

MARINE

STRATEGY • CREATIVE • EXECUTION



FORWARD



LEE GORMAN

The foundation of all business transactions is trust.

From raw material producers to consumers of finished goods and services, each depends upon the word of the other to achieve the ultimate goal — sales. Successful marketing aims to establish that trust, nurture its confidence, and maintain the loyalty it spawns.

At Mllc, we help our clients accomplish these goals by offering services that enhance their efforts to be heard and believed. But before we can begin to assist them to sell, we too must be accepted. We trust that what follows demonstrates our good faith and success in extending our client's marketing efforts.

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CON • CEP • TU • AL

At Mllc we have established an art form that accents content derived from client participation, from initial conversation through to final project.

LEE GORMAN 401.996.4706



MARINE CLIENTS WE HAVE WORKED WITH:

- **AIRBORN CHARTERS**
- **A.J. OSTER**
- **ARGO NAVIGATION**
- **CAPE COD TRAWLERS**
- **CLIFFORD METAL**

- **COOKSON PLASTICS**
- **EASTBAY CHARTERS**
- **FRAM CORPORATION**
- **FREEDOM YACHTS**
- **HINCKLEY YACHTS**

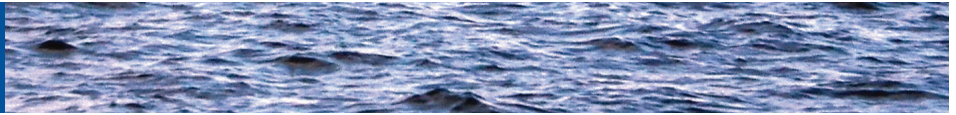
- **HUDSONECOFUEL**
- **HUNT YACHTS**
- **LEGACY YACHTS**
- **SOUNDOWN CORPORATION**

 Companies sell directly to consumers

 Companies sell to marine businesses

 Companies sell to businesses and consumers

ABOUT



OUR POSITION

MLlc is a group of independent communications professionals established by Lee Gorman. We offer a matrix of advertising, design, branding, trade show design/management, research, and web solutions. Our results-oriented strategies and outstanding creative work have earned us respect amongst our clients and competitors alike.

Whether business-to-business or business-to-consumer, our knowledge of regional, national and international markets provides the guidance you need to compete.

LEARN THE BUSINESS

Our work starts with questions.
Lots of questions. Such as
Do you know your true customer?
Who is the target audience?
What are your company's marketing objectives?
What are the benefits of your product?
What is different and/or better about your product/service?
What is your competition doing?
What are your customer's pain points?

ESTABLISH A DIALOGUE

Often the right answers are hard to find. So we dig in. Talk to you, your customers, your sales people, editors and media representatives.

Once we've gotten to know each other, we put our recommendations in **writing** so you can sit down and mull them over. Then we **listen** to your responses . . .

"We're going to expand into other markets."

"A new competitor has entered the field."

"We're going to introduce a new product."

When this happens, we revise our plan and resubmit it for your review.

We keep at it until it works.

By studying your products' strengths, evaluating industry trends and analyzing the competition, we design and write to create a powerful conceptual bridge



IN•FORM•A•TIVE

With over 3 decades experience in marketing communications, we know how to get the answers and get results. We study your marketplace, and most important we listen to you, and help you determine the correct channels for your marketing needs.



CASE STUDIES

The following case studies demonstrate our unique way of thinking. Our objective was a solid rate of return using sound marketing principles in new ways and directions for the benefit of our clients.

CLIENT: LEGACY YACHTS



The New Legacy 32. Leaving Other Boats In Her Wake Before She Ever Leaves The Dock.

It might be tempting to think of a Legacy 32 as a destination in itself. The bridgeback is so perfect for hanging, the galley more like a custom kitchen. The wood and the comfy seats and the lighting are so rich and inviting.

But then, if you never went anywhere with your Legacy 32, you'd never get to appreciate the heart and soul of her, her clean, quiet running. The fast, efficient single-diesel performance. The reliability of systems that have been engineered like those of yachts more than twice this size.

Come aboard. You'll never look back. Legacy by Freedom Yachts, Middletown, Rhode Island. Phone (800) 999-2909. E-mail sales@legacyyachts.com.

LEGACY
www.legacyyachts.com



Legacy Yachts selected Lee Gorman to strategize with the marketing director to develop and produce a new advertising campaign that included the entire fleet of Legacy Yachts, beginning with their twenty-eight-footer up to the prestige fifty-four-foot majestic yacht.

The campaign consisted of consumer advertising, collateral for each yacht, public relations support in selected media, and promoting their website. This promotional program lasted three years.

Brochure: One of many brochures designed with transparent inserts to help select different cabin layouts, placed in a the pocket folder.



The Legacy 42 IPS

The Legacy 42 pairs this latest development with a proven hull shape that gives her crew more comfort underway providing a stable platform and great visibility at the helm.

And inside this yacht there is excitement to match the ride. Features include 40 headroom in the cockpit and the massive cockpit for making large parties a reality. Choose the Legacy that works best for your style of cruising.

Outstanding Quality

The Legacy 42 is built using all stainless steel, and is built to last. She has the best of both worlds and is built to last.

Things are stainless steel embedded in solid glass. The hull is fabricated using the latest in infusion techniques that create a virtually uniform bond of resin penetration for a strong hull that is as lightweight as possible. It also allows us at Freedom Yachts to have a safer workplace for our employees and a cleaner environment for all.

You will note that Legacy uses the very best equipment and equipment. From the engine, the choice of the blue engine to the embedded engine and the best equipment we have built the Legacy 42 with the most dependable names in the marine business ensuring you years of trouble-free use and excellent value at resale time.

Essential Considerations

LOA	42'	DISPLACEMENT	16,000 LBS	Price of Yacht	Legacy by Freedom Yachts, 300 Oldham Lane, Middletown, Rhode Island 02842
LOA	42'	MAXIMUM DISPLACEMENT	18,000 LBS	Phone (800) 999-2909 Fax (401) 949-1900 E-mail sales@legacyyachts.com	
MAX COAST	13'	MAXIMUM CRUISING	20 KNOTS	Or visit us at www.legacyyachts.com	
MAX CRUISING	13'	MAX CRUISING	20 KNOTS		
MAX CRUISING	13'	MAX CRUISING	20 KNOTS		

Requires 100 HP engine.

LEGACY

Galley Down Option A

Work included:

- Strategy
- Advertising
- Graphic Design
- Copy/Content Writing
- Computer Production
- Art Direction
- Press Proofing

CASE STUDIES

CLIENT: SOUTH SHORE BOATWORKS

South Shore Boatworks approached Mllc, asking us to review their marketing and how we would raise their name recognition and products in the marine industry.

The marine industry has many small to mid-size companies, where South Shore Boatworks may be at the lower end. It consists of a staff of fewer than five people yet creates one-of-a-kind boat steering wheels.

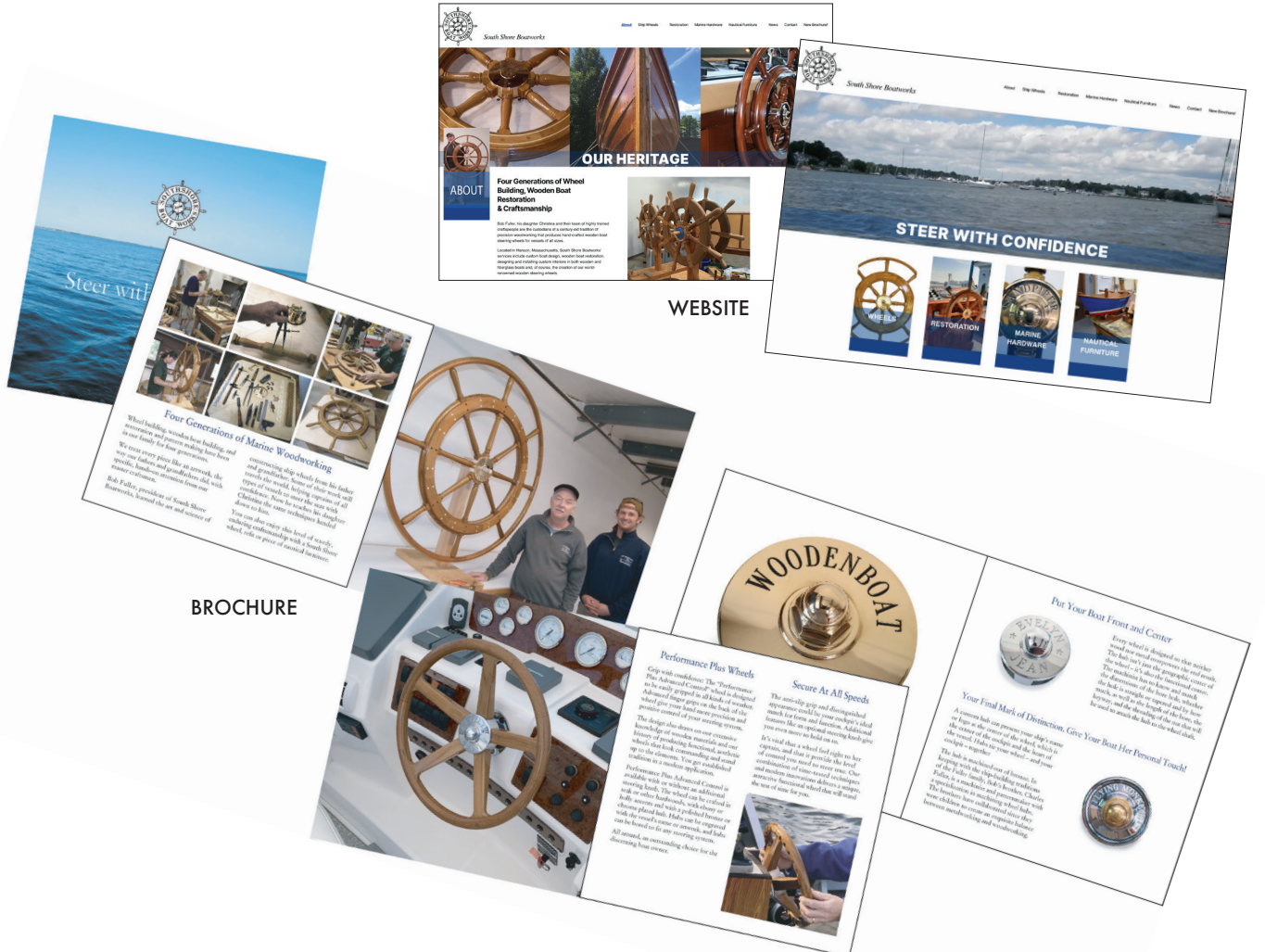
Mllc was pleased to take on the company. First, creating a new website, including Search Engine Optimization that works on all current formats, stressing how exceptional the staff makes one-of-a-kind marine wheels, nautical furniture, and boat restoration.

Secondary is establishing the owner, Bob Fuller as an expert in the field, enhancing his image by featured articles and a complete public relations press program, including social media.

Introducing South Shore to the marine trade show exhibiting is essential to increase its brand recognition. We selected Trawlerfest Marine Show, scheduled for Newport 21; unfortunately, it was canceled by the sponsor. However, a new trade show booth and assorted collateral were produced using photographs of his superlative assortment of wheels and furniture as we wait for the next opportunity.

Work included:

- Strategy
- Advertising
- Graphic Design
- Copy/Content Writing
- Computer Production
- Photography
- Media Relations
- Art Direction
- Web Design
- Social Media



BROCHURE

WEBSITE

CASE STUDIES

CLIENT: EASTBAY CHARTERS

We had the opportunity to "start from scratch" with a new company. As the marketing director/advertising agency, given total control of all promotions for the company.

First, Lee Gorman and his team researched the viability of a new boat chartering service out of Warren, Rhode Island. One of the biggest problems was convincing people that Warren was a great home port from which to launch a boating trip, as many assumed it would be better off from Newport, Rhode Island, the world's sailing capital. The Mllc team considered that there was too much competition of all sizes in Newport, and the chartering business was already too crowded. We believed that Narragansett upper bay was a fertile touring area. Considering that from Warren, they could charter anywhere on the bay and make the charters longer, increasing the cost and being affordable compared to Newport.

Once the strategy was set, the team of Mllc, guided by Lee, set forth to produce deliverable goods in a short time. Including a new website and social media directed to various customers. The website with a listing is included on the Rhode Island Tourism site.

Brochures were created and dropped off to tourism information centers: Distributed to B/B Inns, restaurants, and other areas where tourists would gather. The tour captain also attended special events to ensure word of mouth regarding the charters.

Special unique tours were created with the US Lighthouse Organization of Narragansett Bay. Finally, Air B&B was also contracted for overnight stays for guests while at the dock.

The corporate branding, brochures, direct mail, and web marketing all made Eastbay Charters the only successful boat chartering business for three years in the town of Warren, RI.



CORPORATE IDENTITY

Work included:

- Strategy
- Advertising
- Graphic Design
- Copy/Content Writing
- Computer Production
- Photography
- Media Relations
- Art Direction
- Web Design
- Social Media

BROCHURE



WEBSITE



CASE STUDIES

CLIENT: HINCKLEY YACHTS



Work included:

Strategy
Graphic Design
Computer Production
Photography
Art Direction

The Hinckley Company requested Lee Gorman to assist their marketing department in a unique projects. The projects consisted of coming up with an idea to enhance the in-water boating experience for boat buyers participating at the Hinckley booth at boat shows.

Lee Gorman and his group offered several scenarios

- Portable towers backlit enhancing the boating experience; easy to move and store, supported by weights to deal with any wind. Designed as shown.
- An Av Table with build screen sexhibiting the history of Hinckley as well as current designed yachts.
- Flash drive handouts which continue the Hinckley Experience directed to the potential Buyer, "A traveling Hinckley Experience".

In addition, Gorman helped promote Hinckley Yachts during the winter months with specially designed Christmas cards for Hinckley and Hunt Yachts.



PLANNED OUTDOOR BACK LIT AV/TOWERS



CASE STUDIES

CLIENT: SOUNDDOWN CORPORATION



MLC, working alongside the president and marketing director of Sounddown Corporation. Sounddown designs and manufactures sound installation and vibration control for the marine, architecture, manufacturing, and medical industries.

Lee Gorman and the rest of the team created an enhanced website and a social media outreach program based on three customer categories, including mega yacht engineers, mechanical engineers, marine distributors, consumers, etc. They also created Sounddown's first technical shopping cart for a direct to consumer program, based on their Net Promotional Scores.

Note: The majority of vessel photographs were taken by Lee Gorman himself.

Work included:

- Strategy
- Graphic Design
- Copy/Content Writing
- Computer Production
- Photography
- Art Direction
- Web Design
- Social Media



CASE STUDIES

CLIENT: ARGO NAVIGATION

Argo Navigation owner and president Jeff Foulk selected Mllc to put forth and assist with a strategic plan for its 3-year-old marine app. Previously Argo was almost totally marketing itself in the Chesapeake geographic area. Jeff Foulk already had some awareness built up from local marine magazines and local boat shows. Mllc staff's task was to take Argo branding to a national level, focusing first on the Eastern United States, east of the Mississippi.

Mllc had to move quickly as the marine boating season begins in January with a group of boat shows. Mllc convinced founder Jeff Foulk to participate at the Chicago Boat Show January 10 – 14. Mllc requested videos from the show for social media and asked help from his family to participate in some guerilla marketing. Captain Jeff and his youngest daughter Megan had gotten new iPhones to shoot pictures, and videos with, and Megan felt inspired to chronicle her dad's efforts. She shot 12 seconds of footage from a slanted, low angle, showing a stream of people determinedly ignoring her dad and his pamphlets.

The strategy to date before Mllc stepped in had been to focus on Argo's features, which were powerful and convenient, but somewhat clinical. The pivot, on social media and in more casual communications by Mllc, was to make the marketing communications more personal and human. The family support and small-business origin story for the brand were aspects the team particularly wanted to pull forward.

Although one can never really plan for viral success, there were a number of steps Mllc marketing team took to capitalize on this viral surprise. The video, with its prodigious number of views, was forwarded to media in the industry and to local feeders for national media. We didn't know it would be picked up, but the simple, heartwarming

story resonated with mainstream outlets, some of whom found it through their own research and some of whom learned about it from local coverage. The story was picked up by The New York Times, The Washington Post, CNN, CNN Business, CBS Mornings, The Independent, Newsweek, and three local TV stations in the Baltimore area where Argo is headquartered. Captain Jeff and his daughter made themselves available to talk to all outlets immediately, which helped feed the story.

Responses and inquiries poured in through email, messenger, and comments on the various platforms – Quick-turnaround media offers were given top priority – from both local and national outlets. That was followed by longer-cycle periodicals and industry blogs. Speaking engagements that will be unfurling for several months were lined up and scheduled next, and finally, general communications and PR outreach were addressed.

The impact of a viral sensation is usually fleeting, and while successive TikTok posts certainly performed well, they didn't recapture the same magic in a bottle. The following videos gathered 1.7 million views, 935 thousand views, and tapered off to a steady following of around 20,000 views per post. Not as thrilling as 28.5 million, but a very respectable showing by a regular audience that didn't exist at all in the beginning.

The Instagram following for Argo jumped from 509 to 3,896, and their Facebook followers rose from 136 to 875. At the end of the immediate furor, Argo had gathered a great success story, a tremendous bump in industry and target audience awareness, and now has an array of mainstream media



ADVERTISEMENT CAMPAIGNS

Work included:

- Strategy
- Graphic Design
- Copy/Content Writing
- Computer Production
- Photography
- Art Direction
- Internet Marketing
- Social Media



CASE STUDIES

CLIENT: HUDSONECOFUEL

Creating a sustainable product was first in mind for The Hudson Companies. Mllc team was selected to market a newly created BioDiesel company under the Hudson umbrella that would sell a mix of BioDiesel fuel oil to the transportation, marine, and retail industry.

Lee Gorman and his team were responsible for all marketing communications from the original branding strategy, including a corporate identity program, PR/media relations, collateral materials, trade show display, and web and social media.

Working with the state of Rhode Island and other private enterprises, including the Old Port Launch service, we were able to promote BioDiesel through the use of all their launches during the summer season.

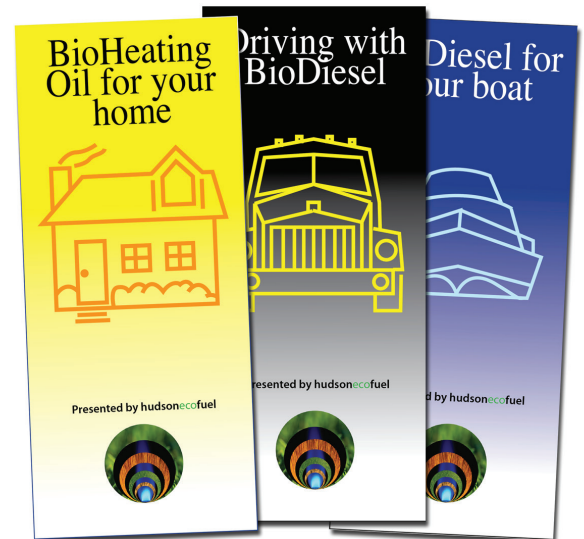


WEBSITE



hudsonecofuel

CORPORATE IDENTITY



BROCHURE

Work included:

- Marketing Strategy
- Advertising
- Graphic Design
- Copy/Content Writing
- Computer Production
- Photography
- Media Relations
- Event Planning
- Trade Show
- Art Direction
- Web Design



MARINE EXPERIENCE



LEE GORMAN

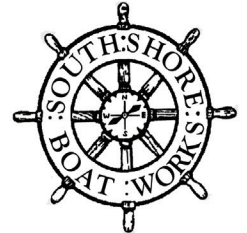
**Clients who I have worked with,
who operate with in the marine
industry.**

- AirBorn Charters
- A.J. Oster
- Argo Navigation
- Blackwatch Yachts
- Clifford Metal
- Cape Cod Trawlers
- Cookson Electronics
- Cookson Plastics
- Eastbay Charters
- Fram Corporation
- Freedom Yachts
- Hinckley Yachts
- Hudsonecofuel
- Hunt Yachts
- Legacy Yachts
- Marine Metal Fabricators
- Soundown Corporation

**LEGACY
YACHTS**

BLACK WATCH
30 YEARS

**FREEDOM
YACHTS**



HUNT YACHTS

FramGroup

**THE HINCKLEY
COMPANY®**
Since 1928

**CLIFFORD
METAL**

Cookson

Argo™

**EASTBAY
CHARTERS**

SOUNDOWN

Air-Born Charters



HOW WE CAN HELP

Conceptual Thinking

Research (Cluedin)®

Development

Strategy

Creative

Execution

Task Completion

Strategic Thinking

Research (Cluedin)®

Creative

Concept Development

Content / Copywriting

Graphic Design:

Annual Reports

Capability Brochures

Corporate Identity Programs

Direct Mail

Logos

Posters

Catalogs

Product/Technical Data Sheets

Point of Purchase

Trade Show Design

Interactive Media:

Web Sites

Internet Marketing

Social Media

AR/AI

Radio Production

TV/Video Production

Promotions

Event Planning

Trade Show Management

Media Relations

Establishing a client relationship based on mutual trust and respect requires good judgment. The responsibility of representing both the studio's and client's interests is not an easy one. It demands excellent communication skills, diplomacy and a sense of humor. Most of all, it demands good judgment.

We stay current with your market, recognize trends, identify opportunities and recommend courses of action. Supervising and coordinating programs and projects and evaluating results. **In short, we work with you and for you, every step of the way.**

I created Mllc, an association of independent creative thinkers from various marketing disciplines: advertising, design, research, social media, web marketing, etc.

THANK YOU

lee gorman



STRATEGIC THINKING CREATIVE DIRECTION
BEYOND BRANDING SOCIAL RESPONSIBILITY



MARINE



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STRATEGIC THINKING CREATIVE DIRECTION
BEYOND BRANDING SOCIAL RESPONSIBILITY