

SUCCESS STORIES



Exhibits, Displays and Signs

Adding Dimension to Your Story ...from Concept to Reality.

A Story Worth Telling Is Worth Telling Right. When making a vivid and lasting impression is important, it needs to be done well. BLF Marketing provides solutions, resources and creativity to make your story shine through. We'll guide you through every step – from concept to reality – just the way we've guided others for more than 30 years.



BLF MARKETING

Fort Defiance Civil War Park and Interpretive Center

Clarksville, Tennessee

For nearly 150 years the old Civil War earthworks, known as Fort Defiance, rested on the high bluffs above the Cumberland River ...an abandoned, overgrown and forgotten site. When the time was right to develop Fort Defiance Civil War Park and Interpretive Center, the project was put on the fast track with an ambitious 12-month timeline from final architectural details to inaugural festivities.

BLF Marketing served as project coordinator for historical research, content development, image procurement and grand opening event planning, drawing on our proven expertise in:

- Strategic Partnering
- Design, Planning and Resource Procurement
- Research, Writing and Editing
- Project Logistics and Coordination
- Insightful Management
- Attention to Detail

OBJECTIVE:

The BLF-led team focused on developing and delivering a memorable, informative, personal experience in the telling of Clarksville's unique Civil War story. With the goal



of maximizing tourism and its local economic impact – particularly during the Civil War Sesquicentennial four-year commemoration period – BLF provided cost-effective services in a timely and reliable manner.

BLF INVOLVEMENT:

BLF Marketing was the local coordinator for the Exhibit Fabricator (1220 Exhibits) and the client (City of Clarksville). BLF tapped its extensive network and orchestrated:

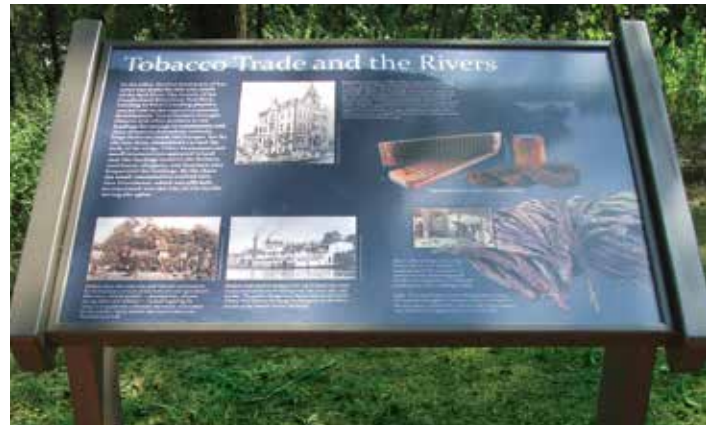
- Historical Research
- Writing and Editing
- Images and Artifacts
- Video Concept, Development and Production
- Public Information and Media Communications
- Event Planning and Coordination



*"Crossroads of Change"
Civil War video plays in
the Interpretive Center ...
and has aired on Nashville
Public Television.*

RESULTS:

- The vision, creativity and teamwork of the partnering organizations resulted in exhibits and settings that were superior to the initial project concepts.
- The project was completed on time and within budget.
- Recommendations were provided to expand the story as resources permit.
- The opening ceremony included members of neighborhood schools, citizens, members of the historic re-enactment community, media and local and regional dignitaries.



3' x 2' Fiberglass Embedment Panel / Pedestal



12' x 3' Wall Mural



6' x 4' Fiberglass Embedment Panels



Great Smoky Mountain Heritage Center

Townsend, Tennessee

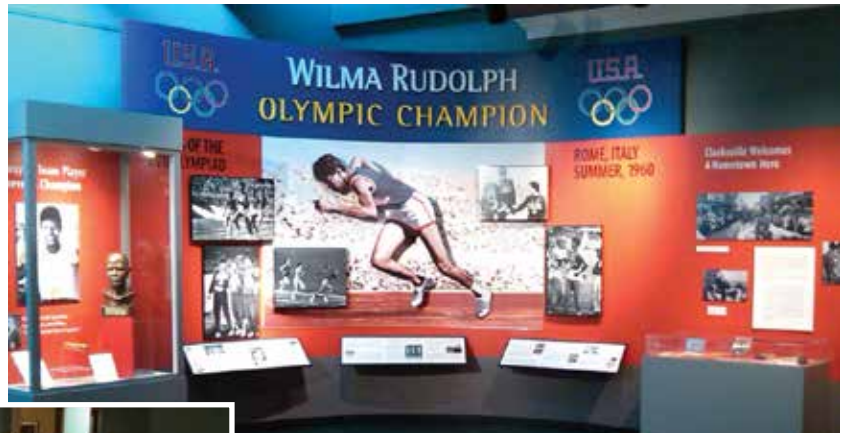
The Tuckaleechee Cove Interpretive Trail Sign Program was developed for a well-preserved archeological site located in Townsend, Tennessee. Six markers provide historical content along a pedestrian and bicycle pathway over a three mile trail. Fiberglass embedment panels in steel upright frames are faced on both sides. One side provides content pertaining to the indigenous culture that inhabited the site during a specific period while the other side provides information on the archeological discovery process and interpretation.



Customs House Museum & Cultural Center

Clarksville, Tennessee

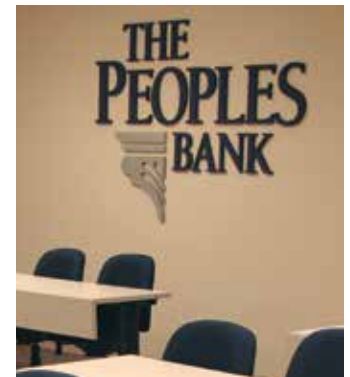
A permanent exhibit titled "Challenge & Champions" was developed to showcase the achievements of sports figures from Montgomery County, Tennessee. The marketing scope of the project included communications planning, branding and logo development. The exhibit development scope included design concepts, space utilization, content research, writing/editing, coordination of fabrication and installation.



The Peoples Bank

Winder, Georgia

The design and installation of high-impact signage and dimensional graphics in a central training facility created a permanent reminder to all employees of the bank's core values, mission and philosophies. Plaques and desk cubes placed in work stations and individual offices promoted even greater awareness of these credos. To gain additional employee "buy-in," a documentary-style video provided an insightful, entertaining and motivating orientation about "their" company.



Your Success is Our Success.



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