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Tell the world about you.

Public Relations • Digital Networking • Marketing • Strategy • eFlicks • WebGames • Design • Sales Tools • CSR Reporting • Rep



A trusted voice in green enterprise

Earth Advertising is an interdisciplinary media company focused on creating a global communications platform upon which environmental sustainability can grow and prosper. We promote the growth of products, services and ideas that are genuinely committed to a healthier planet.

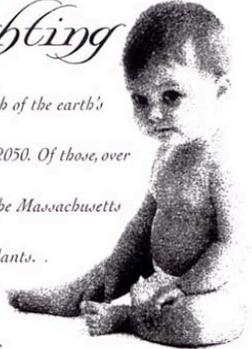
Our strategic partnerships with the scientific community, media leaders, research institutes, public officials, and news sources assure that our campaigns are authentic.

Mission

Our mission is to create marketing programs and content that inspire and enable businesses, governments and consumers alike to embrace sustainable technologies and practices.

Earth Advertising strives to expand the market share of environmentally safe products, services and habits. Through a vital role in environmental communications around the world, we hope to improve the health of the planet for all living things.

*The very plant that could
save her life, is fighting
for its own.* More than one-fifth of the earth's
250,000 known plant species may be extinct by the year 2050. Of those, over
50 could lead to a major medical breakthrough. So join the Massachusetts
Horticultural Society in the battle to save endangered plants. .
Because some people can't live without them.



The
Massachusetts
Horticultural
Society

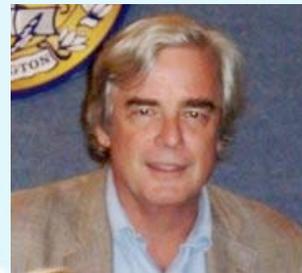
We are thought leaders in strategic communications who apply our talents to supporting brands, products, and initiatives committed to a safer planet.

The Main Characters



Martha Shaw, Creative Director, served as an executive and creative director in the world's largest ad agencies. Her projects have included product launches of today's leading brands. She is known for her witty style, award-winning copywriting, technological expertise and sense of the audience. Though an Adweek Creative All-Star, Martha began her career in Earth Science and holds a graduate degree in the field of coastal processes.

Stuart Ross, Communications Director, has held key communication positions in the public and private sectors for over 25 years, including Head of Program Marketing and Communications at Environmental Defense Fund and senior public relations posts with PepsiCo International and Foote, Cone & Belding Advertising. A lifelong environmentalist, Stuart began his career with a master's degree from the Yale School of Forestry and Environmental Studies.



Diane Strack, Projects Director, has brought hundreds of interactive products to the marketplace for companies such as AT&T, Simon & Schuster, and Paramount. She has worked with start-ups and not-for-profits to strengthen their use of technology and communications. Diane is a pro at engaging whole communities around projects in web-based multimedia, and for keeping projects running on time, and on budget.



Nancy Orem Lyman, Brand Marketing Director, is a strategic thinker who draws on over 20 years of broad-based marketing, advertising, and not-for-profit experience across a range of industries and organizations. She has worked as an account executive at the most respected ad agencies in the world, including JWT. Nancy has a strong background in partnership building, social program creation and public/private collaborations, and has been a powerful voice in the dialogue around environmental justice, women, and climate change.

Conscious consumption

Passion Branding is the emotional attachment of consumers to a brand.

Popular ad campaigns, in many forms, can work like a charm to promote early trial of products, call people to action, adopt a new habit, or just feel inspired. When our clients make the news it makes our day. We started this company because of them.

Mainstream and niche markets can now gain infinite access to information. They become more conscious of how their checkbooks reflect the life they want. Just when it looked like the world was going to hell in a hand basket, more hard questions are being asked about the moral values of business practices, inside companies and out. Questions about supply chain, carbon footprint, social justice, consumption, disposal and contamination of resources, and effects on local community. People know more about what they are buying, from whom, and how their values are reflected.

Honestly, some hoped that conscious purchasing would rise faster but it is on the up and up. It's a slope our team has been climbing since 1999 with clients in clean technology, organic goods, toxic-free cleansers, waste diversion, supplies, renewable energy, efficient transit, social networking and causes. The tools have gotten better, too, which helps level the playing field for entrepreneurs and progressive enterprises. (See Conscious Consumers in a Nutshell by Earth Advertising)

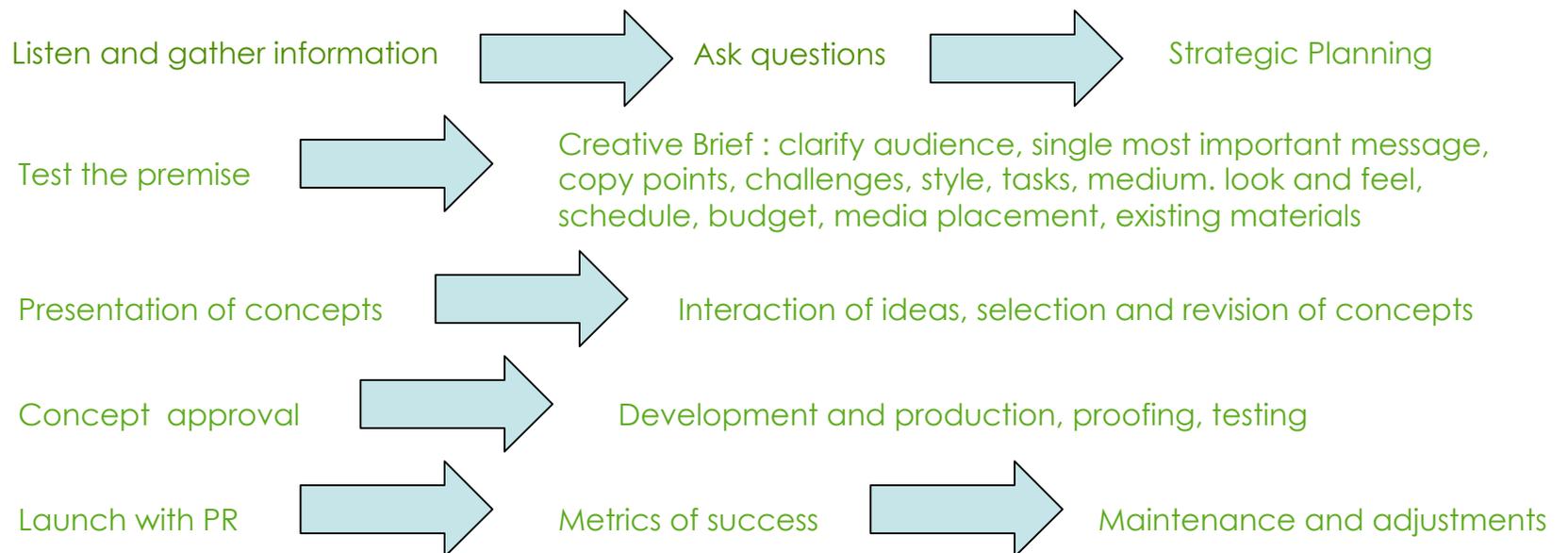
Engaging CSR reports can help our clients gain pride in their business practices, forging positive relationships among employees, local communities, businesses vendors and consumers. Our custom CSR reports are magic and make great presentations.

Our process

360° approach. The world is 3-dimensional and rounded, as are our media plans. We create a unique marketing platform designed to reinforce the objectives through a mix of mediums for maximum impressions and impact.

Our toolbox of industry talent is among the world's most diverse, allowing new and innovative ways to continually exercise the power of media.

Whether the endgame is to influence points of view, purchasing decisions, build brand loyalty, raise capital or call the universe into action, it all starts with listening.





Messages people can rally around



See our new CEO series: "SELLING WITHOUT SELLING OUT"

<http://www.trusteeship.org>

If clothes could talk.

I'm a cow not a guinea pig

They might ask you not to... about... with a more vibrant look right away. Our specialists give each garment personal attention using premium finishing techniques, including tension and steam from the inside out. This restores shape and gives them a softer touch. In other words, they'll feel better, too. Green Apple Cleaners. The Cleaner Dry Cleaner™

Green Apple Cleaners. 1888.1.LUV.CO2 1212.336.5970

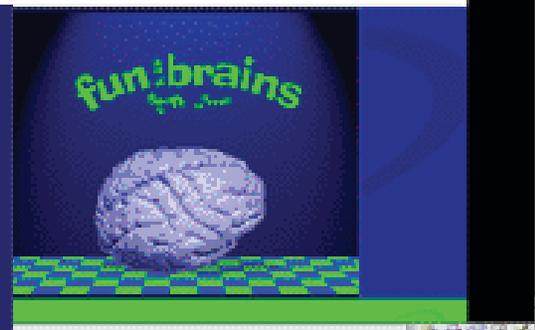
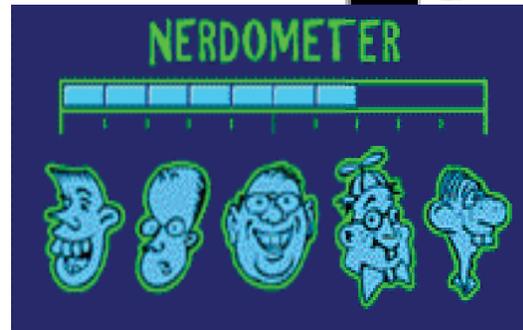


RADIO THAT SPEAKS: http://www.earthadvertising.com/sampleMp3/sir_alan_rev.mp3

Brands you love to love



Ads that make the news



Say it with web games and widgets





Drive in the happy lane...



The car for people who don't want one.

From ads in Time Out, college door hangers, subways, metro stations to funny green cars zipping around the NY Times home page, the press picked up the campaign and ran with it.



To see Zipcars zipping around: (click below)

http://earthadvertising.com/samples/zipcar/zip02_120x600.swf

http://earthadvertising.com/samples/zipcar/zip02_EyeBlaster01.swf

http://earthadvertising.com/samples/zipcar/zip02_728x90.swf



Advertising the Earth- Walter Cronkite, spokesperson for the planet.

<http://socialventurenetwork.wordpress.com/2009/08/24/advertising-the-earth/>

<http://www.ethicalmarkets.com/2009/08/03/advertising-the-earth-walter-cronkite-spokesperson-for-the-planet/>

EARTH ADVERTISING LAUNCHES IN MANHATTAN

http://www.ewire.com/display.cfm?Wire_ID=3851

SBNYC, New York City's Network Of Locally Owned Businesses, Joins BALLE National Initiative To Support Local Living Economies.
http://www.csrwire.com/press/press_release/15001-SBNYC-New-York-City-s-Network-Of-Locally-Owned-Businesses-Joins-BALLE-National-Initiative-To-Support-Local-Living-Economies-

Earth Advertising Grows Green Economy with Eco-nomically Friendly Campaigns
http://www.csrwire.com/press/press_release/15000-Earth-Advertising-Grows-Green-Economy-with-Eco-nomically-Friendly-Campaigns

Conscious Consumers in a Nutshell

http://www.csrwire.com/press/press_release/14998-Conscious-Consumers-in-a-Nutshell



Press

Can Advertising Be Ethical?

<http://www.ethicalmarkets.com/2008/10/17/can-advertising-be-ethical/>

New York Launches Sustainable Business Network

http://www.csrwire.com/press/press_release/14999-New-York-Launches-Sustainable-Business-Network

New York Goes Green: Earth Advertising Sees Boom for Green Business in 2008

http://www.csrwire.com/press/press_release/14997-New-York-Goes-Green-Earth-Advertising-Sees-Boom-for-Green-Business-in-2008

Green Apple Cleaners Expands Reach to Health Conscious Customers

http://www.csrwire.com/press/press_release/14727-Green-Apple-Cleaners-Expands-Reach-to-Health-Conscious-Customers

Ethic Mark Award 2008

<http://www.worldbusiness.org/ethicmarkR/2008-award-winner/>

Sea Levels Project by Martha Shaw
<http://www.wingsworldquest.org/?q=node/149>

Green Biz.com Martha Shaw
<http://www.greenbiz.com/bio/martha-shaw>

Green Apple Cleaners is turning the Big Apple green
http://www.csrwire.com/press/press_release/14725-Green-Apple-Cleaners-is-turning-the-Big-Apple-green

Beware of Green Washing by "Organic" Dry Cleaners
http://www.csrwire.com/press/press_release/14726-Beware-of-Green-Washing-by-Organic-Dry-Cleaners

Brooks Brothers Learns about Eco-Friendly CO2 and "Wet" Cleaning at Green Apple Cleaners
http://www.csrwire.com/press/press_release/14728-Brooks-Brothers-Learns-about-Eco-Friendly-CO2-and-Wet-Cleaning-at-Green-Apple-Cleaners-

Green Apple Cleaners in the news, on tv, in magazines, and newspaper coverage:
<http://www.greenapplecleaners.com/?links>

Sustainable Amazon - Brazilian eco-preneurs launch rainforest goods to help save the planet.
http://www.csrwire.com/press/press_release/14085-Sustainable-Amazon-Brazilian-eco-preneurs-launch-rainforest-goods-to-help-save-the-planet-

Uma Thurman, Anthony Edwards and Bertha Coombs Welcome the 2009 WINGS Women of Discovery Award Winners!

<http://www.wingsworldquest.org/?q=node/94>

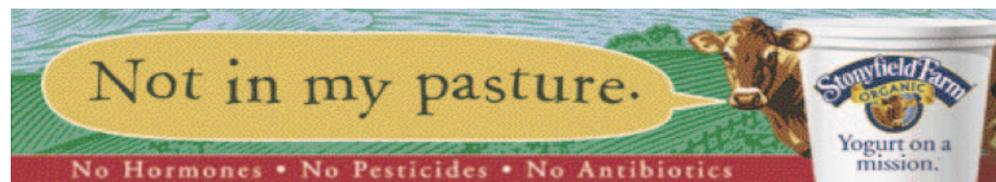
Company history

Earth Advertising's parent company, eFlicks Media, was founded in 1999 to deploy the power of the media to serve an emerging socially and environmentally responsible business community.

The idea was to pool talent in the advertising industry to promote the planet. Prior to founding the company, Martha Shaw had been named Adweek Creative All-Star, and earned top awards in the industry including the Radio Mercury Award, Best of Show San Diego, LA Belding Awards, New York One Show Golds, NY Art Directors Award, Andy Awards, New England Broadcasting Awards Best of Show and others.

Before that, Martha was a staff researcher at Scripps Institution of Oceanography, a geologist in a lab of physical oceanographers. "Conceivably, all this great science could be entertaining," her friend Walter Cronkite told her. "What the earth needs is some good pr."

Built on technological ingenuity, eFlicksMedia produced some of the internet's first motion pictures, coined *eFlicks*, to showcase CEOs and entrepreneurs who were doubling, then tripling the bottom line: a balancing act of people, planet, profits.



strategic planning
brand identity
web content
consumer research
CSR reports
multimedia platforms
internet solutions
media buying
messaging
cause marketing
PR and publicity
media integration
sales tools
promotions
customer loyalty
studio production
copywriting
art and design
field marketing
packaging
point of purchase
trade shows
kiosks and displays
web games

Want the whole planet to know about you?



Contact us: info@earthadvertising.com 212-933-1391 NYC 310-589-0060 LA

W/MBE-owned equal opportunity enterprise.