

MIND SET

ISSUE

02

EREV SUKKOS
2023



WHEN CREATIVE MINDS
SET YOUR TONE.



DART
MEDIA



EDITORIAL



**THE
FUTURE OF
MARKETING
IN THE
HEIMISCHE
COMMUNITY.**



When thinking about what the marketing landscape will look like ten years from now, the only thing that comes to mind is how much more potential there is: how much untapped potential we still have in front of us, and the endless possibilities as we haven't yet touched the tip of the iceberg.

"Wait," you say. "Aren't there so many weekly publications that one doesn't know which to pick up first? How can you say we haven't even gotten started yet?"

Let's go a little hypothetical for the sake of this conversation. Assume the heimishe economy now produces billions of dollars annually, with the marketing industry at 6 percent of the total economy. With our community being one of the most growth-oriented communities worldwide, it's safe to say that if you fast forward fifteen years, we'll be at double the rate, with marketing being responsible for 12 percent of the economy as the effects of successful marketing are becoming more and more evident. (Companies typically spend 6-14 percent of their sales budget on marketing.)

This is a community that's heavily involved in marketing and being marketed to. Whether we like it or not, this has become kosher entertainment. As the community grows, companies will need to invest more to be seen, heard, and stand out without losing their footing or brand persona. Understand, it could all go south within a matter of weeks.

So about the future of marketing.

It will need to be sharper, more rigorous, more study-based, more creative, and more structured for brands to succeed. We are constantly being judged by a very clever community that looks forward to seeing brands advertising and piquing their interest.

Bottom line, we need to roll up our sleeves... There's a world of opportunity waiting.

Wishing you a chag sumeach!

David Kaufman
CEO | Dart Media

Good ads are not
good enough

Y O U

N E E D

M O R E

T H A N

T H A T

To make informed decisions when
creating an effective marketing campaign,
you need to know what your market
cap is and what potential lies within.

TEST'S

STUDY

A S K

Y O U R S E L F :

1

How much money is generally spent on the product you're selling?

Can you expand the pie to increase sales, or would you prefer a larger piece of the current pie?

2

3

How much are you willing to invest to get there?

**WHEN DULY INFORMED, YOUR MARKETING
WILL BE MORE EFFECTIVE THAN EVER!**



**LEVY
GRUNWALD**

Strategy

שיעורים בכל תפוצות ישראל, וואס אנטוויקלן זיך אצינד.

ווי אויך האט מען געקענט טון פאר 'תומכי שבת' אין מאנסי וואס העלפט אידן פשוט אין גראד שבת מאכן, פאר די 'קהילות' פלייש וואס איז א שחיטה למדקדקים, פאר די 'עולם' חינוך סעסעס וועלכע זענען געווען שטארקע גיידענס פאר עלטערן, פאר די סאטמארער מוסדות אין קרית יואל צו אנטוויקלן דעם מעסעדזש 'אנ"ש בוינען', טון פאר'ן היימישן פאראיין 'היט דיינע אויגן' וואס ראטוועט אידן במלא מובן המילה און פיל מער.

מ'דארף דאנקן דעם אויבערשטן אז מ'קען אויפטון, ס'איז א זכר.

◀ זייער שיין און וואויל, איז נישט יעדע ארגאניזאציע א הייליג מוסד למען כבוד שמים...? וואס ביסטו אזוי איבערגענומען...?

אסאך סעזאנען קומט מיר אויס צו ארבעטן מיט ארגאניזאציעס וואס איך פארשטיי פארוואס זיי דארפן געלט, כ'מיין ווער דארף נישט... אבער איך שפיר נישט אזא צוגעבינדנקייט צום ציל. ס'איז אן אנדער וועלט ווען מ'פארשטייט דעם צוועק.

◀ אויב מיר מעגן זאגן האט דאס צו טון מיט דיר, נישט מיט דעם ארגעניזאציע... מעגליך?

זייער מעגליך. אויב דאס איז אמת, פריי איך מיך אז איך קען אזוי מיטלעבן מיט אונזערע קליענטן, וכן ועזור ה' להלאה.

מיר זענען אין ביזנעס. יעדער קליענט וואס קומט מיט זיין פראיעקט צו אונזער פירמע און וויל עס אהערשטעלן צו היימישן גאס, איז דאס אונז א כבוד צוצולייגן א האנט, אבער ווען עס קומט אונז אויס צו העלפן פראיעקטן וואס טוען אויף פאר כבוד שמים איז עס א באזונדערע זאך.

פאר מיר גייען צו דעטאלן, איז
עס נישט א מורא'דיגע אחריות צו
זיין א חלק אין זאכן וואס איז נוגע
כבוד שמים און יעדעס ווארט קען
אויסמאכן?

מיר האבן געהאט די זכ' צו באגלייטן די קאמפיין פאר די סקווייער מקווה וואס האט אויפגערודערט חסידי סקווייר אלטוועלטליך, אויך געהאט די זכ' פארצושטעלן דעם 'עמוד היומי' פאר'ן היימישן עולם אין אמעריקע, וואס כאטש עס איז דא באזונדערע אפטיילונגן אין יעדע לאנד, וואס רעדט צו זייער לאקאלן ציבור, דאך איז די צוויי גרעסטע טיילן ארץ ישראל און אמעריקע, וואס ווערטער זענען איבריג איבערן מאסיוון אנגליש פון טויזנטער און די פילע

[illegible]



ALTER ROSENBERGER

Creative Director

► **Q: What was your favorite project this season?**

MonseyTrail marketing campaign, with Norman's ads a close second.

► **You were involved in hundreds of projects. Why did you choose these two?**

These projects involved coloring outside the lines and stretching out of the comfort zone. That took a lot of confidence and guts.

► **How were these campaigns stretching the comfort zone?**

First off, Monsey Trails. Don't have to explain much there; the teaser hit a raw nerve within the community. The campaign took chutzpah but was ultimately worth it.

► **How do you know it was worth it? Wasn't it a letdown per the expectations?**

The expectations, a.k.a speculations, were a price increase for their fares, electric buses, or that they were closing shop. So the end result, that we're stepping up our game and promising a better customer experience, wasn't a disappointment but rather a relief.

► **What was the deal with Norman's?**

When you saw the pouch floating in a pool of yogurt, it seemed so natural, which is why people loved it so much. It required a strong vision because the idea was initially suggested it received some pushback; it seemed like an awkward idea. What, a pool of yogurt and a pouch positioned as the tube floating?

Their Succos ad also required a strong vision. Usually, when a brand advertises, they focus on painting an artificial scene, a happily ever after moment, all smiles, clean and happy. It took guts to create a troubling scene, with kids messing up, and a father being surprised at the results of his not looking for a moment, and turn it into a positive story with smiling kids.

► **What was required to execute this photoshoot?**

Like every photoshoot, it required a plan A, and plans B, C, and Z.

Everything needed to be worked out down to the tiniest details before we went to shoot. There are always last-minute hiccups that arise and need swift, on-the-spot decisions. It's only a matter of minutes to decide and execute the new plan since time is precious, especially during these hectic times.

► **Speaking of photoshoots, what's the difference between a live photoshoot and a product photoshoot?**

Some might assume that a scene with many models and details is more complicated, but I think it's the opposite. A product photoshoot requires a huge amount of time figuring out the perfect shot; you see the product in big, you can't hide anything, and you don't have the vibe and live energy other people add.

► **What's the most important thing at a photoshoot?**

A calm atmosphere. Also, to remember the end goal of the ad, the messaging it needs to convey, and not get excited over another cute detail that could derail one from the message.

Speaking about calmness, I learned so much from working with photography legends Yossi Goldberger and Isaac Kaufman, who I can attest that in addition to their artistic depth and knowledge of photography, know how to stay calm, always!

► **What's your process? How do you brainstorm your ideas?**

My brain is always observing, noticing details, like a shtreimel socher always notices the shtreimelach others are wearing. I see ideas everywhere, create concepts out of everything. Usually when we are done with a client meeting, my brain accesses those files and figures out what could work for that client. Don't get me wrong, often it's tough to come up with something unique and productive but after all is said and done, it's pure siyata diShmaya.

► **Wow, it seems like your head is really spinning with ideas. Any more ideas brewing?**

Well, of course, but honestly, it'll be the most interesting if I can share my trash can of ideas that never saw the light of day...



When they add their own TASTE to the sukkah.

א פרייליכן יו"ט!



THREE GENERAL

Q'S

1. What type of ads do you like most?

I like the ads with the least wording, where the visuals speak for themselves.

2. What is the most difficult part of your role?

To come down from la-la land and

explain my vision to others.

3. What other recent projects are you proud of?

- **Luxury Lighting.**
- **Matbia.**
- **Northeast.**

Q: What other recent projects are you most proud of?



Spreading our Light.

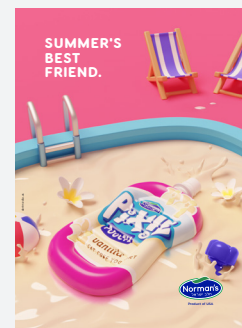
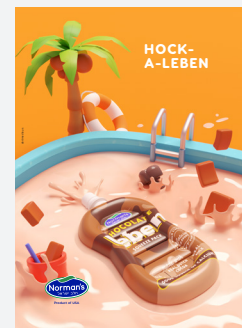
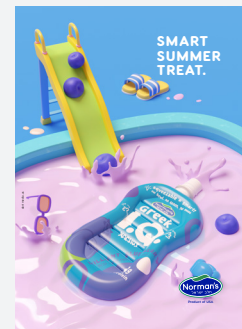
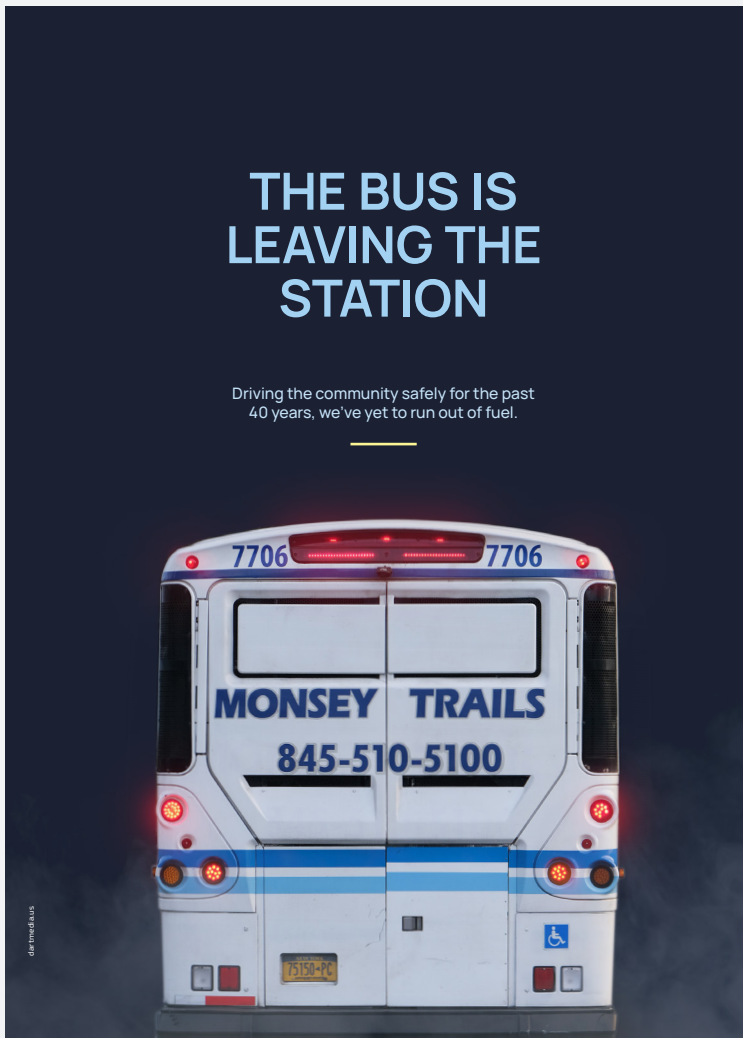
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**MRS.
WIRTZBERGER**

Copy



WHO GETS THE CREDIT FOR A SUCCESSFUL CAMPAIGN?

The age-old question:

"Who's truly accountable for the success of a campaign?" *Is it the copywriter, the marketing strategist, the designer, or the account manager?*

At first glance, it may seem like the spotlight falls solely on the copywriter. After all, we're the wordsmiths, the ones who craft the message. But to pin the success or failure of a campaign purely on the copywriter is an oversimplification.

A truly impactful campaign is the product of harmony and synchronicity

between multiple parties, all working in unison to bring a shared vision to life.

First, there's the client. Their dreams, insights, and feedback play an instrumental role. They understand their brand, audience, and goals better than anyone else. For a campaign to truly resonate, the client's vision must be understood and integrated at the heart of any creative process. If a campaign falters, it may have strayed too far from the client's original vision or didn't push the boundaries enough.

Next in line are the graphic designers and art

directors. Their visuals not only complement the words but often set the tone and mood for the entire narrative. Elegant copy loses its charm if mismatched with jarring visuals, just as a powerful image can fall flat if not accompanied by the right words. The synergy between copy and design is a delicate dance, and when executed perfectly, it can capture hearts and minds.

Then, we have the strategists and planners. These minds decode market trends, analyze consumer behavior, and set the direction for the campaign. Their insights provide the fertile ground from which

creative ideas sprout. Without their valuable input, even the most beautifully written copy might miss the mark and fail to engage the intended audience.

So, back to our initial question:

Who's really responsible for the end result?

Everyone.

A successful campaign is like an orchestra, where each member plays a pivotal role

in creating a harmonious symphony, from the violinist to the percussionist. In an orchestra, every instrument must be properly tuned, or the entire performance will suffer. At Dart, we support each other to be the best we can for a harmonious deliverable.

Therefore, instead of pointing fingers or seeking individual accolades, it's essential for all parties involved to recognize that they're part of a cohesive unit. Only by respecting,

trusting, and executing each other's visions can we craft campaigns that truly resonate and leave an indelible mark on the audience.

In the dynamic world of advertising, our success isn't the responsibility of a single individual or even a single department. It's the collective effort of every hand at Dart touching the campaign. The team at Dart is exceptional and it's amazing to see just how far a single word or a simple vision can go.

► **Some projects from this season that were elevated due to the team include:**

- Biscotti.
- Positive Succos ad.
- Homework Place campaign.





**MRS.
FUCHS**
Design

► **How would you describe this season for you?**

It was very good. I focused on setting up the design styles for many campaigns that then got taken over by the team.

► **What was your favorite brand/project this season?**

Zeebar Packaging.

► **What do you like about it?**

The customized font drawn from scratch specifically for this brand. We also created a website and catalog for them, all in tune with this unique branding.

► **Do you ever get attached to a project?**

Yes. If I see a project through from beginning to end, then I take personal pride in the brand.

► **What do you prefer to work on—branding projects or ad design?**

An ad is easier and definitely more fun, versus branding, which is a bigger accomplishment and requires a lot of inspiration and thinking beforehand.

► **Do you ever encounter designer's block?**

It's seasonal. When I work on many projects, I sort of get into a flow and everything goes well, but there's always a time when things get stuck. A benefit of working at Dart is that there's always a team to turn to and discuss the project with and get a helping hand and creative input from my colleagues.

► **What's a rewarding moment you've had at work?**

It's a great feeling to see a colleague become better and better everyday and know that I played a role in helping her grow.

► **Which project received the most feedback?**

- Envision Optical.
- Norman's Rosh Hashanah ad.
- Apstone ads.
- Nua catalog.
- Design District Magazine, volume 2.

ZEEBAR BRANDING





THREE GENERAL

Q'S

1. What is the most difficult part of your role?

I get used to creativity, making it more difficult to be wowed by my own work.

2. Is the design layout boring?

Not at all!

3. It seems to be so easy for you! Is it?

Baruch Hashem that it's easy for me. I see the difference good design layout makes and this is very satisfying.

Q: What other recent projects are you most proud of?





**LAZER
GANDEL**

Design | 3D artist

► What's kept you busy lately?

A lot of 3D ads!

► Wow, is 3D a new thing?

No, but it never gets old. 3D is a world in itself: you can have a photoshoot without a camera and actual props in 3D, and build almost anything, etc. The possibilities are endless. When you use a picture, you only have what was captured in this image, versus over here in the 3D world, you can use your imagination to create surreal stuff.

► Wow! Anything specific you can share that was created in 3D?

So many. For example the Nua spread ad, and the Satmar school's campaign were both completely built in 3D.

► What did the Nua spread entail?

- The client wanted to display the vast variety of Judaica items they carry so we used a shul since it's before the Yumim Noruim and a majority of their products are used in every shul
- incorporated as many items as we could to show this where they shine - in addition to the many other options for Judaica and home items
- opted for a 3D approach so it's easy to display everything at once.

► What was a challenge you encountered?

They have a lot of products that we wanted to insert in the shul. Many of them were photography images, and in order to use a photography image with a 3D scene, the scene needs to have the exact same angle and depth of field as the photography image and when there's multiple items, let's just say, that's a real challenge.

► How did you resolve it?

I got a list of over one hundred items, and chose the ones that would fit the scene best, and some items had to be built in 3D.

Baruch Hashem, it was a great success.

► What did the Satmar school's campaign entail?

The campaign goal was to show how the donors are proud of the zechus of contributing to the new building, utilizing a different approach than most of these campaigns do.

► What was the challenge?

To display the plaques in a way that connects with every type of person. We did different scenes, portraying different lifestyles.

To wrap up the season, we made a yom tov ad displaying all plaques as noi succah. The challenge was to build a succah that has the succah feel and looks good for any donor's lifestyle.

► Besides 3D, what are other tools of your trade?

UX and UI design.

► What are UX and UI design?

UI is user interface, mostly design for websites and email/online campaigns design.

UX is user experience for websites or applications (apps). Along with the design, it's important to have a user-friendly experience so the visitors have an easy time navigating the site and don't get turned off. It takes a lot of work to make a website user-friendly.

► Which of your websites are you especially proud of?

Heritage Silver was designed to look extremely different and more up-to-date than a typical website. Go ahead and check it out, heritagesilver.com.





Q: What other recent projects are you most proud of? ▼

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המחלקה לפרויקטים מיוחדים
מחלקת פיתוח וקידום
מחלקת שיווק ופרסום



המחלקה לפרויקטים מיוחדים
מחלקת פיתוח וקידום
מחלקת שיווק ופרסום

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המחלקה לפרויקטים מיוחדים
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**MRS.
WEISER**
Design

► How did you grow this season?

I've gone to new places with text layout.

► What's there to learn about text layout?

I've seen what a difference good kerning makes.

► What's kerning?

Kerning is when and how to use spacing between letters.

► Can you explain more about how you implement kerning?

I see the text as the boat on which the message is being delivered, so depending on the message, I play around with the text to ensure it has the impact it's supposed to.

► Which of your recent projects made you proud?

The Pharmacy Plus late hours ad.

► What did you like about it?

It's creative and delivers the message well.

► How long does it take for you to create a good ad?

Some ads take a day or two, and some are easier. I keep working until I like what I see on my screen.

► Which program do you prefer—Photoshop, Illustrator, or Indesign?

Indesign. Although I work a lot on Photoshop, the simplicity of Indesign is a pleasure to work with.

► Where have you used Photoshop lately?

The Pharmacy calendar ad.



Q: What other recent projects are you most proud of? ▼

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IS WORSE
THAN YOU
THINK.

The unachieved
potential is even
worse. If you know
what surgery costs
out-of-pocket, would
you get insurance
beforehand?

Cybersecurity breaches

Downtime

Inefficiency

Data Loss

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BERI OBERLANDER

Account manager

► **How long have you been working at Dart?**

Close to a year, baruch Hashem.

► **What was your previous job before Dart?**

I was a showroom manager at Pyramid Plumbing.

► **Huh? Where do plumbing and marketing meet?**

My job requires managing skills. I can manage whatever needs to be coordinated and managed. The learning curve was familiarizing myself with the marketing terms but honestly, working with the Dart team and breathing the vibes here in the office taught me the industry just as well.

► **What would you consider your greatest strength at work?**

Coordinating many moving parts and bringing them all together in harmony.

► **Do you find yourself putting pressure on other people?**

My job is not to pressure the team to do the work faster, my job is to make sure that everyone knows what they need to do at every moment and that they have what they need to get it done.

► **Which type of clients are your favorite to work with?**

One who believes in our artists and professionals and trusts their opinions. It's often a pity when customers pay a small fortune for our professional work, and then they mess it all up.

► **Are there any behind-the-scenes projects that you can share?**

Setting up a photo shoot involves a lot of planning. We need to make sure that the set builders, photographers, and models are all there at the right time and that everyone knows what they're doing.

My goal is to always have the scene and photography equipment set up and ready to shoot when the models arrive, to eliminate extra wait time and anxiety for the models.

When we have a deadline for a project, and the time it takes to get it done just doesn't meet up with the deadline. Also, when the watercooler is out of water.





**MENDY
FRIEDMAN**

Sales

► **What role does a salesman play at a marketing firm?**

There are so many opportunities where businesses are looking for the right marketing firm to help them be seen in the perfect light, so I am the right person there at the right time, letting them know about Dart.

► **What do you mean? Are businesses struggling with not being seen in the way they really want?**

First of all, yes. If a company doesn't dig deep to understand who their target client is and what speaks to their target, they will make mistakes in their marketing, showcasing themselves differently than who they really are.

But I also help businesses expedite their success journey, ensuring they have the right marketing structure in place. Marketing is the answer to a lot of challenges that people and businesses face.

► **Of course you say so—you are a marketing salesman.**

I believe in the product and I do see that for a big portion of businesses, marketing is their best solution, when executed with the right marketing strategy.

I already had a few instances where we sat at a meeting with a client and we decided that for this particular client it's not the right time to do marketing. We suggested he continue doing what he does for another year or two before he sets out to market his business.

► **Where do you see the future of marketing?**

In my eyes, the future is beyond words on a paper. It's going to be more about the visuals. More and more ads are cutting the text on their ads and are focusing on the visual. Companies speak more about vibes, moods, colors, etc. People's attention spans are so short, so they rather remember what vibe they got from a brand than the message.

► **So there is no need for a message on ads?**

Of course, but it needs to be very short and the thing that's going to bring the viewer to read the message is the image or color. If the image is not too attractive then you don't even stand a chance of having the text read.

► **What gives you the credentials to discuss anything about marketing?**

Well, I'm the person the ads are targeting. I don't know Photoshop or any Adobe programs, I know what speaks to a simple person like me. On a serious note, I speak marketing to people all day so at this point I've formed quite the impression of what works and what doesn't, what will and what won't influence people to take action.



**MISS.
GUTMAN**

Account manager

► What defines a good day for you at Dart?

When I'm busy.

Really, how so?

I like to accomplish a lot, baruch Hashem. At Dart there is always so much to do, but when customers are happy and things move fast, I call it a good day.

Do you ever encounter challenging clients?

As long as the clients are happy, I don't perceive them as difficult. The only clients who might be challenging are those who don't know what they want. In reality, Dart is here to provide them with clarity with the help of the creative team.

What do you do when the client isn't 100 percent satisfied?

I will not rest until they are fully satisfied. I consider myself an advocate on the client's behalf, thus leading me sometimes to nudge our own team to provide what is needed in a prompt manner.

What would you consider your greatest strength at work?

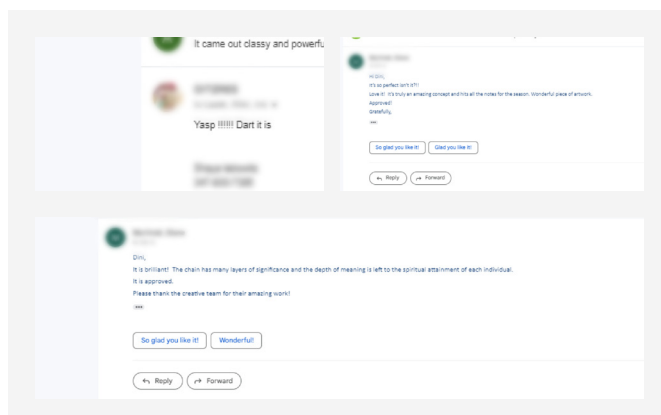
I like to work at a fast pace, so this gives me the ability to handle a lot.

What's a real challenge you encountered that you handled well?

When it was decided on short notice that Heritage Silver needed to do a guerilla-style campaign in Lakewood, we met the deadlines for all papers, billboards, mailing cards, yard signs, and videos. It came out 100 percent successful and on time.

Any feedback from clients to share?

Sure, see some screenshots... But I can't print voice notes...





**HERSHY
SCHWARTZ**

Design | Layout

► **Which project are you most proud of this season?**

The new Familia Magazine design and layout!

► **What is something new you learned while working on the magazine?**

The power of a clean layout. It's a magazine that consists mainly of columns (more than ten regular columns!) so the challenge was to keep it clean and maintain a fresh overview so that every page should be interesting and inviting.

► **How long did it take you to design it?**

Fifty-seven hours and twenty minutes to be exact.

► **Does that include the planning phase?**

No, we were planning this for months, plus a few meetings, and many phone conversations.

► **What was the planning all about?**

I wanted to understand the vision and structure of what they were looking to present, who exactly is their clientele. There is a reason why this is one of the most popular Yiddish women's magazines. Familia knows what they want, who their target is, and what their readers want.

► **You made the cover of the magazine as well?**

Yes. And guess what? We wanted all the covers to have really sharp photos, so it involved shooting a real photo of an esrog. We tried sourcing esrogrim way before the season, even searching Ebay, until we found a good one and shot the photo from a nice angle to create a sharp feel.

► **Seriously? You have to shoot a picture of an esrog? Couldn't you take one from Shutterstock?**

Believe me, I was looking but none fit the criteria.

► **Are you happy with the outcome?**

I'm very happy, but what makes me happy is that the client was extremely happy with the product, and the sales support that.

► **What else did you enjoy working on this season?**

I'm involved a lot in magazine layout, this is my specialty, I enjoy designing clean layouts.



38	אינהאליט:	30	26	24
52	פריכנס	88	78	72
99		120	106	98
			126	

ברור ה' יום

השנה לברור ה' יום

היום הזה הוא יום טוב ויום שמחה. זהו יום שבו אנחנו מציינים את הברור ה' יום. זהו יום שבו אנחנו מציינים את הברור ה' יום. זהו יום שבו אנחנו מציינים את הברור ה' יום.

מאמר: הברור ה' יום הוא יום שבו אנחנו מציינים את הברור ה' יום. זהו יום שבו אנחנו מציינים את הברור ה' יום. זהו יום שבו אנחנו מציינים את הברור ה' יום.

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רפואה דידור

אלהם היבט נך אן ביי קאט

הרפואה דידור: הרפואה דידור היא רפואה דידור. זהו יום שבו אנחנו מציינים את הרפואה דידור. זהו יום שבו אנחנו מציינים את הרפואה דידור.

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אמא

הברור ה' יום

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GRILLED EGGPLANT TAHINI

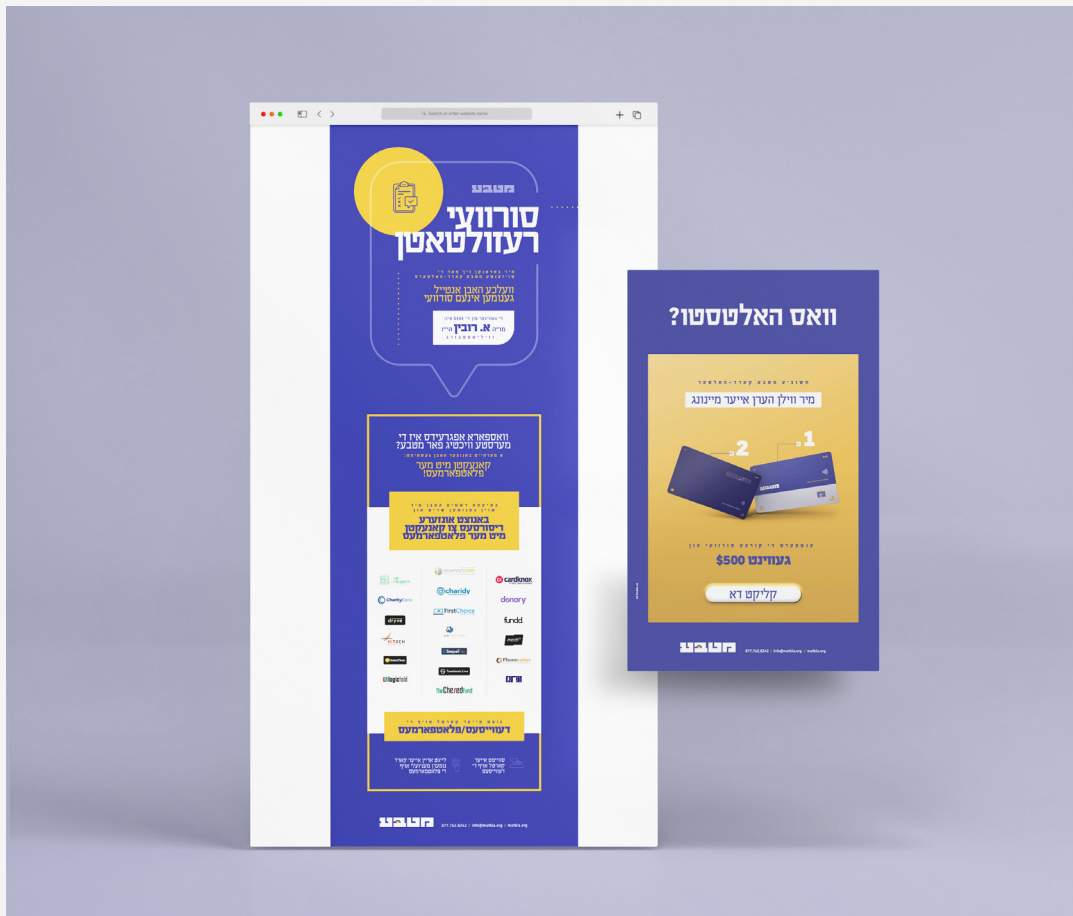
הברור ה' יום

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Q: What other recent projects are you most proud of? ▼







**SHAYA
HERSHKOWITZ**

Design

► **What was your favorite brand this season?**

Favorites... Monsey Trails, Shadchan, and Familia/Pintel Magazine

► **Well, if you have to choose one, which one wins?**

I'll have to go with Monseytrail.

► **Is it because it's a well-known brand?**

Well, it's because it's a well-known brand, for sure. When I was working on this one, I thought about how these buses are going to be out there for a long time. It's something I might see for decades, and maybe my grandkids will say, 'My grandpa made this logo.' So, I wanted to make them proud.

But beyond that, it was a real challenge to give this brand some character. I mean, how do you show 'Monsey' or 'Trails' in a logo? And then, I had to figure out how to blend Monsey Tours, which is all about luxury charters, with Monsey Trails, your basic everyday bus service. Those two ideas don't exactly go hand in hand. It took a lot of trial and error, but I think we got there in the end.

In the end I came up with a fun idea. Monsey's known for its ducks, traffic, and deer. So, I decided to go with a deer in the logo. It's got this sense of speed, especially with the slant I gave it. The deer also adds a touch of majesty with those antlers.

► **As an artist, at what point did you say, "This is it"?**

They say, an art piece is Never 'completed'. Here's an interesting one for you: When "everyone" gives my work the green light right away, I secretly think, "Uh-oh, did I just create something totally cliché and boring?" I actually enjoy it when some people in the office think it's too daring, too out there, or just not what they had in mind.

On a more serious note, perfecting a brand is a never ending game – there's always room for adjustments, whether it's tweaking the tone, making it a tad thicker/thinner, or giving it a softer/bolder touch. I usually call it a day either when deadlines come knocking or when I hit around 90 percent perfection – whichever arrives first. The truth is, some brands come together quickly, taking just a few hours, while others turn into lengthier projects that can stretch on for weeks or even months. But as it turns out, longer isn't always better! Did I answer the question?

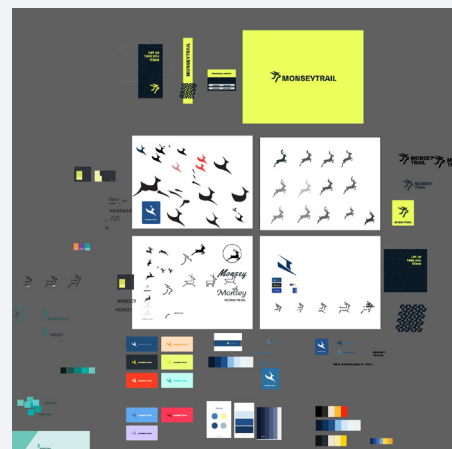
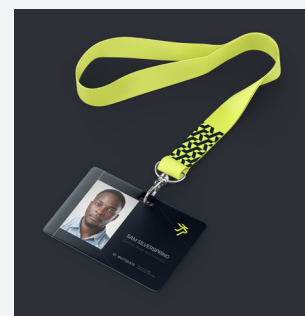
► **I guess. Do you ever have afterthoughts on how a brand might've/ could've/ should've been better?**

You bet! I always do! I could've, would've, should've, but "Done is better than perfect," and I strive to live by that mantra. Now, when it comes to brands in particular – they

go through a real-world test drive on things like bakery boxes, delivery vans, uniforms, and more before we even unveil them to the client. As a designer, I can't be certain if something will resonate until it's out there in the real world. So, by the time it's ready to be presented to the client, we typically do it with a hefty dose of confidence.

► Typically? As in not always?

Just an expression. But now that you ask, no, not always. For example, we presented Monsey Trails twice. We had a brand ready, tested, with mockups; ready to present, and I wasn't happy. But a deadline is a deadline, and we presented. The client immediately approved, the manager, and creative director all liked it. But something didn't let me sleep about this...(ok, expression again) I felt we could do better, and boy, did we deliver. I redesigned it from the ground up and presented it again! But that's not the typical practice.





THREE GENERAL

Q'S

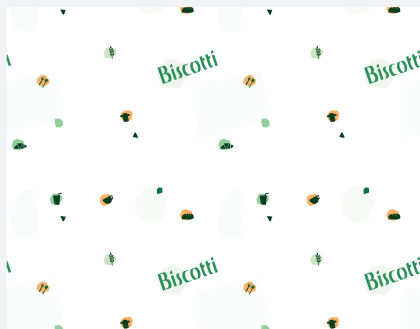
1. What type of brand do you like most?

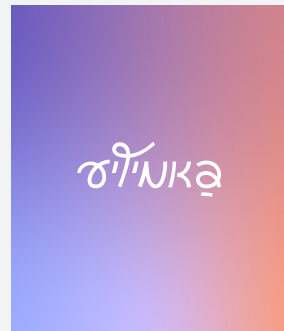
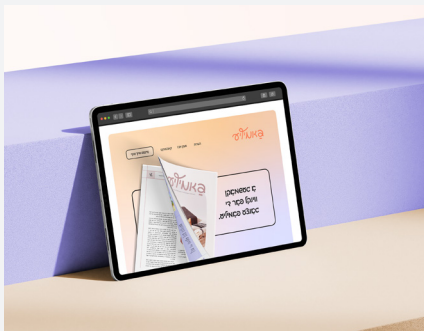
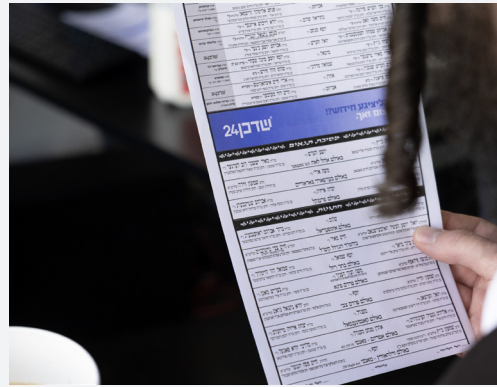
Either a challenging brand, or a tight deadline... They say, "Heat and pressure create diamonds."

2. What is the most difficult part of your role?

To put aside my creativity for the sake of the client. A brand has to fit and be suitable, rather than be aesthetically beautiful.

Q: What other recent projects are you most proud of?







**משה
ליבערמאן**
דעזיינער

◀ וואסערע חלק גלייכסטו די מערסטע אין דיין עבודת הקודש?

אויסצוארבעטן וויאזוי אראפצוברענגען דעם איידיע אויף למעשה, דאס איז די געשמאקסטע חלק פאר מיר, אויסארבעטן די קאליר און וועלכע פאנט וכו', נאכדעם דארף מען שוין רוקן אהין און אהער...

◀ וואו ווילסטו זיך זען אין צוקונפט?

אין ירושלים עיה"ק זיצן און לערנען... לגבי מיין פאזיציע ביי דארט וויל איך זיך אויסברייטערן און אויסשארפן אין נאך אספעקטן פון דעזיין און מארקעטינג

◀ למשל וועלכע אספעקטן?

- לגבי ארט בכלליות צו האבן שטערקערע סקילס צו קענען פאבריצירן ארט.
- לגבי פראגרעסס צו קענען גוט טריי די.
- לגבי מארקעטינג צו זיך אויסשארפן אין דעם נושא, ס'איז אין שיעור למעלה.

◀ וואו האט דיין דעזיין געהאט א חלק אין די מארקעטינג סטראטעגיע?

איך האב געברענגט א נייע געדאנק וויאזוי ארויסצוברענגען א זכות אין א בנין, נישט אויף די טיפיקל וועג, נאר דורכן אריינברענגען די צוקוקער אינעם מצב פונעם נדבן וואס איז שטאלץ מיטן זכות וואס ער האט געקויפט, זע בייגעלייגט.



וואס שפירסטו ביזסטו געשטיגן דעם סעזאן?

איך שפיר אז איך בין פשוט געווארן בעסער אין יעדן הינזיכט, ב"ה!

פשיהא! וואס האלסטו האט דיר געשטופט צו אזא וואוקס?

די וועכנטליכע 'דעזיינער מיטינג' ביי דארט האט זיכער געהאט א גרויס חלק דערין.

וואס הייסט, וויאזוי האט דאס דיר געהאלפן וואקסן?

אלע דעזיינערס זעצן זיך ארום א טיש און יעדע וואך נעמט מען איין דעזיינער ביי אונד און אפיס און ער ווייזט זיין בעסטע ארבעט, און יעדער זאגט הערות און קאמענטירט אויף די פיר יסודות פון א גוטע דעזיין.

1. די פאנט.
2. די קאלירן.
3. די לעיאוט.

און וויאזוי די מעסעדזש ווערט ארויסגעברענגט.

דאס האט בלי ספק שטארק געשטופט צו אויסשארפן מיינע דעזיין חושים.

אבער בעיקר האט שטארק געהאלפן אז איך האב אנגעהויבן זאכן פון אנהייב און איך האב אליין אויספלאנירט מיט די טיעם וואס און וויאזוי מ'גייט דאס דעזיינען, און נישט געארבעט אויף גרייטע איידיעס פון א צווייטן.

אויך וועלכע פראיעקט האסטו די מערסטע הנאה געהאט צו ארבעטן?

פארשטייט זיך אז די דרשו עמוד היומי קאמפיין.

מער ווי אנדערע דרשו פראיעקטן?

איך האב געארבעט אויף אסאך דרשו קאמפיין'ס ווי די חבורת ש"ס קאמפיין, אבער ארבעטנדיג אויף אזא רעוואלוציאנערשע פראיעקט ווי 'עמוד היומי' וואס די אחריות און גרויס און די אימפאקט נאך גרעסער, דאס האט מיר געגעבן א געוואלדיגן שטופ.



ר' שמואל'ס חברים זענען זיך מחי' מיט זיין ענערגיע.

ר' שמואל'ס חברים זענען זיך מחי' מיט זיין ענערגיע.

ר' שמואל'ס חברים זענען זיך מחי' מיט זיין ענערגיע.





**צבי חיים
וועבער**
דעזיינער

◀ וואסערע פראיעקטן נאך זענט איך פארנומען אין אפיס?

איך בין אסאך פארנומען מיטן באשאפן אנימאציעס פאר קאמפאניס, איך האב ב"ה א שטארקע חוש דערצו, ווי אויך איז דא כסדר פראיעקטן וואס קליענטן פארלאנגען וואס איז לאוו דווקא זאכן וואס די גאס זעט אין די אויסגאבעס אדער שולן, למשל מאכן שיינע ארט פאר פראדוקט דעזיין, ווי למשל די 'פליפ-דאון' שבת לעכט האלטער וואס מיר האבן דעזיינט פאר 'עי ענד עם' דזשדעיקא.

◀ וואס איז די שווערסטע זאך אין דיין ארבעט?

ווען איך שפיר אז א זאך איז פארטיג קנאקעדיג און גוט צו גיין, אבער די לעצטע מינוט קומט אריין עפעס א סיבה צו וואס מ'דארף עס לייגן אין די מיסט...

◀ וואו ווילסטו זיך זען אינעם צוקונפט?

איך לאז זיך פירן פון אויבן... איך האב רצון צו ווערן אייביג בעסער און בעסער בס"ד.

דעזיין איז ענדלעס ווי סאך מ'קען זיך אלץ לערנען, און איך גיי שטאפל ביי שטאפל.

טרי די איז עפעס וואס איך וויל זיכער קענען מער, און אזוי אויך אנימאציעס וויל איך זיך שטארק אויסשארפן.



◀ וואס שפירסטו ביזסטו געשטיגן דעם סעזאן?

איך שפיר אז אין די לעצטע פאר חדשים קום איך שנעלער אן צו די דעזיין אויסקוק וואס איך בין באקוועם דערמיט.

◀ איז דא א מעלה דערצו חוץ אז די ארבעט איז שלענער?

יא זיכער, די קוואליטעט פון די עדס זענען העכער, ווייל איך האב מער צייט צו באארבעטן די פיינעל רעזולטאטן און עס נאך מער אויסשארפן.

◀ וויאזוי ביזטו אנגעקומען צו דעם מדריגה?

עקספיריענס איז די בעסטע רב. און נאך וויכטיגער איז 'טיענמווארק', מיטארבעטן און זיך לאזן לערנען פון אנדערע.

◀ וועלכע עדס און פראיעקטן האסטו די מערסטע הנאה געהאט צו ארבעטן דערויף?

ביים לעצטיגן פראיעקט פון תומכי שבת אין מאנסי האב איך געשפירט א שטארקע געפיל צו ארבעטן דערויף זייענדיג א מאנסי איינוואוינער. אין דעם פראיעקט ליגט אסאך קאפ און מחשבה פון געדאנקען וואס מ'האט פלאנירט ביזן אנקומען צו ענדגילטיגן פיינעל מהלך צו מארקעטן און ארויסברענגען אין די שטערקסטע און מערסט דירעקטע וועג.





THREE GENERAL

Q'S

Q: What other recent projects are you most proud of?





**SRULY
WALTER**
COO

► **As the backbone that helped Dart get to where it is today, how would you describe what happened this past year?**

The company is growing, but I am happiest about the systems that were put in place to remove the risk of human error. The processes put in place allow us to accept more business and grow by leaps and bounds without being held back.

A company can only scale if systems are in place, customized to suit their individual needs. Relying on humans is an invitation for error, even with the best people in charge. Humans have a limit; there is only much one can do, so we invested tremendously in building a strong system to handle the day-to-day growth of the business. Baruch Hashem!

► **Can you share a little bit about the processes you put in place?**

Let's start with phase 1 - from the customer intake till the project gets started, there are so many steps, including client vetting, accurately recording meetings with clients, writing proposals, budgeting, and signing the proposal, all before the project begins.

Phase 2 includes strategy and planning. The creative department is responsible for the copywriter and designer to stick to the intended message, which requires a clear project brief outlining all the important information.

► **Oh wow, that's a lot!**

Wait. Phase 3 is the presentation stage, where we share our thoughts with the client, present the end result, make sure our vision is aligned and walk them through the process of presenting their product to the world.

► **Where do you see the company's future for the next year?**

I have a lot of plans in the works internally. All I can share is that we at Dart always stay ahead of the game, planing proactively for our clients, taking responsibility for our client's marketing goals, anticipating their needs and helping them become more successful. We're ready to give bigger and better for our clients, always.

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A company can only scale if systems are in place, customized to suit their individual needs. We invested tremendously in building a strong system to handle the day-to-day growth of the business. Baruch Hashem!



**MRS
EPSTEIN**

Financial Controller

► **What are your responsibilities as the financial controller?**

I oversee all the financial aspects, accounts payable, accounts receivable, employee payroll, etc. Additionally, I ensure there is a healthy cash flow, and advise on the sales budget and forecasts, staying on top of the process to ensure vendors are up to date with payments and all collections policies are adhered to.

► **What's your experience in this field?**

I have over a decade of experience managing large businesses on a supervisor level.

► **You can't print money... How does a controller help the cash flow?**

Many businesses make a profit but don't see it because it's not managed well. It's all about managing finances. When a business runs a huge operation, much data can get overlooked when focusing on the day-to-day. The right data can tell us a lot about the larger, overall picture.

► **Tell us how you save money for a customer or vendor.**

Many times clients or vendors are missing details that could save them money in the long run. Instead of letting it slide, I educated them and helped them set it right so they saved hundreds of dollars and sometimes thousands.

► **How do you enforce the collections policy?**

Materials don't get released without payment, similar to a bank not releasing funds without collateral.

► **Does this not cause distrust with good clients?**

Sticking to our business policy is not distrust. Our staff is trained in the process. It's not a matter of who they can and can't trust. The process in place helps it run smoothly.

for all and clients appreciate that.

Obviously, we trust our clients. Many hours of collaborative efforts are invested before the final payment to ensure a beautiful deliverable matches their expectations.

► **What goals did you set for yourself to benefit the company?**

To set the company to run on autopilot/automation by strictly enforcing various policies. Vendors get paid automatically as well, allowing for a smooth process all around.

► **What does a healthy cash flow mean?**

When the controller is ahead of the game and knows what to expect/predict quarterly instead of running it all monthly.

► **Anything else you'd like to share?**

Clients allowing Dart to handle the media placement and strategy optimizes their budgets wisely. Aside from the strategy and discounts, we often have access to prime placement spots—reserved upfront pages that greatly increase visibility.



**MISS.
GUTMAN JR**

Bookkeeping

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**IT'S ALL
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MANAGING
FINANCES.
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ON THE DAY-
TO-DAY.**



For comments email mindset@dartmedia.us