

What's on your Menu?



Corporate  
press



When it comes to your company,

you're the authority. When it comes to promoting your business, it's us. We've been developing unique, multichannel campaigns and wicked designs for more than 50 years both here in the Mid Atlantic region and nationally. That's nice and all, but that's not important right now. What's important is making your business succeed. No matter what the challenge - getting folks to buy, join, donate, show up, tell their friends, scream out loud - that's where we can help. At Corporate Press, we're here to execute and deliver, on time, every-time. Now we're hungry - is it time to eat yet?

# For Starters

First impressions are everything when it comes to your business. Experts now say we only have 9 seconds to make a first impression .... 9 SECONDS and then the person is on to something else .... or at best distracted. Your website, your marketing collateral, your lobby, your salesperson, your brand, your message .... all critical. If you look at all of these objectively - what do you see? Does it represent you the way you want it to? And MOST importantly, IS it really you? Cuz if it's not - your prospective clients are going to "figure you out" quickly .... and move on.



# Just Desserts

Getting what you want is sweet. Getting what you didn't expect - now that's just frosting on an already delicious dessert. We pride ourselves in going the extra mile to serve up something surprising.



YOU + Design - Marketing - Branded Merchandise + Printing - Fulfillment = the perfect combination

# What we can do for you

Simply put, increase your business, your ROI, and your bottom line. By utilizing a broad base of talented people we are uniquely qualified to offer you end to end solutions for all your marketing and communications needs.

Some of our services are:

- |                      |                        |                           |
|----------------------|------------------------|---------------------------|
| GRAPHIC DESIGN       | DIRECT MAIL CAMPAIGNS  | BRANDED MERCHANDISE       |
| LOGO DESIGN          | ON DEMAND PRINTING     | WEB SITE DESIGN           |
| COLLATERAL PIECES    | TELEMARKETING SERVICES | TRACKING                  |
| WIDE FORMAT PRINTING | FULLFILLMENT           | S.E.O.                    |
| WEB BASED CAMPAIGNS  | MARKETING              | Whipping up a mean burger |

# About us

Don't let the name fool you, at Corporate Press we're about more than just print. Our goal is to streamline the process from design to delivery. Along the way - we'll collect all the data, track it, analyze it, and give it back to you in ENGLISH. We have the platform in place to serve you and your needs, both today and in the future. We're big enough to afford the best people and technology, but small enough to know on a first name basis.

# ENTRÉES

**DESIGN** .....  
Creative talent who will spend the time to understand your goals - and design accordingly. Not the other way around.

**BRANDING** .....  
Your brand is not your business card, we'll help you determine what it is - and how to make it better.

**STRATEGY** .....  
We're not afraid to ask WHY, HOW COME, WHO SAYS, MAYBE NOT, LET'S TRY SOMETHING DIFFERENT. We're not just another agency working on building our portfolio.

**TESTING** .....  
Test, test, test, kind of like location, location, location. Understand what works, and more importantly what doesn't. Learn in real time and adjust accordingly. We'll skin our knees and get better together.

**MULTI-CHANNEL COMMUNICATIONS** .....  
You, your clients, and your goals will determine the best channel to send the message through. Your customer is a moving target, and the shotgun isn't the answer. The days of "spray and pray" are behind us. The data will point us in the right direction, and we'll execute accordingly.

**FOLLOW UP** .....  
We're not going anywhere. Success is a journey, not an event. We'll be here, by your side, every step of the way.

# EXTRA SIDES

You know all this - but since we only had 9 seconds to get your attention ... we'll repeat it. (plus we had some space left and have to put something here)

- |                                       |                      |
|---------------------------------------|----------------------|
| Websites                              | Branded Merchandise  |
| Variable Data Campaigns               | Fulfillment          |
| Newsletter and Direct Mail Production | Interactive          |
| Email Campaigns                       | Catalogs             |
| Brochures                             | Public Relations     |
| Package Design                        | Wide Format Printing |



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