

Marcom On Call

Expert Eye • Problem Solver • Team Member • Onsite Analyst



Arts folks who have worked with Ruddle Consulting say:

"Thought you'd like to see the brochure for our new season. The response has been overwhelming: 91% of last year's subscribers renewed! 125 new subscribers."

—**Rick Schiller**, Executive Director,
Angelina Arts Alliance

"Wow! Thanks for the detailed feedback. This is very helpful, and I'm going to pass it along to my graphic designers as we prepare to do next year's brochure. You really are the Go To Guy for detailed analysis of collateral."

—**Erik Curren**, Director of Marketing,
American Shakespeare Center

"Thanks for your interest and expertise. My Board and I are very excited about the direction you're taking us."

—**Ray Solley**, Executive Director,
Torrance Cultural Arts Center Foundation

"Your advice was so helpful! Thank you. We will definitely implement your suggestions the next time we print our brochures."

—**Elizabeth Halverstam**,
Executive Director, Arts Horizons

"I am pleased to have a different and outside account of the process, which served (and will continue to serve) as a tool for us to improve this weak area within our organization."

—**Emma Palzere-Rae**, Executive
Director, Chorus of Westerley

"I want you to see how far we've come ... We were able to communicate your ideas to our designer and create marketing pieces that reflect our museum more positively."

—**Gwen Young**, Director of Marketing,
Midway Village & Museum Center

Marcom On Call makes expensive creative work affordable

Tight budgets make your selection of creative talent more critical than ever. If you find yourself working more and more with volunteers, interns, in-kind donors, hungry young talent, or on your own, add Henry Ruddle to your team for about the cost of your daily caffeine fix. We will provide the "extra pair of eyes" or the brainstorming magic that will ensure a high-quality, effective marketing campaign. Better still, it's guaranteed. If we don't meet expectations, don't pay.

Marcom On Call services include:

● EXPERT EYE

Mail or e-mail us concepts, copy, designs, layouts or finished pieces for a thorough analysis and a one-on-one consultation by phone or by e-mail about what works, what doesn't, and how to make it better.

- ✓ \$75 for the first piece or initial setup
- ✓ only \$25 per related piece or subsequent review of the same piece

● TEAM MEMBER

Add Henry Ruddle to your marketing and communications team for an outside perspective, creativity and expertise. Include us in discussions and brainstorming sessions by phone and e-mail while developing your organization's branding, season, seasonal theme, and specific marketing and advertising pieces.

- ✓ \$100 per major marketing initiative, billed as a monthly retainer. (For example, an organization with a five-show season would pay \$600 — \$100 for the season plus \$100/show, even though the program would cover non-show related marketing projects.)

● PROBLEM SOLVER

Mail or e-mail all of your marketing pieces, including advertisements, brochures, postcards, e-blasts and newsletters, and then schedule a telephone interview between key players on your marketing team and Henry Ruddle. You will receive a comprehensive written report with suggestions and creative ideas, big and small, backed up with examples and makeovers, to help prepare for next season or begin a rebranding.

- ✓ \$500 flat fee

Contact Henry Ruddle at arts@ruddle.com or 408-556-9865 to get started.



Our Guarantee

We are so confident in the value of our work that we feel comfortable saying that if you are not completely satisfied with the advice and creative ideas you receive as part of any Marcom On Call program, let us know and we'll either work until you are satisfied or cancel your invoice.

A Few Examples...

Real pieces improved and sometimes transformed as a result of an Expert Eye consultation with Henry Ruddle:

The Tabard Theatre Company overview season ad BEFORE

The Tabard Theatre Company

2010-2011 • A Season to Celebrate!

STOMPIN' AT THE SAVOY
OCTOBER 8 - 24
A Big Band Floor Show
World Premiere!

Driving Miss Daisy
NOVEMBER 12 - 27
Pulitzer Prize Winner!

THE GIFTS OF THE MAGI
DECEMBER 3 - 19
Based on O. Henry stories
"A bright and beguiling musical."
- NY Tribune

According to Angel
JAN 21 - FEB 13
World Premiere Comedy!

Follies Concert Version
FEB 25 - MAR 20
Tony Award-Winning
Sondheim Musical
South Bay Premiere!

THEATRE SQUARE

800-838-3006
TabardTheatre.org

Celebrate, Tabard.

AFTER

The Tabard Theatre Company

2010-2011
A season to celebrate

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Celebrate, Tabard.

Cleveland Play House season brochure BEFORE

The Cleveland Play House

2010/2011 SEASON

The 39 Steps
The Kite Runner
This Wonderful Life
Backwards In High Heels
The Trip To Bountiful
My Name Is Asher Lev
Legacy Of Light

EXCITEMENT BEGINS HERE!

SUBSCRIBE TODAY!
BUY 5, GET 2 SHOWS FREE
PLUS FREE PARKING ALL SEASON!

AFTER

THE CLEVELAND PLAY HOUSE

2010/2011 SEASON

THE 39 STEPS
THE KITE RUNNER
THIS WONDERFUL LIFE
BACKWARDS IN HIGH HEELS
THE TRIP TO BOUNTIFUL
MY NAME IS ASHER LEV
LEGACY OF LIGHT

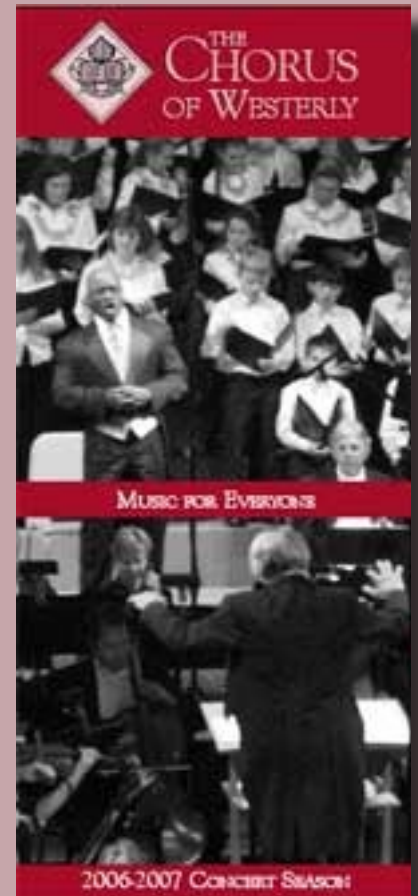
SEPT 17 - OCT 10
OCT 15 - NOV 7
NOV 26 - DEC 19
JAN 7 - 30
FEB 4 - 27
MAR 4 - 27
APR 8 - MAY 1

SUBSCRIBE TODAY!
GUARANTEE YOUR SEAT
AND GET 7 SHOWS FOR THE PRICE OF 5!

Chorus of Westerley season brochure

BEFORE

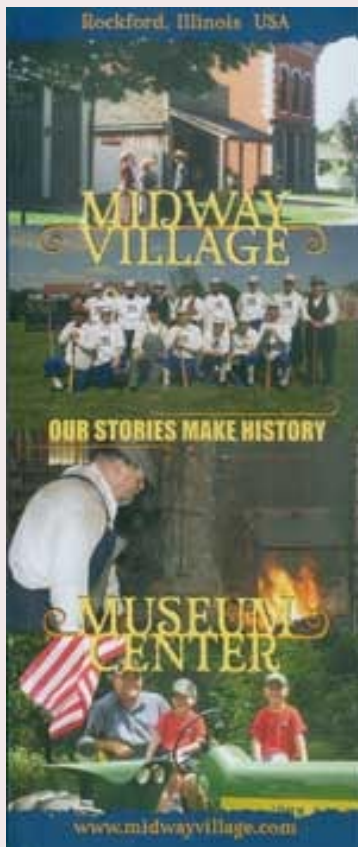
AFTER



Midway Village museum overview brochure

BEFORE

AFTER



... and many, many more

