

Riger

ADVERTISING

**Philosophy of business**

Riger provides responsive, creative, effective advertising and marketing communications solutions for clients who value the work we do and the results it achieves for their businesses.

Ask us. We're listening.

Capabilities

- Marketing audits & strategic planning
- Market research, field studies, focus groups
- Media planning, scheduling, buying & evaluation
- Graphic design
- Branding
- Newspaper & magazine advertising
- Television & radio commercials
- Out-of-home advertising
- Direct mail programs
- Public relations, publicity
- Web & Interactive
- Search engine marketing
- Online social networking strategy
- E-mail programs
- Yellow Pages advertising
- Video/CD-ROM/DVD
- Employee communications & training materials
- Corporate identity
- Literature: catalogs, spec sheets, brochures
- Point-of-sale materials, package design
- Presentations, speech writing
- Trade show exhibits
- Sales aids
- Signage

In clients' words

"Your responsiveness is terrific. I have recommended you to others many times!"

Vice President—Marketing and Community Relations, United Health Services

"The Riger/ESSA team has been responsible for the development and execution of the award-winning "Full Circle Banking" branding initiative, the grand opening of ESSA's Corporate Center, and numerous product promotions that have met or exceeded goals."

Director, Marketing Services, ESSA Bank & Trust

"Your quality and service are always superior!"

Vice President of Development, The Family Foundation School

"The display looks absolutely wonderful. Thank you for all your help with this project and for being so cooperative and efficient, considering the time-sensitiveness. We truly appreciate the efforts of the staff. They are a pleasure to work with."

Marketing Coordinator, Systems Manufacturing Corp.

"We appreciate Riger's flexibility and creativity. You worked well around our limited budget. We feel that this very professional campaign will be useful for years to come. Riger's professional team was prompt with deadlines, open to our ideas, sensitive to our budget and a wonderful group of people to work with."

Vice President—Member Services, Greater Binghamton Chamber of Commerce

"Excellent! Excellent! We love this video. This is it. I want to thank you for an outstanding job delivering this product. It's been awesome to work with you on it."

Executive Director, Ross Corners Christian Academy



A marketing communications company

ASK US.

CLIENT EXPERIENCE

Over the years we've worked with a large and diverse group of clients covering a wide range of business categories.

Banking / Insurance / Financial Services

ESSA Bank & Trust
CFCU Community Credit Union
Wilber National Bank
First Heritage Federal Credit Union
GHS Federal Credit Union
Partners Trust Bank
Tioga State Bank
MetLife
FASNYS Federal Credit Union
Excellus BlueCross BlueShield
Partners Insurance
Alliance Bank, NA
Mang Insurance Agency
Columbian Mutual
Life Insurance Company
Security Mutual Life Insurance Company of New York
Acuity Financial Services Group

Health Care

United Health Services
sanofi pasteur
Arnot Ogden Medical Center
Lourdes Hospital
Guthrie Healthcare System
Bronsky Orthodontics, PC
Ophthalmic Associates of Southern Tier
Southern New York Neurosurgical Group
George N. Trachtenberg, DPM
Louis M. Giordano, DDS
Southern Tier Imaging

Education

Binghamton University
East Stroudsburg University
The Family Foundation School
Broome-Tioga Board of Cooperative Educational Services
Ross Corners Christian Academy
Binghamton City School District
Yale School of Music
Elmira Business Institute
Stanley Kaplan Testing Centers

Utilities

Energy East
New York State Electric & Gas (NYSEG)
Central Maine Power Company (CMP)
Connecticut Natural Gas Company (CNG)
Rochester Gas & Electric Corporation (RG&E)
The Southern Connecticut Gas Company (SCG)
Conrail

Professional Services Firms

Keystone Associates
Bearsch Compeau Knudson Architects
Coughlin & Gerhart, L.L.P.
Merwine, Hanyon & Kaspszyk, L.L.P.
Aeden Waterford
Delta Engineers
Levene Gouldin & Thompson (Management Consultants)
Richard D. Holbrook Associates (Management Consultants/ Executive Recruiting)
McFarland-Johnson Engineers
Davidson Fox & Co. CPA
The Wedge Group
Xonitek Systems Corporation

Manufacturing / Technical / Industrial

BAE SYSTEMS
Lockheed Martin
IBM Microelectronics
Hardinge Inc.
Universal Instruments Corp.
SMC
Binghamton Material Handling
Sun Microsystems
Emerson Power Transmission
Beaver Mountain Log & Cedar Homes
Insulating Coatings Corporation
ISD (Information Systems Division)
Raymond Corporation
Burt Rigid Box, Inc.
Anitec/International Paper
At-A-Glance
Amphenol Interconnect
York Modern Corporation
Elliott Manufacturing
Ciba Specialty Chemicals
Paxar

Retail

McDonald's Restaurants
MaineSource Food & Party Warehouse
Eureka Camping Center
Olum's, Complete Home Furnishings
Endicott Johnson
Parts Plus Auto Stores
Office Furniture USA
Van Cott Jewelers
Wholesale Electric/Lights Unlimited
Sprint PCS
Sorelle Hair Design

Automotive

AAA
Ken Wilson Chevrolet
Southern Tier GMC Truck
Gary's U-Pull-It
American Car Wash
Miller Auto Team
Botnick Motor Corp.
Botnick Wholesale Parts
Van Atta Buick Suzuki
Jim's Marine
Kent Brown Auto

Human Services

ENI
Betton House
Early Childhood Coalition
(Building Brighter Futures for Broome)
The Family and Children's Society
Parents and Children Together
United Way of Broome County
Broome-Tioga ARC
(Association for Retarded Citizens)
Southern Tier AIDS Program
Planned Parenthood

Economic Development

Greater Binghamton Chamber of Commerce
Binghamton Convention & Visitors Bureau
Broome County Industrial Development Agency
Downtown East Business Association (Syracuse)
Downtown Binghamton Business & Professional Association
Appalachian Regional Commission/ Southern Tier Economic Regional Development Board
UniPEG (University/Industry Partnership for Economic Growth)
Trade Adjustment Assistance Center

Contractors / Builders / Developers / Real Estate

Century 21 Sbarra & Wells
Vornado Realty Trust
Coldwell Banker George T. Decker Real Estate
Garbade Construction
Akel-Lane Development Corp.
Louis N. Picciano & Sons
Cabot Group
Unadilla Silo
Ivon R. Ford Builders

Non-Profit Organizations

Association for Vision Rehabilitation & Employment
Boys & Girls Club of Binghamton
The Children's Home
Broome County Library Foundation
Sheltered Workshop for the Disabled
Roberson Museum & Science Center
Community Foundation of South Central New York
Dr. G. Clifford & Florence B. Decker Foundation

Entertainment

Tioga Downs

Want to know more?



Visit www.riger.com. Ask for our Cool Stuff case history cards and our Riger Reel. Or call us today, **607.723.7441**, ext. 316; toll free **866.885.7441**.

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