need, whether it's developing a better lead generation program, designing a more compelling digital presence or creating an integrated campaign that cuts across traditional and digital/social platforms.

To discover how Responsory can help you **elevate your bottom line**, let's talk.

Contact Rob Trecek today at **262.432.0185** or **rob.trecek@responsory.com**.



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