

In its curious, direct way, branding
is extraordinarily potent.



effectivemedia
solutions^{inc.}

branding practitioners

It reaches beyond immediate commercial objectives and touches the soul

And don't its practitioners know it!

So what does Effective Media Solutions do?



we deliver

EFFECTIVE

Nine times out of ten, it's the first question people ask. And while other agencies might give you a long-winded answer about being a “full service marketing and communications company” working in “strategic partnership with its clients” our answer is pretty simple: **We make things better.**

The process starts with us asking a lot of questions. We listen to your answers and then we come up with creative ways to drive your sales, improve your bottom line – and make you smile. We're an agency, all right: But one without the attitude and sans the price.

Successful companies need creative, strategic, consistent branding to stand out in a crowd. You need, quite literally, effective media solutions to help drive profitable growth. Ideas that transform the product, the brand, the company – and sometimes even the business itself.

We are Effective Media Solutions. And we're always delivering good ideas

Turn the page; we'd like to put you on our route.

A great pianist can't shine if the rest of the orchestra isn't following the music – and the same thing's true about your corporate image. Great marketing materials will be compromised by second-rate ad campaigns; top-notch e-newsletters won't work if they link to a sub-standard website.

It's up to the maestro to keep everyone on the same page. Which is where EMS comes in.

We are specialists in creating a plan of attack, a strategy for development and a vision for what the product ought to be like when its finished.

Our solutions don't have to be grandiose; we can supply one perfect piece, if you'd like us to. Printing. Media relations. Design work or event management. We are, however, exceptionally good at the big productions; making sure each element works with the next, building to a grand finale that's inevitably followed by a standing ovation.

It's an effective approach. Media is quite literally our middle name.
And we've got the solution you're looking for.

Drum roll, please

MEDIA



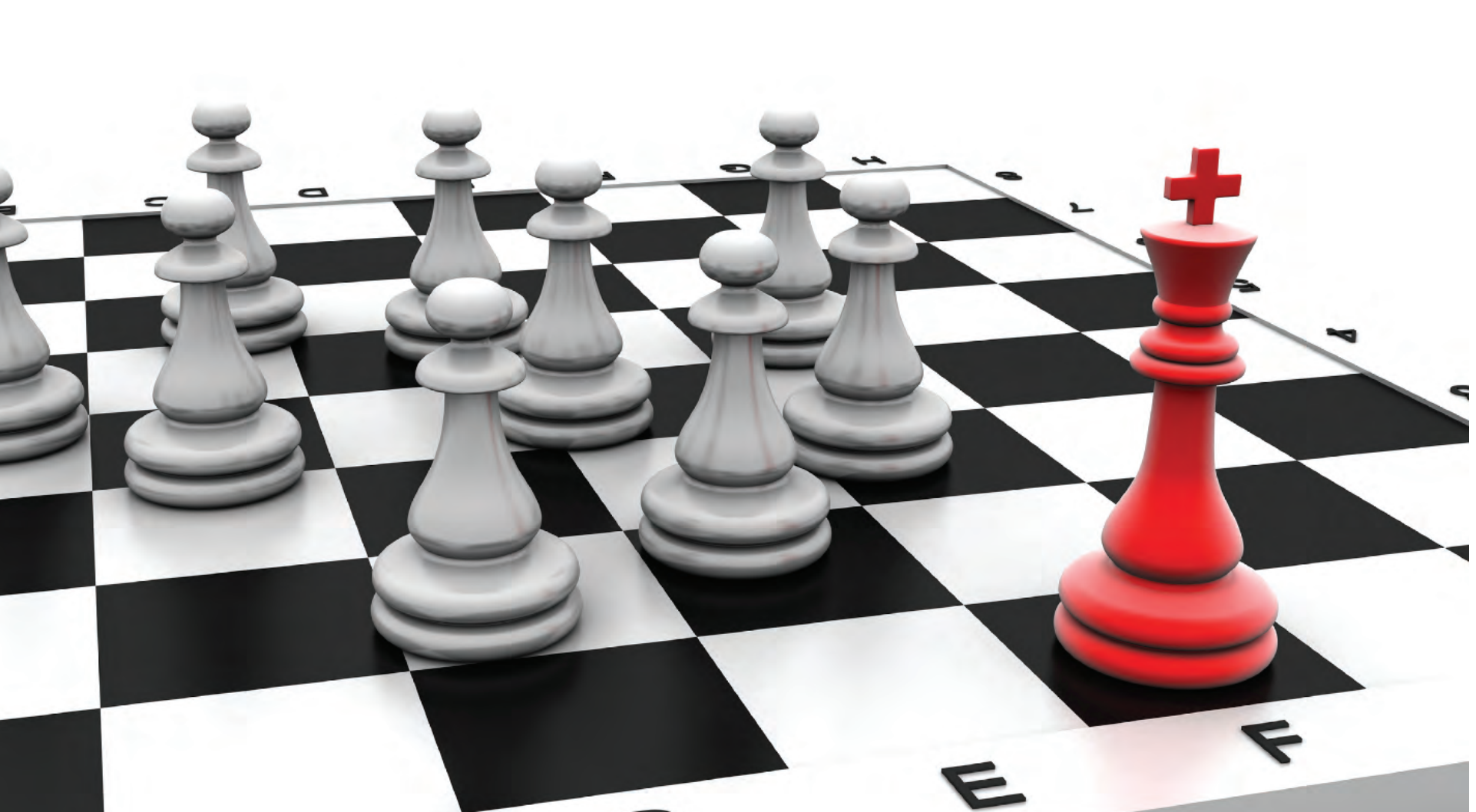
SOLD!



PROFESIONS

By now you probably have a sense that we're not just "ideas guys." We're ideas guys who can execute with spectacular results. It's a long list, all right, but EMS is far from being a "jack of all trades."

We simply specialize in all things marketing – and we're masters at the following:



STRATEGY

It's been said that strategy without tactics is the slowest route to victory; tactics without strategy is the noise before defeat. At EMS, our strategies always have a tactical component – and our victories come fast and furious. Use us to create the plan, as idea generators, or simply as a sounding board;

our forte is in turning good campaigns into great campaigns
– and making your marketing shine.

CREATIVE

We don't just come up with the ideas; we can turn them into reality, too. Copywriting and editing, all kinds of photography, graphics, layout and design are handled in-house for any project you can conceive of, ensuring quality and saving you money at the same time.


From print campaigns to web design, trade show displays to PowerPoint presentations, we do it all. **On budget. On deadline. On demand**

DESIGN



MM

EE



So you've got a story to tell the world? Put the EMS Media Relations team to work developing and implementing a communications plan for your company. We've spent the better part of a decade keeping our clients in –or out – of the headlines, depending on their individual needs. It's cheaper than advertising, and it's far more effective.

Want to make your splash even bigger?

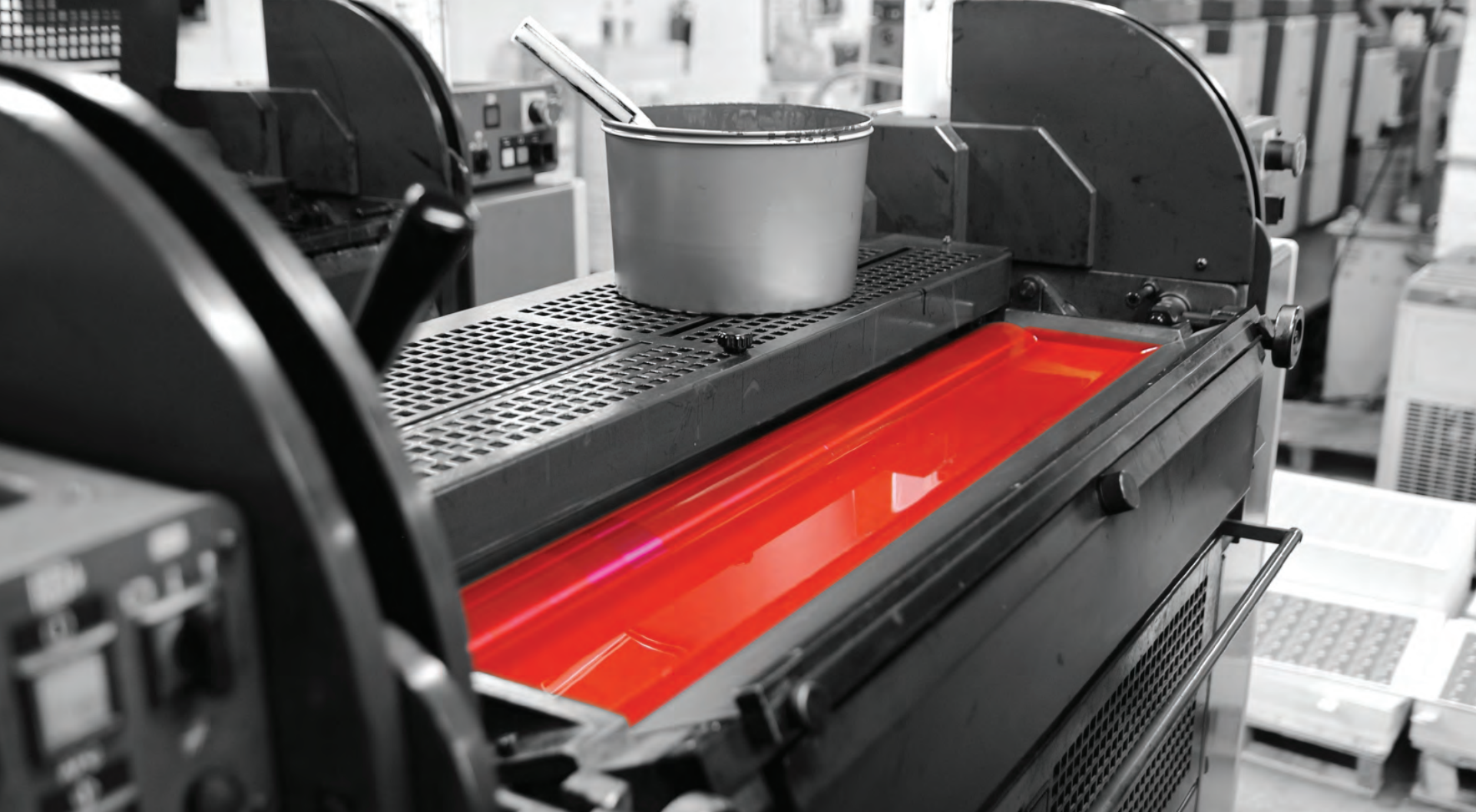
Call us today and we'll take you coast-to-coast tomorrow.

ONLINE

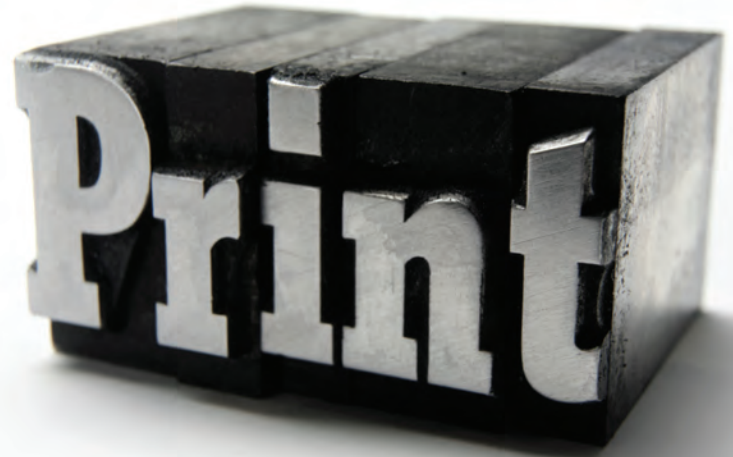
EMS was meeting its clients' online needs before
Google was a household word

From website design to e-mail marketing tools,
e-commerce solutions to content for the blogosphere,
we've got you covered. We even maintain our own
servers for client hosting, ensuring your domain
and online presence is both secure and protected
– 24 hours a day, 365 days a year.





Already got a masterpiece ready to go? EMS has the print production experience to make sure the finished product is every bit as good as the electronic version. We've got 25 years experience brokering all kinds of print jobs – from business cards to billboards - and unlike most agencies, we buy our own paper from the manufacturers, **passing the savings on to you.**



**EFFECTIVE
MEDIA
SOLUTIONS**

- strategic marketing • branding development
 - media and public relations • graphic design
 - website and ecommerce development
 - email marketing • printing
-

866.657.2263



effectivemedia
solutions inc.



We take real pride in the clients who have chosen us as their Agency of Record. But we also recognize how difficult making that choice can be – which is why we embrace project work from potential new clients. The simple process of working together on an assignment allows both of us to see if we match up appropriately and productively. You get fresh thinking on your issues, we get a chance to prove what we can do.

That's win-win in our books.

So if you're interested in taking this sort of test drive with us, contact us today.

We're looking forward to hearing from you.

CONTACT

2E Cameron Street East, Cannington, ON L0E 1E0

[TF] 1.866.657.2263 [T] 416.657.2884 [L] 705.432.2555

[E] info@thinkeffective.com

www.thinkeffective.com



effectivemedia
solutions_{inc.}

