



CREATIVE SERVICES



Drive Response with The Right Creative



Today's consumers are barraged daily with thousands of marketing messages through an increasing number of communication channels. More and more, your consumers—and these messages—are online. Building profitable and lasting relationships in this crowded media environment requires a well-crafted marketing strategy combined with continuously attractive, compelling and motivating messaging.

Collabrys Creative Services team combines years of traditional and new media expertise in order to help our clients use interactive channels to attract new consumers and strengthen existing consumer relationships. Our designers and copywriters will help you bolster your brand experience online, while maintaining your brand's image and voice, to deliver the engaging, customized messages made possible by interactive media.

Whether we play a supporting role in your creative endeavors or manage every facet, the Collabrys team will provide you with measurable creative services that exceed expectations.

COMPREHENSIVE CAPABILITIES TAILORED TO YOUR GOALS:

At Collabrys, we know that brilliant design and clever copywriting are only as valuable as the results they achieve. Collabrys Creative Services team brings extensive print and online experience to your interactive relationship marketing programs. This makes for attractive—and effective—outcomes.

We leverage our expertise in strategy, design and copywriting to develop customized, integrated solutions that deepen consumer relationships, build two-way personalized dialogs, and compel consumers to act.

Design

Our designers craft impactful and compelling creative, which incorporate best practices as well as your brand's identity and marketing objectives. Simply stated, design that leads to action.

Copywriting

Collabrys copywriters tailor words to your audience and your program goals. We know just when to be bold, subtle, clear and functional as well as how to get your message through technical gatekeepers such as SPAM filters.

Strategy

Our creative strategy team will review your marketing goals and program requirements when approaching each task. If needed, our team can help you develop effective creative strategies to strengthen consumer relationships.



STRATEGIC CONSULTING



PROGRAM EXECUTION SERVICES



DATA MANAGEMENT



CREATIVE SERVICES



ANALYTICS

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ENGAGING, RESULTS-DRIVEN CREATIVE:

Collabrys strives to synergize your marketing objectives and your audiences' interests. Working directly with you or in partnership with you and your agency, we design and build effective e-marketing campaigns that generate high response rates and motivate your consumers to take the actions you desire.

Engage your audience with results-driven creative solutions including:

E-mail

Create e-mail messages to attract new consumers as well as strengthen the consumer relationships you have. Whether through e-mail newsletters or special promotions, Collabrys created e-mails will resonate with your audience and motivate desired responses.

Internet Coupons

Design, deliver and track impactful Internet coupons using Collabrys patented technology. Take advantage of Collabrys expertise in online coupon design to extend your marketing and brand messages on the printed coupon page, and make your promotions stay top of mind.

Web Pages and Micro-Sites

Develop web pages and micro-sites that support your e-marketing initiatives. Use article micro-sites, landing pages, profile collection pages, surveys and more to maintain a consistent look-and-feel across channels.

Integrated and Multi-Channel Campaigns

Seamlessly integrate campaigns with strategic design and copy, each tailored to the unique requirements of various channels. Coordinate your offline and online programs for 360° consumer experiences.

Interactive Promotions

Build exciting interactive promotions, including sweepstakes, contests and games that get attention and get results. Attract new users and offer engaging activities to existing consumers.



COLLABRYS CREATIVE SERVICES:

A Key Part of an Integrated Solution

Creative Services is one component of Collabrys integrated approach to consumer relationship marketing. Our Creative Services, combined with our proprietary marketing technologies, other premiere client services, and data-driven insights, form e-CRM solutions that will help you build and maintain stronger direct relationships with your consumers.

Used individually or as part of a comprehensive solution, Collabrys Creative Services will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

Learn About Other Technologies and Services from Collabrys

Engage Your Audience Today Contact Collabrys



Collabrys is a leader in interactive consumer relationship marketing. Global marketers such as Colgate, Reckitt Benckiser, Gerber, Revlon, America Online, and many others, have relied on Collabrys to acquire, retain or build stronger, more profitable relationships with their consumers. Collabrys is headquartered outside Washington, D.C. and has offices in the San Francisco Bay area. Collabrys is a business unit of Invenda Corp., which is traded on the Swiss Exchange (SWX) under the symbol "INVN".

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