

Making
success
look
easy.



Quantum **MAVEN!**
Media/Marketing Kit



quantumidentitygroup.com



“Brand identity is everything ... it’s what makes your business unique, **distinct** and recognizable”

OVERVIEW

Strong sales come from strong marketing. And strong marketing comes from a clear understanding of your company’s unique selling proposition. While a professional looking marketing kit is a primary consideration when working with many customers—it is only half the story. What your potential customers need is an education. They need to know how you are different—not more of the same. If your marketing kit doesn’t address this fundamental issue, it’s useless, no matter how professional it looks.

Often, companies spend months, perhaps years, developing a powerful product or service only to

have it languish in the marketplace because the company failed to brand itself correctly. And by failing to brand itself, allowed inferior products and services to gain market share—and mind share—over its products and services. As markets grow increasingly competitive, neglecting to distinguish your company’s uniqueness above all the noise can be disastrous.

To be successful in business means to attract and retain customers better than your competitors. There is no other path to business success. This is what a good branding strategy must do for a business if the company is to succeed. But how?

We have just the solution.

Quantum MAVEN!™, a media/marketing kit development service, is ideal for business professionals who need a custom designed media/marketing kit to establish a core brand identity for their companies.

SOLUTION

Quantum MAVEN!™ is a media/marketing kit development service designed to give your company a clear, concise and compelling brand identity. Using the latest techniques in design and our unique five-stage Quantum Delivery Approach, we offer clients brand expertise and marketing know-how, resulting in professional design concepts typically the preserve of large companies.

Brand identity is everything. It’s what makes your business unique, distinct and recognizable. It defines the character of your company and tells who you are to your customers. The consistency of your brand, and the manner in which it’s conveyed, also makes it easier for customers to become familiar with your products and distinguish your company from a sea of competitors. Neglect this aspect of your company and you will unwittingly risk anonymity and isolation.

At Quantum Identity Group, our comprehensive planning approach addresses this critical element by thoroughly examining your branding ideas to determine if your concepts have merit, marketability and long-term brand potential.

And unlike traditional branding methods, we won’t subject you to an endless litany of case studies or complex proprietary formulas on “how we tackle branding”. Nor will we rush a design concept to you, inspired by the results of a few online questions, without ever having engaged you in a thoughtful discussion about you. Instead, our approach to developing a successful brand relies heavily on the active involvement of our clients; including participation in creative discourse, Q&A sessions, and brainstorming exercises.

In addition, we ensure that at every stage of the process your media/marketing kit accurately represents the ideas discussed and agreed on. The result: A

well-conceived and well-presented brand. The entire process is highly interactive.

An expertly conceived brand is a company’s most important possession. No company can expect to gain consumer credibility or distinguish itself from its competitors without a professionally created brand identity.

Savvy entrepreneurs everywhere are turning to Quantum Identity Group for a proven way to brand business ventures.

To learn more about **Quantum MAVEN!™**, call us toll-free at 1-800-823-6243, Monday through Friday, 8 AM to 5 PM (CST), or visit us online at www.quantumidentitygroup.com

MARKETS

Quantum MAVEN!™ is specifically designed for business professionals who:

- Need a custom designed media/marketing kit
- Want to appear more polished and credible
- Require a sophisticated company image to help distinguish your business from its competitors
- Need to bolster consumer confidence with a brand that means quality and value

HIGHLIGHTS

- Agency-quality, custom designed media/marketing kit
- Cost-effective alternative to hiring a large design firm
- High-resolution output files
- Minimal cost commitment relative to brand equity
- Transfer of exclusive ownership rights
- Rapid return on investment
- Total cost of service applicable toward the price of a planning, launch and execution service
- Satisfaction guaranteed

BENEFITS

- Improve your clients’ opinions of your products or services
- Enhance your overall business image
- Distinguish your company from its competitors
- Establish a unique brand in a crowded marketplace
- Create an impression of credibility and professionalism

FEATURES

- Seven logo choices
- Two stationery choices
- Two brochure choices
- Two presentation folder choices
- Unlimited email and phone support
- Entire project completed in twenty business days or less
- High-resolution file output
- Commercial-grade stock photos included
- Delivered electronically in both vector and bitmap formats
- Options to add copy writing

DELIVERABLES

- Custom designed logo
- Custom designed stationery system with all required elements, including business card design, letterhead design and envelope design
- Custom designed brochure (either tri-fold or 4-page)
- Custom designed company fact sheet or product fact sheet
- Custom designed presentation folder

PRICING

Quantum Identity Group prices each plan according to its unique level of complexity. The cost of the **Quantum MAVEN!™ Media/Marketing Kit** starts at \$5,499. Price factors include:

- Intended audience
- Concept complexity
- Depth of market research
- Size of operations