

Outdoor Marketing

The number of digital outdoor and mobile options is increasing every day, especially in larger markets. Your message can be more dynamic, engaging and personalized to each audience. A great example of the added value you can achieve from digital outdoor and mobile technologies include the ability to change your message based on the location of the media, so when your digital bus advertisement crosses over from a primarily English speaking population to a Spanish speaking population, your message can change automatically. Additional applications include GPS-based advertising to promote a special at the nearest location on smart phones and mobile devices.

- Standard & Custom Signage
- Large Format Banners
- Digital Billboards
- Trade Show Presence

Mobile Marketing

Adaptive Email Marketing is the most cost-effective marketing tactics that can be implemented by both SMBs and corporations alike. Specifically, search marketing and opt-in email programs allow companies to communicate directly with customers, partners, and consumers interested in receiving updates and information about your products and services. Our applications will deliver HTML, text-based and rich-media based email messages and campaigns. We will help you develop, manage and categorize your lists to send segmented and customized messages to 100 or 1,000,000 contacts.

- Bus, Train & Transit Media
- Custom Vehicle Wraps
- Mobile Kiosks
- Street Marketing

TV Marketing

We're a visual culture and it's clear that TV is very effective when it comes to delivering a message and has proven to move products in good and bad economic times. With a well crafted message and strategy, mass exposure to your brand's products and services will no longer be a goal but a reality. But first, your business will most likely need some help when it comes to the development of your TV campaign strategy. We can provide you with the creative resources and guidance to create and implement an ad or series of ads that best represent your brand. This, in combination with the rest of your marketing mix, has all the potential to considerably boost your brand visibility and your bottom line.

- Message & Storyboards
- Audio & Video Production
- Target Market Identification
- Formatting & Output

Radio Marketing

Chances are that a large percentage of your target audience spends a significant amount of time traveling in their car. In fact, 90% of adult Americans report that they spend an average of over 85 minutes a day in their automobile. Radio still has the ability to reach a diverse yet targeted audience, and when executed correctly it still contains the capacity to inspire, motivate and sell products. Whatever your goals, we can help you develop a strategy and a message that resonates with your targeted audience. Once the ad is created we'll get your ads running on the appropriate radio stations; the ones speaking directly to your customer.

- Digital Radio & Interactive
- Program & Event Sponsorship
- National, Regional & Local
- Script & Creative Writing