



2016

a look back on the year



2016 has come and gone, and we're excited for what lies ahead. But before we get too far into 2017, we invite you to take a look back with us over the past 12 months.

One of the biggest undertakings was the creation of an **agency sizzle reel**, which took the better part of the year to complete. We hope you agree it was time well spent, and demonstrates the breadth, depth—and most importantly, results—of our integrated marketing approach. Yea, we know it's a bit long, but today, marlo is known for strategically implementing a plethora of marketing methods—from branding to PR, website development to video production, digital marketing to advertising—to achieve ROI for our clients. So pour a glass of wine, sit back and take a look. We hope you enjoy watching it as much as we did making it, and then read on for one final look at 2016!



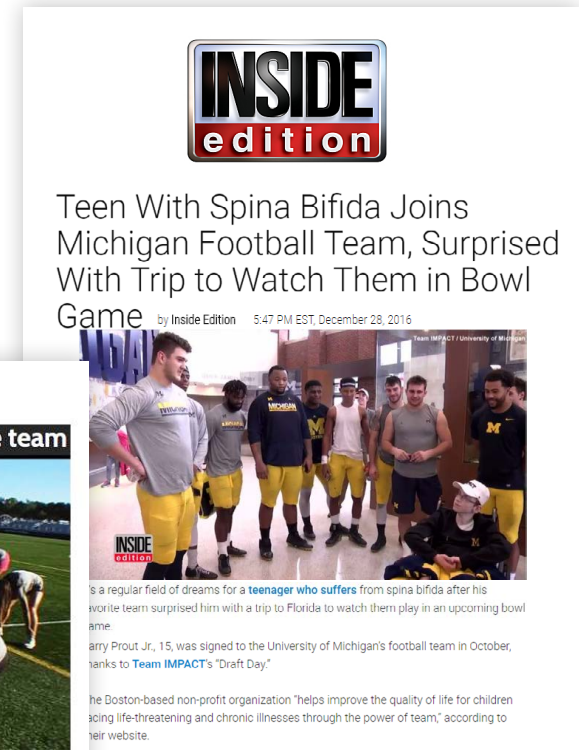
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Cause & Community

We once again had the privilege to promote **Party in the Park** (a.k.a. the Boston society event of the spring, for lots of ladies and a few brave gents!), as well as their first full season of events leading up to the highly-anticipated luncheon best known for the dazzling array of millinery on display. From a Night with the BSO, a hat pop-up at Neiman Marcus and a Children's Tea & Fashion Show at the Four Seasons, we were busy raising money and awareness for the Emerald Necklace Conservancy all year long!

And speaking of privilege, in 2016 we were given the extreme honor of working with **Team IMPACT**, an amazing organization that matches children who have life-threatening and chronic illnesses to college athletic teams. From Draft Day to practices to pizza after the big games, watching these kids and student athletes form supportive, courageous, resilient relationships to enhance their lives through the power of team is a true honor, indeed. Just a few of the national placements the marlo team secured include *ABC World News*, *PBS NewsHour*, and *Inside Edition*.





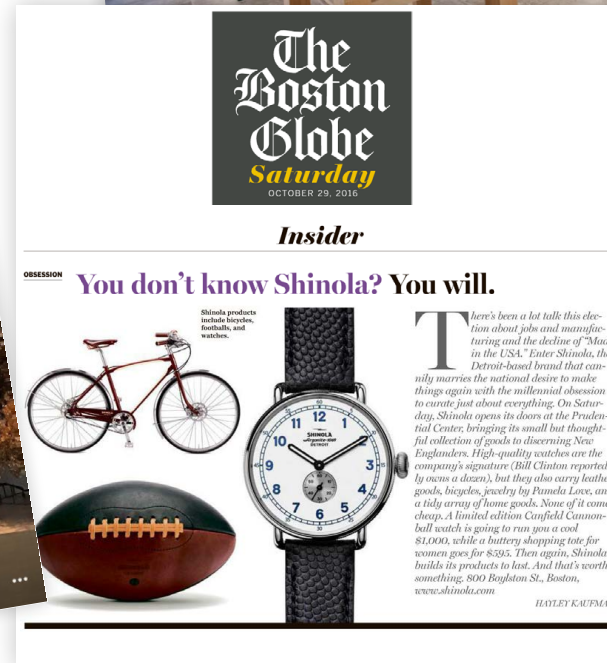
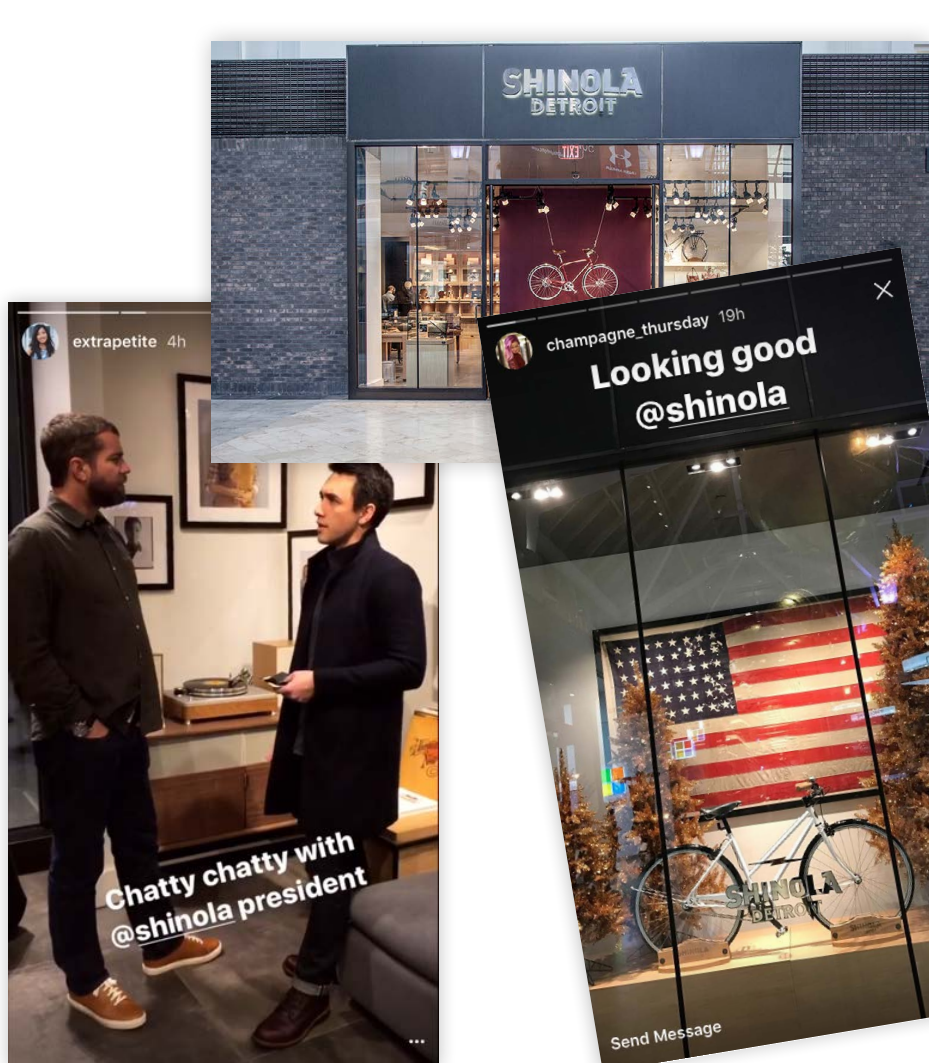
Healthcare is always a hot topic, especially these days. For many of us, one of the biggest struggles is simply finding doctors in whom we have confidence, trust and respect. As seeking out reliable healthcare information becomes more challenging, it's been particularly rewarding to help spread the word about **CareDash**, a new online resource dedicated to sharing honest, transparent, unfiltered doctor reviews and empowering patients of all socioeconomic levels to make more informed healthcare decisions. In 2016 we injected CareDash into the national healthcare conversation as an authority in the space, successfully laying the foundation for much more to come.

Imagine you're a foreign student in the U.S. You don't want to buy a new phone, but U.S. providers don't make it easy to switch SIM cards. That's why the idea behind **campusSIMS** is so brilliant in its simplicity. And like the concept, the rebrand we undertook for them in 2016 was brilliant in its simplicity as well. Keep an eye out for their new look in 2017!



Fashion & Beauty

We all were excited, but Marlo in particular, to introduce New Englanders to a company from her hometown that she's long admired. While **Shinola Detroit** may be known for their beautiful watches and more, the story we're most jazzed to share has nothing do with what they sell, but about *why* they sell ([learn more about that here](#)). For Shinola, job creation and workforce development in the United States are their primary drivers. Attendees at the opening party at their new Prudential Center store, complete with bites from Yvonne's and New England Charcuterie, got to see that first hand, along with their built-to-last products.





Fashion & Beauty

We continued to have fun with **Crazy Foam**, the 3-in-1 body wash, shampoo and conditioner beloved by kids of all ages. From the launch of the Fairy Tale Collection to having Michael Strahan “go crazy” with a can on *Good Morning America*, the brand grew by leaps and bounds and can now be found on shelves throughout the U.S., making bath time not only easy, but crazy fun!



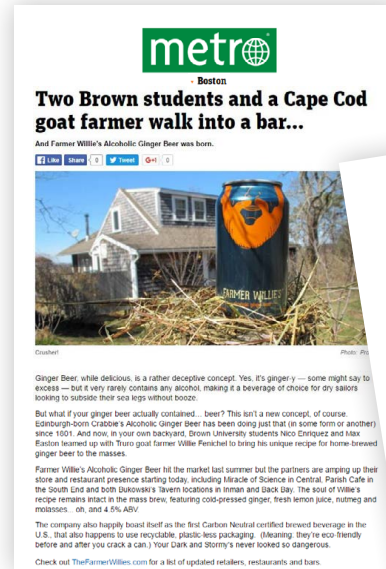
SalonCapri, a client now for 10 years, won a “Best of Boston” award from *Boston* magazine, a *Boston Herald* Beauty Award for “Best Salon Staff,” and continued to make Boston beautiful with the opening of a Kérastase kiosk at The Shops at Prudential Center. Owner Nick Penna offered national audiences his professional advice on cut, styling and coloring tips and trend predictions, while gearing up for the business’s 50th anniversary in 2017. Yes, 5-0!



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Our CPG practice kept us VERY busy in 2016. From telling the unlikely story of **Farmer Willie's Alcoholic Ginger Beer** (two college students and a goat farmer is NOT the start of a joke in this case!) to beginning the rebranding process for **Willow Tree Farm** (Focus group? Check. Name? Check. Logo? Check. Packaging? Check. Website? In production – launching later this year), our work spanned the spectrum.

Of course, old favorite **Narragansett Beer** also kept us on our toes. The beloved Little Rhody beer officially announced the return of production back to the Ocean State. In the interim, we launched a slew of new and classic brews, including Hi Neighbor! Have a Hefeweizen!, Summertime Citra Ale, Town Beach IPA, Del's Shandy, Autocrat Coffee Milk Stout, the Clam Shack Summer Variety Pack, and two new Lovecraft series beers, I Am Providence Imperial Red Ale and White Ship White IPA.



Food & Beverage



Under our guidance, **Snack Factory Pretzel Crisps** went Hollywood, with HGTV's Christina El Moussa and The Chew's Clinton Kelly professing their love of the brand via coordinated social posts. In addition to securing lots of media coverage, we also launched their first non-pretzel innovations ever — Tortilla and Pita Chips — as well as designed and staffed the Snack Factory booth at the Food & Nutrition Conference & Expo, sampling the brand to over 10,000 nutrition experts from across the country.



Bully Boy Distillers, Boston's first craft distillery, is launching a luscious new gin just in time for summer. Bully Boy Estate Gin is billed as a "bright and balanced gin crafted with regionally indigenous ingredients that reflect New England character and the terror of the region."

While most gins utilize a neutral grain base, Bully Boy's blend starts with a mix of neutral apple and grain, made in-house by distilling Stormalonger cider, a local Massachusetts hard cider.

They then add wild Juniperus virginiana and Molinotsh apples, both sourced from the Bully Boy co-founders Will and Dave Willis' family farm in Sherborn, Massachusetts, alongside coriander and lemon as the main botanical charge. There are also hints of hibiscus, pink peppercorn and lavender for added depth.

Gin was, as our President-elect is wont to say, HUGE in 2016. We launched Estate Gin from **Bully Boy Distillers** and introduced **South Hollow Spirits'** Dry Line Gin. Cheers!



Food & Beverage

We made **Lila Wines** the go-to premium canned drink of Summer 2016 by leading the launch strategy — from can design and media relations to sampling opportunities and influencer seeding.



Finally, going way back to January, we launched **Simply7** Kale Chips, the first kale/potato chip on the market, as well as their Organic Veggie Chips later in 2016. One thing's for sure...we never lacked for happy hour snacks & adult bevies at marlo last year!



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Juice Press, NYC's haven for all things organic and raw, opened their first store outside of the tri-state area and tapped us to make sure it went off without a hitch. From media to influencers to events, we made sure their store in Chestnut Hill was high on the radar and set the stage for their next opening in Back Bay just last month!

Pure7 Chocolate was one of the sweeter projects we worked on, as our rebranding and new packaging designs made this good-for-you chocolate really stand out. Positioning the brand as the industry leader in the honey-sweetened chocolate category, we used cool pops of color and sleek gold foil treatments to elevate the brand and differentiate products within the line, creating a seriously buzz-worthy look!


PURE7
 CHOCOLATE



PURE7
HONEY
 sweetened chocolate

Gluten Free • Dairy Free • Soy Free
 Organic Certified • Fair Trade Certified
 Paleo Certified • Non GMO

15% OFF YOUR ORDER
 Order online – use code PALEO15
 Expires 12/1/16

pure7chocolate.com

New look coming soon!

Leisure & Attractions

We continued to promote **National Amusements'** visionary approach to the movie-going experience, launching their 2nd and 3rd Showcase MX4D® theatres in Holtsville, NY and Randolph, MA. In addition, we announced their new laser projection technology in all XPlus auditoriums throughout the East Coast.



Following our off-the-charts success in 2014/15 handling all of the marketing for The Lawn on D, we were tapped to launch Boston's first-of-its-kind ultimate outdoor holiday experience, "**Boston Winter**," making the Mayor's vision of transforming City Hall Plaza into a true gathering place a reality.

And last but certainly not least, our work with now 10-year client **Zoo New England** continued to drive traffic to Franklin Park & Stone Zoos throughout the year, and the opening of FPZ's new "Nature's Neighborhoods"-themed children's zoo in September created a first-of-its-kind experience for kids.





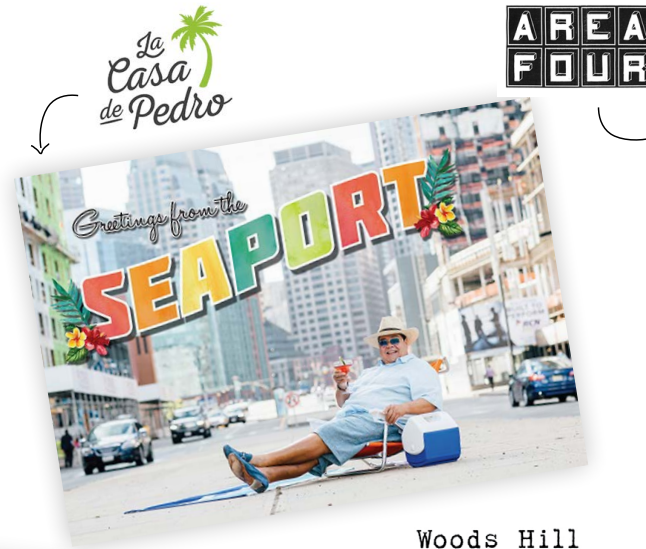
Restaurants & Catering

Our restaurant practice was jam-packed per usual, with openings for **Area Four Boston**, **Tom's BaoBao**, **The Hourly**, **La Casa de Pedro**, **RUKA**, **Harlem Shake** & **UNI**. And our creativity around these launches never wavered, from using postcards to Instagrid visuals and more!

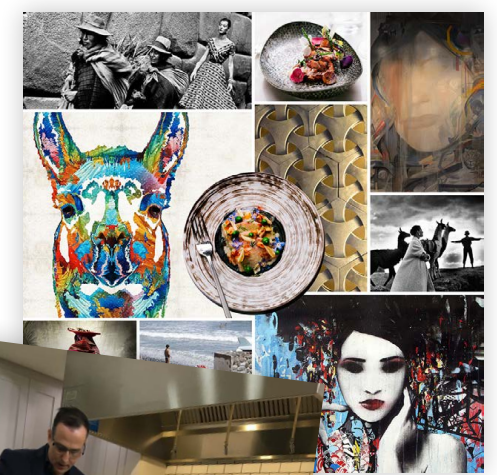
We went farm-to-table, bringing press to the **Farm at Woods Hill** and sister restaurant, **Woods Hill Table**.

Our creative touch continued to be on display with the pizza fans we designed for **Area Four**, orchestrating a lifestyle shoot in the Seaport to concept postcards for **La Casa de Pedro**, and the way we grew **Yvonne's** social channels completely organically, adding almost 10K new followers **across their platforms**.

And, of course, we continued to have our clients highlighted in all forms of media, old and new. For example, Jackson Cannon (of **Eastern Standard** and **The Hawthorne**) presided over a **Facebook Live mixology lesson** at **Food & Wine** and then went old-school, **chatting with NPR's Tom Ashbrook** about the American cocktail scene.



Woods Hill Table





Restaurants & Catering

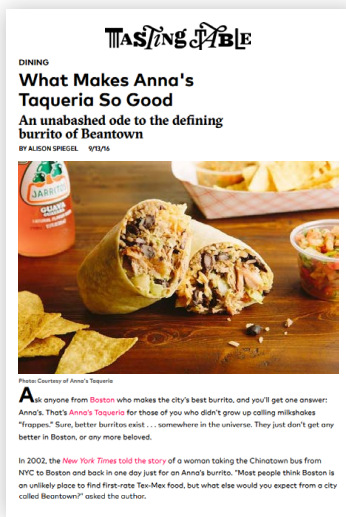
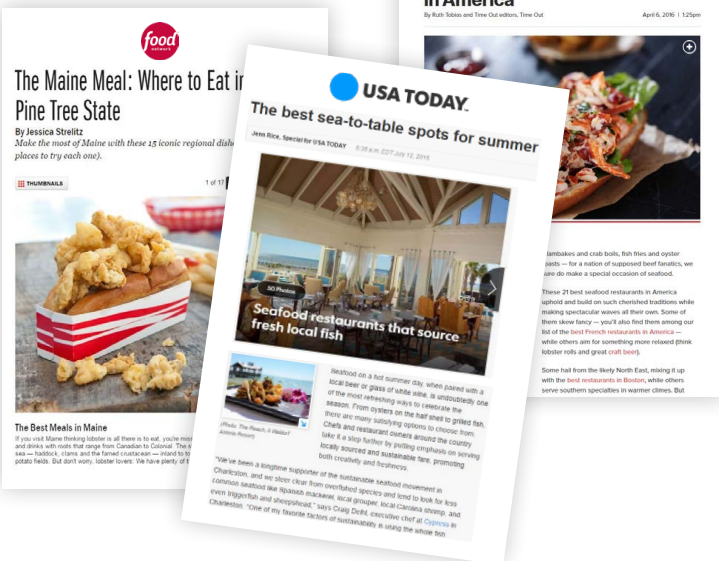
Suburban **Branch Line** continued to get big city recognition, including an almost half-page pic in a *Travel & Leisure* piece on Beantown. **Yvonne's** modern reinterpretation of the supper club held its place as Boston's "it" spot and multiple clients were covered in international outlets including *Elle Denmark* and *Delta Sky*.

It wasn't all so highbrow; in the fast-casual space, **Anna's Taqueria** continued to reign supreme in the Boston burrito wars, with a piece in *Tasting Table* explaining the brand's pull. And loads of coverage gave Maine's **Bob's Clam Hut** even more reason to celebrate its 60th in style.



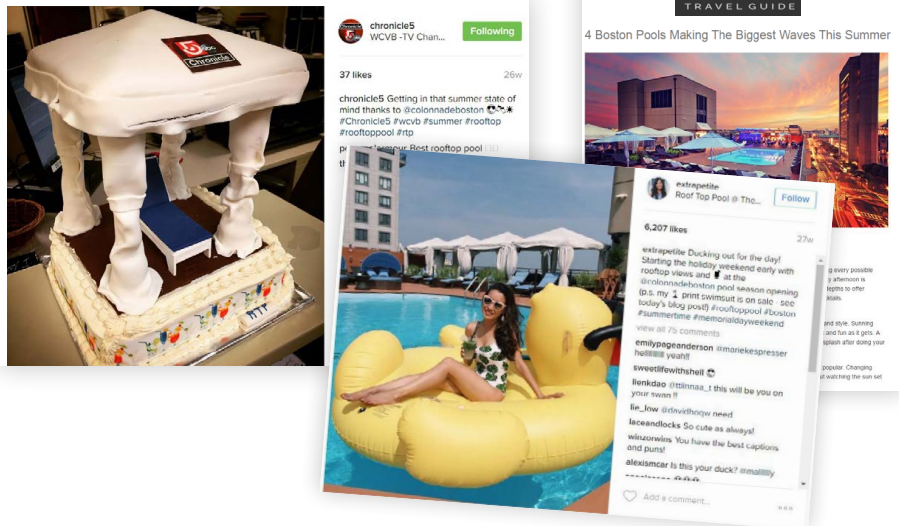
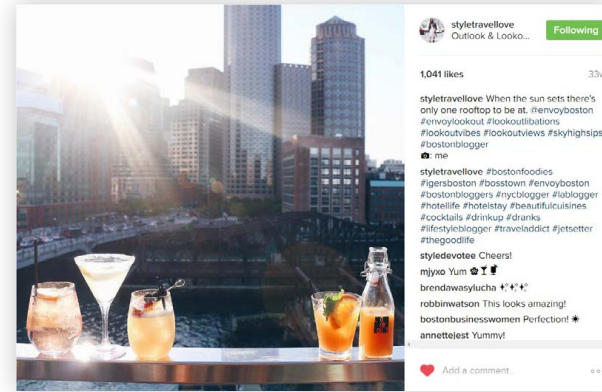
Early in 2016, we undertook a 3-month project for Portsmouth, NH-based Margaritas Management Group, which runs 27 **Margaritas Mexican Restaurants** from Maine to Pennsylvania, as well as fast-casual concept **Tacomano**. Our thoughtful and strategic analysis of their brand, combed from focus groups, surveys, research and more, resulted in our being hired to serve as their marketing department. A team of 7 now works around the clock, handling everything from online reputation management to email marketing, website maintenance to digital marketing, media relations to strategic partnerships... and much, much more.

As the year came to a close, the floodgates opened when we released the news that Portland, ME, darling **Eventide Oyster Co.** is making its way to Boston in 2017. More on that to come!



Travel & Destination

The **Envoy Hotel** hit payday in 2016, much as a result of our work on their behalf. Handling all of their social and traditional media, the property earned accolade after accolade, including winning Marriott Worldwide's Opening of the Year and, in June 2016, just 9 months post-launch, was sold for the second-highest price per room key for any hotel in Boston's history!



We made a splash for the 2016 season at **RTP, The Colonnade Hotel's** signature rooftop pool amenity. From a "Cake by the Ocean"-themed food drop to launching rooftop yoga with Rebecca Pacheco and hosting influencers, it was a sizzling and sexy summer.

Travel & Destination

We began working with the folks behind **Sandy Pines Campground**, who are taking the great Maine camping experience up a notch. Think beachside camping with stellar amenities like a grand lodge, general store with lobster pound and farm stand, old-fashioned ice cream cart, outdoor pool, family fun and ropes course — all coming in summer 2017.



CBS Boston

All Things Travel: LimoLiner Beats Amtrak In Race From Boston To New York
 By Deb Weiss, CBS Boston Travel Contributor
 December 27, 2016 2:05 PM By Deb Weiss

BOSTON (CBS) — In a race between Boston and New York, LimoLiner will win.

The transportation giant is taking the race down to dog reporter a couple of miles.

I chose LimoLiner for the return of the scheduled service.

The American possibilities between Logan Airport matter when you have lines.

Boston Sunday Globe
 DECEMBER 19, 2016
New England Travel

Pets win twice with free holiday rides

By Linda Clarke
 dog owners

LimoLiner has a bonus for pet parents this holiday season — actually, make that two: Not only is the aptly named luxury bus service between Boston and New York waiving its pet fee throughout December, but instead of allowing only one dog per passenger, travelers may bring along two.

This is a gift that keeps on giving because a portion of the proceeds from every (human) passenger ticket booked with a waived pet fare will be donated to MSPCA-Angel, which has four daily departures to and from Back Bay and Midtown Manhattan, all of which stop in Framingham, west pet-friendly a year ago, allowing small dogs and cats on designated trips. Service dogs are allowed on all trips. For non-service dogs, LimoLiner has a 25-pound weight limit and, similar to air travel, animals must remain in pet carriers that fit underneath a seat (dimensions are 6 inches by 10 inches by 16 inches). LimoLiner does not stop during the journey, so there are no bathroom breaks for pets. Also, there is a limit of three animals total allowed on any trip, booked on a first-come, first-served basis.

Dog passengers receive Paw Street Bakery biscuits and, with every LimoLiner trip, humans enjoy complimentary food and drink service, including hot meals and wine (after 6 p.m.), all served by an onboard attendant. Wi-Fi, satellite TV and radio, dedicated work spaces, reclining seats, and movies are also available.

One-way fares: Humans, \$89 and \$89; pets \$30. 844-405-4537. www.limoliner.com

LINDA CLARKE



Luxury motor coach service **LimoLiner** found itself in a 'Race with Amtrak' thanks to our careful branding and strategic storytelling around the best way to travel between NYC and Boston. Creatively reaching high-end business and leisure travelers alike through mailers, fun promotions (Happy Howl-idays waived pet fares, anyone?) and rigorous media relations, we successfully lured travelers away from delay-privy planes and overcrowded trains.



Watch out Patsy & Edina. Ab Fab Boston baby!

As for us, in addition to our aforementioned sizzle reel, we've kept our name out there in a variety of ways, from speaking engagements to awards to our own press coverage (hey, cobbler's gotta have her Louboutins, too!), including a **spectacular piece on Marlo's sentimental Lalique collection** in American Airlines' first class cabin magazine, *Celebrated Living*.

We continued to give back to our community, launching our first (of many to come) #OneBostonDay Clothing Drives to benefit Goodwill Boston (save your donations for drop off at 38 Chauncy on April 15!) while honoring the spirit Boston exhibited on Marathon Monday 2013. And, as always, 2016 saw 12 issues of **marlo monthly** and 260 smart, culturally-relevant and sometimes tear-jerking **m.blog posts**. **If you're not getting it in your inbox daily, you're missing out!**

Finally, our continued growth brought one engagement, one baby and four new furbaby additions (aka friends for Lulu!) and **tens of thousands of placements for our clients** across the USA.

Wishing everyone a happy and healthy 2017 from all of us at **marlo**