

Corporate ID

Every business, no matter how small, will benefit from high quality corporate collateral, including the ever-so-influential first impression business card. Yours needs to stand out, but not necessarily by being flashy, but by accurately presenting your company's brand image and identity. Everything you write on should be branded from professional letterhead to a nice email signature. And everything you send out should be something you are proud of, not to mention have a real impact. While the old tri-fold brochure can still be effective if designed correctly, there are tons of more tailored options that will present your message exactly the way it needs to be presented. And we'll help you cut costs by employing solutions that include in-house printing for timely inserts, proposals and company forms. Your ID is all that defines who you are.

- Letterhead & Envelopes
- Business Cards
- Brochures & Booklets
- Folders & Folder Systems

Sales Packages

There are still a few people in this world that do business over a smile and a handshake. Most everyone else needs a lot more than that. From interactive web sites, online demos and presentations, to sales folders and elaborate booklets & catalogs, every business has its unique process and demanding consumers. What does it do for your customers & what does it do for you? You can offer much more to your clients than bits of information and a few pretty pictures. We'll help you determine what your sales presentation should say, what it should look like, how it should communicate, and what it accomplishes in the process. You want your sales package to support your entire message and pitch. And if we do things right, and present everything in a way that makes even your most demanding consumers happy, then you can focus more on perfecting your smile and handshake.

- Product Catalogs
- Product Packaging & Inserts
- Publication Design & Production
- Sales & Service Forms

Marketing Collateral

Being able to update, segment, customize, and personalize your sales, marketing, PR, customer service & support messaging will give you a whole new outlook on managing communication. And you can do this both online and offline relatively easy. The key is in designing an effective process that is realistic and provides the best cost-benefit value proposition. Each communication should have its own unique design and message, but always be consistent with your overall brand identity and core benefit proposal that will yield the most profitable position in the market. From Annual Reports to Trade Show handouts to targeted direct mail campaigns to promotional coupons to timely price sheets and inventory reports, AdEasel can help you produce and manage an arsenal of marketing materials and resources that will provide both short- and long-term value.

- Marketing Inserts
- Promotional Handouts
- Direct Mail Campaigns
- Annual & Quarterly Reports

And always keep in mind, not everything needs to be printed. That's what makes the web and email so valuable, convenient, and environmentally responsible.