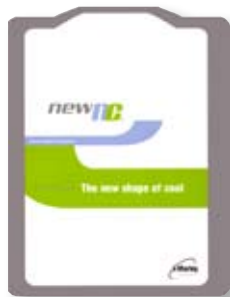


brochures



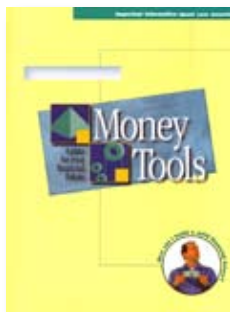
Acoustic Development Corporation
A conservative phone booth manufacturer breaking into the up-tempo and considerably more profitable market for interactive kiosks needed a look that would appeal to this new market segment.



Marley Cooling Technologies
A revolutionary product from the industry leader. Garnering the attention of the customer in a staid market is both important and difficult. It warranted a unique approach to the product brochure.



Spinnaker Communications
Working digitally has become the norm. But when Spinnaker began it was largely an analog world. The achieved goal was assuring both customers and prospect of their expertise with digital technology.



BMA
Selling financial product into the middle income employer arena required some education. Otis (pictured lower left) helped us to walk prospects through the savings, insurance, and investment information in a non threatening manor.



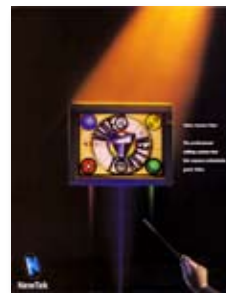
Rockhurst College
When a satellite facility, located across town is under utilized, promotional material can identify attributes that potential customers are unaware of. Pictures and words tell the story... design makes the statement.



Puritan Medical Products
The trend these days is for online catalogs. Airgas identified a need in the marketplace for an in hand reference. There huge are benefits to being in the right place at the right time, online or not.



Sunset Financial
Positioning and partnering can occur in a single printed piece. Big picture as well as details...
...speak in a language the customer understands.



Newtek
The Video Toaster
When the company has built a strong reputation in the industry, the product can become the main attraction. The VideoToaster is the innovative product that revolutionized the digital video industry.



Labconco
When your company develops an industry first, such as the a state of the art, computer monitored and controlled ventilation laboratory, the world and your customers, should know about it...
...everything about it.

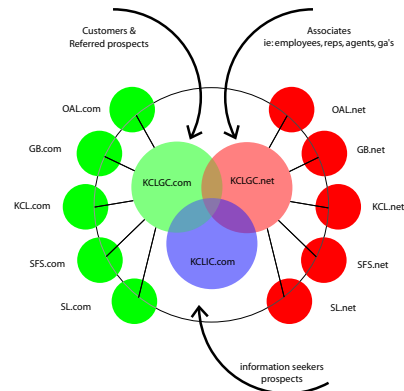
interactive



Internet and the Web

Large or small, your company needs a place on the web. Enhancing marketing, logistics, service, support, sales and a myriad of other functions, the web is the most dynamic medium to ever impact business. Consistent with the brand, yet with its own needs, the crucial steps of implementation include setting of clear goals, focus on the user/customer, and simple, easy navigation.

We create the strategy, information architecture, content mapping, design, the implementation and content management system.



direct mail



Direct Mail
We've heard it said that with direct mail, 'ugly wins'. We completely disagree. Well designed, targeted direct mail is the rule for us. Getting the attention of your customer is a matter of understanding the needs of the customer. We know the process and how to create the action that brings success. Stand out, by staying out of that discarded pile of 'junk mail'.

product collateral



Product and Service Materials
 From the product development side of things, the features often seem obvious. Translating that information to the perspective of the customer's needs and the benefits of what you offer is crucial. What is unique and relevant about your product and service offering?



Mark Schraad

Innovation Management

research | strategy | marketing | interaction & design... for business