

## LOTS OF DOTS CONNECTED IN 2017!

**CLOSER TO HOME,**  
we launched an award winning campaign for Chesterfield community Magnolia Green: "The South, South of the River."



Richmond BizSense called this integrated effort the "Most Memorable Ad Campaign of 2017." We called it just plain fun.

TORY BURCH FOUNDATION

### FELLOWS PROGRAM

FELLOW 2017

With over 4,000 RVA votes, we landed the coveted **TORY BURCH FOUNDATION FELLOWSHIP** led by world-renowned business and fashion leader – and our personal heroine – Tory Burch.

Next level, here we come.

### LOUD AND PROUD

We shared our point of view on female empowerment in the new age of marketing, and Huffington Post, MSNBC, WWD, Richmond Times-Dispatch and Richmond BizSense helped spread the word.

WWD

MSNBC

HUFFPOST

Richmond Times-Dispatch

Richmond BizSense  
Your city. Your business.

### WE FOUND OUT WHAT THOUSANDS OF RICHMOND REGION STARTUPS HAVE IN COMMON.

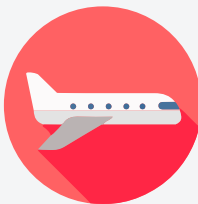
Through focus groups, one-on-one interviews and online surveys, we learned people here dream big and work together from start to phenomenal. We developed a brand identity system for the Activation Council that's true to our town and our entrepreneurs.

IGNITE RVA!



26 strategy sessions with different brands.

9,500 miles traveled and 0 flights missed.



8 margaritas sipped at a local favorite spot, Wong Gonzalez.

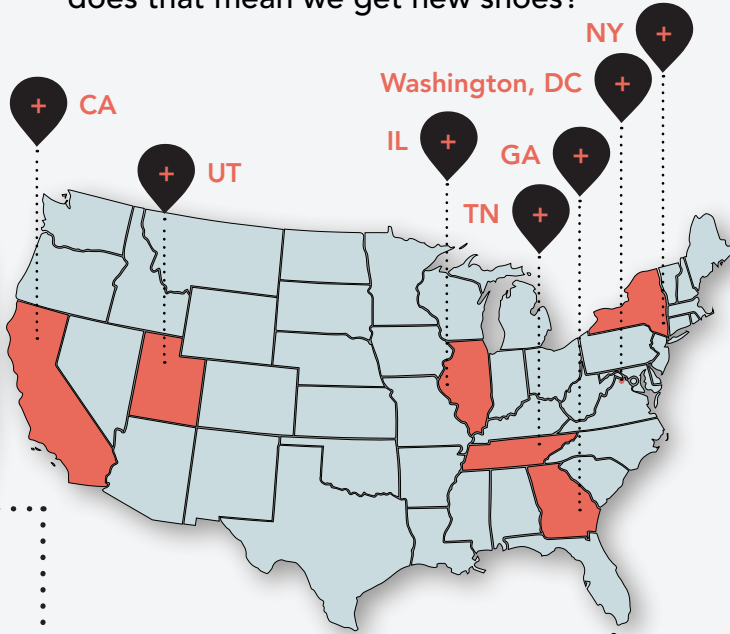
### WE MET REAL HEROES, RIGHT IN OUR OWN BACKYARD.

We received our SWaM and WBENC certifications. And we started work on our recruitment campaign for Hanover Fire-EMS.



### GET OUTTA TOWN

We connected the dots for 30 new clients, expanding our geographic footprint. Hmm ... does that mean we get new shoes?



### WOOT WOOT!

We went to the Richmond Show and came home with a cannonball. Check out the online patient experience we created for Virginia Women's Center.

[www.virginiawomenscenter.com](http://www.virginiawomenscenter.com)

### EXTRAORDINARY YEARS START WITH EXTRAORDINARY CLIENTS.

We're honored to be working with:

#### Virginia Women's Center



"DLC's gift of storytelling through branding is so rare these days – I would recommend them in a heartbeat!"

Lorelle Myer, Marketing Director

#### iStar



"Magnolia Green had a record year in 2017 exceeding our sales quota by nearly 30 home sales, and having Dotted Line as our marketing partner helped us exceed our goals!"

Tom Page, VP

#### Linden Legal Strategies



"DLC has done so much for my business. I give the DLC team significant credit for where my business is today – I wouldn't be where I am without their strategic partnership and creativity."

Stinson Mundy, Founding Attorney

#### Virginia Biotechnology Research Park



"I was impressed by the expertise and professionalism of the DLC team. The research was comprehensive, the strategy was spot on, and their team continually delivered excellent creative ideas."

Carrie Roth, Executive Director

#### Conger LP Gas



"I can't say enough great things about Dotted Line! The DLC team created a new, innovative brand for us that has allowed us to develop a strong marketing strategy for years to come."

Dan Richardson, CEO

### WE RETIRED! OR JUST WANTED TO.

Summit Vista, a new life plan community concept, makes us look forward to 65 candles on the cake. Our introductory PR and digital campaign launch generated hundreds of leads in just a few weeks.



### WE CELEBRATED WITH A ROCKIN' HOLIDAY PARTY!



We wrapped it up and tied it with a bow. If you weren't able to come, we missed you!

We're so thankful for the connections we've made this year – and the people who helped us make them.

WHAT WILL 2018 BRING? WE CAN'T WAIT TO FIND OUT.