



## Enhance your communication with our **Design Support** Retainer Package

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*We offer our design expertise to make all your communication more meaningful and expressive. We work very closely with your marketing and sales team as an extended arm for all your internal and external communication. Be it corporate communication, sales promotion campaign, marketing presentation or coordinating with vendors for on time and quality delivery we will be there as your internal experts. At Inspire we are specialized in all these aspects. We become the extended hand of your marketing team and support all your business communication and promotion initiatives.*

*Under our Design Support Retainer Package we evaluate, research and offer design solutions to elevate your existing brand image.*

### **Proposed Scope of Activities**

#### **Designing Support;**

Design support for new Brand identity, Existing Brand identity refinement, Brand Identity Manual,

Designing of ongoing marketing communication i.e. E-mailers, Catalogues, Folders, Leaflets, etc.

Designing of Print Media Campaigns, Sales Promotion Campaigns. Designing of News Letter, House Magazines, etc. Designing of event communications i.e. Invitation, Backdrop, Venue Signage's, Posters, Presentations, Participant Kits, Badges, Mementos, etc. Designing of Exhibition Branding and Visual Posters. Designing of seasonal marketing communication i.e. Theme Calendars, Invitations, Greetings, etc.



### **Planning, Implementation & Monitoring**

Preparation of Annual Promotion Media Mix, Planning of design and technical specifications.

Preparation of Budgets, Vendor negotiation, Price analysis, etc.

Ongoing Reviews, Implementation monitoring, Feedback analysis, Production quality control, etc.

### **Methodology & Deliverables**

- Close interaction with business Promoters, Marketing Managers and Brand Managers.
- Personal visits and periodical Skype conference with prefix agenda
- Creation of brief, collecting relevant inputs by interacting with all concerned people.
- Presentation, Feedback collections, Approvals and Rendering of final artworks.
- Vendor meetings, Negotiations, Budget preparation, Implementation monitoring, Quality control, etc.
- Periodic reviews, Data management, etc.

**Talk to us today and explore how effective our engagement would be for all your design requirements.**

