



MARKET BY MARKET COMMUNICATIONS

[www.marketXmarket.com](http://www.marketXmarket.com)



## Public Relations *plus* Marketing Communications

For most organizations, successful communications are multi-layered and built with common recognizable elements. Elements like mission statements, logos, slogans need to satisfy the image of the organization as well as its activities and products. The collective impact of unified themes and identity in -- public relations, investor relations, and client outreach through web-pages, events, publications, even proposals--creates significant advantage. CJC Strategists adds an important component to that mix.

### It all begins with a unified focus...

To reach an audience you must know it. Research and analysis are the foundation, whether it is for a novel or a sales presentation, whether it is building a successful corporate culture or sound social policy. The essential questions must be addressed:

- Who must I reach?
- How do I reach them?
- Who else is getting their attention?

Communicating to new or specialized markets is an exciting and collaborative process.

### And builds with meticulous execution...

With the additional expertise of CJC Strategists, we are uniquely qualified to support today's tech-heavy communication needs. We provide comprehensive and effective marketing communications strategy and messaging in all mediums *and* public relations crafted to achieve amazing results. We are fluent in blending traditional promotion with the latest web-based, interactive strategies to deliver the right messages to exactly the right audience.

# Public Relations

To succeed in getting information to today's technology driven, fast-passed news media it takes more than eloquence alone. Newswires like Bloomberg, Associated Press and Reuters digitally scan releases for key phrases as literally thousands pass through their systems. Traditional sources like *The New York Times*, *Conde Nast*, *Business Week* and *Forbes* have print and on-line outlets. Blogs like *Real Story* or sites like *Digg*, with "user powered content," drive each day's hot coverage. Where a handful of contacts previously served the press needs of an entire industry there are now hundreds. Tagging, key words, RSS feeds have become more powerful than prose itself or the most cherished contact list in determining when or if your messages reach the right people.

We are fluent in blending traditional promotions with the latest web-based interactive options.

The collage features several key elements:
 

- Top Left:** A news article snippet from 'Market by Market' dated Feb 3, 2007, with a photo of a crowd and the headline 'Building City-Wide Coalition for Mitchell Lama Preservation and Affordable Housing'.
- Top Center:** A yellow callout box with the text 'Full backgrounds that enhance story placement'.
- Top Right:** A screenshot of 'THE Mission SERIES' website with various photos and text.
- Middle Left:** A photo of a woman and a man at a table, with a headline 'Gehry glances to the future'.
- Middle Center:** A screenshot of a 'Blogger's' website with the headline 'Blogger's "addiction" hooks many'.
- Middle Right:** A screenshot of a 'philly.com' website with a 'TechCrunch' article.
- Bottom Left:** An infographic titled 'NEW YORK TIMES DONORS, FEBRUARY 2, 2007' showing 'EVENING DONORS' and 'Fitting Tributes' with photos of people.
- Bottom Center:** A large infographic with multiple pie charts and data points, including 'ANALYSIS OF THE' and 'NEW YORK TIMES DONORS, FEBRUARY 2, 2007'.
- Bottom Right:** A screenshot of a website with a 'Web integration and interaction' callout box.

Analysis: Unique e-mail blasts, RSS feeds, on-line targets tracked to qualify and quantifying responses.

Web integration and interaction

## A Romantic Ideal of Italy, Over a Samba Beat

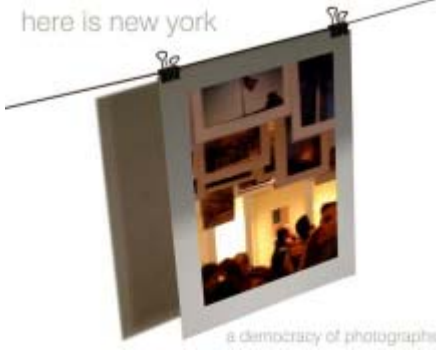


The New York Times

The magazine page includes the title 'EDDECOR', the date 'October 2008', and an article titled 'MR. MADRID' by Catherine Hooper. The article describes how David Neftci transformed a space in the Greenwich Village Apartment. The page also features a 'freshenergy' logo and a 'Read the Article' link.

**Integrated Messaging...**

here is new york



a democracy of photographs

**here is new york: a democracy of photographs** -- One of our most fascinating assignments, *here is new york* was born of a spontaneous compassion that engulfed all who witnessed September 11, 2001. Parented by **Alice Rose George** — Independent photography editor and picture agent; **Gilles Peress** — International photographer and member of Magnum; **Michael Shulan** — Writer; and **Charles Traub** — Photographer and Chair, Graduate Photography Program, School of Visual Arts, it became the largest collection of photographs on a single event - ever. Our contribution was to coordinate marketing and outreach with other PR agencies, The Corcoran Gallery (Washington, D.C.), museums and exhibitors in more than 25 cities world-wide, sponsors, the web-site and Scalo Publishers. Net proceeds from the sale of images and for the book, were greater than \$850,000 and principally donated to the **Children's Aid Society**.  
[www.hereisnewyork.org](http://www.hereisnewyork.org)  
[www.scalo.com](http://www.scalo.com)  
<http://www.hereisnewyork.org/washington/>

**Public Relations**



**Consumer Electronics Show 2006/Sound & Vision** – January 3, 2006 –Hachette Filipacchi Media (HFM) – SOUND & VISION, the world's largest consumer electronics magazine, kicked off cross-channel expansion plans at one of the industry's largest tradeshows in Las Vegas, January 5 – 8, 2006 at the Las Vegas Convention Center. To mark the magazine's expansion to an all-media brand encompassing print, online, radio, and video, Sound & Vision provided ongoing live reports from CES. Jamie Sorcher, Sound & Vision editor and accomplished on-air technology correspondent interviews with Editors' Choice award winners as well as photos of winning products were immediately available at [www.soundandvisionmag.com/ces](http://www.soundandvisionmag.com/ces)

**Branding/Identity...**



**The Mission Series: 21st Century Technology and Humanity Working Together Toward A Better World**  
 The American PHOTO Mission Series sponsored by Microsoft embodied humanitarian work at its best— illuminating the spirit that drives people to work and sacrifice in order to improve the lot of others.  
 An expose of the Series hit the newsstands in the July/August 2006 issue of American PHOTO Magazine. The special 16-page editorial and companion inspirational web site showcased the subject of volunteerism, revealing the spirit that drives people to work and sacrifice in order to improve the lot of others. See <http://www.pophoto.com/americanphoto/>  
 The WebSite; publisher, **Hachette Filipacchi Media, U.S., Inc.**, developed a companion website that featured passionate images of volunteerism, <http://www.pophoto.com/missionseries>  
 Press outreach began with an announcement of a book to be published on the series in June. It was posted on BusinessWire and Corporate Responsibility Wire followed by an extensive interactive media blast to general media, trade, photographic trade and nonprofits press coverage. A second news release followed one month later to similar outlets. The story was picked up by hundreds of outlets, internationally, among them **Forbes, Yahoo Finance, London Financial Times, NY Tech Review, NY Amsterdam News, CBS Sunday Morning, KUSI Los Angeles Morning News.**

For **Colorvision** it took a special blend of strategy, B2B public relations and branding to position this International product line carefully within the multi-national products of the parent company, Data Color.

## Creative Marketing...



# TAXI

### CHANGING TRADITIONS

TAXI captures the spirit and essence of an increasing number of independent, self-published, self-assured women. Compared to the previous all-male-oriented fashion magazines, our reader is more educated, has more purchasing power, and more money to spend. We're here to help you reach a better audience.

Targeted & sold to 85-90% of all adult women in the United States... and you can reach us in 24/7. The cost of the magazine is only \$1.99/ISSUE + \$1.00/ISSUE + \$1.00/ISSUE, making for a total of \$4.98/ISSUE only. It's a changing profile, but our readership is still yours to the hilt.

TAXI is a premium, magazine-quality publication that has been named the "Best" magazine for 10 years in a row.



**Taxi (Magazine)**, Advertising presentations, supplement proposals, 1987/ 88.

Though the fashion field was loaded, TAXI had a franchise on women college graduates entering professions. Their audience was young, aspiring to sophistication, and had money to spend. The fragrance promotion was one of several that capitalized on the advantages of capturing brand loyalty early.

It was followed by a special insert in the Fall Fashion issue that offered a sampler. This service oriented promotion attracted the attention of fragrance marketers as an innovative opportunity and readers who were always in the mood to sample fragrance.

### OTHER MAGAZINE SUPPLEMENTS

**Family Circle Better Ideas**, Special Report on hair care..

**Financial World**, Contract Publishing/Supplements on Commercial Real Estate, Corporate Relocation, Risk Management.

**TIME**, Contract Publishing/Supplementson Health..

**Discover**, Contract Publishing/Supplements on Olympic Training and Technology.

**People Weekly**, Contract Publishing/ Supplement - American Travel.



## Event Management...



**Neighborhood Week**, Event Management 1998 and 99. A seven day, five borough cause-related sponsored event, it involved 200,000 volunteers, 200 events. Results: 30 minutes of local TV coverage, listings and coverage in more than 25 newspapers, ongoing relationships with four sponsors.

**Lena Horne Youth Leadership Awards**, Benefit launch, Avery Fischer Hall, 1999.

An entertainment industry benefit, the Lena Horne Youth Leadership Awards provided scholarships to inner city youth who are significantly involved with community improving activity. Contributions: Logistics, speeches, press, radio and newspaper advertising.



**Feast of St. Anthony, Arthur Avenue, The Bronx, 2004 and 2005.** (See description in Websites.

## Websites...



[www.belmontfeasts.com](http://www.belmontfeasts.com)

Launched in May 2004, to promote the Belmont neighborhood of The Bronx, this site was designed to support two street festivals (June and July, 2004). It was used to compliment other mediums utilized to promote attendance: newspaper advertising, flyers and radio coverage. It also supported festival sponsorship packages providing a highly effective venue for sponsor visibility.

BelmontFeasts.com attracted more than 10,000 visitors and was referenced in 107,065 searches for featured concert artists, merchants, Italian culture and sponsor offerings.



[www.neighborhoodclinic.org](http://www.neighborhoodclinic.org)

Launched in December 2003, [NeighborhoodClinic.org](http://NeighborhoodClinic.org) supports the Neighborhood Technical Assistance Clinic, a nonprofit whose mission is to support and maintain effective community-based and faith-based programs. Their site is a cost-efficient means for publicizing their programs and services to multiple constituencies. It's current monthly averages include 800 unique visitors viewing 1600 pages. It is referenced in 2600 searches a month, for faith-based and community-based social services.

# Collaborators



*Zella Jones*

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## **P r o f e s s i o n a l   S u m m a r y**

### **Market by Market Communication (New York). 1985-Present**

#### **Principal.**

Specialization in marketing and communication projects, and campaigns. Practice centers on strategic marketing objectives and creation of effective communication vehicles through print, live and electronic mediums. Services: strategic planning (evaluating resources, message priority, outreach); production (content, photography, audio/video, design, event coordination and management). Products: public affairs/ relations campaigns; events (benefits, seminars, conferences, cause-related); web content and design; collaterals (brochures, annual reports, white papers, magazine supplements, published articles). Clients: media, arts, financial service, consumer goods, business to business, advocacy, for profit and nonprofit sectors. Current project and client portfolio:

[www.marketxmarket.com](http://www.marketxmarket.com)

### **Warner Amex Cable Communications (New York). 1981-1983**

#### **Corporate Management. Director Advertising/Marketing Services.**

Coordinated launch of local/national marketing and advertising network of cable franchisers in a matrix management structure (Boston; Washington, D.C.; Norfolk; Columbus; Cincinnati; Pittsburgh; Houston and Dallas) for the second largest cable franchiser in the U.S. Built marketing strategy for ad-supported cable programming, trained marketing and sales personnel, created reporting and analysis structure, produced marketing events and promotions. First year local spot revenue: \$1.2 million; second year more than \$2.0 million. (Warner/Amex Cable was purchased by Warner Communications in 1983 and eventually absorbed in the Time/Warner Cable merger.).

### **TIME Magazine (New York). 1976-1981**

#### **National Marketing and Advertising Sales**

Raised TIME national and international market share in electronic categories among news weeklies (*Newsweek*, *Business Week*, *U.S. News & World Report*) from #3 to #1 nationally, as Time's first woman category manager. Initiated industry research; sales strategy and goals in electronic and photographic categories for a sales force of more than 25 people. Produced and managed all TIME sponsored events and promotions in these advertising categories. Annual U.S. category revenue: Electronics \$15 million; Photographics \$10 million.

## **E d u c a t i o n   &   P r o f e s s i o n a l D e v e l o p m e n t**

**Clark University** (Worcester, MA), BSGS, 1969. Major English Literature/Minor Biology

**Harvard University** – *Continuing Education* (Cambridge, MA) - Eastern Philosophy & Religion (1972-74).

**17 Bleecker St., Ste 500, New York, NY 10012-2455**



# Charlé-John Cafiero

## Service Highlights

- B2B, Prosumer and Consumer Strategic Planning and PR Communications
- New Product & Program Launches
- Public Relations-Affairs/ Events/ Trade Shows
- Media Communications Specialists & Planning
- Strategic Positioning & Integrated Services
- Media Relations (trade, vertical, business, broadcast and consumer)
- Vertical Industry PR Strategic Marketing

## Industry Expertise:

Communications, publishing, consumer electronics, digital imaging, photographic, printing (lithographic), home theater (manufacturers and services), food services, retail, luxury and tourism.

## Partial Client List:

- Bombay Palace International
- ColorVision Digital Imaging
- Creative Access Corporation
- CT Fancy Food Association
- Datacolor Home Theater/ Datacolor Corporate Strategic Messaging
- Epicurean Fantasys™ Corporation
- Great American Graphics Printers, NYC
- Harry Winston International Jewelers (B2B & Consumer)
- Balducci's
- Bergdorf Goodman- Catalogue
- Cartier, USA
- Hachette Publishing: Sound & Vision 2006 Awards
- Kraft/ General Foods Gevalia Kaffe Collection
- Microsoft USA: American PHOTO Mission Series
- Photographic: Kenro Izu, Timothy White, B. Hubbell, Togashi, Joyce Tennson, other fine art photographers and artists

## Additional Experience

**Creative Media consultant** with well know media companies such as EUE Screen Gems, The Bottom Line, HBO and various entertainment groups, independent record artists, producers and community groups—created closed circuit TV and VHS and audio programming. In addition to working with revolutionary manufacturer's launching new products such as The Advent Videobeam™. Retail & consumer experience extends to High End Fashion retailers and designers, Bloomingdales, Henry Bendel's and retailers Macy's and Gimbels.

**Charlè-John Cafiero**

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**Diane Adzema** is an artist with a long career in graphic design. Her skill and aesthetic sense in producing print pieces that convey clear messages is a particular benefit to our clients. Diane has also worked extensively for WNET-Channel 13, as well as for a wide variety of for-profit corporate entities.

#### **TECHNICAL SKILLS**

Excellent design and art direction skills.

InDesign, Quark, Photoshop, Illustrator, Acrobat, Microsoft Office.

Plus basic troubleshooting of computer issues.

#### **MAJOR CLIENTS**

Thirteen/WNET: educational, promotional and press materials.

Thirteen MAGAZINE: art direction.

Dial MAGAZINE: art direction.

MARKETXMARKET: promotional materials for advocacy and non profit organizations.

CHANEL: package design.

SPICE MARKET: package design.

CITIZEN'S COMMITTEE FOR NEW YORK CITY: annual reports and outreach.

LOGO DESIGN: a variety of small to medium size companies.

GALLERIES & RETAIL: exhibition design and display.

#### **EDUCATION**

SCHOOL OF VISUAL ARTS: Continuing Education.

PRATT INSTITUTE: Continuing Education.

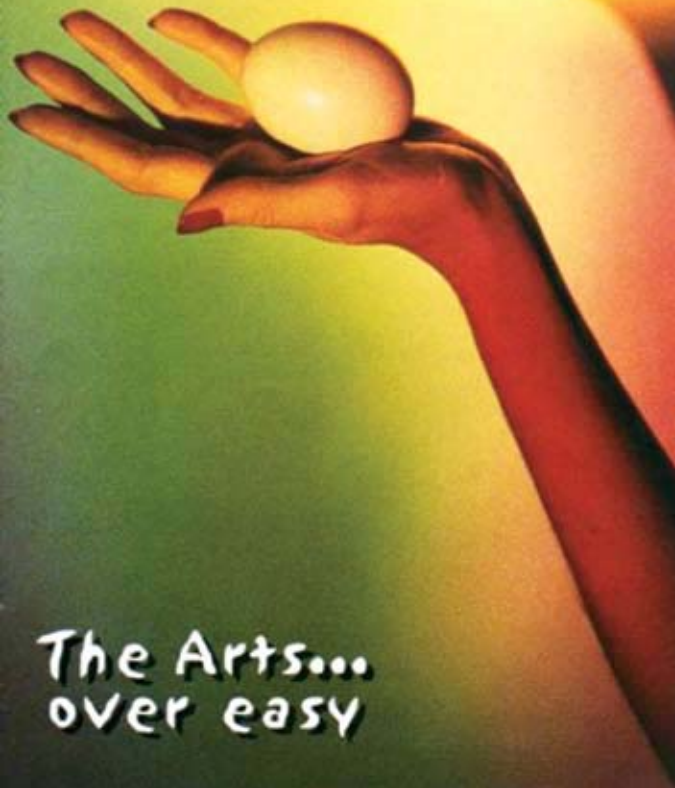
PRATT INSTITUTE: BA. Communications Major.

CARNEGIE MELLON: Design.

ART DIRECTION

# thirteen

VOLUME 8 ISSUE 1



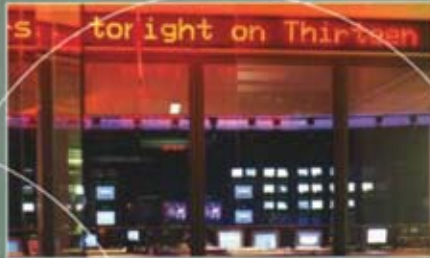
The Arts...  
over easy

NEW SEASON OF EGG HIGHLIGHTS

# PROMOTIONAL DESIGN



# FUND RAISING DESIGN



**thirteen**  
WHAT NEW YORK

[www.thirteen.org](http://www.thirteen.org)

Gifts From Viewers Like You

# PACKAGING DESIGN



# MAGAZINE DESIGN



## TAXI

### CHANGING TRADITIONS

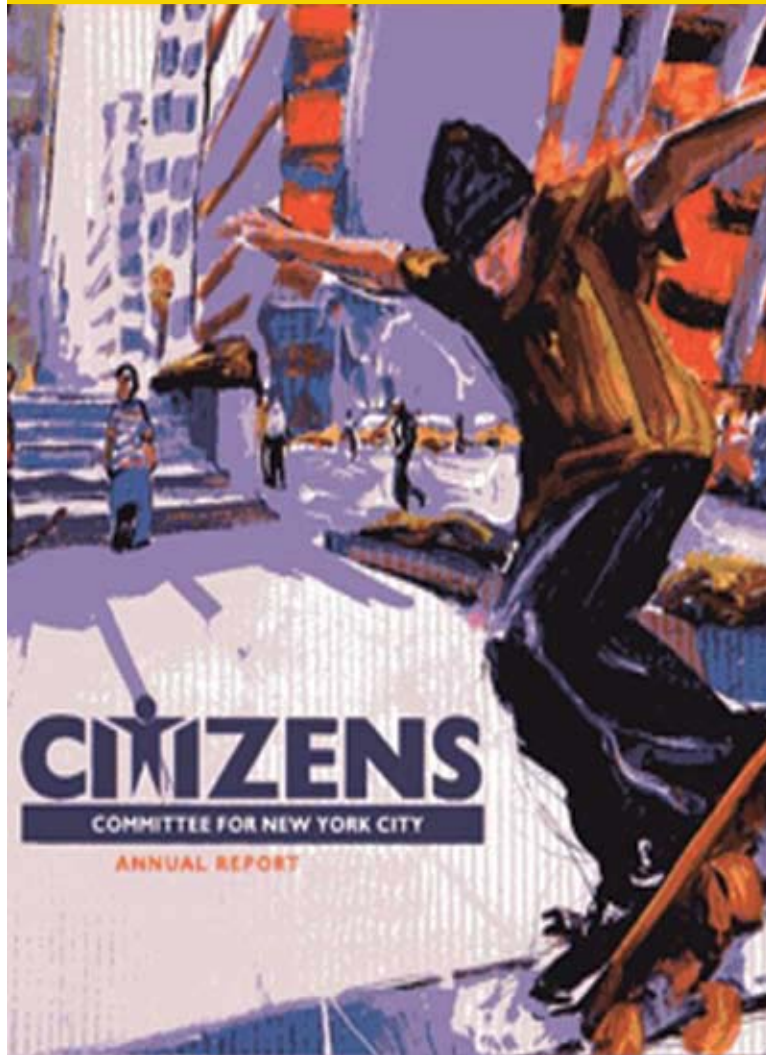
TAXI captures the spirit and interests of an increasing market of independent, self-sufficient, self-assured women. Compared to the audiences of traditional women's fashion magazines, our reader is more educated, has more personal wealth, is more single, slightly younger and is much more likely to have a full-time career.

Fragrance is used by 85.4% of all adult women in the United States . . . and only occasionally by 26%. The core of the fragrance market is women in \$40,000+ households, single, working full time and 18-44 years old. It is a changing profile, but increasingly more crucial to the success of fragrance marketing.

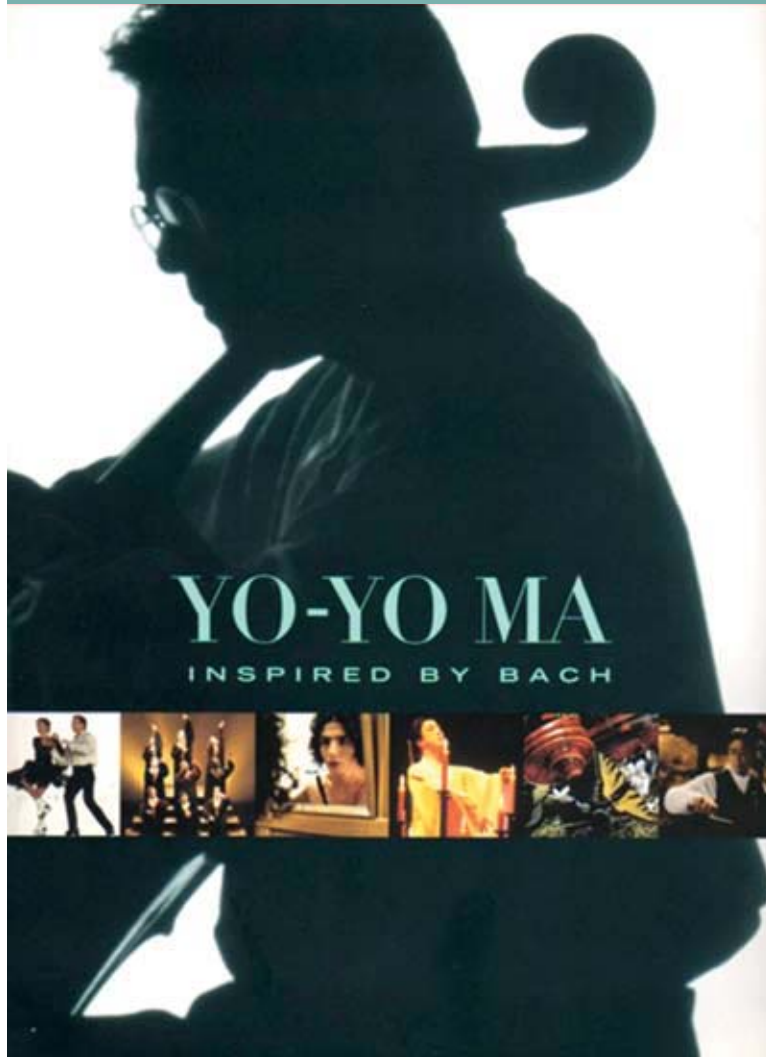
TAXI is a primary, no-waste vehicle for fragrance marketers who have learned that tradition may not be the key to survival.



ANNUAL REPORT DESIGN

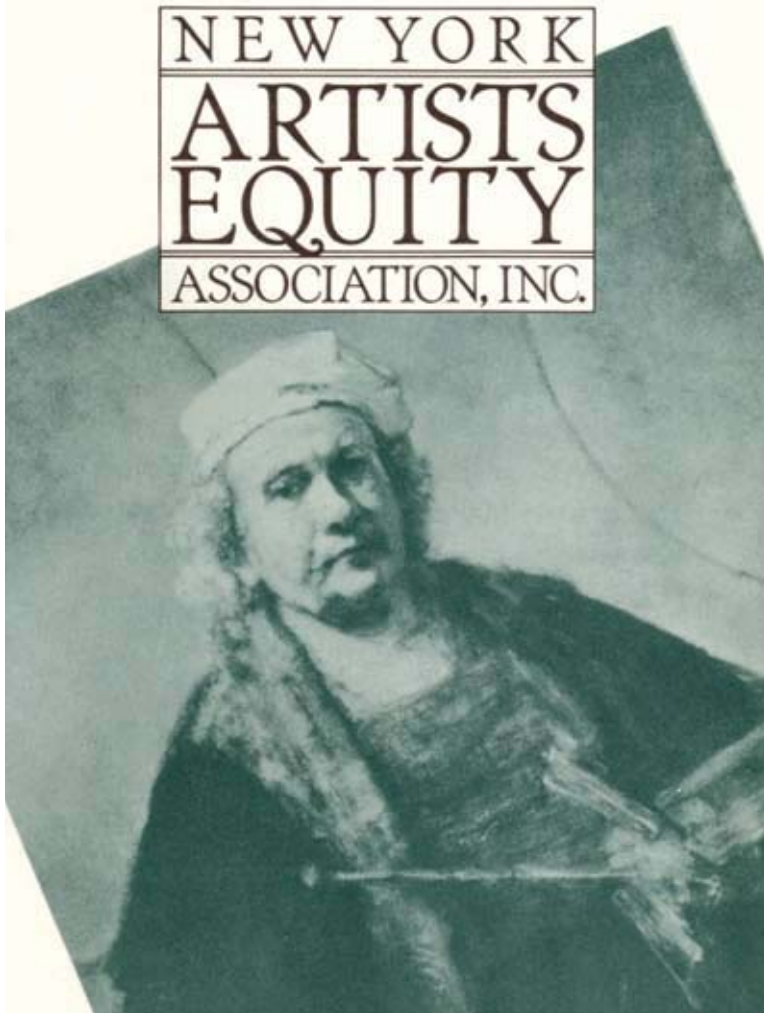


MEDIA DESIGN



LOGO DESIGN

NEW YORK  
ARTISTS  
EQUITY  
ASSOCIATION, INC.



# EXHIBITION DESIGN

