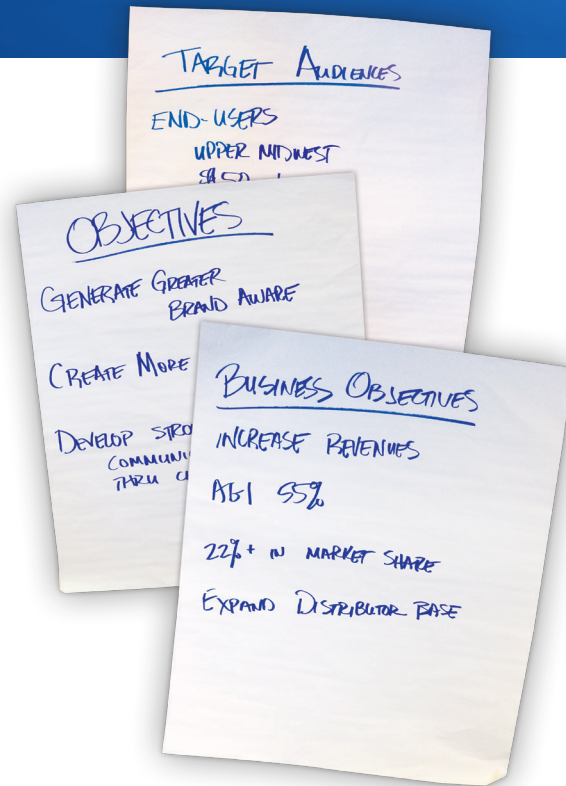


VOICE PROGRAM



Whether marketing one brand or a family of brands, creating a clear, consistent, memorable message is critical. That's why we've created "VOICE" – a 3-step program designed to establish a consistent direction for the creative development of your marketing materials that will help you build a better brand.



1

Step One: Discovery

Our team meets with yours to ask all of those critical questions that will enable us to get a handle on your business as it is today and where you want it to go in the future.

2

Step Two: Direction

One week after Discovery, we present a Creative Direction Sheet summarizing what we heard from you during our time together, and what we learned from speaking with customers. This lays the groundwork for the last step: creative.

3

Step Three: Creative

Using six tactics, we create three distinct campaign concepts. The selected direction serves as the creative roadmap for your company's marketing materials.

Let's get started on building a better brand for your company. Give us a call.