



**MARKETING DIRECTIONS**  
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# AGENCY SYNOPSIS

## SERVICE



We realize that “service” doesn’t sound slick or clever. But to us, responsibility is just as important as creativity. So there’s a good chance you’ll like our work ethic as much as our work. We may love brainstorming, but we put just as much effort into fact-checking, fine-tuning and budget-watching. By turning projects around quickly and efficiently, we offer another benefit you’ll like: genuine value.

## PERSPECTIVES



We’re an eclectic mix of individuals: college instructors, motorcycle fanatics, sports enthusiasts, animal lovers, software geeks, toy collectors, performers, musicians, hot rodders, and more. There’s no shortage of business skills either. We’ve honed ours not just in advertising, but with Fortune 500 companies, media venues, architectural firms, design studios, art galleries, and in the financial sector. It’s a one-two combination of creativity and smarts – and it’s one you can count on to build your brand and market share.

## DIRECTNESS



We’re a lean organization with core teams dedicated to each project. We do very little “handing-off” of jobs, so we don’t waste time or money bringing new people up to speed. It just makes for a more efficient flow of information, better results and quicker turn-around times.

## WHAT DO WE PROVIDE?

- Art direction, graphic design and illustration
- Branding advice
- Copywriting, editing and proofreading
- Marketing services, support and consultation
- Marketing plan development
- Media buying
- Online sales promotion development and management (rebates/incentives/fulfillment)
- Photography (in-house studio)
- Public relations
- Website design, maintenance and security
- Email management
- Website analytics
- Social media management and content creation

## WHAT DO WE CREATE?

- Annual reports
- Brand identity graphics and themes
- Collateral
- Email marketing items
- Logo design
- Corporate identity
- Marketing/Sales
- Training tools
- Online advertising
- Outdoor advertising
- Packaging
- Presentations (large- and small-scale)
- Print advertising
- Retail point-of-sale items
- Signage
- Tradeshow booth design
- Video scripting and supervision
- Websites

## WHO ARE SOME OF OUR CLIENTS?

Ace • Arnold • atHand • The City of Middleburg Heights, Ohio • Craftsman • Cub Cadet • Daniel • DRiV Incorporated • Indy Racing League • Infinity Engineered Products • Laszeray Technology, LLC • Make-A-Wish Ohio, Kentucky and Indiana • Master Mechanic • Moen • MTD • MTD Genuine Parts • NAPA • William J. and Dorothy K. O’Neill Foundation • Remington • Saint Luke’s Foundation of Cleveland • Sherwin-Williams • Troy-Bilt • University Hospitals

## WHO CAN YOU CONTACT?

- Nick Lowe, President – [nick@marketingdirectionsinc.com](mailto:nick@marketingdirectionsinc.com)
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