

# PLAN TO WIN

## [with branded merchandise]

Our Service is to ask the right questions and brainstorm to help develop the most cost effective plan for "R.O.I." (Return On Investment).

The following is a check list for both of us when reviewing your "Needs Analysis".

### Our Personal Service and Resources Help You...

- **Case Histories** - We can provide examples of proven ideas and programs to capture success without reinventing the wheel.
- **Reading Resources** - We have a library of material (books, magazines, websites, etc.) which we can offer to you since you know your business or organization the best. As we spend more time analyzing your business or organization together, we will learn the direction you are heading and the areas within your marketing plan to support.
- **Virtual Spec Samples** - Let us use technology to create virtual images in the process of planning and developing new ideas.
- **Actual Random or Spec Samples** - We can provide actual samples that will help to show the quality and effectiveness of products for that perfect presentation, corporate program and/or gift.
- **Custom Development** - Since we have an office overseas, we can development one-of-a-kind creations with our worldwide resources.
- **Use All Of Your Senses** - Promotion and Marketing Processes may use the focus of only one or of all the many senses like color, shape, smell, taste, action/movement, sound & feel. What is unique to your business?
- **Ask Us Questions** - You may have questions to ask us like: Do trade shows cost? Why should we change our ways of promoting and marketing our business/services? What is new in the industry?
- **Analyze Your Whole Marketing Plan** - We can help you look at your Long and Short Term Plans and Goals as well as each individual promotion for "Total Effectiveness". Ask about NO COST Marketing Programs.



### CONTACT ME TODAY!

Jeffrey A. Murphy, CAS | MURPHY ADVERTISING CO.  
Brand Marketing Specialist - HALO Branded Solutions  
ph. 937.382.1010 | fax 937.382.1011 | cell 937.527.1557