

ADVERTISING  
MULTI-MEDIA  
STRATEGIC PLANNING  
INNOVATIVE ONLINE TOOLS  
CORPORATE EVENTS  
IMAGE CONSULTING  
BRANDING

**DARCI**  
CREATIVE

DARCI CREATIVE, LLC  
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**DARCI**  
CREATIVE

**INSIDE OUT BRAND MARKETING**

## WHO ARE YOU?

Before you can build a strong brand out in the marketplace, you must look within. How do you define yourself and your company? How do you want to be seen in the world?

At DARCI, we go straight to the heart of the matter. That involves getting inside your head and inside the core of your vision. A successful branding campaign is an inside job. When done well, how you are perceived is exactly how you planned.

## WHAT DO YOU WANT?

Do you know what people think and feel when they hear your name? Do the right people even know your name? Are they seeing your brand often enough to formulate the right ideas about who you are and what you do? This is the kind of in-depth analysis we embark upon when you become our client.

## HOW ARE YOU PERCEIVED?

Think for a moment about Frosted Flakes. What comes to mind? Tony the Tiger? sweet crunchy flakes? they're g-r-r-r-eat? fun mornings at the kitchen table when you were a kid? Exactly. That's because the marketing team at Kellogg's planned it that way. They crafted their brand around the experience they wanted to conjure about their product. And years later that branding still sticks.

WE KNOW WHAT REALLY WORKS. ASSESSING AND DEFINING YOUR BRAND CHARACTERISTICS IS AN ESSENTIAL PIECE IN CREATING A BRAND IDENTITY FOR YOUR PRODUCTS OR SERVICES THAT WILL INFLUENCE PURCHASING DECISIONS.

## WHERE ARE YOUR CUSTOMERS?

Consumers today are bombarded with marketing messages. Our approach is not linear. We do not recommend the same strategy twice. Because, you are uniquely you. To get the results you seek your communications plan must be strategically integrated while projecting what is unique and memorable about who you are and what you offer.

## WHY US?

We know what really works. Assessing and defining your brand characteristics is an essential piece in creating a brand identity for your products or services that will influence purchasing decisions. Branding is an educational tool for buyers; it helps them identify what they want to buy. The more consciously you choose an identity for your brand based on your mission and values the more success you will have in drawing the right buyers to your products and services in the marketplace.

Build your brand to last. Boost your brand brilliantly. Contact DARCI today.

## WHO WE ARE.

*Darci Knowles*, brings twenty years in the business to the table. She is the recipient of several national Telly Awards for outstanding television advertising, and dozens of regional and local awards for excellence in marketing creativity. Her clients have ranged from non-profit agencies, to healthcare and banking, and professional services to manufacturing. She has tackled literally every aspect in the communications field successfully with her original ideas.

*Chet Homer*, Co-Founder, is an innovative thinker who brings many fascinating business successes to the company. He has helped develop and expand businesses like Tom's of Maine, Ocean National Bank and Shawnee Peak Ski Resort from an ownership perspective. He brings a unique business perspective and a depth of experience in growth strategies to our clients.

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