

The Principle

Woonteiler Ink (Wink) is based on a simple principle: the sharper your message, the sharper your competitive edge. Using the right phrasing and the right media, Woonteiler Ink produces results in the form of well-placed publicity clips and polished pieces of collateral. These are generally part of a larger communications program and marketing strategy that Woonteiler Ink will help plan and implement.

An analysis of your communications needs, followed by a proposal of target markets and tactics, is available at no cost. Flexible billing arrangements are available.

The Principal

The principal of Wink is Gary Woonteiler, a seasoned marketing professional. He has served as VP/Division Director at Hill & Knowlton/New England, VP/Public Relations Director at KK&M Advertising, VP/Communications Director at the United Way of Massachusetts Bay, Assistant Professor/Director of the Writing Program at Boston University's College of Communication, and Writing Instructor at Emerson. He has consulted for numerous organizations, published numerous books and articles, delivered many seminars, and won many awards, including Bell Ringers.

The Support

Wink has a small and highly skilled staff; affiliations with excellent graphic artists, webmasters, videographers, printers, and related vendors; and very strong media connections.

The Services

Wink specializes in integrated marketing strategy; traditional public relations (news and feature writing/by-lined articles/media relations); marketing collateral (corporate identification, brochures/newsletters, direct mail); digital and social media (including email marketing); cause-related marketing; special events; and script writing/video. The firm also provides advertising, trade show coordination, strategic positioning, issues management, executive editing, internal communications, and customized business writing seminars.

The Clients

Wink has served a variety of industry leaders, including real estate, business-to-business, healthcare, educational/nonprofit, and consumer clients. They have included: Cresa, Eastern Connection, John Hancock, a3 Workplace Strategies, Congress Group Ventures, Beth Israel Deaconess Medical Center, Personal Physicians Association, Tufts-New England Medical Center, Harrington HealthCare System, Heywood Hospital, The TRAINOR Center, Commonwealth Hematology-Oncology, Commonwealth Atrius Cancer Center, Central Massachusetts Independent Physicians Association, Habitat for Humanity, Red Cross, United Way, The Boston Home, The Ledges, Mount Auburn Hospital, Falmouth Hospital, Shepley Lumber, Merrimack Valley Oral Surgeons, Center of IT Leadership at Partners Healthcare, Eye World, Newbury College, Merrimack College, Archdiocese of Boston, Standard Duplicating Machines Corp., Donoghue Barrett & Singal, Goodman Shapiro & Lombardi, Berluti & McLaughlin, Steven F. Mann, Attorney at Law, Splash, New England Electric System, Doubletree Guest Suites, CSA Fitness, Papa Gino's, WEEL, Lechmere, Fabric Place, Executive Auto Glass, Mercury Footwear, Continental Airlines, Cabriole Activewear, Staticworx, Polyclad Laminates, Arts-E-Gallery, Partnership for Excellence in Jewish Education, Maplewood, American Heart Association, and American Cancer Society.

The Bottom Line

Woonteiler Ink features senior-level, professional service with a personal touch. High performance with low overhead. And creative copy lines that help your bottom line.

No, we don't sell ink...but we have the write stuff

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