



IMAGINE

ADVERTISING & PUBLISHING INC.

www.imagineadv.com • 866-832-3214



"WE BELIEVE
YOUR BRAND'S
MARKETING
SHOULD BE MORE
LIKE **CANDY**
AND LESS LIKE
MEDICINE"



Who We Are

Imagine Advertising believes Marketing Should Be More Like Candy and Less Like Medicine. Focusing on the sweet spot for our clients has earned many prestigious industry innovation and creativity awards over the past 20 years.

It's our unwavering passion to drive sales velocity for Brands and Retailers. It's steering an intelligent conversation about where you are going and then connecting your brands with consumers along their path to purchase. We believe a well-thought-out strategy and tactical execution can outsmart your competition—without having to outspend them.

We have 4 principals to help you get more placements and increase sales velocity:



INNOVATE

- Creative
- Strategic Planning
- Brand/Corporate Identity
- Retail & Brand Consulting



INTERACT

- Website Creation & Management
- Print Plus Mobile
- Email Marketing
- PPC/Google AdWords
- Online Display/Web Video
- Local Geo-Marketing
- Text Marketing
- Social Everything



INTERRUPT

- Print
- Broadcast/Web
- Media Planning & Buy
- On-Line/Digital
- Mobile Marketing
- Social Media Engagement
- In-Store P.O.S.
- Sales Collateral



INCENT

- Partnership Marketing & Promotions
- Product Placement
- Sweepstakes Creation & Management
- Store Loyalty Programs



Award-Winning Campaigns

"OVER 20 YEARS OF EXPERIENCE CREATING, MANAGING AND IMPLEMENTING BRANDED PRODUCT CAMPAIGNS AND PROMOTIONS."



- Recipient of 3 Hermes Creative Awards in 2013
- 2005-2012 Featured Writers and Retail Trainers for the Home Furnishings and Consumer Durables Industry
- Recipient of 3 Hermes Creative Awards in 2007
- In 2007 Recipient of 6 Awards from the MarCom Creative Awards
- Catalyst Magazine recognized Flora Stopher (Creative Director/ Imagine Advertising), as one of the "Top 50 Entrepreneurs" in Atlanta for 2006
- Recipient of 6 MarCom Awards in 2006
- 2005 Promotional Marketing Association – PMA – Gold Reggie for Best Multi-Channel Promotion in North America for Ashley Furniture Industries, Inc.
- Direct Marketing Association – DMA Echo Award – Best Direct Marketing Campaign in North America
- Tempo Awards – CADM (Chicago Area Direct Marketing) - 1st and 2nd Place for Best Direct Marketing Campaign B2B
- First Place – Most Innovative Production Technique Used in Business Space Advertising
- Second Place – Most Creative Business Space Advertising
- Printing Industries of America (PIA) Premier Print Awards:
 - Best Corporate Identity & Advertising Program
 - Best Corporate Identity - Business to Business
 - Best Corporate Newsletter
 - Best Trade Show Materials
 - Best Self Promotion for Use in Direct Mail
- Advertising & Promotional Campaigns Used as Case Studies in the Times Mirror College Text Book - "Global Marketing, A Managerial Approach"

Branding & New Product Launches

“WE BELIEVE GOOD IDEAS COME FROM INDIVIDUALS,
GREAT IDEAS COME FROM COLLABORATION”

We develop the complete go-to-market strategy for your brand or products, furniture markets, retailer presentations, sales representatives and more.

Brochure



Posters



Online Display Ads



Retailer Ad

Go-To-Market Strategy

“WE BELIEVE WATER DRIPPING ON A STONE LEAVES A MARK.”

It's not enough to have great creative, you must have a solid “go-to-market” brand strategy that helps your sales representatives get more placements and your retailer get more sales velocity. We can help.

IMAGINERetailer.com
Online Selling Solutions

Omni-Channel Websites -
Choose from 1.9 Million SKUs!

starting at
\$499/mth
More Info

Online Display Ad for Branding



Gel Stress Ball_Tradeshow Giveaway

Smurfs promoting furniture
By Clint Engel
NORCROSS, Ga. — Imagine Advertising and Sony Pictures Animation aim to liven up the back-to-school season for furniture retailers with a youth bedroom promotion tied to “The Smurfs 2”

FURNITURE Today
THE BUSINESS DEVELOPER OF THE FURNITURE INDUSTRY

Enso offering answers with Solutions Studio
Magnussen adds dining
Shadow Mountain teams with museum
Art Van announces six new store sites

YOUR STORE CAN GET SMURF’D
THEY'RE HERE!
(JUST IN TIME FOR BACK-TO-SCHOOL)

A GREAT NEW PROMOTION THAT INCLUDES:
TELEVISION • IN-STORE SIGNAGE
PRINT AND MORE!
SEE IT HERE:
IMAGINEADV.COM/SMURFS

www.kidzroom5.com

Industry Press and Double Truck Ads



Tradeshow Booth Design and Collateral

Dealer and Rep Resources

Our team has trained and educated thousands of people in this industry over the years. We've worked with sales management, marketing management and countless sales representatives on how to communicate and sell more of your branded products at markets and to retailers.



Home Promotions Print In-Store Signage Online TV/Web Video Loyalty Program Contact Us

WELCOME

to the Imagine Advertising Marketing Resource Center

All your marketing needs in one place.
At your finger tips.

Welcome to the Imagine Advertising Marketing Resource Center

Here you will find traditional print, in-store signage, online marketing tools, tv/web video and more! Check in often, as this web portal will be updated on a regular basis.

- Customized sales & marketing training, incorporating proven communication & presentation techniques based off experience, research and current trends.
- Customized marketing tools, print, web, video and more. Training your sales people on how to incorporate marketing tools in their retail sales presentations.

Omni-Channel Marketing

We help you design and develop the tools your company, your sales representatives and retailers need to create maximum velocity. Tools like:

- Direct Mail
- Branded Television Commercials
- Branded Web & product Videos
- Websites
- In-Store Gallery Design and Execution
- Branded Product Banners
- Complete Customized POS programs showing features, benefits, additional items, colors, etc
- Window Dressings
- Table Tents
- Customized branded Circulars with Mailbox Distribution
- Customized Newspaper Ad and Inserts
- Complete Digital Print Capabilities including: Business Cards, Brochures, Catalogs, Door Hangers, Post Cards
- Animation for assembly directions, cleaning, messaging and more.

GAME DAY DEALS
Integrated Marketing Event Featuring (NEW) Augmented Reality.

IN-STORE SIGNAGE
Includes a whiteboard, a football helmet, a football, and several signs with the 'GAME DAY DEALS' logo.

EMAIL • WEB BANNER • SOCIAL MEDIA
Includes an email newsletter, a laptop displaying a web banner, and a Pinterest pin.

INCENTIVES
Includes a green and yellow jersey with the number 12, a black and white coffee mug, and a small box.

PRINT
Includes a smartphone displaying a mobile app interface with the text 'Designed to use with Layar'.

PPC AND ONLINE DISPLAY

National Promotions & Partnerships

Our extensive experience and relationships with partnership marketing opens a whole new world on how you can place your brand in front of consumers. From home makeover shows, sweepstakes, movie and television properties and more, we create and implement national partnership promotions.





Design



Print



Online



Multimedia



Promotions



Social



Signage

Everything. Plus More.

Providing everything you need in one place,
at your finger tips.

CORPORATE BRANDING

- Complete branding for your new product launches
 - Ad campaigns for new product launches

DEALER PROGRAMS

- Advertising programs designed for your dealers promoting your products to include: print, in-store signage, online, television and more!
 - Resource center for easy, online ordering

NATIONAL PARTNERSHIPS

- National partnership opportunities with companies such as Fox, DreamWorks, HGTV, and more!
 - Sweepstakes creation and management

Let Us Help You

- Support your current sales & marketing initiatives
- Having managed some of the industry's largest brands, we can become your marketing department with our variable budget structure
- A full-service marketing resource committed to your vision

Call 866-832-3214 or email us at
info@imagineadv.com