

ENHANCE, ELEVATE AND EXPAND YOUR BUSINESS WITH UNPARALLELED MARKETING STRATEGIES



CS CREATIVE SUITE

EXPERIENTIAL & SENSORY MARKETING CONSULTANCY

CS Creative Suite is a boutique marketing consultancy specializing in experiential and sensory marketing and communications. We ENHANCE, ELEVATE and EXPAND brands within their target markets, achieving meaningful return on investment through creative, experiential and innovative marketing strategies.

We expand your brand's reach and cut through marketplace noise with innovative, experiential and results-driven campaigns-

- Connect directly and emotionally with target audiences
- Influence target consumer behavior
- Differentiate your brand from competition
- Implement meaningful, memorable branding strategies
- Maximize media exposure and coverage
- Generate buzz in target demographics
- Increase sales and revenue
- Increase on-site and online traffic
- Implement and develop relevant marketing partnerships
- Optimize web presence
- Establish and manage targeted databases

Consumers seek brand experiences that enhance their lives, exceed their expectations and compliment their lifestyles. Whether choosing a fitting hotel property, finding the perfect dinner venue, seeking a rejuvenating spa retreat or frequenting a unique retail boutique...one thing is undeniable...consumers have thousands of options. How do you ensure your brand is not only the one they choose, but becomes their preference?

HOW DO YOU ATTRACT, ENGAGE AND MAINTAIN LOYAL CUSTOMERS?

Consumers are exposed to thousands of advertising pitches on a daily basis, so it is vital to connect with them through unique, memorable means. Studies show consumers are able to recall marketing messages that have experiential and sensory qualities, since they are mentally embedded and processed differently than traditional visual advertisements. "People remember 20% of what they hear. If they see and hear it, they remember 80%", according to the Behavioral Science and Cognitive Studies at the University of California Press. Imagine how effective your marketing efforts could be if you incorporated all five sensory components in your campaign!

In order to be a market leader, your customers must experience your brand in a meaningful, memorable way. How you engage your target audience will undoubtedly correlate directly with sales, revenue, growth, branding, differentiation and media coverage. In essence your success is a direct reflection of the customer experience and brand message you create.

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ENHANCE, ELEVATE and EXPAND

Below you will find our comprehensive menu of traditional and non-traditional marketing options for your brand. For more information on customized marketing campaigns, please contact us.

PREFACE

Market research
Marketing & communications
plan development
Sensory marketing profile development

MARKETING

Event Conceptualization
Event Publicity & Outreach
Event Execution
On Site Data Collection & Surveys
Event Reporting & Statistics
Grand Opening Events & Product Launches
Sampling
Strategic Media Partnership Development
Consumer Database Implementation
Database Management
Electronic & Mobile Campaign Development
& Promotions
Custom Sensory & Experiential Marketing

INTERACTIVE & WEB 2.0

Website Design
Website Modification & Re-design
Site Optimization
Content Management
Web 2.0 Strategy
Social & Mobile Media
Branded Blog Development & Design
Website Analytics & Reporting

CREATIVE

Logo Design
Brand Development
Advertising Design- Print, Web, Mobile
Displays & Signage
Print Collateral- Brochures, One-sheeters,
Fact Sheets, Flyers
Business Identity Packages
Advertising Specialty Items
Product Development
Trade Show Displays
Packaging
Menus
Promotional material for events & publicity

COMMUNICATIONS

Press & news releases
Media Placement
Media Buying
Media/Press Kits
Copywriting

SONIC MARKETING AND BRANDING

Branded Music Compilations
Music Marketing Events
Promotional audio downloads
(Print, Web, Mobile)
Website audio
Branded Audio Campaigns
Original Music Compositions
Music Licensing
Customized Sonic Marketing &
Branding Campaigns

**CONTACT US FOR MORE INFORMATION
OR TO SCHEDULE A COMPLIMENTARY
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