

propeller

marketing





Propeller Marketing is a full-service advertising agency in Fishers, IN
SPECIALIZING IN PROMOTING INDIANA COMMUNITIES
 through destination marketing and economic development.

Propeller Marketing is...

- A certified Woman-Owned Business Enterprise with the State of Indiana
- An allied member of the Indiana Tourism Association
- A two-time winner of the Indiana Tourism Award
- A member of the Destination Development Association
- A member of Indy Chamber and OneZone (Fishers/Carmel Chamber of Commerce)



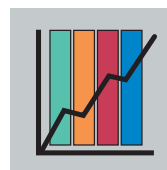
Services and Capabilities



CREATIVE SERVICES
AND
BRAND DEVELOPMENT



CONTENT
AND
STORY-TELLING



MEDIA PLANNING
AND
PLACEMENT



WEBSITE DESIGN
AND
DEVELOPMENT

- Brand Development
- Community Outreach
- Copywriting
- Creative Services
- Graphic Design
- Logo Design
- Market Research
- Marketing Plan Development

- Media Planning
- Media Placement
- Partner Development
- Photo Editing
- Production Management
- Project Management
- Public Relations
- Publishing



- Results Reporting
- Search Engine Marketing
- Search Engine Optimization
- Social Media Strategy/ Implementation
- Strategic Planning
- Website Design and Development
- Website Analytics

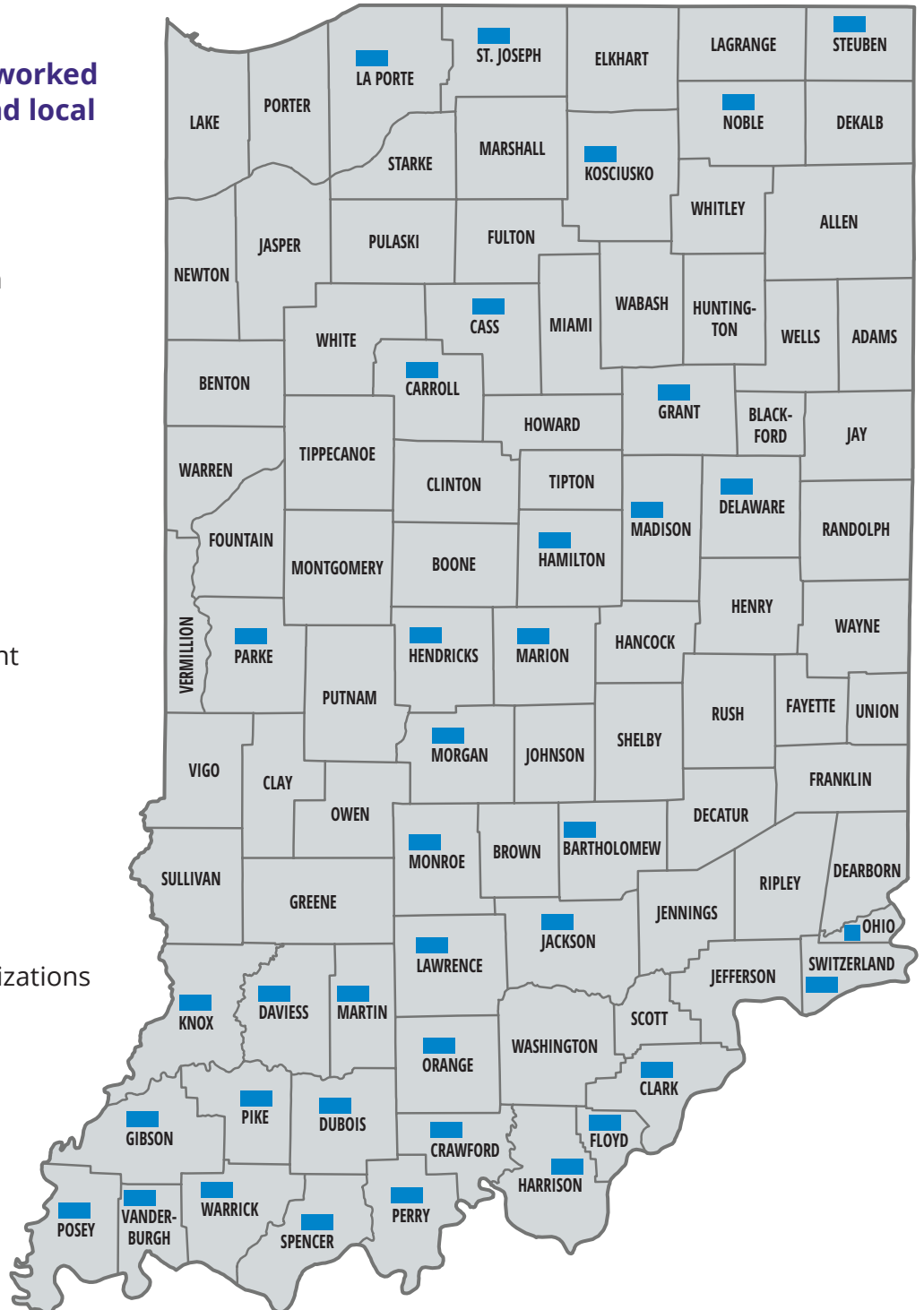
Statewide Impact

For 20 years, Propeller Marketing has partnered with Indiana communities in all 92 counties to tell Indiana's unique stories.

Propeller Marketing has worked with statewide efforts and local marketing organizations:

- Indiana Office of Tourism Development
- Indiana Tourism Association
- Indiana State Festivals Association
- Pete Dye Golf Trail
- Visit Indiana Golf
- Indiana Grown
- Indiana Artisan
- Destination Marketing Organizations
- Local Economic Development Organizations

 Local Marketing Organizations
 Statewide Efforts



Brand Development and Strategies

Propeller's brand development process is always custom-made to fit each community's unique culture and needs. With you, we design the brand promise, personality and voice, the graphic representation of the community and the tools to bring the brand to life.

Town of Cicero

The municipality, the individual departments and tourism marketing were represented by different logos. Propeller created a concise brand strategy that represented the Town of Cicero as a whole. A family of logos were designed to communicate best to each audience.



La Porte County Office of Community and Economic Development

La Porte County's local economic development office expanded its mission to include community development. The new brand's graphic representation is sleek and contemporary to help communicate La Porte County's vision for the future.



Fishers Arts Council

The revitalized organization received a new logo and brand strategy by Propeller Marketing as part of their overall transformation.



Lawrence County Tourism Commission

Limestone Country effectively communicates its outdoor recreation and limestone identity with their new brand strategy and logo.



Indiana Tourism Association

When the Association of Indiana Convention & Visitors Bureaus broadened the organization's scope to include all components of the Indiana tourism industry, Propeller was selected to create a new name and visual identity for the new organization.



Marion-Grant County Visitors Bureau

This destination is well-known for motorcycle events, classic car shows and the birthplace of legendary actor, James Dean. Propeller created a retro "classic cool" brand to attract visitors to the area.



Nickel Plate District

The district in the City of Fishers is promoted to residents, tourists and businesses to encourage visitation and economic development. The district is defined by a logo Propeller Marketing created, which was inspired by the city's railroad heritage.



Noble County Convention & Visitors Bureau

This destination is an oasis of rural landscapes, wooded trails and numerous small lakes. Here, nature can rejuvenate you. Noble County's new brand evokes a vibrant adoration for nature that resonates with travelers who want to leave city life behind for a weekend.



Parke County Visitors Commission

Propeller created the new brand strategy and logo for The Covered Bridge Capital of the World™ and site of the state's largest festival.



Southern Indiana Regional Marketing Cooperative (SIRMC)

SIRMC received a new name, logo, brand strategy and marketing materials from Propeller Marketing to motivate travelers to visit the 15-county area.



Spencer County Visitors Bureau

Propeller developed a new logo for the Visitors Bureau and promotional logos for the destination's two very diverse travel products – Abe Lincoln's boyhood home attractions and the town of Santa Claus, Indiana.



Vincennes/Knox County Visitors & Tourism Bureau

Propeller Marketing developed a logo and tagline that focus on Knox County's historical assets. Vincennes is Indiana's First City and the home of historic re-enactments and the stunning George Rogers Clark National Historical Park.



RELIVE *the* STORY

Work Portfolio

Print Publications



Indiana Travel Publications

Propeller Marketing has produced statewide travel publications for visitors including the Official Indiana Roadway Map (Indiana Office of Tourism Development and Indiana Department of Transportation) and the Indiana Festival Guide™ (Indiana State Festivals Association™). Propeller's range of responsibilities included layout, design, data collection, proofreading and print management.



Hendricks County Wedding Guide

Propeller Marketing designed this stylish publication to motivate brides and grooms to select Hendricks County for their special day.



Columbus IN Style

This publication was produced by Midwest Living and polybagged and distributed with the magazine. Propeller served as creative director for the project, serving as the liaison with the Columbus Area Visitors Center and directing Midwest Living staff by providing the concept, pagination plan, layout directions and copy.



Winner of the 2018 Indiana Tourism Award for Best Leisure Marketing Campaign

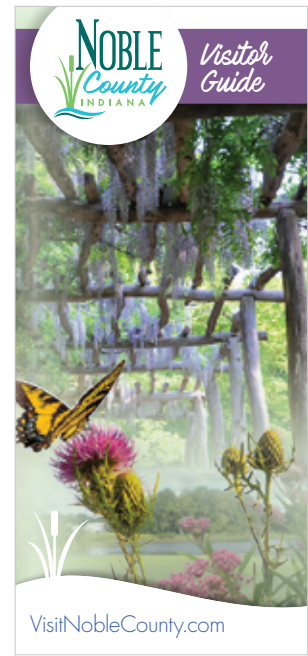
Grant County Visitors Bureau

Propeller Marketing reimagined Grant County's visual identity in a classic cool rebrand. The new look was achieved through a new visitor guide, display ads, e-newsletter and other marketing efforts.



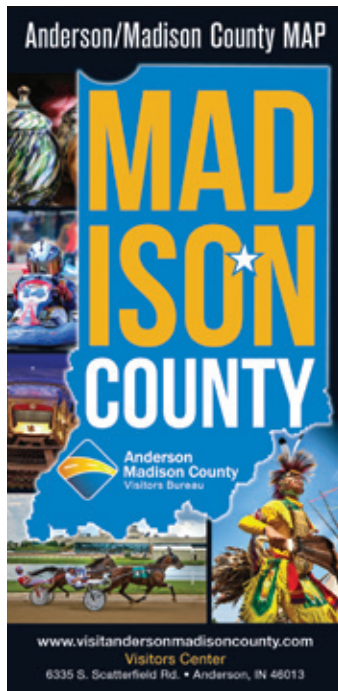
Lawrence County Tourism Commission

This visitor guide for Lawrence County was created by Propeller Marketing, including copywriting and graphic design of ads, maps and editorial pages.



Noble County Convention and Visitors Bureau

Noble County is an oasis of serenity and natural beauty in northeast Indiana. This new publication guides visitors through the rural landscapes and backroads to Noble County's favorite spots.



Anderson/Madison County Visitors Bureau

The redesigned county map and Visitor Guide integrates the Visitor Bureau's branding and messaging into a useful resource for both residents and visitors.



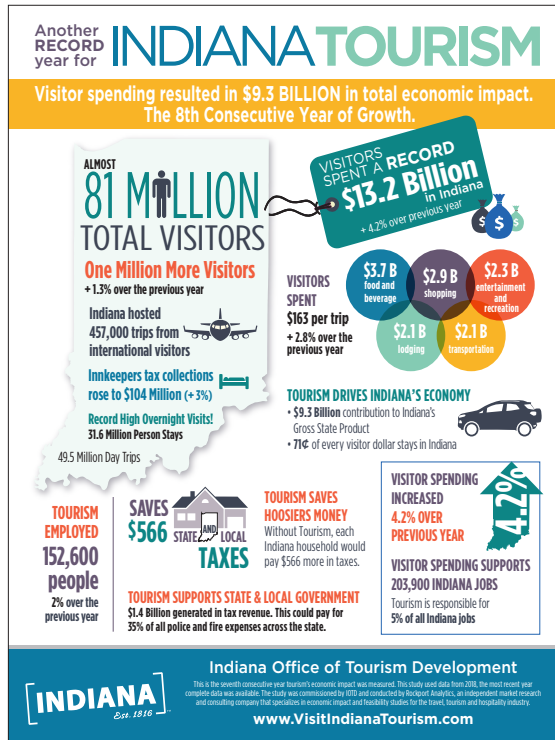
Morgan County Convention and Visitors Bureau

Propeller Marketing developed a new visitor guide and a Martinsville downtown map for the Morgan County CVB. This publication features the unique small towns found between Indianapolis and Bloomington and showcases the art, antiques, farms and hometown dining enjoyed there.



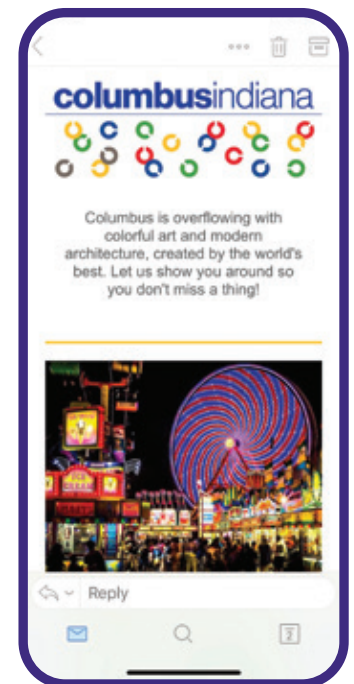
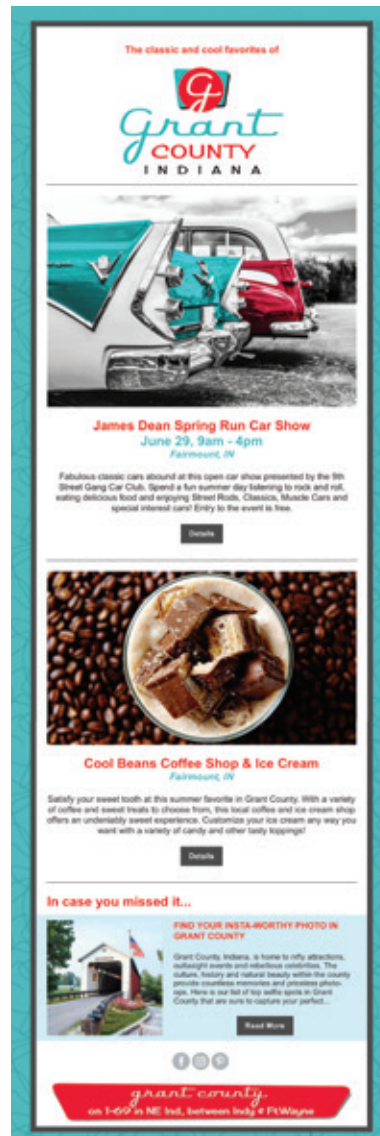
Infographics

Propeller helps organizations share their communication points through infographics. We select the most relevant and motivating data and translate that information into strong visuals that motivate the intended audience.



E-newsletters

Propeller creates mobile-friendly e-newsletter campaigns that achieve results. We develop content, create the design, report on effectiveness and manage recipient lists. Current clients reach an average open rate of 20-30% with each e-newsletter.



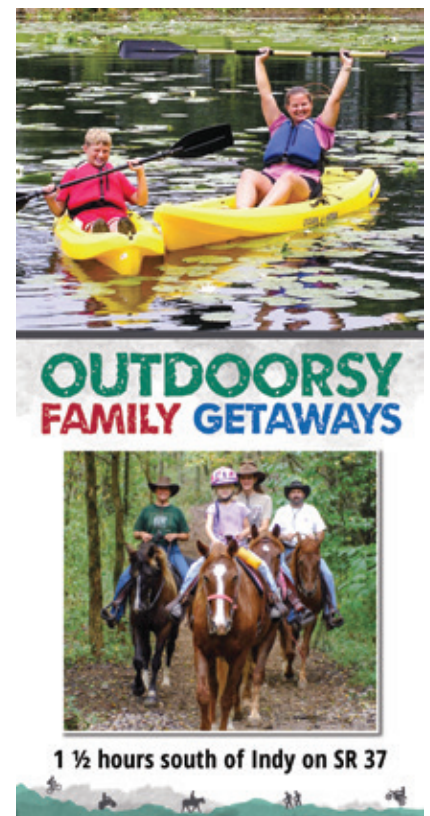
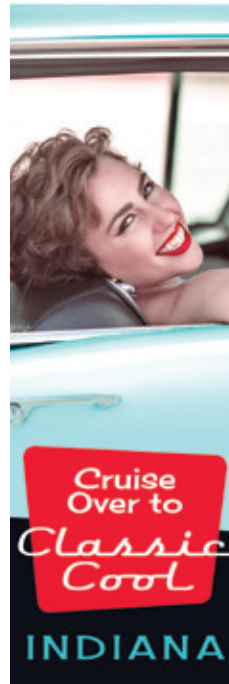
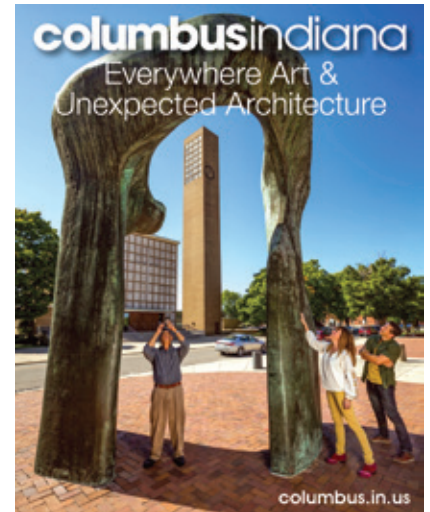
E-flipbooks

An e-flipbook is a mobile/tablet-friendly publication that features outbound links, social sharing and embedded video in a fun, interactive experience. Propeller creates e-flipbooks for visitor guides and other printed publications.



Digital Ads

Propeller creates digital ad campaigns that are thoughtfully designed to achieve trackable client objectives. Artwork and messaging are crafted uniquely for each ad placement to maximize click throughs and visitor engagement.



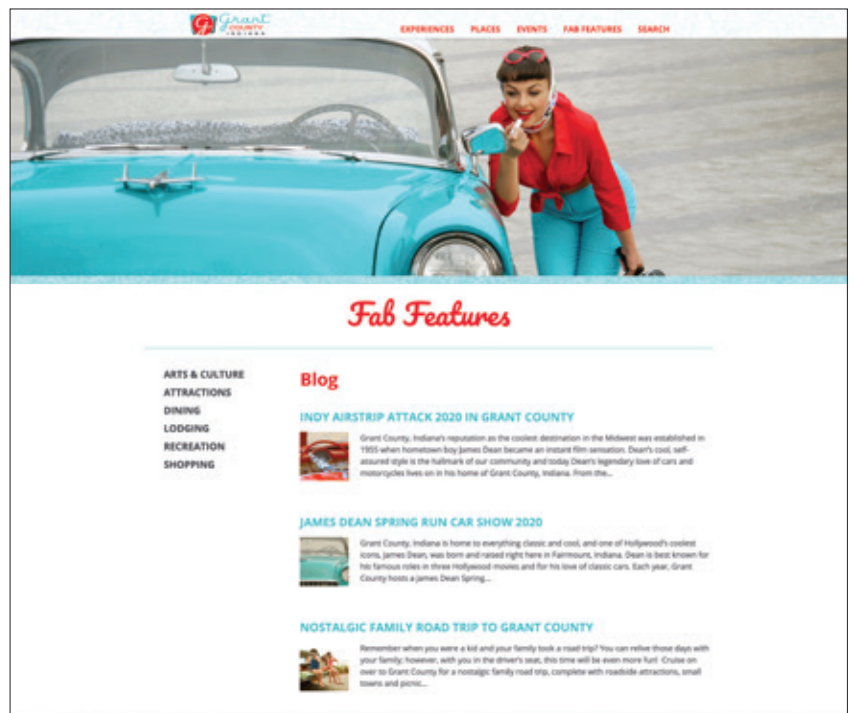
Websites

Propeller custom designs robust websites for Indiana communities. Each site is created with today's best practices for design, search engine optimization (SEO) and conversions. Many community websites have been produced by Propeller to reach visitors and residents alike, on desktop and mobile devices.



www.limestonecountry.com

This site design conveys the unique family outdoor recreation adventures found in Limestone Country (Lawrence County). Attraction, recreation, shopping, lodging and dining listings and an event calendar feed the search function of this site.



www.showmegrantcounty.com

Propeller developed the new destination brand for the Marion-Grant County Visitors Bureau and collaborated with their web vendor to create this new website. The "Classic Cool" brand envelops robust establishment data to be a friendly and effective trip planning tool.



www.visitvincennes.org

Complementing the look of the brand that Propeller created, this site's simplicity ensures that it is usable and enjoyable on both desktop and mobile. The site's content is fed by the blog and calendar of events so that it always displays timely information.

Indiana communities rely upon Propeller Marketing to create engaging content for their websites. Propeller crafts frequent blog posts that include strong story-telling and strategic keywords to help drive web traffic through search engine optimization (SEO) and to engage readers.



No city boasts everywhere art and unexpected architecture quite like Columbus, Indiana. In fact, Columbus has been called one of the best cities in the world for architecture and design lovers. Designed by detailed artists and adored by the community, these pieces of artwork are a must-see for any visitor!



Designed by Henry Moore, one of the most influential public sculptors of the twentieth century, the Large Arch is the largest of this kind of artwork in the nation. Located just outside of the Bartholomew County Public Library, its abstract and organic form provide a contrast to the geometric shapes of the buildings that surround it.



In Greek mythology, the winged Eos was the goddess of the dawn, and rose from her home at the edge of Oceanus, the Ocean, dispersed the mists of the night and opened the gates of heaven every day so that her brother, Helios, the sun, could ride his chariot across the sky.

The Eos sculpture in Columbus, Indiana is a beautiful tribute to the ancient Greek myth. Created by artist Dessa Kirk, located at the intersection of 5th and Lindsey, Eos faces the west as if she rises with the sun each morning. Eos is a must-see sculpture while visiting.



Created by Swiss artist Jean Tinguely, *Chaos I* is a thirty-foot, seven-ton moving sculpture. *Chaos I* cycles through a series of motions to simulate a day in the life. The structure is unique and represents both the calm and busy aspects of the world around us.

In a town filled with unexpected art and everywhere architecture, Chaos I is incredibly special to the community. Located at The Commons, Chaos I continues to move and delight in the heart of downtown Columbus, Indiana. (Photo by Richard Gaynor)

Social Media

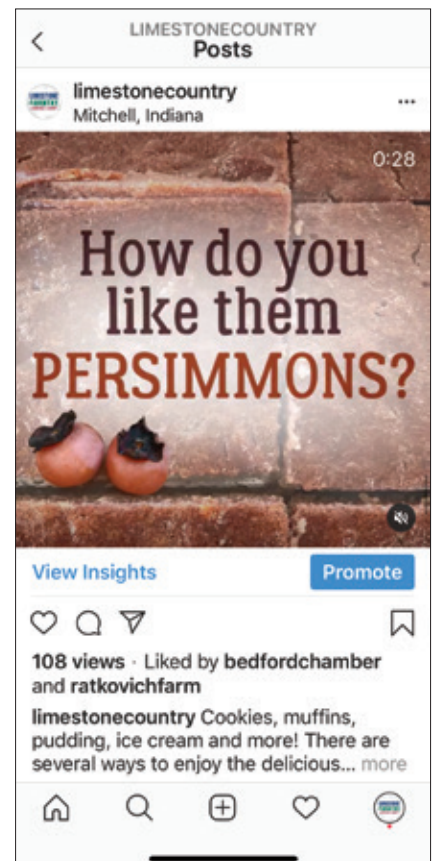
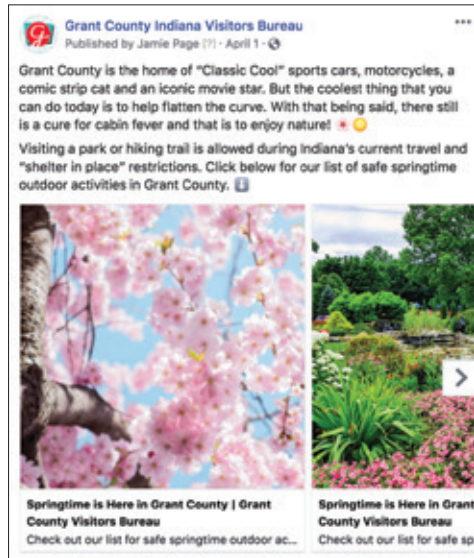
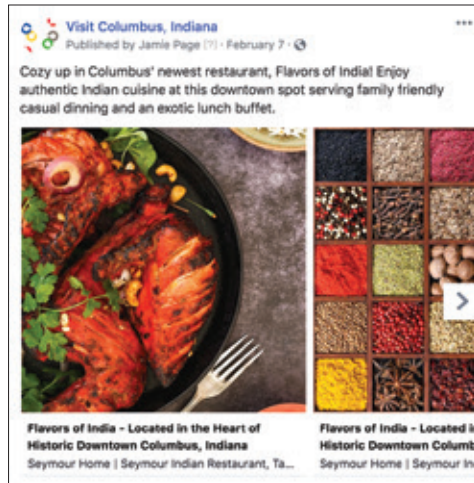
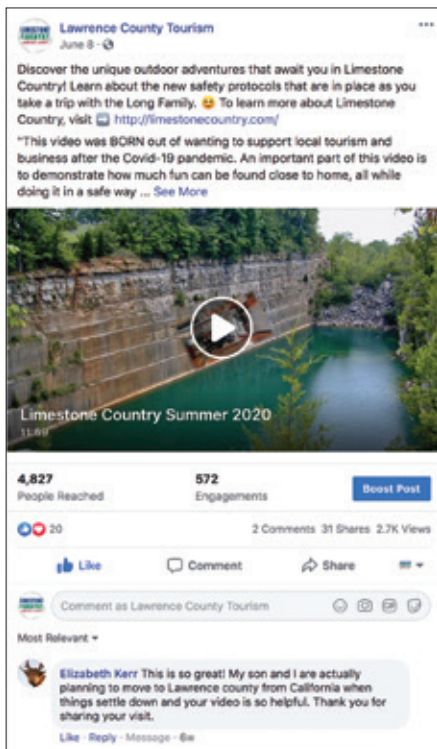
Strategy & Implementation

Propeller approaches social media as an essential part of a community's communication strategy. We create a custom social media strategy and a calendar of social media posts to complement the community's marketing efforts. Propeller can implement the strategy by creating strong images with content and broadcasting them frequently on social media channels on your behalf.

Advertising

In addition to social media posts, Propeller also creates advertising campaigns on social media channels. These campaigns are remarkably affordable and effective for growing brand awareness and festival/event attendance.

Although we are experts in several social media channels, we find that Facebook is especially valuable to reach and motivate a targeted audience with both organic posts and paid ads.





Media Ad Campaigns

Propeller Marketing specializes in promoting Indiana communities. Let us put more than 30 years of media buying expertise to work for you. Our approach to media planning and placement is strategic and custom-made for every client. We utilize today’s most effective media opportunities – no matter the size of your budget.

The media campaigns we create for our clients generate awareness and measurable results, such as:

- Clicks to website
- Facebook likes, shares and comments
- E-newsletter sign-ups
- Video views
- Event RSVPs

A thoughtful “media mix” helps your message best reach your target audience. Our expertise includes all forms of media:

- Digital ads
- Google Ads
- Facebook and Instagram ads
- TV and radio commercials
- Print ads
- Outdoor billboards

Media Planning/Ad Placement Services

| What we provide | What you will receive |
|---|---|
| strategy planning | strategy/media approach document |
| media and plan development | media campaign calendar with budgets and media plan details for each campaign |
| media negotiations | negotiated rates including added-value, if possible |
| communications with media reps | freedom from media reps contacting you |
| order placement and confirmation | a single invoice with a detailed campaign summary |
| submission of ad artwork to media and campaign URLs for Google Analytics tracking | hassle-free media placement |
| monitoring of placed media | confidence that media is running as planned |
| proof of performance | concise and complete results report for each campaign that is ready to share with your board or committee |
| payment to media vendors | a fully executed media ad campaign |



Our Team

Propeller Marketing staff members have over 90 years of collective experience servicing the marketing needs of Indiana communities and organizations.

- **Jocelyn Vare** is the founder and sole owner of Propeller Marketing. Her experience represents a breadth of industries with a sharp focus on Indiana communities and organizations.

Jocelyn is from South Bend and received her B.A. in Public and Corporate Communications from Butler University.

Jocelyn's expertise was first developed at Indianapolis advertising agencies with accounts including Coca-Cola, Papa John's Pizza, the Hoosier Lottery and the Indiana Office of Tourism Development. Jocelyn's work included strategic planning, budget management, client service and campaign development and the management of an award-winning advertising campaign for the Hoosier Lottery.

Jocelyn is a member of the Fishers City Council, a board member of Nickel Plate Arts and Fishers Music Works, a graduate of the Fishers Government Academy, Hamilton County Leadership Academy, Indiana Communities Institute's Economic Development Course and Ball State's Community Development Course.

- **Penny Pennington** is the Senior Creative Designer at Propeller Marketing. She is a graduate of the University of Indianapolis with a B.A. in Fine Art and Commercial Art. Penny has managed the creative process from concept and execution to pre-press and print production for hundreds of projects. She has an uncanny knack for grasping a client's vision, then implements that vision using problem solving and multi-tasking abilities.

Penny's creative talent has been the face of many organizations representing multiple industries including ministries, financial, health care, nurseries, sports, food and travel/tourism. Penny is also an aspiring photographer and digital photo art designer.

- **Susan Ross-Long** is the Senior Media Strategist for Propeller Marketing. Susan works with clients to develop and implement strategic media plans that support marketing goals. She has experience working with digital, outdoor, print and broadcast media across the country during her career and is a highly respected media strategist and negotiator. She crafts a media mix to achieve clients' objectives and successfully procures meaningful added-value with each buy. Susan is always results-driven and provides proof of performance and effectiveness from every media outlet she recommends.

Prior to joining Propeller, Susan worked in the Hoosier Lottery's marketing department as their media and promotions manager. Susan developed annual media strategies and oversaw statewide media placements. She also developed consumer and retailer promotions and marketing sponsorships with Indiana sports teams, events and attractions statewide.

- **Jamie Dilk** is the Content Marketing Manager at Propeller Marketing. Jamie attended Indiana University Bloomington, where she graduated with a B.A. in Journalism, specialization in public relations and a minor in psychology. Jamie has detailed experience in content marketing and creative brand strategy.

Prior to joining Propeller, Jamie worked as the Social Media Marketing Manager for SPLENDA® No Calorie Sweetener and JAVA HOUSE® Cold Brew Coffee. Jamie developed a creative brand strategy and managed all organic and paid social media marketing for each brand.

At Propeller, Jamie is responsible for creating content for clients' websites, apps, social media and digital and print ads. She also composes and analyzes client result reports and manages projects to ensure that Propeller exceeds each client's expectations. Jamie is passionate about her work and is committed to building strong brands that provide compelling and engaging messages to each unique audience.

- **Mike Durbin** is Propeller's primary web developer. He was a Propeller Marketing employee for several years until he started his own web development/design firm in 2013. Since then, Mike and his company, Midnight Viking, have been a contractor of Propeller, creating responsive, modern websites. His specialties include HTML, CSS PHP, MySQL AS3 C#, jQuery, Javascript ASP, WordPress, Concrete5 and more.

Company Background & Contact Info



Jocelyn K Vare

President

317-863-4050

jocelyn@propellermktg.com

T - @JocelynKVare

FB - Jocelyn Kapsa Vare

LinkedIn - Jocelyn (Kapsa) Vare

Propeller's History

Back in 2001, Jocelyn envisioned an organization that would help clients rise to their next level of success, through marketing expertise. This concept of providing "marketing oomph" led her to adopt the company name of **Propeller Marketing**.

Today, Propeller has four employees at an office in Fishers and a team of subcontractors at the ready to serve clients well. Since the beginning, Propeller's sweet spot has been creating marketing tools and identities for Indiana communities that speak effectively to residents, travelers and economic development partners.

Propeller's Philosophy

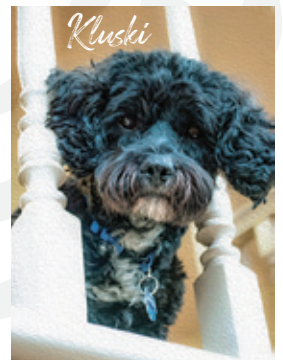
Propeller's value is defined by

- **Our clients' success stories**
- **Our involvement and contributions to our community**
- **Our balanced work-life culture**



A Highly-Caffeinated Fishers Business!

Propeller's office is located inside the Historic Eller House near 116th and Allisonville Rd. When you come to visit, you may be greeted by Jocelyn's dog, Kluski, or invited to visit the Starbucks next door. We are regulars there!



Propeller Marketing

7050 E 116th St. • Suite 200 • Fishers, IN 46038

317-770-8183 • propellermktg.com