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[ THE SPACE BETWEEN ]





THE SPACE BETWEEN  
CREATIVITY AND EXPERIENCE

Where is Area C? It's the space between creativity and experience, between design and marketing, between brainstorming sessions and products. It's the unknown, undefined *space between* where ideas are put to work. Area C is where ideas become real—where companies' visions are brought to life through brochures, web sites, marketing plans and multi-media presentations.

Sketchpads take on a life of their own, and creativity is matched with years of marketing experience to produce an innovative total approach to marketing.

Area C is where we tap into the intangible, and ideas take shape. It's where your ideas become solid and create positive results for your business.

# [ WHO IS AREA C ]



Area C is the creative area of The Shamrock Companies, Inc., which is comprised of nine core businesses – print, packaging, data management and IT services, marketing, creative and broadcast media services, promotional products, healthcare solutions and fulfillment services. Drawing on the expertise of these divisions, Area C works with a variety of large and small clients.

With our extensive knowledge and resource base, we handle everything from marketing programs and direct mail campaigns to radio and television broadcast services. We also have the in-house resources to handle all your production needs, from pre-press to high-volume printing.

# [ FINDING THE C IN YOUR AREA ]

We understand a business' needs are constantly evolving. Too often, businesses approach marketing backwards. They focus on the end product, such as a brochure or website. Area C is different. We develop marketing programs that are designed to help businesses meet their sales and revenue objectives by beginning with a thorough understanding of each client's market, business goals, and competition. With this information we create a marketing plan based on our Action Map® process. The result is an approach to marketing that has proven effective again and again. We have aided both large and small companies in creating marketing plans that have helped take them to the next step in their business.

SEE THE DIFFERENCE

Action Map®	Market	Application	Promotion
Analyze	size	needs	competition
Compare	coverage	products and gaps	what makes you unique?
Target	existing share	product mix	penetration goals
Identify	sales strategy	product strategy	marketing strategy
Organize	identify resources	return on investment	marketing budget
Implement	acquire resources	launch	marketing programs

The Action Map® looks at marketing from three perspectives: market, application, and promotion

WHAT'S IN AREA

FOR YOU?



Whether you're a small business or a growing corporation, effective marketing is a crucial element of your ongoing growth and success. Our custom programs focus on helping you achieve your goals and turn your ideas into tangible business tools you can use. Backed by the varied expertise of our nine core businesses, Area C offers an array of marketing and creative services.

- Market planning and consulting
- Marketing services and consulting
- Custom web site design and development
- Advertising materials
- Brand awareness
- Broadcast services
- Brochures
- Direct mail
- Feature sheets
- Corporate identities and logos
- Interactive CDs and presentations
- Packaging design
- Promotional items
- Sales material





AREA **C**

creative area of  
The Shamrock Companies

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