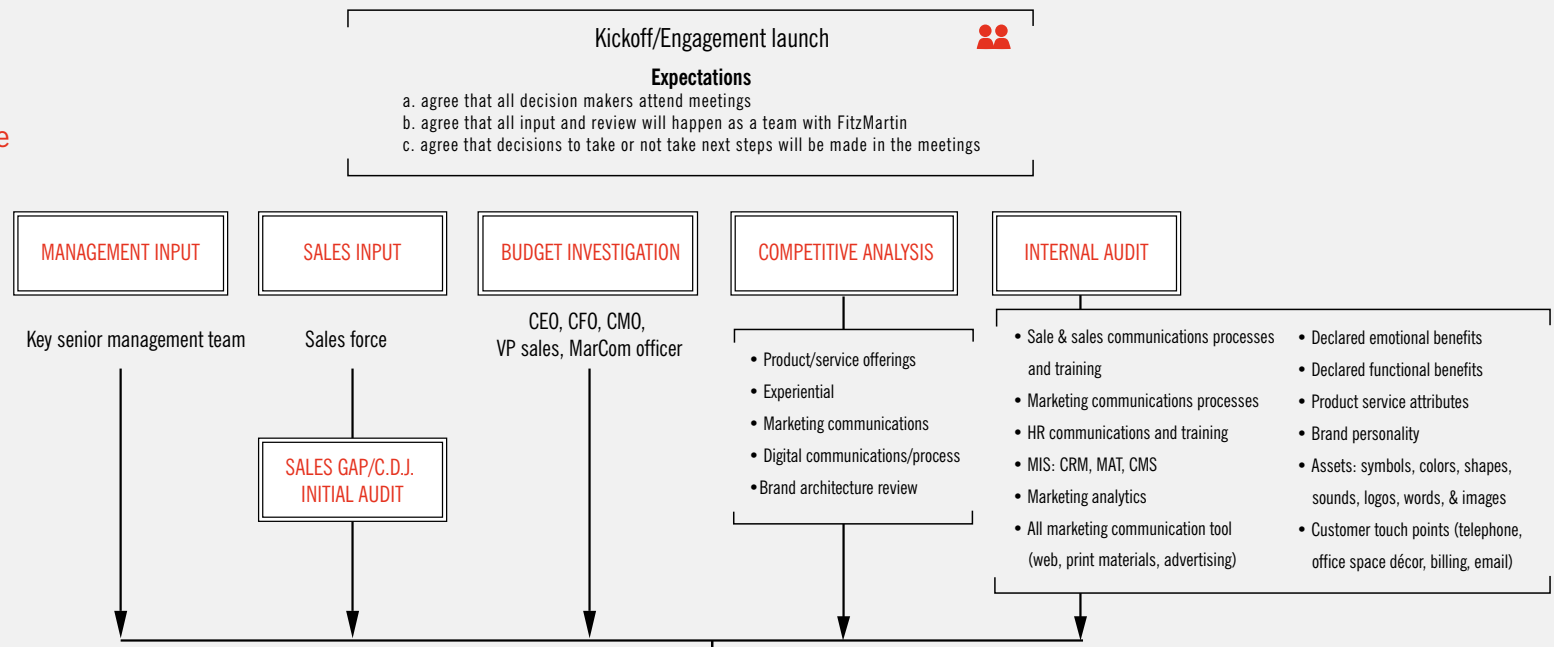


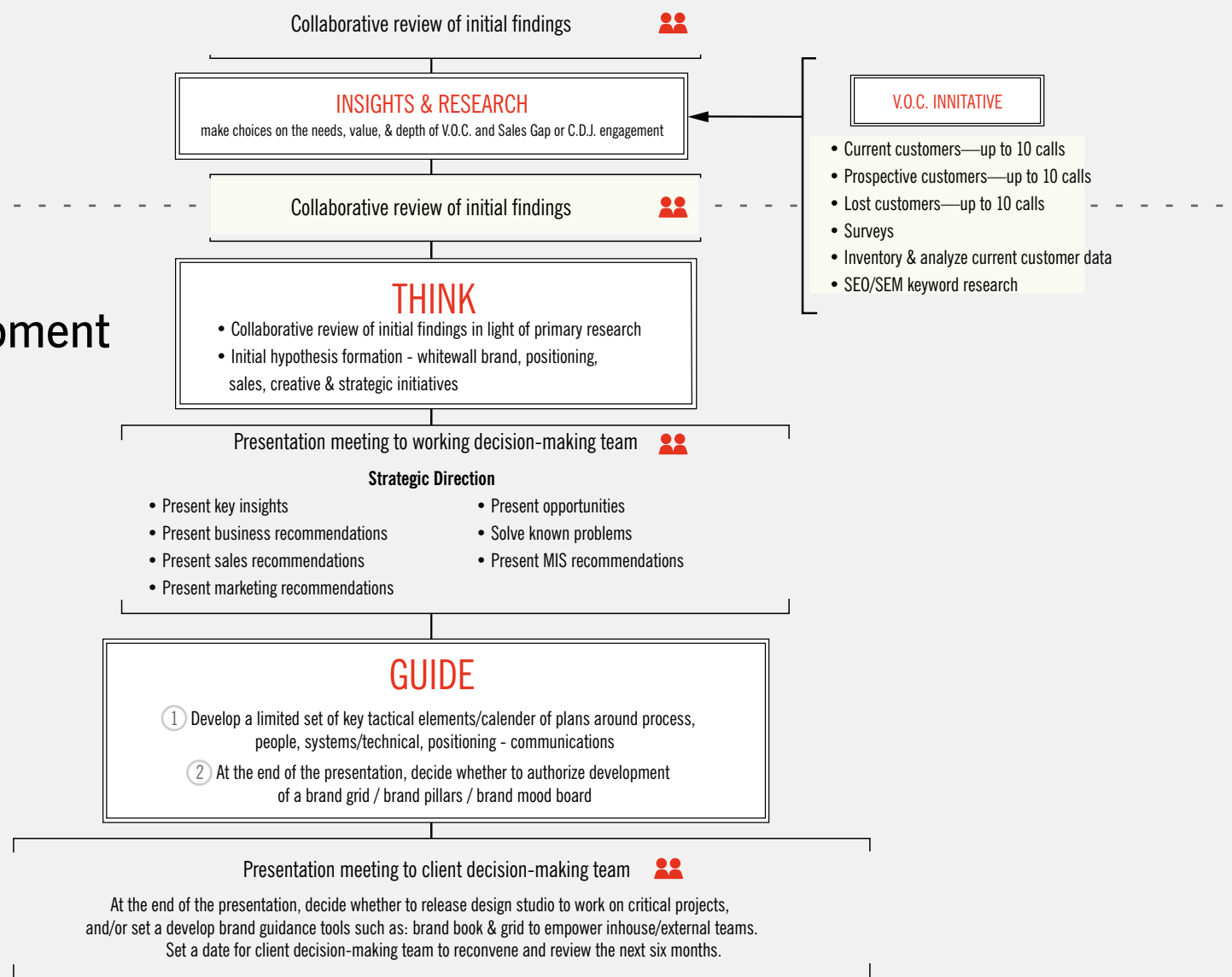
1 intelligence gathering & analysis

Strategic Planner
Digital Director
Creative Director
Account Executive



2 diagnostic review & strategy development

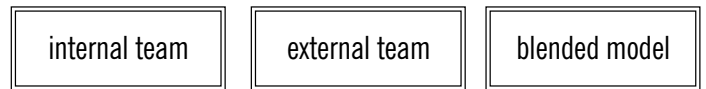
Strategic Planner
Digital Director
Creative Director
Account Executive



DESIGN STUDIO

3 tactical design & creative implementation

Account Executive, Art Director & Digital Director



TOOLS

<p>Creative Direction Present brand pillars Present brand mood Creative Work Plan Digital/inbound direction</p> <p>Internal Brand Communications Brand rollout event planning Recruiting tools Employee newsletters and manuals Orientation kits Motivational posters Intranet planning and design Internal microsite design</p>	<p>Collateral Systems Image brochures Capabilities brochures Product/services sales sheets/brochures</p> <p>Branding Logo and ID systems Stationery Standards manuals Brand guidelines Environmental customer experience design</p> <p>Sales Programs Lead generation campaigns Influencer communications</p>	<p>Customer experience maps Direct mail campaigns Dimensional sales programs Thought leadership programs Targeted giveaways Lead nurturing campaigns Tech integrations MAT/CMS/CRM</p> <p>Digital Tools Website design/development Website analysis and consulting Search engine marketing UI/UX Digital & data analysis Mobile/responsive design Content creation</p>	<p>Inbound marketing Social media management & marketing</p> <p>Advertising Print advertising Broadcast advertising Track media design and placement Merchandising Point-of-sale advertising Digital advertising: • Search • Display • Social • Video • Remarketing • Programmatic</p>	<p>Tradeshaw Programs Tradeshaw exhibits Tradeshaw traffic-building communications/events Post-show follow-up programs</p> <p>Presentations Sales presentations PowerPoint presentations Multimedia presentations Video presentations</p> <p>Public Relations Media kit development Editorial tours Speech writing Press release</p>	<p>development/distribution Event marketing Digital PR</p> <p>Investor Communications Annual reports Quarterly reports/fact sheets Related web pages</p> <p>Customer Advocacy Programs Invitations and announcements Christmas, Thanksgiving and New Year's cards High value customer programs Referral reward programs</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

