

CREATE LUST. EVOKE TRUST.
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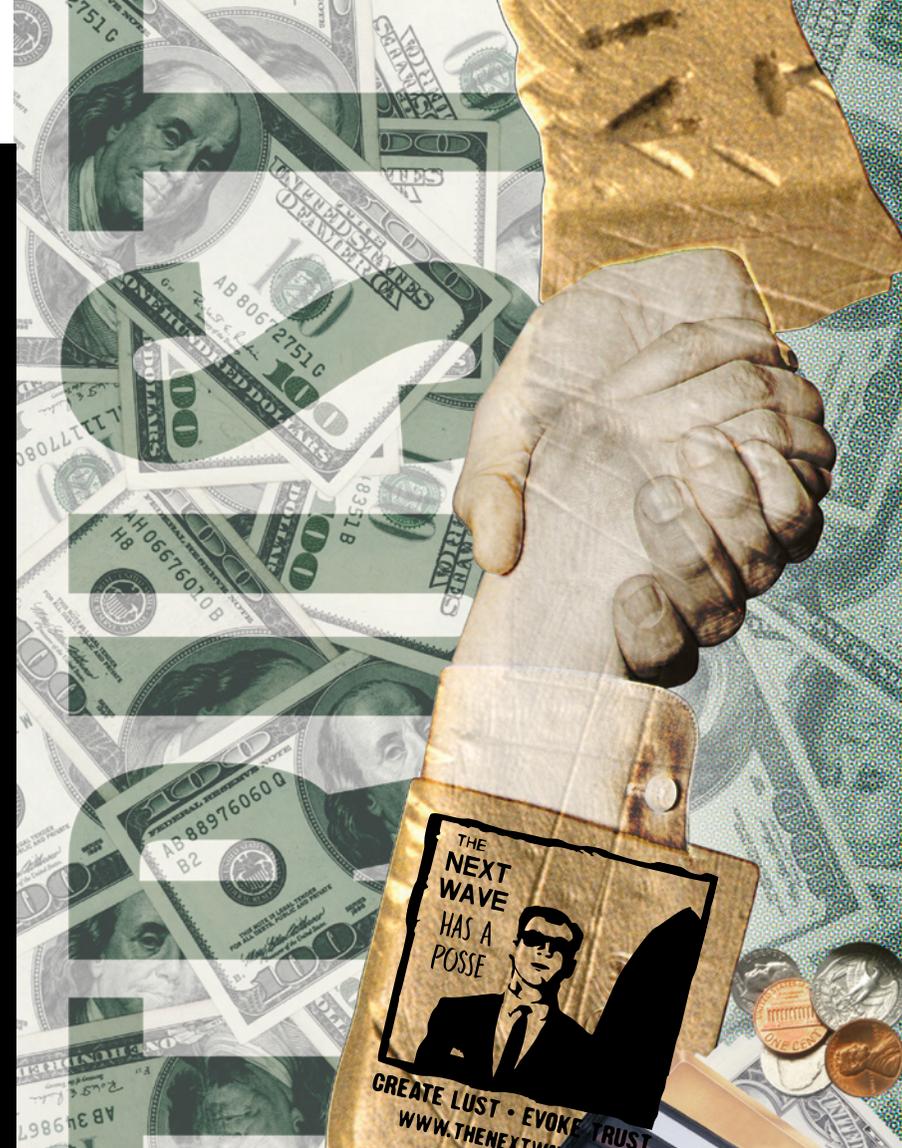


ABOUT

Wasting a potential client's time is one of the worst things you can do. Here are the quick and dirty basics:

THE NEXT WAVE

- Based in Dayton, Ohio
- David Esrati, DBA The Next Wave, since 1990
- D&B #: 627406994
- CAGE Code: 3HVZ6
- EIN: 31-1228264
- VA Certified Service Disabled Veteran Owned Business (SVD OB)
- HUBZone and Ohio EDGE Certified
- Capabilities: branding, marketing, web, video, social, print, copywriting, PR, media placement, trade show and event management



HEART + SOUL

Instead of staff bios and mission statements, we'd rather tell you a secret:

We don't work for just anyone.

You have to love your business as much as we love ours.

Everything you read here is a product of love, crafted by a dedicated team who pour their souls into everything we do.



METHODS

“Business has only two functions — marketing, and innovation.” These were the words of Peter Drucker, perhaps the most influential business thinker to ever live. We can do him one better: we sell *marketing innovation*. How?

CREATE LUST.

Legendary ad man George Lois called it “poison gas.” The interviewer was confused. Lois continued, “It should bring tears to your eyes, unhinge your nervous system, and knock you out. *That’s advertising, right?*”

It’s not enough to be clever. Is the idea so big that people will talk about it? Write about it?

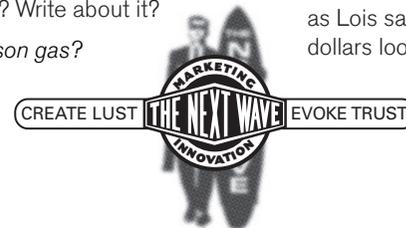
Is it poison gas?

EVOKE TRUST.

In 1912, McCann Erikson called it “Truth well told,” and trademarked it as their credo. Integrity is currency, and a voice that’s genuine is the only thing that gets you heard. You risk alienating your customer if you try to fake it.

Our credo, “Create Lust • Evoke Trust,” shapes the way we think. We believe great advertising is art, and if we can’t make your heart skip a beat, or reconsider how you see a message, identity, product, or service, we’re not doing what we promise.

Our job, put simply, is to make you more money than you pay us — or, as Lois said, to make a million dollars look like 10 million.



POISON GAS

DESCRIBE YOUR ADVERTISING?

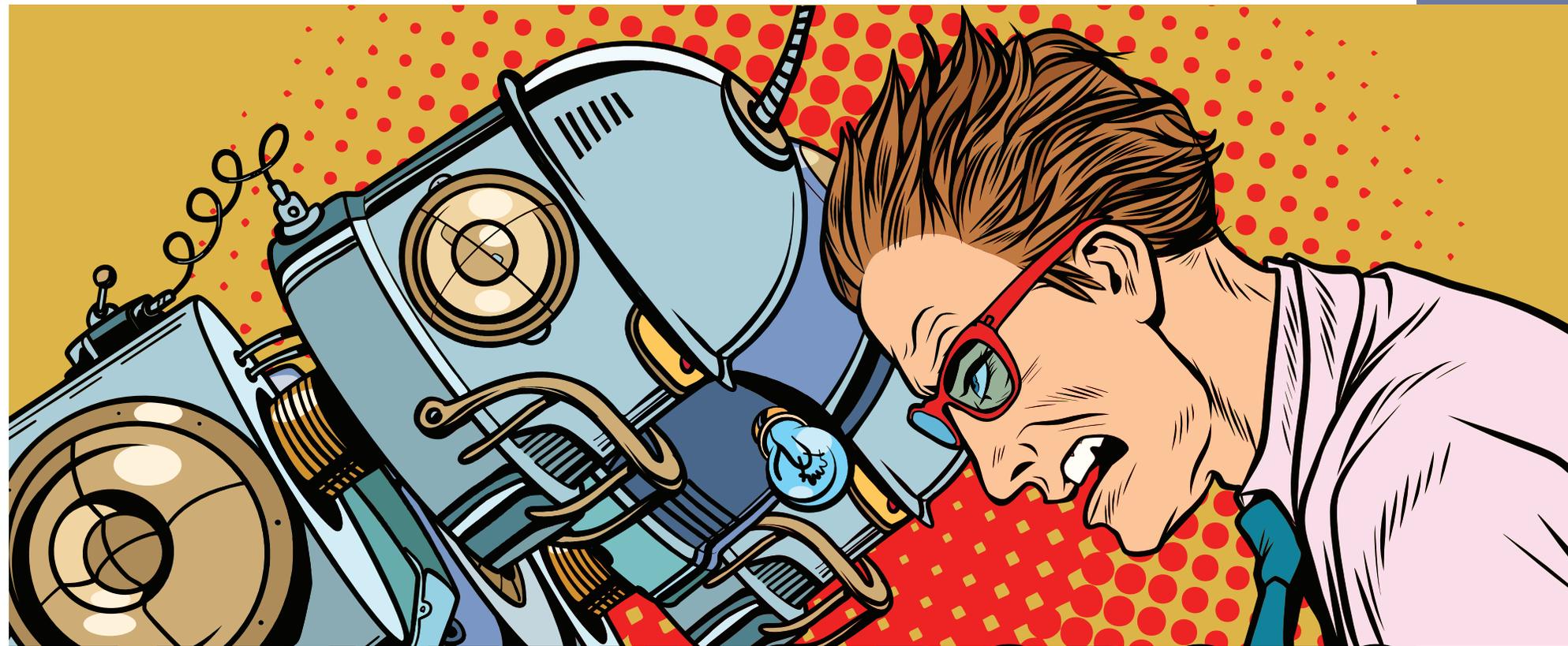
Truth well told™

A.I. AND AUTOMATION

No, we're not suggesting creativity or strategy is going to be done by some A.I. driven replacement for big brain creatives. We're here to help you use the right combination of marketing automation, customer relationship management and analytics to create results for your brand.

Need a way to funnel in customers with highly targeted and efficient online campaigns? We can do that. Need to differentiate those customers and send them optimized content and calls to action? We can do that too. Want to track conversions on your ad campaigns, and better yet, build new audiences that hanker for more of what you've got? You should know who by now.

And what's best is we do it all with open source tools. Why? Because, do you really trust your companies most valuable asset (your customer information) to a faceless corporation that may one day decide to stop supporting the workflow you've invested everything in? Didn't think so.



MARKETING ROBOTS

CREATIVITY

All these stats and programmatic tools won't mean a thing if no one wants to see your ad. Making ads that don't feel like ads, things you want to share, talk about, hang on your wall, is the key to making all the data work for you.

There's a reason we're called The Next Wave, it's that we've been ahead of the curve on every tool and trend in marketing technology.

Your web site may be an amazing sales tool, but in the end, people do business with people they like. Let us make your introductions, then thank us.

BRAND CASE STUDIES: LAS-STIK



LAS-STIK MANUFACTURING

The "Gitum" dust cloth has the distinction of owning the longest continuously offered part number in the GM line. Available to dealers since 1923, this low-tech duster has a long history and loyal following. When a former Arthur Anderson accountant bought the Las-Stik manufacturing company, his first stop was another agency that did one more packaging and logo redesign, following in the footsteps of other agencies over the last 70 years.

Walking into The Next Wave, our accountant-come-manufacturer brought a pile of old packages, ads and keylines. We spent days going through this treasure trove, learning all we could about the history

of the Las-Stik company and falling in love with the classic branding. Ultimately, we decided the best approach would be to reestablish Las-Stik's heritage.

We began by redrawing their classic logo from the twenties, adding a new oval with the words "manufacturing company" and "since 1915" to further position the brand in a historical manufacturing context.

Instead of producing separate packages for home and automotive uses, we transformed the product bag into a dual sided package. One side could be displayed for home products and the other side for automotive. This minimal effort saved the company needing another packaging design and cut costs. We were able to achieve an economical result even as we added colors and style to the package design.

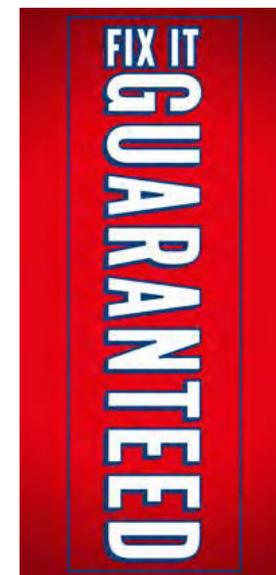
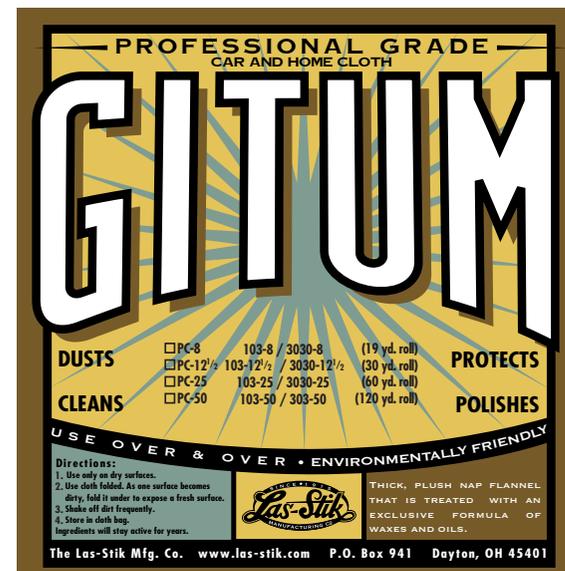
EXPANSION FOLLOWS CONFIDENCE

The new package sold so much better than the "modernized" designs, Las-Stik tasked us to create a new brand using an old trade name: "Fixit Guaranteed!" This line of

automotive accessories is distributed mostly at license bureaus and convenience stores across several states. Marked by a 2 color, red, white and blue scheme, these products paired with our branding helped Las-Stik manufacturing continue to grow.

MEAN PAINTBALL

The most recent acquisition to the Las-Stik family is "Rufus Dawg Mean Paintball" products. This brand showed up at our door like an abandoned puppy. They are a high-end manufacturer of tag balls and accessories and The Next Wave was selected to completely overhaul packaging and the rebranding.



BRAND CASE STUDIES: M.L.O.

THE ULTIMATE THRIFT
YOUR COLLEGE ID MEANS YOU SAVE EVEN MORE!

NEED A COLD ONE? OR TWO OR A HUNDRED?

BUILDING BUSINESS TYCOONS

NEVER WASH DISHES AGAIN

10% OFF

THE FIRST PLACE TO LOOK FOR EVERY LAST THING.

OLD LOGO



COME ON A SHOPPING SAFARI WITH ME

THE FIRST PLACE TO LOOK FOR EVERY LAST THING

INSPIRATION IN EVERY AISLE PERSPIRATION GETTING THROUGH THEM

THE FIRST PLACE TO LOOK FOR EVERY LAST THING

NEW LOGO



KNICK KNACK PADDY WHACK
(YOU KNOW WHAT TO DO)

PREPARE FOR WINTER (OR THE NAVY)

HE SHOPS HE SCORES

MENDELSONS LIQUIDATION OUTLET

THE FIRST PLACE TO LOOK FOR EVERY LAST THING.

MENDELSON'S

Mendelson's Liquidation Outlet was a mecca for geeks before The Next Wave transformed the brand into a place to "go on a shopping safari." Previously selling to a client base of mostly engineers and tradesmen, it expanded to also become a place for bargain hunting moms and urban hipsters. We told the community that Mendelson's is "The first place to look for every last thing."

Our efforts are a masterful example of how rebranding and advertising can increase the profitability of an indefinable, messy retail venture. In a year and a half, with a \$150,000 budget, we generated traffic and buzz the likes of which they'd never seen.

NEW BRANDING

We crafted a new brand mark to give the store a consumer friendly face. *The First Place to Look for Every Last Thing.* The owner wanted to shorten it to "The first place to look." We held fast. Our research and understanding of this retailer's customers told us that our tagline was the answer.

Almost 2 decades later, it still is. Mendelson's customers needed to think of their shopping experience as an adventure — a place to locate an impossible or unexpected find.

NEW PRINT ADS, NEW ATTITUDE

Weekly ads in the local free paper focused on a different product in a fun way. Our ads were low cost, 1/8 of a page, and projected confidence rather than focusing on price or value (these were often moot points). Special event or "Sale" ads would be made larger and in color. The constraints of a limited budget never slowed us down.

TELEVISION

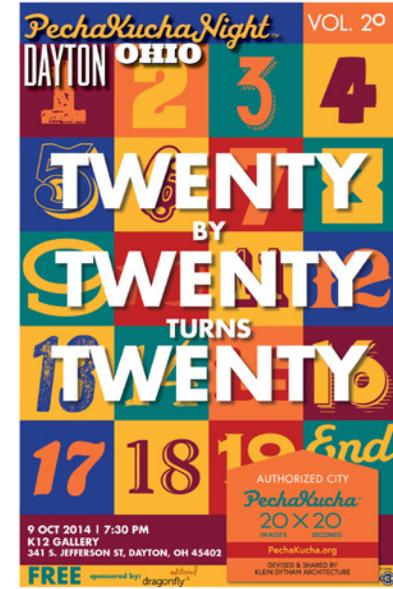
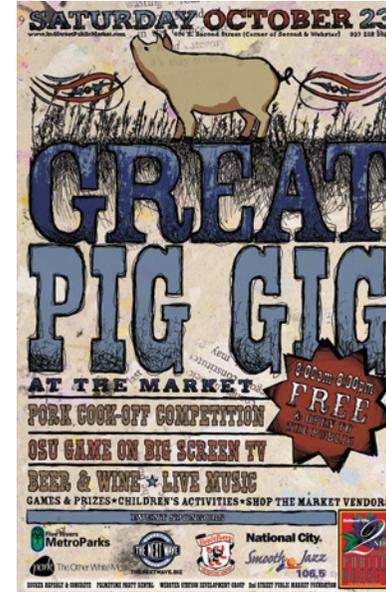
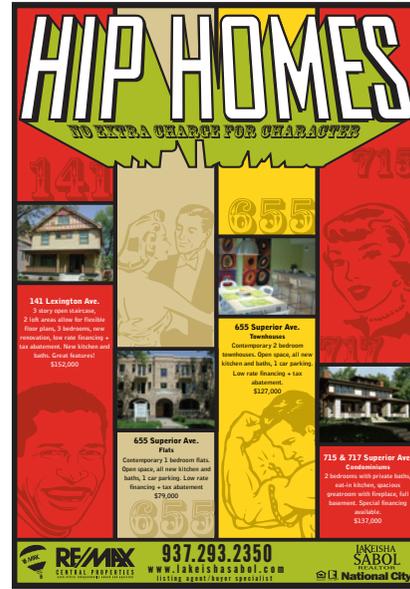
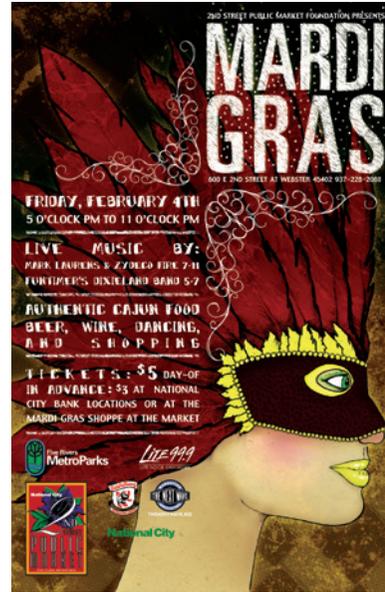
Buying spots run-of-station can be a crapshoot. The key to success was that there had to be enough volume to get noticed. We struck a deal with Sinclair Broadcasting and bought in bulk, taking remainders with some qualifications about our ad not ever appearing in the same pod or more than twice in a half hour. Spots ranged from \$2 each to a top of \$150 on NBC and FOX, which

accommodated our \$2,000 monthly budget. We asked to load as much of the schedule in two weeks as possible. The first spot we shot featured a character named "Bubba" walking through the store wearing a safari helmet and fishing vest. The client initially dismissed the idea, asking "who's the chubby kid?" After the only two weeks of running the spot, our client was saying it was time for another, now asking "where's that chubby kid?"

OUTDOOR ADVERTISING

Dayton RTA buses were chosen for outdoor advertising, which included ten bus-side ads in the first year. The second year, we did the same thing, but bought the other side of the bus and tails. Because RTA doesn't replace the ads unless they are bought by a new client, they left many of our posters up at no charge. The "chubby kid" gave us loads of feedback; between the TV and the buses he became "Dayton Famous."

WOULD YOU HANG IT ON YOUR WALL?



WOULD YOU STEAL ONE OF OUR POSTERS?

DIGITAL



WEB DESIGN & DEVELOPMENT

THE MYTH

We are living proof that technical expertise and design acumen are *not mutually exclusive*. Our designers are full-stack developers — experts in multiple web languages, as well as lifelong students of the crafts of advertising and graphic design.

You will not find code monkeys with no sense of aesthetic or User Experience (UX) here, nor designers who carve up pretty-looking Photoshop templates into something that barely loads on a phone. We have a deep love and understanding of the technology we use, and that translates into effective, from-scratch solutions.

THE SECRET

Being one of the first truly digital advertising agencies, not many understand the web like we do. One example: we prominently display a list of our competitors in the region* right on the front page of our website. It's useful content, and that list gets us ranked at the top of search results for local ad agencies and makes us the first stop for top creative talent moving into the area.

Our techniques have proven so effective that we've even had our competition take our 1-day to Internet mastery crash course, Websitetology.

Proven, secure technology serves as the foundation for our solutions. We develop and design using:

- WordPress
- PHP & MySQL
- JavaScript
- jQuery
- HTML 5
- CSS 3

WHY WORDPRESS?

What started out as a blogging platform has gracefully evolved into the world's most popular Content Management System (CMS) now powering over a quarter of the web.

It's secure: The core is open source and constantly evaluated by thousands of the world's top security experts.

It's well-supported. WordPress is developed and maintained by a gigantic community of users, and funded by huge investors like The New York Times.

It's versatile. There is an unparalleled variety of widely-used 3rd party plugins capable of handling Search Engine Optimization (SEO), security, e-commerce, and virtually anything else people do on the web. We even develop and maintain our own plugins.

How confident are we? We list our competition on our site:
* <https://thenextwave.biz/not-us>

KILLER CONTENT

From a consumer's perspective, good content stands on its own by being interesting *and useful*. And if you're lucky, *shareable*. These principles are solid: don't bore them, don't talk down to them, and never waste their time.

The value of your content is exponentially multiplied when your timing, voice and presence are hitting on all cylinders with the right message, at the right time, to the right people and optimized for their devices.

Your goal is to connect with consumers *and*; the competition, the media, and search engines. You want everyone to either know, or be able to find you when they need to.

In an effort to rig search results in their clients' favor, online marketers created what we call "SEO voodoo" involving keywords and links that weren't useful to anyone. Many agencies still sell these phony SEO techniques like snake oil, despite these ancient tricks are now detrimental. The artificial intelligence that powers the modern web is smarter than any of us know.

Content, not trickery, is the most important factor in improving visibility and converting sales. In essence, *content is king*.



VIDEO POWER

Fact: Half the people read (congrats, you're on the last page of this) and half the people watch TV.

YouTube is the number two search engine in the world.

If your strategy doesn't include video, you're missing half the people out there.

We don't profess to be able to make every video "go viral," but we all know what that can do. Dollar Shave Club was sold for a cool billion because "our blades are f***** great." Razor blade subscriptions, who knew?

Social media has extended the reach of video to unprecedented levels. It's the sharing currency of social media.

Just remember, everyone has the internet in their pocket.

VIDEO WORKS

Selling has changed. From what does it do, to what does it do for me, to how do I feel about myself because of this. We see the world every day in full color, full motion, full immersion 3-D with surround sound. We are writing these words on paper, when in fact, we'd rather be showing you a video since we can't be with you right this minute.

Video sells. It's often the best way to tell them, show them, engage them. We've got the tools to not only make the video, but make sure it gets seen.

The power of ideas, expressed using the best possible medium, is infinite.

Cut to a scene of a fat kid jogging toward you all alone on a road....



Want to see watch some of our video?
<https://thenextwave.biz/video>

**GREAT IDEAS ARE
WHAT WE SELL.**

**UNFORTUNATELY,
GOVERNMENT
NOMENCLATURE
ISN'T SEXY...**

NAICS CODES

- 339950 POP Trade show display production
- 541810 Advertising Agencies
- 541430 Graphic Design Services
- 541613 Marketing Consulting Services
- 323122 Pre Press Services
- 323114 Quick Printing
- 541830 Media Buying Agencies
- 512110 Motion Picture and Video Production
- 541511 Web Development
- 518210 Web Hosting
- 512191 Teleproduction & Other Postproduction Services
- 541820 Public Relations Agencies
- 541860 Direct Mail Advertising
- 541890 Other Services Related to Advertising
- 541921 Photography Studios, Portrait
- 541922 Commercial Photography
- 611420 Computer Training
- 339999 All Other Miscellaneous Manufacturing

CERTIFIED SVDDB | HUBZONE CERTIFIED | OHIO EDGE QUALIFIED

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<https://agencyoflastresort.com>**