



# Robert Worley

## Campaign Concepts, Themes and Positioning Statements

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Robert's ability to develop creative concepts and compelling messages is inspired by a life's fascination with words, context and messaging.

*The following pages exhibit some of the fruits of his work.*

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### B2B / Lighting

#### ***"Beyond Worry Is Freedom."***

Campaign theme targeting IT managers for security consulting services

#### ***"Challenge Every Risk."***

Positioning line for an IT security consulting company

#### ***"Control the Lights. Enjoy the Power."***

Campaign theme for an outdoor lighting control company

### Design / Construction Services

#### ***"Everything Within Reach"***

Tagline for glide-out shelving company seeking to optimize household space.

#### ***"Restore your faith in development."***

Campaign theme for a development company that renovates historical buildings and properties

#### ***"Things that were better then, can be better again"***

Tagline for a development company that renovates historical buildings and properties

#### ***"Your Home Makes Quite An Impression. Our Job Is To Keep It That Way."***

Promotional campaign for carpet and upholstery treatment services

#### ***"Build Something Special."***

Campaign theme for a specialty commercial construction company

#### ***"We Build Because It Is Born Within Us."***

Campaign theme for a multi-generational residential construction company

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## Financial /Professional Services

### ***“The Deals Worth Making.”***

Campaign theme for mid-market capital broker

### ***“Plan. Prepare. Prosper.”***

Overall campaign for CPA firm specializing in small businesses and personal accounts

### ***“Turn Tax Time Into Tee Time.”***

Tax preparation campaign for CPA firm in an exclusive golf resort community

### ***“Clarity in Motion.”***

Campaign theme for national motivation speaker, management consultant and author

### ***“The Road Ahead May Be Unknown. But It Can Be Better Paved.”***

Campaign theme for a long term care insurance agency

### ***“Increase Your Advantage.”***

Positioning line for tax credit purchaser and fund developer

### ***“Building Equity for Everyone.”***

Campaign theme for low income tax credit fund developer

## Health Care

### ***“MERGE”***

Company name for a health, fitness and nutrition consulting company

### ***“We Don’t Rest Until You Do.”***

Overall campaign theme for the leading provider of comprehensive sleep medicine services

### ***“Opportunity Never Sleeps.”***

Campaign theme targeting hospital administrators and respiratory physicians for the development of sleep medicine centers

### ***“Leading People To Better Health.”***

Overall campaign theme for regional hospital

### ***“Human Need Knows No End.”***

Annual report theme for a not-for-profit hospital under threat of privatization

### ***“Influenza. Outfluenza.”***

Flu shot campaign theme for hospital

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## Health Care *(continued)*

### ***“Your Primary Link to Quality Care.”***

Campaign theme for nine-location primary care physician group

### ***“Physician, Be Thyself.” “You’re The Primary Reason We’re Here.”***

Campaign series for a health system recruiting primary physicians

### ***“Follow The Thread.”***

Campaign theme for web-based, health information systems company, Interweave

### ***“Choose Wisely. We Did.”***

Merger campaign theme for hospitals forming a new health care system

## Non Profits

### ***“The Higher Power Breakfast.”***

Positioning theme for a men’s ministry breakfast series

### ***“Enriching Youthful Lives.”***

Positioning for a golf tournament benefiting troubled children

### ***“The Work Of Art.”***

Promotional theme for art awareness, fundraising and volunteerism campaign

### ***“Innovating. Inviting. Intown.”***

Promotional theme for an inner city church plant

*See next page for Robert’s Campaign Management Highlights*

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## Campaign Management Highlights

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Over the years, Robert has lead some comprehensive campaign rollouts that won awards and achieved significant success for client and agency alike.

*Ask him, and he can show you how, when and why the campaigns below worked.*

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### ***“Miles Ahead. Minutes Away.”***

Transitional image campaign for a radical hospital redesign  
(TV, Radio, Print, Outdoor, Transit)

### ***“Moving Experiences. Miles Ahead. Minutes Away.”***

Introductory campaign for complete Emergency Center overhaul  
(Radio, Print, Outdoor, Transit)

### ***“Redi. Set. Go.”***

Introductory campaign for RediMed Minor Emergency Center  
(Identity, Radio, Outdoor, Direct Mail)

### ***“Leading People to Better Health.”***

Patient testimonial campaign to promote a series of advanced surgical services  
(Promo Logo, Radio, Print, Outdoor, Transit, Collateral)

### ***“For Excellence In Cardiac Care, We’re The Heart Of The City.”***

Cardiac Care Center campaign for a major downtown hospital  
(TV, Print)

### ***“Legends of Peachtree.”***

Peachtree Road Race Event Sponsorship Promotion for the Acura Legend  
(Radio, Outdoor, Collateral, POP)

### ***“Uncommon Vision.”***

Introductory campaign for a progressive food technology company  
(Graphic Identity, Positioning, Letterhead Package, Trade Print Ads, High-end Brochure , 20' x20' Trade Booth, PR)

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