

COMMUNICATION SOLUTIONS GROUP

# Creative Campaigns

**We are 80+ experts committed to  
developing breakthrough creative ideas  
and strategic communications.**



## VALUE PROPOSITION

We help clients connect to their audience by amplifying their brand through creative that engages them at the right place, at the right time, with the right message.

# Capabilities & Possibilities

## Strategy

Communication & Marketing Campaigns  
Program Brand Identity  
UX Research  
Persona Development  
Audience Acquisition Plans  
Content Mapping  
Environmental Signage Plans  
Creative Consulting  
Marketing Analytics  
Program Visioning Sessions

## Touchpoints

Print Collateral  
Websites  
Video & Motion Graphics  
Environmental Signage  
Branded Merchandise  
Text Messaging  
HTML Emails  
Direct Mail  
Custom Branded Kits  
Social Media  
Paid Media  
Virtual & In-person Activation

## Services

Creative Direction  
Writing  
Design  
Video Production  
Marketing Automation  
Installation & Strike  
Translation  
ADA Compliance  
Project Management  
Printing & Production  
Fulfillment & Distribution





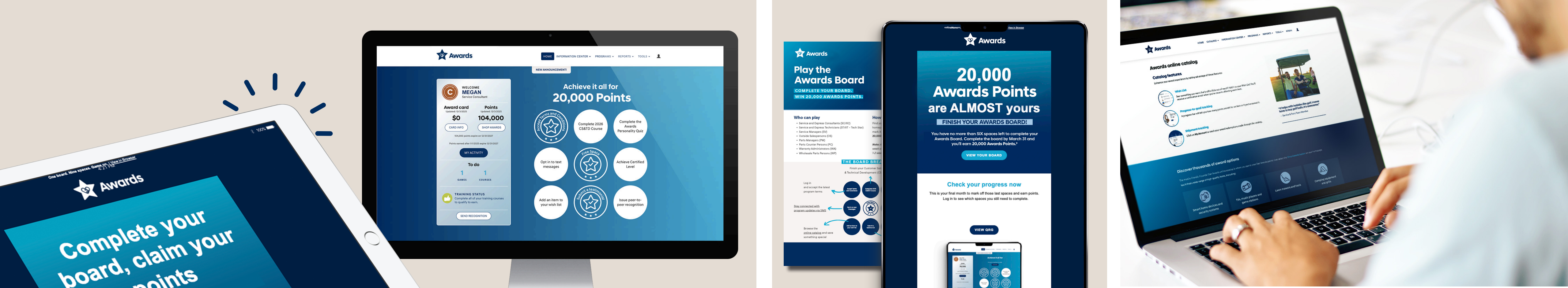
# Automotive

CHANNEL SOLUTIONS

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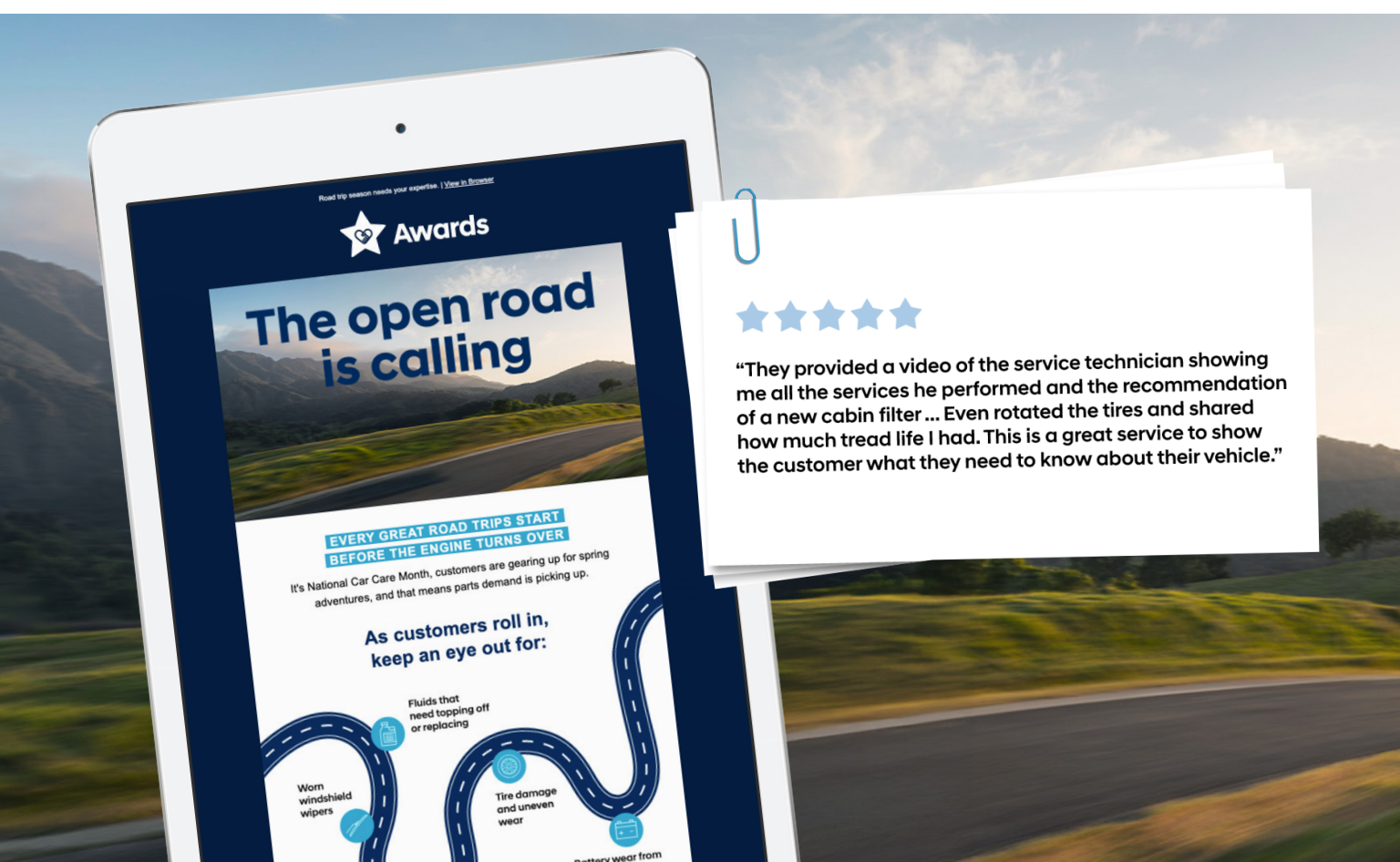
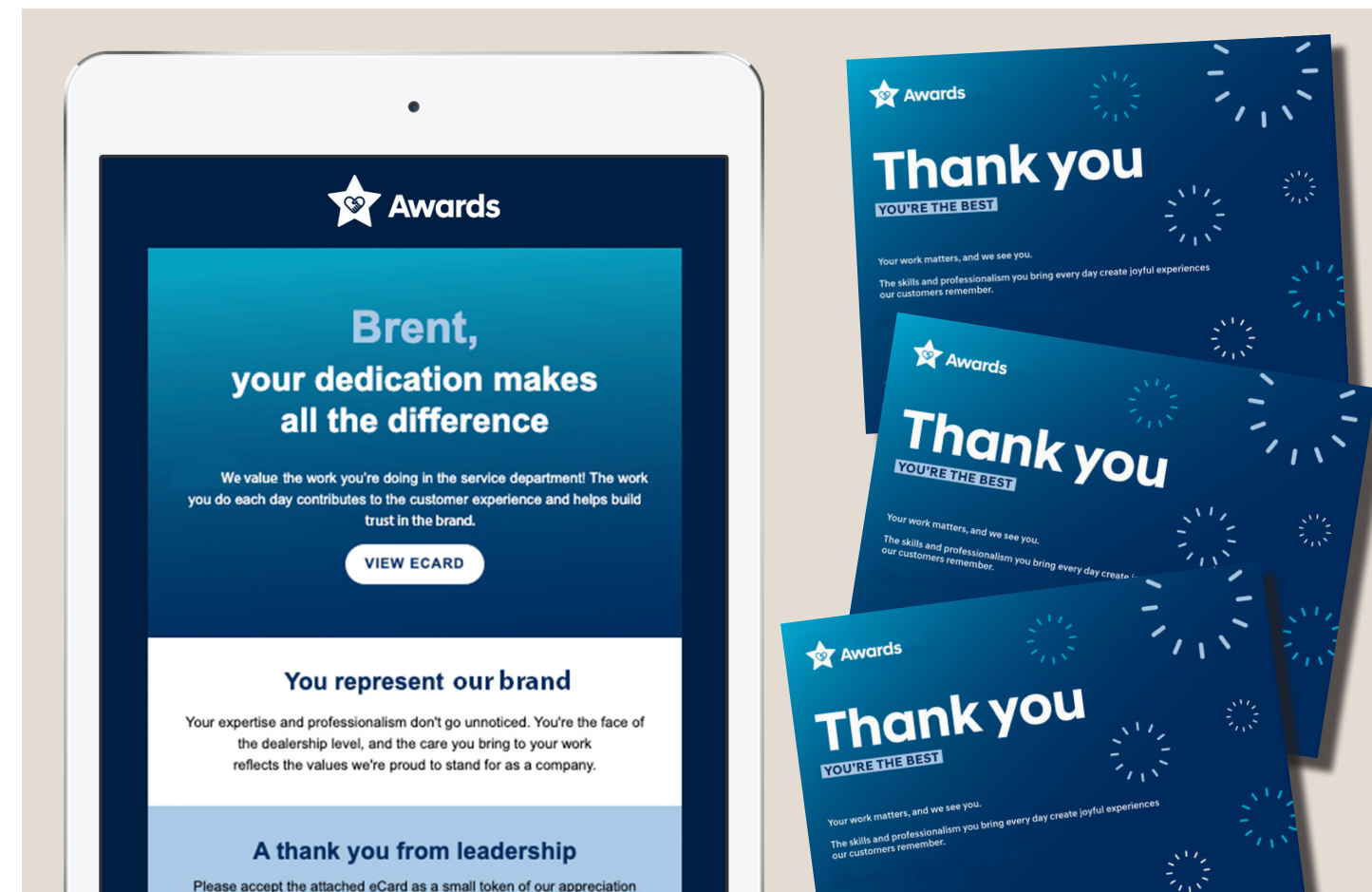
COLLATERAL / GAMIFICATION



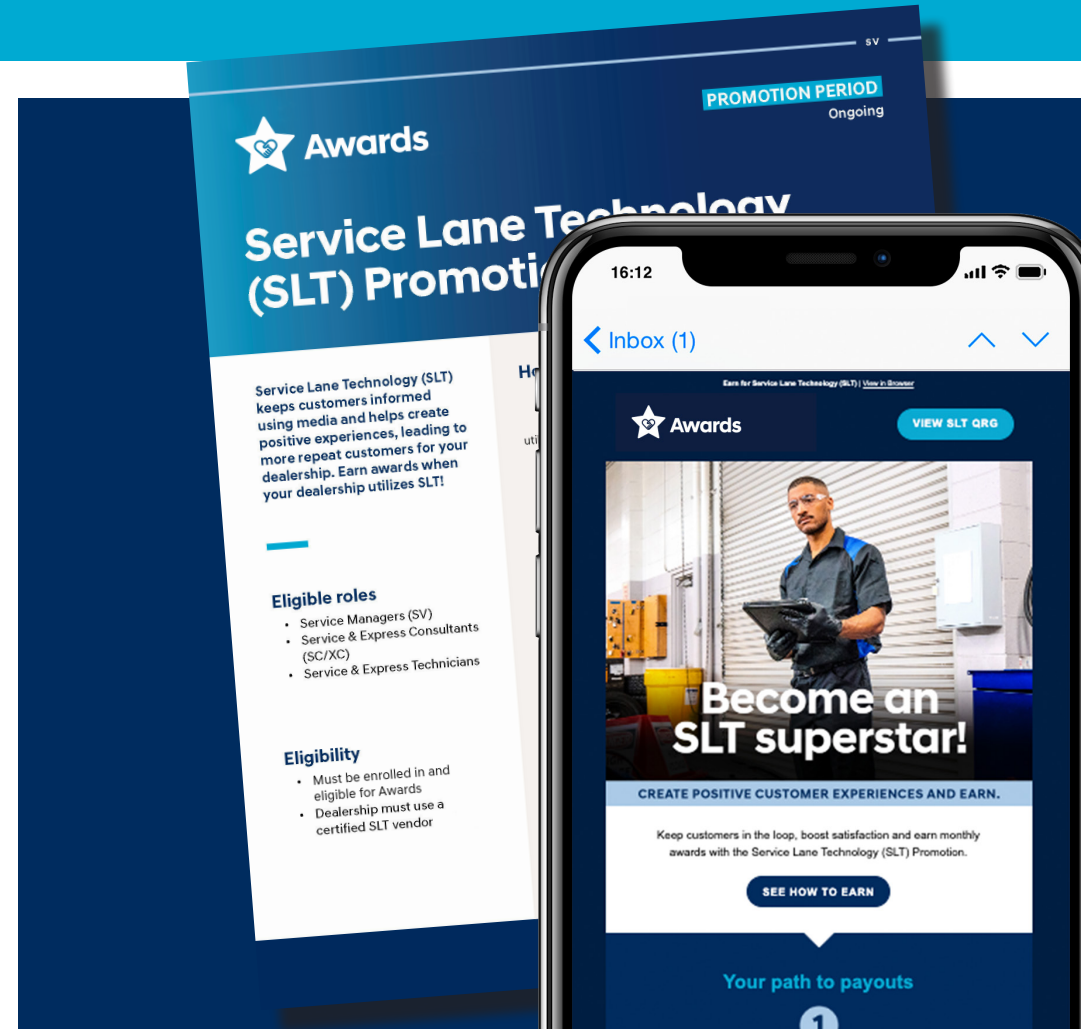


# Awards

Awards brings dealers into an engagement program built around ongoing earning, timely challenges and meaningful milestones. Targeted push communications work together to drive immediate action, sustain long-term engagement, strengthen retention and reinforce the brand in a way that feels relevant.



"They provided a video of the service technician showing me all the services he performed and the recommendation of a new cabin filter... Even rotated the tires and shared how much tread life I had. This is a great service to show the customer what they need to know about their vehicle."







# Automotive

CHANNEL SOLUTIONS

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NEW HIRE JOURNEY







***ProRewards***<sup>TM</sup>

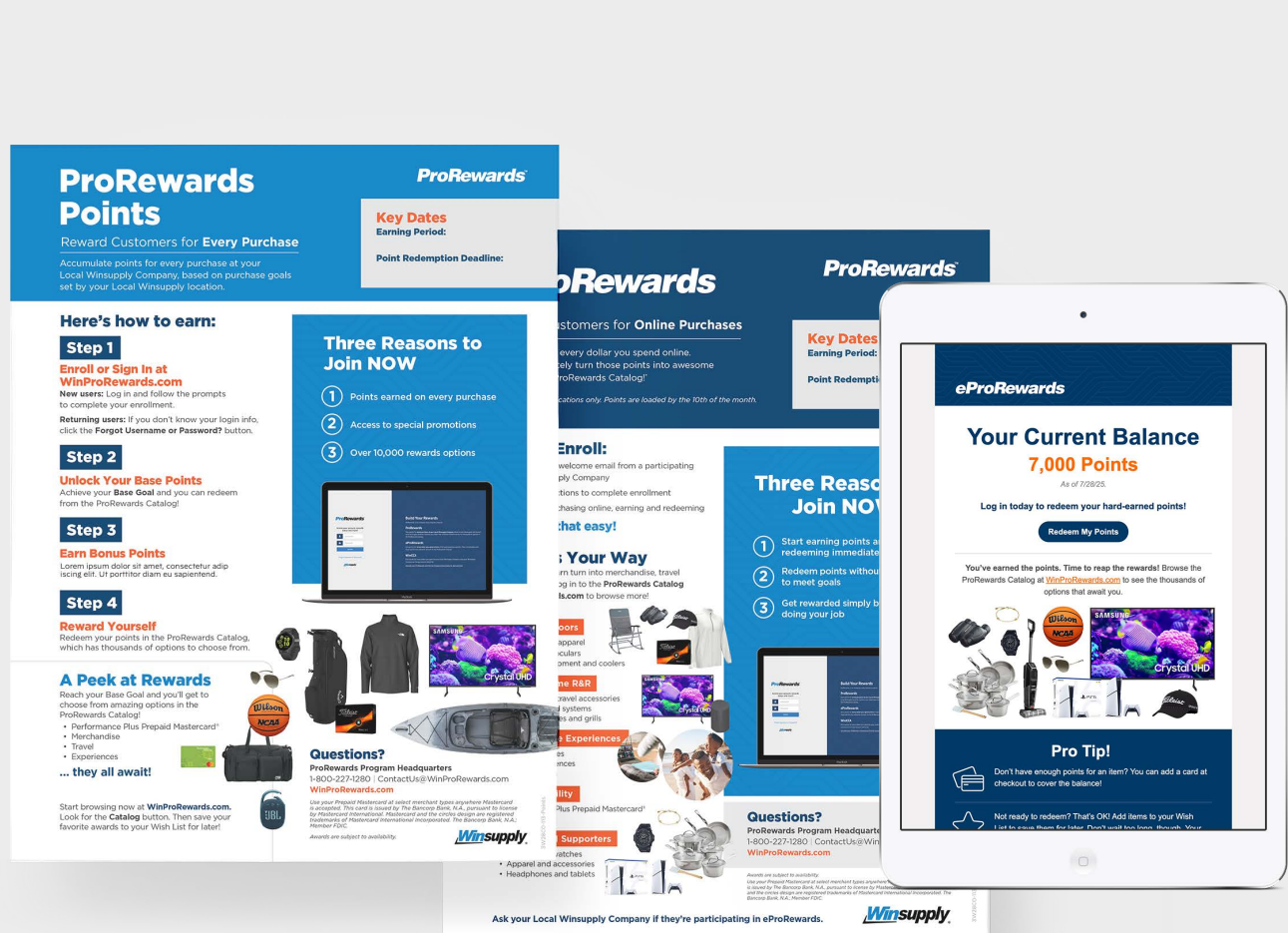
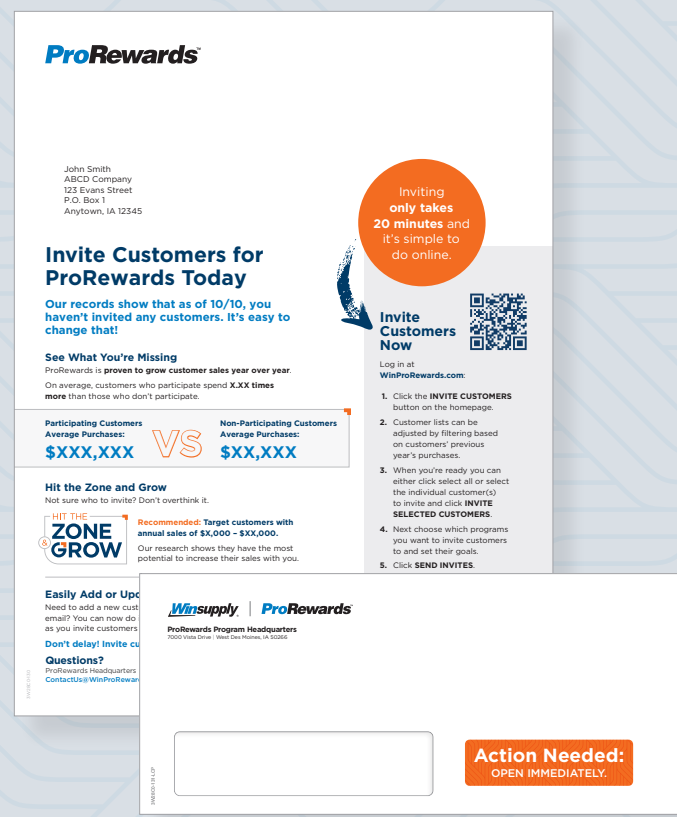
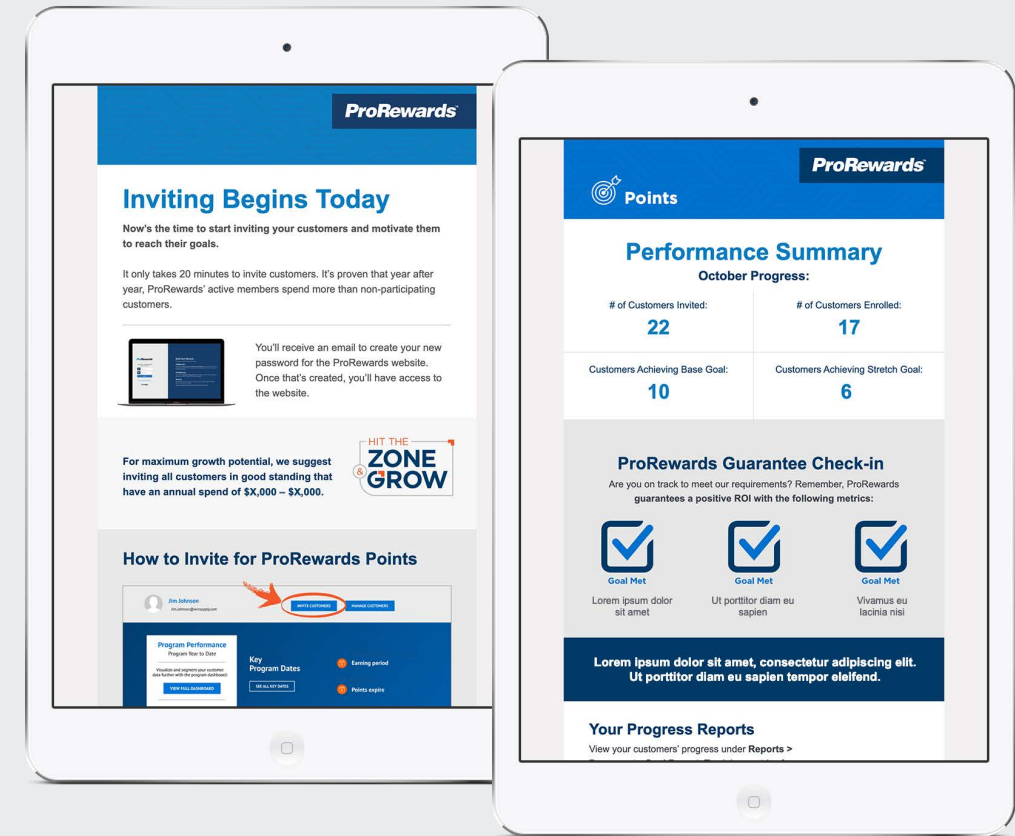
# Winsupply

CHANNEL PARTNER SOLUTION

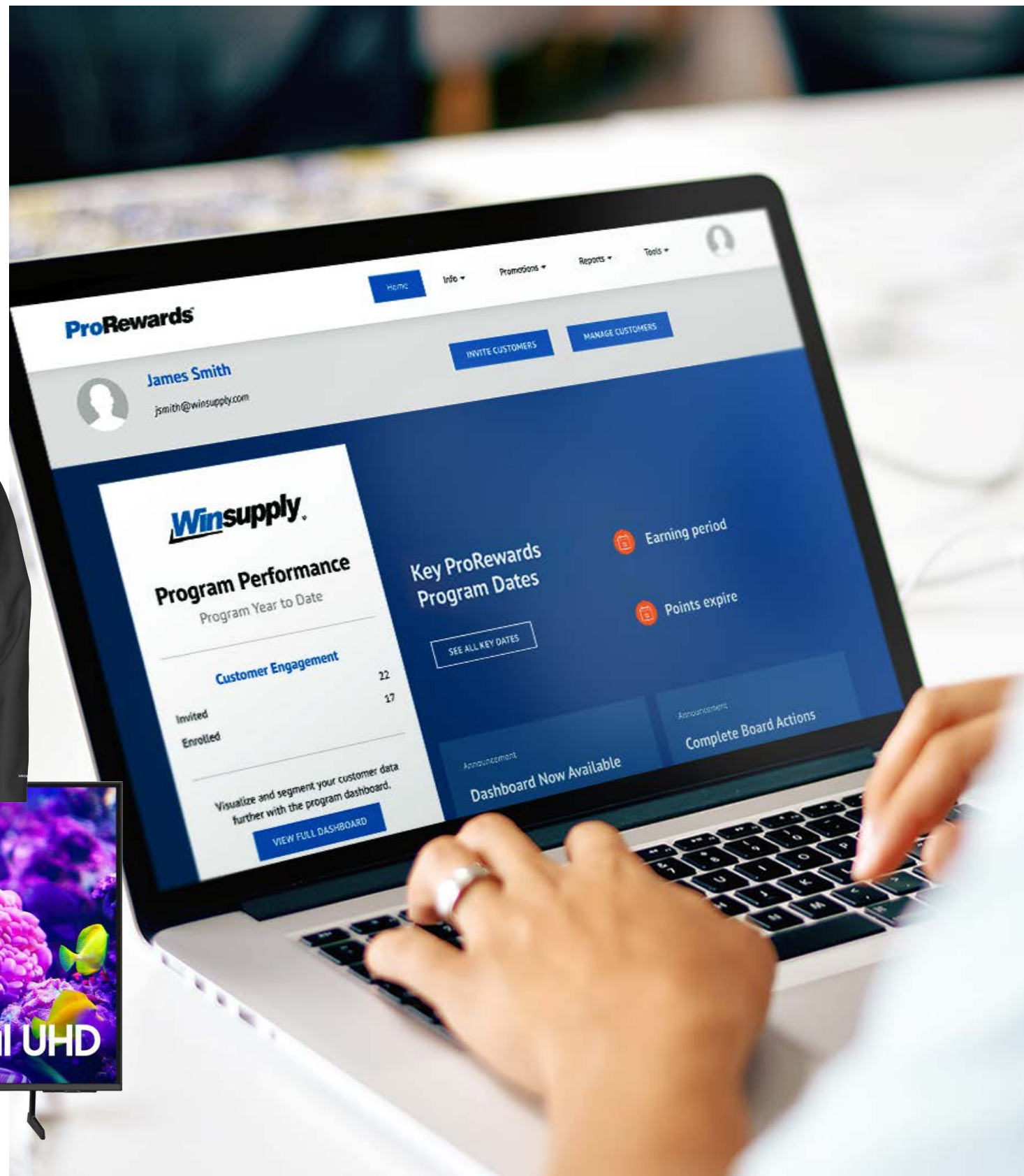
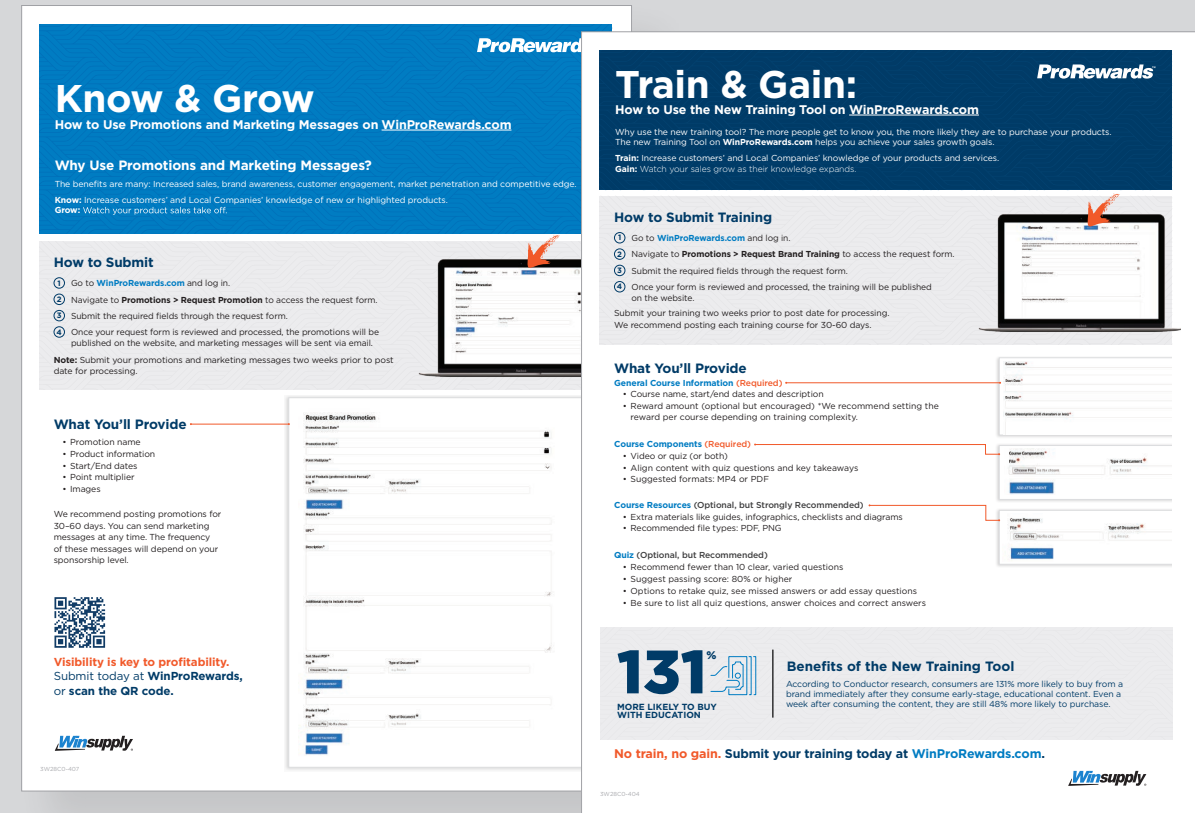
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MIXED MEDIA APPROACH / PROGRAM BRAND IDENTITY / COMMUNICATION CAMPAIGN





A strong annual program combines early engagement and continuous messaging that converts interest into action. Messaging highlighted platform enhancements and new tools tailored to each audience—Local Company Presidents, sales teams, sponsors and customers—ensuring they receive what they need for program success. The multi-channel strategy combined physical and digital touchpoints to maximize engagement across all audiences.







# Tire manufacturer

CHANNEL SOLUTIONS

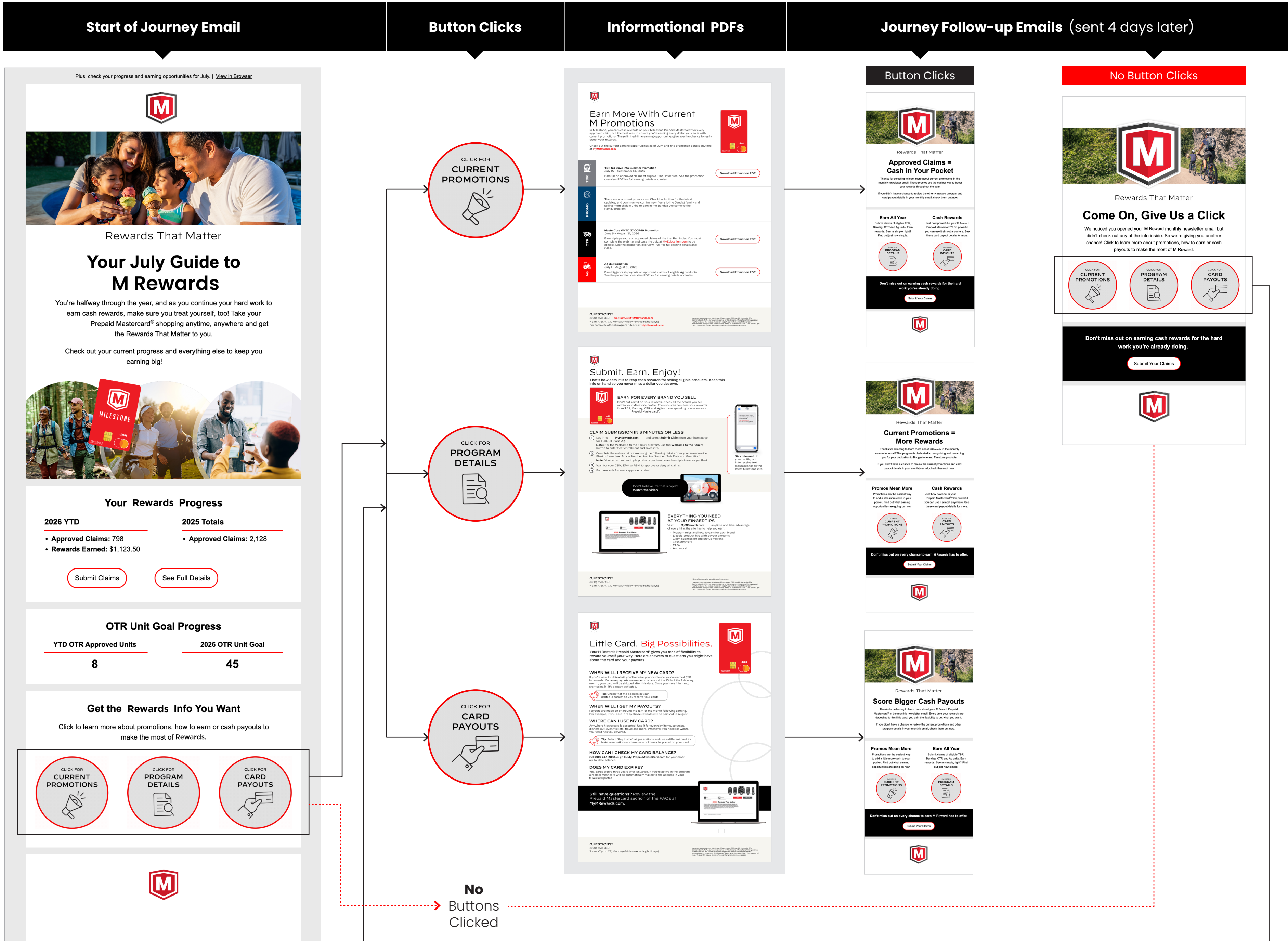
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DIGITAL COLLATERAL / MARKETING AUTOMATION / COMMUNICATION CAMPAIGN





Using digital automation, this email journey identified the information participants are most interested in receiving while continuing to keep the program front of mind. This allowed the emails to highlight the most important program information and drive engagement.





# Prestige Standards

CHANNEL PARTNER SOLUTION: BRAND STANDARDS

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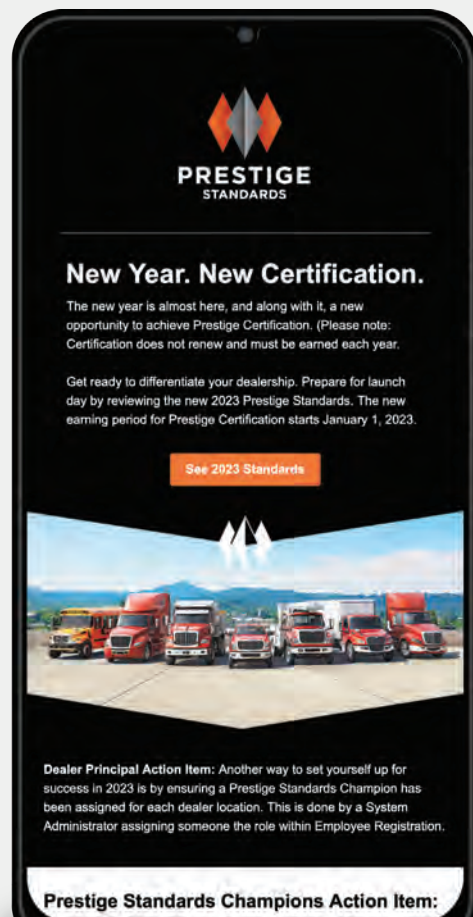
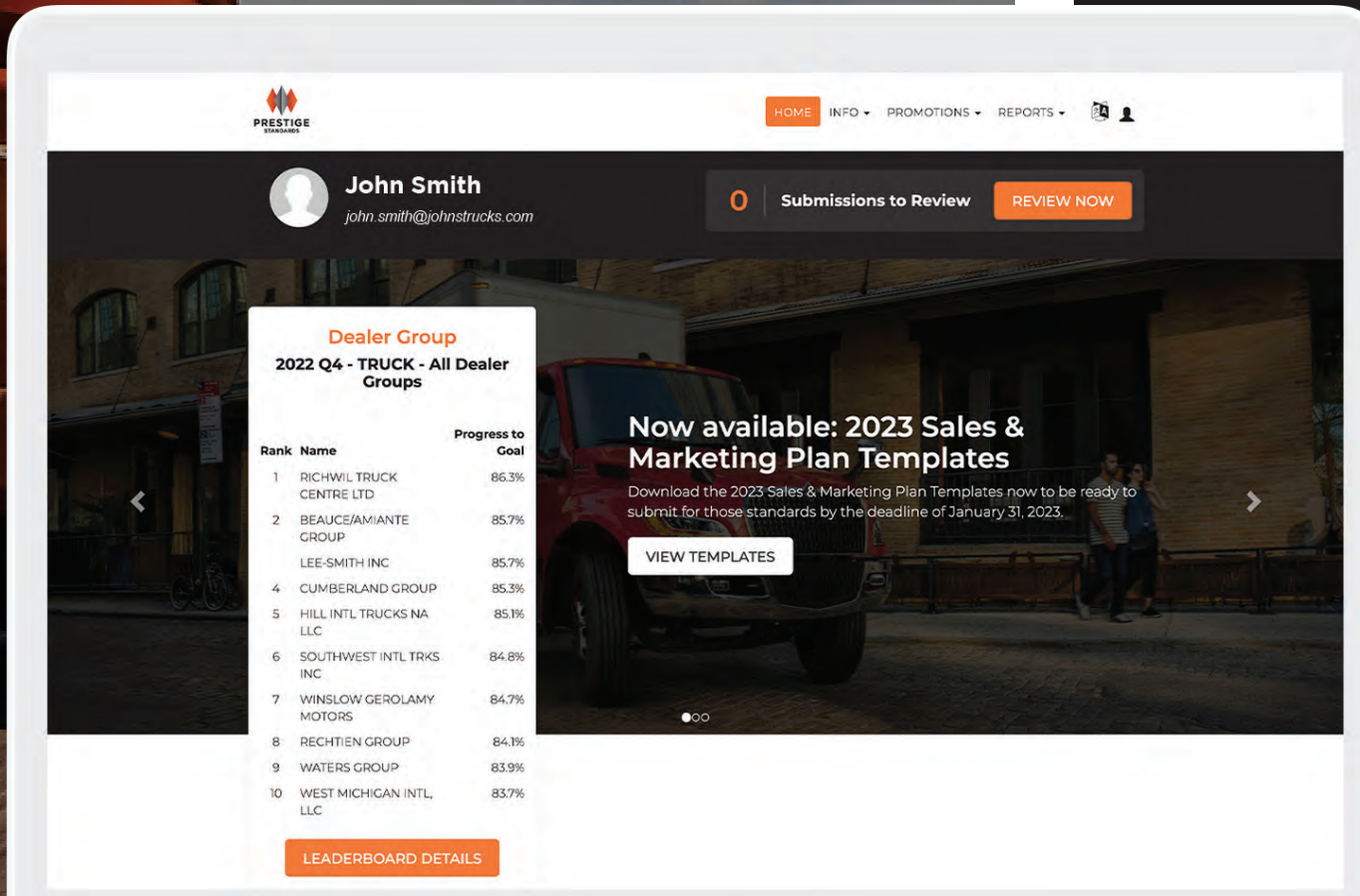
MIXED MEDIA APPROACH / PROGRAM BRAND IDENTITY / BRANDED MERCHANDISE





## PRESTIGE STANDARDS

Through targeted visuals and messaging, this brand standards program has helped this client create a cohesive brand across their dealerships, emphasize timely initiatives, and drive loyalty and engagement.





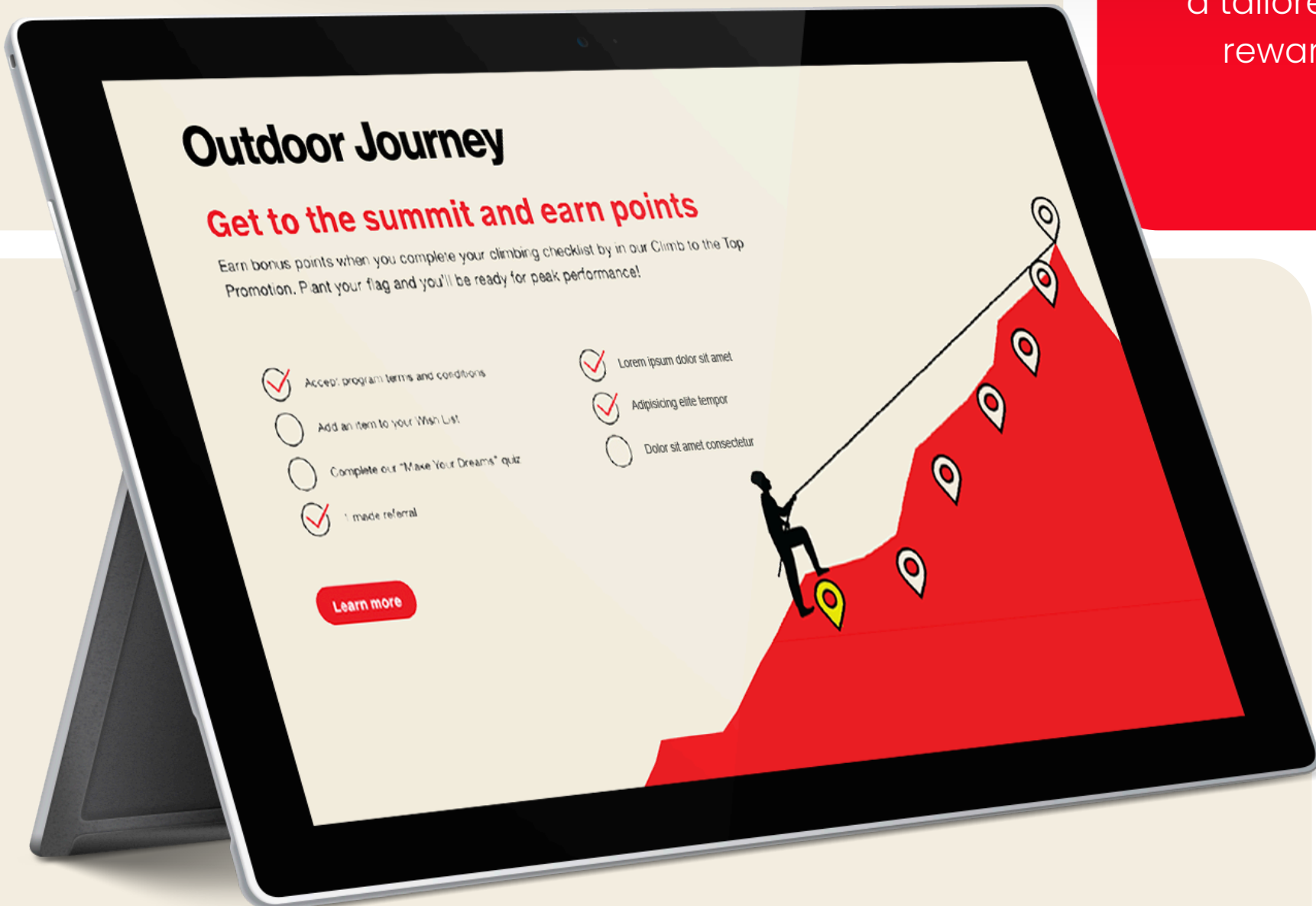
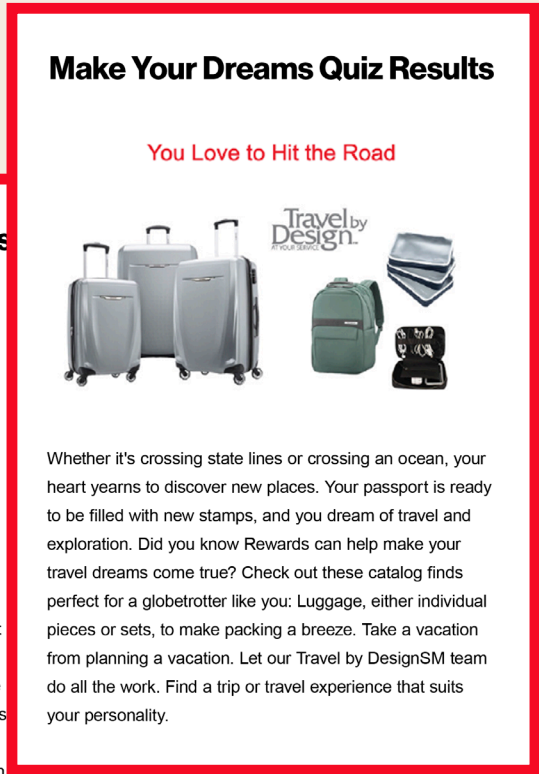
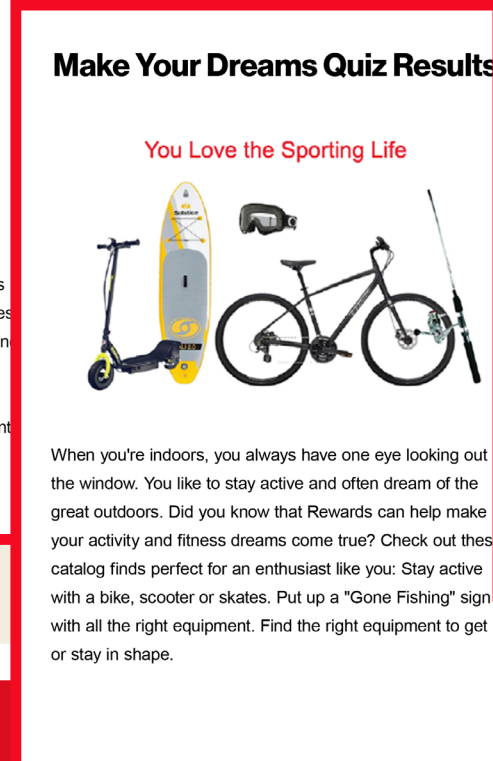
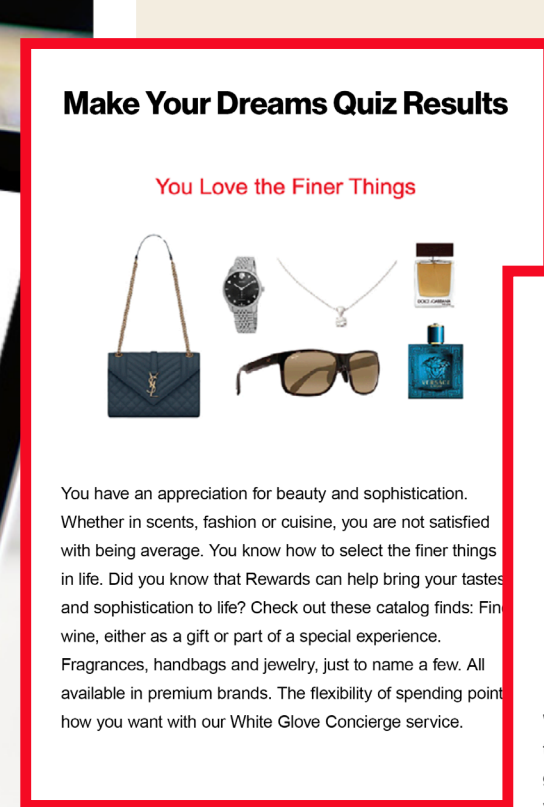
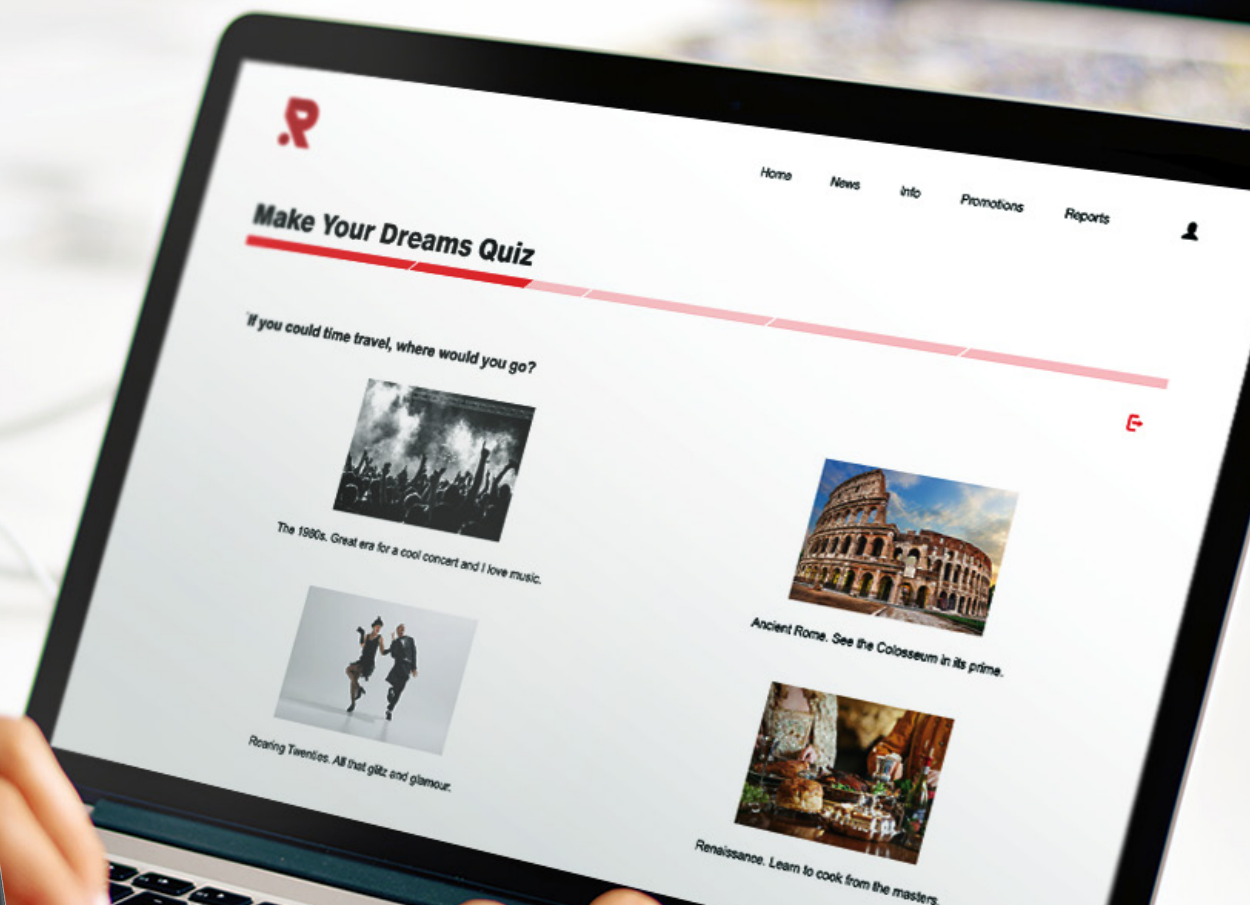
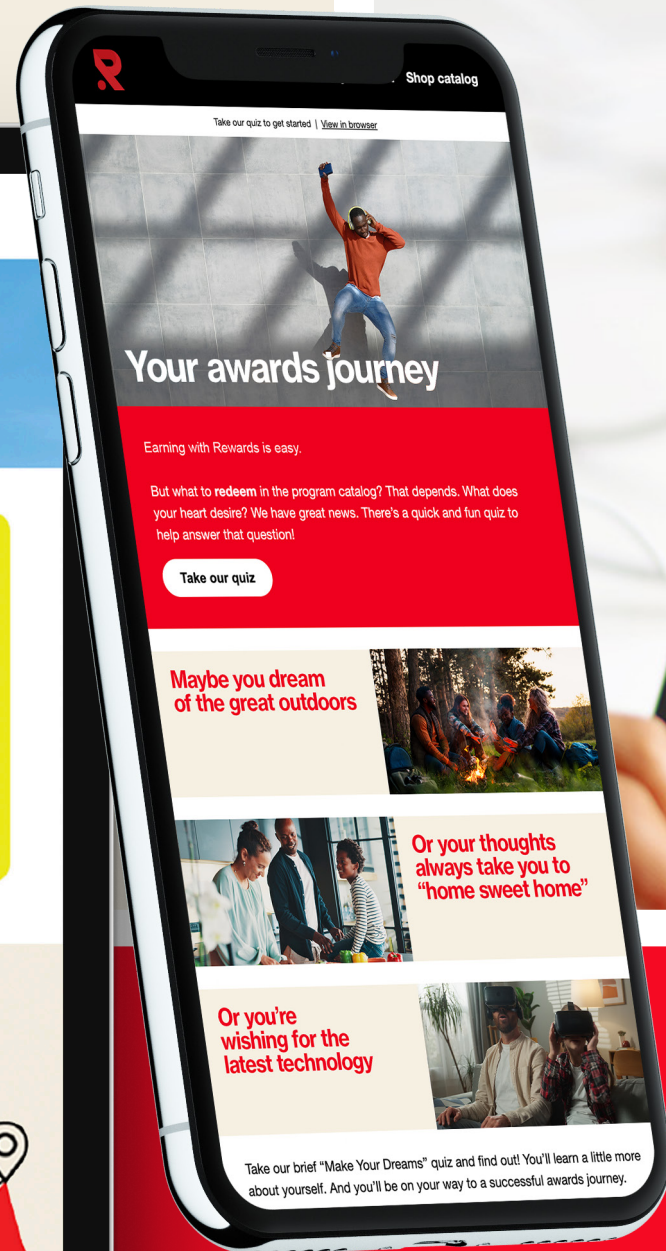
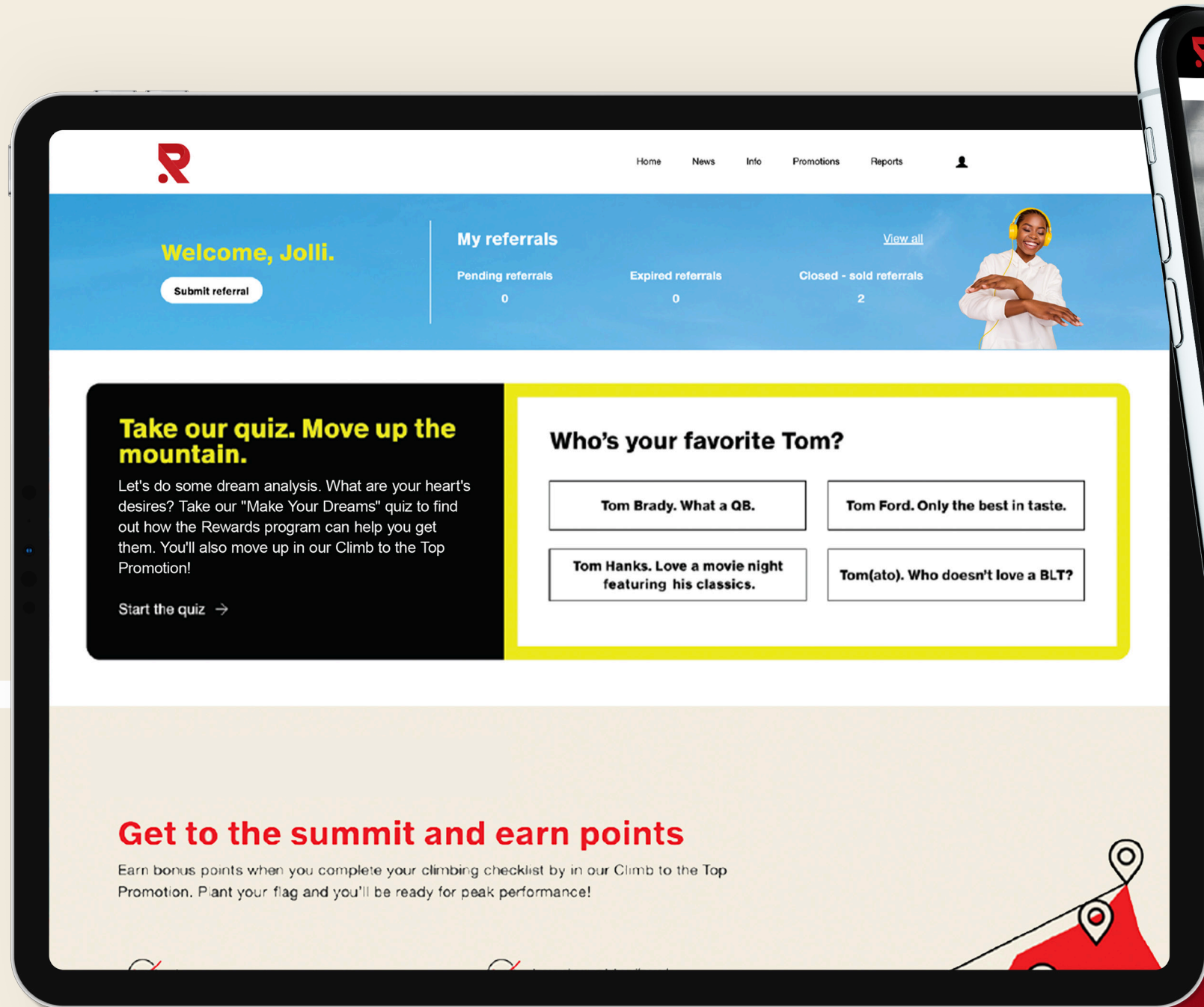
# Global cellular provider

CHANNEL

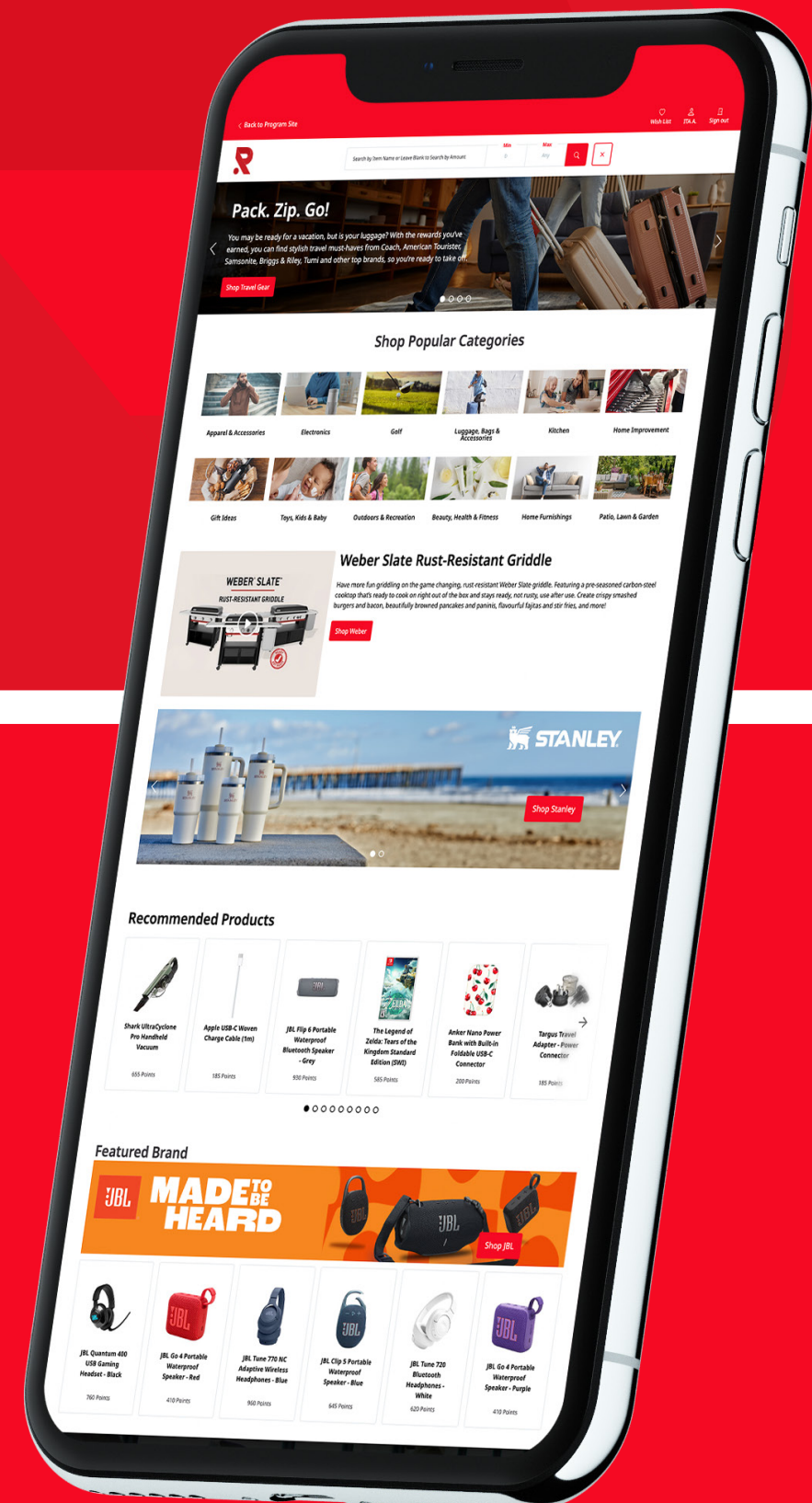
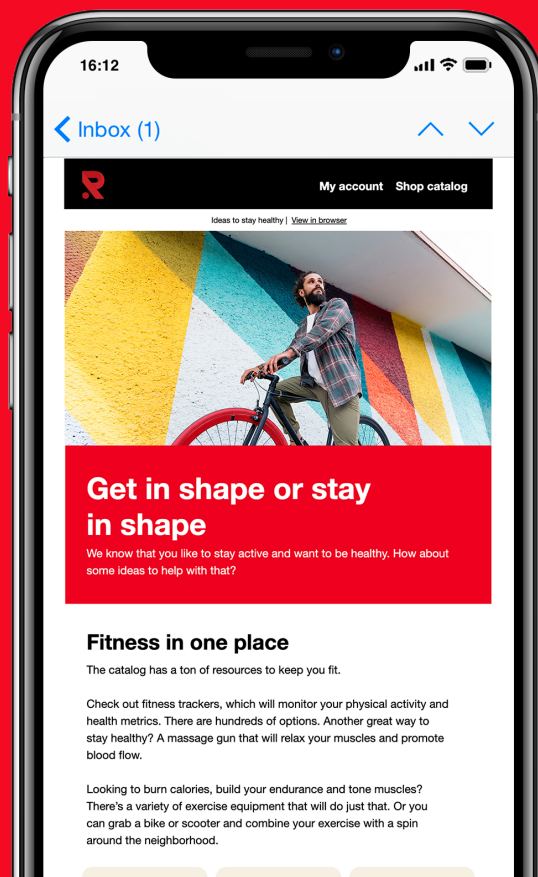
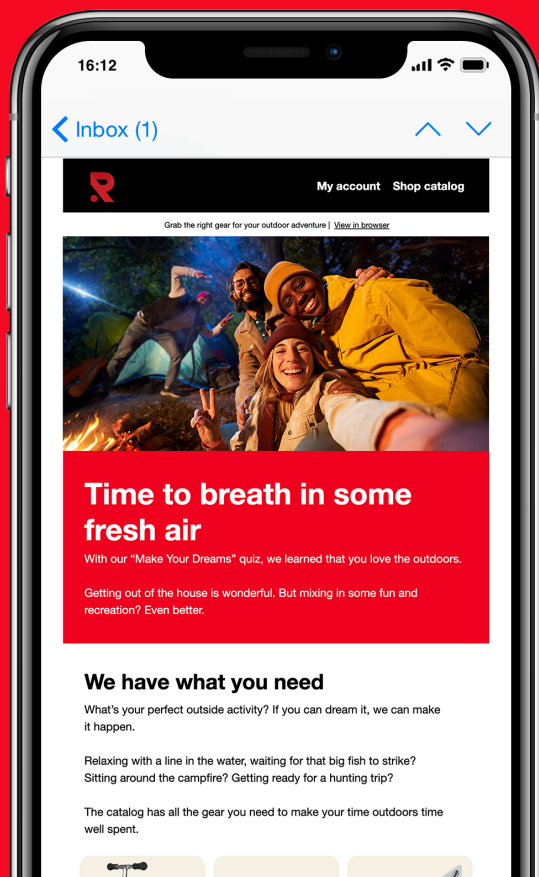
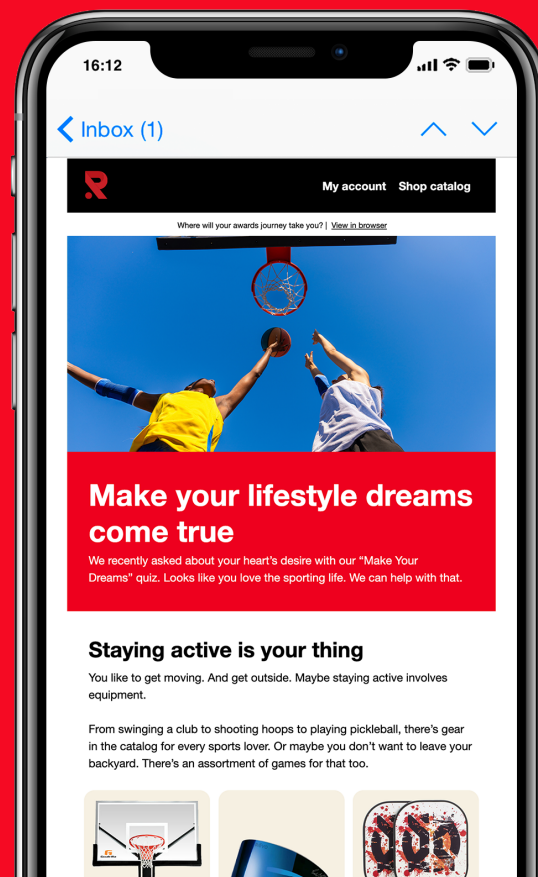
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BRANDING / COMMUNICATIONS / SEGMENTATION





We built a personality-style quiz that made the experience feel personal from the start. Answers sorted participants into one of five interest categories, each triggering a tailored email journey with catalog picks matched to their preferences. The result: rewards that feel less like a catalog and more like something built just for them, driving deeper engagement and repeat participation.





Incentives

# Telecommunications

INCENTIVE PROMOTIONS

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CHANNEL PARTNER SOLUTION / MIXED MEDIA APPROACH / MARKETING CAMPAIGN



# Incentives

- An annual theme sets the tone.
- Legacy logos spark instant recognition and emotional connection.
- Quarterly incentive promotions keep participants engaged and motivated all year.





