

## Print Design **Advertising**

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.

We can design an endless package of print materials and ads, but more importantly we can integrate them seamlessly into your multi-channel marketing mix and generate measureable results.

- Brand Name & Ideation
- Logo & Identity Design
- Brand & Product Development
- Print & Interactive Collateral
- Bus, Train & Transit Media
- Custom Vehicle Wraps
- Mobile Kiosks
- Street Marketing

## Integrated **Marketing Communications**

Integrated marketing, integrated brand, integrated web, integrated business. There are unlimited variables to the marketing mix, and each is becoming more connected with sales, CRM, and business operations, both online and offline. Just having a website, a company brochure, and a few print ads doesn't drive business. You need to interact with your customers, respond to their interests, and reach them when and how they want to be reached. It's difficult for any business to balance the workload – managing customers and relationships, attracting new business, streamlining business and communication processes, developing new products and services, integrating new technologies.

- Message & Storyboards
- Audio & Video Production
- Target Market Identification
- Formatting & Output
- Digital Radio & Interactive
- Program & Event Sponsorship
- National, Regional & Local
- Script & Creative Writing

We'll help you build a dynamic program that addresses goals and objectives in phases, and provide ongoing services, resources and support for long term growth management through every marketing channel and communication process to your bottom line.