

# THERE'S ONLY **ONE** THING I PUT BEFORE MY CLIENTS. AND THAT'S **GREAT** IDEAS.

## STRATEGIC CAPABILITIES

- Brand Audit and Evaluation
- Brand Strategy and Positioning
- Brand Essence and Taglines
- Messaging Platforms
- Marketing Focus Maps

## CREATIVE CAPABILITIES

- Advertising, Copywriting & Design
  - Websites & Landing Pages
  - Content Creation
  - Email Marketing
- Videos (brand, sales, product, corporate)
  - Social & Digital Experiences
  - TV & Radio
- Print Ads, Billboards & Posters
  - Naming & Taglines
  - Sales Folders & Sell Sheets
  - Brochures & Catalogs
  - Incentive Programs
- Show Booth Graphics & Promotions
  - Store Signage
  - Annual Reports
  - Corporate Communications
  - Presentations and Deck Design
  - Magazine Articles
    - PR Releases
    - Newsletters
    - Speeches

## DON'T KNOW WHAT YOU SHOULD SAY?

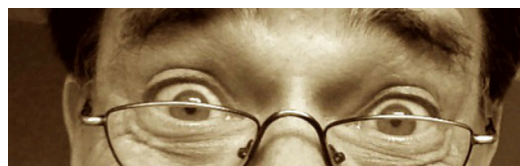
I'll help you focus in and figure out the most relevant and meaningful messaging platform for each type of target you need to motivate into action. Clarity before creativity, I say.

## DON'T KNOW THE BEST WAY TO SAY IT?

If you already have a powerful, strategically-smart message to convey, I'll apply the right blend of rational reasons and emotional truths to craft a piece of communication with insight and impact and the uncanny ability to connect with a particular human being--the one about to become your customer.

## WANT YOUR NEXT PRESENTATION TO KNOCK'EM DEAD?

Be it a sales pitch to your customer, motivational speech to your department, or a big talk at the big seminar, I can help you organize, write and design your slide deck so it has the proper ebb and flow and cadence to help you hit the dramatic highs and maximize the impact of the mark you want to make on your audience. If desired, I can even use my own speaking experience to work with you as a coach while you rehearse.



**RANDY  
DEMUESY  
CREATIVE**  
marketing communications

When you have a communications project requiring a great idea, or engaging copywriting, or effective design, or--better still--all three, I'd be proud to be the one to handle it for you. Simply call [440.227.5059](tel:440.227.5059).

Or fire me an email at: [rdemuesy@sbcglobal.net](mailto:rdemuesy@sbcglobal.net).