

ABOUT PRIMUM MARKETING COMMUNICATIONS

Primum is a marketing communications firm with a vast amount of experience. Specific practice areas include consumer, business to business, and healthcare industries. We focus on dynamic, intelligent solutions for clients who demand results.

WHAT WE DO

People often ask us what we can do for them. The answer is simple: the best strategy and tactics that fit their goals. Here are some examples:

Advertising

- Print
- Broadcast
- Web
- Outdoor
- Media buying

Branding

- Brand definition/assessment
- Positioning
- Tag lines and positioning lines
- Logo creation
- Letterhead package
- Signage
- Promotional campaigns

Interactive

- Web site/microsite design and programming
- Blog development
- Content
- Flash animation
- CD-rom interactive presentations
- Interactive kiosks
- Lobby/retail flat-screen presentations
- Web flip books
- Search engine optimization

Marketing Communications

- Product launch campaigns
- Case studies/white papers
- Trade show graphics
- Environmental
- Product demos
- Copywriting

Print

- Capability brochures
- Product and marketing literature
- Collateral
- Direct mail
- Product packaging
- Annual reports
- HR materials

Public Relations

- Proactive media relations
- Netroots PR (social media and blog outreach)
- Issues management
- Crisis communications
- Community relations
- Press releases
- Media tours
- Bylined articles
- Internal communications
- News conferences
- Events
- Media training
- Thought leadership campaigns
- Interview coaching and coordination

Strategic Planning

- Research
- Key messages
- Audience segmentation
- Market studies
- Sales/Marketing integration
- Annual marketing plans

Video

- Video case studies
- Video blog posts
- Facility tours
- Training videos
- Motion graphics
- Demonstration/How-to videos
- Mock interviews
- Archival footage
- Narrative scripts
- Creative direction
- Production and editing

WORKING WITH US IS EASY

Whether it's a product launch, seizing a new opportunity or reengaging an existing challenge, Primum can help. With a better understanding of your goals, we will develop a proposal geared to your needs.

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