



INVENTIVE

MARKETING +
COMMUNICATIONS

GETTING STARTED

CREATIVE MARKETING + COMMUNICATIONS
TO HELP YOU ENVISION A NEW WORLD OF
POSSIBILITIES.

HELLO!

**WE'VE CREATED AN EASY REFERENCE GUIDE TO HELP YOU FIGURE
OUT IF OUR TEAM IS A GOOD FIT FOR YOUR NEXT MARKETING
PROJECT (AND THE ONE AFTER THAT... AND THE ONE AFTER THAT).**

**READ ON TO LEARN MORE ABOUT HOW WE CAN HELP OUR
APPROACH, AND WHAT TO EXPECT WHEN YOU PARTNER WITH US.**

TESTIMONIALS

“The Inventive team became my creative family and they never once let me down. When it came to helping me launch an international rebrand, they were driven to make the multi-year campaign an international success. From the look and feel of the imagery, advertisements, videos and communication strategy to the way we reshaped the conversation taking place in my industry — Inventive was there to help me understand the audience, how to disrupt the status quo and push the expectations for my future customers. I will chose the Inventive team time and time again.”

Taylor Cox - Marketing & Communications Business Partner
Textron Systems

“We have worked with Inventive for a few years now on our Annual Leadership Conference and they have consistently deliver the flexible, tireless partnership that we have needed year after year. They have anticipated our needs and consulted to deliver both creative design solutions and practical delivery options. Their approach and style create a comfortable partnership that allowed them be easily integrate into our culture and be valuable members of our team. I truly look forward to working with them each year.”

Therese Sullivan - Director of Leadership, Talent & Change
National Grid

“The Inventive team produces nearly all the presentation and video content for Textron’s annual Global Leadership Meeting, and many other videos and digital productions. Textron is a complex business, made up of 20 different businesses. For over 10 years, we have worked closely with the Inventive team to help simplify our story for internal and external audiences. Many Textron businesses consider Inventive as a virtual extension of their own marketing communications teams because they approach every project with a deep knowledge of our business, and they bring the right questions to the table as we think through possible creative directions. ”

Dave Sylvestre - Corporate Communications, Branding, Public Relations and Marketing
Textron

A NOTE FROM US TO YOU

IF YOU'RE READING THIS, YOU'RE PROBABLY WONDERING WHAT MAKES US DIFFERENT FROM EVERY OTHER MARKETING AND COMMUNICATIONS AGENCY OUT THERE.

THE ANSWER'S SIMPLE: WE NOT ONLY GENUINELY CARE ABOUT (AND ARE 100% COMMITTED TO) YOUR SUCCESS, BUT WE ALSO INSTINCTIVELY UNDERSTAND HOW TO TURN THE HEADS THAT MATTER.

STRATEGY

This is where we develop a robust roadmap for where you want to end up, who you want to reach, and how you want to spend your money.

BRANDING

Whether you're shiny and new, or in need of a refresh we'll create a brand identity that represents your values and personality in a way that gets (the right) attention.

DESIGN & PRINT

Your incredible message deserves an eye-catching design. Let's tell an impactful, visually-appealing story.

DIGITAL

From concept to script to production to editing and deployment, we'll develop a moving marketing tool that will get your audience talking... and buying.

EVENTS

Never underestimate the power of delivering your message in person. From product launches to leadership meetings, we produce engaging events with your specific strategy and clients in mind.

WE ARE KNOWN FOR

WHEN IT COMES TO YOUR MARKETING AND COMMUNICATIONS, WE INVITE YOU TO TAP INTO OUR INSIGHT & EXPERTISE TO GIVE YOU A FRESH PERSPECTIVE ON WHAT MATTERS MOST, SO YOU DON'T WASTE TIME GOING IN CIRCLES OR WORSE—NOWHERE.

CONNECTING THE DOTS

We use what we're great at to hone in on what you're great at, and then get to work making sure that resonates with and compels your audience .

PUSHING THE ENVELOPE

We're big believers that you can be true to your brand while also challenging the norm.

THINKING ON OUR FEET

Things change quickly, so you've gotta keep up (and ahead) of the game.

KEEPING IT REAL

We know that your clients can smell inauthenticity from a mile away, so we make sure to communicate your story in a way that is true, real, and never trying too hard.

DEFYING EXPECTATIONS

From small requests to large campaigns, our team is excited about coming to work, engaged with what we're doing, passionate about the details, and committed to making our clients successful—no matter the task at hand.

PARTNER WITH US

**WE'RE INVENTIVE—A CREATIVE, DOWN-TO-EARTH & TALENTED
TEAM OF INDIVIDUALS WHO ARE AS COMMITTED TO YOUR SUCCESS
AS YOU ARE.**

RETAINER

Strategic, customizable, month-to-month support for your marketing & communications initiatives—so you never have to figure out all the moving pieces on your own again.

CAMPAIGN

Let's send the right message about who you are. We strategize and create multi-faceted and integrated campaigns across diverse channels that offer interactive touch points for your customers, and ensure they stick around.

PROJECT

Need help with a one-off project, video, design, or presentation? We'll provide the support you need to get your project off the ground in a way that aligns with your brand your big, bold vision.

MOST IMPORTANTLY, OUR CLIENTS AREN'T JUST CLIENTS.

THEY'RE FAMILY

OUR PROCESS

1 | MEET

You are the root of everything we create, so it goes without saying that this first, exploratory conversation (either on the phone or in person) is the most important. Together, we'll take a 360-degree look at your business, as we delve into what makes you... well, you. We'll also take the time to understand your goals, the people you serve, as well as your timeline and budget.

2 | DISCOVER

It's time to dig deeper, as we explore your industry, your competitors, and your target audience using a variety of methods: studies, analyses, surveys, interviews, focus groups, you name it. This will give us a solid foundation on which to build out your project.

3 | PLAN

Moving on: We'll whip up a design brief that outlines the deliverables and provides you with creative direction around your brand message, story and tone so that everybody's on the same page, and you can clearly see what you embody as a business.

4 | CREATE

Ideas, meet goals. During this creative phase, we take the goals in your design brief and really get inventive (there's a reason why it's our name). We'll present you with 2-4 concepts that solve your challenge head-on. Once you've approved one of those, we'll move into the final production phase.

5 | LAUNCH

We serve up your final deliverables, ready for launch. But now what? It's not in our nature to leave you hanging, so expect plenty of direction at this stage, as we guide you on how to make your Big Reveal.

6 | EVALUATE

Post-launch, we don't throw in the towel just yet. Instead, it's time to evaluate what worked. This will help us iterate in time for your next project so we keep building on your success.

TIME & BUDGET

Wondering how long our process takes, or how much it will cost? It's all relative, and depends on your budget, timeline, size, and specific challenges. The good news? We take the time to understand your unique situation, and put together a package that is specially created to suit your needs.

“We gave Inventive a large, complex and very last-minute brief to create a wide range of video production assets for our global conference. They answered the brief creatively and with utmost professionalism. Their deliverables are now being used around the world. They always went the extra mile and I would have no hesitation in recommending them again.”

Joe Rudkin - Director of Communications
Carat (UK)

“Inventive did an absolutely magnificent job of bringing our hackathon to life through extraordinary storytelling and insightful interviews with those involved in the event first-hand. The uniqueness of our event really comes through in the video, and I was really impressed with their ability to generate ideas, work independently, and produce a top quality product in such a short timeframe.”

Anne Curtin - Sr. Marketing Manager
Isobar

Like what you've read? If you think we'd be a good fit, we'd love to hear from you. To submit more information about your project:

[CLICK HERE](#)



Yours,
Melissa Cord, Partner