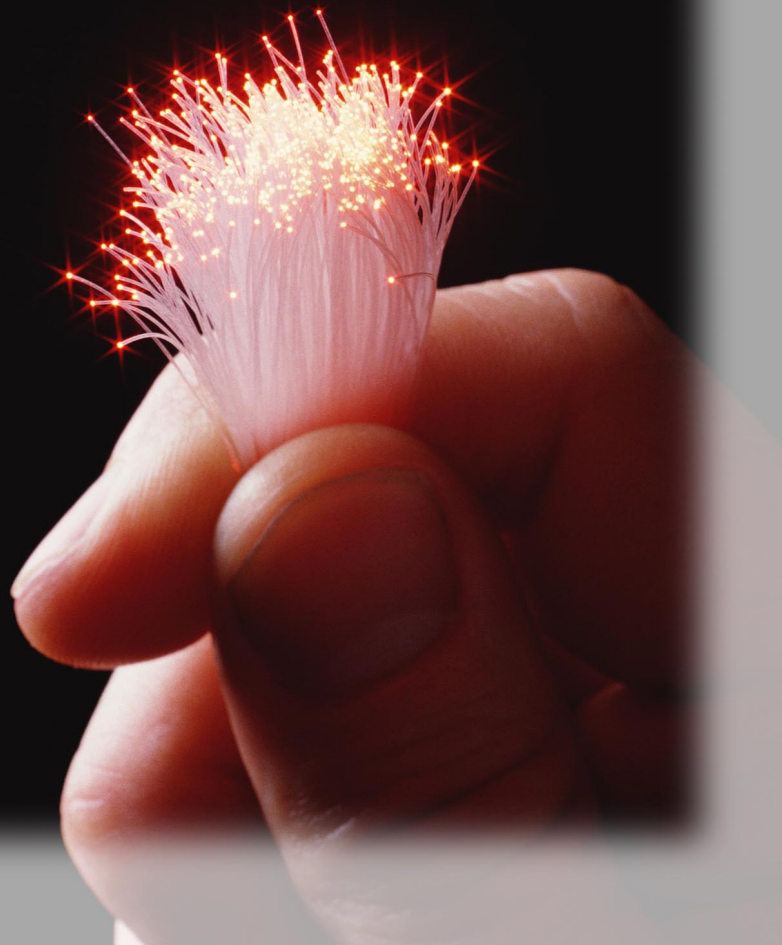


Non-traditional services

from

LUMINOR

*“One of the
world’s best
branding
agencies”*





LUMINOR

A refreshing new kind of agency

► **Luminor isn't just another pretty face.**

*Founded in
1983,
reinvented
in 2001*

We work hard for our clients. Yeah, I know. You have this picture of “doing good lunch” or “schmoozing the media.” Okay, we’re reasonable at those skills. But we’re excellent at using little-known and seldom-used methods of getting through to your market with compelling brand messages.

Sure, our clients use us for award-winning advertising, packaging, promotions, PR, direct marketing and web design. But truthfully, sometimes the most effective way to accomplish your objective is outside of those traditional methods. Thus, our ample supply of non-traditional services for which we have won equal honors.

This document doesn't pretend to represent all of our non-traditional services. Call this a sampler. Read through the list and you'll get the general idea. Basically, we look at your marketing challenges and come up with uniquely suited strategies and tactics to solve them. Here are a few we have employed for other clients.

Sometimes the best road is the one less traveled...

Content

*Fully integrated
communications
programs*

This is the principle of “give to get.” The web is a freeform marketplace of information, commerce and community. One of the prevailing paradigms of this medium is that people are willing to establish a relationship with your company if you are willing to give them something of value in return. In some cases that means offering value-added information. We create informational content that helps members of your target audience be more resourceful, more productive, more informed, and more fulfilled in their related pursuits. With the information are embedded messages about your brand, your products and your unique points of difference. The net result is that they get something of value and you gain points of brand preference.

Associated with this category of service are the following:

- Web-based content for use on your website
- Informational content for placement on affinity sites and with affinity print publications
- Sponsored affinity sites for marketing purposes
- Online and offline “newsletters” for affinity purposes
- Advertorials
- Ghost-written articles
- Special interest websites and microsites
- Fiction or non-fiction stories written around your product. These can be executed as interactive web-based stories or placed in other media

Online catalogs

- We develop online catalogs that are designed to appear within other websites, like your resellers’ sites. We can host these and deliver them dynamically, or they can host them and we provide full maintenance tools.
- Creation of online tools – help consumers determine which product or size to buy

- Interactive teaching tools – Flash and Java interactivity to help teach about products. Especially useful when the market does not understand the benefit of a product because it illustrates the use and benefit. This can be put on your website. Useful for training the channel, your market, your internal people.
- CD ROMs – More in-depth. Useful for training sales channel or providing in-depth use or information on how to maximize product benefits.

Usability

*Senior level
experts in
major
disciplines*

Our usability efforts are based on the definitions of Dr. Jakob Nielsen, the godfather of web usability. Dr. Nielsen defined our online services in 1999 and was a founding member of our board of directors. As a result, our efforts on behalf of companies like officemax.com, staples.com, walmart.com and others have yielded website designs that were rated far higher than Amazon by actual users. We have now incorporated the innovative best practices learned from almost 100 tests for companies like Hewlett-Packard into websites developed for our other clients. Specific services taking advantage of our usability expertise include:

- Development of user-friendly websites
- Review of websites for user friendliness and best practices
- Testing of websites to ensure user friendliness

Market Intelligence

We employ phone interviews as an independent third-party to gain candid wants, needs, attitudes and perceptions from your market. We can provide quantitative and qualitative research, from definition through analysis and reporting. Plus, every creative effort we undertake for you is tested in your audience by getting their reaction to several concepts. The most popular is the concept that we recommend to you, although you will see them all.

Metrics

One of our core disciplines is measuring the results of marketing efforts. Not sure what is working and what isn't? We'll embed metrics in your programs so they send back their own measurements. We also offer consulting in metrics to help companies establish ROI measurements for their marketing.

PR

We offer traditional PR, but we also offer straight up publicity. Our efforts publicize your products and services to gain awareness and build preference through story differentiation using your unique product characteristics.

Guerrilla Tactics

We employ a number of guerrilla strategies and tactics on behalf of our clients. These include discussions in usenets, letters to the editor, leveraging online publications and similar non-traditional techniques.

E-mail

*New breakthrough
techniques are
being developed
every month*

Luminor has developed many innovative e-mail campaigns for clients to use as a tool with customers that have agreed to accept e-mail. Our programs are typically offer based, meaning we intend to get a measurable response from the reader. By engaging the reader we foster regular interaction between client and customer, which maintains and expands the relationship between the two. (Note: we do not create e-mail for general broadcast, commonly known as spam, nor do we knowingly serve any clients who use this method of outreach.)

**“One of the
world’s best
branding
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So what?

That’s a quick tour of non-traditional solutions. Each has been executed for our clients. Just remember, a traditional approach won’t work for some marketing challenges. Markets are sophisticated and saturated. Sometimes the best way to make waves is with a non-traditional method.

We’ll be happy to discuss these and other techniques in a meeting just to explore your unique marketing challenges. Just call. Heck, we might even bring donuts and coffee.

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