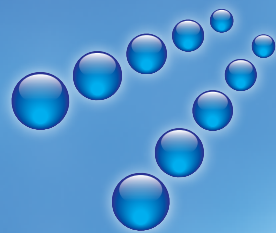


Flarepath

The landing lights on an airport runway guiding planes to a safe landing

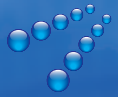


Introducing



FlarePath™

Guiding Consumer-Centric Marketing



FlarePath, LLC™

FlarePath, LLC is a direct marketing consulting firm specializing in Customer acquisition, loyalty and multi-channel marketing. The principals have sat on both sides of the desk holding key marketing positions on the client and agency side. Working as partners we help find solutions to increase the profitability of your marketing programs.

FlarePath's efforts are proven to **increase average spend, purchase frequency, retention, re-activation, and the overall lifetime value of your Customer.**

This is accomplished through:

- Customer relationship marketing
- Customer acquisition
- Customer loyalty programs
- Database management
- Catalog marketing
- Multi-channel contact strategy
- Circulation planning
- Retail strategies
- B-to-C & B-to-B strategies
- Analysis & reporting for program ROI
- Vendor analysis & selection
- Distributor network marketing
- Feasibility studies



Rena Schrein



Mark O'Berski

The Principals

Having held key marketing positions at both leading corporations and direct marketing agencies, FlarePath's leadership understands the challenges faced by marketers today. This unique combination of agency and corporate experience provides clients with a proven track record of marketing solutions. Rena and Mark have worked together for more than 15 years developing marketing solutions for a variety of businesses. Together they have 40 plus years of direct marketing experience to help maximize your marketing efforts. Rena and Mark provide the leadership and marketing talent that drive FlarePath to offer best-in-class direct marketing solutions with a personal touch.

FlarePath, LLC is a joint venture of two proven marketing companies; Roberts-Schrein & Associates, Inc. and Shael Consulting, LLC. Our years of successful advertising agency and corporate experience are integrated with consumer-centric marketing, database management, catalog development and list strategy. This allows FlarePath to be the linchpin for our clients' successful CRM and catalog programs.



Rena Schrein

Rena Schrein

Rena's years in the advertising agency business were spent at industry-leading firms such as Ogilvy and Mather Direct (Sydney, Australia and Chicago, Illinois), Wells Rich Green, D'Arcy Masius Benton and Bowles and Noble-BBDS plus a stint on the client side as Director of Marketing of North America for DeVry Institute. Since 1985, Rena has practiced exclusively in the field of direct marketing. She opened her own agency, Roberts-Schrein & Associates, Inc. (RSA), in 1989 with offices in New York City and Stamford, CT. In 2006, RSA teamed with Shael Consulting, LLC to form the joint venture, FlarePath, LLC.



Mark O'Berski



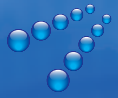
Mark O'Berski



Rena Schrein

Mark O'Berski

Mark spent most of his career in marketing and retail sales working for companies such as The Estée Lauder Companies, Inc., in New York City, the Paris-based joint venture of L'Oréal and 3 Suisses, Le Club des Créateurs de Beauté (CCB-Paris), Dayton-Hudson and Ford Motor Land Development Corporation in Detroit, MI. At The Estée Lauder Companies, Mark held executive positions in global consumer marketing at Origins and the Aveda Corporation. At CCB-Paris, Mark was the General Manager for the US affiliate of this direct marketing company. After many years developing consumer programs in the corporate sector, Mark formed his own consulting company, Shael Consulting, LLC. In 2006, Shael Consulting, LLC and Roberts-Schrein & Associates, Inc., formed FlarePath, LLC.



The Challenge

The Network

The Cost Advantage

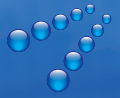
The Challenge

Not every client starts out looking for a consultancy to help with its consumer-centric marketing programs. Often the in-house expertise doesn't exist and budgets preclude adding staff to handle the workload involved in establishing powerful, effective, multi-channel marketing programs.

We partner with you to:

- Develop and manage a relational marketing database
- Create customer loyalty programs
- Develop B-to-C and B-to-B marketing strategies
- Implement database hygiene, analysis and segmentation
- Develop a multi-channel contact strategy
- Manage circulation for acquisition and house mailings
- Establish and oversee list brokerage and list management relationships
- Instruct and monitor service bureau activities
- Establish tracking, bar coding and source coding for results analysis
- Select and manage outside vendors including: printers, data warehouse, email service providers, telemarketing and fulfillment
- Develop a comprehensive competitive analysis
- Leverage results for continued increased productivity

FlarePath's contribution to its client programs is **a deep commitment to establishing a powerful connection with your Customer and an unrivaled ability to manage complex strategic and tactical projects.**



The Challenge

 **The Network**

The Cost Advantage

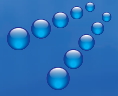
The Network

Integrating all marketing disciplines in one place is difficult at best for every client. This is the challenge which FlarePath was created to meet. The principals have established extensive associations resulting in a solid team of experts that can be assembled to meet the specific needs of your marketing objectives.

Our Network includes:

- Creative
- Production
- Printing and personalization
- Database warehousing
- Service bureau
- List management
- Email delivery
- E-commerce web integration
- Telemarketing and fulfillment
- Media planning

FlarePath assumes the burden of integration, coordination and implementation that are often stumbling blocks for many clients.



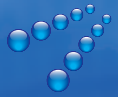
The Challenge

The Network

 **The Cost Advantage**

The Cost Advantage

A full-time staff burdens your programs fully; even if the workload doesn't always require it. Working with FlarePath brings a tangible, cost-effective benefit to your programs. From broad strategic planning to detailed execution, using FlarePath allows you to maximize your in-house staff by providing experienced marketing on an as-needed basis at a reasonable competitive rate.



 **Customer relationship marketing**

Customer loyalty programs

Retail strategies

Catalog marketing

Database management

Distributor network marketing

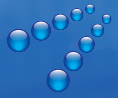
Outside service procurement

Feasibility studies

Customer Relationship Marketing

Clients turn to FlarePath for help in achieving the greatest return from their marketing efforts, seeking the integration and coordination that comes from working with seasoned professionals. FlarePath combines direct mail, internet, retail and other communications tools to effectively retain, reactivate and increase the value of each Customer. The results are higher Customer satisfaction and an increased return on investment. Here are some examples:

- Created direct marketing programs realizing response rates up to 20%
- Improved repeat purchase frequency by more than 15%
- Increased average spend by as much as 26%
- Increased retail store traffic through targeted, cost-effective multi-channel efforts surpassing projections by more than 400%



Customer relationship marketing

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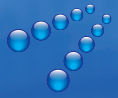
Customer Loyalty Programs

FlarePath has been instrumental in the development of successful points-based loyalty programs. FlarePath has the knowledge and experience necessary to assess, implement and manage Customer loyalty programs that are proven to reduce attrition and increase Customer lifetime value.

- Developed and implemented a global points-based Customer loyalty program for a major personal care company. The program is currently running in the United States, the United Kingdom and Ireland with further expansion planned for Canada and Korea.

The results:

- Delivered promotional communications response rates over 40%
- Increased average unit spending by 95%
- Improved year-to-year best Customer spending by 18%
- Developed and implemented the first points-based Customer loyalty program for a major hotel chain. Following a successful program in the US, the program was rolled out globally and remains in existence 20 years later.



Customer relationship marketing

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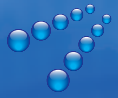
Feasibility studies

Retail Strategies

Whether you are a small startup retailer, a manufacturer with a desire to enter the retail world or an established retailer that wants to expand, FlarePath will help you realize your objectives. Our experience in working with retail strategies has helped a number of clients execute successful lifestyle and product concepts. These strategies have included traditional bricks and mortar stores, catalog retail sales, online e-commerce and multi-channel businesses.

We work with you to:

- Brainstorm and define conceptual strategies
- Understand and focus on your competitive edge
- Maximize product categories and assortments
- Work with your architecture and design companies to create the best possible environment
- Identify location opportunities for retail expansion
- Develop short and long-term programs to build and grow your Customer base



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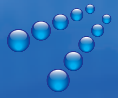
Feasibility studies

Catalog Marketing

From toys to tools, luxury gifts to personal care, FlarePath's catalog experience is wide-ranging. Beginning with a small business-to-business tool catalog for Ingersoll-Rand Company in 1988, FlarePath has since worked with startups as well as established marketers to increase their acquisition, retention and sales.

FlarePath has the experience and know-how needed for developing contact strategies and mail plans; managing list acquisition; managing email promotions; establishing list management; coordinating service bureau activities and, of course, analyzing results and making recommendations for improved productivity. Here are some of our results:

- Increased acquisition response rates by more than 200%
- Improved purchase frequency by more than 15%
- Reduced acquisition costs by 67%
- Improved Customer retention through mail plan refinement and sophisticated database segmentation combined with precise targeting of the creative and reactivation efforts



Customer relationship marketing

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Database Management

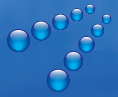
The key to marketing success is having an effective relational marketing database with interrelated files for more-detailed analysis. FlarePath has developed database plans for numerous clients combining multi-channel data to provide an effective brand database. As a result, our clients benefit from valuable Customer and product analyses used to refine and improve productivity and marketing return-on-investment.

Our approach:

- Evaluate current data capture practices
- Establish the criteria for data capture including sales, demographic and promotional information
- Integrate multi-channel data
- Determine if the database is best housed internally or outsourced. If outsourced, we identify and recommend the appropriate resource
- Manage the initial database build and future updates
- Using online analysis tools provide regular executive management reporting

The Benefits:

- Fine-tune customer segmentation for efficient, cost-effective marketing communications
- Analyze purchase behavior to develop profitable cross-selling programs
- Identify differences in purchase behavior between new and existing Customers to effectively manage the relationships
- Recognize new Customers with a targeted communication to move them from tryers to buyers
- Model current Customer data to improve acquisition efforts



Customer relationship marketing

Customer loyalty programs

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Database management

 **Distributor network marketing**

Outside service procurement

Feasibility studies

Distributor Network Marketing

One of the key challenges in a retail business with a third-party distribution level is the conflict with the corporation speaking directly to the end consumer.

FlarePath has experience in creating programs that benefit the distributor's Customers as well as the end consumer. These programs were developed corporately to realize cost savings through economies of scale and passing these cost savings on to the distributor's Customers. This approach provides a menu of programs the smaller retailer can participate in at the pricing level of a big company.

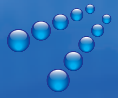
With FlarePath as your partner, your distributors and their Customers benefit by the same high-level expertise we offer all our clients. We provide the services for marketing programs they would otherwise not be able to afford.

Our direct mail approach:

- Work directly with the independent retailer to maximize data capture and structure the data into a usable file format
- Coordinate and manage the data hygiene and de-duplication at the distributor network level
- Combine large-scale print runs with individualized personalization for each location
- Include source code tracking for each location
- Presort mail files to maximize postal discounts
- Analyze results for increased productivity by location

Our e-commerce approach:

Often, large companies do not take advantage of the growing e-commerce channel. Possible conflicts with the distributor network can preclude pursuing this opportunity. FlarePath has successfully overcome this obstacle by creating on-line commerce solutions that benefit all parties.



Customer relationship marketing

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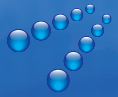
Feasibility studies

Outside Service Procurement

Seldom has FlarePath had a client that has had the capabilities to provide all marketing services in-house. For these clients, an integral part of FlarePath's contribution has been to source, evaluate, recommend and establish outside vendor relationships. Since we understand your marketing needs, we are in the ideal position to align you with the appropriate partners for your business.

These include:

- Creative
- Production
- Printing and personalization
- Database warehousing
- Service bureau
- List management
- Email providers
- E-commerce web integration
- Telemarketing and fulfillment
- Media planning



Customer relationship marketing

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Outside service procurement

 **Feasibility studies**

Feasibility Studies

FlarePath will come in and take a fresh look at your programs and make recommendations to improve your results.

Areas to review include:

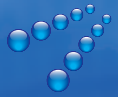
- Data segmentation
- Modeling techniques
- List strategy
- Creative positioning
- Offers
- Results tracking

Competitive analysis:

The competitive market is ever-changing. FlarePath will prepare an in-depth analysis of your competition and provide actionable recommendations to keep you current. The insight gained will be valuable in helping to make the right decision in your marketing programs.

Business productivity analysis:

Very often, companies operate with internal departments that are not aligned with marketing programs. There may be untapped, deficient or redundant resources. FlarePath will conduct interviews with each internal department team leaders and external support groups to analyze process flow and make recommendations on how to leverage the best operating structure. By helping to align your teams, you will realize greater efficiencies, increased productivity and maximum program profit.



Experience

Testimonials

Experience

FlarePath’s principals have been the consultancy of choice for companies ranging from personal care to power tools. Our understanding of the processes that make for successful solutions have resulted in long-term relationships with satisfied clients.

Some of our experience includes:

Industry	Company	Experience	B-to-C	B-to-B
Personal Care	Aveda Corporation (Division of The Estée Lauder Companies, Inc.)	Database Development	●	●
		Retail/Salon CRM		
		Internet/e-commerce		
		Loyalty Marketing		
		Telemarketing/Fulfillment procurement		
		Advertising		
		Hospitality Amenities		
	Le Club des Créateurs de Beauté (CCB-Paris)	Database Development	●	
		Catalog Marketing		
		Creative agency management		
		Internet/e-commerce		
		Telemarketing/Fulfillment procurement		
	Origins (Division of The Estée Lauder Companies, Inc.)	Database Development	●	
		Retail Store/Spa development		
		Retail Store/Department store CRM		
		Catalog Marketing		
		Internet/e-commerce		
		Telemarketing/Fulfillment procurement		
		Sales incentive programs		
	Aramis (Division of The Estée Lauder Companies, Inc.)	Direct Mail		
		Retail Strategies		
		Print and Television Advertising		
Gifts	VIVRE (Formerly L'art de Vivre)	Database Development	●	
		Catalog Marketing		
		Telemarketing/Fulfillment procurement		

[Continue here for more ...](#)

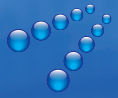
Experience

Testimonials

Experience (continued)

Industry	Company	Experience	B-to-C	B-to-B
Services	Brecher Fishman Feit, Law Offices	Direct Mail Marketing Brochures	●	●
	Chromakers	Direct response print Direct mail	●	●
Industrial	Ingersoll Rand	Catalog Marketing Telemarketing/Fulfillment procurement		●
Beverage Services	Tetley, Inc.	Direct Mail Video		●
	Bigelow Tea	Direct Mail	●	
	Jack Daniels	Customer Loyalty Direct Mail Event Marketing	●	
Entertainment	World Yacht	Direct Mail		●
	Circle Line	Direct Mail		●
	Dynasound Organizer	Direct response TV	●	
Automotive	Blaupunkt Car Stereos	Direct Mail		●
	Coachmen RV	Direct Mail	●	
	Chicagoland & Indiana Honda	Direct Mail	●	
Transportation / Travel	Hyatt Hotels	Loyalty Program	●	
	Lindblad Expeditions	Marketing brochures Print	●	●
	Metra Commuter Rail	Direct Mail	●	●

Continue here
for more ...

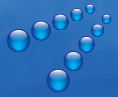


Experience

Testimonials

Experience (continued)

Industry	Company	Experience	B-to-C	B-to-B
Retail	Zale's Jewelers	Direct Mail	●	
	Bailey Banks & Biddle	Direct Mail	●	
	Sears	Direct Mail	●	●
	Dayton-Hudson Corp.	Retail Strategies	●	
	Ford Motor Land Development Corp	Branding Retail Strategies	●	
Financial	Oppenheimer Management	Direct Mail	●	
	East River Bank America	Direct Mail	●	
	TransData Div. American Banker	Direct Mail	●	
Fitness	Condell Medical Center	Direct Mail Radio Print Marketing brochures	●	●
Communications	Cellular One	Direct Mail Point of Sale Marketing brochures	●	●
	Southwestern Bell	Direct Mail		●



Experience

● Testimonials

Testimonials

I have had the distinct pleasure of working with Mark O’Berski for over twenty years in two different businesses. At Origins, Mark created and ran our retail store and internet businesses. At Aveda, he was responsible for all non-salon distribution inclusive of retail stores and internet. In both cases, Mark was the expert in CRM and hired Rena Schrein to develop successful business models to build loyal customers. Together they developed and oversaw the Origins Catalogue business that was a breakthrough for our company and continues to this day.

I trust Mark and Rena implicitly. They have the expertise and drive to develop businesses based upon customer relationships, not to mention their combined years of experience that are invaluable to these types of endeavors.

— Daria Myers
President,
Origins

We hired Mark O’Berski as our General Manager in the USA for Le Club des Créateurs de Beauté (CCB-Paris). Mark was charged with establishing this successful French Beauty catalog company in the US market. He retained Rena Schrein to work with him to find the right target customers for the brand and build a loyal consumer base. Together they developed contact strategies, set up a relational database, created list strategies for acquisition and modeled the house file for maximum return. They were a great team and instrumental to early beginnings of CCB-Paris in the US.

— Claudine Alline
Director for International Sales,
Le Club des Créateurs de Beauté, Paris

“Even though she is technically a consultant, Rena has always been regarded as an integral member of the CCB-Paris team. (She is) particularly focused on the strategy of our acquisition campaigns by finding viable options that match the overall business strategy. For each campaign she has managed the continuation and test lists selection as well as the various models run in conjunction with the national compiled databases.”

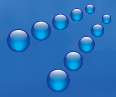
— Guillaume Rigoigne
Assistant Vice President Marketing,
CCB-Paris USA

“Rena’s work has been invaluable to the Consumer Marketing Team...she continues to manage our circulation planning, database management, selects and segmentation for more than 130 retail stores and 160 independently owned salons—resulting in a 5.8% average response rate for new product mailers, and over a 15% response to our birthday card program.

“...she is integrally involved in managing the P&L—adhering to very tight budgets and keeping the program on track. (She is) very team oriented...(and) always willing to go the extra mile to support the project and our team.”

— Sarah Kraft
Consumer Marketing Manager,
Aveda Corporation

[Click here to read more of what people are saying about FlarePath ...](#)



Experience

 Testimonials

Testimonials (continued)

"The most successful advertising program we have ever launched. Period.

— President, World Yacht

Mark has had extensive experience in the world of consumer marketing. Most recently at Aveda he directed significant work on the CRM and online retail components, taking us from a simple presence online to a powerful retail and customer contact and reward process. He accomplished this by implementing a relational database and developing a multi-channel contact strategy that included a points-based loyalty program, direct mail and on-line sales that integrated a complex third-party distribution channel.

— Chris Hacker
Former Senior VP Marketing and Design,
Aveda Corporation

"Rena orchestrated the entire campaign for TransData – developing lists, managing production and implementing a complex program. Results exceeded expectations, and Rena was a pleasure to work with.

— Sandy Kresch,
Former CEO TransData Corporation

Dear Mark,

Thank you for the huge difference you made at Aveda. I will miss your professional expertise and your pleasant character. The good news is you'll remain close to us. I wish you all the best in your new venture.

— Dominique Conseil,
President,
Aveda Corporation

"Rena has been a key asset for our company...her detailed understanding of the list market and her strong strategic sense made her the perfect fit for circulation planner. Someone who can cover both the strategic planning and its execution is essential in a start-up organization like ours..."

— Olivier Allender
General Manager,
CCB-Paris USA

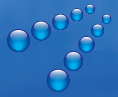
"Rena...oversaw and ensured the legal compliance of our email addresses and worked with our company and the internet team to improve hygiene of our database, thereby ensuring more reliable email delivery. When I wanted to create a system of emails that required an even more complex set of instructions for each push, Rena quickly created and implemented an efficient system to make it happen."

— Anne Mulvihill
Marketing Manager,
CCB-Paris USA

"RSA's direct mail program got our foot in the door of the largest restaurant chains in the United States, resulting in many contracts. During the crucial stages, Rena was in the hospital with the birth of her daughter—but she made sure our details were carried out flawlessly."

— Marketing Manager,
Tetley, Inc.,
Foodservice Division

[Click here to read more of what people are saying about FlarePath ...](#)



Experience

 Testimonials

Testimonials (continued)

“Response was so overwhelming we ran out of fulfillment materials within three weeks of mailing.”

— Director of Marketing,
Metra Commuter Rail

“Our program generated a 19% upfront response rate and a 34% conversion. Needless to say, our sales reps were ecstatic.”

— Director of Marketing,
Blaupunkt car stereos

“Rena was a breath of fresh air in formulating creative ideas and strategies for our brochures, direct mail and advertising.

— Trudy Thiess,
Director Public Relations/Marketing,
Condell Medical Center



Contact us

Let us put our consumer-centric expertise to work for you today and help you forge a bond with your Customer.

Contact FlarePath today.

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