



This is not a corporate brochure.

**It's a gear selector . . . . .**

“when all think alike, then  
no one is thinking”  
Walter Lippmann

## If this were a corporate brochure, you'd expect to see . . .



**2007**  
BtoB Magazine  
Top Agency



**2008**  
BtoB Magazine  
Top Agency



**2006**  
Agency of the Year  
BMA of the Carolinas



**2007**  
Agency of the Year  
BMA of the Carolinas

- established in 1993
- nearly 150 local, regional and national awards
- steered by an experienced leadership team
- focused primarily on B2B
- experienced across a wide range of industries
- optimized for companies of mid-market size
- serving a national and international client base

### offering solutions in:

- marketing
- advertising
- branding
- digital
- public relations



**But that's boring.** What you *really* want is a bright vision for your company's future, courageous goals and dynamic marketing that can help you realize them. That's why this brochure is really a **gear selector.**  
**Start unwinding and get ready for a rapid change of scenery.**



**480**leads  
our lead generation campaign  
for a global manufacturer  
delivered nearly 500 leads.

# 1

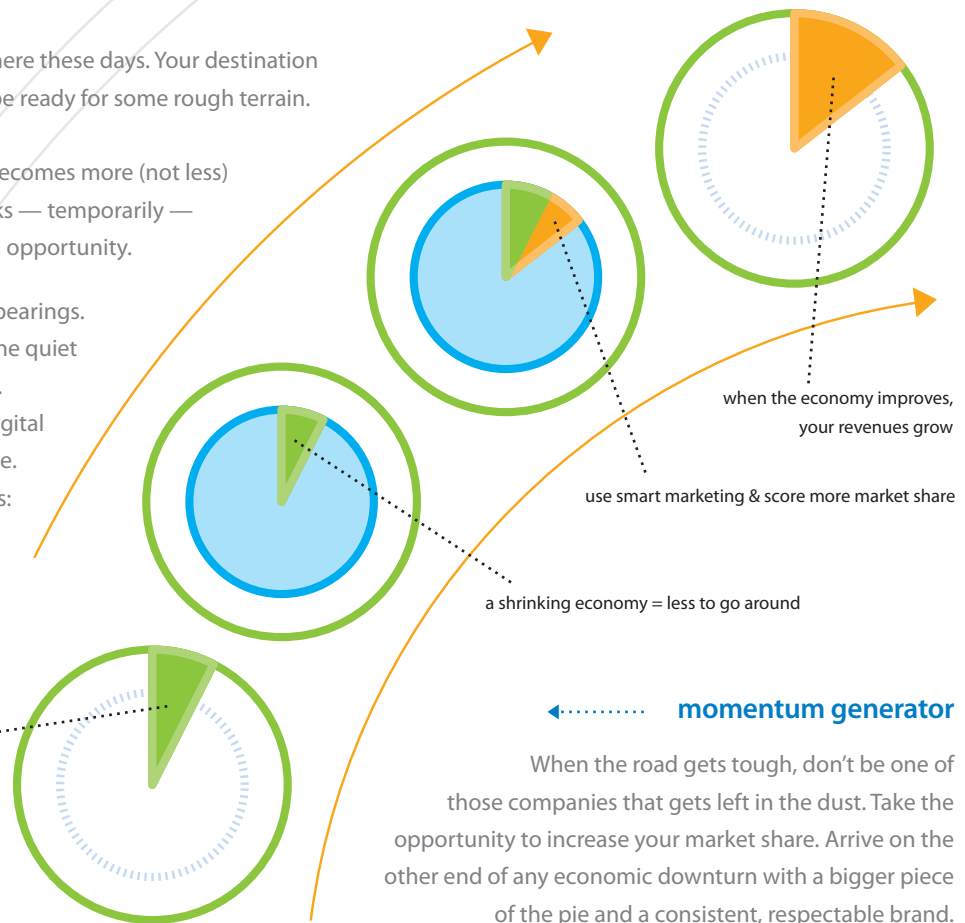
## First gear... know the terrain

It's difficult driving your business anywhere these days. Your destination must be crystal clear. And you need to be ready for some rough terrain.

In a tough economy, smart marketing becomes more (not less) important. Your industry's market shrinks — temporarily — but with that shrinkage comes a golden opportunity.

- capture reliable research to get your bearings.
- speak while your competition has gone quiet and you're far more likely to be heard.
- seize the cost-effective potential of digital solutions. less money, bigger audience.
- reinforce your brand's trustworthiness: reassure your existing customers while also enticing anxious prospects away from your competitors.

your piece of the pie—safe  
in a static economy



### momentum generator

When the road gets tough, don't be one of those companies that gets left in the dust. Take the opportunity to increase your market share. Arrive on the other end of any economic downturn with a bigger piece of the pie and a consistent, respectable brand.

“our goals can only be reached  
through the vehicle of a plan... there  
is no other route to success”

Pablo Picasso

# 2

## Second gear... customize your road map

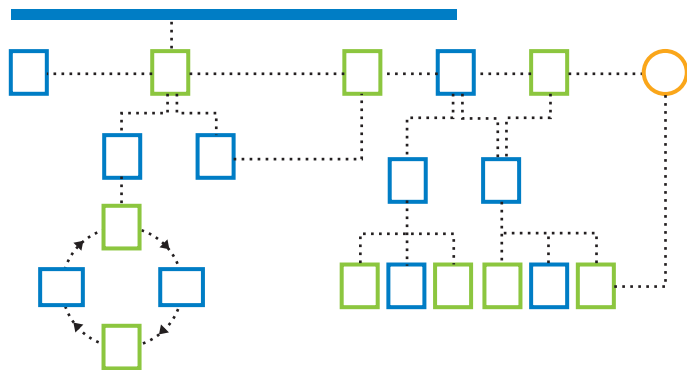
In today's culture of information overload, the striped line between valuable communication and noise has become razor thin.

Your brand needs to be relevant, speaking where your customers are already listening. It needs to flow out of real-life research. And it needs to drive multiple communication channels (print, web & face to face) if it's going to accelerate into a sale.

Maybe your existing customers are waiting on a loyalty program before they'll give you their exclusive business. Maybe a finely tuned acquisition strategy will push your prospects' buttons in just the right combination. Or maybe that new product, service or brand overhaul deserves some well-coordinated horn-blowing.

At VantagePoint, we believe the best route requires an integrated solution. Where a single ad might turn a head or two, a customized and integrated campaign can generate a lively conversation with dozens of new customers. It's not every marketing piece for itself ... it's 1+1=3. Our specialty is creating a customized solution powerful enough to get your business engine turning.

### integrated marketing map



# 430%

our integrated marketing  
plan for a regional company  
quadrupled sales in 5 years.

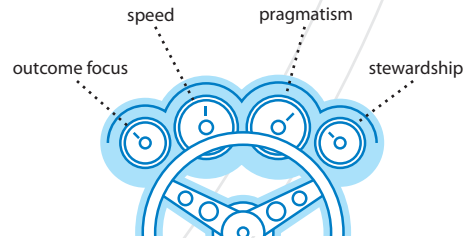
“design is not just what it looks like and feels like.  
design is how it works”  
Steve Jobs

# 3

## Third gear... settle into your vehicle

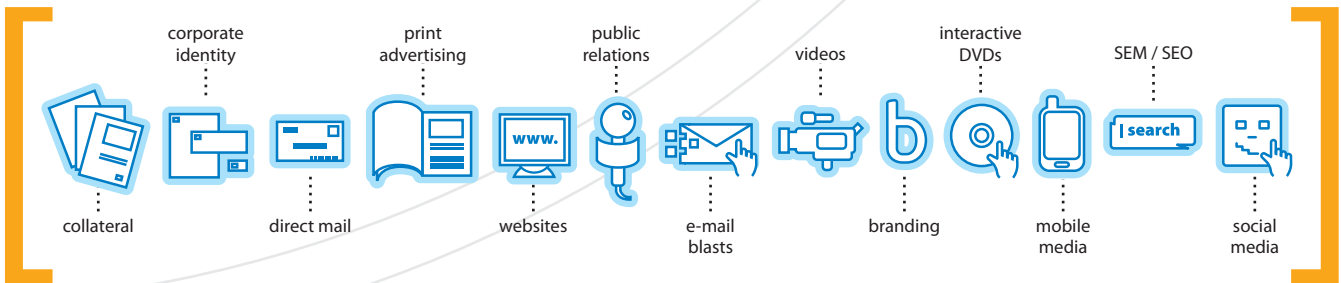
Enough with those same boring business views, those economic forecasts that don't seem like good driving weather. It's time for a fresh perspective. Time for a personalized, hand-built vehicle that can get you there.

### our brand drivers



No matter which elements we help you select for your integrated campaign, we guarantee top standards for performance.

### capabilities range



To fuel your success, VantagePoint offers a complete range of marketing solutions, from print collateral to web 2.0.

# 4

## Fourth gear... put your pedal to the metal

**\$900 million**  
our product launch marketing  
for a global company resulted  
in nearly \$1 billion in sales.

Interested in going 0-60 in under 6 months? At VantagePoint, we have the vehicle you need. We'll customize it to your needs and desires, and help you get where you need to go, fast. Shifting into a new market paradigm has never felt so smooth.

If you're still hesitant, take us for a no-risk test drive. We can offer you what few firms can — **financial modeling**. Instead of imagining the impact to your bottom line, you can see the numbers for yourself. Pulling hard data from your existing financials and factoring in the costs and opportunities of marketing, we can help you see your possible future with clear vision.



**It's a complicated economy.** VantagePoint is here to help you get to your destination faster. Our integrated marketing approach combines keen insight with bright ideas to strengthen your brand's market impact. **Are you ready for a fresh perspective?**