

## **Brand Strategy**

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Brand Strategy: We've all experienced the overwhelming effect of being confronted by different brands and products, of not knowing what to buy or try, of too much information on labels/literature and too little time to take it all in and make a decision. So we do nothing...As our promoters are experienced in brand promotion services they cut through all of this, understand each customer's needs and explain which of your products/services can best meet them. Saving time, effort and making sales happen – for you!

## **Promotions and Activations**

Product demonstrations are an essential tool to increase the impact and sell-through of products in today's information-cluttered world. But to work, they must be planned and focused! Before we engage in a promotion or campaign, we pre-plan and focus on target-specific demographics based on product research, competitive evaluation and our unique geo-mapping services.

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