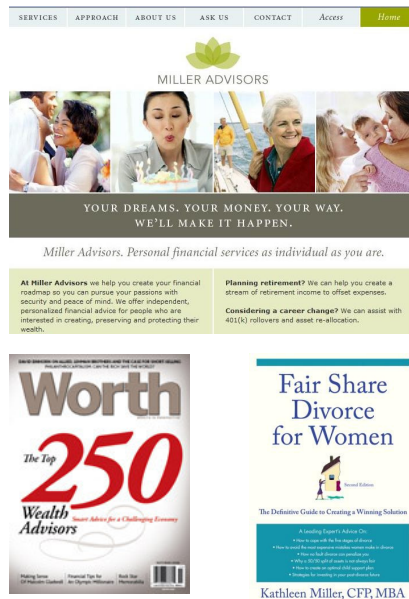


CONTACT US::

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P.O. Box 99634
Seattle, WA 98139
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www.gastineaucommunications.com

Helping Women Invest Wisely



CLIENT:

Miller Advisors, Inc.

Kirkland, Washington

www.milleradvisors.com

www.fairsharedivorce.com

TIMETABLE:

Gastineau Communications has provided marketing strategy and communication services for Miller Advisors for ten years.

RESULTS:

Miller Advisors and firm principal Kathleen Miller have gained national recognition and grown the assets under management each year. In 2007 and 2008, Kathleen Miller was named one of *Worth* magazine's Top Wealth Managers in America.

Kirkland-based wealth management firm Miller Advisors, Inc. has developed a specific niche in working with affluent women through all stages of their lives including marriage, divorce, and retirement. For ten years we have helped Miller Advisors communicate a message of financial empowerment to women, who are largely underserved by the traditional financial services community.

We have helped the firm identify the marketing tools that are most effective to reach their target audience. Using focus groups and traditional market research, we discussed messages that most resonate with women when discussing money and finance as well as the source of their discomfort in discussing money issues. We then created a variety of tools that helped deliver messages that were clear, free of industry jargon and empowered women to take charge of their financial plans and decisions.

Project goals:

- Increase number of qualified clients and referrals to Miller Advisors. The target client is an affluent woman who is interested in investing wisely and passing a legacy of strong money skills on to her family.
- Support the sales of Kathleen's book *Fair Share Divorce for Women*

Solution:

- Worked with a design team to re-energize the Miller Advisors web site. Created a press kit, direct mailer, e-newsletter and targeted blog to support the publication of the second edition of *Fair Share Divorce for Women*.
- Pitched interviews and wrote articles with the theme of empowering women with their money.
- Secured media coverage in national and regional publications including *US News and World Report*, *Seattle Women*, *Northwest Woman*, and a regular feature on *About the Money* on PBS station KCTS.