

"I can't take a leak."

"That's why I only use Dahl valves."

Nothing makes my brand feel like going back on a job to replace a leaky valve that's caused water damage. I just don't stand it, and now I don't have to. Dahl valves never leak and they're covered by a 20-year warranty. With Dahl on our trucks, I sleep better at night.

Want to know more? Call toll-free 1-855-423-4862. Josh, Gaylon or Thomas will answer your questions. Or visit us at www.dahlvalve.com.

WE'RE BLOWN AWAY.

Because these guys are like family.

When you run a business, work means more than making money. It means giving your all, day in and day out, for their sake just as much as your own. We know, because we've helped thousands of businesses just like yours. At MB Financial Bank, we know why you work.

MB Financial Bank
Commercial and Business Banking | Capital Markets | Wealth Management | Personal Banking

mb means business

AM> AMERICAN MARKETING ASSOCIATION

Power is knowledge applied.

Marketers have always turned to the AMA for the resources and information necessary to turn ideas into action. Together we are achieving amazing things.

Join a national community of marketers by inspiring curiosity, debate and collective force that believes knowledge itself is not power. Rather, it is power applied.

We'll open the door for you. Every time.

You may call it chivalry. We call it reliability – opening and closing your garage door every time. And, thanks to our Battery Backup feature, it works even when the power's out. You're welcome.

LiftMaster® Get In Your Garage, Every Time.

UP TO **\$30** in rebates thru 12/16/11

LiftMaster
World's #1 Professionally Installed Garage Door Opener

To find your local dealer visit GetInYourGarage.com

THIS IS WHAT HAPPENS WHEN SOME TOP CHICAGO ADVERTISING AGENCY VETERANS GET TOGETHER

DATA CENTER EQUIPMENT. THEY JUST MAKE IT MORE EXPENSIVE.

At Tripp Lite, we build data center solutions to the most demanding specifications in the industry. In fact, 80% of Fortune 500 companies rely on us.

From UPS systems to KVM switches, PDUs, rack enclosures, network cabling and more, you'll find everything you need to get the job done. And you'll find it at a better price.

See what Tripp Lite can do for you. Visit our Data Center Solutions website. triplite.com/datacenter

FREE DATA CENTER AUDIT!

Schedule a free evaluation with a Tripp Lite Data Center Specialist. We will help you realize greater cost efficiency while meeting or exceeding your performance targets. Call 1-888-447-6227 or email us at usa@triplite.com.

TRIPP-LITE
DATA CENTER SOLUTIONS

UNLOCK HUMAN POTENTIAL

- Unrivaled range of real-world training opportunities
- On-campus and online-blended graduate programs
- Regionally accredited, not-for-profit institution
- Named to the President's Honor Roll for Community Service

TheChicagoSchool
of Professional Psychology

Call 800.721.8072 or visit thechicagoschool.edu for more information.
Chicago, IL | Los Angeles, CA | Irvine, CA | Westwood, CA | Washington, DC | Online-Blended

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"you must have spent a fortune!" & "a true gentleman never tells."

Rogers & Hollands

THE ENGAGEMENT SALE THIS MONTH ONLY

Starting at \$1799. See the entire Junii Kadet Collection of exquisite engagement rings at rogershollands.com/engagement

You stand behind your work. Shouldn't your tools?

We know this is your life's work, which is why we offer the strongest warranty in the business.

CRAFTSMAN INDUSTRIAL

The cleaner that will wipe away the competition.

JAWS uses a pod of highly concentrated cleaner to clean like no product you've ever sold. Clear out shelf space for a revolutionary product that will wipe up all the sales in the cleaning aisle.

THE FUTURE OF CLEAN.

JAWS
JUST ADD WATER SYSTEM

jaws cleans.com 800.555.1212



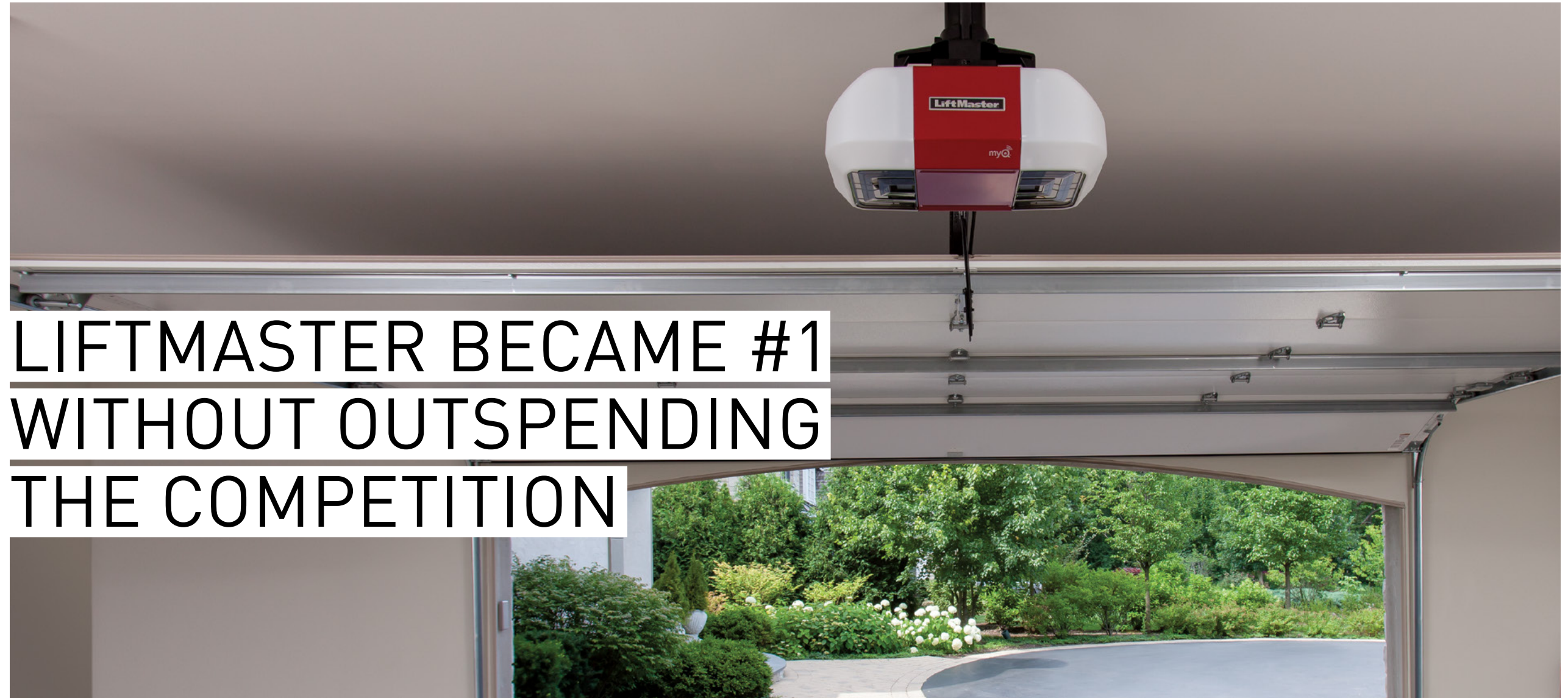
MB UNDERSTANDS THE
REAL REASON BUSINESS
OWNERS WORK



We provide insightful thinking that drives client success.

MSI Advertising helped MB Financial Bank become Chicago's premier business bank. From the tagline MSI created –MB Means Business –to the integrated branding effort which celebrates the many reasons why business owners run a business, MSI Advertising's work is powerfully differentiated from –and more successful than the communications of other banks. It's a differentiation that comes from MSI Advertising's continual focus on understanding the target audience to find an insight that helps brands like MB Financial Bank make a meaningful connection with customers and prospects.





LIFTMASTER BECAME #1
WITHOUT OUTSPENDING
THE COMPETITION



We outsmart competition instead of outspending them.

While Genie was advertising to consumers, MSI Advertising positioned LiftMaster to target dealers who install garage doors. We spotlighted top-of-the-line products, highlighted innovative features, offered helpful sales kits, got dealers excited with sales promotions, created understandable literature, gave them web assistance, and redesigned packaging. It was a total focus on creating preference among the installing dealer. Then we added a bit of consumer advertising on Monday Night Football that we merchandised strongly back to the dealers. All resulting in LiftMaster replacing Genie as the clear category leader.



MSI knows how to leverage distribution.

SUPER SEASON KICK OFF
YOUR OFFICIAL FALL 2012 PLAYOFF

SCORE BIG! WITH LIFTMASTER ALL SEASON LONG
Watch for LiftMaster on ESPN Monday Night Football and Chart the Winners of Each Week's Game.

WEEK	DATE	GAME
01	9/10	San Diego Chargers @ Kansas City Chiefs
02	9/17	Baltimore Ravens @ Pittsburgh Steelers
03	9/24	Green Bay Packers @ Seattle Seahawks
04	10/1	San Francisco 49ers @ Cleveland Browns
05	10/8	San Antonio Spurs @ Dallas Mavericks
06	10/15	Baltimore Ravens @ Cleveland Browns
07	10/22	Los Angeles Rams @ San Francisco 49ers
08	10/29	Atlanta Falcons @ Carolina Panthers
09	11/5	San Diego Chargers @ Cleveland Browns
10	11/12	Chicago Bears @ Oakland Raiders
11		Baltimore Ravens @ Cleveland Browns
12		Pittsburgh Steelers @ Baltimore Ravens
13		San Antonio Spurs @ Dallas Mavericks
14		Atlanta Falcons @ Carolina Panthers
15		San Antonio Spurs @ Dallas Mavericks
16		Atlanta Falcons @ Carolina Panthers

ONE TOUGH LINEUP ONE WINNING PROMOTION
OCTOBER 22 - NOVEMBER 16



**CLICK THE PLAY BUTTON
TO VIEW THE NATIONAL
LIFTMASTER T.V. SPOT**

TRIPP LITE CHANGED SOME BAD HABITS IN A B2B SPACE





We find ways to disturb the status quo.

Tripp Lite competes in selling power supply equipment, racks, and monitors for giant data centers. Its audience is an under-appreciated group that keeps the digital world running smoothly – data center managers. This target has to manage two often opposing forces: an aversion to risk, and not enough funding to do what’s needed. Their risk aversion leads to choosing well-known, “safe,” but expensive brands. Tripp Lite, lesser known and often lower cost, needed to interrupt this habit. To accomplish that, MSI Advertising’s efforts were simple and straightforward: help the data center manager understand he doesn’t have to sacrifice quality in order to meet his budget goals.

NOBODY MAKES BETTER DATA CENTER EQUIPMENT. THEY JUST MAKE IT MORE EXPENSIVE.

FREE POWER AUDIT!

Schedule a free power capacity audit with a Tripp Lite Power Specialist. We can estimate your power needs, identify potential problem areas and recommend a cost-effective solution. 1-800-005-0000

At Tripp Lite, we build network grade data center solutions to the most demanding specifications in the industry. In fact, 80% of Fortune 500 companies rely on us for tools to manage their mission-critical applications.

From UPS systems to KVM switches, PDUs, rack enclosures, surge protectors and more, you'll find everything you need to get the job done. And you'll find it at a better price.

See what Tripp Lite can do for you. Visit our Data Center Solutions website. www.datacenter.tripplite.com

MSI knows how to make brands compelling.

NOBODY MAKES BETTER DATA CENTER EQUIPMENT.

NOBODY MAKES BETTER DATA CENTER EQUIPMENT. THEY JUST MAKE IT MORE EXPENSIVE.

GET A FREE POWER AUDIT

[CLICK HERE!](#)

Nobody Makes Better Data Center Equipment - Message (HTML)

From: TrippLite
To: List Recipients
Cc: Marketing Support, Inc.
Subject: Nobody Makes Better Data Center Equipment

Sent: Today 10:00 AM

NOBODY MAKES BETTER DATA CENTER EQUIPMENT. THEY JUST MAKE IT MORE EXPENSIVE.

At Tripp Lite, we build network-grade data center solutions to the most demanding specifications in the industry. In fact, 80% of Fortune 500 companies rely on Tripp Lite.

From UPS systems to KVM switches, PDUs, rack enclosures, surge protectors and more, you'll find everything you need to get the job done. And with Tripp Lite, you'll get more value for your money.

Enter to win an iPad 2!

Find out how, visit us at **Booth #219**

Check out our network-grade solutions at AECOM's Data Center World Expo. And while you're there, enter to win a new iPad 2, with iOS and iCloud! We'll be giving away three of them at the show. See you there!

To see what Tripp Lite can do for you, visit us at www.tripplite.com/datacenter

[VISIT OUR WEBSITE](#)

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Tripp Lite - 1111 W. 209 Street - Chicago, IL 60609 USA
phone: (773) 950-1236 | [Tripp Lite Privacy Policy](#)

*No purchase necessary. To enter, stop by the Tripp Lite booth, drop off a business card and answer a few quick 1-1 questions per person. Tripp Lite will randomly select three winners from all entries received, subject to varying, but total number of entries. The three winners will be contacted by Tripp Lite and receive their iPads within 2 weeks of show. You do not have to be present to win. Any of prize is \$999.00; winners are solely responsible for any applicable Tripp Lite employees and their families are not eligible to enter. Apple is not a sponsor of the giveaway. Apple and registered trademarks of Apple Inc.

Nobody better organizes, connects, controls and protects.

They just make you pay more.

Nobody makes more reliable UPS systems.

They just price them higher.

Everything theirs has.

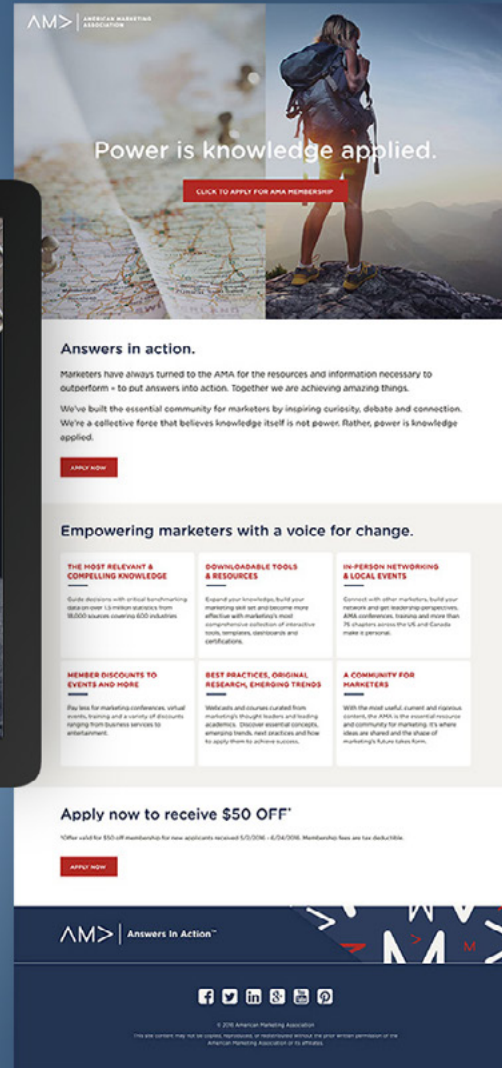
Except the high price.

Nobody makes better data center equipment.

They just make it more expensive.



THE AMA
RELAUNCHED ITS
BRAND GROWTH



We put brands on a more positive trajectory.

Sometimes even the best brands need to get their growth started again. The American Marketing Association is the nation's largest and oldest member-based marketing organization. New leadership at the AMA recognized that the brand had grown tired and become less relevant, reflected in a slow but steady decline in membership. From acquisition programs through equally-important brand engagement efforts, MSI Advertising's campaign for the AMA created a compelling and inviting presentation of the brand's essence and key offerings.



MSI re-ignites brand success.

