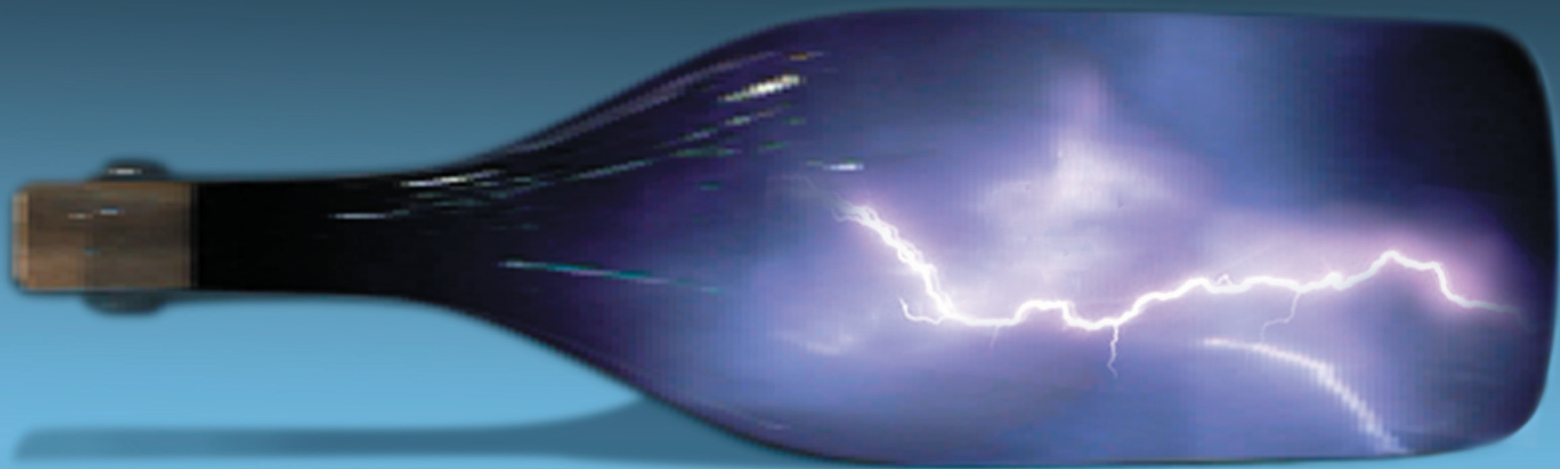
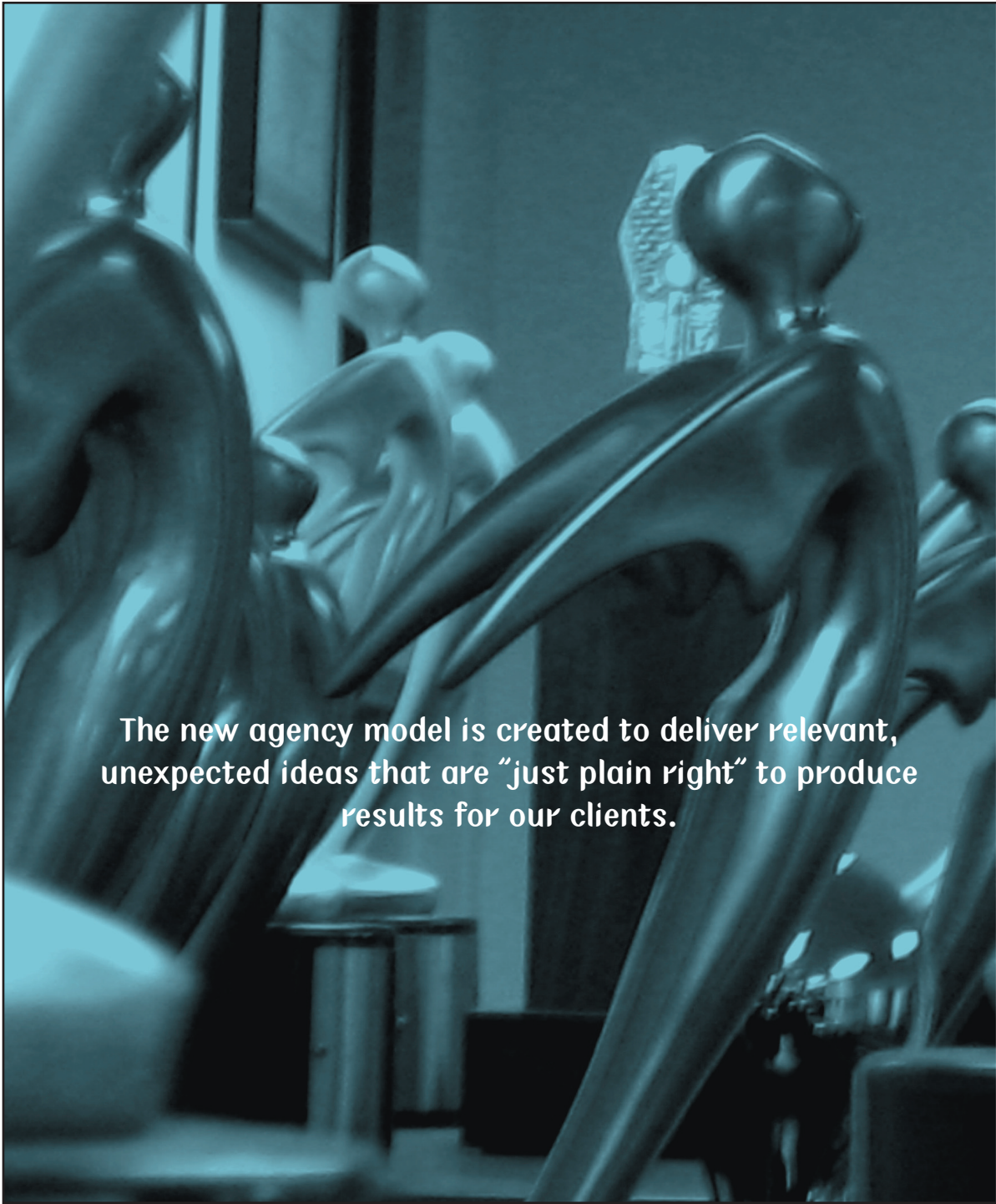


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**“AN IDEA THAT DOES NOT INCLUDE  
RISK DOES NOT DESERVE TO BE AN IDEA”**

**- oscar wilde**



The new agency model is created to deliver relevant, unexpected ideas that are “just plain right” to produce results for our clients.

## Who we are:

The Ungar Group is a marketing communications company that delivers unexpected solutions for advertisers.

We believe the agency model as people know it, is broken and beyond repair. It is the age of a new thinking. The new model is more nimble and cost effective than the monolithic agency networks born out of takeovers.

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## Our mission:

We develop marketing solutions for the challenger in the category.

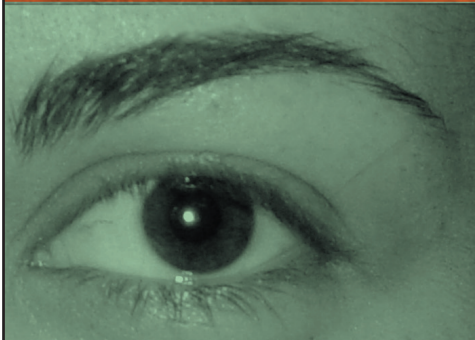
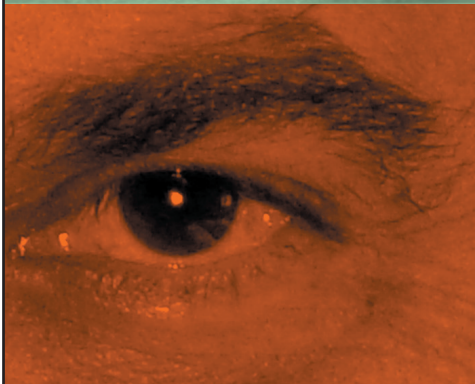
Because they are the challenger, and not the category leader, there are two incontrovertible truths:

The challenger will be outspent by the leader.

The challenger requires maximum impact from the marketing budget.



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## About us:

The Ungar Group officially opened in Chicago for business on April 1, 1990.

We are a core group of senior marketing people who studied their craft (and also learned what not to do) at BBDO, O&M, and Leo Burnett.

Additionally we have a large unit of virtual people who work for the agency. This group of far flung individuals are spread around the country, and in some cases around the globe, who provide multi-disciplined levels of expertise. We do not employ an army of freelancers, but a group of agency advocates who have a connective relationship to the agency with a mission to bring in fresh thinking beyond the four walls of our office.

We are also part of an international agency network that offers us key strategic alliances throughout the United States, Canada, and Europe. We utilize these connections to extend our arsenal of tools and delivery for our clients.

This type of work process means that we are able to provide "immediate global bench strength" to our clients.

  
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fresh thinking



## What we do:

Unlike the traditional advertising agency model that develops branding messages from what the advertiser wants to say, we create a branding message rooted in what the consumer needs to hear.

Armed with this knowledge, we have developed an internal process we call Brand Vigor. This process allows us to create connective branding experiences guided by consumer insight.

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## We are problem solvers

In our view, a marketing solution must have an idea at its core.

And executions of the idea need to be simple, surprising, and involving.

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## How we work:

Despite the proliferation of new media vehicles in the 21st century, the most credible marketing tool is still word of mouth. So we create a marketing thrust which will generate a relevant buzz for the brand.

Very simply, does it take you out of your comfort zone? If it does, then you know you have the power of the unexpected working for you.

If it does not, it means the solution is something you are comfortable and familiar with. And familiarity generates zero impact with the customer.



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## Our Expertise:

The Ungar Group is a full service marketing agency that takes an integrated approach at delivering client solutions. We work with a broad range of communication techniques to create programs that are unexpected and engaging.

We do all this by capitalizing on the following internal services:

Brand advertising

Strategic planning and consumer understanding research development and implementation

Brand design and development

Strategic communication planning developed by our "media gurus" and purchased in the market through our media partner

Integrated marketing communications

Business to business communication development

Promotion planning and execution

We are an agency focused on providing more than a menu of services. We are focused on being media and execution neutral.

We look to deliver strategically relevant solutions to the audience of our clients. We approach every opportunity with a compass aligned to the business challenge, and how it will connect, and be relevant, to consumers and business partners on all levels.

## Our current clients:

Master Lock

Robert Bosch, North America

National Marine Manufacturers  
Association

Skil

American Hardware  
Manufacturers Association

Keefer's Steak and Seafood

Rogers Auto Group

Chicago Sinfonietta

ÖSTERREICHISCHES FILMVERBUND  
1010 Wien, Augustinerstraße 1 (im Gebäude der Albertina)  
Tel.: 533 70 54



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## Our client experience:



**BOSCH**

Anchor Hocking



ConAgra Foods®

**Nintendo®**

Newell Rubbermaid™



**Fellowes.**

**SANFORD®**

**P&G**

HARTMARX  
CONSUMER APPAREL PRODUCTS



**SONY**



**SKIL.**

*Sharpie®*

**WRIGLEY'S**

**NMMA**



*Kellogg's*

**PHILIP MORRIS**

**ALBERTO CULVER**

**HUNT**

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Our clients efforts have been recognized by the industry.

We have even had some of our Effie winning spots hit pop culture by being included in America's Funniest Commercials; proving that customers do indeed smile when they are spending money.

**NATIONAL ADDY**

**CREATIVITY**

**London International Awards**

**ATHENA**

**MOBIUS**

**Chicago International Film Festival**

**EFFIE**

**ANDY**

**New York Festivals**

**TELLY'S**

**SILVER MICROPHONE**

**CANNES**





## Some Client Feedback:

Newell's sales volume went from \$800 million to \$6 billion and The Ungar group was part of that growth.

They created and directed our communication strategy, made it their business to understand our individual businesses and corporate strategy and consistently delivered memorable messages to our customer partners.

Jim Gillies; Newell Rubbermaid  
Sr. VP Market Development

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"The Ungar Group is at the top of their field. We could have worked with any advertising agency in the country but we chose The Ungar Group because they're the most creative, talented and dedicated group of advertising professionals we've ever met."

"Bigger isn't always better, and that's certainly the case in with The Ungar Group."

"The Ungar Group gets my highest ratings across the board."

Timothy S. Farrell; President & CEO  
American Hardware Manufacturers Association

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"The Ungar group was placed in competition against three other agencies. All were given the same direction, and given two weeks to submit their proposals/creative. The Ungar Group won the job hands down for one main reason: Heavy-Duty Creative."

"They go as far as commercially possible with their strategy and creative thinking. This makes it a whole lot easier to reign-in the concept as opposed to asking the group to go further."

"If you feel somewhat uneasy about the creative, then you have a much better chance of having a memorable and successful campaign."

Jim Holland; Director of Marketing  
Sanford Corporation

the ungar group  
fresh thinking



You could **win**  
**a Pebl with**  
**free airtime**  
 But not a new G.I.o.

**Master**  
*Lock*



**Be one**  
 of two people  
**on EARTH**  
 to win a  
**Hazmat suit**

**Master**  
*Lock*

MasterLock G.I.o. - Online



You could  
**win a**  
**a Motorola Pebl.**  
 But not a new G.I.o.

**Master**  
*Lock*



You could  
**win a \$1,000**  
 shopping spree  
**at Best Buy.**  
 But not a new G.I.o.

**Master**  
*Lock*



MasterLock G.I.O.-Web



MasterLock G.I.O.-TV

**G.I.O.** **Master Lock.**

you could  
**Win a \$1,000** Best Buy shopping spree.

a Motorola Pebl with free airtime from Amp'd mobile, the Hazmat suits used in the commercial, or a signed CD from the up and coming Indie Pop Piano Rock Artist Hugo.

**Watch** the commercial at [myspace.com/gettheglo](http://myspace.com/gettheglo)

**Guess** which Hazmat Guy says "it's a lock"  
**G.I.O. left** or **G.I.O. right**

**Submit** your answer via the form below

Email:

First Name:

Last Name:

Zip Code:

Year of Birth:

Receive future communications from Master Lock?

Which Hazmat guy says "it's a lock"?  G.I.O. Left  G.I.O. Right

MasterLock G.I.O.-MySpace Promo

thatguy527 (7:58:02 PM): hola  
 PREETEEinPink3 (7:58:07 PM): haha hey sup?  
 thatguy527 (7:58:10 PM): nm u  
 PREETEEinPink3 (7:58:12 PM): nm  
 thatguy527 (7:58:14 PM): OMG  
 thatguy527 (7:58:15 PM): !!!  
 PREETEEinPink3 (7:58:17 PM): ???  
 thatguy527 (7:58:22 PM): G.I.o.  
 PREETEEinPink3 (7:58:24 PM): huh  
 thatguy527 (7:58:28 PM): ugot2c  
 PREETEEinPink3 (7:58:35 PM): c wut?  
 thatguy527 (7:58:37 PM): the lock  
 PREETEEinPink3(7:58:40 PM): wut lock?  
 PREETEEinPink3 (7:58:43 PM): wut ru on  
 thatguy527 (7:58:51 PM): lol, nothing  
 thatguy527 (7:59:11 PM): itza nu lock, G.I.o.  
 PREETEEinPink3 (7:59:16 PM): u mean glow?  
 thatguy527 (7:59:22 PM): no, G.I.o.  
 PREETEEinPink3 (7:59:27 PM): o  
 PREETEEinPink3 (7:59:29 PM): wut is it  
 thatguy527 (7:59:35 PM): a lock that lights up  
 PREETEEinPink3 (7:59:48 PM): ohhh i get it  
 thatguy527 (7:59:54 PM): wow, u catch on quickly  
 PREETEEinPink3 (7:59:56 PM): lol :-P




**G.I.O.** notEvry1gtzit  
[masterlock.com](http://masterlock.com)

MasterLock G.I.O.-Print




Rogers-Double Feature TV




**\$6.98 for 2 minutes!**  
1-866-HOT-TAWK!

or



**\$6.72 a day for a brand new Chevy.**  
1-866-275-8534




©2007 Chevy Corp. MSRP \$12,200. Buick 2007 Buick Lacrosse as shown \$17,000 base to \$21,000. Oldsmobile \$18,000. Price in U.S. \$1.00 per gallon. See dealer for details.

2720 S. Michigan Ave.    [www.rogersautogroup.net](http://www.rogersautogroup.net)    866-275-8534


**No one is lower than Rogers**

Rogers-Hot Tawk Print



**OF COURSE THE PRICES ARE LOW.  
LOOK AT OUR SENSE OF HUMOR.**

**ROGERSAUTOGROUP.net**  
**2720 S. Michigan**



Rogers-Low Humor Outdoor



American Hardware Manufacturer's Association-Print



NMMA-Captain TV



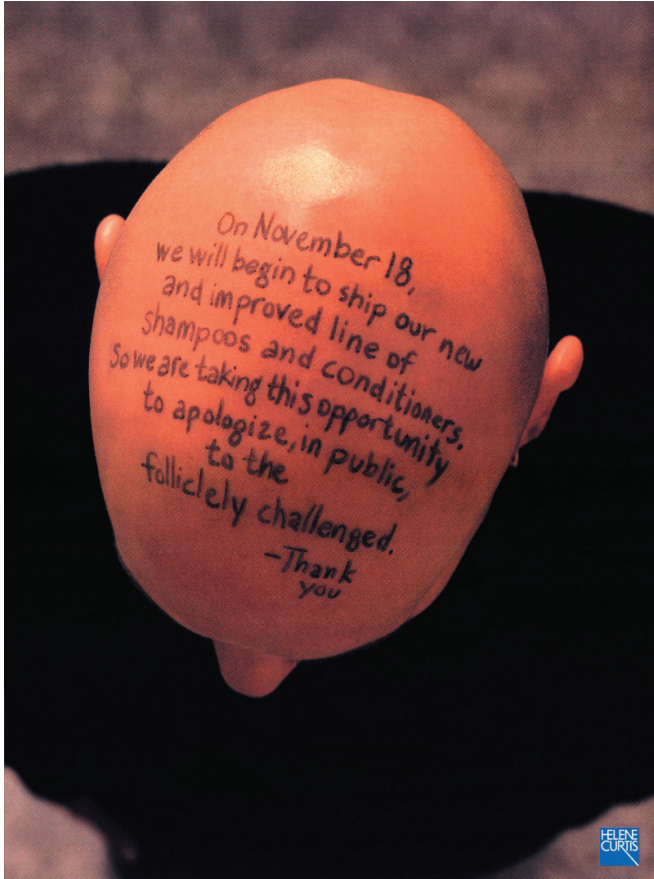
Keefer's-Bottle TV



Edward Don and Co.-Print



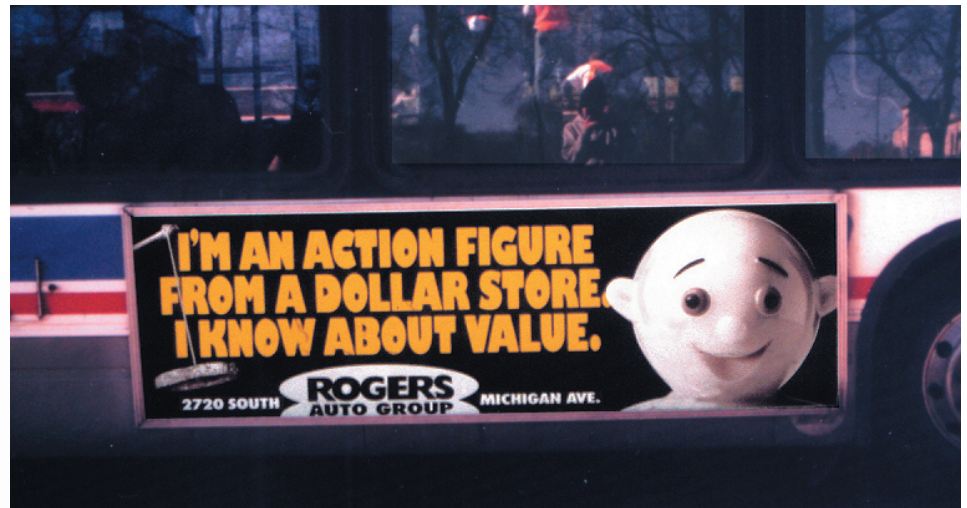
TUG-Committee TV



Helene Curtis-Print



Bosch-OOH

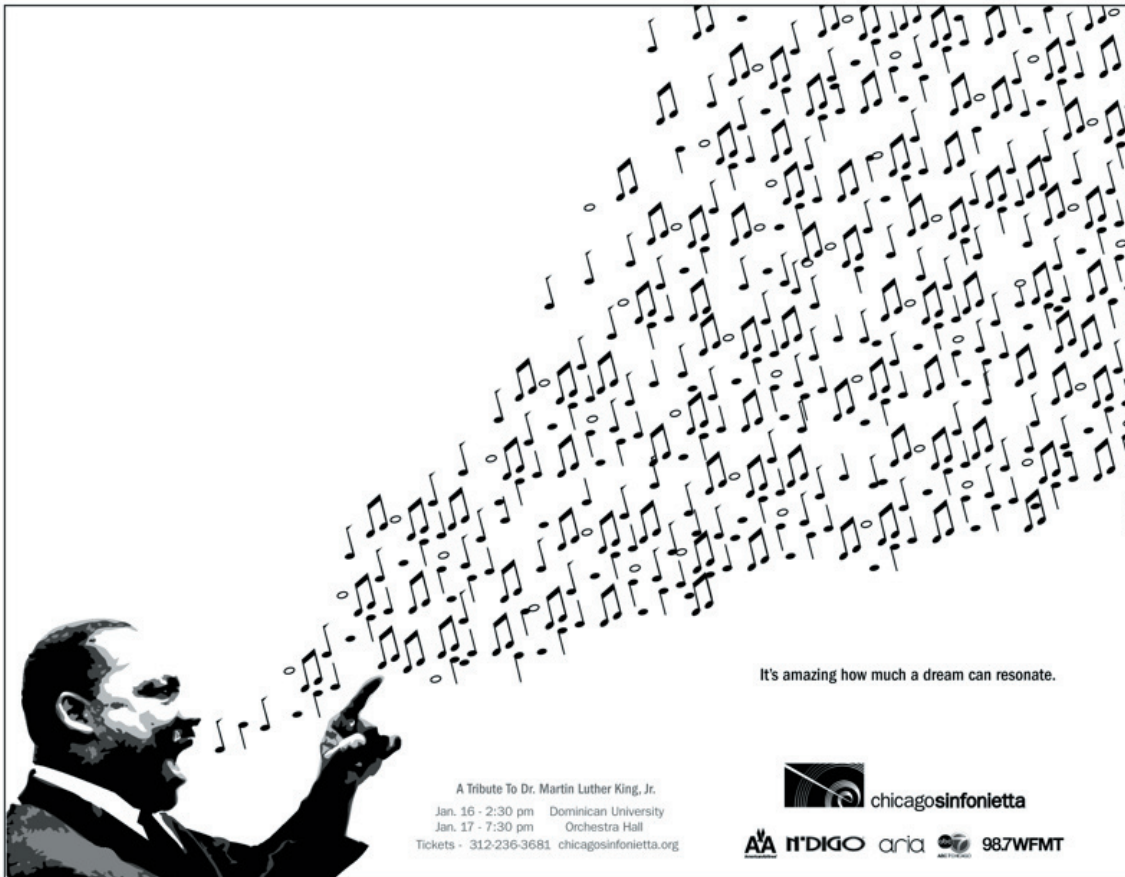


Rogers Auto-OOH



Bosch -On Premises Display





Chicago Sinfonietta-Print



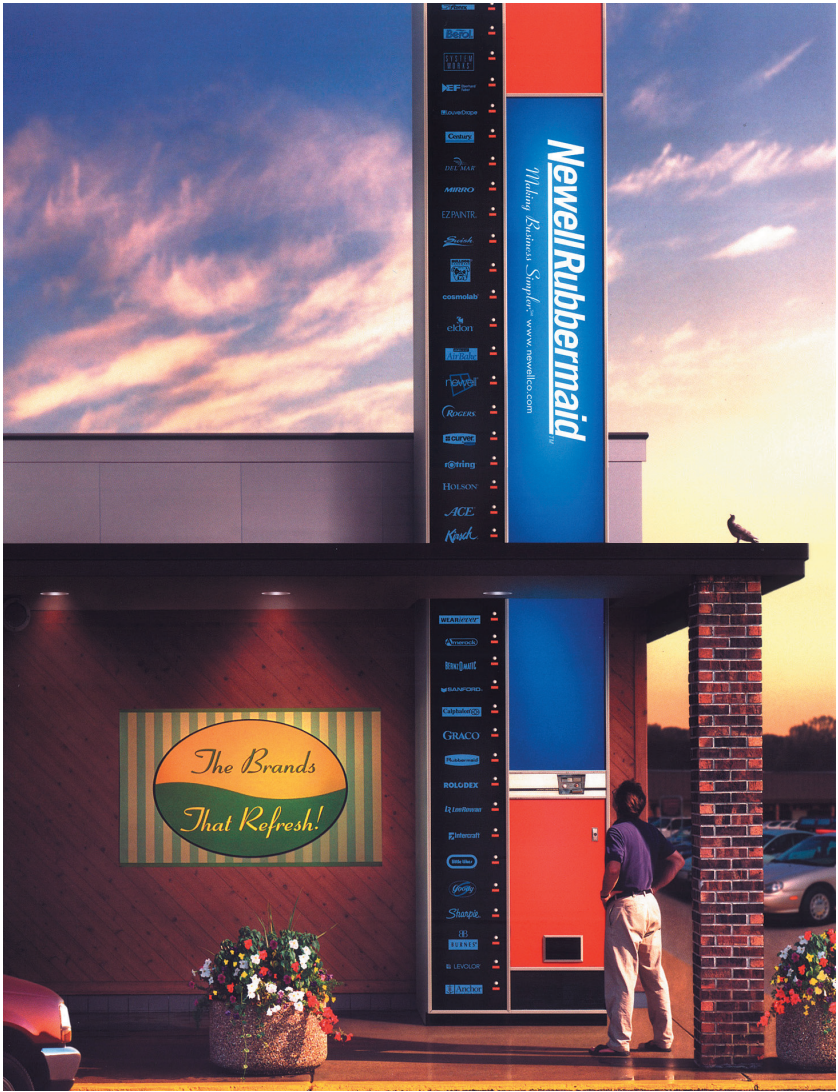
Keefe's -Smoke Free TV



Rogers-Lil' Bucks TV



Chicago Sinfonietta-Direct Mail



Bosch-Big Blue Tour Promotion



Skil-POV TV



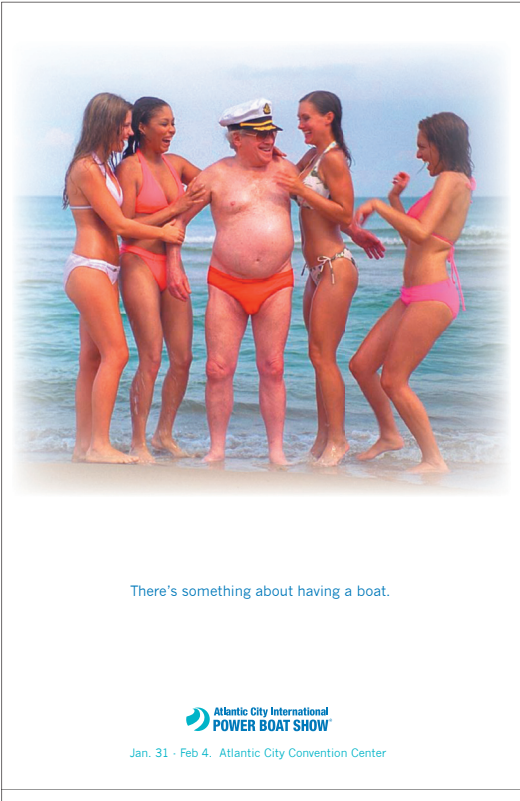
TUG-Shower TV



Sanford-Easter Island TV



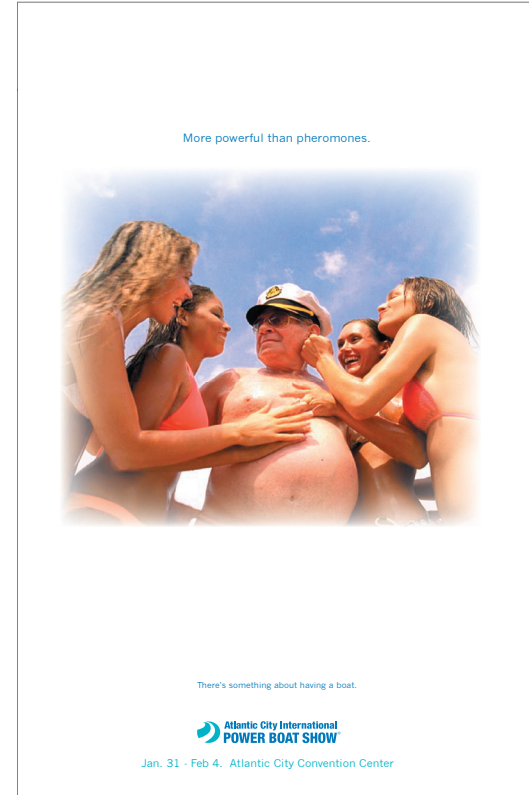
Sharpie-The End TV



NMMA-Captain Print



Chicago Sinfonietta-TV



NMMA-Captain Print

## Lagniappe [lan-yap]

Derived from new world spanish La napa "the gift". By extension it means extra or benefit. That's what every idea has. A little extra something that you may not have thought about. Comes from applying a disciplined, yet flexible process in creating thoughtful, results oriented creative solutions.

We believe clients are looking to pay and work with an agency that is smart. Not a group that is focused on their size of the office or the location they keep within the city. Clients want their agency to help them find solutions in a way that is not deliverable from their own internal perspective. That is not to take away the knowledge our clients have of their market or brands. It is a statement that we look to blaze trails in the business world with unexpected ideas that galvanize and create action among the target we're to move to action.

Our philosophy is to solve problems for our clients. We work with them to understand their business challenges and the core objectives for the results that they are looking for with each of their brands. As part of this experience, we focus heavily on the consumer or the end user of the product.

We look to understand who our client's audience is and the key influence points in their world and daily experience. We focus our energy on uncovering human insight and utilizing our proprietary tool - Brand Vigor. Through this, we explore behavioral learning, syndicated data, and direct experience, in order to deliver grounded and relevant programs that are designed to go beyond the obvious. We help brands be memorable to people in a way that sparks curiosity and inspires real action and transaction.

Our daily relationships with our clients are about openness and whimsy. Openness from the standpoint that we believe in keeping the level of information flowing at the appropriate rate, and to help guide our clients to programs that will work, and be measurable for the needs of their business. We are also whimsy by the fact that we do not deliver the fluff of big, sexy responses. We are grounded with the zeal to uncover the next trend, new medias, global impacts, and cultural movements that will affect our clients business.

At The Ungar Group, we believe in Lagniappe.



# the ungar group

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312/541-0000

Contact: Tom Ungar

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