



Branding | Experiences | Solutions

CAPABILITIES OVERVIEW



TAMING TODAY'S TURBULENT BUSINESS AND MARKETING ENVIRONMENTS TAKES MORE.

IT TAKES DEEPER EXAMINATION,

MÉR 

AND THE RIGHT TEAM TO SMOOTH THINGS OUT.

While intimidating to most, the sea represents a vastness not often truly comprehended.
The unknown. The seemingly turbulent nature of its constant movement.

To us the sea demands a very specific skill set to master it.
Once mastered, it represents endless opportunity.
Much of the same is true about your Brand and your Marketing efforts.

*The sea is an awesome reminder of how insignificant we may seem yet,
simultaneously, represents the limitless opportunities it holds.*



MÉR (MARE) is the French word for 'SEA'

In a world where marketing and brand services can be seen as
a commodity...



MÉR IS MORE.



MÉR (MARE) is the French word for 'SEA'

WHY MÉR IS MORE.

MÉR is a full-service business and marketing resource helping clients identify, plan and execute successful opportunities. Strategic planning and development are core services. Planning your course is imperative to any brand. However, we don't get off the boat after the course has been planned. Our activation resources are highly skilled in ensuring any strategy is executed to its fullest potential.

Things change.

Unforeseen items are introduced, and unknown forces are exposed.
We ensure if these unexpected situations occur, your strategies are still sound.
Thoughtful, Knowledgeable, Experienced.



- **Show Exhibit Production Services**
- **Materials Management, Inventory & Logistics**
- Luxury Sales Events
- Exhibitor Services
- Event Marketing & Management
- Meetings & Conferences
- Video & Audio Production Services



- **Brand Management & Communications**
- **Branded Events & Meetings**
- Creative & Promotional Services
- Digital Marketing
- Social Media
- Photo & Video Shoot Production



- Printing
- Point-of-Sale
- Premium Items
- Apparel
- Signage
- Specialty Displays

2020 marks our 10 Year Anniversary. Proud and humbled by this achievement, the MÉR Team remains driven to finding solutions for your brand's unique challenges others do not consider. It is in these leaps to more creative solutions where competitive advantages are born, and opportunities are seized.



BRANDS WE'VE SERVED.

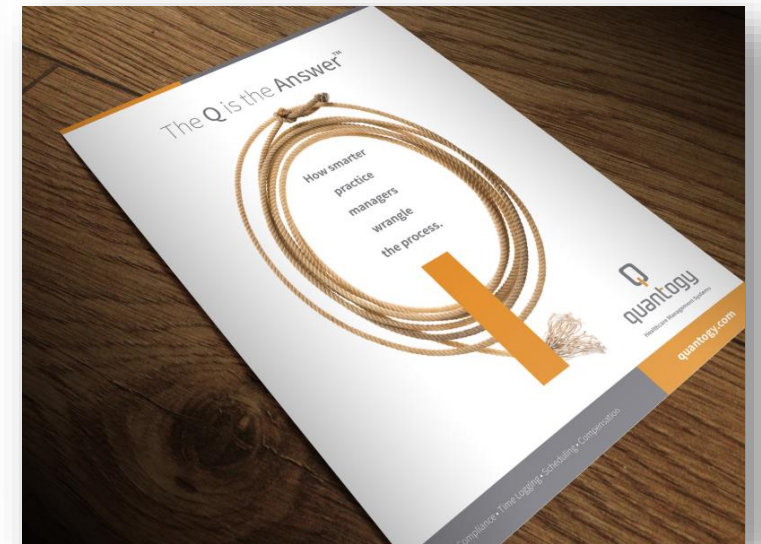
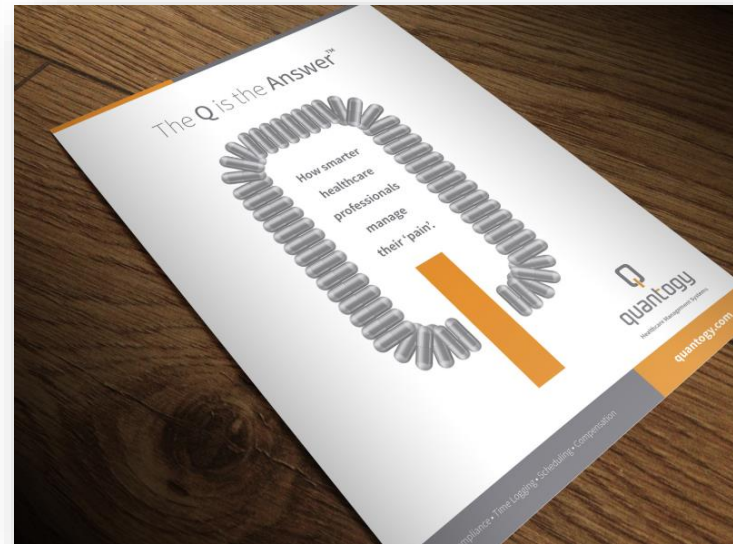
The Team at **MÉR** has been fortunate to have served a wide variety of clients, ranging from startups to some of the most iconic brands in their respective industries.



IN THE END, RESULTS MATTER.



Work the MÉR Team produces is the end result of many things; planning, research, and creative problem solving – just to name a few. Our Knowledge, Experience and Persistence serves our clients well as we strive to seize every opportunity and explore every possibility.



Medical Field Start-up
Establish a brand as “Easy to Use”
Establishing Awareness & Building credibility

IN THE END, RESULTS MATTER.



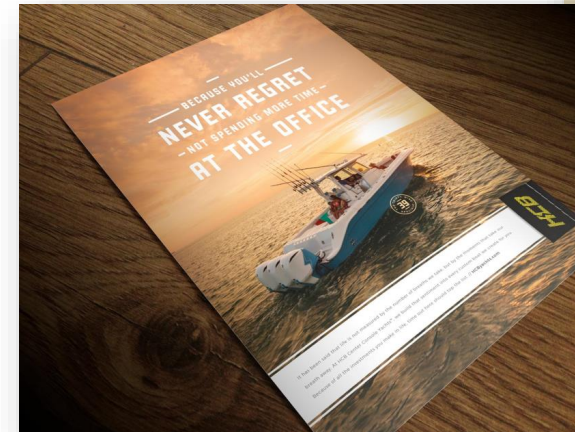
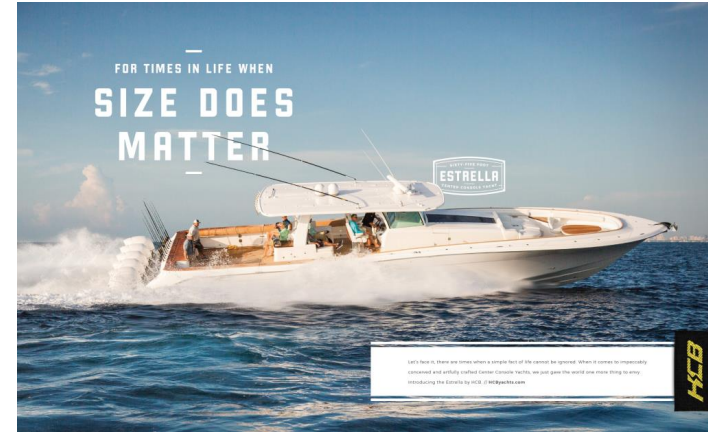
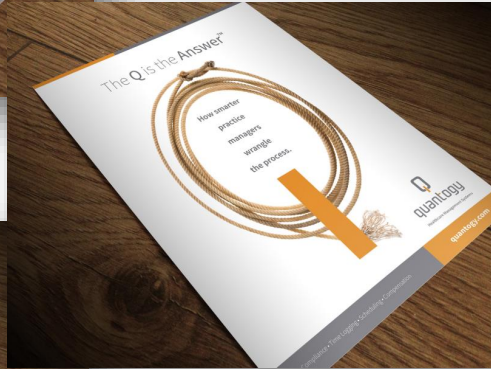
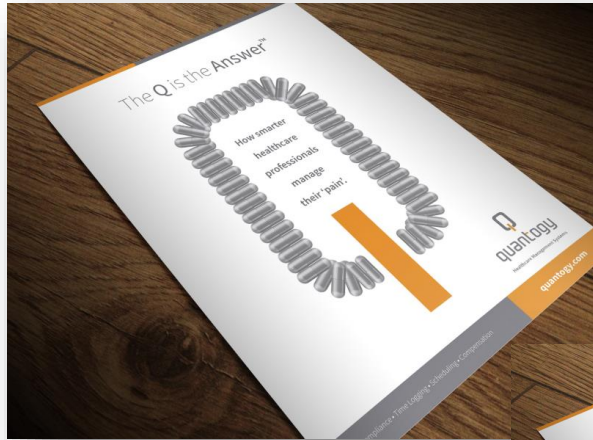
High End Consumer Products Brand
Rebranding Project
Full Line Product Catalog
Ad Development Print & Digital
Television Ad & Brand Video

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IN THE END, RESULTS MATTER.

Brand Positioning



IN THE END, RESULTS MATTER.



Tented, Floating Product Launch
Complete Video, Audio & Lighting Production
Creating an indoor, climate-controlled environment

IN THE END, RESULTS MATTER.



Complete Photo & Video Shoot Production
Highlighting your Brand best for your targeted audience

IN THE END, RESULTS MATTER.



Content Capture

Product Management



INNOVATIVE IDEAS. INNOVATIVE SOLUTIONS.



INTRODUCING....



Unique Features:

- 360° experience of any product
- Controlled by the user; at the user's pace
- Puts **YOU** in the product!
- From Production to Completion in only **36 hours!**

INNOVATIVE IDEAS. INNOVATIVE SOLUTIONS.

Announcing a
New Spin On 360° Product Experiences:
36 Hours to Shoot, Edit, and Deliver.



INNOVATIVE IDEAS. INNOVATIVE SOLUTIONS.

Announcing
360° Virtual Product Experiences
Ready in Virtually No Time.
36 Hours From Shoot to Delivery.



INNOVATIVE IDEAS. INNOVATIVE SOLUTIONS.

A 360° Virtual Product Experience
That Turns Heads.

A Turnaround Time That Will Make Your Head Spin.
36 Hours.



MÉR
BRAND SOLUTIONS

M360
VIRTUAL PRODUCT
EXPERIENCES

INNOVATIVE IDEAS. INNOVATIVE SOLUTIONS.



Work Samples:



[2020 Sea Ray 290 SDX](#)



[2018 Sea Ray 280 SLX](#)

INNOVATIVE IDEAS. INNOVATIVE SOLUTIONS.



An Innovative Meeting & Event Solution
Helping people adapt to today's business climate

MÉRCONNECT
Interactive Meeting Solutions

- *A production like no other*
- *Applying objectives of an in-person event to today's more restrictive environment*
- *The audience's experience is as close to in person as possible, bringing comfort and confidence back into meetings - eliminating frustrations*

INNOVATIVE IDEAS. INNOVATIVE SOLUTIONS.



Here's How It Works:

- *Create a location to host the event*
- *Live audience for local attendees*
- *A directed event ensuring everyone experiences the meeting as if they were on location*
- *Real time / impromptu Q & A*
- *Remote presenters*
- *Unlimited amount of attendees from unlimited places around the globe*

Getting People Connected. For Real.

Live Experience Demonstrations Available



INNOVATIVE IDEAS. INNOVATIVE SOLUTIONS.



Meetings – Events and More...

- *Training Sessions*
- *Product Introductions*
- *Awards Ceremonies*
- *Sales Meetings*
- *Other...*

Getting People Connected. For Real.
Live Experience Demonstrations Available



MEMORABLE RESULTS.



Budget Planning & Management
Live Music
Full Video Presentations
Hotel Accommodations
Ground Transportation
Food & Beverage
Entertainment Functions

Global Dealer Conference Production
550 people from around the world for an annual meeting
Complete Turnkey Services



Our work is memorable, impactful and relevant. Much of how we accomplish this is behind the scenes work. We extend these qualities into the work we produce for private events, Show exhibits, conferences and luxury consumer events. We bring your brand's personality to life – strengthening its bond with your customers

MEMORABLE RESULTS.

Brand Launch Production
A new brand launching in a Key Industry Event



Turnkey Production Management

Press Event | Hostesses | Concierge | Catering Services | Customer Prospect Engagement



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MEMORABLE RESULTS.



Luxury Meetings

Brand Launch



Our work is memorable, impactful and relevant. Much of how we accomplish this is behind the scenes work. We extend these qualities into the work we produce for private events, Show exhibits, conferences and luxury consumer events. We bring your brand's personality to life – strengthening its bond with your customers

MEMORABLE RESULTS.

Destination Weekend Consumer Event - Luxury at its finest



A day and a half of Over The Top Service and Catering to consumers invited to demo product and experience the branded lifestyle

RESULTS:

\$48,000,000.00 of Sales contracted in a 36-hour period



MEMORABLE RESULTS.

The Work Behind the Scenes



Materials Management

Inventory Tracking

Warehouse & Asset Maintenance Programs



Freight & Logistic Services
Transportation Services
Seamless Load-In Know How

All of this doesn't just happen. Events take months of planning and know how. Our Experience, Capabilities and Best Practices enables us to pull off productions like this without issue.

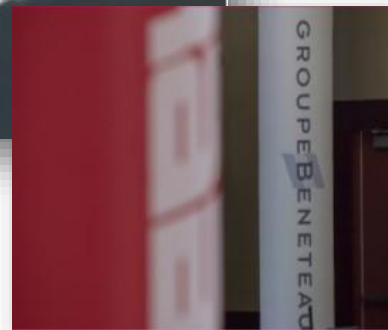
TANGIBLE RESULTS.



Unique Advertising Solutions



Much of what we do revolves around tangible deliverables. From signage to printing, specialty displays and premium apparel, we manage these brand touchpoints for maximum integration with your brand's voice.



Collateral Material

- Merchandising
- Full Line Product/Brand Brochures



Interactive Point of Sale Kiosks

AN UNCOMMON DIVERSITY OF SERVICES.

MÉR COMPANIES

provides key service areas that well exceed the scope of typical marketing or branding providers.

Anything but Typical.

We approach our clients as partners. Serving them with long-term solutions that help drive bottom line results.

BRAND DEVELOPMENT

- Brand Audit
- Brand Definition
- Naming
- Logo Development
- Brand Standards

STRATEGIC PLANNING

- Marketing Plans and Brand Launches
- Marketing Communications
- Market Research
- Media Planning
- Public Relations
- Media Relations

SHOW & EVENT MANAGEMENT

- Full Scope Trade Show Services
- Luxury Sales Events
- Materials Management
- Logistics Management
- Production Management

CREATIVE & DESIGN SERVICES

- Integrated Marketing Campaigns
- Sales Promotions
- Direct Marketing
- Photography, Videography and Editing
- Meeting and Trade Show Theming and Support

DIGITAL MARKETING

- Website Development and Maintenance
- Social Media Management
- Email Marketing and Analytics

HIGH-LEVEL BUSINESS DEVELOPMENT

- Market Assessment
- Strategy Definition
- Capital Resources Planning

DISTRIBUTION CHANNEL MANAGEMENT

- Go To Market Assessment
- Multi-Tier Channel Assessment
- Distribution Development and management

NAVIGATING A BRAND'S COURSE TAKES A CREW THAT'S UP TO THE CHALLENGE.



PAUL CHERNEY
Managing Director

Paul founded *MÉR* HOLDINGS in 2010 with a singular vision to help other businesses get to market. Paul's intrigue with consumers and their behavior is at the center of *MÉR*'s mission. Prior to founding *MÉR*, Paul was charged with bringing a new brand of yachts to market. He led a cross-functional team and

successfully built the business by relentlessly observing – and serving – consumer needs; resulting in the achievement of 5-year business objectives in the third year of operations. By 2006 the new brand achieved a global footprint and quickly grew to the #1 market share position in North America. Paul believes in open engagement with the marketplace thereby eliminating unnecessary barriers. He continues to employ a few simple business principals every day at *MÉR* International. These principles are based on internal drivers and tendencies while accommodating external, market forces with intuitiveness, ingenuity and agility.



TOM CALABRESE
Creative Director

Tom brings nearly 30 years of strategic and creative direction experience to the team at *MÉR*. A native of Wisconsin, he started his career as a copywriter and account executive, giving him a combination of strategic and creative thinking that is rare among creatives today. Tom's category experience is quite varied including

marine products, healthcare, homebuilding/development, retail, financial, automotive, hospitality, tourism, sports management and many others. He has been involved in planning dozens of large-scale business meetings, trade and retail shows, and other branded events. Understanding how to dovetail these into a brand's overall marketing efforts, he has successfully themed, written, and produced all aspects of them. A believer in examining a brand from all angles prior to putting any finished ideas on paper, Tom often likens doing anything on a knee jerk to malpractice—and with his Italian heritage, legal entanglements are things he avoids.



STEPHEN TROELL
Graphics Director

Stephen has been in professional Graphics Design since 1998. He has both worked with end user and managed a full service, creative arm

of a design agency. In addition to his oversight of our Graphic Design business, Stephen also manages our middle east graphic design operation. He is integral in the creative development necessary to drive a strategic position or to fulfill and support a strategic plan. Stephen works directly with our clients to drive projects with a wide array of creative services, capabilities and strengths. Stephen continuously brings unique perspectives to our clients maintaining bottom line, business effects.



ASHLEY SMITH
Account Executive

Ashley is a valued and trusted marketing professional with over 15 years experience. She began her career by collecting and analyzing market research for voice of the customer initiatives. She continued with field work gaining experience in delivering marketing services aimed at multiple channels within the luxury, marine and environmental space. Her career focus has been delivering influence aimed at consumers, dealers, partners,

suppliers and internal stakeholders. A champion at delivering on promises, Ashley is attentive to our clients' needs and is able to conceptualize ideas, develop action plans and execute the plans. Her service mindset and thorough communication skills keeps her nimble enabling her to quickly get teams aligned for success, no matter the timetable or unexpected roadblocks. Her passion is customer satisfaction and event management through creating and managing unforgettable business events and getaways continuously executed to the last detail. It is this meticulous work that has earned her clients unilateral trust.



MIKE HUNGERFORD
Project Manager

Mike began his career in the marine business through technical writing and staff captain. With an engineering background, Mike manages technical writing, documentation and layout for collateral material ensuring accuracy and on time information sharing. Mike supports the development of the materials services business and drives site execution throughout the world. Mike is often seen on location managing projects and

executing through many unique roles – both passive and in a more managerial role. He has been around customers for more than three decades and continuously employs the customer perspective on a daily basis.



MÉR **INGENUITY**

Ingenuity is defined as “A skill or cleverness that allows someone to solve problems, invent things.”

We focus on bringing ingenuity to your operations. While innovation can be a game changer, it is infrequent and very costly. *INGENUITY* in problem-solving translates to a way of life – a culture to secure success in an ever-changing marketplace.

THANK YOU!
We Appreciate your time.

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Branding | Experiences | Solutions

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