

scene

magazine



Team Grapevine

Award Winning Agency
Brings Clients Success

Holiday Issue

Giving Spirits
Collectibles
Fashion
Social Scene



NOVEMBER 2010 \$3.95 U.S.

“Our business is a team sport. We play hard to ensure that all our clients come up with a win.”

~ Angela Massaro-Fain
President, Grapevine Communications



A STORY ABOUT TEAMWORK

By Lori Uzzo

It's also a story about relationships, community and family. Throw in creativity, hard work and determination, and you get the full-length feature: how one couple took a team approach to helping local and international businesses succeed across widely diverse industries.

Step into the advertising, marketing and public relations agency's Lakewood Ranch offices, and you quickly see the wall-to-wall results: more than 80 Addy awards, industry accolades, charity recognition and, hung this year, the 2010 Frank G. Berlin, Sr., Small Business of the Year Award from the Greater Sarasota Chamber of Commerce.

“Of course we're thrilled to be recognized by the Sarasota Chamber and we're proud of our award-winning work,” says Grapevine President Angela Massaro-Fain. “But more important are the solid results and business successes we help our clients achieve, even in this challenging business climate. That's the true prize for us.”

Going for Gold

Those victories are legendary among the clients who say they appreciate the firm's commitment to their business. Take a look at long-time local homebuilder Lee Wetherington Homes (LWH). After four decades in the community, LWH maintains its edge as a leader, currently building in several local communities, including the ever-

Local and International Companies Team Up with Grapevine Communications to Sprint Ahead of the Competition.

expanding Lakewood Ranch. Grapevine supports their success with a full range of services, from advertising to new marketing strategies such as Microsoft® TAG, which lets smart phone users scan their advertisement or model home sign and go to the builder's website instantly for a virtual home tour.

Another long-time client, Blalock Walters, trusts the Bradenton-based law firm's 90-year track record to Grapevine.



Blalock, Walters, Held & Johnson, P.A.

Before

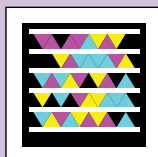


After

back of every attorney's business card. Scan the TAG with a smart phone, and you can download all of that attorney's contact information, enabling the swifter, simpler communications today's professionals expect.

Grapevine created and managed the transition to the firm's new brand identity, implements its active public relations program, produces its marketing collateral, and designs its website and advertising. The firm also recently added Microsoft TAGs on the

“We’re working with Grapevine to integrate traditional marketing and public relations with emerging new technologies,” says Jonathan Fleece, a Partner at Blalock Walters. “They keep us moving forward so we can continue to stay ahead of the game.”



Global Positioning

Then consider the story of Pro-Link Global, a boutique law firm specializing in immigration documentation and management services for corporations in more than 120 countries.

Andrea Elliott, Senior Foreign Counsel and Partner, of Pro-Link Global called Grapevine to request a high-end, stylized marketing brochure for a strategic international meeting. Of course, Grapevine was up to the task. The challenge? A project that would typically take four to six weeks from start to finish had to be designed, printed and shipped in less than half that time.

The race was on. First, Angela briefed the Grapevine staff of account executives, copywriters and designers, who immediately started brainstorming. Over the weekend, the staff gathered to solidify the concept. The next two days were spent refining marketing copy, designing mock-ups and gathering photos. Only three days after the initial request, Pro-Link Global received initial concepts for review and approval. Once the client approved a final concept, the Grapevine staff executed the design in record time. From there they partnered with one of Grapevine’s incredibly talented vendors, who scored major points by printing, binding and shipping a brochure rich in advanced technologies and materials (such as duplex paper stock, clear foil embossing and die-cuts) in only one week.

“Typically, a project like this would have taken two weeks in production alone,” says John Fain, Grapevine’s Executive Vice President and Partner. “There’s no way we could have pulled this off without the dedication of our staff. We all came together to conceive and produce a spectacular piece in an astoundingly short time frame. The collaborative relationships we have with our vendors assisted us in meeting a challenging print deadline.”

Only 12 days after that initial call from Andrea Elliott, Grapevine delivered a sophisticated, high-end corporate brochure that reflects the client’s global reach and defines the scope of their services. “This marketing piece took Pro-Link Global to a new level,” stated Elliott. “Grapevine went above and beyond to help position us as a lead player in our industry.”



Traditional to High-Tech... Grapevine Has You Covered.

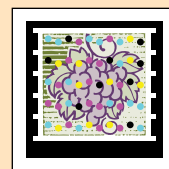
As industry innovators, Grapevine Communications is at the leading edge of social media and new technologies that are rapidly changing the traditional rules of advertising.

“In today’s world, speed, flexibility, education and precise implementation are key. You have only one chance to be first, and being first can bring extreme market growth,” says Grapevine President Angela Massaro-Fain, who is a sought-after expert and guest speaker on new marketing technologies at colleges, radio talk shows and business groups.

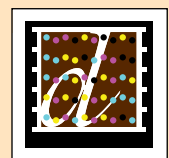
One example is Microsoft® TAG, which connects almost anything in print to information, entertainment and interactive experiences via a smart phone. TAG gives you instant access to information, and we all know that information really is power.

Microsoft® “We are thrilled to be partnering with Microsoft as one of only 50 full-service advertising agencies across the country implementing TAG technology,” says Angela.

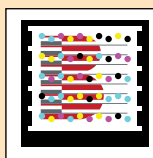
TAGs can be displayed anywhere - print ads, flyers, posters, packaging, websites, clothing... the options are almost endless. When you scan a TAG with the free TAG Reader app on your smart phone, it opens a webpage, displays a message, plays a video or dials a number automatically, among other features – revealing unlimited potential to interact with your customers in a whole new way.



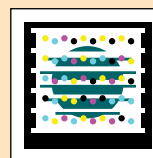
To find out how you can create a custom TAG marketing package that keeps your business out in front, contact Grapevine at 941-351-0024.



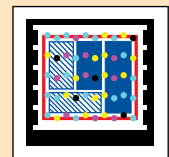
Distinctive Surfaces



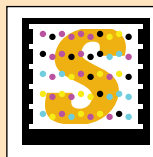
Benderson Development



Center for Sight



Lee Wetherington Homes



Scene Magazine

Visit gettag.mobi on your smart phone, download the free app and scan these TAGs.



continued...

\$1 Million Investment in the Community

Nowhere is Grapevine's commitment to its clients' success more evident than in the pro-bono work it does for many area non-profits.

Each year for the past eight years, Grapevine has donated more than \$100,000 in pro-bono advertising, marketing and public relations services. This fall marked the \$1 million milestone in services provided to local non-profits, including the Education Foundation of Sarasota County, Manatee Glens, We Care Manatee, Boys & Girls Club of Sarasota, Junior Achievement of Sarasota and the Asolo Repertory Theatre, to name just a few organizations it supports currently.

Not only does Grapevine donate professional services, but both Angela and John and some of their staff sit on several boards and committees, donating their personal time as well.



Team Grapevine, from left to right, Top: Jamie Smith, Heidi Cook, Tammy Dumer, Donna Wolski, Lori Uzzo. Middle: Larissa Wright, John Fain, Angela Massaro-Fain, Charles Westcott. Bottom: Lisa Becht, Gabriele Vest. Not in picture: Rob Welling, Tricia Lewis.

When you've won as many awards as we have...



wall space comes at a premium. From over 80 ADDY Awards to our most recent "Small Business of the Year" Award by the Greater Sarasota Chamber of Commerce, we are proud of the fine work we create.

And while we can't guarantee a plaque or trophy for every client, we can promise an absolute commitment to an exciting and effective advertising, marketing or public relations campaign that delivers solid results for your business. *Now that's the true reward.*

Call, click or stop by our office to reserve your wall space today!



GRAPEVINE
COMMUNICATIONS

Advertising | Marketing | Public Relations

**Creativity isn't just what we do...
it's who we are.**

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