

SUCCESSFULLY EXPANDING YOUR FOOTPRINT

Absolute Designz can be an extension of your marketing department & can deliver:

- Marketing campaigns that ensure brand alignment through all channels look and feel is vital to how consumers perceive your company.

Branding:

The big B word: Brand. It is such an important differentiator for your products and services and it has huge value to your organization. A great brand is why customers are attracted to your product rather than your opposition. So the management of your brand's look and feel is vital to how consumers perceive your company.

Territory and Store Foot Print

Territory planning requires extensive research we can assist you by collecting all the critical data elements to help make the best possible business decision.

For example, store footprint planning involves examination of the demographics of local populations and determining the correct demographic fit with your business (age of the population, income, family size) and so on.

This is followed by a psychographic data assessment that looks at attitudes, interests, values, activities and buying behaviors.

Also depending on the industry and your target market we can help you map things like:

- Competitor locations
- Transportation links
- Target potential consumer
- Customer drive times and distance analysis
- Ability of the site to allow for future expansion and the local laws

Whilst the list above is not exhaustive, it's an example of the type of planning that we can assist you to make the best-informed decision regarding your business.

Launch Promotional Activity:

We are experts in Local Area Marketing and want to see your business grow and benefit from your marketing efforts. We can provide you with tailored solutions in line with your marketing objectives and your budget.

The mix of media, channel and promotional activity we recommend will be different for each business and location and will be driven by the opportunity, timing and budget.

Green Screen Video Production For your Business

We've worked with a variety of companies and we know how to adjust our corporate video production to reflect the taste and style of each organization. Our team keeps your company's budget in mind, while still producing top-quality, effective videos that impact audiences in a positive way.

The Green Screen video process allows for you, your product or your logo to be anywhere without leaving our studio. The subject of the video can be filmed against a plain green screen and in post production the green can be keyed out and left transparent so it can be replaced with any background desired. The screen is green because it is considered to be the furthest color from natural skin tone, making replacement of the color clean. Green screen technology what meteorologists use to convey the weather.

Other features include:

- Live web streaming/ IPTV (up to 1G per sec)
- Camera crews; make-up artists and stylists
- Full broadcast post-production (online & offline) facilities
- Air conditioned/ low-heat lighting
- CCTV & patch panels for live capturing & editing
- Kitchen area