



2015

what a year it's been!



We've continued to grow in every way and can finally say we're settled into our new home at **38 Chauncy Street**. We're grateful that all of the pictures were hung and the furniture put in place relatively early on, as we were too busy helping our clients build their brands over the past 12 months to devote too much time to our inner Martha Stewart.

In honor of our newly-launched **website** in April which clearly breaks down our integrated consumer-facing marketing practice into eight areas of expertise ("NO, we don't just work with restaurants!"), we present a snapshot of marlo marketing 2015!

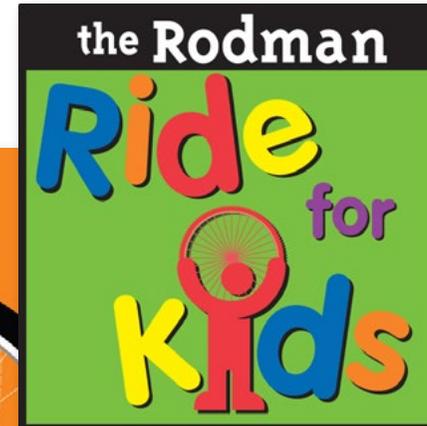
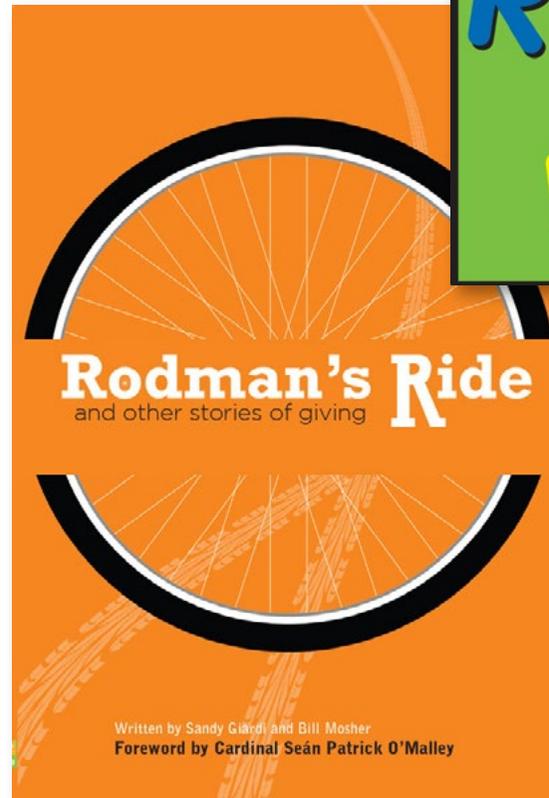




Cause & Community

In 2015, philanthropy guru **Don Rodman** published a book to inspire today's youth to be community minded. A number of local notables, including our fearless leader, were featured talking about how giving back has shaped their lives. Chapter 16 of Rodman's Ride: *"Tzedakah is more than philanthropy. Philanthropy is making that choice to give,"* says Marlo. *"The premise behind tzedakah is that you have an obligation to give back to your community."* And make that choice we did!

From spreading the word on behalf of non-profit clients **Hearth Shares** and **New Center for Arts & Culture**; to donating our services for the **Emerald Necklace Conservancy's Party in the Park**; to twisting Don's arm to let us create broader awareness of the **25th Anniversary of the Ride** he built; to (finally!) **celebrating the opening** of the **Boston Public Market** after what felt like a lifetime of serving on the Board of Directors, Marlo continued to instill in her team the importance of giving back.



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Mainebiz
 MAINE'S BUSINESS NEWS SOURCE
 DECEMBER 21, 2015 • LAST UPDATED DECEMBER 21, 2015 9:14 AM
 Northbridge Cos. continues Maine expansion with acquisition of Brunswick senior care facility

New England Real Estate Journal
herej
 WITH REAL ESTATE PARTNER, PORTLAND, ME-BASED SANDY RIVER COMPANY
 November 17 - 18, 2015
Northbridge Cos. breaks ground on three communities totaling \$65m

G LOOK SHARP • LIVE SMART
PARRTY!
 A NEW ERA OF
MANLY
STYLE
 AND, YES,
CHRIS
HEMSWORTH

The Great Anti-Baldness Experiment

Experiment

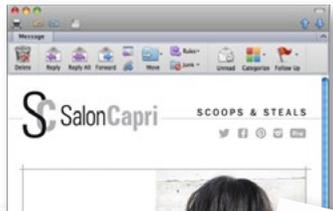
Do What You Love

The “silver tsunami” is here and we were feeling the effects as we continued our work in the senior living space, opening another community for New York-based **Kaplan Development Group** last spring and embarking upon a **major media blitz** for Massachusetts’ own **Northbridge Companies** as it broke ground on three new assisted and independent living communities in Maine. Much more to come on that front, including a new website and a big splash around Northbridge’s pioneering Avita Memory Care program, all centered around their affirming adage to “live well, love life.”

A killer placement for **Hair Club/Bosley** finally hit after almost three years (we ain’t lyin’ when we tell our clients good stories can take time!) in the form of a **6-page feature** in the January issue of **GQ**. And we’re loving new client **WeWork** – and feel fortunate every day that their motto holds true for all of us.



Fashion & Beauty



We kept it stylish with **SalonCapri**, creating eye-catching statements, owning trends, and serving as the expert for all things hair!



We kept it silly with **Crazy Foam**, successfully resurrecting a Gen X childhood favorite for a whole new generation of kids with the iconic 3-in-1 bodywash, shampoo and conditioner.

We kept it sexy with **DreamSpa Medical**, beautifying bodies with everything from Botox to microdermabrasion to laser hair removal and more...for the best in state-of-the-art cosmetic procedures, meet your new go-to.



Food & Beverage

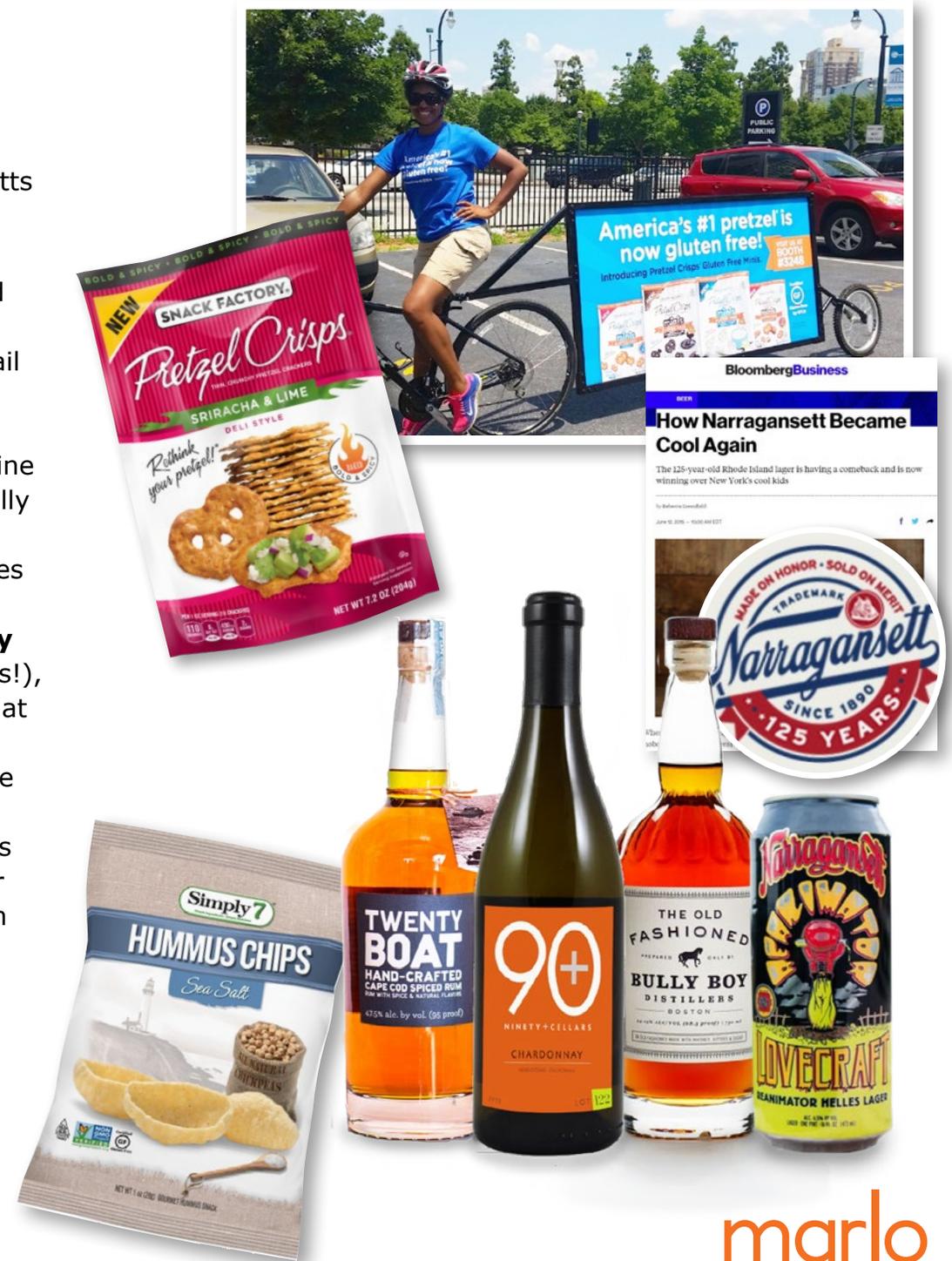
Traffic-stopping trade show pedicab stunts, unexpected influencer seeding, satellite media tours and standout product mailers were just a few of the tactics we employed on behalf of **Snack Factory Pretzel Crisps** as we launched several new products including Non-GMO and Sriracha & Lime Pretzel Crisps and Gluten-Free Minis.

Speaking of new products, **Simply7** joined the marlo family with their addictive line of quinoa, lentil and hummus chips...stay tuned for a big kale chip launch in January (can we say "Kale Yeah!").

As for our beloved '**Gansett**? We think this headline says it all: **How Narragansett Became Cool Again**. Isn't that something we'd all like to hear when we turn 125?! Not to mention launching an unforgettable line of brews dedicated to Rhode Island's very own "Father of Modern Horror," H.P. Lovecraft; the long-awaited Allie's Double Chocolate Porter; and Big Mamie Pale Ale, a salute

to the famed USS Massachusetts World War II Battleship.

Bully Boy Distillers launched their Old Fashioned (can we hear it for a pre-bottled cocktail that doesn't suck?!) and we added **South Hollow Spirits'** delish rums to our mix. Our wine portfolio expanded exponentially with the addition of one of the fastest growing wine businesses in the country, Boston's own **Latitude Beverage Company** (better known as the 90+ guys!), and we signed on a product that promises to lead the way for a new bevvie category that we're confident will be a household name by the time we write this recap next year, if for no other reason than it's so damn much fun to say: **Farmer Willie's Alcoholic Ginger Beer!**

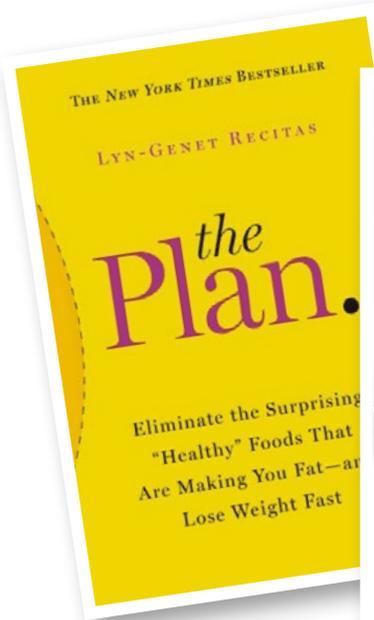


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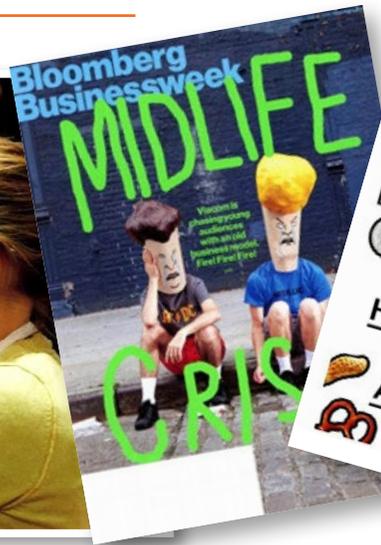
Juice: it ain't going anywhere soon...and we couldn't be happier! We introduced NYC's original juice bar, **Liquiteria**, to Harvard Square last spring, and are getting ready to do the same with in-your-face, organic, non-GMO **Juice Press**, opening at The Street at Chestnut Hill this year. It's a toss-up as to whether we like their juice or their branding better!

We launched our own on-site health & wellness series, featuring gurus in their field like Lyn-Genet Recitas, Rebecca Pacheco and Andy Kelley talking inflammation, yoga and meditation. You're not going to want to miss the **just-announced 2016 season**, #trust.

LiquiteriaTM
SINCE 1996



Leisure & Attractions

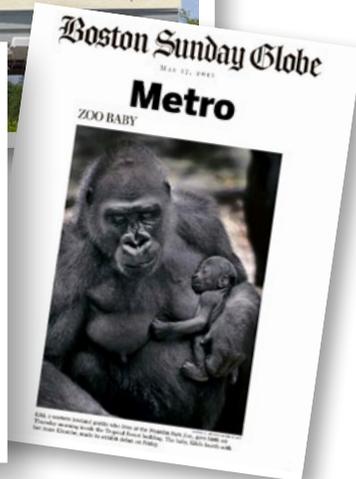


We never lack for things to do with this group of clients on our roster! We continued to help **Paint Nite** achieve world domination, launching them in 42 new markets across the U.S., including Anchorage, San Antonio and Honolulu.

For **National Amusements**, we created content—some with candy!—for their social media platforms and had a blast promoting the first cinema on the East Coast to feature new MX4D® Motion EFX technology. Towel, anyone?



And what's better than babies to drive people...well, anywhere?! Taking #zoofies with said babies and other animals after being inspired by our summer ad campaign on behalf of **Franklin Park Zoo** and **Stone Zoo**, that's what!



Leisure & Attractions

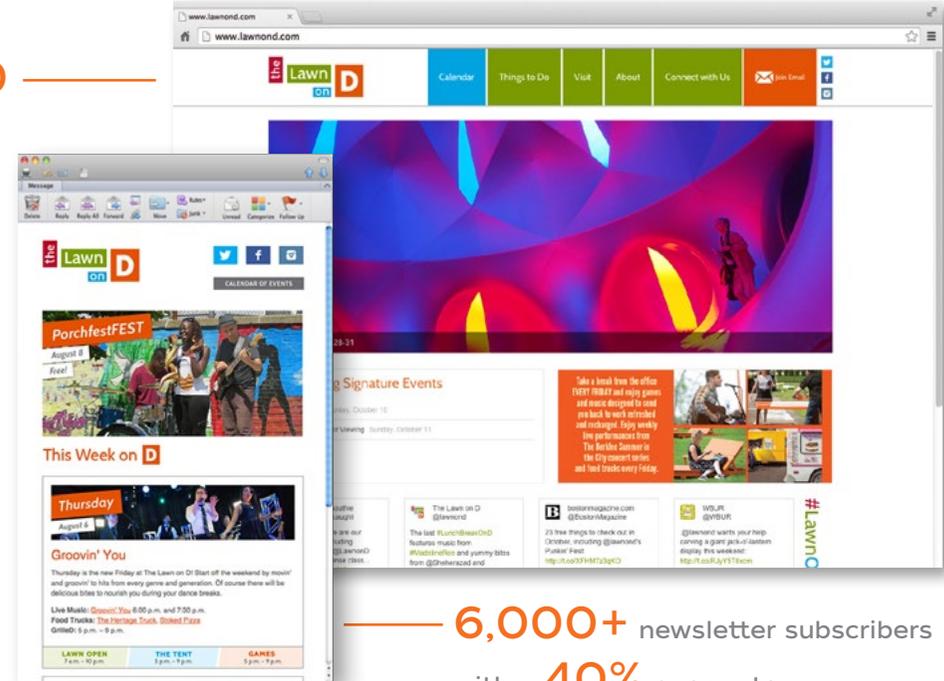


240,000
total attendees
in 2015 season

But no talk of things to do is complete without mention of the coolest thing to happen to Boston in a long time, **The Lawn on D**. The truth is in the numbers!

As we have since its launch in 2014, we designed, built, launched and maintained a revamped website to coincide with the 2015 season. We got the newsletters written, designed and distributed every week. We engaged with The Lawn's raving fans on social media (love those swing pics!). And we made sure the whole world knew about the success of the MCCA's "experiment" to activate D Street. It's safe to say we're ecstatic that The Lawn will be coming back in 2016...see you under the tent!

281,000
total website
page views



6,000+ newsletter subscribers
with a 40% open rate

f 17,500+ fans
"Best spot in Boston!"
Facebook fan

t 5,600+ followers
"That was fun!"
@BWAKaren loved "Intrude"

i 4,800+ followers
@wallyredsox lounges on the swings, enjoying Sports Sunday at The Lawn on D



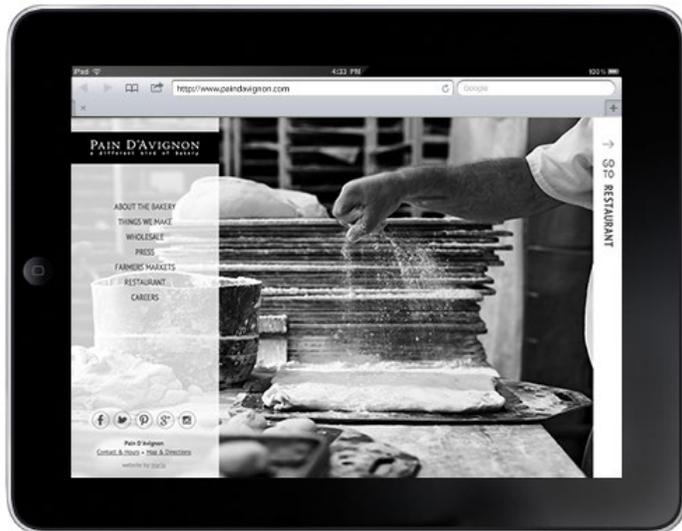
350+
press hits in
2015 alone



Restaurants & Catering

Yes, it's true we're far from a restaurant-only agency, but that doesn't mean anyone else does restaurants as well as we do...and man were we in the weeds this year! In NYC we opened **Death Ave** in Chelsea and **Ocean Prime** in midtown and began work on **Harlem Shake 2.0**. In Boston we opened, in chronological order, **SELECT Oyster Bar**, **Ogawa Coffee**, **Yvonne's**, **Outlook Kitchen & Bar**, **Branch Line**, **Ocean Prime** and **State Street Provisions**.

We celebrated some pretty significant milestones for **Anna's Taqueria's** 20th (#anniversary anyone?) and **Eastern Standard's** 10th anniversaries and carefully messaged the closings of **A4 Pizza** and **Clio** as well as Michael Leviton's departure from **Lumière**.



From **creative work** including branding, website design, menus and more, to being the party responsible for some pretty serious food porn on social media (sorry not sorry!), to offering up an assortment of out-of-the-box mailers designed to tantalize while educating our media friends (to wit: buckeyes the size of a bowling ball!), our out-of-the-box thinking helped make our F&B clients some of the hottest reservations in town!

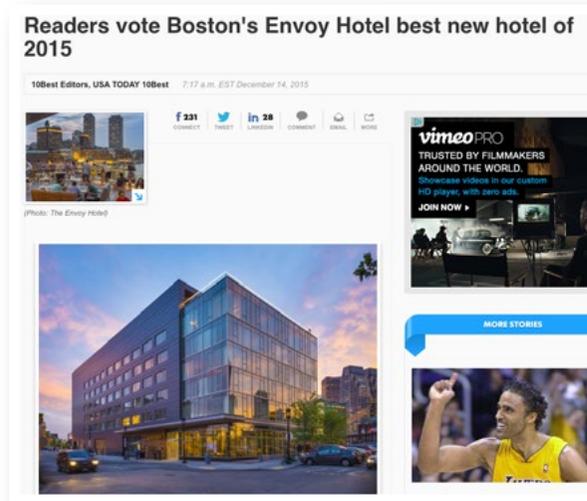
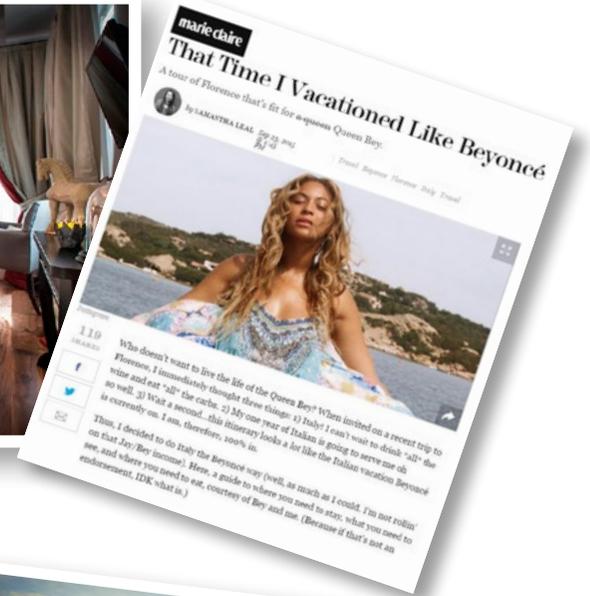
Travel & Destination

The **Grand Amore Hotel & Spa** went from being an 11-room boutique hotel in Florence, Italy, to being an 11-room boutique hotel rated between **#1 to #3 out of 418 hotels** on TripAdvisor in Florence, Italy, in less than a year. And while our coverage in the *New York Times*, *marie claire* and *AFAR* helped to get people there, it was the bespoke experience awaiting guests that led to that title.

Speaking of proving what you're made of in short order, the Seaport District's **Envoy Hotel** was honored with the **Best New Hotel 2015** in *USA Today's* 10 Best Readers' Choice Award a mere six months after opening its doors...and that rooftop!

And traveling from NYC to Boston has never been more luxe, thanks to the full rebrand we executed for **LimoLiner**, including logo, collateral, media campaign and even the luxury liners' exterior wraps...and now that Lulu can come on board too, it offers sophisticated cuddliness at its finest.

Finally, we launched **CannaCamp** in Colorado. A story that led the news cycle, including **coverage** on The Tonight Show with Jimmy Fallon, Jimmy Kimmel Live!, and much more.



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With all of this activity, you'd be correct in guessing the team at marlo grew as well. Three of us got married, one of us had a baby, and 10 of us participated in the [#marloween](#) reenactment of Drake's "Hotline Bling."

Our [kombucha on tap](#) continued to intrigue, our m.blog continued to be a source of pop culture, trends, slang and such for anyone over 40 ([subscribe](#) to get it in your inbox for a daily lesson in all things youth!), our holiday party began with a private yoga class at Equinox, and we threw the first of what promises to be many more (non-Marathon-related!) parties in our new home. And because we really do love restaurants, we added a ninth practice area that falls completely outside of marketing...stay tuned for more news on our newly-launched [Hospitality Consulting Services](#) division in the new year.

Wishing everyone a happy and healthy 2016 from all of us at **marlo**