Is The Sky Your Limit or Is Your Limit The Sky?

The relentless pursuit of a greater level of success makes us all look at things in a whole new light.

How do you measure success? In dollars? In market share? In the number of smiles you were directly responsible for in a given day? Whatever your goal, Solar Media™ has committed itself to the promotional and communicative success of its customers, clients and constituents.

We’re about your success. To collaborate and to create new solutions to challenges many of our customers did not even realize they were facing, we have found the road to a greater level of success lies within us all. We simply help build the road map.

“The sunrise never failed us yet”
– Celia Thaxter

Do you see a sunrise or a sunset?
A good, effective (corporate) identity is the careful process of identifying your business voice and graphically portraying its end goals. In many cases, the simplest identities are the most difficult to develop, as a great identity speaks volumes, often in just a gesture or simple mark and a carefully conceived color palette. The best identities are simple, elegant and memorable.

A strong corporate identity has the power to draw attention, inspire your audience and imply service excellence. Simply put, it’s the difference between being the star attraction in a crowd or being lost in it.

Various client logo executions:
What it Means to be NaturOli™ Beautiful

Brand Development and Full Cross-Media Campaign

The Task: Build a powerful, leading promotional campaign for a new, all-natural beauty, skin-care and household goods company. Building brand equity from the bottom up, the new online-exclusive retailer had no promotional voice, no real identity and no promotional materials.

We were naturally eager to begin.

The Work: Building everything from print to screen and everything in between. A content-rich e-commerce site needed print, email and television promotions to bring exposure to a brand, destined to change how natural products were seen, judged and purchased.

The Result: NaturOli™ now has an existing web presence, a standard for press releases, a written promotional voice, a platform to create and release new products and an indelible marketplace identity recognized by many to be changing the world of being NaturOli beautiful.
A Web Site 7,000 Years in The Making

Web site for online, natural skin care, soapnuts and beauty products supplier NaturOli™ took the position that the core of their proprietary products were based on formulations over seven thousand years old. This helped us strategically position the new, fledgling company as a company that moves forward by embracing the past.

Additionally, the art direction, navigation, graphic standards and original written content, interpreted from the developer’s vision. Coordination of testimonials, press releases, ingredient pages and sales copy were tasked as well as the design of the interface, user experience and graphic organization. We were responsible for the design of the e-commerce portion of the site, lastly, we were tasked with the art direction of product photography, typography and color design.

Help conduct initial consumer testing and grassroots promotions. Site Launched: September 2007.
Clean. Refreshing. Genuinely Original. (and the products aren’t bad, either)
The identity of an innovative line of beauty products shines by going to a very dark place.

The Task: Re-introducing DeVita Natural Skin Care. A firmly established line of all-natural beauty and skin care products in search of a bold new look. A formidable record of the entire product inventory made for a challenge unlike any other. And one that had to be done for more than just the sake of it. As an industry leader, the brand was synonymous with beauty and natural products by look and reputation. Reappearance was essential. Thanks to extensive feedback from key industry publications as an extremely reputable corps of skin health products, the challenge was on.

The Work: Inspired by new formulations, key new distribution deals and the growing need for a relevant online presence that would be a destination for the burgeoning healthy skin care market, it was time for a renewal. Structured to compete in high-end department stores as well as whole and natural food chains, the new product line needed to be more than a fashion cosmetics department. And so it was.

The Result: A 180º look, design and philosophy turnaround now puts a dynamic new treatment ahead of the pack and gives the newly updated DeVita a bright, promising new future. This bold new look breathes a new life into an exciting new consumer product line whose time has come.

Mother Nature can be an inspiring role model in design.

The Task: Take the new DeVita packaging and create a website look and feel that is as dynamic as the seasons, but still maintains branding standards and is easy to navigate.

The Work: The world around provides some of the greatest beauty and design elements. Since DeVita’s product line were inspired by nature, the website should reflect and honor those foundations.

The Result: A new website that can have a unique look for various seasons and special sections. Graphic standards are maintained through the uniform design elements.
Where Legends Are Made

We put a modern spin on the innovative apparel designer and manufacturer.

The Task:
Develop a clean, modern design for one of America's premiere corporate and recreational apparel suppliers. Online catalog, search engine, marketing tools and back-end internal sales fulfillment needed to be the foundation to a great sales channel.

The Foundation:
A Legend product is not just a giveaway from a trade show, nor vendor. That product was a creation of a product or service you believe in, and you, yourself want to promote. It is one of the most ubiquitous mass marketing tools since the dawn of humankind. For those directly involved, it is a way to show the world that you are a part of something larger, something with ideals, a clear set of goals and solid expectations. It is a chance to help shape the world around you in a visible and compelling way.

The Work:
A crisp, compelling interface and innovative navigation works to deliver a one-of-a-kind presentation. "Silverscreen" redesign in 2007 became a minimalist platform to present products with the greatest possible contrast and impact. "Odyssey" followed up the look in 2010 with a natural progression focusing on new ways to interact with rapidly expanding product lines and services.

The Result:
A continuing success, the Legend site continues to be a powerful tool for both Legend and its distributors and end customers. With a foundation of putting best-in-class product in focus and tools at the hands of the masses, great Legend leadership and a solid foundation, the site makes an unbeatable presentation with a legendary impact.
A Spire to Greatness

A brighter tomorrow is not just a feel-good statement or a clever book theme, it’s a promise we all make to each other.

The Task: As a site of significant growth in the immediate future, Baldwyn, Mississippi will move from being a sleepy, old-fashioned southern community, to becoming a 21st century destination for commerce and industry. A road map for the future was needed.

The Work: We were heavily involved in the creation and development of the newly formed Spire Foundation, a non-profit organization committed to the proliferation of positive community change. This group set out to become the voice and champion for communities transforming into modern, self-sustaining entities. A variety of outreach media, including an outreach campaign, was created to develop an open dialogue between the citizens and a host of companies moving into the region.

The Result: Spearheaded by the creation of what has become known as the Spire Vision Book, our ongoing efforts have developed a real voice for the transformation of small communities into worldly destinations.
Mindset for the Ages

Taking the experience to a new level

Task 1: Redesigning a website for an agency that has such a positive effect on people is a daunting task, but for the second time, Mindset Collaborative turned to Solar Media to the task.

The Work:
- The mindset collaborative tapped Solar Media to the task.
- The mindset collaborative tapped Solar Media to help develop, design and implement various projects for its clientele and their customers.
- Mindset continues to set the standard in the industries they serve, all while doing so quietly, effectively and efficiently.
- Solar Media is proud to be part of the mindset experience.

The Task:
- Refreshing a website for an agency that has such a profound effect on people is a daunting task, but for the second time, the mindset collaborative tapped Solar Media to the task.

The Work:
- Work began with re-examining the entire message of the web presence.
- After careful review, the message was clear, but the experience needed to be freshened, reflecting current work and design directions.
- Other tasks:
- On an ongoing basis, mindset taps Solar Media to help develop, design and implement various projects for its clientele and their customers.
- Mindset continues to set the standard in the industries they serve, all while doing so quietly, effectively and efficiently.
- Solar Media is proud to be part of the mindset experience.

The Result:
- mindset taps Solar Media to help develop, design and implement various projects for its clientele and their customers.
- Mindset continues to set the standard in the industries they serve, all while doing so quietly, effectively and efficiently.
- Solar Media is proud to be part of the mindset experience.

Live the Look

We helped readers and viewers feel the look, complete with robe and slippers.

The Task:
- Bringing the feeling of living in an amazing home and then inviting them to dream and create a lifespace of their own.

The Work:
- Capture the essence of living in a home designed by Jo Hale Interiors and showcase it in print and online media.

The Result:
- Stand-out advertising in publications that showcases the same type of advertisements every single day.
- These ads all combine education and energy, require into their service, long after the magazines have been put down.

The Result:
- Stand-out advertising in publications that showcases the same type of advertisements every single day.
- These ads all combine education and energy, require into their service, long after the magazines have been put down.
Freedom of the Mind

Stepping inside the mind of those seeking refuge

The Task:
Packaging rooms in an environment capable of so much more is a problem that is common in the industry. Harbourtowne, a Maryland escape destination sought to find itself and found that what they take for granted was the key to turning a small resort into an experience that begged for return visits.

The Proposal:
It began with strolling the grounds, getting back to dirt with sweat and sawdust, letting the breeze take you on a trip that would remain the essence of the resort throughout its renewal. The goal was to capture all that makes Harbourtowne a genuine pearl in a sea of culture. The voice centered upon phrases most heard in corporate environments as negative, turned into the positive aspects of Harbourtowne as a destination and experience.

Renewing Design

Sustainable design that focuses on curiosity and a good aesthetic can create compelling messages and worthwhile results the world seeks.

The Task:
Take an ordinary door and transform it into sculpture, but not just for visual appeal, but cause people to think about the world from a different perspective.

The Work:
It all began with seeing the world through a child’s eyes. When kids watch water flow or dance, they become inquisitive to the reason for it. The ant farm with hidden message of environmental, fluid, and aerodynamic transforms curiosity into a learning experience for students of all ages.
How We Made Laura’s Web Site Sing

Web identity for independent musician Laura Sawosko

The Task: Create a compelling, personality-rich web presence for up and coming singer and independent artist, Laura Sawosko.

The Work: The new web site captures the color, mood, feeling and understated elegance of Laura’s personality and music, including music, photography, biography and all works created by the artist.

The Result: The new online destination for fans, bookings and updated news concerning the singer’s tours, career highlights and new music and videos is a raging success! Fan membership sign-up and continuous new content help deepen the site experience for new and returning visitors.

Life Detoxed

Everyone has stress in their lives today. Defining one’s ways to de-stress or detox in a shared environment makes the goals both life-changing, but fun, too.

The Task: Take the worst of what life hands a person and turn it into their way to achieve. Whether it be running, biking, painting, skydiving or cooking, the task was to create a shared experience where the benefit is in the combined efforts.

The Work: Showcase people, stories, goals and dreams to inspire others to make and realize their own, the approach had to be simple, identifiable and part of the culture.
Beating The Competition to a PLP

We helped PLP Digital Systems introduce customers to innovation in the information age.

The Task:
Information storage and archival technology is a valuable commodity. Informing prospects of its uses and making the technology seem both accessible and useful was a particularly steep hurdle to overcome. PLP Digital Systems had the unenviable task of telling consumers of the versatility of the program while not getting mired in techno-babble. The new company was having an identity crisis.

The Work: Building a campaign around several key marketing pieces, we developed a capabilities brochure along with two targeted self-mailers. This campaign for PLP was simple, effective and easy to absorb.

The Result: Utilizing some proven direct mail tracking methodology, the new marketing materials not only engaged the prospects and delighted the eye with colorful design, but was able to gain valuable information from the responses and was instrumental in the development of a stream of dialogue with customers.

Not Just Food For Thought, Food For Profit

New marketing our client could really sink their teeth into

The Task: Foodmoves.com wanted a new and exciting promotional campaign to promote its innovative new business concept and platform to move surplus produce to the lowest bidder.

The Work: A series of full-page ads were placed in industry publications along with an email campaign that went out to the company’s email lead db. This blitz helped get the word out and give the company a new voice in a new business space.

The Result: These ads were part of a general awareness campaign that went to trade publications to build confidence and exposure to distributors, restaurant owners and grocers. We were able to increase awareness, build the brand name and drive prospects and new customers to the web site.

Corporate Capabilities

Not Just Food For Profit

New marketing our client could really sink their teeth into

Ever see a mouse move 30 tons of produce overnight?
Three Defects Per Million

Striving for perfection with the business perfection experts

The Task: Mired in mediocrity, the renowned Six Sigma Academy, known for their business optimization philosophy of “three defects per million units”, this unique business-to-business quality control group, was in a state of promotional stagnancy. It was time for a change.

The Work: Coordinating a small army of specialists, fresh new content and visuals lead to breakthrough collaboration on several critical assignments leading to some fresh, innovative never-before-seen marketing. Top execution and quality writing showed tremendous impact on the management of the brand and the corporate message.

The Result: A heightened exposure and increased revenue made it possible for Six Sigma to pursue and attract new business. Additionally, the work then became a case study and model for larger, more corporate clientele to see the expertise and execution of our content management and brand deployment capabilities.

Going For Broker

Going brokers news reporting the overhaul it needed to inspire new readership.

The Task: The insurance news business is a challenging marketplace. As a revered and established forum for the insurance industry, the end result needed to be current but practical.

The Work: Using color, typography and modern imagery, the refreshed new look of the magazine and its promotional face (ads, outbound postcards, etc.) gave a high level of sophistication and distinction to the newly rejuvenated national news-source.

The Result: Embraced by the readership as a resounding success, the new face of the publication and its revitalized promotional face gave the Arizona-based publication the shot in the arm it needed while stimulating new subscriptions.
All Right Mr. De Mille, I’m Ready For My Close-up…

In the air, on the air or if your media campaign is just up in the air, we have what it takes to get your message out, by any means necessary.

Lights! Camera! Results!

Whether it's a TV spot that airs on the super bowl, or promotional video geared toward creating a heightened awareness of your message, we've developed a wide array of cross media solutions for clients of all sizes from all walks.

In 21st-century America, clients of every persuasion are harnessing television, radio, viral marketing, billboards, email campaigns and web site outreach to connect with their customers and prospects. Let us help you build a media plan that matters and a campaign that gets results.

This page highlights just a small review of full media efforts in tandem with our clients.

Six Sigma Academy
Scottsdale, Arizona
Internal status/state of affairs/promotional video for corporate meeting & conference.

Cookin' Audio & Video
Concord, New Hampshire
Campaign of animated TV spots ran during Superbowl XXVI.

Just A Start
Boston, Massachusetts
PSA TV spot/promotional video for community service non-profit organization.

Fulton Homes
Phoenix, Arizona
Promotional animated TV spot ran during Superbowl XLII.

Phoenix Police Department
Phoenix, Arizona
Investment campaign.

Dolce Vita
Phoenix, Arizona
Audio documents campaign running on Charlie in adult living (Condo & housing development).

Empire Homes
Flagstaff, Arizona
Radio awareness encouraging listeners to consider a rural housing alternative while living close to Arizona’s urban centers.

Millennium Pharmaceuticals
Boston, Massachusetts
Internal and external branding programs. Single brand launch with internal presentations and outbound face-to-face promotion.

Liberty Mutual
Boston, Massachusetts
Produced interactive presentations for use in sales channels and offices that highlighted Liberty’s strong sense of prevention rather than mitigation to insurance. Project included interactive flash and a web cast to help with understanding and message delivery of same topic.

Mindset, Inc.
Scottsdale, Arizona
Produced various projects including ad agency's own web presence. Other projects included flash presentation, screensaver and display for Verrado Realty.

Trinity Communications
Boston, Massachusetts
Re-envisioning technology center that enabled an ad agency already known for its forward thinking in technology to best utilize resources and create award winning content for their extensive list of clientele.

Legend Marketing Group
Orange City, Iowa
Ongoing design, development and deployment work for large beverage and apparel manufacturer. Mediums included 4-color brochures, direct mail, website and internal promotions.

Robin's Dance Academy
Sioux Center, Iowa
Broadcast production work that focused on bringing the same level of passion and dedication to dance from the studio into people’s homes. The broadcast-level production on an extremely limited budget.

Baldwyn Main Street Chamber
Baldwyn, Mississippi
Holistic design direction for a city looking to embrace the future, while remembering how they got there. Print, Online, and Community Development.

Northwestern State College Community Media
Angleton, Texas
Promotion rebranding and extended to share launch that went on for six weeks. Fast track delievery to well beyond initial campaign.

Lyric, Inc.
Cupertino, California
Ongoing research and guidance for various projects, products and services.

Single Promotional Products
Zephyrhills, Florida
Digital asset management system in coordination and distribution for large platform that drives efficient distribution of products and their customers.