



Genuingenuity

As a full-service marketing & advertising agency, we like to think of ourselves as an extension of your business. We're here to help provide you with our knowledge, skills, relationships, & expertise – our genuine ingenuity. Or as we like to simply call it – “Genuingenuity”. We can function in an ancillary capacity by supporting your team or we can take charge and lead an initiative through the stages of planning, development & implementation. Regardless of our role, we're ultimately here to extend the reach of your business, ensuring future growth and success.

Marketing & Advertising



Brand & Identity

"The Internet is a cesspool" said one Google executive. The only thing that truly separates one business from another is the brand. And the brand extends well beyond the name, and the logo. It is the representation of your business in all its various forms. From your goods & services to your corporate culture, your brand is always on display. So let us provide you with the unique perspective and successful branding services that will allow your business to flourish. In the process, we will learn a few things from you, and hopefully you will learn a few things from us. We need to work together to achieve results, and over time, we will become one of the most valuable and stable assets of your business.

- Brand Development
- Brand Management
- Brand Experience
- Brand Interactivity

Online & Email

Adaptive Easel will identify best-value opportunities for your business or organization to gain online exposure. We will present options, and make recommendations to add listings & advertisements with local & industry-based online media & directories that maximize visibility & return in the online market. Our applications cut through the clutter of web sites and mass emails by adhering to industry best standards, personalizing messages, building high quality designs, and using creative strategies to entice your audience to not only read your email, but act on it. Specifically targeted online and email marketing, directed towards people who want to receive your information, makes it easy to see the difference between you and your competitors, and the difference between spam and effective email marketing.

- Integrated Online Strategies
- Targeted Banner Advertising
- Interactive Features
- Cross-Promotion Marketing

Print Design

Communicate in print. Most people like to read, and everyone enjoys a pretty picture. The main thing here is brand and message consistency. Multi-channel marketing is most effective when content and images create a chain of ideas centered around the primary product or message. Essentially, you are trying to store data in your consumer's short- and long-term memory that is easy to reference, benefit-driven, and associated with their behavior. Print is the most difficult medium to work with. We encourage timeless content for high end sales packages, just in time inventory/printing for sales and promotional sheets, content and photo databases for print advertising, fresh ideas to interact with the print piece, and a lot of faith in your printing partners. We've worked with a lot of them, and have our favorites for different types of print jobs.

- Standard & Custom Signage
- Large Format Banners
- Event Collateral
- Trade Show Presence

Outdoor Ads

If your product or service caters to specific demographics, outdoor and mobile can be a powerful marketing and advertising vehicle to promote your brand and product or service lines. Adaptive Easel can help identify unique opportunities in the areas you are targeting, and will design and develop all outdoor and mobile advertising to create impact and awareness. The number of digital outdoor and mobile options is increasing every day, especially in larger markets. Your message can be more dynamic, engaging and personalized to each audience. A great example of the added value you can achieve from digital outdoor and mobile technologies include the ability to change your message based on the location of the media.

- Bus, Train, Transit Media
- Custom Vehicle Wraps
- Digital Billboards
- Mobile Kiosks

It's about combining our team with your team, and achieving results through many facets of your business. And yes, many times, that usually involves building a website, getting listed on search engines, and creating marketing & advertising materials, so we will integrate those into the dynamic package which we will call your marketing mix.