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WOMEN IN BUSINESS

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# Eclipse Marketing Services, Inc.

## Giving Cable TV and Entertainment Companies a Competitive Edge

Technologies that produced digital cable, video-on-demand, interactive TV and guides, DVRs, HDTV service, high-speed Internet and phone have birthed a new generation of American consumers. "Today's consumers are much more demanding than their predecessors. They expect increased speed of access, more choice, convenience and control," explains Margaret M. Boller, president and founder of Morristown-based Eclipse Marketing Services, Inc.

As technologies continue to converge, the competition among cable TV, satellite, telcos and new, innovative online video services is becoming fierce. "Consumers are likely to be confused by all their options for watching TV, home entertainment and staying connected. In the current economic environment, they also want to get the most value. Motivating people to change their purchase behavior is tricky, and creating loyalty is challenging. That's where Eclipse comes in," says Boller, a 33-year veteran in the industry.

**“Education motivates usage. Usage creates value. Value creates subscriber loyalty. It's pretty simple.”**

Boller founded Eclipse in 1992 to help cable TV and entertainment companies launch services and acquire and retain customers. Eclipse provides turnkey direct marketing solutions for both general market and Hispanic initiatives. "Our core strength is in developing direct mail programs from concept through delivery that are innovative, on target, cost-effective and that get results," says Boller.



Eclipse facilitates partnerships with three types of clients — cable TV companies, Hollywood studios and programming networks. All groups benefit from partner tie-ins and co-op advertising, consolidated print economies and creative execution.

"Our approach is to develop strategic, competitive copy and attention-grabbing creative that will cut through the clutter," says Boller. "Direct mail is a strong component in the marketing mix of any campaign, but we also develop Web-based

solutions and other print tactics. We craft copy that educates and engages readers and encourages them to buy the service. Education motivates usage. Usage creates value. Value creates subscriber loyalty. It's pretty simple."

### Industry and direct marketing expertise

Over 50% of the Eclipse team has worked in cable between 5 and 30+ years. Past the learning curve, they deliver concepts on target and faster than most agencies. Boller and her staff share an entrepreneurial mindset, an uncanny ability to come up with innovative ideas, and unsurpassed expertise in logistics. As a result, Eclipse virtually functions as "outsourced" extensions of its clients' own marketing departments. Even the most complicated direct mail programs become hassle-free.

A minority-owned business, Eclipse works with all of the major cable companies both nationally and locally, including Comcast, Time Warner Cable, Cox Communications, Charter Communications, Cablevision and Bright House Networks. Answering a rising need, Eclipse launched its Hispanic Marketing Division in July 2009, helping clients competitively market to this lucrative yet complex audience through conventional tactics as well as with a unique quarterly bi-lingual magazine, *Nexos Latinos™*. The magazine demonstrates how Latinos can connect to their passions through cable TV services. In its first year, the division won eight awards for its Hispanic-focused work.

"Changes in technology, demographics and the economy are nothing new to us," concludes Boller. "We have helped our clients battle the competitive storms in the past and look forward to the challenges ahead."



Margaret M. Boller, founder, Eclipse Marketing Services, Inc.



#### AWARD-WINNING COMPANY!

- CableFAX Best of the Web/FAXIE Award, 2010
- 2010 NAMIC Excellence in Multicultural Marketing Award (EMMA)
- Eight CTAM Mark Awards, 1993 - 2010
- Six JASPER Awards, 2009
- Two Davey Awards - International Academy of the Visual Arts, 2009
- Two Honorable Mentions - Creativity International Awards, 2009
- Heartbeat of America Award, 2008
- Art Directors Club of New Jersey Certificate of Excellence, 2006



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