



ADVERTISING | MARKETING // COMMUNICATE BETTER



Brandt Ronat + Company > Florida > www.brc60.com

Opportunity.

Brandt Ronat + Co. has been

selected in | 4 key categories |

TODAY's subject | COPYWRITING

People.

By the numbers

4 | 9.2M | 20+ | 30+ | 23+

People.

By the numbers

4 | 9.2M | 20+ | 30+ | 23+

4 on-staff writers, just 9.2 M door-to-door

- Average of 20+ years experience
- 2 with more than 30 years writing experience
- 23+ years experience as a communications firm in Brevard

People.

Diverse Education Backgrounds

Journalism | Communications | Arts

Accounting | Anthropology | Advertising

People.

William Ronat

Creative Writing 30+ Years | Journalism Education |

Video Scriptwriting, Programming and Producing

Background | National Writing and Teaching Credits |

Creative Copywriter | Editorial, Advertorial, Advertising

and Marketing Writing | Headlines/Taglines |

Documentaries | E-news and Social Content Developer

People.

Linda Brandt

Creative Writing 30+ Years | Communications Strategies
Advertising Writer | Marketing Presentations |
Collateral Writer | Campaign Developer | Creative
Director | Web, Social and 'e' Content Writer
Collaborative Writing | Internal Company and Cohesive
Voice Development

People.

Jay Decator

Marketing Degree | Advertising and Academic Writer |
Content Research Expert | Strong Writing Skillset | Style
Guide Monitor | Technology Integrator | Web Architect
and Writer | Campaign Concepts

People.

Ryan Brandt

Strategy Developer | Positioning Statements | Taglines
Social Media Engagement | Web Architecture and SEO
Expert | Campaigns Development | Negotiating Content
Bonuses within Media Mix--Advertorial, Social Posting
and other considerations |

Proof.

- » Creative Writing
- » Original Content
- » Scriptwriting
- » Ghost Writing
- » Collateral
- » Publications
- » Positioning Statements
- » Key Messages, Internal or External
- » Advertorial/Editorial
- » Interviews

In-house writing capabilities

- » Technical
- » Newsletters/eNews
- » Brochures
- » Informational Alerts
- » Research/Captioning
- » Headlines/Taglines
- » Ad Copy/Campaigns
- » Social Media Content and Campaigns
- » Web Content

Proof.

Client Writing Base Diversity

Economic Development | Real Estate Development |
Workforce Development | Destination Development |
Event Branding and Marketing | Conference Theming,
Tradeshow and Meeting Recruitment | Cultural Marketing
Coop Development | City Branding, Community Evolution |
Art as Catalyst Initiatives | Customer Experience and
Wayfinding | Stakeholder Group Development | Retail

Proof.

Impacting Economic and Community Development



Proof.

Ongoing Economic Development



SIMPLIFIED NIMBLE ACCELERATED PERMITTING



THE JOURNEY
Forward



Proof.

Real Estate Development



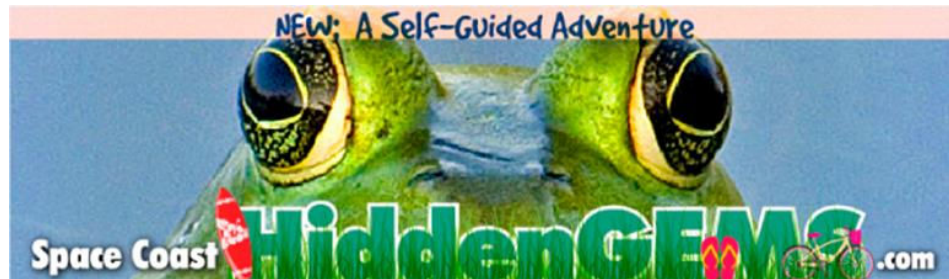
Proof.

Workforce Development



Proof.

Destination Development



Proof.

Destination Development



Proof.

Nature-based Tourism



FIND YOURSELF
IN NATURE



Proof.

Event or Experience Branding



PASSPORT TO
WINES
AROUND THE
WORLD



Proof.

Conference Theming/Attendee Recruitment/Tradeshows (*writing pre-show campaigns, at show exhibits and post show education*)



SPACE FOUNDATION

Proof.

State. National. International.



Process.

A/C Analytical Creative™

Evidence-based decision making

- » Diagnostics
- » Strategy
- » Brand/Apply
- » Sustain

Process.

A/C Analytical Creative™

Evidence-based decision making

- » Collaborative
- » Integrated
- » Sustainable

Proximity.

9.2 M | Door-to-door

- » For candid discussions
- » Interviews
- » Brainstorming
- » For LEAN processes

Proximity...

means more than just next door

- ... proximity to leaders
- ... proximity to conversations
- ... proximity to continuous learning
- ... and to 'ground truthing' messages



gourmetto go

**green
TURTLE
M A R K E T**
GOURMET PROVISIONS



The finest provisions for your specialty cuisine
 Exotic lunch, brunch & party fare
 Tempting hardto locate wines
 Gourmet prepared entrees from our award winning resident chef

Fresh Fine Fun

Enjoy gourmet cuisine & casual beachside shopping at The Green Turtle Market.

Shop where paddle wheel fans and tropical rhythms meet fine cuisine and gourmet provisions.

- Readyto go entrees
- Fine wines
- Market fresh seafood and meats
- Hardto find ingredients
- Deli sandwiches
- Exotic salads
- Fresh bakery
- Surprises from our chef



Shop to the beat of a different drummer at The Green Turtle Market.
 You have the time... because your dinner's ready.

**green
TURTLE
M A R K E T**
GOURMET PROVISIONS



855 E. Eau Gallie Blvd. | Indian Harbour Beach, Florida 32937 | 321.773.1001



Eau Gallie Blvd. • Beachside • 10am-7:30PM Mon-Sat. • 11am-5pm Sun.

green
TURTLE
MARKET

*Champagne
& Chocolate
Your Thing?
(Ours, too.)*

-LOOK-
For The
TURTLE

THE GOURMET FOOD MARKET
773-2001

Eau Gallie Boulevard • Beachside • 10am-8pm Mon-Sat

green
TURTLE
MARKET

*Turtlelight
Savings Time.
(Now open 'til 8pm.)*

-LOOK-
For The
TURTLE

THE GOURMET FOOD MARKET
773-2001

THE GOURMET FOOD MARKET

*Falling into
that burgers
& fries habit?
(We'll save you.)*

-LOOK-
For The
TURTLE

green
TURTLE
MARKET

Eau Gallie Blvd. • Beachside • 10am-7:30PM Mon-Sat. • 11am-5pm Sun.
773-2001

THE GOURMET FOOD MARKET

*Summertime
And the living is Easy...
(With a little help from
Our Chef.)*

-LOOK-
For The
TURTLE

green
TURTLE
MARKET

Eau Gallie Boulevard • Beachside • 10am-8pm Mon-Sat
773-2001

THE GOURMET FOOD MARKET

*Pick it up.
Pop it in
the oven.
Take the bows.*

-LOOK-
For The
TURTLE

green
TURTLE
MARKET

Eau Gallie Blvd. • Beachside • 10am-7:30PM Mon-Sat. • 11am-5pm Sun.
773-2001

Eau Gallie Boulevard • Beachside • 10am-8pm Mon-Sat

green
TURTLE
MARKET

*Ti-i-ime
is on my
Si-i-ide.
Yes it is.
(Now open 'til 8pm.)*

-LOOK-
For The
TURTLE

THE GOURMET FOOD MARKET
773-2001

THE GOURMET FOOD MARKET

*Don't worry.
Be happy.
(Eat well.)*

-LOOK-
For The
TURTLE

green
TURTLE
MARKET

Eau Gallie Blvd. • Beachside • 10am-7:30PM Mon-Sat. • 11am-5pm Sun.
773-2001

THE GOURMET FOOD MARKET

*If our fish were
any fresher...
you'd need
a pole
to catch them.*

-LOOK-
For The
TURTLE

green
TURTLE
MARKET

Eau Gallie Boulevard • Beachside • 10am-8pm Mon-Sat
773-2001



HOME DISCOVERY CENTER
Shared Vision / Mythology

This is a tool essential to the development of the Home Discovery Center. The mythology and mental images it provokes narrows the focus of the design concept and helps to determine the look of furniture, props, graphics, etc. that will be used throughout the HDC.

Viera has deep roots. Nearly a century has passed since Andrew Duda, dreaming of a better future for his family, arrived in Florida and began a cycle of work, discovery, growth and regeneration which has culminated in a new town, built on those values.

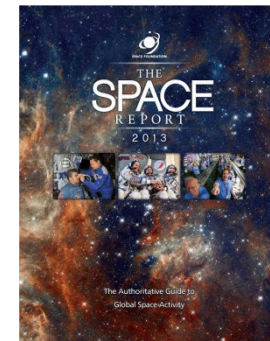
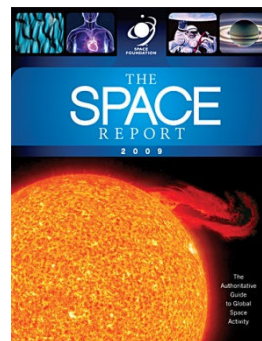
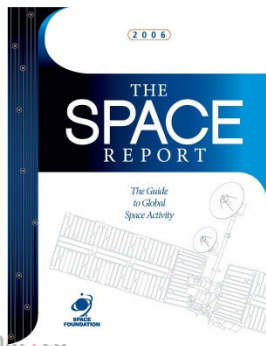
The word Viera has its origins in the Slovak language that reflects Andrew's heritage. With strong religious and family values, and a great faith in dedication to principles and the value of hard work, Andrew and his descendants have continued to build on their knowledge and love of the land.

Today there is a vital working ranch, with horses and citrus, cowboys and field hands, gardens and family farmhouses nearby a thriving new town, with parks and businesses, preserves and highways, sports and nature's recreation, schools and churches and many neighborhoods—a town where new family legacies are now being born.

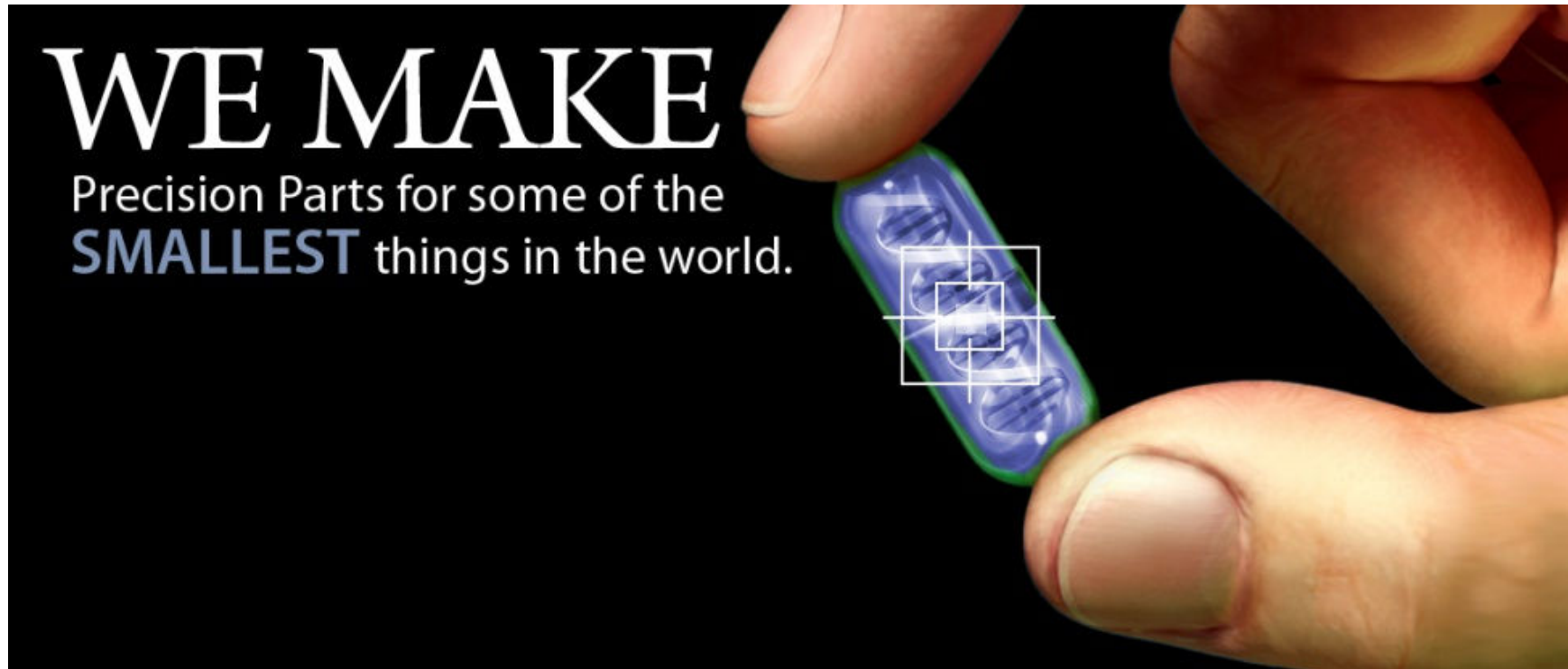
Viera is a dream—one that came true—by honoring core values and being resilient enough to keep the faith over the long haul and grow from the land a special place where peace and possibility re

Space Foundation's
The Space Report 2010

BRC has been the
design/build team
on this prestigious
book since 2006.

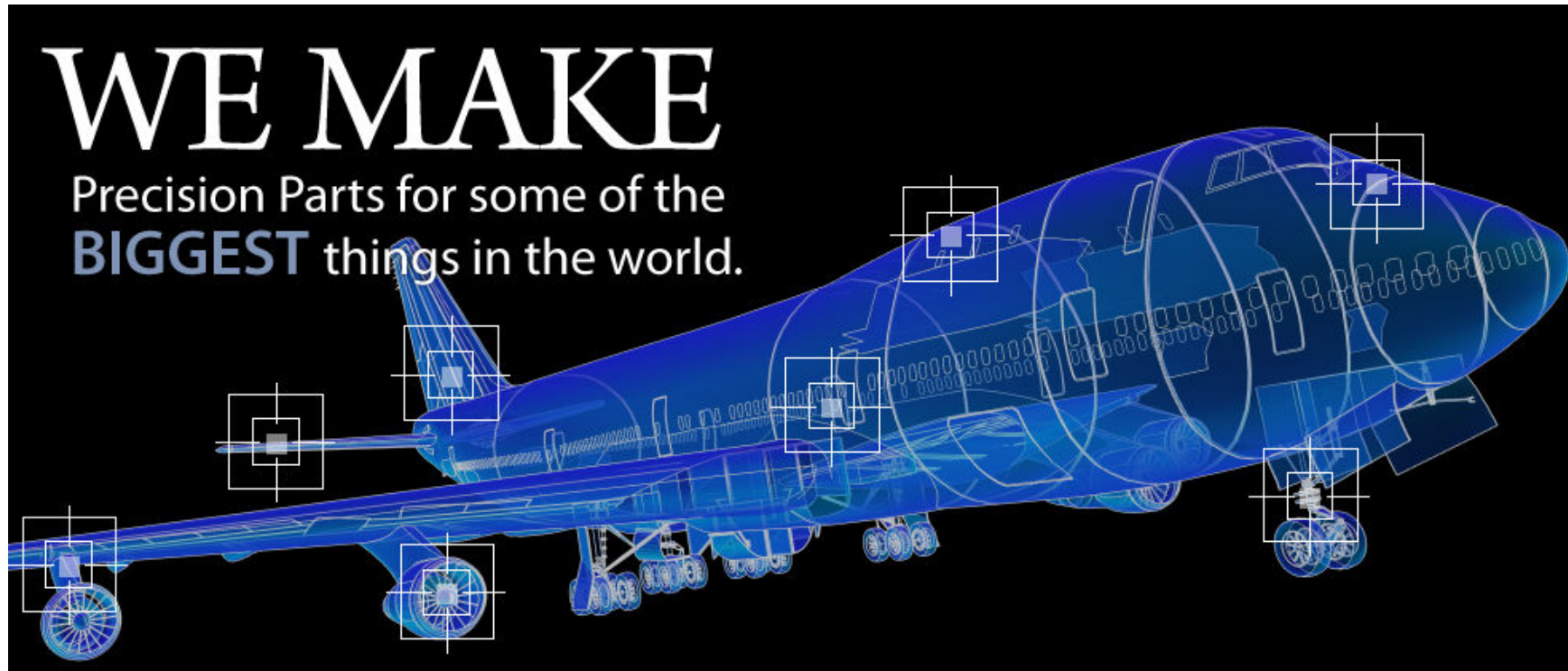


Federated Precision
Web Slider Animation



Branding a startup. Creating core memorable visual and word premises, applied and adapted to multiple digital and print formats/vehicles.

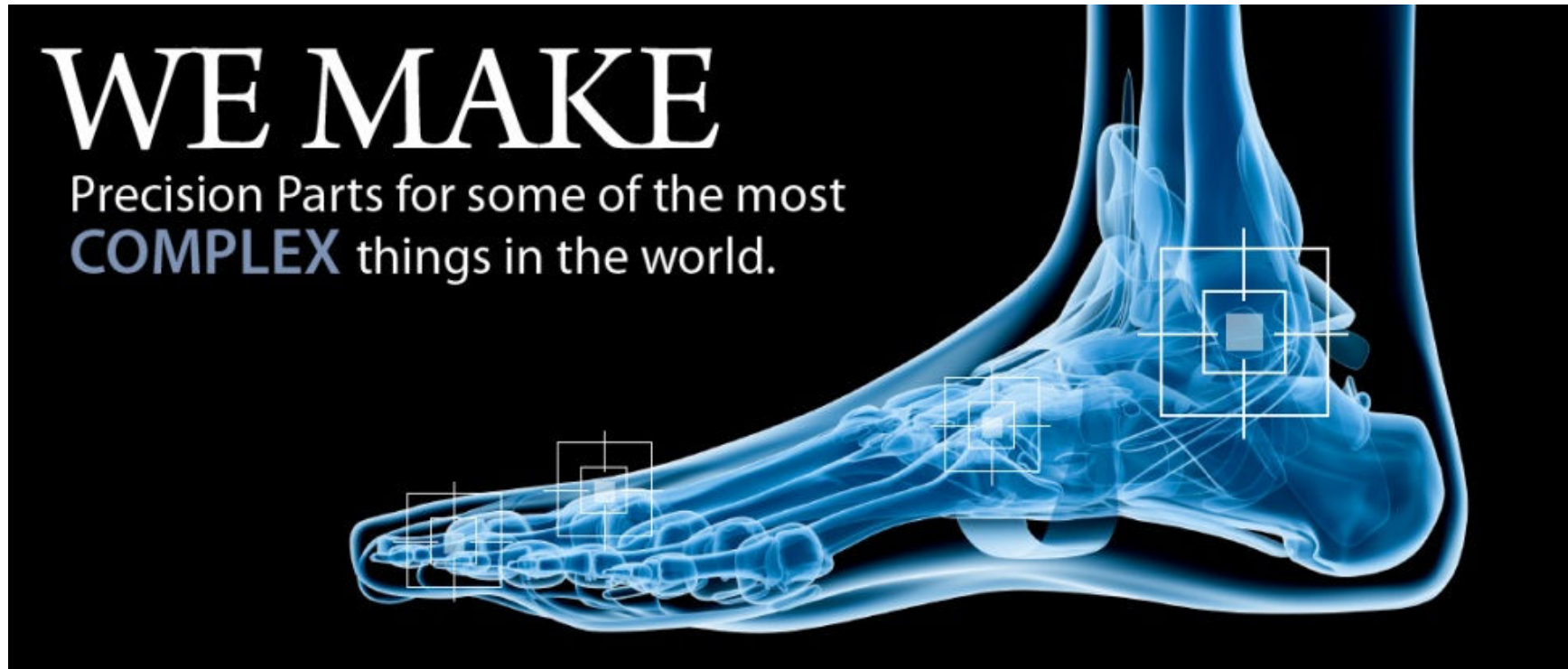
Federated Precision
Web Slider Animation



WE MAKE
Precision Parts for some of the
BIGGEST things in the world.

Branding a startup. Creating core memorable visual and word premises, applied and adapted to multiple digital and print formats/vehicles.

Federated Precision
Web Slider Animation



Branding a startup. Creating core memorable visual and word premises, applied and adapted to multiple digital and print formats/vehicles.

Harris Corporation
Forbes Magazine Series

Cover series, a
Harris message
overwraps the
actual Forbes issue

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Forbes®

**TRANSFORMING
HEALTHCARE**

**AT THE INTERSECTION
OF LIFE AND DATA,**

**TRUST
HARRIS®**

Harris Corporation
Forbes Magazine Series Covers



Harris Corporation
Forbes Magazine Series



Investment in reaching out to a highly cultivated mailing list. Series of (6) 6-page Cover wraps, -- wraparound to the actual Forbes issue. Select recipients initially received personal letter from CEO and the year's subscription to Forbes, with 6 of the issues with impossible-to-miss wraps, with enough landscape to showcase 6 significant stories or divisions of a company.



Harris Corporation
Forbes Magazine &
D.C. Metro Advertising

Washington D.C. area
adjunct campaign,
timed in conjunction with
Forbes, and demands of a
contract bidding period;
this included targeted
Metro advertising near
decision-makers
downtown offices.



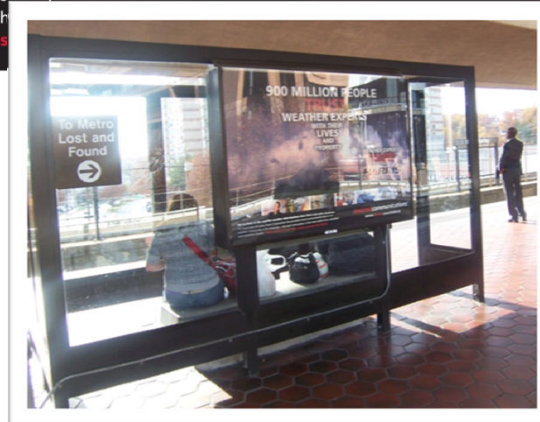
900 MILLION PEOPLE
TRUST
WEATHER EXPERTS
WITH THEIR
LIVES
AND
PROPERTY

WEATHER EXPERTS
TRUST
HARRIS[®]

Image credits: NOAA, www.extremestability.com

We've been in the satellite weather data business since there was such a business.
For more than 45 years, Harris Corporation has provided critical environmental data to the weather community in the Americas — the world — and wherever needed. **When success is**

assuredcommunications[®]
www.harris.com/GOES-R



Economic Development Commission
of Florida's Space Coast
Corporate Collateral Campaign

Design/build of the collateral
that won (IEDC) Excellence in
Economic development Awards
for the EDC.



THE SPACE COAST: HARD-WIRED FOR TECH



FLORIDA'S SPACE COAST— AMERICA'S HIGH TECH TITAN

In today's increasingly competitive global economy, the right environment can offer businesses a distinct advantage. However, nearly every community in the world seeking to attract business will say the same thing — "we offer a low-cost environment, quality infrastructure, and a great quality of life." A statement like this begs the question — can you back it up? Can these communities offer credible facts and figures and tangible results that truly demonstrate their competitive advantage for business? Maybe. Maybe not.

Florida's Space Coast is one of the few regions in the world which can claim that, here, it really is rocket science. The Palm Bay-Melbourne-Titusville MSA — Florida's Space Coast — is the birthplace of space exploration and the home of Kennedy Space Center. We have the right stuff for business. Put us to the test. Take a closer look at Florida's Space Coast. We'll show you the numbers. We'll deliver the results.

See for yourself why Florida's Space Coast is America's High Tech Titan.

FLORIDA'S SPACE COAST — THE RIGHT STUFF						
#1	#1	#5	#7	#8	#11	TOP
Most concentrated high-tech economy in Florida.	Aerospace start-ups, statewide.	America's Top Cybercities.	Most concentrated high-tech economy in the U.S.	Top 100 U.S. Tech Centers.	America's Most Innovative Cities.	Locations to Watch.
Milken Institute, 2011	Business Expansion Journal, 2009	TechAmerica Foundation, 2010	Milken Institute, 2011	Business Journal, 2009	Forbes, 2010	Area Development, 2011

Economic Development Commission
of Florida's Space Coast
Corporate Collateral Campaign



LOOKING FOR A HIGH-TECH WORKFORCE?
FIND IT IN FLORIDA'S SPACE COAST

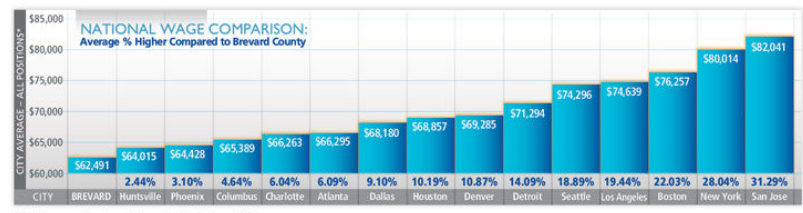
#1	#1	#3	#5	#8
Number of engineers per 1,000 workers. U.S. Bureau of Labor Statistics, 2010	Workforce, statewide. CNBC, 2010	Workforce with products tied to overseas. Brookings Institute, 2010	Most concentrated high-tech workforce in the U.S. TechAmerica Foundation, 2010	Top place for scientists and engineers to live and work in the U.S. Expansion Management, 2010

OUR SECRET WEAPON:
AN AMAZING WORKFORCE

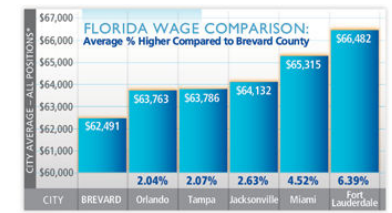
Steps as bold as putting a man on the moon or developing a space transportation system known as the Space Shuttle require talent that's the best of the best. Through the years as America's space program expanded and high technology enhanced our lives, so, too, was the case with the Space Coast's workforce, often referred to as a "national treasure." To say the workforce is "highly skilled" is really an understatement. Intelligent, intensely precise, driven, determined, innovative, remarkable — these are just a few of the adjectives that describe the scientists, engineers, technicians, and administrators who understand and truly believe that failure is not an option.

While other locations spend millions trying to recruit top talent, the Space Coast already has it — and they're ready for their next mission.

FLORIDA'S SPACE COAST: AFFORDABLE, READY WORKFORCE



*All salaries generated from: Economics Research Institute, Inc. January 2011 Survey



AFFORDABLE WORKFORCE A location could have the most brilliantly skilled workforce in the world, but it won't do business any good if they're not affordable. As a right-to-work state, Florida holds an average high-tech wage that is lower than 62% of all 50 states with the Space Coast's wage structure generally lower than other population centers around the state. *The numbers speak for themselves.*

Economic Development Commission
of Florida's Space Coast
Corporate Collateral Campaign





University of Central Florida is the nation's second largest university with ten campuses in Central Florida.



Brevard Community College, with four campuses, provides a full slate of on-site programs, workforce certification and degree programs.



Florida Institute of Technology is one of America's best colleges.

#2 Best in the State for Educational Excellence
Florida Dept. of Education, 2009

TOP 4% Brevard Public Schools — Reading, Math, and Science
Florida Dept. of Education, 2011

TOP 6% Brevard Public Schools — U.S. schools on High School Challenge List
Washington Post, 2011

FLORIDA #5 Best Educational System in the U.S.
Education Week, 2011

FLORIDA'S SPACE COAST: UNPARALLELED OPPORTUNITY



Coconut Point named the Space Coast a Top 25 Best Family-friendly location in the U.S. and Canada.



Cocoa Village is a charming collection of unique shops and some of Florida's best gourmet restaurants.



Brevard Zoo, top rated on TripAdvisor.com.



Cocoa Beach, home to the world famous Pier 1 Seafood Shop.



Brevard Symphony Orchestra on the beach.



Space Shuttle More Than 1.5 million visitors annually to our Kennedy Space Center Space Campus.

FUTURE CAPACITY & SUSTAINABILITY

When a business chooses a site to locate or expand, it expects to stay for the long haul. The key to ensuring future success in any given location is sustainability. *Will this location be able to meet the company's needs in 5, 20, or 50 years? Will there be a new generation of workers to fill future jobs? Have other industry leaders found success and remain committed to this location?*



SPACE COAST EXCELLENCE IN EDUCATION ENSURES NEXT-GENERATION WORKFORCE

With space exploration as its roots, the Space Coast's high-tech and R&D capacity is unparalleled. The Space Coast is home to the renowned Florida Institute of Technology, whose extensive recognition includes being named a Tier 1 Best National University by *U.S. News & World Report* and one of the nation's top technological institutions in the *Fiske Guide to Colleges*.

Satellite campuses of Embry-Riddle Aeronautical University and the University of Central Florida, along with tech-oriented Brevard Community College and a wide spectrum of outstanding college, university, and technical training campuses, contribute to an evergreen, dynamic, highly qualified technical workforce.

Brevard Public Schools, an A-rated school district for seven consecutive years, provides superior instruction for the Space Coast's K-12 students. Brevard Public Schools holds a reputation as one of the top districts in the state of Florida and the United States, consistently ranking well above both the national and state of Florida averages when comparing SAT scores.



Florida Tech honors the Oswald & Bessie Telescope, the largest research-quality telescope in Florida.



THE SPACE COAST: UNPARALLELED LOCATION

FLORIDA'S SPACE COAST
#18
Best Bang-For-The-Buck Cities
Forbes, 2009

A KEY CONSIDERATION FOR BUSINESS LOCATION HAS TO BE "WILL RELOCATING EMPLOYEES BE HAPPY HERE?"

Millions of tourists flock to Florida's Space Coast every year for a reason. But beyond the 300 days of sunshine, 72 miles of pristine Atlantic Ocean beaches, abundant arts and cultural amenities, historical attractions, year-round outdoor activities, and thriving nightlife, Space Coast residents experience an unparalleled lifestyle, state-of-the-art healthcare, and abundant, affordable housing options — all within a welcoming atmosphere.

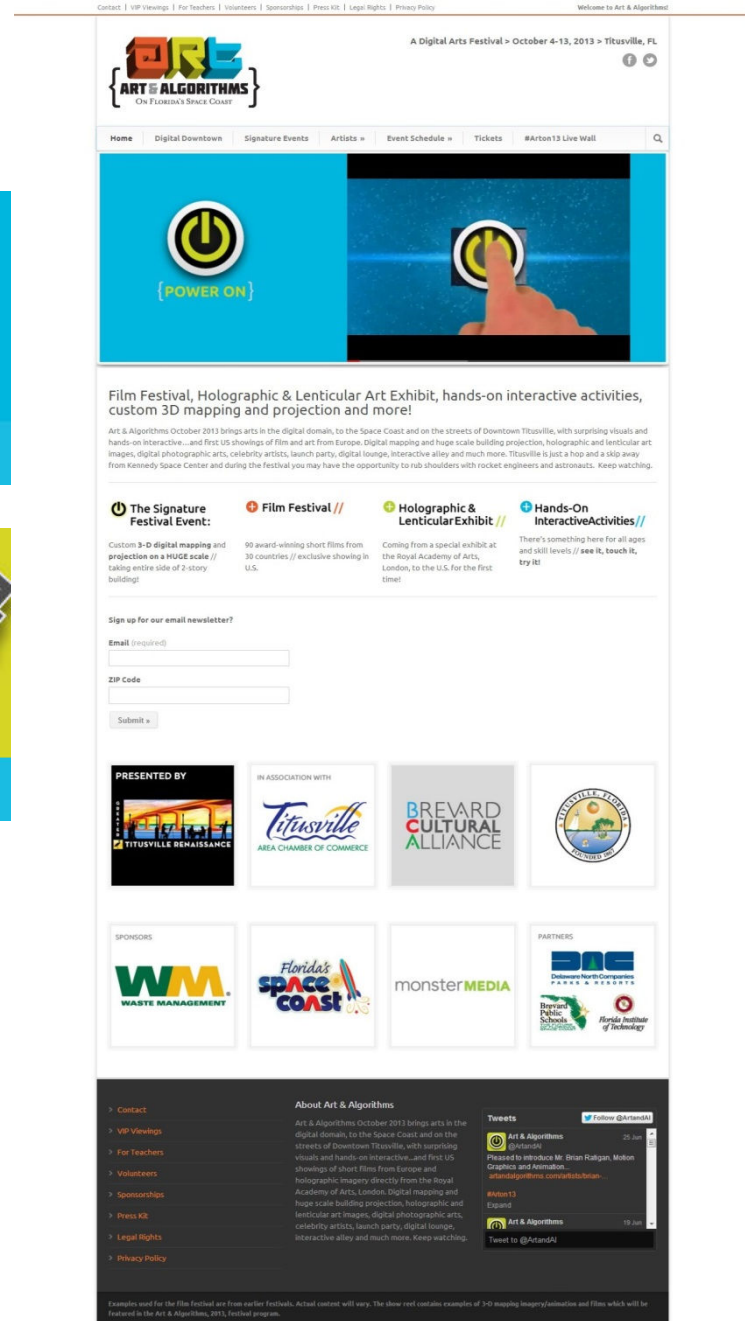


A quiet and beautiful day on the Space Coast.

br+c brandtronat+co

10

Greater Titusville Renaissance
Festival Brand Development



Greater Titusville Renaissance
Festival Brand Development



https://www.youtube.com/watch?v=uTO_yWkt26U

<http://artandalgorithms.com/>



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