

# Company B

Presentation

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brand marketing | graphic design | public relations

## COMPANY B BRAND MARKETING

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Company B Brand Marketing is a full-service communications firm. We're project managers that dig in to learn our clients' marketing goals and how to achieve them. From establishing a complete identity to refining an already viable brand, we implement a strategy of brand development that concentrates on your core attributes, key messages and sustainable competitive advantages to define who you are and how best to reach your customers.

## WHAT WE DO

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### CORPORATE IDENTITIES + BRAND DEVELOPMENT

Through a process of fact finding, research, communications auditing and goal setting, Company B has driven overall brand development that guides long-term marketing strategies.

- Branding & re-branding
- Strategic business plan development
- Annual marketing communications plans

### E-MARKETING

Today's consumer, and particularly the traveler, is busy and inundated with email. Our approach is to rely on an organically grown database and deliver bold messages and beautiful visuals to deliver as high of an open and response rate as possible.

- Sign-up pages
- Template design
- E-blast campaign development & execution
- Custom copy & graphics
- Online newsletters & magazines

### DESIGN

Our client creative is message driven and goal oriented. We believe great design makes an impact, breaks through clutter and offers a clear and concise message – all in the name of supporting your brand and ultimately driving sales.

- Logo development
- Collateral & sales support
- Promotional & invitations
- Advertising
- Menus
- Hotel collateral & environmental design

### SOCIAL MEDIA

We understand anyone with a computer can get going with Facebook, Twitter, YouTube and a plethora of social media outlets. We believe we understand the medium and can create true engagement with your audience. Credibility and creativity are the keys to building a strong social media presence.

- Custom pages
- Posting support graphics
- Campaign development
- Ongoing execution
- Staff training

### WEB DESIGN

Here's where form really does meet function. Your website should be as visually appealing as it is easy to find, navigate and do business. We create detailed website architecture built from the ground up with our clients, determine how your customers need to use online information, and partner with experts in programming and search engine optimization to maximize return on this critical marketing investment.

### PUBLIC RELATIONS

Media coverage isn't anything an agency can promise. But effective media relations does promise our clients outstanding media materials, a communications plan directing all activity and the aggressive pursuit of all news opportunities. Whether it's a travel writer, a business reporter or a magazine editor, we pride ourselves on providing newsworthy content in a timely manner and effective visuals to maximize media coverage.

- Media tours
- Press events
- News releases

# THE IRON HORSE HOTEL

- Sales Support Collateral Materials
- Website & Mobile Website Design
- Weekly e-Blasts & Monthly e-Newsletter

- Interior & Exterior Signage
- Special Event e-Blasts & Signage
- Public Relations



# SMYTH & BRANDED

- Name & Logo Development
- Weekly e-Blasts & Signage
- Monthly e-Newsletters

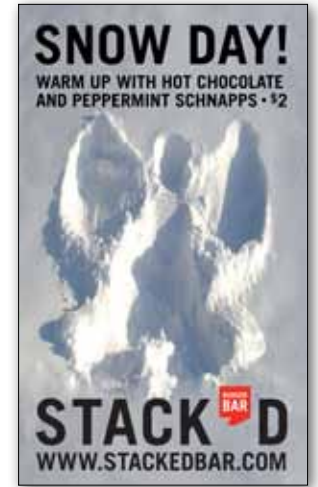
- Special Events & Promotions
- Seasonal Menu Designs
- Ongoing Social Media Efforts
- Website Graphics



# STACK'D

- Name & Logo Development
- Bi-Weekly e-Blasts & Sales Support
- Monthly e-Newsletters
- Special Events & Promotions
- Seasonal Menu Designs
- Ongoing Social Media Efforts
- Website Design
- Exterior Signage

# STACK BURGER BAR D



# AVIA HOTELS

- Social Media Assistance
- Weekly e-Blasts
- Logo Designs

- Quarterly e-Magazines
- Special Event Collateral Support
- Name Development



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