

GrayMatterz

THE ZIMMERMAN GROUP, INC.

Marketing/Consulting

FEBRUARY 2001

NEW LOOK

If you used to read our green *Buzzes*, you'll notice that we've redesigned our entire corporate identity – tagline, descriptor, stationery, and newsletter – to reflect a change in our services.

Now in our twelfth year in business, we are finding that clients ask us more and more to serve in a consulting capacity. They rely on us to think about strategic – or big picture – issues, then come up with a marketing plan that meets their goals.

That's why we're formally introducing our tagline: Brains for hire™. And why we now define The Zimmerman Group's services as marketing/consulting.

BEYOND TRADITIONAL

Our marketing services still encompass such traditional tools as advertising, media planning, direct mail, PR, collateral, and websites. But we don't stop there.

Here, for example, are the elements of a few integrated campaigns we're developing for some of our clients:

National health education program:

- Naming/branding
- Dramatic, traditional design
- Collateral
- Sales tools
- Packaging
- Print and audio training



Brains for hire.

Corporate culture initiative to enhance recruitment and retention:

- Naming/branding
- Dramatic, far-from-traditional design
- Posters
- Packaging
- Bulletins
- Internal meeting ideas
- Giveaways

WHY CHANGE?

Virtually every one of our clients has to work faster, longer, smarter than ever. Even during our meetings, they're often coping with interruptions of every description: pagers, cell phones, regular phones, knocks on the door . . . (Sound familiar?)

As a result, in this busier environment, they're relying on us to think big, think broad. That means asking us to identify – then implement – a customized, effective program built from a combination of marketing tools.

Sometimes this means offering services that are not a traditional part of ad agency work, like:

- Recommending initiatives for getting the most from trade shows, such as training personnel who work the booth, so they understand the message of the graphics in front of which they're standing and helping them develop a system for timely follow-up to leads.
- Working with clients to ensure that internal communications are in place, so that key individuals are speaking with each other and presenting a unified front to the marketplace.

In this new millennium, we see our role this way: we're here to make our clients' jobs easier and to help make their businesses more profitable. To learn more about our philosophy, check out our website at www.zimm.com.