

Step 1

BRAND & CORPORATE IDENTITY

NAME & POSITIONING

LOGO

STATIONERY

GUIDELINES

STORY

- Copywriting
- Content Development

IMAGERY

- Photography
- Image Sourcing

SIGNAGE

- Shop Fronts
- Vehicle Wraps

Step 2

SALES & MARKETING TOOLS

PACKAGING

- Product
- Point of Sale

PRINT COLLATERAL

- Posters
- Brochures
- Flyers
- Annual Reports
- Folder

MULTIMEDIA

- Presentation
- Corporate Video / DVD

ONLINE

- Website
- Content Management System
- E-commerce
- (SEO) Search Engine Optimisation
- Domains & Hosting
- Blogs
- Online PDF Flash Catalogues

Step 3

STRATEGY

DIRECT MARKETING

- Direct Mail
- Email Marketing
- SMS Marketing
- Promotional

EVENTS

- Exhibitions
- Trade
- Product & Service Launch

ADVERTISING

- Print
- Radio
- Outdoor
- TV
- Online