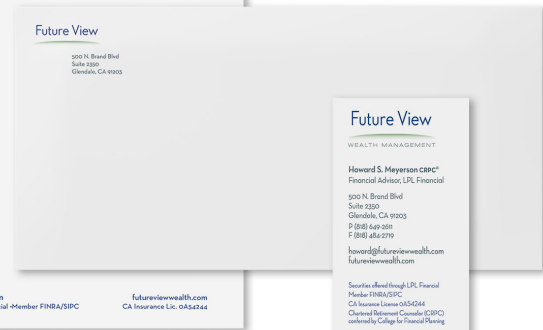
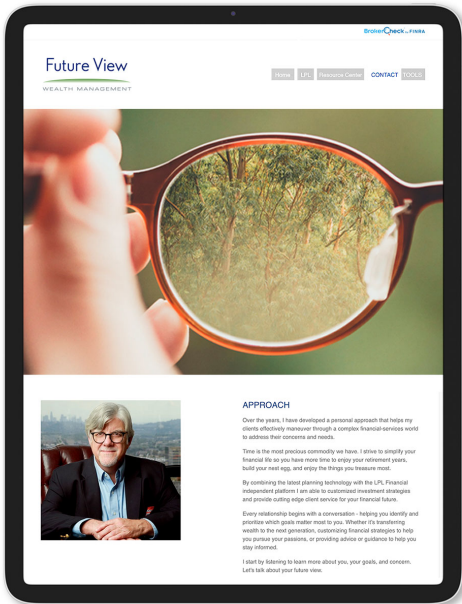




DEBBIE FERRARI

CASE STUDIES

- PAGE 2** **FutureView Wealth Management**
Brand Development
Identity System
Website (LPL Content Management System)
Digital Assets
- PAGE 2** **Vision Council of America***Check Yearly. See Clearly.*
Brand Ecosystem + Guidelines
Identity System
Extensive B2B + DTC Collateral
Event Materials
Promotional | Merch
- PAGE 3-8** **Zatal3**
Holistic Brand
Message | Copywriting
Identity | Stationery
B2B Marketing + Collateral
Website
Print and Digital Advertising
Social Media Profile + Assets



I have worked with Debbie on various personal and professional design projects for almost fifteen years. She has an innate ability to understand my requirements and works with me to deliver results that exceed my expectations. Her attention to detail in design and execution is remarkable. I cannot imagine working with anyone else!

Howard S. Meyerson, Financial Advisor at LPL Financial
President, Future View Wealth Management

FutureView Wealth Management is the corporate name of a financial advisor working within the *LPL Financial* umbrella. Debbie was hired to develop a cohesive, personalized brand identity that expanded the client's footprint in the competitive financial industry, enhanced its digital presence and market visibility, and resonated with the target audience. The comprehensive approach resulted in boosting FutureView's visibility in its niche market and increasing new client inquiries. The FutureView Wealth Management project stands as a testament to strategic thinking, creative excellence, and effective collaboration.

- Conducted competitive analysis and industry research and recommended a new company name and tagline after client approval, researched copyright legality, secured website URL, and social media accounts
- Created the wireframe, UX/UI, of a six-page website, writing custom copy and pulling from LPL's content library, collaborating with the client and LPL representatives to ensure all materials met corporate and legal compliance standards.
- Crafted a brand mark, user guidelines, and print and digital marketing materials, including a stationery suite, E-marketing template, and promotional items.



**Check Yearly.
See Clearly.**



The Vision Council of America established the multi-faceted education initiative **Check Yearly. See Clearly. campaign** to raise awareness about the importance of yearly eye check-ups. Debbie collaborated with the DC agency, Porter Novelli, to execute this wildly successful campaign, which is still in use and true to the brand roots more than two decades later. Recipient of Advertising Club of America ADDY for Mixed Media Business-to-Business Campaign

- Collaborated with the client and cross-function agency team to define the campaign strategy and scope of a national social issue campaign targeting physicians, caregivers, and patients.
- Developed multi-channel national PR and grassroots outreach materials, ensuring a consistent visual story that clearly amplified the campaign message and successfully engaged and motivated the four-pronged audience to take action.

Campaign and Regional Office print and digital materials assets, including identity suite, newsletter template, and event materials. **Healthcare media** education kit with easy-to-use print and digital assets. **Physician-targeted** direct mail and BRC kit education kit and a variety of orderable reminder "merch" to distribute to patients/caregivers. **Patient/Caregiver-facing** collateral and direct mail.



zata|3, a startup specializing in direct contact voter outreach, hired Debbie to lead the holistic brand development for political campaigns, initiatives, and propositions services. The resulting holistic messaging and brand ecosystem helped the company become one of the most recognized and award-winning voter outreach firms in the US within five years.

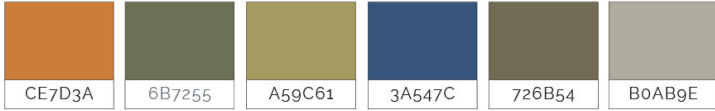
- Led ideation and strategic planning sessions that established the company mission, vision, UVP, outreach strategy, name, and tagline.
- Created a unique, light-hearted brand voice and visual identity that targeted a niche audience in a highly competitive industry, leading to the firm's meteoric growth of 150+ clients in 42 states during the first two political cycles.
- Conceived high-impact, dual-purpose materials distributed to campaign managers that exceeded expectations in becoming usable tools with a (not so) subtle menu of services and handy direct contact information.
- Designed marketing and PR materials, including identity suite, a five-mailing direct mail blitz, an annual four-month print advertising campaign that ran in the top three industry publications, a website, subscriber email campaign templates, and digital assets, including banner ads.

Debbie's abundance of creativity was only balanced out by my lack thereof; her ideas, thoughts, and themes [took us] in directions we'd never thought about. She is a great asset to our team, delivering great results, exceptional creative, and personal and personable service.

Chad Worthington-Gosselink, Founding Partner, zata|3 and Control Point Group

zāta 3

ADVOCACY IS OUR CALLING



AVENIR + Bauer Bodoni

zata 3
ADVOCACY IS OUR CALLING

ELECTION CONNECTIONS

GRASSROOTS _____

FIELD OPS _____

FUNDRAISING _____

PHONFS | VOTER OUTREACH **Zata 3**
202.434.8727 | 202.318.0332

TARGETING _____

DIRECT MAIL _____

WEBSITE _____

PRINT ITEMS _____

MEDIA TRAINING _____

MEDIA STRATEGIC BUYER _____

PR CONSULTANT _____

POLLSTER _____

LEGAL REP _____

zata 3
ADVOCACY IS OUR CALLING

CAPITOL CONNECTIONS

US CAPITOL | SWITCHBOARD 202.224.3121
DCCC 202.863.1500
DNC 202.863.8000
DSCC 202.224.2447
TCC 202.494.1100
FRANKING COMMISSION 202.225.1061
WHITE HOUSE | SWITCHBOARD 202.456.1414

CANDIDATE CONNECTIONS

HOME _____
MOBILE _____
EMAIL _____

offices

STATE _____
DC _____
OTHER _____
EMAIL _____
IM _____

spouse

WORK _____
HOME _____
MOBILE _____
EMAIL _____
OTHER _____

children

CRITICAL CONNECTIONS



ALWAYS REUSE & RECYCLE
CREATIVELY | naturally occurring flecks and shives appear in this 100% recycled fibre stock | process chlorine free | acid free | ink colors chosen are copper, zinc and barium free | reduce consumption of natural resources and landfill waste through digital correspondence | printed with soy based inks at a union shop |



strength in numbers

voter ID calling
persuasion messaging
membership surveys
GOTV calls
toll-free hotlines

direct-connect to
congressional f
re

zā
ADVOCACY



www.zata3.com

deep data analysis

voter ID calling
persuasion messaging
membership surveys
GOTV calls
toll-free hotlines
direct-connect to lawmakers
congressional franking calls



www.zata3.com

zā
ADVOCACY

detail data reports

voter ID calling
persuasion messaging
membership surveys
GOTV calls
toll-free hotlines
direct-connect to lawmakers
congressional franking calls
recorded calls

zāta 3
ADVOCACY IS OUR CALLING

202.434.8727 www.zata3.com



campaign stamina



Fortify your phone outreach and build lasting strength with all new **zata-mins** from **zata3**.

Our expert-level regimen gives you the essential voter feedback to keep your campaign fit and healthy.

Get great results in power scripting & data analysis from **zata3**

zāta 3

ADVOCACY IS OUR CALLING

SUPPORTER ID CALLS
MEMBERSHIP SURVEYS
TOLL FREE HOTLINES
RECORDED CALLS
VOTER TURNOUT CALLS
PERSUASION MESSAGING
DIRECT CONNECTS TO LAWMAKERS

...when I was 9, I wanted to be a famous musician who responded with super sonic speed to a ball ring.

I wanted to be that guy who would be the envy of every kid in his class.

I've always had my own way of doing things, even getting my dad's house.

David Olson

campaign rejuvenation



At **zata3**, we put your messages through a full workout with integrated direct voter contact. And, overnight feedback allows you to make lightning-fast tactical adjustments in the field. Our unique combination of phone expertise pumps up your direct mail & canvassing efforts ... **zata3** gets you through the hurdles!

Get energized, fortified phone integration with **zata3** today!

zāta 3

ADVOCACY IS OUR CALLING

...when I was 9, I wanted to be a famous musician who responded with super sonic speed to a ball ring.

I wanted to be that guy who would be the envy of every kid in his class.

I've always had my own way of doing things, even getting my dad's house.

David Olson

campaign power boost



Get three times the phone-bank energy in one convenient package with **zata3**! Our power comes from **1000** successful campaigns [local to presidential] and **30** years of combined outreach experience in **50** states. The call center management, rigorous operator training and call monitoring of **zata3** will boost the stamina of your campaign!

Get more vigorous call center routines power from **zata3**

zāta 3

ADVOCACY IS OUR CALLING

SUPPORTER ID CALLS
MEMBERSHIP SURVEYS
TOLL FREE HOTLINES
RECORDED CALLS
VOTER TURNOUT CALLS
PERSUASION MESSAGING
DIRECT CONNECTS TO LAWMAKERS

...when I was 9, I wanted to be a famous musician who responded with super sonic speed to a ball ring.

I wanted to be that guy who would be the envy of every kid in his class.

I've always had my own way of doing things, even getting my dad's house.

David Olson



**No dumbbells here,
just strategic brains and
support service brawn ... think
phone banks on steroids
... with healthy results.**

zata3 mighty impressive
FORTIFIED PHONE INTEGRATION | VIGOROUS CALL-CENTER ROUTINES | MUSCULAR DATA ANALYSIS

zata3 ADVOCACY IS OUR CALLING
pump up your voter outreach
202.434.8727 | www.zata3.com

campaign stamina



Fortify your phone outreach and build lasting strength with all new **zatamins** from **zata3**. Our expert-level regimen gives you the essential voter feedback to keep your campaign fit and healthy—and it gets you long lasting results!

From phone line to finish line. zata3

zata3
ADVOCACY IS OUR CALLING
202.434.8727 | www.zata3.com

FORTIFIED PHONE INTEGRATION | VIGOROUS CALL-CENTER ROUTINES | MUSCULAR DATA ANALYSIS

campaign power boost



Power through to the finish with **zata3**. Three times the power of regular phone banks, in one quick, convenient package – plus powerful data mining for lasting stamina. Get your message out ahead of the pack ... start now!

From phone line to finish line. zata3

zata3
ADVOCACY IS OUR CALLING
202.434.8727 | www.zata3.com

FORTIFIED PHONE INTEGRATION | VIGOROUS CALL-CENTER ROUTINES | MUSCULAR DATA ANALYSIS

campaign rejuvenation



Elevate your campaign's energy level with a refreshing jolt of **ZataAde** from **zata3**. Our unique combination of phone expertise pumps up your direct mail and canvassing efforts!

From phone line to finish line. zata3

zata3
ADVOCACY IS OUR CALLING
202.434.8727 | www.zata3.com

FORTIFIED PHONE INTEGRATION | VIGOROUS CALL-CENTER ROUTINES | MUSCULAR DATA ANALYSIS

Campaigns & Elections

