

MBNA ASPIRE TO SUCCESS AWARD ENTRY

Nov. 11, 2014

Submitted by:

Willis Granite Products, Granite, OK – Brenda Willis Hickerson, CM

1.) **Company - New Branding**

In the spring of this year, our company was planning to attend a Golden Age Expo in a neighboring town and needed something to hand out. We came up with a bookmark which begins with the statement, **“When it needs to be written in stone”**. This book mark has led us to a new branding of our company. This branding has now been used in our tv and radio commercials as well as our mailing campaign and business cards. We were trying to find something that tells what we do in one sentence without listing every product we produce and to help people discern that we are not a counter top company. We are sure this isn’t the first time a monument company has used this line, however, we felt it described our work and the importance of that work. Attached is a copy of the bookmark that we hand out at different events and at each of our offices. With the success of the bookmark, we changed our mail campaign to include a similar piece of literature

which is attached to this email. Attachments follow that show the different uses of the “bookmark” idea.

- Bookmark
- Banner ad on local news channel in Oklahoma City
- Mail campaign
- Plans to include “When it needs to be written in stone” on all advertising is underway.

2.) Grand opening of new sales office, Stillwater, OK

Over the last year we were also contemplating opening a sales office in Stillwater, Oklahoma. Our parents opened a monument company in Stillwater in 1946. In 1964, our family moved to Granite, Ok to work in the family monument company/quarry/processing plant. 50 years later, Sept. 26, 2014, we returned to Stillwater. (Our 5th generation of family will be managing the Stillwater store.) Joining the Stillwater Chamber of Commerce has given us some invaluable information and services to establish our business again after a 50 year absence. Over the years we have kept close ties to Oklahoma State University and the City of Stillwater, producing many of their historical landmarks. We have received a warm reception in Stillwater rekindling old acquaintances and meeting new friends. Attached you will find the publicity that was generated by our opening.

- Invitation to the grand opening
- Pictures from grand opening/open house
- Newspaper coverage
- Chamber of Commerce website coverage
- Photos of office

3.) TV ad campaign

2013 was a busy year. Willis Granite launched a new tv ad campaign which featured a commercial produced by Brian Rowley of Memorialists Media. We worked closely with Brian and Missy to achieve the right tone for the first commercial which is now airing across the state of Oklahoma on the CBS affiliate, Channel 9, out of Oklahoma City. The “quilt” commercial has been very effective in not only bringing new business in to our company but has also touched families that we have worked with over the years. So much so, they call and tell us when they see the new commercial and how much they like it. We are in the process of completing two more commercials with Memorialists Media. The second has been included in the attachments and will air before the end of the year. All three commercials have monuments that we created specifically for those commercials. We intend on placing those monuments on display as soon as production is completed. Another element that has been crucial, was hiring a marketing company, Marcum Media, to assist in placement of the advertisement and helping us evaluate what works best for our market.

Links follow:

- Quilt Commercial see link attached on email
- Homestead Commercial see link attached on email

4.) Use of Social Media

Facebook, Youtube and Pinterest have also entered our vocabulary this year. We have been fortunate enough that our IT company, Ultimate IT Guys, worked with us not only on our website but also helped in creating videos that highlight our historical work which we are placing on Facebook, Youtube and on our website. One example of this work is for Gould, Oklahoma. The video shows historical photos of this small Oklahoma town and ends with a view of the Gould School historical monument which was designed and produced by Willis Granite. We have not yet utilized the videos to their fullest potential, however, we plan on doing so in the near future. Our website now features a map locator for many of our historical projects across Oklahoma and Texas. Please log into www.willisgranite.com to view the Gould, Oklahoma video and others .

- Willis Granite website

- Gould, Oklahoma video

My apologies for not attaching the video, I cannot seem to get it in a form to email.

Homestead Video: <https://vimeo.com/111701875>

Quilt Video: <https://vimeo.com/111708885>

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WHEN
IT NEEDS
TO BE

WRITTEN
IN
STONE

WILLIS GRANITE



MONUMENTS

Altus 580-480-0836

Granite 580-535-2184

OKC 405-787-0444

Stillwater 405-372-2127

willisgranite.com



COX News9 NOW
Thu, Mar 27 10:23 AM

OKLAHOMA CITY

Temp:46°

H:51° L:51°



WHEN
IT NEEDS
TO BE

WRITTEN
IN
STONE



MONUMENTS

39th & MacArthur
willisgranite.com



WHEN IT NEEDS TO BE WRITTEN IN STONE

The Willis Granite Family design and handcraft outstanding granite memorials, civic historicals, veterans memorials, signs and awards.

If you would like more information on our products, please visit or call one of our showrooms listed below, or visit our website at **www.willisgranite.com**.

WILLIS GRANITE PRODUCTS

**P. O. Box 727 * 900 Quarry Dr.
Granite, OK 73547**

800-522-0119 or 580-535-2184

WILLIS GRANITE OF ALTUS

213 N. Main

Altus, OK 73521

888-872-0119 or 580-480-0836

WILLIS GRANITE OF OKLAHOMA CITY

3864 N. MacArthur Blvd.

Warr Acres, OK 73122

405-787-0444

WILLIS GRANITE OF STILLWATER

302 E. 6th Ave.

Stillwater, OK 74074

405-372-2127

If office hours are not convenient for you, after hours appointments are available.

Coming Home to our Cowboy Roots!

Stillwater Office
1945-64



Stillwater Office Sept. 2014



The Willis Family
would like to invite you
to celebrate our homecoming.
Our family owned company
is now in its 5th generation.

Willis Granite Products, Inc.
is now located at
302 East 6th Ave.
Stillwater, Oklahoma.

Friday Sept. 26, 2014
Ribbon Cutting Ceremony 11:30
Open House 11:30 to 4:00

We have been honored to be a
part of Stillwater's history,
and look forward to working
with you in the future.

Hope to see you there.







RIBBON CUTTING – WILLIS GRANITE PRODUCTS



DAKOTA BALLARD

The Stillwater Chamber of Commerce hosted a ribbon cutting for Willis Granite Products, 302 E. Sixth Ave. Willis Granite is a fifth generation monument company that has come back to Stillwater. At the ribbon cutting ceremony, Megan Bilyeu cut the ribbon for Willis Granite surrounded by supporters, including Stillwater Chamber of Commerce President and CEO Lisa Navrkal and Vice President of Business Development Juliet Abdeljawad.



Stillwater Honda Cars is Northern Oklahoma's finest Honda dealership. They offer incredible deals, quick service and a well-trained, knowledgeable staff to answer all of your questions. Stillwater Honda Cars is also easy to access from Enid, Ponca City, Guthrie and Cushing. Visit today to test drive a new Honda or look at their selection of quality used vehicles.

Ben Patnode
4300 West 6th Avenue
Stillwater, OK 74074
(405) 377-7766



Inspired by the the wonderful and mysterious world of the man himself, Gatsby: A Modern Day Speakeasy is Stillwater's newest wine bar and cocktail lounge. Bringing a taste of the 1920s to the present, Gatsby wants to be your exclusive party place.

Rob Woods
1415 South Western Road
Stillwater, OK 74074
(405) 624-0163



Willis Granite is a 5th generation monument company that has come back to Stillwater. Whether you need a small office plaque to honor a colleague, a granite cemetery marker, a family memorial, mausoleum, veteran's memorial or a historical marker to denote an event in history, Willis Granite is here to assist you from concept to finished memorial.

Willis Granite Products

"When it needs to be written in stone"

**Home
Again in
Stillwater**



www.willisgranite.com

...And Where We Began

GRANITE MONUMENTS & MEMORIALS

- GRANITE CEMETERY MARKERS
- GRANITE PLAQUES
- MAUSOLEUMS
- VETERAN'S MEMORIALS
- FAMILY MEMORIALS
- HISTORICAL MARKERS

***"THE WILLIS FAMILY AND STAFF HAVE BEEN DESIGNING AND
STONE CUTTING AWARD-WINNING PIECES FOR FOUR GENERATIONS!"***

302 E. 6TH AVE. • 405-372-2127 • OPEN M-F 9-5

MONUMENTS HISTORICALS AWARDS SIGNS



MONUMENTS
HISTORICALS
AWARDS
SIGNS









WILLIS GRANITE PRODUCTS



WILLIS GRANITE



*Stillwater
Showroom*

TOMMY L. BROWN

302 East 6th Avenue * Stillwater, OK 74074

405-372-2127 tommy@willisgranite.com

www.willisgranite.com

"WHEN IT NEEDS TO BE WRITTEN IN STONE"