



News from The Firehouse!

Hare Strigenz honored with another major Business Marketing Association Award for direct mail marketing.

When Wisconsin's premier architectural wood working company, World of Wood, wanted to develop new business, they turned to Hare Strigenz. Working together with President and CEO, Bob Erdmann, our marketing team developed a direct mail strategy that included a set of mailings and personalized letters strategically timed during a five-week period.



The campaign helped generate multiple bids by many new clients during the first two weeks of the five-week campaign, and also resulted in the construction of a large new kitchen project.

Every year the Business Marketing Association assembles a panel of judges from across the country, to review each entry, and select those that accomplish their stated objective with a clear communication strategy, documented results and exceptional creativity.

The Business Marketing Association "Bell" awards have recognized the World of Wood, "Five Elements of Superior Architecture" as an excellent example of direct mail marketing.

- Hare Strigenz team members, Jessie Blackwell, Andrea Schuster and Emily Newell will be attending the full-day PR + Social Media Summit at Marquette University on April 8th.



- Look for the new HS website and an announcement of expanded services soon.

To become a new client, or for more information about our firm, or our firehouse, please call 414.272.0072 or email: paula@hsdesignlab.com or juergen@hsdesignlab.com
Hare Strigenz Design is a strategic communications and graphic design firm specializing in the development of brand identity systems, packaging, and marketing materials for a variety of businesses and organizations throughout the United States.



MCFI New Lobby Environment

Milwaukee Center for Independence has debuted a new history wall and lobby display based on their "Life Changing" theme. The display features a photo collage of clients along with a historical timeline. "Hare Strigenz was able to translate our vision to create a lobby environment that was visually arresting and instantly conveyed our key messages. Holly Champagne created a display that visitors, staff members and clients find inspirational." said Nancy Blair Bialek of MCFI, "We hear positive comments daily." The display has been so well received that similar environments were installed at the two MCFI satellite locations.



Gabby



Austin

Spring puppy love

If you've been to our Firehouse, you've most likely met Pancake, our office greeter and mascot. Well that 2-year old Golden has new competition for her position. Holly Champagne, has adopted an eight-week old Golden Retriever puppy named Gabby. Holly's new pup is so cute, she inspired our long-time client, Kathy Schmitz, Director of Communications at Columbia/St. Mary's Hospital, to take in a three-month old rescue dog named Austin.

