



# CREATIVE SERVICES

Creative Services, our in-house design agency, develops award-winning products and services for our advertising, branding, entertainment, marketing, promotions, public relations and strategic communications programs. Our designers provide advice and work products that require substantial creativity. From content writing and graphic design through production and printing, our programs include:

**ADVERTISING** our in-house agency identifies target markets and buyer motives and delivers a multi-channel campaign including television commercials, print ads, digital ads and in-store displays and billboards.

**BRANDING** develop and improve your brand. Creating a brand strategy and communicating a unique selling proposition or differential sets you apart from your competitors.

**COMMERCIAL ART** create and display art that is typically constrained by requirements such as a showroom display window, or wall art for government, nonprofit and/or private enterprise.

**COPYWRITING** writing for commercial purposes such as advertising, press releases, storytelling and/or publications. Content creation includes websites, blogs, advertorials, press releases, headlines, brochures and flyers, social media, terminology, legal aspects, technical content, engineering content and more.

**ENTERTAINMENT** providing graphic design for TV or production, creating graphic pieces outlined in the script. We also create promotional materials such as movie posters and/or digital content.

**EVENTS** we create and produce cultural events, industry events and/or conferences. To research and set goals; design concepts and events; coordinate; and manage day-of planning and participation, vendor and audience control, culmination, closeout and evaluation.

**GRAPHIC DESIGN** designs for visual pleasure such as logos, signs, flyers, brochures, annual reports and magazine covers. We bring images, color and typography together to create visual content as a way of communicating.

**MANAGEMENT CONSULTING** our executive-level consulting practice in areas such as strategy, innovation and change management. We identify areas of proposed improvement and create campaigns to improve customer experiences.

**MEDIA PROGRAM** from local to mass media to disseminate news, promotional messages and other data. Can include newspapers, magazines, television, radio, billboards, telephone, Internet, fax and more.

**PROMOTIONS** illustrate through graphics and bring special attention by highlighting specific features of a product or project through packets, flyers, invitations and swag.

**PUBLIC AWARENESS/ENGAGEMENT** combined with traditional outreach, we use online engagement tools and social media platforms to allow you to collect and share information with communities and engage in conversations with community members.

**SOUND DESIGN** we design sound environments and production such as theatrical performances. Our audio engineering professionals create sound and music effects for on-stage productions.

**STRATEGIC COMMUNICATIONS** teaming effort designed to be innovative with projects or programs, specifically when it comes to branding. We facilitate a collaborative environment where discussions, conception, build and launch are established; materials are designed; and a visual program is executed in a specified period.

**URBAN PLANNING SUPPORT** providing visualization that facilitates understanding and consideration of a subject area from multiple viewpoints; explains complex information; and uses visual aids that easily communicate plans to others.

## LET US HELP YOU WITH:

Abstraction • Analogy • Brainstorming • Creative ability • Creative intuition • Creative leadership • Creative process • Creative spark  
Creative thinking • Creative theory • Ideas • Ideation • Imagination • Improv • Improvisation • Inventive steps • Originality • Storytelling