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## IN THE NEWS



### 2009 COUNSELOR MAGAZINE HOT LIST

**We knew Freestyle Marketing was hot, but our industry honored us this month by placing us at the top of The 2009 HOT LIST!**

What's Hot in 2009? Companies who are shaking up the market with new and innovative approaches to marketing. Hot is growing a company when others are begging for flatter-than-flat results. It's using social networking and other technologies to expand your business. It's networking until the wee hours at trade shows just so everybody – absolutely, everybody – can see your face.

It's creating a new spin on product that hasn't been done before... and will probably never be able to be replicated. It's launching a new product that quickly sells millions of units.

Very simply, it's taking the market by storm and never looking back. That's exactly what the people and the companies on Counselor Magazine's Hot List are doing.

Check out the owner of Freestyle Marketing, leading us all with her vision of a future that's on fire!

HOT PEOPLE

# LIST

### *The Free Spirit*

**CARYN STOLL**

**Freestyle Marketing (asi/198342)**

Some people do their brainstorming in an executive boardroom. Not Caryn Stoll: She takes her serious musings to the ski slopes. An avid freestyle skier, Stoll travels the world to gain her unique perspective on product design and merchandise, and relishes bringing new ideas to Freestyle's clients. One recent example: When Stoll's client, Converse, was launching a new division of a well-known brand, Stoll looked for promotional products that capitalized on the launch's theme, which was normal things done in unusual ways. She sourced a four-lens camera, branded it with the client's logo and packaged it with a catalog of images of the client's branding shot. The result: Converse's customers got to see an ordinary Converse product in an extraordinary way.

