

MIND SET

APRIL 2023
ניסן תשפ"ג



WHEN CREATIVE MINDS
SET YOUR TONE.



DART
MEDIA

ORIGINAL

EDIT

To our esteemed clients.

People have been asking me lately, how is AI affecting the marketing industry? All it takes is a few clicks on MidJourney to design an ad and some prompts for ChatGpt to create a concept and slogan fit for market.

Others wonder, will you dissolve your team and replace humans with AI?

Those are valid questions, but the short answer is, no.

While AI is a big help and can save time, it doesn't replace the human mind. While AI can create beautiful images, our team invests our resources - including AI - to help you present your brand.

Whether we like it or not AI is continuing to develop and it's undisputedly an industry-changing revolution. Although I firmly believe that it will never replace the human mind, I also believe that if you don't utilize this new technology you are missing out.

Another question people often ask is why invest so much time thinking and strategizing. Most people don't see the value in deep thinking, and you could save so much time.

The answer lies within these pages.

Our focus is always on the end results for the full benefit of our clients, and that is what guides us when we create your marketing material.

We didn't have to think much about how to get people to appreciate the human mind. All it took was bringing our staff together and letting their talent speak for itself. Enjoy the journey.

David Kaufman
CEO | Dart Media



THE FIGHT FOR

ATTENTION

Visuals are no longer enough,
you need to stand out.

-

You have only

**THREE
SECONDS**

to grab their
attention,

-

**HOW
DO
YOU
WIN?**

ON

THE
ART
OF
AND



▶ Make
them
laugh.

▶ Touch
on their
emotions:
Make the
reader cry,
or catch
them by
surprise.

▶ Share a
piercing
message.

Levy Grunwald Strategy



► What was your favorite project this season?

The Dirshu Musar חכמה 7'ג' campaign.

► Why did you choose this out of the hundreds of projects you worked on?

I liked the challenge of it. People don't learn much musar. Many courses are based on psychology etc., which doesn't satisfy the yiddishe nefesh. People forget that by learning the seforim of the Rishonim; they can truly build a yiddishe nefesh, they don't need other influences.

► What was the main challenge?

To shed new light on the entire limud. Most people remember musar from their yeshiva days, and they had a different view of it then. We had to take a mature and professional approach, talking the language of a businessman as if we were an insurance brokerage or bank.

► What was the process of creating this concept?

The campaign was built on the words of the "מסילת ישרים" from his sefer רמח"ל. The

foundation of Avodas Hashem is that a person should gain clarity on why he is here in this world and his purpose in life." On this solid foundation we developed the campaign.

The mindset of the campaign, audio and print ads, was intended to make people stop and ponder. What's your end goal? Why are you alive? When do you give yourself time to think?

► You went with a different style than the usual Dirshu ads. Why?

We wanted the images to maintain the seriousness and depth of the topic. We chose a dark silhouette to keep the focus on the message but add a touch of imagery for engagement. There about this beautiful program.

► What was the feedback and end results?

Massive B"H! The strongest feedback came from accomplished people in business that shared with us that this campaign stopped them by far; no campaign had this impact on them for a long time.

It was a big zechus to help the ממלכת התורה of דרשו, built by the world-renowned Rabbi David Haffstadter from Toronto, get their message out there about this beautiful program.

The Dirshu Musar campaign





THREE GENERAL Q'S

Q: What is the most important component of your role as a strategist?

Clarity. We cannot start anything before we gain 100% clarity of the odds and ends of each particular project. People might challenge my process and ask, why do I need so many details, but it's like building a house. The best blueprint is created by someone who knows exactly what he wants to see in his house. These details offer clarity and a better understanding of your end result vision.

Q: What is your greatest strength?

Simplifying complicated subjects to isolate the message.

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



S. Wirtzberger

Copy



► What was your favorite project this season?

The Mindset magazine, it's a stroke of genius.

► What is so special about it?

People see a finished product, but there's so much strategy that goes into every detail of every deliverable, that the clients and consumers don't see. Behind every word, there is a world of thought and psychology. Here in the Mindset, you are privy to the process, to catch a glimpse of the assets coming together.

► What is your big challenge as a copywriter?

The juggle between inspiration vs. imitation. Sometimes it takes work to differentiate what is my stroke of creativity and what inspiration is gleaned from a previous project I've seen.

► Have you ever suffered from writer's block?

Yes, it happens from time to time.

► How do you deal with it?

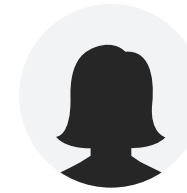
I learned to step away from the project, turn off my computer and surround myself with nature. Nature refuels the inspiration.

► Do you need to understand human psychology for copywriting?

Yes. You need to understand what's going to get people to take action. It's not just pretty words written on paper; every word has a goal. You want the words to create impact and lasting change. For that, you need a deep understanding of your target audience, what makes them tick, and what will lead them to action.

► What do you enjoy more, writing copy for an ad or creating a name for a company?

It's like choosing a favorite child; it depends on so much...



THREE GENERAL

Q'S

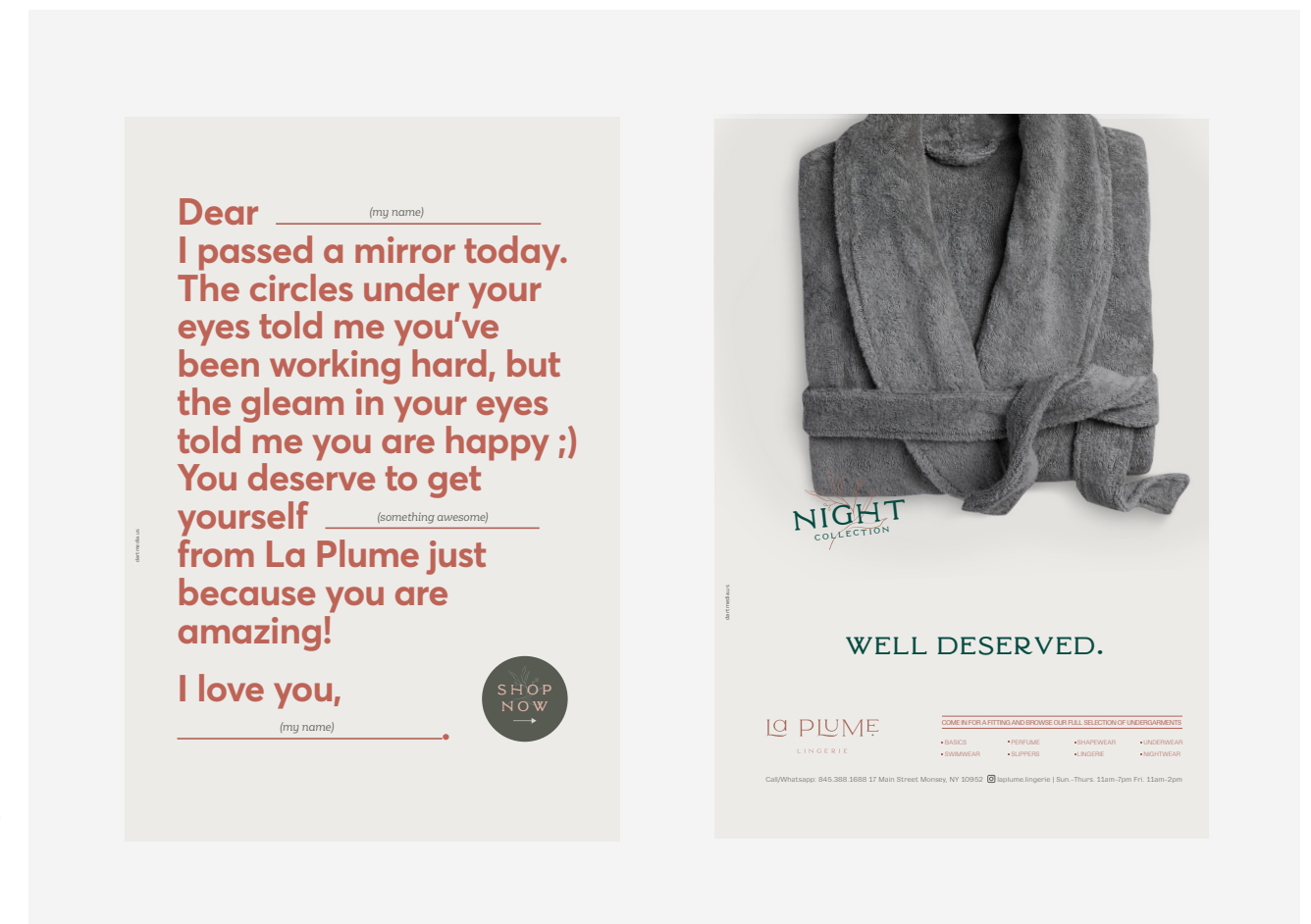
Q: What's the most important component of your role as a copywriter?

Really understanding the goal of the ad, and properly conveying that message.

Q: What is your greatest strength?

Quick thinking.

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



Pinny Glick

Ideation



► What is your secret to your creativity?

I'm a creative broker. When I see something valuable somewhere or a process in sales that works well, I store it in my head, i ask myself how about i take this idea to another industry where it is not expected, just like Uber brought the idea of hitching with someone to the taxi industry, in marketing i'd take for example a pop-up card which is really nothing special, but then we bring this idea to a brochure, to make a pop-up brochure.

So in Marketing I ask, when do I give anything more than 10 seconds of my attention? What is valuable to me that it grabs my interest that I share this item with my friends? And then I ask how about we bring this to an ad?

► What's your process?

There is a technical check-list before any creativity kicks in whatsoever.

First of all "describe your success"? What do you want to achieve that you're going to call success?

Is it that when you make a sales call to someone all you want is that he should've heard already about you?, or do you wanna change a habit by your target audience? Or do you want recognition to be on par with the big-guys in your industry? Or is it just good old fashion branding?

After you know this we are asking the client: Who do you look up to that already achieved this goal? You can look up a brand in a different industry but recognize who you look up to, or in old-fashioned branding we'd ask "who has today the brand"?

Number 3: what else did you see by the other successful guy that has already reached the goal, what do you like about them? What do they do right?

Number 4: How can we duplicate that success to your company?

► How do you stay on course that you should not get lost in creativity?

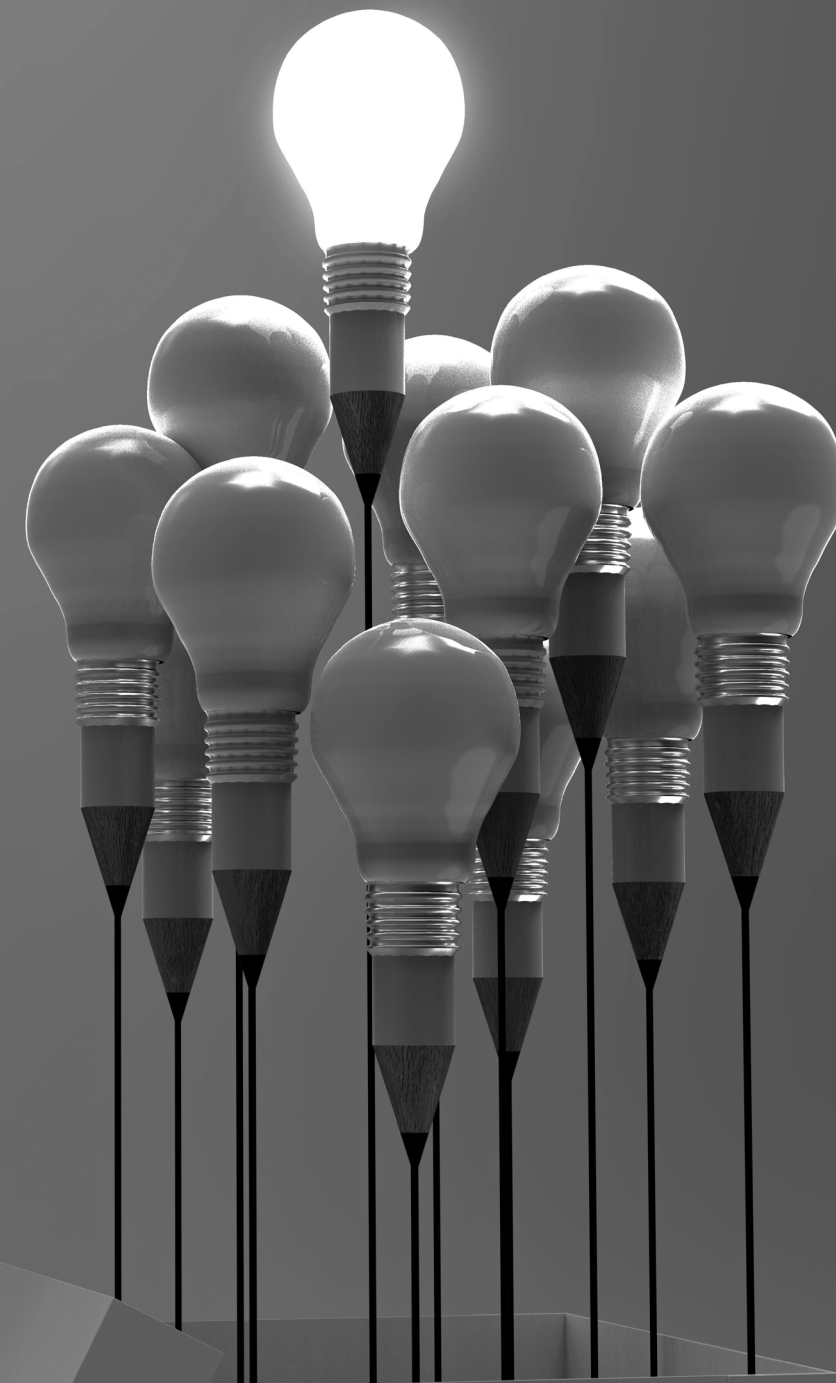
I use the parking lot technique... I ask, when someone stops you before the shuls parking lot

in Marketing I ask, when do I give anything more than 10 seconds of my attention? What is valuable to me that it grabs my interest that I share this item with my friends? And then I ask how about we bring this to an ad?

and asks you what's the idea of your company? Or what's this event that you are making? You have to run to catch mincha, how do you answer him in 30 seconds? THIS is usually the message, everything creative is built on top of this...

► How do you know what people like or appreciate?

Well, the only person i know well is myself, so i think about a message or ad that would convince me, and i take a bet that if this message would stop and convince me to buy it i trust that it will work on other people, i trust our own intuition. Same applies to words that make you jump or ideas that you like, i trust my gut that most people are the same.



Aaron Toledano

Creative



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

The Waterways magazine. (To be released soon).

► **What were we trying to accomplish with that?**

To bring to the attention that Waterways is an industry leader, and reach its target audience, the interior design community.

► **How did you accomplish this goal?**

We had to think from the design community perspective, knowing that they know more about design than the average layman, so we have to meet them in their comfort zone. We spoke about new designs, products, and trends to offer them valuable information they'll want to read about.

We also chose a direction that didn't limit its use to the design community; any homeowner would appreciate it and find value.

► **How did you make sure to present actual new trends?**

My job was to get the best information from the team of designers at Waterways; we took their knowledge and expertise and displayed it to the public.

► **What was the big challenge with this project?**

Accurately channeling the inner passion, dreams, and vision of the Waterways team into the magazine's pages.

► **How was the feedback?**

They love it. One unique aspect of the magazine is an interview with Shaindy Schonfeld, a leading designer. They loved the information we provided in that interview.



GENERAL

Q'S

Q: What is the most important component of your role as a creative?

The first impression. You have a limited window to leave a lasting impact.

Q: What is your greatest strength?

I have a degree in social work, and I take pride in being able to understand people at their core and help them express it into words.

Alter Rosenberg

Creative



► What was your favorite project this season?

Norman's guess-who ad.

► What was the client's goal, and what did the ad accomplish?

The client wanted a unique and memorable ad for Yom Tov. We created an idea that will get people involved in Norman's products and give them a good time while they're at it.

► What stands out from this strategy?

A regular ad gets 5 seconds of viewing time; this ad will keep people engaged for a while.

► What was the big challenge with this project?

Do you want to know the truth? Selling the concept to the client was my biggest challenge.

I told Pinny before presenting the ad to the client that I'm sure their response will be, "really unique idea, will save it for a different time; any other ideas?..."

► What was the execution process?

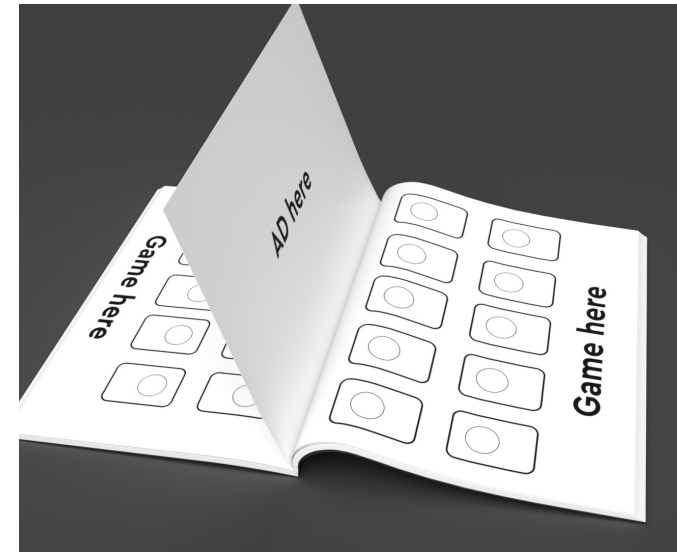
We began by creating the diagram and figuring out a way to make the game one that will be used repeatedly. Then we had to source the kid models, decide on the wardrobe, narrow down the choices to 21 Norman's products, and get it all together at one location at one time. Keeping the kids under control while directing the photo shoot. Eating up all the yogurts. That was quickly followed by editing, design, and creative copy. The final step was creating ad mockups and a detailed media placement plan for all magazines. (Oi tata, I hope it takka came out good...)

► What was the customer's feedback?

Wow. Wow. Wow.

The process

Norman's guess-who ad.





THREE GENERAL Q'S

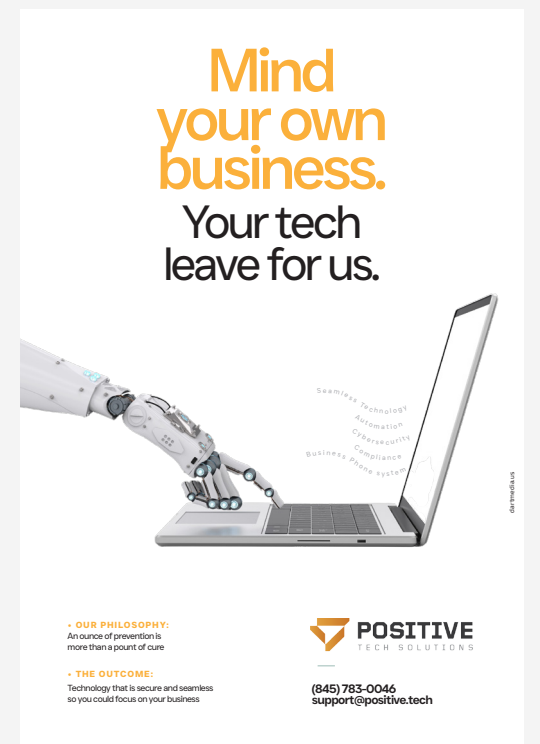
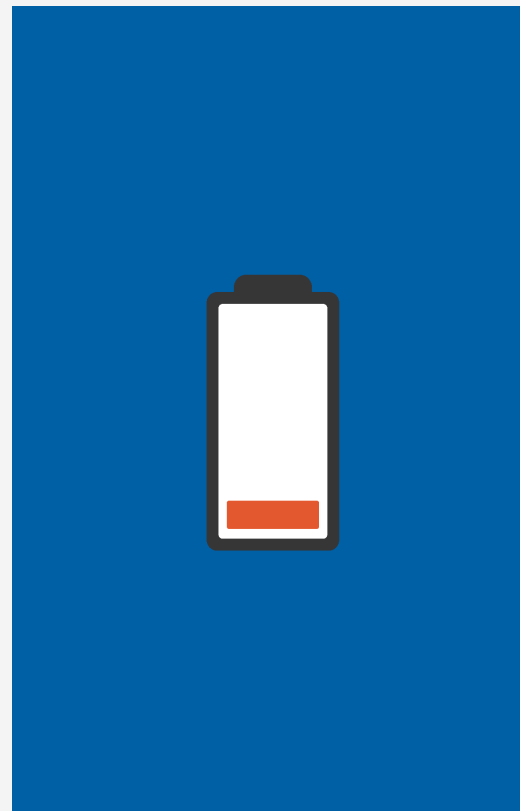
Q: What is the most important component of your role as a creative?

To not get lost in the creativity, rather stay focused to ensure the message remains number one.

Q: What is your greatest strength?

I'm always learning.

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



Mrs. Y. Fuchs Design



Cocoon

► What was your favorite project this season?

Cocoon

► Cocoon? What is that?

A new organization that offers vacations, lunch, breakfast, gift cards, etc., for struggling childless couples.

► What do you like about this brand?

The simplicity. It's just a font, no icons, yet it gives such a good vibe just by flipping one letter facing the other, giving the illusion of a couple sitting across each other.

► Aren't you afraid that the client will ask what is "special" besides typing a font?

Firstly, all my logos got approved right away b"th, so I know what to do to satisfy the client. To answer your question: many brands today are using just fonts for their logos because all they need is the

vibe and personality, which is better expressed in a unique font without a monogram or icon.

► What was the big challenge with this project?

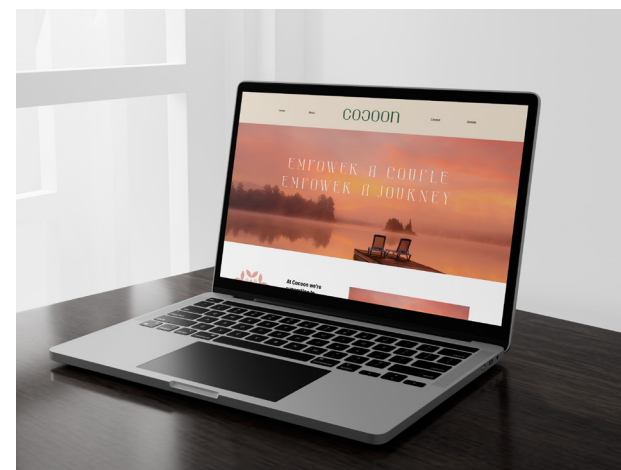
This particular job was flawless, but usually, the biggest challenge in design is to create something unique that wasn't out there till now.

► What is your process for creating unique brands?

I have a different process than most designers. I look for inspiration to get a feel of what I want to accomplish, and then I play around with the design until I like what I see. I don't usually copy a style that I have seen before.

► How was the feedback from Cocoon?

They were excited about this. They ordered additional brochures and signage, indicating the brand was well received.





THREE GENERAL

Q'S

Q: What is the most important component of your role as a designer?

To create stuff that is high-end and professional.

Q: What is your greatest strength?

Unique and powerful text layout.

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







HERITAGE
SILVER

For months, we sit in the credenza,
Hearing songs of Birth, watching Shabbos unfold.
But then Pesach comes and we're brought to your table.
Nested among the matzah, the wine, the royalty—
in zaides tell stories, and children look on.
We're steeped with your traditions,
Carved with new ones as years go by.

CARVE
YOUR
LEGACY

Pesach 5783

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CUTLERY | CHARGERS | GLASSWARE

WHAT FREEDOM FEELS LIKE.

Spring
collection
2023
• IN STORES NOW •



Arrive to Yom Tov
feeling fresh, light,
and on-trend with our
designer dresses and
maxi sets.

PRINCESS BOUTIQUE

Bedikat chometz closing 7pm and reopening at 9-11pm Erev Pesach we'll be open from 11-2

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Lazer Gandel Design



► What was your favorite project this season?

The new Marketplace Mall renderings.

► What did the client want, and what did you do to make his dream come true?

They wanted to transform the vision and dream of their mall, along with its blueprint, into something that would show just how magnificent the end result would be.

► What was the big challenge of this project?

1 - Usually, a building has many colors and exciting designs. This building only had two colors and a basic design. Figuring out how to bring out the beauty of the building in an image was a challenge.

2 - The client had a vague vision but couldn't

visualize it in reality. We helped him develop it into something tangible.

► What was the execution process?

1 - Picking the client's mind to understand his vision and breaking it down with the 3D artist to build the original structure in 3D from the blueprint.

2 - Creating a rendering with the right angle, lighting, contrast, and depth perception to make it look appealing and splendid.

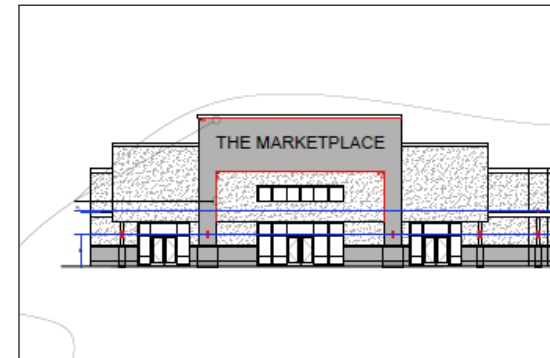
3 - Embellish it and give life to the renderings by adding people, cars, props, movement, etc.

► What was the customer's feedback?

The client was very impressed with the high quality and delivery speed. He got an offer from someone else to get this done in a few months, and we had it done within ten business days. The client was excited to display this as his identity to share with the public.

The process

The new Marketplace Mall





THREE GENERAL Q'S

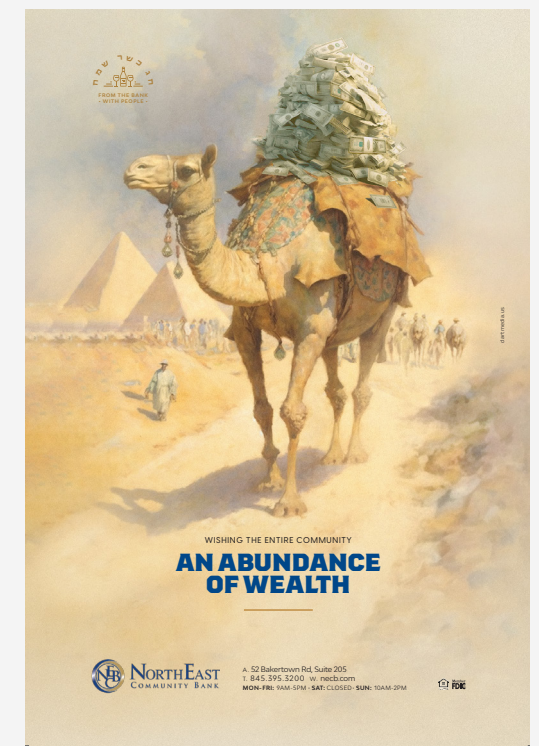
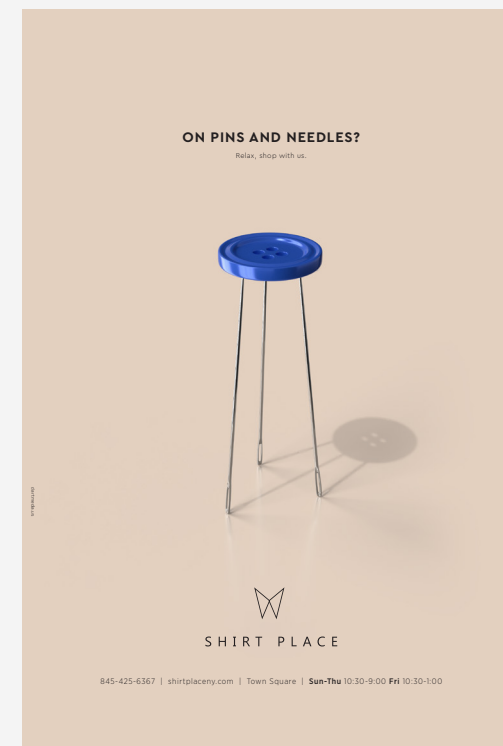
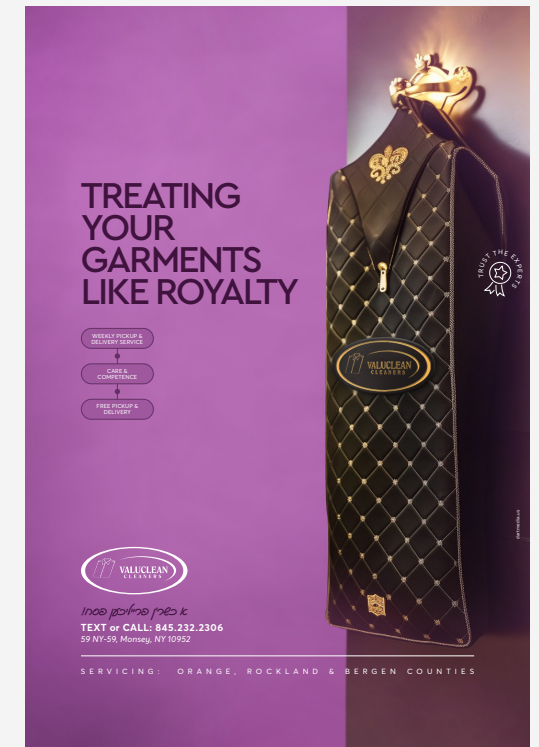
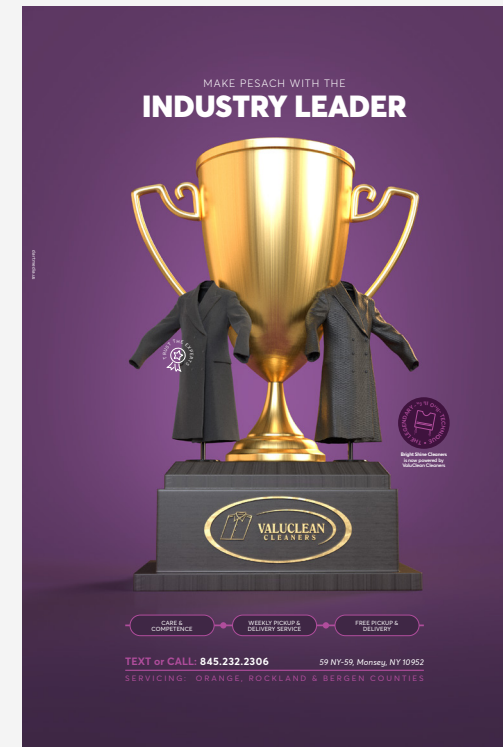
Q: What is the most important component of design?

Utilizing different sizes, depth perception and perspectives with various components to develop a perfect design.

Q: What is your greatest strength?

Executing the most-challenging ideas.

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



Moshe Lieberman Design



Boyan campaign

► What was your favorite project this season?

Boyan שלוחי"י כמותי campaign.

► What's so special about this project?

As a Belzer Chusid, I felt connected and passionate that a Rebbe is sending his children to represent his dynasty and fundraise for thier central shul. I was involved in the campaign from the beginning; I appreciated the vibe they were going for. It had many moving parts and involved hours of work. The result was a huge accomplishment.

► What was the big challenge of this project?

It was a fast-paced campaign. Things had to move rapidly while maintaining the quality of the deliverables.

► How did you create this logo? Can you share the process?

We took out the iconic items of the new building that was designed to replicate the original structure of the תל"ז shuls. I collaborated with a drawing artist to create some concepts that we polished and added colors and effects to.

► What was the feedback and end results?

The world renowned producer of the event ט"פ הרבקות, complimented, "The graphics and this production matched like a glove to a hand."





THREE GENERAL Q'S

Q: What is the most important component of your role as a designer?

The grid. Making sure that every ad has space and contrast.

Q: What is your greatest strength?

Always trying to implement something new or unique in my designs.

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



Shaya Hershkowitz

Design



► What was your favorite brand this season?

I wish to talk about the many brands I worked on, but the evolution of brands takes a while from conception until you see it on the streets. The case of most of the projects I worked on this season. I'll go with a project that went in and out quick. Kehilos Meat.

► What is special about this brand?

By default, the brand had a homemade קאטשעניו feel; we elevated it and made it sleek and cutting edge.

► Maybe קאטשעניו would be better?

People eat this meat... (people also eat קאטשעניו, but you get it...) people feel better buying professional-grade meat from a professional brand, where the הידור ודקדוק is a part of the professionalism.

► What big challenge did you encounter when working on this project?

1 - The timeframe. We had to get it out really fast.

2 - The color palette, working with neutral tones, was complex; balancing out the warm and cool tones.

► What was the process of creating this brand?

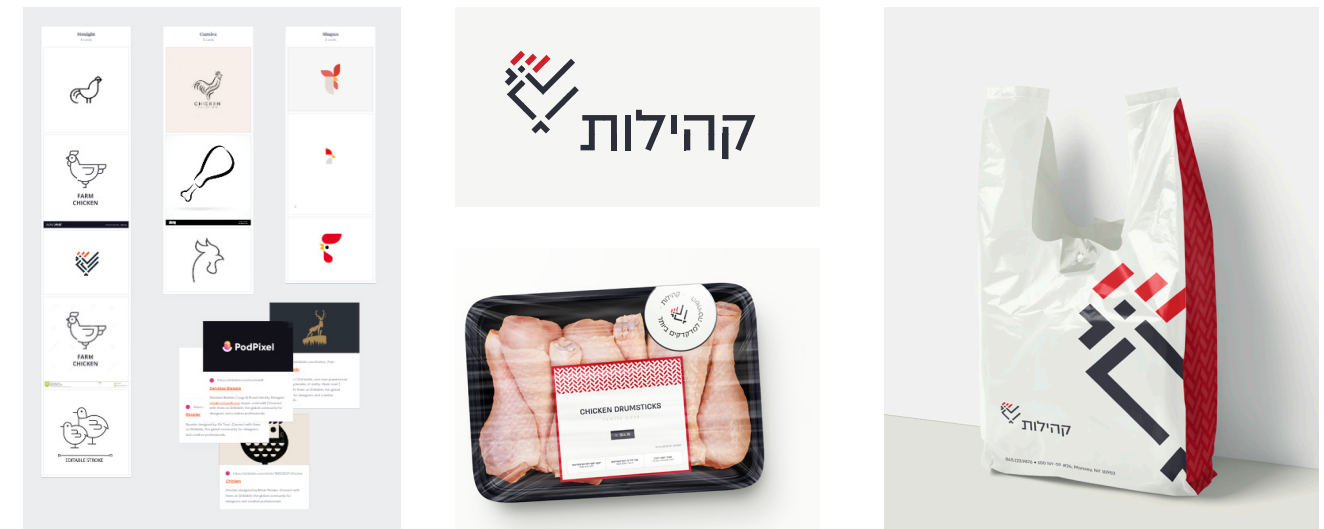
I was looking for a cow, a chicken, a knife, or drumstick, something to represent meat or a butcher. I wanted something minimal. I stumbled upon an animal-drawn with a herringbone pattern, so I decided to give it a shot. I drew a rooster in this pattern, perfected the geometry, and it hit the spot.

I then added many elements to the brand, so we have a complete working system with many assets to use, which were used for the bags and labels.

► What was the feedback?

Well, there are plenty of "normal" brands, I like to think when everyone says "black," you go "white" for a better chance to stand out. At first, it was mixed... some questioned if it was not too daring, especially for a frum brand and to be honest, perhaps it was, but I always dare to be different. I liked it when someone commented it's a 2025 look. I think the best feedback is the client's profits.

Kehilos meat



THREE GENERAL

Q'S

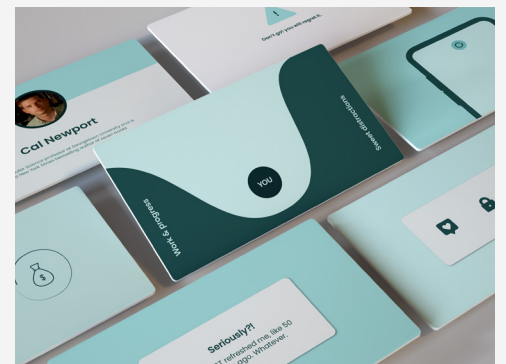
Q: What is the most important component of your role as a designer?

Function over form. To part with ideas that you like, but are not useful or practical. Wow! That could hurt. Ditching 2 days worth of work cuz it wont work.

Q: What's your greatest strength?

To immerse wholeheartedly in a project and look for new inspiration in each project in a unique way.

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



Chaim Weber Design



Nuki Tzitzis

► What was your favorite project this season?

Nuki Tzitzis advertisement.

► What was your challenge?

Generally, we showcase a beautiful product in the ads, and here the challenge was to show how it DOESN'T get dirty while keeping the ad neat.

► What was the process of creating this ad?

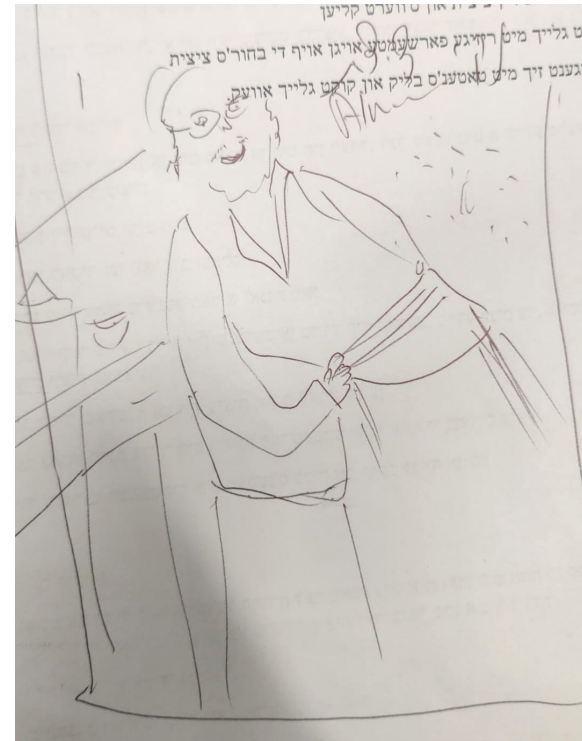
We chose not to take the product and present

it as a singular product with a bottle of wine poured on it, showing it clearly, but we wanted something with more life.

So we went with a photoshoot showing a complete story of a person removing wine stains from his tzitzis while preparing his Shabbos table.

► How was the feedback?

The campaign was a hit, and Nuki is the trend today, not only because of the ad but also because of the audio marketing and jingle; everybody spoke about it, and the client is running out of the Nuki tzitzis.





THREE GENERAL Q'S

What is the most important component of your role as a designer?

Overall, to keep it neat, to the point, without any extra distractions.

Q: What is your greatest strength?

Keeping it clean even when it comes to chassidish projects.

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



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Hershy Schwartz

Design



► What was your favorite project this season?

Skvere shul Pesach brochure.

► What was the work scope of this project?

The brochure has 13 sections, with many lengthy articles, interviews, news, images, etc. It is over 100 pages and needs to be fluent and exciting to keep the readers interested through the end.

► What was your biggest challenge?

Coming up with new designs on every section of the brochure while keeping the style, especially on such a big project. Also, on a brochure, I need the text to fit seamlessly with the images and design to give a cohesive flow.

► What is the execution process for such a project?

Every section has its style, i.e., news usually runs with bold headers, and subsections vs. images have a different layout. First, I add the text and

choose fonts that are easy to read yet fit the style. Then, I review each article, design the text and headers, add images, and ensure the end product is a smooth, cohesive read.

► Do you get bored in the middle of creating a lengthy brochure?

Not really, but when a client asks me to redo and redo the design of an article it could get exhausting. But at the end of the day, if the client is happy, it is worth the struggle.

► Have you ever dealt with negative feedback from a client?

Yes. I remember a client once told me in a not-so-nice way that he dislikes the design. I kept my cool and asked for help from my colleagues to please the client. b”h I was successful.

► How was the feedback on this project?

Client was mamash excited b”h.

Square shul Pesach brochure





THREE GENERAL Q'S

Q: What is the most important component of your role as a designer?

Perfection. The right colors, the right layout, clean and good fonts.

Q: What's your greatest strength?

Brochure design.

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



Mrs E. Weiser Design



► What was your favorite project this season?

La Plume.

► Did you encounter any challenges while working on this brand's ads?

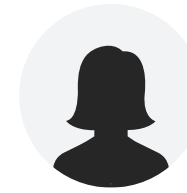
To keep the style while incorporating something new every time. Keep the design consistent and on-brand while keeping the style intact and bringing a fresh perspective to every ad.

► What was your process for creating the Kallah ad for La Plume?

It started with finding the right image, which needed the vision to identify what would work best with some slight editing. When I found the right images, I worked to get a warm vibe without much of the blanket to steal the star of the show - the diary. (See sample) Then I designed a to-do list in in-design and put it into photoshop, fixing it proportionally in the diary to get the beautiful results featured in the papers.

► How was the feedback on this project?

The client sold many of these packages, which is the best feedback.



THREE GENERAL

Q'S

Q: What is the most important component of your role as a designer?

Clean layout.

Q: What is your greatest strength?

Vibes and colors.

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



Mrs E. Mayer Design



Elite healthcare

► What was your favorite project this season?

Elite Healthcare.

► Did you feel like understanding the client and his needs?

Sure. I am passionate about the stuff that I design, and I like to have a deep understanding of their needs.

► How long are you in the field of design and marketing?

3 years in graphics and half a year in design and marketing.

► What's the difference?

I used to work on Amazon listings and image editing. Since I joined Dart It opened up for me a

new world of marketing and design and there's so much to it, I look forward to growing and learning about this.

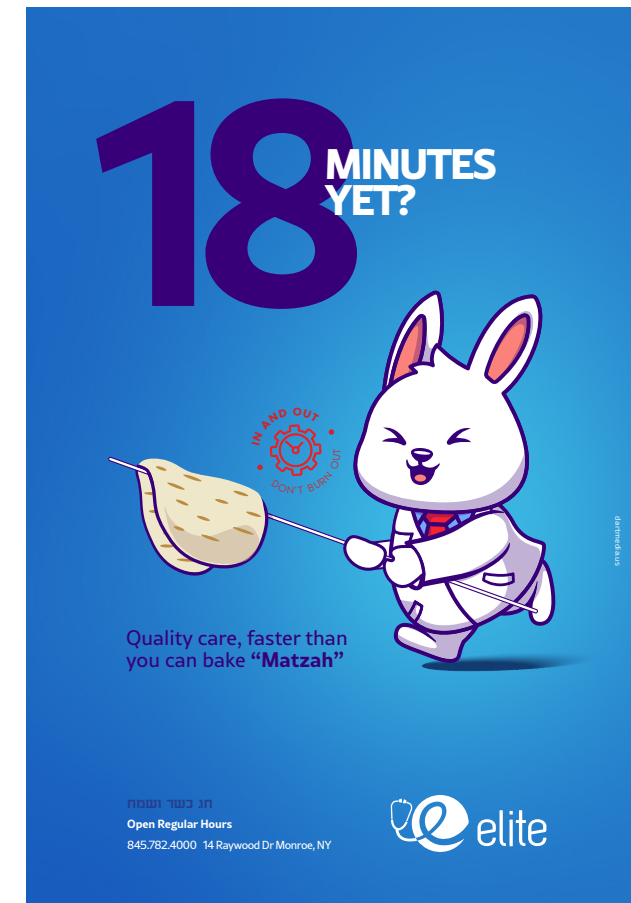
► What do you like most about the job?

That it involves so many different types of work, from branding, signs, ads, business cards, etc, so I gain so much experience and knowledge.

I feel like I still have so much more to learn and grow, the more I get to know this line i feel like i'm at the beginning stages, but the work that I give out and the wonderful team around me is what encourages me to keep climbing.

► What's your goal? Where do you see yourself in a year from now?

That I should be proud enough to self-approve my own projects.





Beri Oberlander

Account Manager



M. Jacobowitz

Account Manager



D. Guttman

Account Manager

איך פריי זיך אז כ'האב געברענגט די גרויסע פראיעקט פון סקווירא - אויפצובויען די נייע גרויסע ביהמ"ד וואס איז די גרעסטע ביהמ"ד אין ניו יארק - פאר 'דארט מידיע'.

זיי האבן מיט אזא פראפעסיאנאליטעט און געדולד געהאלפן אויף יעדע ריר צו אונזער הצלחה, זיי האבן אהערגעשטעלט אונזערע גרעסטע קאמפיינס וואס מיט זייער הילף איז שוין געשאפן געווארן איבער 50 מיליאן דאלער! דער אייבערשטער זאל העלפן ווייטער.

**הקמת הבית - בית המדרש
החדש דחסידי סקווירא**

Dealing with dart media was an amazing experience, from the concept of the branding, till actually completely finished the project, and everything in between, was a pleasure working with the dart team, thanks for the beautiful work.

Izzy Zeig - Cocoon

Dart is:
Professional,
timely,
Beautiful professional work,
Has a plan,
strategy,
geshmake people,

I would enjoy to spend time with them even without business...

**Rabbi Hertzka Glanz
CRC Kashrus**

זייט איך בין אריין געקומען ארבעטן ביי בית לפליטות, האב איך - דורך די בארימטע 'דארט מידיע' - באוויזן בס"ד ארויפצוברענגן בית לפליטות צו גאר א הויכע לעוויל, און דורך זיי איז באוואוסט געווארן פאר די גאנצע וועלט די פילצאליגע הייליגע פעולות פון די מוסד.

'דארט מידיע' האט זיך ארויסגעשטעלט דורך זייער קלארע מארקעטינג צו זיין אונזער וועג ווייזער צו קענען הייבן די פילצאליגע פעולות פון די מוסד און צו קענען דורכדעם העלפן נאך פילצאליגע 'ונגלעך און מיידלעך וואס האבן שוין לאנג ארויסגעקוקט צו קענען געניסן פון בית לפליטות.

שלום אלי' פעלבערבוים - בית לפליטות

With Dart while Putting down the phone, you can already check the email, fast, neat and creative!!!

**Chaim Mayer Markowitz
Bonei Olam**

From all our ads.... me and my colleagues can easily guess which one is a dart product!!!

Professional!! Targeted!! And rapidly serviced as Dart!

Pinchus Twersky - Bonei Olam

Dart is a team of professionals who delve into your goal and get it right the first time. Each and every time It's always a refreshing and new look, and they amaze the audience all the time. our experiences are very positive and would recommend them to everyone.

Dirshu - Lakewood office

They are a fantastic group of geniuses, Highly professional.

Their excellent staff and friendly service are outstanding.

Their work brings powerful results.

Waterways

איך וועל דיר זאגן זייער אפן מיין פראבלעם מיט 'דארט'. מיין פראבלעם מיט 'דארט' איז געווען, אז אפילו איך האב געוואוסט אז איך האב א גוטע פראדוקט, איך האב אנגעגרייט זייער זייער אסאך סחורה, טויזנטער פעקלעך נקי ציצית. אבער 'דארט' האט געמאכט אזא גוטע קאמפיין אז איך האב נישט געהאט גענוג פון די ערשטע מינוט. קאסטומערס האבן אפגעליידיגט די שעלווס, אין נאו-טיים איז ארויסגעפלויגן די גאנצע סחורה און איך האב נישט געקענט נאכקומען דער פארלאנג.

דאס איז מיין פראבלעם מיט 'דארט'...

אברהם ניסן ניימאן - בעסט עמברוידערי

The point is, that all the Times dart media is here for the client till the client is fully satisfied.

All the designers are always here for you and of course the account managers.

**Shaya Lebowitz
Family Magazine**

HAVING YOU IN MIND.

**Sruly
Walter**

COO - Dart Media



- ▶ **You started with Dart as a designer; how did you become COO?**

Shortly after I assumed the designer role, the Yiddish department was hiring a project manager. I took the position of partial manager and partial designer. Soon after that, I became swamped with massive campaigns and handled the clients more than design, helping the Yiddish department scale.

When the opportunity arose for a position in management as the COO, I rose to that occasion as well. And here I am.

- ▶ **How does it work together? A right-brain designer and a left-brain manager, all in one?**

I was a designer at my previous job, so I learned the trait. My management skills are in my genes,

**We are
an army
that is
fighting
for our
clients to
achieve
their
goals**

my inborn nature. That leads to the ultimate combination; I understand the challenges of creative people and relate to them.

► **Creative people are not always timely and not easy to rely on. As a company COO working to meet deadlines, how can creative people be managed?**

In my opinion, creative people are the most important part of the universe because they create the world's future. Everything we have today is only because creative people had a vision, and the implementers around them were there to develop that vision. I treat them with a lot of respect.

So you are right, they are not always on time, but when you work together with them to help them implement their ideas and creativity, instead of trying to fit them into your own box, you understand their thought process and the emotional attachment to their creativity, you can get what you need from them.

► **What is your biggest challenge as a manager?**

Not to transfer stress to my people. I focus on keeping my feelings in check and speaking to them relaxed and calm. When there are tight deadlines or negative feedback from a customer, I have to convey that message to the designer.

► **What is the most enjoyable part of your job?**

Life is colorful. The team's ups and downs, moods, and excitement make me feel alive.

But in reality, the best feeling about the job is when a client is happy, and our work brings the desired results.

► **How do you ensure client satisfaction?**

We are an army fighting for our clients, helping them achieve their goals. This is what is in front of our eyes all the time, the account managers at Dart know their role as the client's ambassador, working together towards our client's satisfaction and success.

► **Who is your best client?**

The clients that let us help them, usually we get very far with such clients. It's very simple, for Dart Media it's not a big challenge to break thru something in the world, we already helped sell out stadiums, items to be out of stock, we helped small organizations to become world renowned, yet when the customer comes with a goal and lets us come with a solution for the goal, we can get very far, but if someone wants everything to go his way, we do not have the possibility to use our expertise to help them reach the goal.

creative people are the most important part of the universe because they create the world's future. Everything we have today is only because creative people had a vision

T H R E E
G E N E R A L

Q'S

Q: What's the most important component of your role as a COO?

That production should run smoothly.

Q: What's your greatest strength?

To own responsibility and to handle a lot of stress... (don't push it...)

Q: Who is your best employee?

At Dart there are no employees, we are a team. All of us are extremely amazing BH!



to receive a hardcopy send your request to mindest@dartmedia.us