

The plan. Expand customer awareness. Increase market penetration. Become more profitable. These concepts appear simple, but too frequently the objectives, strategies and tools used to achieve them don't merge, becoming mis-directed or mis-structured. The result: Lost time, energy and resources.

Capitalizing on opportunities while meeting business goals is a demanding and constantly changing task. In today's business environment, with reduced resources and increased pressure on time and management, effective marketing and creative problem-solving have become more difficult tasks than ever before.

Prism Design Group is a marketing communications and design consultancy which is positioned to address issues impacting the relationship between corporations and all of their various audiences and stakeholders. The positive recognition of image, identity, brand... all impact virtually every corporations ability to create opportunities with potential prospects, customers, partners and even internal staff.

Integrated marketing communications, approached from a strategic perspective, is an under-utilized methodology which, when applied to business problems, maximizes resources and insures the highest potential result. Design, when developed to meet those defined objectives, can have an enormous impact on short and long-term business success. Prism Design Group has refined a process which relies on the establishment of objectives, defined by the reality of the marketplace, evaluating positioning, competition, market awareness and access, and support skills.

We believe in, and practice, the fundamentals. Image. Positioning. Branding. The foundation of virtually every business's growth is rooted in a strong marketing communications platform. We work closely with our clients to assist in defining needs by providing a communications program hierarchy, outlining each programs potential impact and priority. We stress continuity, establishing an on-going relationship with the marketplace, maximizing every impression.

Success is measured in results. At Prism Design Group we believe the effectiveness of our marketing communications philosophy and our creativity can be measured by our clients success.

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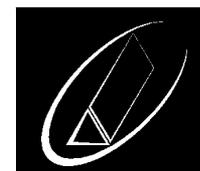
Background
and Business
Positioning

image.

positioning.

branding.

results.



Prism
Design
Group



The Prism Design Group staff has worked with clients at the highest level in a wide range of industries and services in consumer, retail and industrial products. Our marketing programs include both direct-to-consumer and business-to-business expertise. Our solutions have had a significant impact on our clients business efforts. Included below are highlights of many of the businesses and industries we have consulted with and many of the disciplines we have utilized to develop and implement their materials.

Industries

- Medical Hardware
- Pharmaceuticals
- Consumer Electronics
- Computer Networking Systems
- Aircraft Engines
- Industrial Coatings
- Computer Systems
- Software
- Commercial Trucks
- Energy Management
- Industrial Robotics
- Tobacco Products
- Diesel Engines
- Banking and Financial Services
- Industrial Motion Systems
- Distilled Spirits
- Commercial Paper Manufacturing
- Commercial and Home Tools
- Retail Foods
- Professional Sports Marketing
- Entertainment and Resort Marketing
- Consumer Housewares
- Consumer and Commercial Office Products
- Construction and Contractor Products
- Fast Food Marketing
- Telecommunications
- Industrial and Retail Automotive Products
- Material Handling
- Consumer Glassware
- Commercial and Residential Appliances
- Industrial and Commercial Cleaning Products
- Industrial Chemicals

Clients

The staff of Prism Design Group has been fortunate over a 20+ year span to have assisted corporations ranging from over 30 fortune 500 companies, to a broad range of discrete industries in successfully addressing the widest possible range of marketing communications issues.

Disciplines

- Corporate Image
- Name Development
- Brand Positioning
- Marketing Consulting
- Collateral and Sales Support
- Advertising
- Direct Marketing
- Packaging Design
- Employee Communications
- Web Development
- Industrial Design
- Tradeshow Display Design

Our Success

Prism Design Group uses only one measurement to assess our success. When defined objectives whether based on market share, prospect generation and conversion, measurably increased awareness or direct financial impact are met and recognized, we know we've succeeded.

Contact us.

We can help you meet your business goals.

