



## CAPABILITIES

**Corporate Identity** ► Developing the unique, memorable and constant “personality” of your business. Ensuring the corporate mission and vision are expressed to customers, employees, vendors, and the media through every communication vehicle. **Examples:** Naming your company. Creating a logo, slogan, or corporate graphics standards program.

**Product Branding** ► Developing the unique, memorable and constant “personality” of a product or service. **Examples:** Naming your product or service. Fine-tuning your product or service to meet customer expectations or changes in the market. Creating a logo, slogan, jingle or other promotional instrument. Re-branding—Complete or partial revamping of a product, its presentation or packaging and/or its logo.

**Identity Programs** ► Flowing the branding/identity throughout every means of communication to grow, sustain and protect the brand. **Examples:** Corporate signage, business cards, brochures and other promotional printing, letterhead and other corporate stationery, web sites, retail packaging, retail concept development, menus, sales presentation branding, trade show booths.

**Marketing Plan** ► A systematic plan for increasing awareness, traffic, leads or sales. Can include market research, evaluation of the current market position, specific strategies and detailed tactical plans. **Examples:** A plan to launch a new business, product or service. A customer loyalty program. An optimally functioning sales/marketing driven website. A sampling program. Trade show presence. Referral & rewards programs.

**Advertising Campaigns** ► A plan to get a specific message about the product, service or business to a specified audience, by purchasing one or more media frequently used by that audience, and conveying a message tailored to that audience. **Examples:** Direct mail, radio or television, billboard or other outdoor campaigns, newspaper or other print media, web or other interactive media.

**Communication Campaigns** ► A plan to communicate a specific message about the business, product, service, idea, to a specific audience using non purchased methods. **Examples:** press releases, media interviews, guest appearances, lectures, e-mail blasts, e-zines, publicity tactics.

**Content/messaging** ► Written content from the promotional to the technical, which achieves the aims of a marketing, advertising, or communications campaign while reinforcing corporate identity and the product or service brand. **Examples:** Annual reports, monthly newsletters, sales letters, web content, advertising copy, seminar presentations, press releases, product brochures, catalogs, handbooks.

**Promotional Materials** ► All kinds of materials used to market or sell a product or service or to enhance the image of a business. **Examples:** Flyers, catalogs or booklets, brochures, POP displays and materials, door hangers.

**Corporate Communications Materials** ► All kinds of materials used to express the corporate mission, vision, goals or philosophy, or to enhance corporate identity or awareness. **Examples:** Annual report, employee handbook, press release “boilerplate”, About Us web page.

**Trade Show & Special Event Production** ► Managing every aspect of trade show or special event production to maximize the opportunity to communicate, promote and reinforce corporate identity and product/service branding. **Examples:** Designing and producing a trade show booth, collateral, and giveaways and preparing speeches. Private functions. Product launches. Facility tours. Festival participation.

**Sponsorship Development** ► The process of identifying, designing and negotiating a beneficial relationship and agreement between one or more of the following entities for promotional purposes: a product, a service, a company, a celebrity, a media outlet, an event, a place or venue. **Examples:** A product sponsors an event. A company sponsors city banners. A celebrity sponsors a charitable event. A media outlet sponsors a venue. A supplier sponsors a communications campaign.

**Customer Retention** ► A program to keep customers satisfied, and to retain satisfied customers, knowing that the return on investment in an existing customer relationship is almost always higher than the cost of obtaining new customers. **Examples:** Customer loyalty programs, customer experience management, focus groups or other customer feedback, added value programs.

**Retail Consulting** ► Any number of services designed to help the merchant enhance the customer experience and/or maximize traffic and sales in one or more specific locations of a retail store, restaurant, or retail-type service. **Examples:** Customer service training, back-of-house or front-of-house workflow. Storefront design or re-design, sales floor layout, store or restaurant interior facelift, store concept development and merchandising including seasonal remerchandising. Customer comfort and safety. In-store events and promotions. Launch of new locations.

## BENEFITS

**Increased sales, traffic or leads. Enhanced reputation and visibility. Market knowledge you can use. Pro-active and methodical cultivation of market share. Have all of the benefits of an in-house marketing department without the overhead. Work with a team who respects your time and your budget. Get it right the first time!**