

BRING YOUR BUSINESS TO LIFE

WeAreGate.com



Presented by  
**GATE**

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Account Director  
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c: (717) 413-3226

# HELLO

We are an advertising, branding, and communications agency driven by passion, tenacity, and copious amounts of coffee.

We activate your business through creative ideation and execution.

Through our processes, we discover insights within the heart and soul of the companies we work with, allowing us to build unique experiences that connect to its core consumers, impacting their business bottom lines.



# ABOUT US

## OUR NAME

Our name is an analogy for an entry point – flight gate, trailhead, or simply where you are now – to take your journey toward creating a better brand. For every company, product, or service, the journey is different. Our job is to assess your path and set you in the right direction for a better customer relationship.



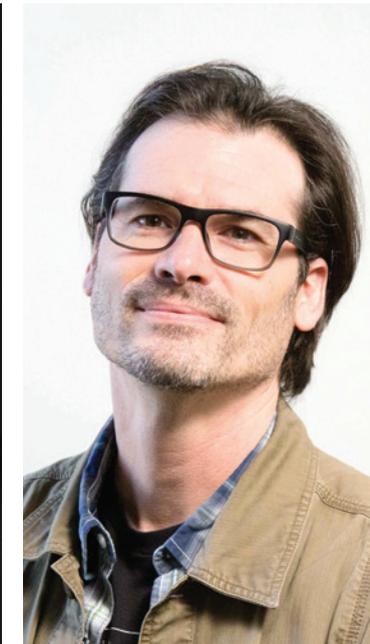
# OUR EXECUTIVE TEAM

We are a group of industry experts who are passionate about branding, storytelling, and helping businesses succeed. We are veterans in the industry who believe in balance. We encourage our people to explore. Fresh experiences make life enjoyable. Bringing these joyful experiences into our work provides us a pantheon of unique approaches in solving both creative and business problems.

One must have the inspiration in order to provide inspiration.



[John Kreider:](#)  
Principle, Brand Evangelist



[Tim Prough:](#)  
Creative Director



[Rick Carbo:](#)  
Account Director



[Joella Gamon:](#)  
Fractional Head of  
Brand Partnerships

# OUR PHILOSOPHY

Our philosophy is simple. We strive to find those elusive moments that hide within a brand, product, or service that allows us to deliver the stories that build excitement, gain trust and retain customer loyalty.

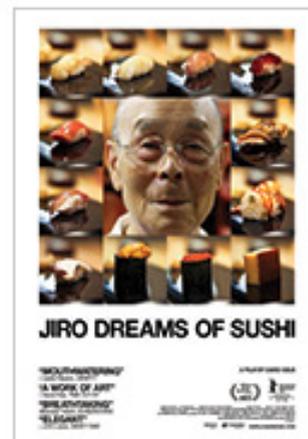
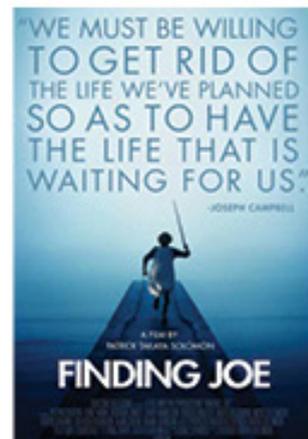
***This drives us.***

Most importantly, we love what we do. This is our life's work and passion, and it shows with every piece of work that we execute.

***This satisfies us.***

What makes Gate incredibly successful is that we serve the idea rather than ourselves or the people that hired us. We get out of our own way to allow the idea to flourish. ***And this comforts us.***

## Three Films that Inspired Our Journey



“Growing up has a bit to do with that, to be able to tell the truth, to show who you are, even if it hurts.”

– Francis Mallmann  
Chef and Author of Seven Fires



# OUR SERVICES

## RESEARCH

Brand Immersion / Experience  
Competitor Analysis  
Focus Groups  
Interviews  
Customer Segmentation  
Customer Insights  
Journey Mapping

## STRATEGY

Brand Architecture / Experience  
Brand / Product Positioning  
Brand Narrative  
Messaging Matrix  
Go-To-Market Strategy  
A/B Testing

## CREATIVE

Identity + Guidelines  
Digital / Print Design  
Video + Photography  
Outdoor  
Tradeshow Design  
Website Design / Development

## DIGITAL

Lead Generation & Nurturing  
SEO / SEM  
Campaign Implementation  
Social Management, Advertising  
and Marketing  
Analytics  
KPI Reporting

# BRANDS WE HAVE SERVED



Family of brands



Family of brands



Family of brands



Family of brands



# CASE STUDIES

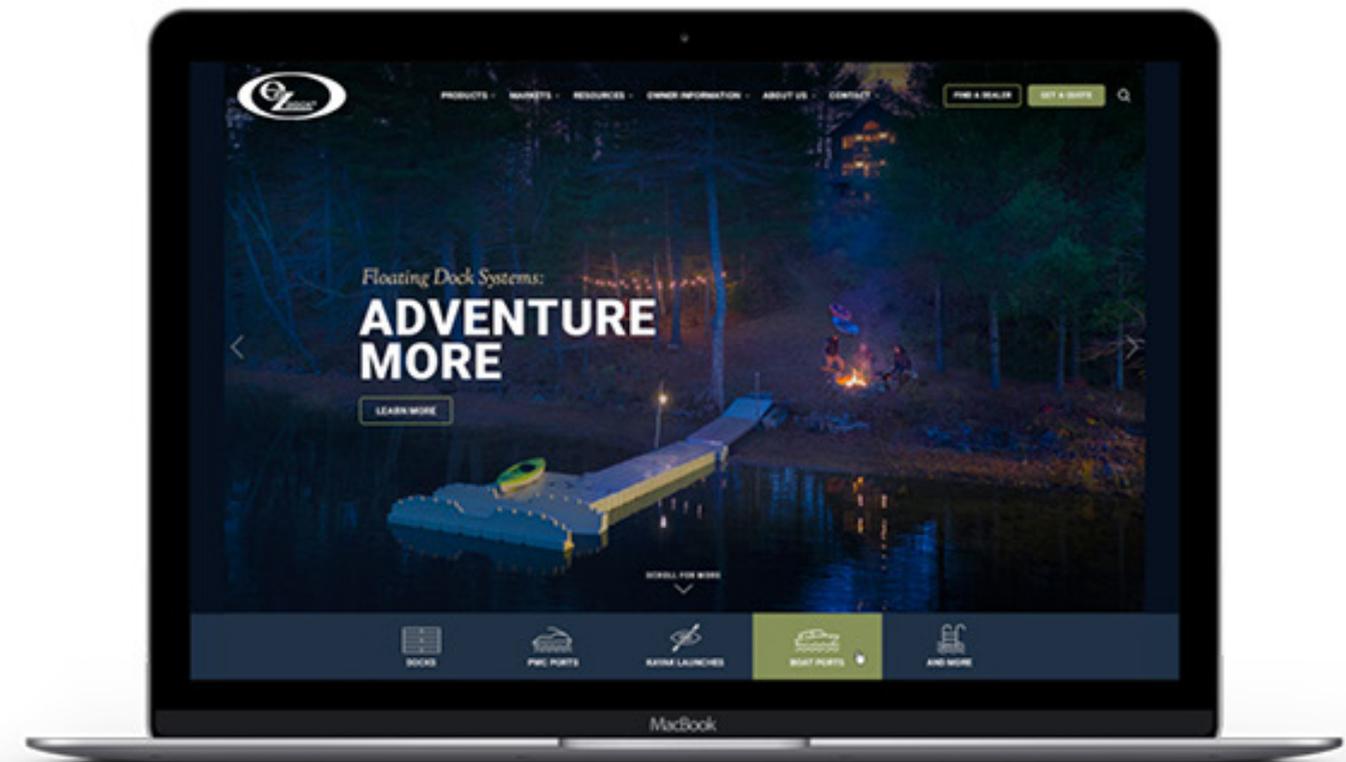
## WORK EXAMPLES

# EZ DOCK

**Challenge:** EZ Dock needed a makeover in the form of a brand refresh. Sales collateral was drowning in product specifications and product marketing materials lacked emotional appeal. The company’s broad product offerings needed to be unified in a clean, fresh visual identity. In short, marketing communications didn’t enhance the brand experience.

**Solution:** Gate transformed bland product content into an aspirational, lifestyle brand. Starting with the EZ Kayak Launch, Gate added visual appeal to the sales and marketing message touching customer’s rational needs, but also stimulating an emotional connection to the outdoors. The new EZ Dock materials challenge the customer to get out on the water and have an adventure. Headlines like, “Nature Is Waiting,” and “How Fun Gets on the Water,” accomplished this through online, video and print media. In the end, the company’s line of floating docks, PWC ports, kayak launches, and boat ports were unified under the company founder’s guiding belief that spending more time on the water is what life should be about.

EZ Dock experienced double-digit sales growth during our four-year engagement.



# BRAND AND PRODUCT VIDEOS



# PRINT



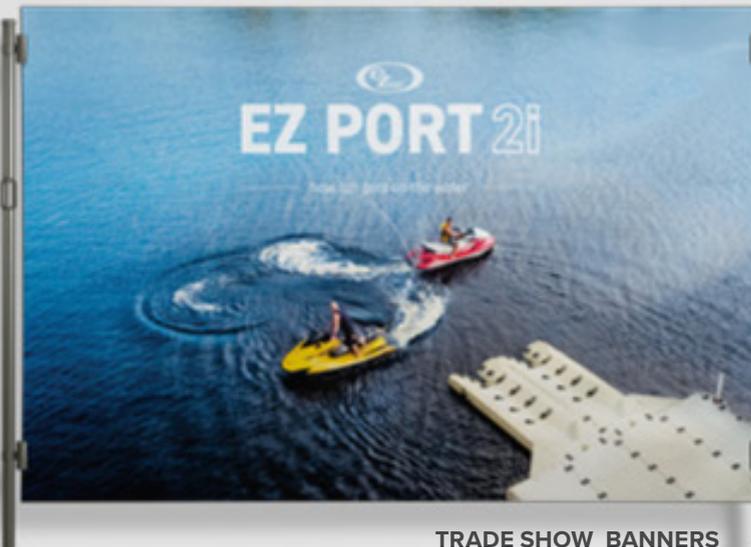
PRINT ADS



EZ PORT BROCHURE



EZ TRAIL BROCHURE



TRADE SHOW BANNERS



# DIGITAL ADS



INTRODUCING THE EZ KAYAK LAUNCH  
Extend Your Season

LEARN MORE



how fun gets out on the water

LEARN MORE



how fun gets out on the water

> LEARN MORE



INTRODUCING THE EZ KAYAK LAUNCH  
nature is waiting.

LEARN MORE



how fun gets out on the water

> LEARN MORE



# 8TH AVENUE FOOD & PROVISIONS

**Challenge:** The CEO of 8th Avenue Food & Provision approached Gate and asked us to create an overarching name and supporting program strategy for his company's internal brand. He wanted the name to be easy to understand and memorable.

**The Solution:** We collaborated by listing out all of the company's current core beliefs and selected the strongest of the bunch: excellence, profitability, and innovation – or e.p.i.

We then created a program strategy for employee promotion, retention, and recruitment. This included employee awards, apparel, on-boarding kits, and an internal employee field guide that outlined the mission and goals of the company, an inclusive rallying cry for all employees – both senior and specialized. The success of this project led to Gate revamping 8th Ave's online hiring portal with visually stunning food photography of their product juxtaposed with employee lifestyle imagery. The CEO asked Gate to then employ the gorgeous food photography as wallscapes and framed images in the public areas throughout their corporate headquarters and several plants. The success of the online hiring portal also led to Gate hosting, updating and maintaining 8th Avenue's main website and all four of its product websites – pasta, fruit & nut, nut butter, and granola.



# EPI INTERNAL REBRAND

# epi

Excellence. Profitability. Innovation.



# PHOTOGRAPHY AND INTERIOR IMAGERY



FOOD PHOTOGRAPHY AND FOOD STYLING

## CORPORATE OFFICES

[LINK TO VIDEO](#)

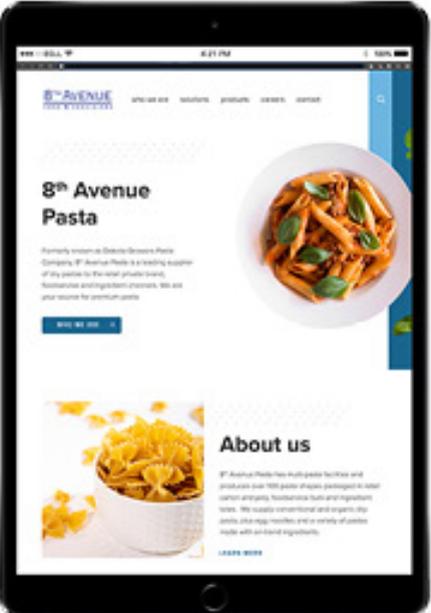
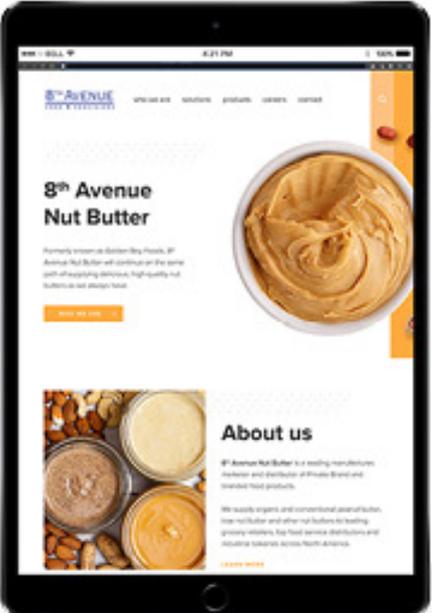
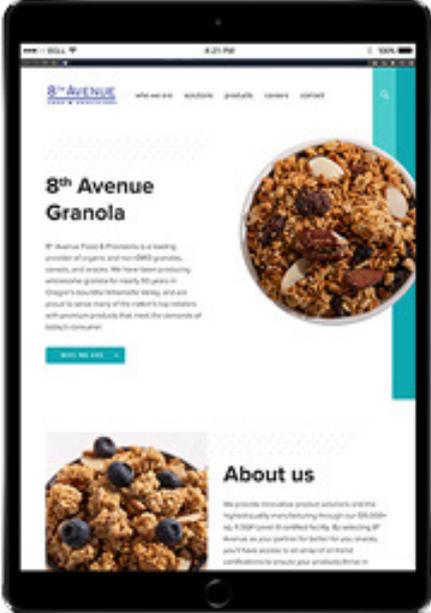
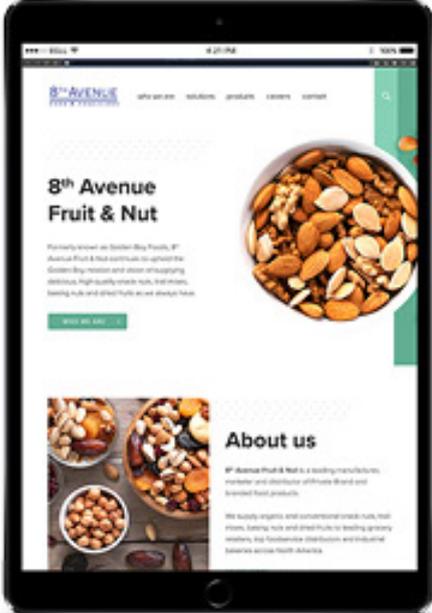


MAIN LOBBY: ENVIRONMENTAL EXPERIENCE WITH VIDEO AND IMAGERY INTEGRATION

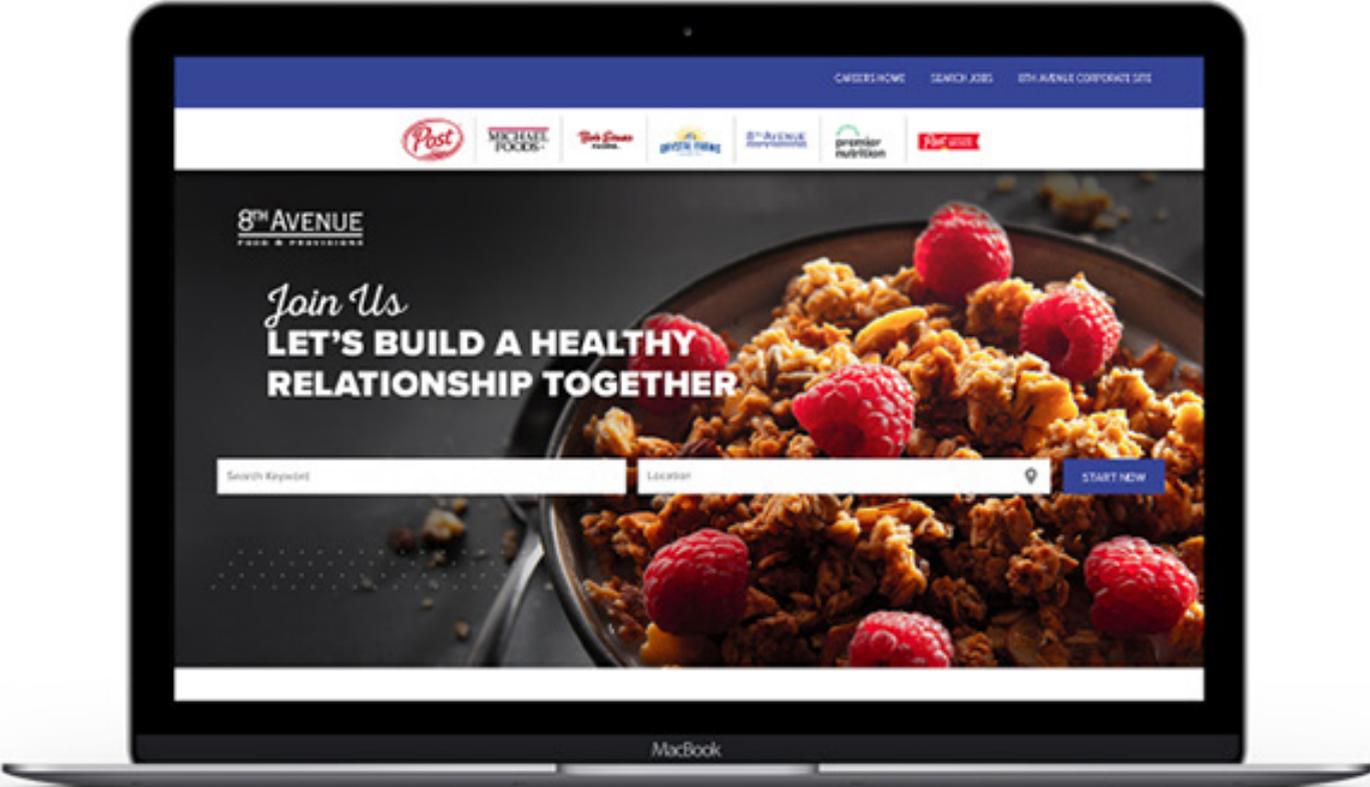
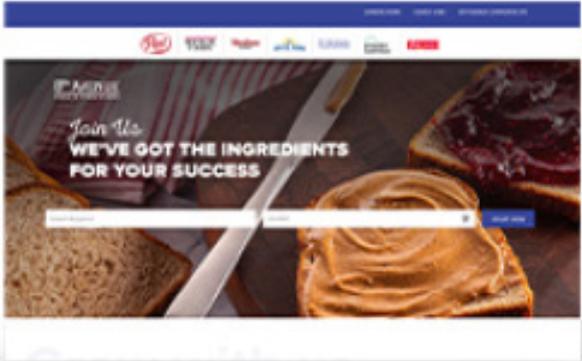


OFFICE IMAGERY ACTIVATED

# WEBSITES



PRODUCT WEBSITES

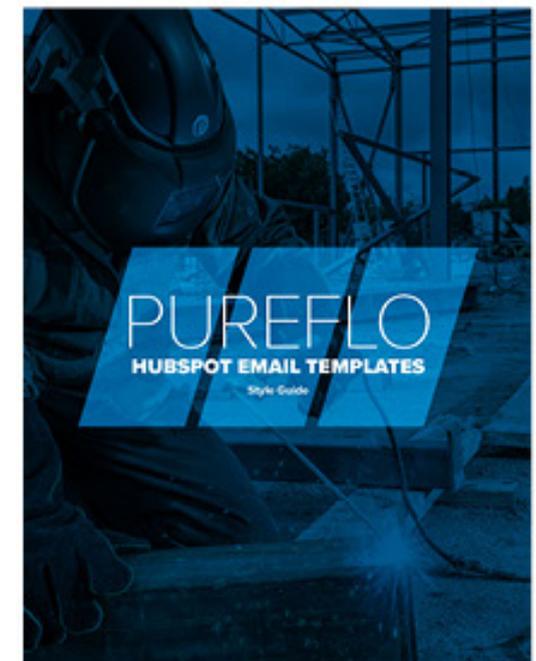
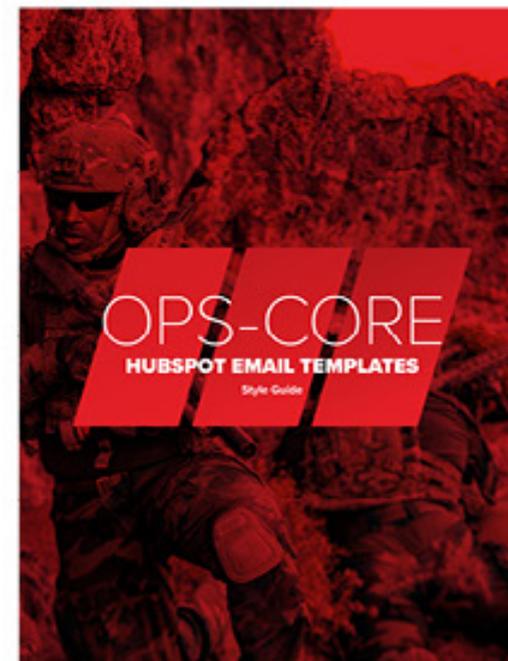


ICIMMS CAREERS PORTAL

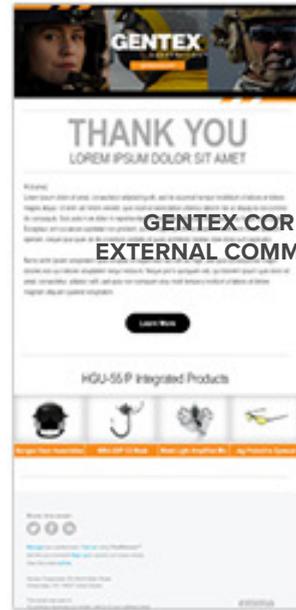
# GENTEX CORPORATION PERSONAL PROTECTION PRODUCTS

**Challenge:** The challenge was immense: take a 125+ year old company and its product brand portfolio – Ops-Core, Gentex Air, and PureFlo – strengthen its position in the market as a solutions-based, headborne system company while empowering them as the top-of-mind source for personal protection products in military special operations forces, elite law enforcement, healthcare & pharmaceutical, nuclear, and industrial sectors.

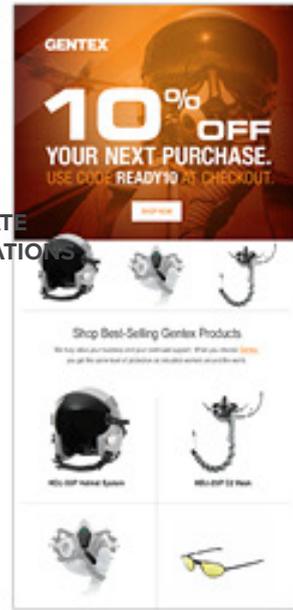
**Solution:** Once we had established brand elevation and consistency for Ops-Core, Gentex Air, and PureFlo, Gate folded these product lines under the Gentex Corporation umbrella. We took the best of what the company had as a brand and enhanced it with revamped brand typography, design elements, color application, and stylized photography. What we had created for each product line was now the rich palette for the overarching Gentex Corporation story. With each product line having its own unique brand queues, we could intermingle these elements under a single voice in digital advertising, tradeshow support, video production, human resources support, website brand management, and print for outdoor and collateral.



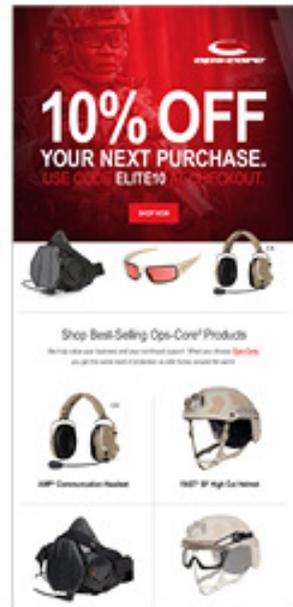
# GENTEX FAMILY OF BRANDS



GENTEX CORPORATE  
EXTERNAL COMMUNICATIONS



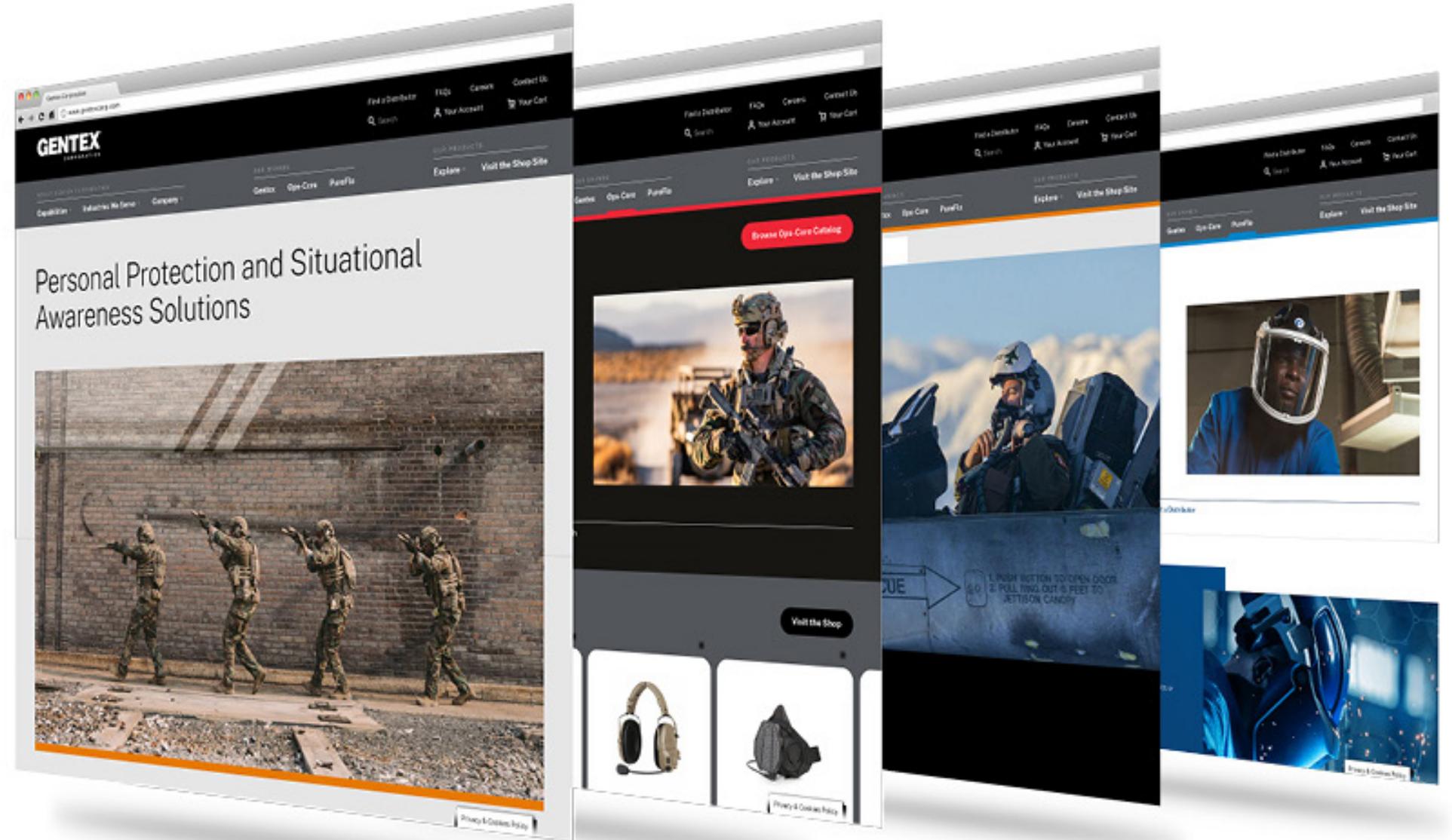
GENTEX AIR PRODUCT  
EXTERNAL COMMS



OPS-CORE PRODUCT  
EXTERNAL COMMS



PUREFLO PRODUCT  
EXTERNAL COMMS



WEBSITE

# GENTEX CORP. BRAND AWARENESS VIDEOS



GENTEX CORP. RECRUITMENT



BILLBOARDS



RECRUITMENT BROCHURE



# OPS-CORE DIGITAL ADS

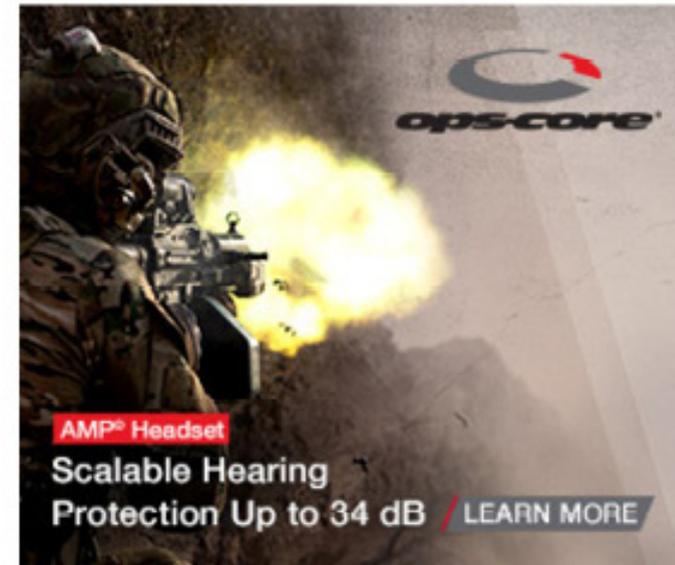
## STAT

### 27% INCREASE

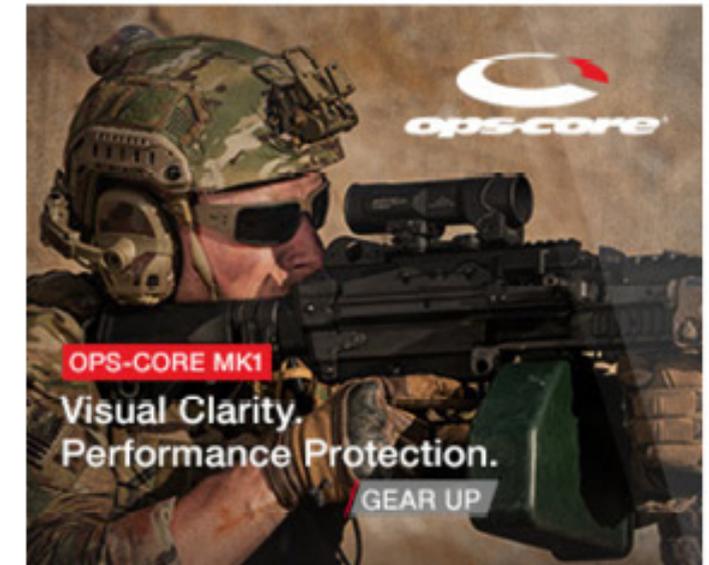
As a result of our product remarketing campaign, traffic increased to Ops-core's product pages.



SPECIAL OPERATIONS TACTICAL RESPIRATOR



AMP COMMUNICATION HEADSET



MK 1 OPTICS

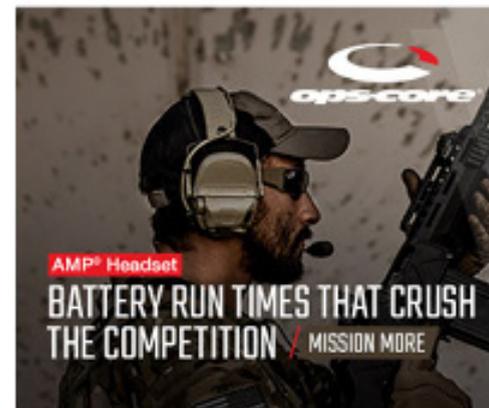
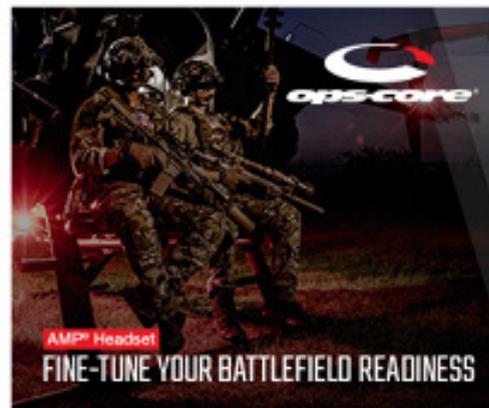


## STAT AMP™ DIGITAL ADS

### \$40m IN SALES

### REVENUE

Since joining the Gentex team in 2019, we helped in selling 50,000 AMP headsets. This attributed to \$40 million in revenue during the 3-year period of our engagement with the Gentex team.





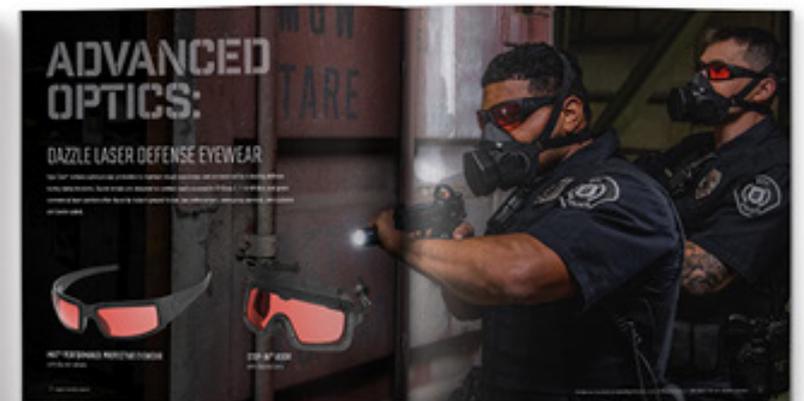
GROUND CATALOG



AMP COMMUNICATION HEADSET BROCHURE



DAZZLE LASER DEFENSE EYEWEAR BROCHURE



# TRADE SHOW SUPPORT



SHOT SHOW



AUSA



SHOT SHOW SWAG



DSEI

GENTEX AIR PRODUCT BRAND EXPERIENCE



COMPLETE PRODUCT AND CAPABILITIES CATALOG



DOD US, AUS, UK PARTNERSHIPS FOR REALWORLD BRAND RELATIONSHIPS



TARGETED DIGITAL CAMPAIGNS - CATEGORY-FOCUSED



BRAND PHOTOGRAPHY AND DESIGN GUIDES

## GENTEX VIDEOS AND TRADE SHOW



SAFE TRADE SHOW BOOTH



**AWARD SAFE 2022 Trade Show**  
Belles of Mobile award for the best largest booth.

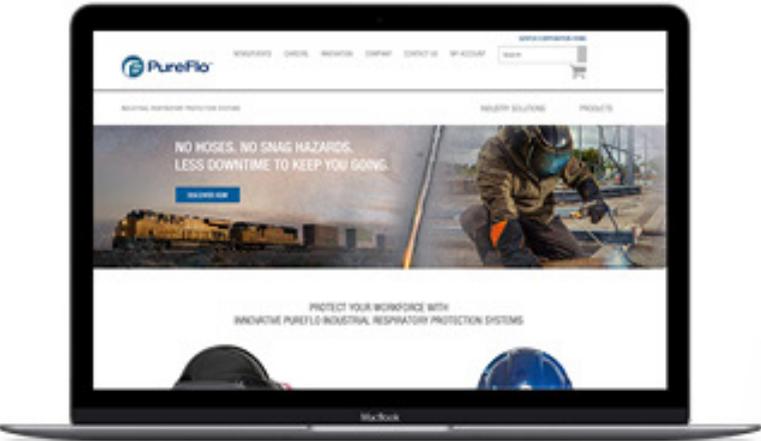
# PUREFLO PRODUCT BRAND EXPERIENCE



PRODUCT DECISION SHEET



BRAND PHOTOGRAPHY



WEBSITE AND CAMPAIGN LANDING PAGES



CATEGORY COLLATERAL MATERIALS  
EX: WELDER-FOCUSED

PUREFLO VIDEO



# HARLEY-DAVIDSON ROADHOUSE CUSTOMS

**Challenge:** Harley-Davidson has been one of America’s most iconic brands for over 100 years. It unites a tribe of free-spirited men and women in a love of freedom that comes from the open road. At the end of their journeys, they meet at local bars and restaurants to share their experiences, and all that riding makes them hungry. Enter Roadhouse Customs, a line of barbeque meats from Harley- Davidson. The brand strategy challenge for Gate was how to make a motorcycle brand work for packaged food.

**Solution:** Gate began by understanding the Harley-Davidson brand experience – what it looks like, feels like, and, yes, what it tastes like. It’s a barbeque flavor forged in smoke and fire and that became the foundation of the brand identity. Much like the rumble of the V-twin engine, Roadhouse Custom’s brand sizzle was rooted in the Harley tradition and designed to appeal to the rebel in all of us.

Building on a Harley-focused creative strategy, Gate turned to packaging design next. Gate designed product packaging that reflected the Harley-Davidson brand experience and garnered attraction at the shelf.

Roadhouse Customs was introduced in over 1,200 Walmarts nationwide, with tastings at Harley-Davidson rallies in Sturgis, South Dakota, Daytona, Florida and Laconia, New Hampshire. And with this project, Gate demonstrated its more than a brand design agency, it’s a team of would-be rebels with a hunger for slow-smoked snacks.



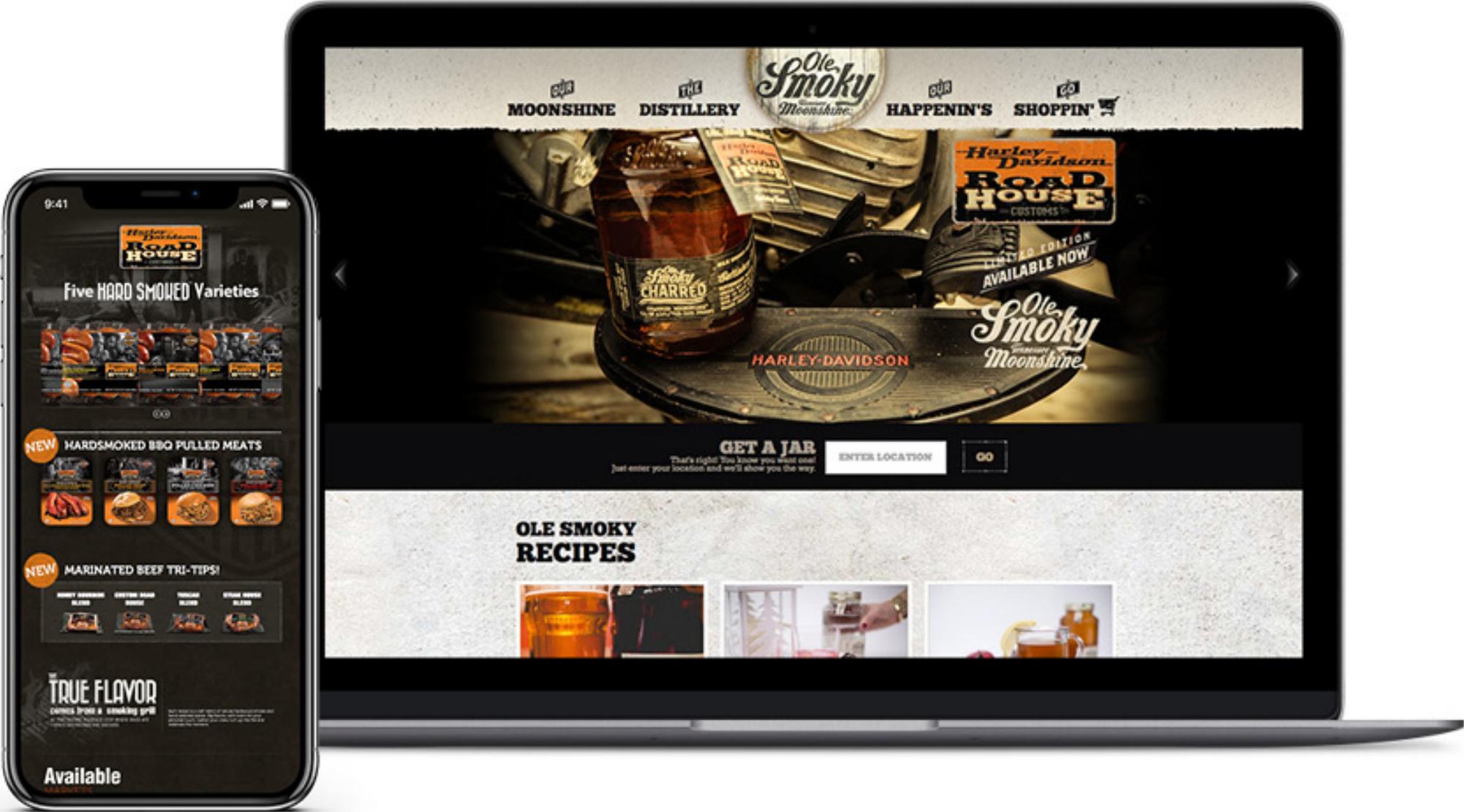


LOGO + PRINT EXECUTION

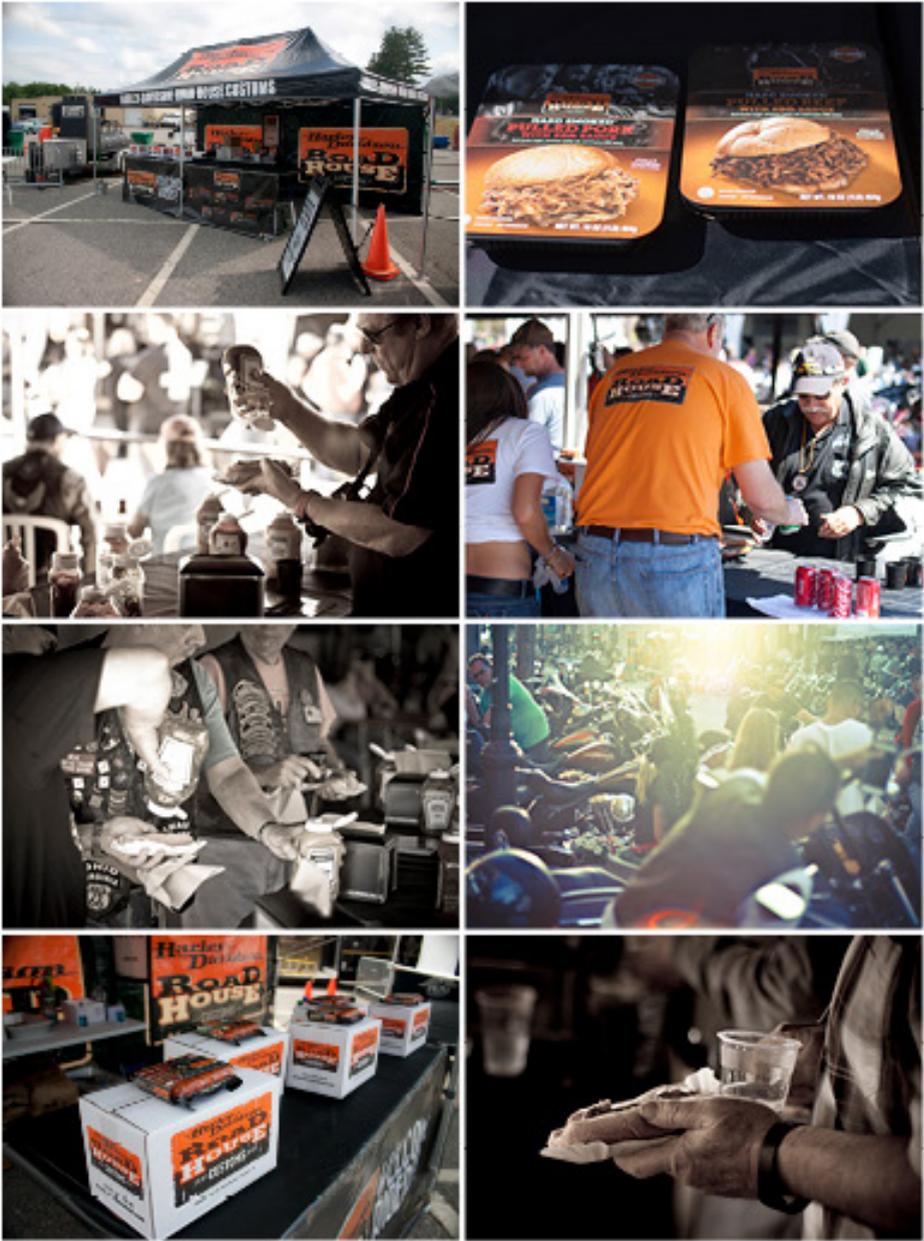


ROAD HOUSE = CUSTOMS =

# ROADHOUSE CUSTOMS LANDING PAGE AND OLE SMOKEY CO-BRAND



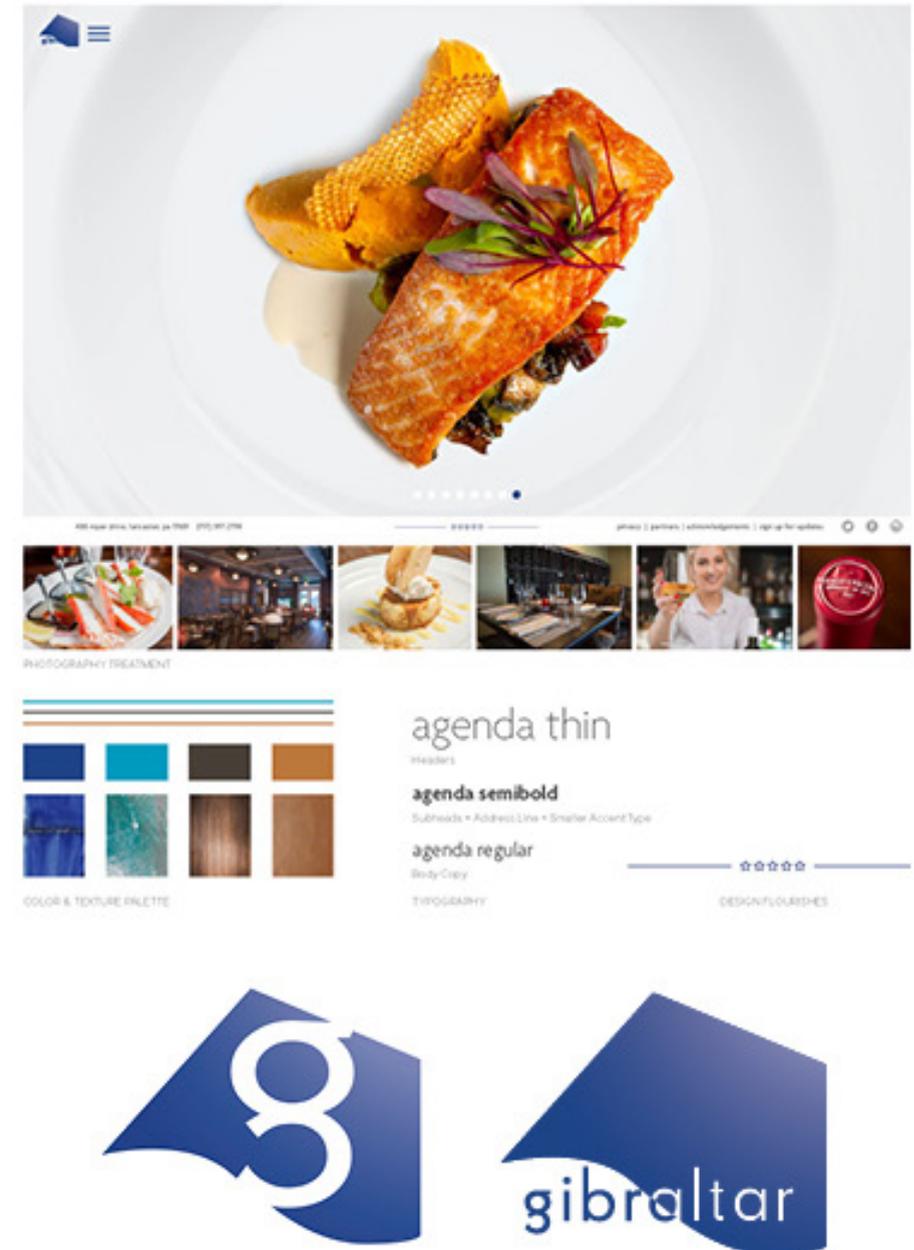
# ROADHOUSE CUSTOMS EVENT SUPPORT



# GIBRALTAR

**Challenge:** Take a local high-end legacy restaurant brand and contemporize it without losing its core flare.

**The Solution:** We first looked at aspirational high-end restaurants around the world and created mood boards that embodied where contemporary cuisine is. Collaborating with the client, we narrowed our direction and set out to contemporize Gibraltar. We stripped out and simplified elements of the brand and incorporated subtle aspects of the chef's plating and styling, much like a finely reduced sauce to where only the essential notes of the brand shine. We stripped out drop shadows and bevels from the logo and incorporated textures and colors of Spanish or Mediterranean influence paired with light, airy platings allowing the product to take center stage, which begs the viewer to want a taste. Breathing a new life into a well-known local brand was an honor and a privilege.



# GIBRALTAR ASSORTED TACTICS



BILLBOARDS



DIGITAL ADS



PRINT ADS

# FIGHT'N TOMATO PIZZA COMPANY

**Challenge:** The frozen pizza aisle of a grocery store is crowded with well-known national brands. So, how do you create a delicious new brand to stand out in the packed frozen Pizza category?

**Solution:** Gate took a brand-design approach and researched the current frozen food category. Marketing research and in-store observation showed that many pizza brands have not evolved in a decade. This helped Gate identify market space for a new brand with an “in-your-face” attitude that was missing in the category. This brand insight led Gate to create an edgy, lo-fi, DIY-spirited underdog of a pizza brand.

The brand launched on social media, and earned nationwide distribution with brands like Tops, Giant Eagle, H-E-B and several Kroger markets within 8 months.



# BRAND PERSONALITY DEVELOPMENT AND SUPPORT



LOGO



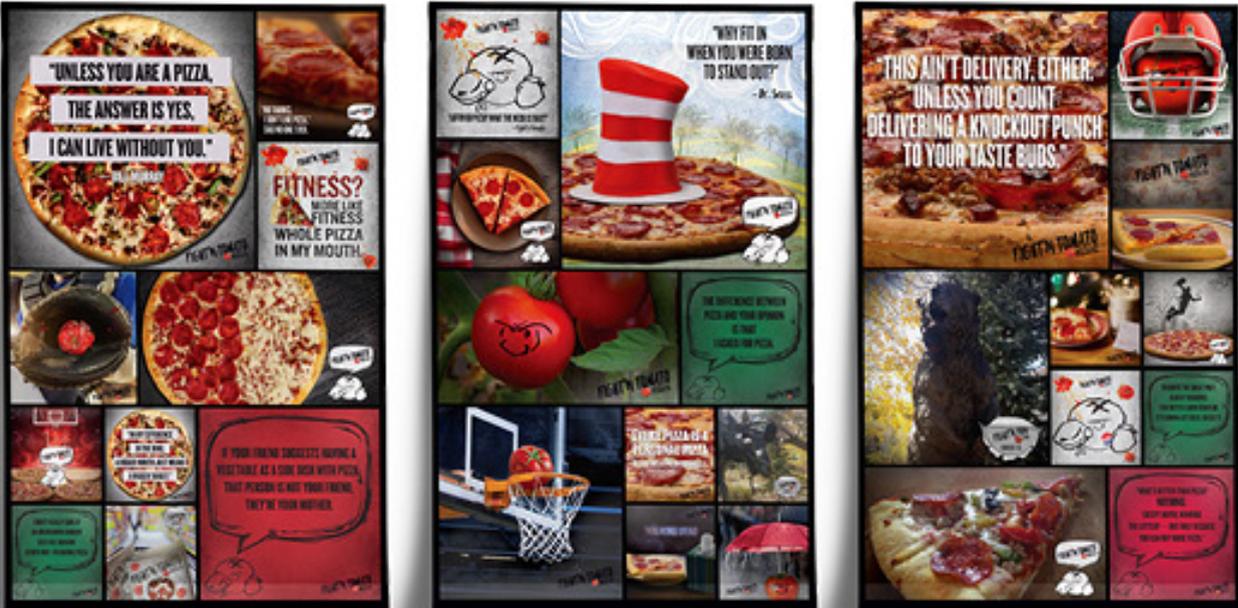
SPECIALTY FLAVORS PACKAGE DESIGN



CHARACTER DEVELOPMENT



WEBSITE



SOCIAL MEDIA GIVEAWAY POSTERS (CREATED WITH PAST POSTS)

SOCIAL MEDIA VIDEOS



# APPENDIX

# CAREER BRAND EXPERIENCE

CONSUMER BRANDS ○  
B2B BRANDS ■

## FOOD

- ▶ 8th Avenue Food & Provisions ■
- ▶ Accent Spices ○
- ▶ Ashers Chocolates ○■
- ▶ Attune Foods Granola ○
- ▶ Bell & Evans ○
- ▶ Berks County Coffee ○
- ▶ Bosco Chocolate Syrup ○
- ▶ Brewmaster Foods ○■
- ▶ Bulkgranola.com ○■
- ▶ Carib Brewery ○
- ▶ Copes Corn ○
- ▶ Cream of Wheat ○
- ▶ Dakota Growers Pasta Co. ○
- ▶ D.G. Yuengling & Son ○
- ▶ Droste Chocolate ○
- ▶ Eddys Packing Company ○■
- ▶ Frisco's Chicken (QSR) ○
- ▶ Gunzey's Quality Meats ○
- ▶ Golden Boy Foods ○
- ▶ Golden Temple Granola ○
- ▶ Hatfield Quality Meats ○
- ▶ Kunzler Meats ○■
- ▶ Mama Rosa's Pizza ○■
- ▶ Migros Company; Aproz Water, Chocolat Frey, Frey Gum Jowa, Midor Biscuits, Swiss Delice Chocolat ○■
- ▶ Ortega (Aaron Sanchez) ○
- ▶ Perdue Chicken ○
- ▶ Quechua Beer ○
- ▶ Ronzoni ○
- ▶ Schwan's Company ○■
- ▶ Sheetz Convenience store company ○
- ▶ Snyder's of Hanover ○
- ▶ Sugardale Meats ○
- ▶ The Hershey's Company; Breath Savers, Cocoa, Jolly Ranchers, Lancaster, Kisses, Reese's, Scharffen Berger, S'mores ○■
- ▶ TNT Crust ■
- ▶ Turkey Hill Dairy ○■
- ▶ UTZ Potato Chips ○
- ▶ Weis Markets ○
- ▶ Wilbur Chocolate / Cargill ○■
- ▶ Willamette Valley Granola Company ○
- ▶ World Flavors Spice ○
- ▶ Private Label Food Branding:
  - Archer Farms (Water, Syrup, Bread-sticks) ○■
  - Borders (Chocolate Balls) ○■
  - Clint Black (Line of Pulled BBQ meats) ○■
  - Compass Group "Outtakes" (Chocolate Nibs) ○■
  - Harley Davidson Roadhouse Customs (Foods) ○■
  - Macy's (Cookies) ○■
  - Trader Joe's (Cookies) ○■
- ▶ Sport Partnerships Food:
  - Ronzoni (St. Louis Blues)
  - The Hershey's Company (NHL), (NCAA) ○
  - Turkey Hill Dairy (Philadelphia Eagles, Philadelphia Phillies, Buffalo Bills, New York Yankees) ○
  - Utz (New York Yankees) ○

## ENTERTAINMENT - DESTINATION

- ▶ American Music Theater ○
- ▶ The Fulton ○
- ▶ New Jersey Adventure Aquarium ○
- ▶ Ringling Bros. and Barnum & Bailey ○

## ENTERTAINMENT - BROADCAST

- ▶ A&E ○
- ▶ Comcast ○
- ▶ ESPN ○
- ▶ History Channel ○
- ▶ HRTV Horse Racing TV ○
- ▶ Outdoor Life Network (Versus>NBCSN>Peacock) ○
- ▶ Sprout TV ○
- ▶ Telemundo ○
- ▶ WE – Women's Entertainment ○
- ▶ WWE – World Wrestling Entertainment ○

## APPAREL AND COSMETICS

- ▶ Elite Skating Clothing ○
- ▶ EmPower ○
- ▶ Fiafini Cosmetics ○
- ▶ Haggar Clothing Co ○
- ▶ Honey Bee Gardens Cosmetics ○
- ▶ Izod Clothing Co ○■
- ▶ Linebacker U ○
- ▶ Mifroma ■

## LOGISTICS / DISTRIBUTION / TRANSPORTATION

- ▶ Allen Distribution ■
- ▶ Amtrak ○■
- ▶ BMY Combat Systems (Military Tanks and Transports) ■
- ▶ CNH Industrial (New Holland Agriculture) ○■
- ▶ Harrisburg International Airport ○
- ▶ IMI Products ○■
- ▶ Jerr Dan (Tow trucks) ■
- ▶ Lebanon Transit ○
- ▶ Rollins Truck Leasing ○■
- ▶ SEPTA ○
- ▶ The Jay Group ■

## FINANCIAL

- ▶ Adams County National Bank ○■
- ▶ AmeriCU Credit Union ○■
- ▶ Atlantic Federal Credit Union ○■
- ▶ Belco Federal Credit Union ○■
- ▶ Blue Ball National Bank ○■
- ▶ Community First Fund ○■
- ▶ Dauphin Deposit Bank ○■
- ▶ F&M Trust ○■
- ▶ FirstTrust Bank ○
- ▶ Fulton Financial ○■
- ▶ GE Financial Assurance ○■
- ▶ JBT Jonestown Bank ○
- ▶ MBNA ○■
- ▶ Orrstown Bank ○■
- ▶ Sequinox (Retirement Resources) ○■
- ▶ Wilmington Trust ○■
- ▶ York Bank ○■

## INSURANCE

- ▶ AIG ○■
- ▶ Educators Mutual Life ○■

## INDUSTRIAL, BUILDING & CONSTRUCTION

- ▶ ABC (Associated Builders and Contractors) ■
- ▶ Bowser Construction ○■
- ▶ Construction Leadership Network ■
- ▶ Excel Modular Homes ○
- ▶ GORE Products ○■
- ▶ Harsco ■
- ▶ High Companies ■
- ▶ Ingersoll Rand ■
- ▶ Lane Enterprises ■
- ▶ RGS Associates ■
- ▶ Taylor-Wharton ■
- ▶ Wohlsen Construction ■

## HEALTHCARE / PHARMA

- ▶ Abbott (HHA/O, HME) ○■
- ▶ Arrow ■
- ▶ B. Braun ■
- ▶ CoventryCares of PA ○
- ▶ CoventryCares of WV ○
- ▶ Crozer ○
- ▶ Delta Dental ○■
- ▶ Diamond Plan of Coventry Health ○
- ▶ Holy Spirit Health System ○
- ▶ Imaging center of Lancaster ○
- ▶ KEPRO ○■
- ▶ Mount Nittany Health ○
- ▶ Orthopedic Associates of Lancaster ○
- ▶ Pennsylvania Medical Society ■
- ▶ University of Pennsylvania Health Services ○

## RETIREMENT COMMUNITIES

- ▶ Acts - actretirement.org ○
- ▶ Alden Place ○
- ▶ Asbury Communities ○
- ▶ Attleboro Retirement Village ○
- ▶ Covenant Living ○
- ▶ Edenwald ○
- ▶ Florida Presbyterian Homes ○
- ▶ Frasier Meadows ○
- ▶ Granite Farm Estates ○
- ▶ Holland Homes ○
- ▶ Knollwood ○
- ▶ Luther Manor ○
- ▶ Meadowood Senior Living ○
- ▶ Mease Manor ○
- ▶ Park Village Independent Living ○
- ▶ Pleasant View ○
- ▶ Rosemont A Presby's Inspired Life Community ○
- ▶ Rydal Park A Presby's Inspired Life Community ○
- ▶ Saint John's on the Lake ○
- ▶ Sunnyside ○
- ▶ The Hill at Whitemarsh ○
- ▶ TownCreek Retirement Community ○
- ▶ WilMac Living ○

## EDUCATION / AFFILIATIONS / INSTITUTIONS

- ▶ Harrisburg Area Community College ○
- ▶ Lancaster Country Day School ○
- ▶ PSP (Phi Sigma Pi Honor Fraternity) ○
- ▶ Wharton College of Business ○■

## STATE AND GOVERNMENT CONTRACT

- ▶ CDM Smith ○■
- ▶ PA Dept. of Tourism ○■
- ▶ PA Dept. of Community and Economic Development ○■
- ▶ PennDOT ○■
- ▶ USDOT ○■

## HOME

- ▶ American Woodmark ○■
- ▶ Armstrong (Flooring) ○■
- ▶ DuPont (Cool Max) ■
- ▶ Tarkett (Flooring) ○■
- ▶ Thomasville (Cabinets) ○■

## ELECTRONICS / COMMUNICATIONS

- ▶ D&E Communications ○■
- ▶ Kakjeet Mobile ○
- ▶ Ojo video phone (Motorola) ○■
- ▶ Polycom ■
- ▶ PCS One (cell phone provider) ○■
- ▶ Quintex Cellular ○
- ▶ Samsung (Cell Phones) ○■
- ▶ Samsung (Ram/Rom Microchip) ○■
- ▶ TE Connectivity ■
  - Aerospace, Defense and Marine Division
  - Appliance
  - Automotive
  - Data & Devices
  - Energy (Lighting, Substation, Rail, WAP, Mining)
  - Industrial
  - Intelligent Buildings
  - Sensors

## OUTDOOR LIFESTYLE

- ▶ Bronzelite (outdoor Lighting) ■
- ▶ EZ Dock ■
- ▶ Gunbroker.com ○
- ▶ Gundeals.com ○
- ▶ Hadco (outdoor Lighting) ■
- ▶ Little Tikes Commercial (Playgrounds) ■
- ▶ Miracle (Playgrounds) ■
- ▶ Outdoorliquidators.com ○
- ▶ Penn Stone (Hardscaping) ○
- ▶ Playworld Systems (Playgrounds) ■
- ▶ Tractor Supply Company ○
- ▶ Vargo (Titanium Camping Gear) ○
- ▶ Wolf Decking, Porch and Rail ○■
- ▶ Woodstream ○

## NON-PROFIT

- ▶ Empower Partners, LLC ■
- ▶ Lancaster Literary Guild ○
- ▶ PA DUI Association ○
- ▶ Peter Nero & The Philly Pops ○
- ▶ Uplifting Athletes ○

## PERSONAL PROTECTION PRODUCTS

- ▶ Gentex Corporation ○■
  - Gentex Air
  - Ops-Core
  - PureFlo
- ▶ GORE-TEX LABS ○■

## CANNABIS

- ▶ Better Provisioning Company ○
- ▶ Presto! ○
- ▶ Pure Green ○■
  - Parachute ○

## TECHNOLOGY

- ▶ AudaExplore ■
- ▶ Delta Health Technology ■

## MISC

- ▶ Black & Decker ○
- ▶ Diemme USA (dewatering systems for mines) ■
- ▶ J.C. Ehrlich ○
- ▶ Novelty Planters ○
- ▶ Rec Oil ■
- ▶ Taylor-Wharton ■
- ▶ Sodexo ■
- ▶ USA Shade ■
- ▶ World Tang Soo Do Association ○

LET'S DO THIS TOGETHER

Presented by  
**GATE**

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