



### **Creative**

We believe creativity is critical to success. Creativity is the core of great advertising. It is the BIG IDEA everyone talks about. Great creative ideas can breath life into an advertising campaign. Great ideas, and Great products are what makes advertising a success. Let us help you differentiate your brand from your competitor's brand. The difference can be breath taking.

**Services: Corporate Identity, Design, Copy Writing, Print, Radio. T.V**

### **Relationship Marketing**

Create a two way communication with your customer, and the results will be dramatic. Relationship marketing goes far beyond direct mail. Your relationship marketing campaign needs to be individualized to fit your customers needs. Let us help you build a long lasting relationship with the Ethnic market.

**Services: Direct Mail, Email Marketing, Database Management**

### **Market Research**

The starting point of any Advertising campaign. This is the time you really get to know your customer. If you don't know your customer, you risks the chance of alienating them. Remember two things. 1) Great execution does not happen by chance, and 2) Nothing beats a well thought out plan.

**Services: Product Testing, Focus Groups, Package Design**

### **Event Marketing/Promotions**

Nothing is as exhilarating or has more impact as a dynamic sporting event, unless it's a drop to your knees, belly bursting comedy event. I know, what about the WOW effect of live advertising? A movie screening perhaps? No matter, we can get it done.

### **Internet**

Effective and cost effective, the web is a great way to reach the Ethnic market. We can help you create a web presence.

**Services: Website Creation, Website Conception, Site Maintenance and Management, Banner Advertisement, E-Newsletters, RSS Feeds and Podcasting**

### **Media Placement**

To effectively harness the power of the Ethnic market, you must exploit all of your media options. From Radio, T.V., Display Ads, Internet ads, or Freestanding Inserts; We can help you achieve your goals. We believe media placement is the backbone to any marketing plan.

**Services: Media Buying, Media Placement**

## Multicultural

As the influence, relevance and spending power of ethnic communities continue to grow, more and more companies are seeking help to access these groups. We know that successful ethnic marketing begins with a clear, compassionate and comprehensive understanding of your audience. We will help you to:

- ❖ Strategically bridge cultural gaps
- ❖ create win-win opportunities building branding opportunities and community relations among the culture
- ❖ help you reach your audience by creating alliances with key influencers
- ❖ discover beneficial consumer subcategories within your community of interest

Genuine. Proven. Visionary. Our experts have a profound understanding of diverse markets. We have a strong personal and professional presence in the African-American, Asian, Hispanic and other ethnic communities you need to reach. Whether it's an annual local event or a high profile campaign, we produce results.

## African-Americans

As the influence and spending power of African-Americans continue to grow, more and more companies are seeking help to access this important market sector. Successful ethnic marketing begins with a translucent, considerate and complete understanding of your targeted market.

We will help you to:

- ❖ Strategically bridge cultural gaps
- ❖ create win-win opportunities building branding opportunities and community relations among the culture
- ❖ help you reach your audience by creating alliances with key influencers
- ❖ discover beneficial consumer subcategories within your community of interest

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## Hispanic Market

The Hispanic community is a huge market and continues growing. We know how to reach this increasingly significant market. We will help you build your brand, create loyal customers among Hispanics and reach core business goals. We will help you to:

- ❖ Strategically bridge cultural gaps

- ❖ create win-win opportunities building community relations and branding opportunities
- ❖ help you reach your audience by creating alliances with key influencers
- ❖ discover beneficial consumer subcategories within your community of interest

Whether an annual local event or a high-profile campaign, our bilingual and bicultural communications professionals will create a targeted approach that will produce results.