



marketing and creative services

Shamrock’s Area C functions as a full-service ad agency, providing award-winning marketing/creative services that reach far beyond splashy graphics and catchy slogans. Our creative work is well grounded, and equally well executed, delivering for our clients comprehensive marketing initiatives that underscore and build brand awareness.

Whether you’re a small business or a growing corporation, effective marketing is crucial to ongoing growth and success. Too often, companies address the marketing process backwards: They focus first on the end product, such as a brochure or advertising. At Shamrock our approach is different. We begin with thorough research and then devise a marketing plan based on our comprehensive Action Map® process. The result is a balanced, targeted marketing program comprised of well-founded creative initiatives—both traditional and Internet-based—that yields excellent results.

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

Shamrock brings full life cycle marketing capabilities to our clients. We build brands by serving as the single source for all marketing needs. Area C not only creates effective marketing plans, we also develop and design the material, collateral or services needed for seamless, successful implementation. What’s more, we have the in-house resources to handle print production, from pre-press to high-volume printing.



Our areas of expertise include:

- ⊗ Marketing services—strategic plans, research, positioning
- ⊗ Corporate identities and logos
- ⊗ Brand awareness
- ⊗ Custom website design and development
- ⊗ Complete graphic design and print capabilities
- ⊗ Multimedia services—radio and TV
- ⊗ Brochures, annual reports, collateral
- ⊗ Direct mail
- ⊗ Feature sheets
- ⊗ Advertising campaigns
- ⊗ Interactive CDs and presentations

Decades of combined marketing and design experience have positioned Shamrock to help businesses like yours strengthen your brand, improve sales and increase bottom line. Whether it's planning your branding strategy, developing a direct mail campaign, or simply updating existing materials, Area C is the ideal partner.

To learn more about Shamrock's marketing and creative capabilities and our complete line of brand-savvy services, visit www.area-c.net, or contact your sales representative.