

LoGograph

targeted marketing & strategic communications

LoGograph Works

"Logograph - slick, fast, user-friendly technology that will impress your VIP's. It worked wonderfully for our purposes and gave us a higher turn-out than regular invites would have. Helped that it was a cinch to administer too."

- Daiva Jocius, Marketing & Development Manager
One Yellow Rabbit Performance Theatre

Target your market with quality...
and see results

"Bowfire's performance last evening in our venue - The King Center for the Performing Arts in Melbourne, Florida - was totally awesome! We knew it would be though because of the quality marketing materials we received for this show.

From the very beginning, **everything we received to help us promote the performance was visually exciting, very professional and absolutely first class.** Craig Francis of LoGograph was a delight to work with. He was helpful, courteous and ready to assist us in any way he could.

I would offer them the highest recommendation to any artist or theatre seeking the very best in marketing and promotional services."

- Nance Burroughs, Marketing Director
The King Center for the Performing Arts



Exclusive invitation from TELUS to attend the
Canadian Grand Prix



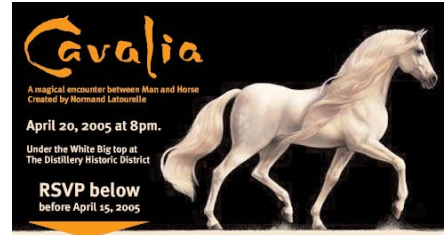
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Gain traction with strategic communications

Thank you for ALL your help with this production.
It has been the **BEST publicity for any concert
we have ever had.**"

- Susan Talford, Publicity Chair
Kerrville Performing Arts Society



"**Ticket sales have picked up**, and we expect tomorrow night's show to sell well. The Georgia Tech students seemed to respond well to the email this week."

- Stephanie Lee, Marketing Manager
Ferst Center for the Arts At Georgia Tech



"My entertainment clients are impressed by this PR tool, which uses a **customized database system unlike anything else available to them.**"

- Deborah Knight, President
DKPR

"**From the minute we signed the contract to present Bowfire this season, I have been tremendously impressed with the marketing materials provided by LoGograph.** The artistic, high-quality logos, posters and photo collages – all easily accessible online - have found their way on to the covers of all of our brochures and the home-page of our website. As a result, we're completely sold out, with a lengthy waiting list."

- Ric Waldman, Director of Marketing
Capitol Center for the Arts, Concord, NH



Manage your events: Streamline your database – and your tasks

“Just a quick note to say 'thanks' for the terrific job that you and your team did in working with us on our Kaizen launch (and within such a short time frame).

Your services were a 'godsend' for my assistant Sylvie as it freed her up of having to do the manual tabulations of the responses.

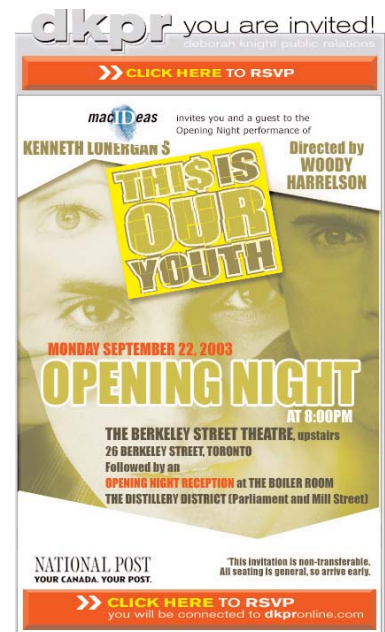
The customized design of the invitations, including inspiration around our Japanese theme along with a picture of our building, were very well received by all.

It helped in attracting participation and provided sense of importance for the event.

The rapidity in which your team was able to respond to fix the bugs was quite impressive. Great customer focus!!!

As I recently shared with you, **our event was quite a success and I consider your help in the invitation phase part of our success. Thanks again.**”

- Louise Garai, Directrice / Director
Service à la clientèle - région de l'Est / Client Services - Eastern Region
Sunlife Financial Canada



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"I want to thank you for the outstanding marketing that Logograph provided for our March performance of Bowfire. Without question, LoGograph's proactive role as well as the services that Logograph provided played a key role in the success of this show."

This was one of the most successful shows this season being only 100 tickets away from selling out our 1800 seat theatre. The ease of access to the marketing materials made my job easy and the pieces were beautifully done. I hope to have the chance to work with your team again in the future!"

- Kathy Gustafson, Marketing Manager
Paramount theatre, Aurora, IL

"Over the past year, I've worked with LogoGraph and EnTechneVision on the design and development of our website. They're a company that's big enough to serve your every need, and small enough to care. Their updates are timely, and they're always looking for ways to tailor your site to your every need."

I wouldn't ever hesitate to recommend them for any project no matter the size."

-Mike Bezembinder, Director of Operations
Lyric Theatre



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"This is the best site I have ever used! It's **spec-tacularly efficient and visually helpful**. Kudos to you guys!"

- Janet Lincoln, Marketing Associate
Popejoy Hall Public Events

Susan Hobbs



"The show last night was fantastic! Seriously--the audience JUMPED to their feet for a standing ovation (just like we said in the marketing materials). The performers were really great, and everyone seemed to really enjoy the show. Thank you so much for all of your help marketing this show.

The staff at LoGograph has been absolutely wonderful to work with -- one of the best experiences with a show's marketing team I've ever had. Your staff did such a good job of following up with me on the different parts of our marketing campaign. Plus, it made my job a lot easier to have such great marketing materials for us to use. **And we definitely got results from the email LoGograph sent out.** Thanks again, and I hope we can work together on another show in the future!"

- Denise Cook, Director, University Relations and Marketing
Mercer University



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LENNY SOLOMON PRODUCTIONS USA, INC.

**1212 Overstream Lane
Matthews, NC 28105
704-675-5322**

11/29/04

To Whom It May Concern:

We have now worked with the LoGograph system from Entechnevision for two seasons to support the touring of Bowfire. We have found it to be an extremely effective marketing system, and the team at Entechnevision is consistently responsive to our special needs and requirements.

We were initially drawn to the Logograph system for two reasons: (1) to stimulate interest in Bowfire among the press and presenting community, and (2) to support the promotional efforts of individual presenters to their own subscribers and press.

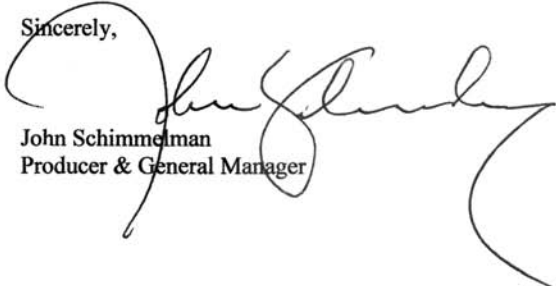
Bowfire is a big, theatrical show, and our goal was to generate sales and name recognition. We therefore needed an underlying system that was cost effective to promote the show. LoGograph tailored a service for presenters, press, and the ability to send "e-vites" to large lists of e-mail addresses. The entire system was internet based, a huge relief in dealing with over 3 dozen cities, yet each individual presenter was still serviced personally. The tour was a success and press coverage increased significantly.

We provided this service to all presenters presenting Bowfire, and those that took full advantage of it reported great success. I have spoken with several presenters that have previously used mass e-mailings for promotional purposes that were lacking the underlying data management capabilities and muscle of the Logograph system. They felt the additional support made a significant difference in helping to fill the house for Bowfire's appearance.

We now consider Logograph and the Entechnevision team to be indispensable in the ongoing promotion of Bowfire.

Please do not hesitate to contact me if I can answer any specific questions.

Sincerely,


John Schimmelman
Producer & General Manager

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January 25, 2005

TELUS recently held a Press Conference to announce the renaming of the Canadian Film Centre's Habitat New Media Lab and to launch the TELUS Interactive Arts and Entertainment Programme. Impressed by their work with major festivals and their outstanding reputation in the marketplace we outsourced both the campaign creative and the back-end invitation management to EnTechneVision and LoGograph.

There are many complexities involved in managing Marketing and PR programs across the media, but EntechneVision has a firm grasp on all the latest technologies involved – and more importantly, an in-depth understanding of how our VIP's would respond to them.

I was extremely impressed by the service they provided on every level, their ability to make quick last minute changes on the fly and to do it all while, maintaining good humor and professionalism. The advertising creative was original and dynamic, while respecting and complementing the intricacies of our brand standards.

The LoGograph database system allowed us to deliver a direct-response multimedia invitation, and to measure its success in real time.

EnTechneVision and its LoGograph marketing service are thoughtful and hands-on in its strategy. I had direct access to the project head and the team's responsiveness surpassed my expectations. They even suggested additional methods of optimizing our campaign delivery – methods that we did indeed implement.

In short, this project was seamless and extremely well managed, we surpassed our attendance expectations and I look certainly look forward to working with this group of professionals in the near future.

Sincerely,

A handwritten signature in black ink that reads 'Beth Appleton'.

Beth Appleton
Senior Manager, Corporate Communications
TELUS Enterprise Marketing