



## OUR PHILOSOPHY & APPROACH...

### **Corporate Identity/Branding**

"Branding" is a common buzzword among businesses today. Your brand is, quite simply, your company image. This image is usually comprised of some combination of a slogan, a logo, and a basic color scheme. While the concept behind the word "branding" is familiar, actually setting out to create and establish a brand in your market can seem overwhelming. Further, many dismiss the idea of branding as too expensive. However, with a carefully planned and consistent course of action, even the smallest of companies can realize the power of branding. Branding is arguably the most important single aspect of your marketing efforts. Your brand must be clear, consistent, strong, and appealing to your target market.

Garner Media will help you establish a strong brand image by:

- Establishing a conceptual and visual identity that corresponds to the defined direction of the company. This is vital to creating an effective corporate identity. Your image must relate to your product or service offerings. A business that sells hot dogs will have a more effective image and identity using elongated rounded rectangles in its imagery than using triangles and squares. Maroons, browns and yellows would be more effective than greens and blues.
- Ensuring consistency across all media. Once established, the imagery should be consistent across all forms of media. The colors, shapes and symbols should be universally identifiable regardless if it appears on television, in a magazine or on the web. McDonalds and Burger King are great examples of effective imagery across media platforms. They both consistently use logos, color schemes and shapes across their television commercials, printed materials and websites. This consistency builds their corporate identity and allows viewers of these mediums to readily identify their brands.
- Establishing corporate guidelines for cohesiveness of any future developments. Guidelines should be set to ensure consistent use of corporate imagery across mediums. These guidelines should define logos, fonts, layout, colors, slogans and more. These guidelines should govern proper usage of corporate identity materials across all forms of media. These guidelines should be revisited and revised periodically to ensure effective and comprehensive use. This allows the corporate identity to easily adapt to new products and campaigns in the future.

### **Multimedia Production**

According to the American Heritage Dictionary, the term "multimedia" means "of or relating to an application that can combine text, graphics, full-motion video, and sound into an integrated package." A No-



ember 2003 study conducted by market analysts at The Content Firm, found that strong multimedia materials can offer content that is "compelling, different, highly customized, persuasive, and credible." Multimedia can achieve objectives in advertising that are beyond the reach of other media types. The use of audio, video, and motion graphics can convey the passion and experience of company executives, while vividly demonstrating key advantages of products or services. Customers can assess the credibility of your company by hearing the confidence in your voice and observing the conviction in your body language...this is an advantage that other media simply cannot touch.

Garner Media believes in the value of having a strong multimedia presence within your market because it will set your company apart from the competition faster than any other type of media. We will help you create this strong presence by:

- Developing highly unique thematic elements. We've all had water-cooler conversations about great commercials (Paris Hilton and the hamburger ad... 'nuff said). Whether or not you like the ad or it's content, the mark of a great commercial is how well it is remembered beyond that brief 30 or 60 seconds. A strong and unique theme adds personality and flair to your message...not to mention light-years to the shelf life of your commercial or presentation. We use dramatic techniques to tell your story.
- Concentrating on a quality image. There's a reason that television stations and radio often bundle production of an ad in with the cost of placement... their focus is not on quality. Media outlets make money on placement, not production. Unfortunately, your company's image pays a long-term price far greater than the short-term savings you may receive through cheap production. We strive to create a unique theme and capture quality imagery, but we also place a heavy focus on post-production. Post-production is the process that takes place after the footage is captured. This process is what makes or breaks your multimedia project. It's where we fine-tune the audio, perform color-correction on video, apply special effects, add in motion graphics, and tweak still photographs. 90% of our time during any multimedia project is spent during this process. And the results speak for themselves...it's the difference between a used-car ad and a feature film.
- Getting the point across. When it comes to multimedia, many business owners make the common mistake of trying to say too much with words. Words have a place in multimedia, but their purpose is very different than in print or web. What sets a professional and quality multimedia piece apart from the competition is the ability to say a lot with very few words...and the ability to choose the right words. We make sure that the right words are chosen and that these words highlight the points made by the thematic elements and the imagery contained within the piece. We will get your point across in a professional manner.



### **Web Sites and Applications**

A web site is more than just a clever marketing tool... it is a tool that can help your business run smoother and work smarter. With broadband access increasing to the tune of 20% - 25% per year over the past two years, web sites are offering more functionality and more visual appeal

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to visitors. Web sites can range from simple to complex, but every web site should be geared so that it enhances your business. Whether you channel customer service through your site, or choose to utilize your site as a sales qualifying tool, the web can drastically increase your productivity and accessibility. A Garner Media client recently showed an annual revenue increase from 1.5 million to 15 million in only 12 months...all because they made good use of web technology.

Garner Media opened shop 5 years ago as a web boutique, so we are well versed in the ways and means of new media. In fact, we have more experience making web sites work than any other company in the state. Our philosophy concerning web development is three fold:

- As new technology grows by leaps and bounds, we are making sure the technology works for you. Although the technology can be great and exciting, it isn't always right for your particular set of needs. We do not utilize technology simply for the sake of using it. We make sure that the technology in use on your web site is appropriate and that it serves a particular purpose.
- We create a scalable application. You count on the premise that your business will grow with time. You should also count on the fact that your web site will grow with it. Therefore, your web site should be built with this growth in mind. Your web site should be able to grow with you...you shouldn't have to recreate it each time you want to add new functionality.
- We insure that your web site is in synch with other marketing efforts. A web site is a wonderful tool for use in marketing, as it can track usage patterns and referral sources. In addition, your web site can be an extension of other marketing efforts. From usage tracking to online polls or clearance sales, we will help you extend and substantiate your marketing efforts by utilizing the power of the web.

## Ad Development

Great ads have the ability to separate your business from the competition. Quickly drawn ads are a dime a dozen. One of the benefits of having a central creative concept is that high quality ads and ad materials can be deployed quickly and efficiently. In the absence of this central corporate identity concept, ads are drawn from scratch and maintain no adherence to your overall image.

We will deploy ads for your business almost on demand by utilizing and drawing from your creative concept. Of course, our design team can craft an ad or ad material from scratch if that is your need.

## Printing and Signage

When it comes to marketing your business, printed pieces are one of the most common and versatile products that can directly impact the prospective customer. The goal is to keep your branding, look and feel all the same, so it is easily recognizable by the client. Through our recent partnership with a print shop, we can now offer you, truly, a "one stop shop" for media needs. Our buying power gives us a competitive edge over our



competition...our printing prices are very difficult to beat.

We offer the ability to print full color, black and white, or spot colors on virtually any type paper, or any size. We also feature the ability to finish the piece in any format necessary. Some of our current clients send us print work that ranges from full size magazines, brochures, pocket folders, letterhead, envelopes, posters, to business cards. We can print anything with the highest quality, great turn-around time, and most of the time, at a lower price.

## Media Accountability

No media piece can convince anyone of anything if it is never seen or heard. Creating and establishing a market presence is expensive. Every day, thousands of business owners spend money blindly, never knowing how effective their tactics are until it's too late. We work hard to insure that you are constantly aware of the effectiveness of our tactics. When hired to do so, we assume due diligence on behalf of your business. Our philosophy of approach is three-fold:

- Advance market research. Before we begin work on your media, we will conduct advance research to better understand your market and how to penetrate it with creative materials. This research may include phone surveys, customer case studies, online polling, focus groups, etc. We want to be equipped- and we want to equip you- with intelligence that substantiates your corporate identity and media collateral.
- Goals assessment. A vital aspect of achieving success is setting realistic goals for your media. Once initial research is complete, we will develop a media plan that outlines various goals and expectations for each media piece we produce. This plan will set forth the benchmark for success of your media.
- Tracking and analysis. Once the media is developed and deployed, we put into place a variety of tracking mechanisms. We want to know who is responding to your media and why. This intelligence will help us strengthen your media in the future. It will also let you know very quickly if your media is on target. If adjustments need to be made, they are made before you've exhausted your ad budget on endless placement. Tracking and analysis tools are designed to prevent you from spending unnecessary dollars. Armed with this intelligence we will provide, you can maximize your ad dollars.



The bottom line is that, as a result of our work, your media will be built for success. Further, once it's deployed, you will know very quickly if it is producing results in line with the goals you've set forth.