

STRATEGY **ONE**



About us

- ▶ StrategyONE, Inc., provides communications-based solutions that move your audience from where they are ... to where you want them to be.
- ▶ In business since 1999, StrategyONE produced more than \$2 million in gross revenues in 2010.
- ▶ We serve public and private sector clients with internal and external communications tools across a broad range of competencies.

Why StrategyONE?

- ▶ We are a marketing communications firm, not an advertising agency.
- ▶ We offer strategic direction, followed by tactical implementation.
- ▶ We are entrepreneurs in spirit and practice.
- ▶ We drive quality transactions to your door.

Clients

- ▶ There's a story behind each of the companies contained within this collection, which merely scratches the surface of our portfolio.
- ▶ You'll probably recognize a few brands.
- ▶ For many, we've provided multiple levels of products and services.
- ▶ This is merely a demonstration of the breadth and depth of our capabilities.

Motorsports & Automotive

- ▶ Timken; Rahal; RCR; Yates
 - Developed a motorsports marketing program and provided cutting-edge anti-friction solutions
- ▶ IndyCar; CART; ChampCar; NASCAR; Grand-Am; SCCA; PCA
 - Leverage multiple styles of motor racing as marketing tools
- ▶ Automotive marketing
 - R.L. Polk
 - Local dealerships and dealer groups
 - OEM and aftermarket suppliers

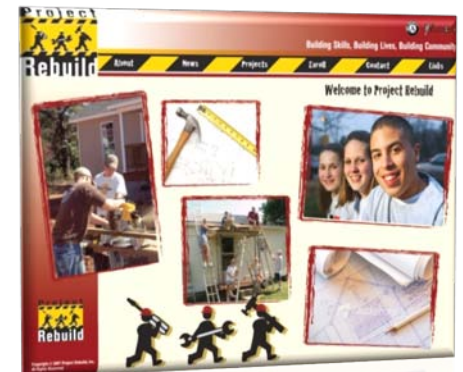
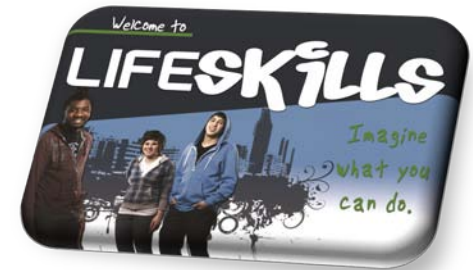
Faith-based

- ▶ Church of the Savior
- ▶ St. Paul's Downtown
- ▶ Garfield Memorial
- ▶ St. Paul School



Education

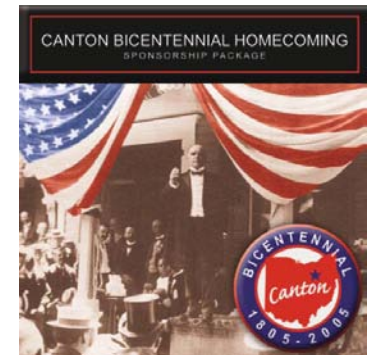
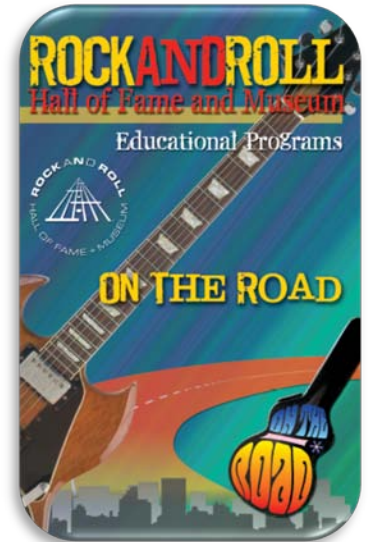
- ▶ All Stark Co., Ohio Public & Parochial Schools
- ▶ Dayton Public
- ▶ Santa Monica–Malibu (CA)
- ▶ Burlingame (CA)
- ▶ White Hat Management
 - LifeSkills Centers
 - DELA
 - HOPE Academies
- ▶ Project REBUILD



STRATEGY ONE

Entertainment

- ▶ Pro Football Hall of Fame
- ▶ Rock and Roll Hall of Fame and Museum
- ▶ Canton Palace Theatre
- ▶ Canton Bicentennial
- ▶ Stark Co. Bicentennial
- ▶ USA Motorcycle-Tattoo Classic



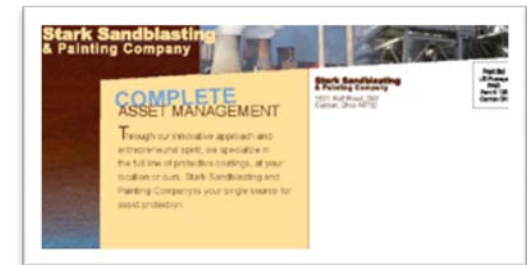
Recreation

- ▶ Canton Marathon
- ▶ Family Fun Pools
- ▶ Downtown Canton Special Improvement District



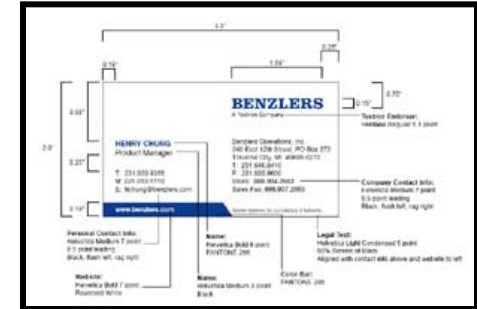
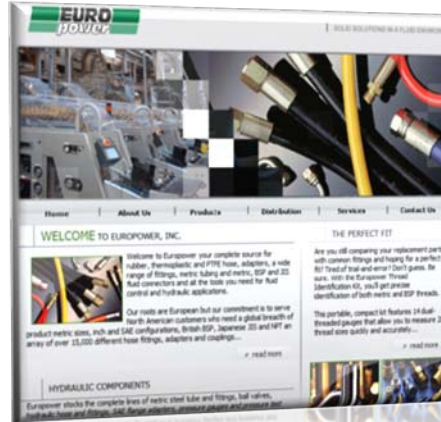
Industrial

- ▶ ECO-CLAD
- ▶ ABB Technical Coatings
- ▶ Stark Sandblasting and Painting Company
- ▶ Coon Restoration



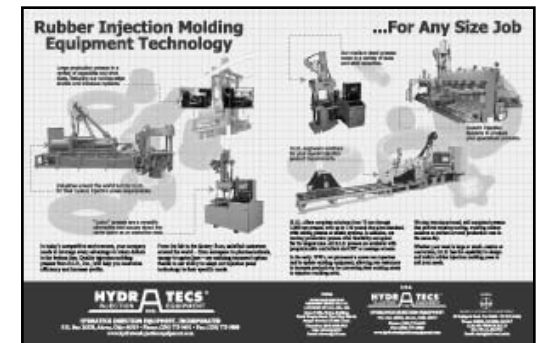
Industrial

- ▶ EuroPower, Inc.
- ▶ Textron Power Transmission Group
- ▶ Cone Drive
- ▶ Applied Industrial Technologies



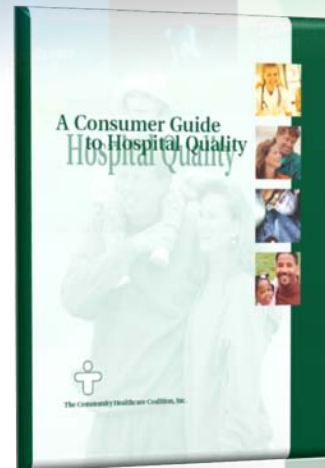
Polymer / Rubber

- ▶ Rubber Molding Technologies
- ▶ HydraTecs Injection Equipment
- ▶ Polymer Machinery Company
- ▶ Engel Machinery, Inc



Health / Medical

- ▶ ForTec Medical
- ▶ Aultman/Aultcare
- ▶ Health At Work
- ▶ Employers' Health



Web and Multimedia

- ▶ Highest functioning, dedicated server hosting, rich multimedia, content management system:
 - www.WedidUcan.com
 - www.MyDELA.com
- ▶ Moderate budget, utility, informational, limited interaction:
 - www.sandblastandpaint.com
 - www.cantonpalacetheatre.com
- ▶ Multimedia
 - www.youtube.com/strategyone

Fans

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Conclusion

- ▶ StrategyONE brings direction and perspective to companies and organizations that wish to increase the volume and quality of transactions.
- ▶ Branding consistency and marketing strategies are our sweet spot.
- ▶ We have the brains to guide you and the horsepower to get the job done.
- ▶ We're skilled. We're smart. We're practical.