



capabilities



STRATEGY

Strategic planning
Marketing planning
Media planning

RESEARCH

Focus groups
Telephone surveys
Executive interviews
Staff surveys
Online surveys
Mail surveys
Demographic studies
Branch studies
Database marketing
List development
Usability testing

CREATIVE SERVICES

Campaign development
Direct mail programs
Outdoor advertising
Video/LCD designs
Publication design
Vehicle graphics
Point of sale
Print ads

INTERACTIVE/WEB

Website design
Website analytics
Search optimization
Banner ad designs
eMail Marketing
Product sites
Social network marketing
Search marketing

BRAND

Design
Naming
Brand identity
Brand assessment
Brand architecture
Logo development
Positioning statement
Brand experience
Style guide