

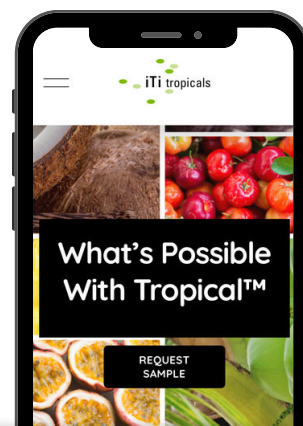
Princeton Partners (PPI) is a full-service, brand-focused, performance advertising and marketing agency that accelerates the growth of companies and brands.

ITI TROPICALS: BRAND DIFFERENTIATION

Challenge: iTi Tropicals, a B2B supplier of tropical fruit ingredients, struggled to stand out in a commoditized market.

Solution: We developed a bold new brand platform and creative identity that repositioned iTi as a leading category innovator.

Result: A 40% increase in qualified lead engagement, a 30% increase in trade show recall—and a sales pipeline that began converting faster and more consistently.



PEAPACK-GLADSTONE BANK: BUILDING BRAND EQUITY

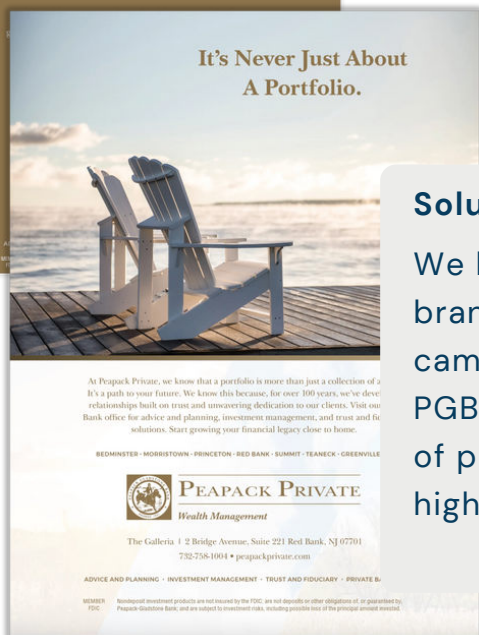
Challenge: This regional bank needed to elevate its brand to compete with national players and attract high-net-worth clients.

Solution

We launched a strategic brand refresh and digital campaign that redefined PGB through its history of private banking and high-touch approach.

Result

Double-digit asset growth year over year since 2014, and market share gains from 3 of the Big 5 banks.



NJ DEPARTMENT OF HEALTH: CUSTOMER ACQUISITION

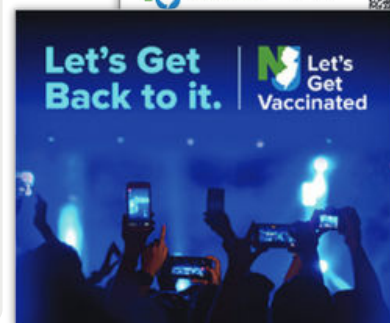
Challenge: New Jersey needed to drive COVID-19 vaccination across its diverse population amid hesitancy and misinformation.

Solution

We created over 150 culturally relevant videos and a statewide, microtargeted campaign that utilized trusted voices and audience-specific messaging.

Result

Vaccination rates surged—70% of eligible residents vaccinated 12 days ahead of target, with “I’ll get it ASAP” sentiment rising from 50% to 80%.



NJR HOME SERVICES: MARKET PENETRATION

What's Missing In Your Home?

FREE FURNACE



Free FURNACE Fest!

Challenge: NJR needed to grow market share in a competitive home services category.

Solution

We built a predictive model and targeted top-performing audience segments across digital, email, video, and direct mail.

Result

A 28% increase in new customer acquisition, and a 40% lift in cross-sell conversions within one seasonal cycle.

RIDER UNIVERSITY: INCREASING ROI

Challenge: Facing enrollment headwinds, Rider University needed to improve marketing performance and applicant yield.

Solution: We deployed CRM-powered, cross-channel campaigns informed by behavioral data and AI-driven segmentation.

Result: 11,762 conversions, a 25% increase in applications, and a 75% reduction in cost per lead for Open House events.

