



Market Analysis and Research.

Advertising and Creative Services.

Strategic Business Positioning.

Empower and Energize. Results and Profits.

Marketing Tip #57

Use research to determine the most effective strategy; never change a successful strategy.

Whether your company's internet needs require a clean, corporate look with straight html or a jazzy FLASH® driven website, Cline Group can set your business apart from the rest of the crowd.

Client:

The Sovereign Island-Nation of The Islands of The Bahamas;
Bahamas Ministry of Tourism; Bahamas Diving Association

Cline Group Helped The Bahamas Government Swim With The Sharks.



When the Bahamas Government needed industry-specific sports marketing, they dove in with Cline Group. Through a properly managed budget covering all aspects of a specialty sports marketing program, Cline Group has provided a 12% average growth in tourism over the last five years.

Cline Group provides a full range of services, from media buying, advertising, budget-analysis, research, tradeshow management and interactive technologies. Thanks to Cline Group, sports enthusiasts are seeing the beauty and wonders of this diverse nation more than ever.

Client Website:

www.bahamasdiving.com

www.clinegroup.net



Client:
Ser Technology

**Cline Group
Helped SER
Technologies Cut
Through the
Clutter in
Marketing
Credit-Services.**



SER Technologies provides services and software to over 5,000 credit unions, allowing credit and loan services for a wide variety of purposes. Cline Group helped cut through the B2B clutter in their market, by developing a cohesive marketing program including websites, brochures and innovative direct-mail templates for their clients.

Clients:
www.sertech.com

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Marketing Tip #75

The first duty of advertising is to communicate effectively.

From photo shoots to

delivered catalogs, Cline

Group can handle any size

job - from inception to

completion.

Advertising

Product Photos

Catalogs

Websites

Design

Research

Strategy

Cline Group Helped

Homemade Gourmet

Really Cook in

America's Kitchens.

Let us help your business today.

TEL 972-267-6700

FAX 972-267-6770

www.clinegroup.net



Client:
Homemade Gourmet



Through a comprehensive marketing and corporate image development campaign, Cline Group helped transform Homemade Gourmet, Inc. into a national brand in the dry packaged foods business.

Under Cline Group's direction, their customers were researched, identified, and then effective collaterals, websites, and other marketing programs created, launched and tracked for effectiveness. From a major photo shoot schedule, covering over 100 products, to a 48-page catalog, to a web-commerce application, Cline Group helped Homemade Gourmet manage a staggering 400% yearly growth rate.

Client Website:
www.homemadegourmet.com

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Marketing Tip #101

Professional photographs of your product cost more than bad ones, but they also sell more.

Tradeshow graphics,
booths and large
color banners are a
snap with Cline
Group's extensive
big color display
production experience.

Client:

Amusement Management International, Inc.

Cline Group Helped Amusement Management International Reach the Sky.



With locations all around the world, AMI needed signage and site-specific graphics and marketing that would reflect a professional, yet fun image at amusement parks in different countries. Through a cohesive marketing program, all AMI sites have a common uniformity, allowing for a consistent corporate message to be communicated to the public.

With Cline Group, Amusement Management International takes a flying leap to a new level.

Client Website:

www.amifun.com

www.clinegroup.net

Clients:
Rodale Press and MBNA

Cline Group
Helped
Rodale Press and
MBNA Pursue New
Leisure Markets



Rodale Press, a premier lifestyle magazine and book publisher, utilized Cline Group exclusively to research, identify, market and launch a new specialized sports magazine within the leisure industry. Now millions of sports enthusiasts are reading Rodale's publications and thanks to Cline Group, diving into a new market.

MBNA, the nation's largest affinity credit card issuer, tapped Cline Group to launch a new credit card for sports enthusiasts. Utilizing design, photo direction, and marketing consulting, Cline Group helped rack-up millions of dollars in travel-related sales for MBNA.

Client Websites:
www.rodalepress.com
www.mbna.com

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Cline Group Bio

Cline Group Advertising was founded in 1990 as an international advertising and marketing consultancy, with many areas of expertise. From high-technology to web-commerce to sports marketing, Cline Group provides value services with proven results.

According to company president William Cline, "Cline Group is unique - we have had the pleasure and experience of working with a very diverse group of clients ranging from foreign governments to small start-ups. We are set apart as our entire focus is on producing work that generates business - not awards."

Cline Group is highly respected in the specialty sports marketing arena - having produced a national traveling sports pavilion that exhibited at large outdoor events all over the nation. With tens of millions of exposures, in 50 markets, Cline Group's event experience is substantial and impressive.

Services offered by Cline Group include; consumer marketing and advertising design; strategic tourism planning; consumer and B2B research; events marketing; and internet strategic services including website design and management.

Cline Group is fortunate to have been written about in THE WALL STREET JOURNAL, FORTUNE and ENTREPRENEUR magazines, plus numerous newspapers and specialty sports magazines.

Client List

Current and past clients include The Government of Bonaire, The Bahamas Government, The Barbados Tourism Authority/Government, Greater Ft. Lauderdale Visitors and Convention Bureau and others for sports-specific marketing, advertising and research. Other private-sector clients include Homemade Gourmet, Inc., SER Technologies, Divers Alert Network (DAN), Rodale Press, Bob Soto's in Grand Cayman, Dive Provo in Turks & Caicos, Sand Dollar Dive Resort in Bonaire, Clear Technologies, Lone Star Steel, The Cayman Islands Watersports, Hotel and Restaurant Associations, Bahamas Diving Association, and various trade organizations.

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