

# SILBERWARE

SILBERWARE is a marketing consultancy whose mission is to create sustainable competitive advantage for our clients through the development of powerful, persuasive and memorable integrated communications.

We believe a well-thought-out brand value proposition—compellingly told verbally, visually, and through interaction—is a business's marketing backbone, providing the framework for advertising campaigns, sales presentations, direct response solicitations, customer service scripts, and every other company/customer touchpoint. Having a clear, consistent voice is necessary to break through today's oversaturated media marketplace and reach its audience.

We also understand the reality of compressed timelines and budgets, and we tailor our approach to deliver maximum value to our clients within appropriate parameters. Whether an engagement lasts one year or one day, our project teams—professionals who have previously held senior positions at leading agencies and consultancies—bring the highest level of expertise, experience and enthusiasm to their work. Shockingly, we find good things happen when talented people actually work on projects, rather than just “manage.”

“Mark is the rare creative professional who truly cares about business objectives and strategy. His creative team was critical to the early success of Dell.com.”

—*Scott Eckert*  
*former director,*  
*Dell Online*

## SERVICES

- **Advertising.** Got ads? Our team has won awards in broadcast, print, outdoor and Internet advertising.
- **Collateral.** Everyone jokes about brochureware, but the fact is a good brochure is a great selling tool.
- **Copywriting.** Words are the heart of your marketing message. Make sure yours demonstrate both style and substance.
- **Logo + Corporate ID.** Just who do you think you are? Your corporate identity is step one in introducing yourself to the world.
- **Multimedia.** Want to see your website cook? We'll add sizzle—without forgetting the steak.
- **Naming and Nomenclature.** What's in a name? Whatever you put there—and whatever your audience takes away.
- **Presentations.** Smart, succinct sales shows—as well as jokes to make while the projector is rebooting.
- **Rich media advertising.** Beyond-the-banner ads that get your message across without annoying your audience.
- **Sales sheets.** Data doesn't have to be dull. We'll convey the facts in an engaging way.
- **User experience/Usability.** Does your site turn browsers into buyers? Or customers into escapees?
- **Web development.** From small marketing sites to full-scale ecommerce builds, we can help you do digital business.

## RECENT CLIENTS

<b>Brandem Group</b>	Corporate identity
<b>Celiant Wireless</b>	Website
<b>Direct Response Technologies</b>	Corporate identity and usability
<b>Evelyn Dahab Training</b>	Corporate identity, website and collateral
<b>Flamenco Networks</b>	Messaging strategy and copywriting
<b>KLOCwork Software</b>	Brand strategy; naming and nomenclature
<b>Lumenati Networks</b>	Corporate identity and website
<b>Performaworks Software</b>	Internet strategy and brand strategy
<b>WSBANG Solutions</b>	Corporate identity, website and collateral

“Mark’s people managed to deliver our branding before the product itself was complete!”  
 —*Colette LaForce*,  
 former  
 Marketing Lead,  
 Lumenati

## HISTORIC CLIENTS

<b>AIG Trading</b>	Website	<b>Lexmark</b>	Website and online marketing
<b>Alliance Capital</b>	Website	<b>Liz Claiborne</b>	Website and online marketing
<b>AT&amp;T</b>	Internet strategy and website	<b>Mars Music</b>	Website
<b>Autobytel.com</b>	Corporate identity and online marketing	<b>McKinsey &amp; Company</b>	Website
<b>Book of the Month Club</b>	Internet strategy	<b>Minute Maid OJ</b>	Print advertising
<b>British Airways</b>	Outdoor advertising, sales film	<b>National Foundation for Ileitis and Colitis</b>	Print and TV advertising
<b>Burger King</b>	TV advertising	<b>Northwest Airlines</b>	Print, radio, outdoor and TV advertising
<b>CareGuide</b>	Website	<b>Oncology.com</b>	Website
<b>Carlson Companies</b>	Brand strategy and Internet strategy	<b>Pantene</b>	Website
<b>Celiant</b>	Website	<b>ParentTime (TimeWarner)</b>	Website
<b>Champion Sportswear</b>	TV advertising	<b>People for the American Way</b>	Print advertising
<b>Chase Vista Funds</b>	Website	<b>Phys.com (Conde Nast)</b>	Internet strategy
<b>Citibank Mastercard/Visa</b>	TV and print advertising	<b>Ponderosa Steakhouses</b>	TV advertising
<b>Columbia House</b>	Website	<b>Postal (video game)</b>	Online marketing
<b>Cover Girl</b>	Website and online marketing	<b>Pringles</b>	Online marketing
<b>Dell Computer</b>	Website and online marketing	<b>Royal Caribbean</b>	Website
<b>Greenwich Associates</b>	Website	<b>Seagram</b>	Website
<b>Hi-C</b>	Print advertising	<b>Sprint</b>	Website and online marketing
<b>Hugo Boss</b>	Website and online marketing	<b>Sprite</b>	Radio
<b>ICI Americas</b>	Print advertising	<b>TelStreet.com</b>	Website
<b>Insurance.com</b>	Corporate identity and website	<b>Time Square 2000</b>	Internet strategy
<b>Intel</b>	Online marketing	<b>Tommy Hilfiger</b>	Internet strategy
<b>Kraft Kids</b>	Internet strategy	<b>Tylenol</b>	TV advertising
<b>Lexis-Nexis</b>	Website	<b>USWeb/CKS 101</b>	Intranet
		<b>Whirlpool</b>	Online marketing
		<b>WRC Media</b>	Internet strategy
		<b>Xerox</b>	Radio

## PARTNERS

Running lean and mean is part of our value proposition, but we're the first to admit when a project is too big or out of our area of expertise. SILBERWARE has relationships with the top three agency holding companies as well as with media specialists, strategy boutiques and technology integrators that can be leveraged to execute a project.

## ABOUT MARK SILBER



Mark Silber, president + creative director of SILBERWARE, is a veteran creative professional with almost two decades' experience in advertising, new media, e-business consulting, and client-side marketing.

Before launching SILBERWARE, he was founder and chief marketing officer of Primordial, an IT consultancy and enterprise software company, and president of Brand Conception, a brand strategy and design consultancy. Previously, he was partner, executive

creative director of USWeb/CKS, an e-business strategy, technology and design firm. Prior to that, he was vice president, executive creative director of Grey Interactive, the digital marketing arm of Grey Advertising. He has also held positions at Saatchi & Saatchi Advertising and Lowe & Partners.

Mark has created brands in numerous categories including high-tech, financial services, and consumer goods. He has served both Fortune 500 companies and start-ups, and claims creative responsibility for several hundred websites. An honors graduate of Harvard College, Mark is a member of the American Marketing Association, the New York New Media Association, and the One Club. He has received numerous awards and accolades, including Cannes Interactive, CASIE, the Clios, the EFFIEs, the New York International Film Festival, and the One Show. Mark lives with his wife and two children in New York.

**“Mark successfully led us through a recent corporate identity effort. His copywriting helped crystallize our message and unify diverse product lines.”**

*—Jason Wolfe,  
President,  
Direct Response  
Technologies*