

**Legend**  
ADVERTISING



*Agency Information*

**2012**

(781) 990-8707 • [www.legendinc.com](http://www.legendinc.com)

## CUMULATIVE STATISTICS SINCE FOUNDING

17,100 projects since 1980

\$43 million in receipts

135 clients

22 large clients

Total impressions: over 63 billion

Internet visits to legendinc.com: 166 million

Client losses due to mistakes: none

Client losses due to money disputes: none

Average client retention: all clients 12.5 years

Average client retention: large clients 17 years

Current client roster: six large, 12 small, two pro bono

Current pitch roster: one new client at a time





Thank you for inviting us to participate.

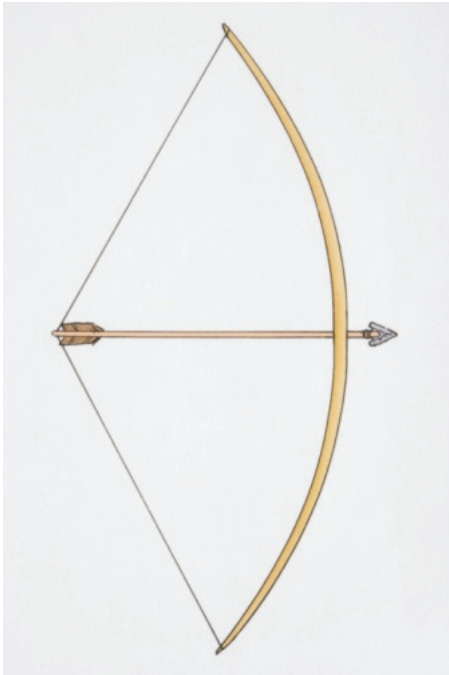
We appreciate your receptiveness to new ideas and your willingness to try new things.

Legend, Inc. is one of the longest-standing advertising agencies in New England and we are exploring new avenues to reach new people every day.

Our policies of creative exploration, artistic freedom, and ingenuity reflect our work as advertising professionals.

The services, scope, and experience of Legend Advertising have a proven track record since 1979. We have served over a hundred clients and have completed over 17,000 individual projects. Some of us have worked on every one.

If you find that our presentation interests you and would like an opportunity to find out more about how we think and the way we work, I encourage you to email me now, or call (781) 990-8707.



We always stress the creative, practical, industrious, highly productive response to every challenge. We will surprise you with our capabilities, our speed and efficiency of production, and our skills in communication.

*Our goals are to increase the scope, consistency, creativity, and persuasiveness of your communications with current and potential markets, with an emphasis on customer retention as the basis for growth. We believe that happy customers spread the word and that new sales really only make a difference when your existing customers' loyalty is unshakable.*

Establishing and maintaining a position of leadership and a true vision of success are the two central elements of all great marketing, and they are not easy to achieve.

It takes a special advertising agency with a unique set of skills. And it takes a great client as well.

Use our Internet site's contact page for all methods of reaching us, or call me at (781) 990-8707.

## THE WAY WE ARE

We feel that by working in many industries we bring a fresh perspective and innovative creativity to all our clients, that specialists cannot. Cross-fertilization in the world of marketing, from industry to industry, gives us an advantage in meeting the changing needs of our clients in today's highly competitive environment. It's amazing how similar different industries are in their business challenges. You just need to know how to translate, and how to listen.

Our best work always goes to our best clients, so we limit the number of clients and accept only those that best match our systems of involvement and energy. Our clients generally give us ample lead times, complete creative freedom and accept the premise that we will sometimes push the envelope.

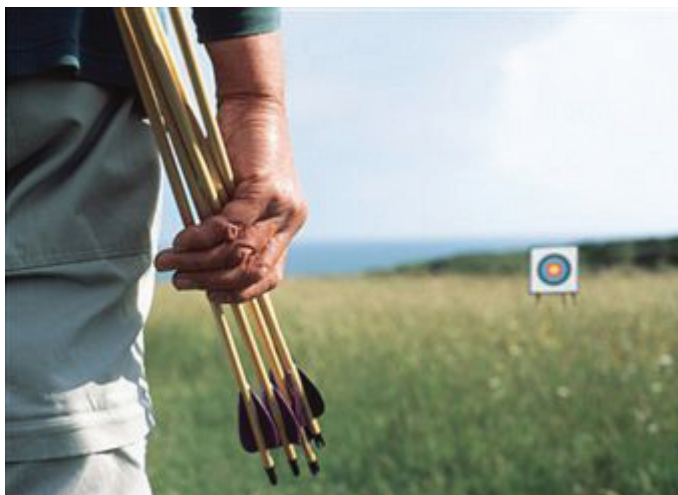
A truly creative advertising agency always looks at things from the client's customers' point of view. It is an important lesson that a great advertising agency does *not actually* create for its clients. A great advertising agency creates *only for those* who buy the client's products and services.

Customer retention is always the first order of our marketing programs. Without that, no advertising initiative can really be successful.

We believe in continuously developing and carefully protecting our client's brand. Surprising creativity should be a consistent part of every component of the overall strategy. Without creative vitality, the brand becomes lifeless.

We are partners with our clients, always putting their interests first. Our media and vendor relations are some of the most valuable services we perform for our clients. Our personnel and associate firm relationships are stable and highly efficient. Our pricing is very competitive and set for value to our clients, not to the profit of the agency.

*Our only desire is to do more for our clients, to have them use all of our services more fully, and to be of greater service in implementing their strategic mission.*



**WE BELIEVE** that an evolving mix of marketing techniques generally does a better job than overreliance on just one or two. We believe that reaching your target audiences in unpredictable ways definitely enhances the quality of the impressions. We encourage our clients to be bold, surprising, and always positive.

# Our Approach

**IMAGE STANDARDS.** For most clients we initiate the development of a marketing platform, beginning with a terrific Internet site, up to-date logo, and including graphic standards, consistency controls, top-notch corporate and sales materials and, where necessary research implementations.

**PUBLIC RELATIONS COMPONENT.** We strongly recommend a two-tiered public relations effort: one part for personnel changes and then a second part for special PR initiatives, events that are planned and timed to have impact when and where it will count the most.

**REINFORCEMENT.** We reinforce these efforts with direct mail and the appropriate mix of advertising to create campaigns that are coordinated efforts and that are aimed at informative and forceful impressions on the target audiences. Customer newsletters that are truly interesting and genuinely informative are often recommended as another way to communicate without obviously barraging clients with constant selling, while still achieving a deeper relationship with recipients.



**EXPERIENCE STILL MATTERS.** Solid and dependable business growth requires a sure-footed marketing effort. Legend offers our clients a wide variety of experience, an abiding commitment to creativity, and an excellent business sense when it comes to budgeting and cost controls. However, these controls are not conservative in nature; rather they are aimed at maximum benefit and quality. Advertising is an art, not an industry, and as such experience really matters.

**AGGRESSIVENESS.** We promote our clients' services and products aggressively and extensively (as the budget allows), aiming at dominance and leadership in their industry for them. Investment in marketing success is the best investment we know of for a business.. The returns on creativity, consistency, commitment and dedication to quality will outperform any stock, bond, or deal that may come along. It will enhance employees' confidence and pride in the company, and it will help retain current customers and business. We aggressively advocate a strong and continuing investment in the image and marketing of our clients' companies. We know it pays off. This approach has resulted in a steady growth in our billings and the stature of our clients, and, more important, it has given us the luxury of an excellent record of client retention over the years.

**ACCOUNT SERVICE.** Our system of account service is directed at maintaining contact with each client on several levels: media services, printing and collateral services, public relations, estimating, billing services, regular conversations about the agency-client relationship, and about planning ahead. There are generally just one or two Legend representatives for each client. The President/Creative Director is involved with every client. Our innovative Internet Courier System makes the process easy and very convenient with access from anywhere in the world.

**DAY-TO-DAY.** Our business systems allow for very easy access to all personnel and associates, at all levels. We strive for a high degree of professionalism with a minimum of formality. We generally experience easy and trusting client relations with a minimum of meetings, but with a lot of interchange and routine contacts. You will have to judge for yourself, but everything we do, all of our systems and practices and our overall approach are all geared to one thing: *to being the easiest-to-work-with agency you have ever encountered.*

## BRAND MANAGEMENT

The consistency with which a brand is developed and managed may have more to do with its success than almost anything else. Capricious changes in style or presentation, even in the small things, can devastate the overall plan and program. Someone needs to be in charge of brand management. Typically for our clients the creative director performs this function.

Logo, formats, colors, typography, media placement, copywriting style, basic facts, and everything that pertains to the brand, even signage, lobby appearance, employee preparedness, and charitable advertising vehicles, are all vital components of good brand management.

A wrong selection of media, a badly written Web site page, a poorly prepared press release, a poor choice in tradeshow giveaways, amateurish photography, a mishandled emergency...all these can be very deleterious to a hardworking marketing program.

In marketing, two things are irreplaceable: creativity and consistency. A brand management system promotes and nurtures both.





## BUSINESS PRACTICES

Legend, Inc. is a project-to-project advertising agency without retainers, prepayments, or contracts required. Our invoices are primarily based on hourly rates. We will, of course, accommodate our clients' special needs, but we typically charge on an hourly basis for creative and agency time, plus commissions on media or vendor placements.

Many of our clients rely on us for everything including media and vendor placements plus creative and production work; but it's always ultimately up to them.

We maintain a separate CTA (Client Trust Account) for our clients' funds and operate our agency from an account we refer to as our AGI (Adjusted Gross Income) account. It has always been our practice to fund all operations through our actual income, not from cash flow from total billings. *To the savvy client, that is a very important distinction.*

Over the years we have "inherited" several excellent clients from prominent advertising agencies that went out of business living on their cash flow. Many of those clients were forced to pay the media and vendors again when their agency ceased operations without paying the vendors. Media and vendors always hold the clients ultimately responsible UNLESS the agency protects their clients ahead of time, as we do. We will fill you in on the details of this agency business practice, but it is clearly demonstrative of our overall business practice of always putting our clients and their interests first.

We believe in strong client-agency relationships and insist on them. For those services and projects that you hire us to perform, we will become a partner, not just another vendor. We are easy to deal with, responsive, and internally, we maintain a simple and efficient organization and management system.

The first project with any new relationship is always the most difficult and sometimes it is also the most important. Our average client relationship currently is well over 12 years. Some of our relationships have prospered for far longer than that. It is in our best relationships where we believe we always perform our best work.

Our key personnel and associates have been together for many years. Sometimes our clients go through growing spurts and a changing of their personnel. The changing personnel syndrome can create a changing advertising agency syndrome as well. Changing personnel within a company can mean growth and progress, if it is handled well. But changing advertising agencies can be disruptive, expensive, and a major setback in brand management. We encourage periodic reviews, if needed, and other mechanisms of relationship-building to avoid these problems. An enduring and honest advertising agency relationship can maintain a great and continuing creative advantage for clients and should always be a goal from both sides of the equation.

*Basically, our business practices can be summarized in this phrase: we treat our clients the way we would like to be treated. And we never take anything for granted.*

## **CAPABILITIES**

### **CONCEPTUALIZATION**

In the development of almost every job there is a certain amount of time spent in a creative and conceptual mode. For example, a client mentions that a particular service or product is not as popular today as it was a few years ago and asks us to improve that situation. We develop the “concept” of a product name change, campaign, or other solution, implement it with a direct mail piece to existing customers, and an advertising campaign in search of new customers. The development of a concept and strategy is the first step.

### **COPYWRITING**

This is the actual writing of the words that form the sales message of the project. Copywriting is the most difficult part of the advertising business and often takes considerable time. Headlines, body copy, articles, and slogans come together to create the “copywriting” portion of our services. In the early days of advertising, copywriters were almost always the owners of the advertising agency... and for good reason.

### **INTERNET DESIGN MANAGEMENT AND INTERACTIVITY**

We have authored over 10,000 pages since 1995 and manage eleven sites on the Internet. We recently completed a site for a large petroleum distributor. Over 80 of the pages are interactive.

Our approach to the Web is that a company’s site should be its central marketing platform and the site and the marketing program should communicate easily and seamlessly.

For some clients, we manage that communication system. For others, we are active and enthusiastic participants.

### **INTERNET MARKETING (SEO/SEM AND WAY BEYOND)**

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) involve algorithms and html coding and a ton of Google savvy. There are basic things that every site must do, and then there are advanced techniques for getting higher and higher on the search pages. We can assist with both. Some of these optimization systems are overrated, since today most positions are purchased outright by the highest bidder. So money really talks in Google Land. But there are things that can and should be done without large investments.

### **DESIGN AND LAYOUT**

This service takes the concept to the next tangible step: it gets it from the concept level to the on-paper level. Sometimes this takes the most time of all of our services because, after the substance of the idea is developed, how it is ultimately seen is crucial. “Layout/Design” develops the presentation and plans the overall graphic scope of the project.

(continued)



## MEDIA PLANNING AND IMPLEMENTATION

**Media Plans and Preparation.** This is a monthly activity (for some clients a yearly activity) in which we create an advertising calendar, with prices, broken down by media, by week, and with totals. This is generally done mid-month for the coming month and is invoiced monthly with the media.

**Media Traffic and Insertions.** This is a clerical charge that is generally a small fraction of the media charges, and is invoiced monthly with the media. This also includes double-checking rates and the placement specifics of each ad that runs, as well as monitoring contract fulfillment and opportunities.

**Media Relations.** This is a crucial element in a media-oriented marketing program. Whether or not a client advertises with a media resource does not matter in developing good relations with them. Media representatives roam freely about the marketplace, contact competitors and potential customers all the time, sometimes making hundreds of calls a week. To treat them fairly, give their proposals due consideration, and develop their good will is of great importance and takes time and skill. It is time well-invested by the agency. This service includes all activity related to calls from the media on our client's behalf. Generally this activity alerts you to special opportunities, changes in schedules, price breaks or unique positioning, new media resources and many other elements. This services allows you to refer all incoming media contacts to us, and saves you all the time talking with media salesmen. This service is invoiced monthly with the media.

## PHOTOGRAPHY AND PHOTO PROCESSING

These are generally flat-rate services, arranged with the client. Photography charges are based on hourly or day rates. Photo processing is the supplies and actual prints or transparencies resulting from the photography and generally amounts to 10% to 15% of the photography charges. Digital photography also involves processing, photoshopping and format conversions.

## PRINTING MANAGEMENT AND PLACEMENT

This is really an account service charge, but we itemize it for a greater understanding on our clients' part. This is the time we spend finding the right printer, monitoring printers to expedite projects, and insuring that all specifications remain as ordered through the process. This hourly charge represents the agency's efforts to find the least expensive vendor or printer (within our quality and service parameters). Many times this charge is less than \$200. We are able to save our clients thousands of dollars, debilitating delays and reprints. If our clients do not want to manage their own printing, we perform this function for them and estimate it ahead of time. Sometimes, clients who do their own printing ask us to independently check the prices they are getting, with often very interesting results. Print bidding and management is a specialized skill, as all printers will tell you. The more complicated the job, the more difficult the printing management is.

*(continued)*



## **PROOFREADING AND EDITING**

We always itemize this for you. There is nothing more important than professional proofreading. It is noted on all estimates that this charge is not included at the estimate phase because it is impossible to estimate ahead of time. Experience has taught us to reserve this service until the end of a project, and sometimes due to late changes it must be repeated. But, as just stated, there is nothing more important than professional proofreading. Proofreading is always offered for html conversions, word processing documents, all creative production, and even reviewing client-supplied materials. We will not accept responsibility for typographical or content errors unless the client approves this expenditure for this specialized, professional service. We highly recommend it.

Our associate in this area is also one of the finest sources for accurate translations into any language as well an award-winning source of style, grammar and punctuation accuracy and consistency in all languages.

## **BROADCAST, PUBLICATION, AND PRINTING MATERIALS**

After an advertisement, commercial, or collateral piece is approved by the client, instead of sending the original to the publication, media outlet, or printer in question. we make a production quality duplicate. This is generally done at a flat fee. Four-color and high definition boadcast/publication/production materials are more expensive. Also because almost all media and printing resources have different mechanical specifications for broadcast, publication, and printing, each of these sets of materials usually requires some additional mechanical manipulations and agency time. These are unavoidable. Even when resources accept digital transmission, their individual specifications still must be accommodated.

Broadcast/publication/printing materials can be a source of confusion because they are at the end of a creative process that generally proceeds as follows: concept and copywriting (plus photography, illustrations, or other graphic element purchase, procurement or origination), storyboards and mechanical preparation, client revisions and approval, final proofreading, final scans and color proofs (not part of the publication materials and difficult to estimate until production process is complete), and then the final broadcast, publication, or printing materials.

## **PUBLIC RELATIONS**

We use a highly technical and innovative distribution system for public relations that usually surprises our clients at first with its impact and reach. We include all social networks, Internet resources, magazines, newspapers, trade publications and broadcast resources within target audiences as well as trade or industry publications, shows, and associations. This is a very powerful component in our service delivery system and we recommend that all clients take advantage of it for both routine personnel changes within the company and for the larger initiatives and events they conduct.

## **SOCIAL NETWORK AND INTERNET MEDIA MARKETING**

There are thousands of social networking sites and there are also a few basic ones. Setting up a social networking campaign that maintains and protects your brand, serves your customers well in a style consistent with the rest of your marketing, and actually impacts sales or customer recruitment and retention, takes professional assistance. Some things can be done internally but a site that is badly written, unproofed, irregularly updated, and filled with uninteresting or repetitive entries (as most are) is counterproductive. We can assist as an advisor or a content provider and we can also build (or rebuild) a strategic social networking site, plan, and campaign.

Legend Advertising is one of the most experienced and versatile advertising agencies you will encounter. As you look over the categories that we have worked in, remember that we limit ourselves to one client per category. And we are currently working on our 16,800th-plus project.

We strengthen our creative muscles by working with all sorts of people, business challenges, and solutions. Intellectual versatility, more than mere industry-specific knowledge, is the fulcrum of creativity. The cross-fertilizations that occur from industry to industry would surprise clients who might have felt that their industry is unique in its challenges. Sure, the professional vocabulary changes, and the terms used can seem highly technical, but in fact all industries confront similar issues in regulation, demand and supply, new product introductions, media and outreach solutions, design, and copywriting. People are people and business is business. *Creativity is a universal language and we are fluent.*



Here is a representative roster of categories we have worked in:

### **FINANCIAL SERVICES**

- Image advertising
- Checking accounts
- Loans
- Retirement campaigns
- Branch openings and moves
- Mortgages
- Auto/vehicle financing
- Annual reports
- Commercial and business banking
- Equity product marketing
- Youth savings and information
- SBLI advertising
- Special events and public relations

### **HEALTH CARE**

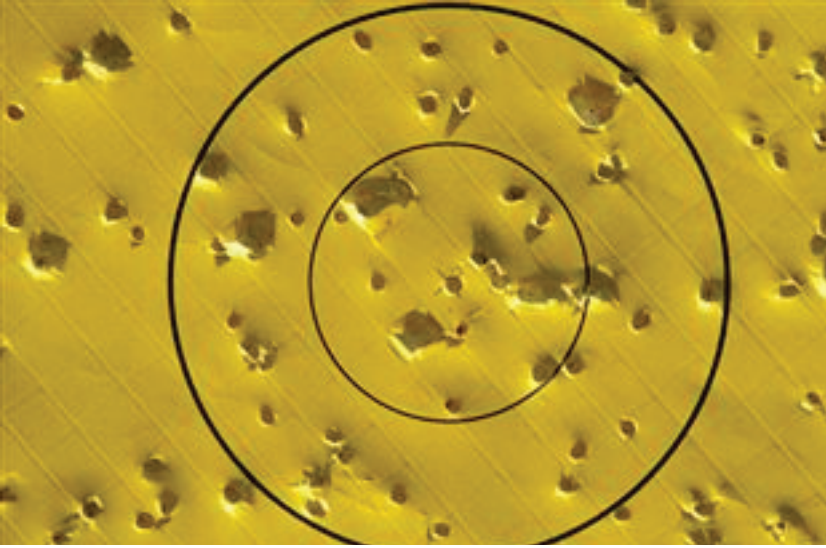
- HMOs and hospitals
- Psychiatric care and substance abuse
- Dentistry
- Medical supplies
- Home health care and technology
- Long-term care facilities
- Medical insurance
- Community health
- Addiction programs
- Women's health
- Maternity
- Oncology
- Elderly care

### **HIGH TECHNOLOGY**

- Film microelectronics
- Electronic testing systems
- Semiconductors
- Packaging
- Vacuum engineering
- Software and computer integrations
- High-end information technology systems
- Nuclear engineering
- Space technologies
- High-pressure engineering
- Circuit boards
- Surface mount manufacturing
- Aerospace industry
- Biotechnology and bioengineering
- Communications technology
- Cryptography technology
- Cloud technology

### **OTHER CATEGORIES**

- Automotive and transportation
- Ice cream manufacturing
- International chemicals and coatings
- Leather industry
- Newspapers and magazines
- Pollution control and testing
- Silver service catering
- Pressure sensitive materials
- Apparel
- Plumbing and heating
- Extreme sports companies
- Restaurants
- Medical malpractice
- Law firms
- Internet providers
- Candy manufacturing
- Reinsurance
- Employee benefits
- Industrial saws
- Parachute manufacturing
- Textile manufacturing



# Our History

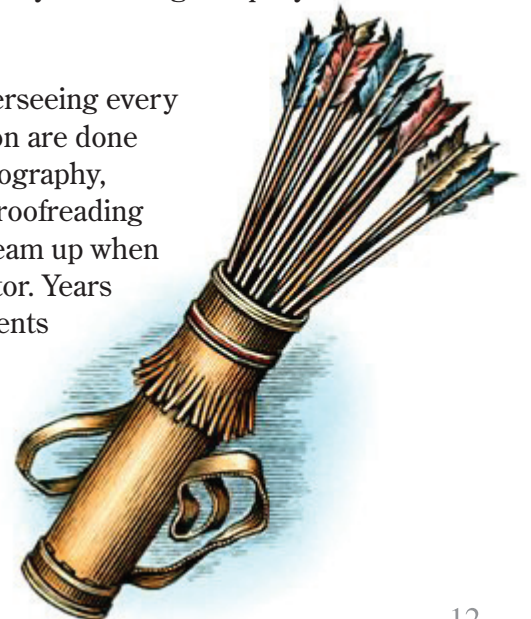
Legend, Inc. was founded and incorporated in 1980. At that time, Bill was working at *The New York Times*. His advertising career began long before that, however. As a stringer writing poetry for a small but historic publication, he found that the necessities of life bore down. After eight years of college and 18 months on active duty, 14 months in Vietnam with the Navy's River Patrol Force, he had worked his way into a local newspaper as an advertising sales person, then manager and then assistant to the publisher. At *The New York Times*, which his friends thought would be the pinnacle of his career, his territory allowed him to roam the New England states and the maritime provinces of Canada plus the resorts of the Laurentian Mountains.

But he found it all a little too boring, a little too easy. So he started Legend, Inc. By 1983, Legend had established itself as a creative force with personnel from the national advertising scene and from the New England area. Legend also owned and operated a printing company, Legend Press, at the time.

The agency has always had a diverse client roster, although it was most deeply involved in financial advertising and bank marketing from the start. As the economy and the technology evolved through the 1980s and 1990s, Legend sold the printing company and focused on advertising agency services. Today, Legend is one of the most technologically advanced advertising agencies in its market. The agency has authored over 10,000 web pages and has participated from the earliest days in the social marketing phenomenon. Legend is fully vested in Internet marketing and using all of the social networks for its clients, including online virtual worlds (Second Life) and high-end Internet graphics and interactivity.

Legend's expertise in copywriting, design, and concepting, along with strong credentials in media buying and placement, broadcast production and direction (audio and visual), direct mail, strategic planning, business-to-business marketing, technology, and communications has created a high-quality marketing company with a list of premier regional, national and international clients.

Bill founded the company and works between 60 and 80 hours per week, overseeing every project, interacting constantly with all clients. All initial design and production are done within Legend itself, and we have assembled seven associated firms in photography, Internet marketing, broadcast production, digital imaging and production, proofreading and editorial services including translations, and specialty advertising that team up when needed to put more highly talented "boots on the ground" than any competitor. Years of working together successfully make the Legend team second-to-none. Clients who use these services, capabilities, and experience benefit with increased market share, name recognition, and higher profits. As Bill says, "That's what we do: we make our clients happy. *Period.*"



# Key Personnel

We have adapted the traditional “full-service, full-facility” agency system to accommodate the reality that it is impossible to be all things to all people. But for our clients, we can bring to bear an amazing array of talent and expertise on any subject and in any media, to any location. In-house we handle all media buying and most placements, all creative origination and copywriting, printing management and design, but our associates provide another layer of expertise in photography, original artwork, proofreading, translations, printing, list acquisitions, Internet marketing, and direct mail, to mention just a few.

Our in-house technology is second-to-none, including an innovative Internet courier system, secure sites for our clients to track and participate in projects, and a high-technology public relations system that has a higher impact than most new clients have previously experienced. Our 24-hour, 365-day online access (including Google Voice to all cell phones) guarantees that whenever you need to contact us, you can.

Over the years, we have formed a core team of three dedicated key personnel who command a complex system for service delivery for our clients that any advertising agency would love to have. We have worked closely together for many years. So our work is accurate, professional, creative and based on deep, abiding relationships that you can count on.

## CLAUDIA RODENSTEIN

The year was 1984. After a brief stint at Channel Five in Boston, Claudia joined Legend as a printing services manager.

An honors graduate of Northwestern University, an accomplished dancer, and a woman with tremendous drive, integrity, and communications skills, Claudia was interviewed at length by Bill and he decided against hiring her. (Not one of his greatest moments.) Claudia listened as the decision was told to her and then asked, “Is there anyone else here I can speak to about this?” Bill indicated that Joy (the vice president) would probably be willing to discuss it, but that the decision had been made. After about twenty minutes, Joy walked into Bill’s office and announced, “She’s perfect! I’ve hired her. She starts tomorrow.”

The rest is history. During her time as print manager, our printing business grew and grew. When she moved into account service, our client roster, and more important, the quality and size of the projects to which we were assigned, grew and grew. Eventually, as she started her family, she took over the financial end of the business from Joy, and our credit rating and cash flow improved each year. Today, Claudia assists in the overall management of the agency, creative development, client relations, vendor and media relations and our long-range goals and planning. Her experience and knowledge are indispensable. *(continued)*



Claudia's great skills are in the details. Her keen intelligence and thoroughness are unmatched. She develops systems and procedures that work like clockwork, and then she enforces them with a persistence and drive that lifts other people to higher performances. In the agency business it is unusual to have the money side of the operations actually win accounts, but Claudia's reputation for fairness and professionalism with our current clients has resulted in referrals and significant new business. "I hate to sell," she says. But her style sells itself.

Now Senior Vice President, she is a vital and integral part of our agency.

## JOY PURDIN

There is nothing easy about working together for people who are not married. And for married couples working together, it's doubly difficult. But in the history of our company there is one relationship that has been formative and crucial. From the beginning, working together with her husband, Bill, Joy has consistently kept a steady and resolute vision of Legend, Inc. as a top-quality, highly creative agency that retains its unique flavor and clear-headed creativity and continues to grow, not in the tremendous number of employees, but in the size of the creative power and product we produce, and in the scope of the projects to which we are assigned.

In the beginning, Joy Purdin oversaw the production team. Coming from the newspaper industry, her sales abilities and management skills were sorely needed. In the days when there were no computers, her steady hand and fun-loving attitude always sustained the company during all-nighters, during emergencies, and day in and day out during the routines of the business. With a master's degree in education, her skills eventually migrated to the finances of the agency, and as we grew, she took on the responsibilities of Treasurer and Vice President.

In those days, married to Bill for 18 years, mother of Blythe and always an educator at heart, she took on an additional responsibility as a fourth grade teacher in the public schools.

Today, while she is not as active in the agency as she once was, her amazing creativity, her wise counsel, and her love of the advertising business are still part of every business day and all major projects.

Bill and Joy celebrated their 30th year of marriage in 2010.

## BILL PURDIN

Born in St. Paul, Minnesota, on July 31, 1947, his early years were spent moving from place to place with his family. Starting in Minnesota, then Kansas, then Colorado, then Connecticut, the family eventually moved to Marblehead, Massachusetts.

Bill attended public schools in Marblehead for grades five to eleven, but then his family went on the move again, in his senior year of high school.

After high school, he attended the University of Connecticut, then enlisted in the U.S. Navy and served for 14 months in combat with the River Patrol Force in The Republic of Vietnam.

After Vietnam, he returned to college, graduating summa cum laude from the University of Maryland in 1972. For the next three years he attended graduate school in political science at Indiana University's Russian and East European Institute. His studies and research were in the liberalization of tyrannical regimes, and tyranny's effects on creativity. He taught at IU for several years. *(continued)*



After academics, he returned to Marblehead for a stint as a sailmaker with Hood Sailmakers, including time afloat as an ocean sailboat racer. Then he began his career in advertising, at first selling advertising space for a local paper. He was ultimately promoted to assistant to the publisher for the chain of ten newspapers in Massachusetts. Then he went on to work for *The New York Times*.

An enterprising self-motivator at heart, after a few years he left *The New York Times* and founded Legend in 1979.

Today, Legend, Inc. is considered by its clients, all of whom heartily serve as references, as a high-quality, creative advertising agency with an award-winning reputation and a prestigious client roster.

As Bill puts it, "Today, Legend, Inc. is a communications company specializing in marketing, creative writing, and assisting our clients with message development and implementation. We use every medium possible to accomplish that task."

As **President and Creative Director**, he oversees all client relations, new business, the agency's creative and copy product, and all of its extensive Internet operations.

Bill insists, "Our only real business is marketing creativity; everything online that we do ([www.legendinc.com](http://www.legendinc.com)) is for training and experimentation. It's fun, and what we've done in online publishing and in Internet marketing has made us a better, more modern creative agency overall."

Legend, Inc. has originated and maintains many client Internet sites and has developed extensive and intricate Internet graphics for its clients.

Bill is an avid outdoorsman with many hobbies including USA Master swimming, year-round ocean kayaking, scuba diving, golfing, sailing, skiing, long-distance in-line skating and running, digital photography, skydiving, fly fishing and year-round camping, to mention a few.

He has written 26 books of poetry and two novels, in addition to numerous short stories and essays. Some of his work has been featured in national newspapers and magazines.

# Philosophy

As you get to know Legend, Inc., you will notice that we always try to have an open mind. As a company, we are progressive, meaning that we advocate positive change, fearless intellectual inquiry, and acceptance and understanding of others.

If you review things on our Internet site regularly, you will see that we are hard to label or stereotype.

But there is no doubt that we favor inclusiveness over exclusiveness, “and” over “but,” equality over inequality, understanding over pre-judgment and dismissal, life over death, self-expression over self-repression, openness over closed-door-dealing, open and freewheeling debate over ideology, faith over religiosity, relativity over absolutes, quality over quantity, cooperation over competition, win-win over win-lose, and peace over war. We believe there is no scale so small on which these issues are not worth fighting for. Learning to judge not by appearance is a lifelong battle that will not be won in great events, but second-by-second, minute-by-minute, and thought-by-thought. And it is the most important challenge before us all today.

As James Thurber said, “Do not look back in anger, or forward in fear, but around in awareness.”



## **A QUICK GUIDE TO OUR SERVICES**

Think of us as an all-media, all-method creative resource. We are a team of experienced professionals ready to help you on a moment's notice when you really need some new ideas. We are consistent, creative and comprehensive in approach. We specialize in surprising creativity that is practical and affordable; and in being the easiest-to-deal-with advertising agency you will have ever encountered.

1. Breakthrough multi-media campaigns
2. Campaigns to hard-to-reach and new markets and potential customers
3. Customer retention campaigns that have impact and surprising functionality
4. Original public relations events, event blogs, and management
5. Strategic planning, brand management, and name recognition
6. Cross selling and service enhancement campaigns to existing customers
7. Market introductions
8. Ghost writing and speech writing
9. Media and vendor research, selection and management
10. Evolving technologies integration

Estimates in advance. True service and accessibility. Fast, accurate, and dependable. Refer to our complete list of services and rate structure online at [www.legendinc.com](http://www.legendinc.com).

# The Future



There is no place so exciting and so invigorating as the future, except today. It has always been our belief that if you conduct business today to completely satisfy your clients, then tomorrow will take care of itself.

If you put others first, life is good. If you put yourself first, life is unsatisfying and empty.

From our beginning to this moment, Legend's history has been fun, challenging, and rewarding and, like all businesses, we have seen the good, the bad, and the ugly. We know. And that knowledge makes us a hardworking, creative, forgiving, understanding, and self-sacrificing partner for our clients.

We never take anything for granted and we never will. Our policy of no contracts and no retainers (unless the client insists, for their own reasons) has made us work to earn your business every day.

That's why we have succeeded for 30 years.

We do not want to be a big agency. We just want to be the best agency you have ever had.



*Legend*  
ADVERTISING

LEGEND INCORPORATED  
Post Office Box Fifty  
132 Tedesco Street  
Marblehead, Massachusetts 01945

(781) 990-8707  
[www.legendinc.com](http://www.legendinc.com)  
[messagecenter@legendinc.com](mailto:messagecenter@legendinc.com)  
[bp@legendinc.com](mailto:bp@legendinc.com)