



Robert Worley

Campaign Concepts, Themes and Positioning Statements

Robert's ability to develop creative concepts and compelling messages is inspired by a life's fascination with words, context and messaging.

The following pages exhibit some of the fruits of his work.

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B2B / HighTech

“Control the Lights. Enjoy the Power.”

Campaign theme for a high tech outdoor lighting control company.

“Beyond Worry Is Freedom.”

Campaign theme targeting IT managers for security consulting services.

“Challenge Every Risk.”

Positioning line for an IT security consulting company.

“Hit the Better Button.”

Theme for computer repair campaign.

“Secure Better Performance.”

Tagline for exceptional IT services, networking and computer repair company.

“Don’t Let the Grandkids Run Circles Around You This Time.”

Theme for a senior-oriented computer training campaign.

“A Haven for Better Performance.”

Tagline for a senior-oriented computer academy.

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Design / Construction Services

“Making Problems Go Away.”

Campaign tagline for a high-end plumbing company specializing in whole house repipes and tankless water heater installations.

“Everything Within Reach.”

Tagline for glide-out shelving company seeking to optimize household space.

“Restore your faith in development.”

Campaign theme for a development company that renovates historical buildings and properties.

“Things that were better then, can be better again.”

Tagline for a development company that renovates historical buildings and properties.

“Your Home Makes Quite An Impression. Our Job Is To Keep It That Way.”

Promotional campaign for carpet and upholstery treatment services.

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“Build Something Special.”

Campaign theme for a specialty commercial construction company.

“We Build Because It Is Born Within Us.”

Campaign theme for a multi-generational residential construction company.

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Professional Services / Financial

“The Road Ahead May Be Unknown. But It Can Be Better Paved.”

Campaign theme for a long term care insurance agency.

“Plan. Prepare. Prosper.”

Overall campaign for CPA firm specializing in small businesses and personal accounts.

“Turn Tax Time Into Tee Time.”

Tax preparation campaign for CPA firm in an exclusive golf resort community.

“Together is a Good Thing.”

Campaign theme for an insurance bundling campaign.

“Local Service. Unmatched.”

Tagline for local insurance broker.

“The Flip Side of Floyd.”

Campaign theme for a local tax accountant with an interesting sideline.

“Your Acting Accountant.”

Tagline for a local tax accountant with an acting career.

“The Deals Worth Making.”

Campaign theme for mid-market capital broker.

“Clarity in Motion.”

Campaign theme for national motivation speaker, management consultant and author.

“Increase Your Advantage.”

Positioning line for tax credit purchaser and fund developer.

“Building Equity for Everyone.”

Campaign theme for low income tax credit fund developer.

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Health Care

“We Don’t Rest Until You Do.”

Overall campaign theme for the leading provider of comprehensive sleep medicine services.

“Leading People To Better Health.”

Overall campaign theme for regional hospital.

“Human Need Knows No End.”

Annual report theme for a not-for-profit hospital under threat of privatization.

“Influenza. Outfluenza.”

Flu shot campaign theme for hospital.

“Your Primary Link to Quality Care.”

Campaign theme for nine-location primary care physician group.

“Physician, Be Thyself.” “You’re The Primary Reason We’re Here.”

Campaign series for a health system recruiting primary physicians.

“Follow The Thread.”

Campaign theme for web-based, health information systems company, Interweave.

“Choose Wisely. We Did.”

Merger campaign theme for hospitals forming a new health care system.

“MERGE”

Company name for a health, fitness and nutrition consulting company.

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Non-Profits

“Advocacy Never Sleeps.”

Campaign theme an active, local Historical Society.

“Elegance Has Its Place.”

Campaign theme for booking events at a glorious 19th Century Greek Revival mansion.

“The Higher Power Breakfast.”

Positioning theme for a men’s ministry breakfast series.

“Enriching Youthful Lives.”

Positioning for a golf tournament benefiting troubled children.

“The Work Of Art.”

Promotional theme for art awareness, fundraising and volunteerism campaign.

“Innovating. Inviting. Intown.”

Promotional theme for an inner city church plant.

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Campaign Management Highlights

Over the years, Robert has lead some comprehensive campaign rollouts that won awards and achieved significant success for client and agency alike.

Ask him, and he can show you how, when and why the campaigns below worked.

“www.ingriffin.com”

Planning, Strategy, Creative Direction for the first comprehensive Griffin+Spalding Tourism Campaign. 5-year commitment to research, strategize & ideate a plan for approval by local Tourism Board and local governing municipalities. Recruitment of the virtual team of seven companies.

Graphic Design/Videography, Photography, Copywriting, Website Design, SEO, Social Media, Public Relations. Ongoing creative direction for implementation of the campaign. Public speaking to community groups and organizations to promote the campaign

“Miles Ahead. Minutes Away.”

Transitional image campaign for a radical hospital redesign.

TV, Radio, Print, Outdoor, Transit

“Moving Experiences. Miles Ahead. Minutes Away.”

Introductory campaign for complete Emergency Center overhaul.

Radio, Print, Outdoor, Transit

“Redi. Set. Go.”

Introductory campaign for RediMed Minor Emergency Center.

Identity, Radio, Outdoor, Direct Mail

“Leading People to Better Health.”

Patient testimonial campaign to promote a series of advanced surgical services.

Promo Logo, Radio, Print, Outdoor, Transit, Collateral

“For Excellence In Cardiac Care, We’re The Heart Of The City.”

Cardiac Care Center campaign for a major downtown hospital.

TV, Print

“Legends of Peachtree.”

Peachtree Road Race Event Sponsorship Promotion for the Acura Legend.

Radio, Outdoor, Collateral, POP

“Uncommon Vision.”

Introductory campaign for a progressive food technology company.

Graphic Identity, Positioning, Letterhead Package, Trade Print Ads, High-end Brochure, 20' x20' Trade Booth, PR

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