

# Creative & Promotional Marketing Support



## Maximize Your Retail Training, Marketing & Sales Results with Effective Collateral

Building a strong brand presence at the retail point of sale often requires an integrated strategy that combines sales, marketing and training efforts. To help you connect your messaging with salespeople and consumers, CCS' creative teams produce a full range of printed and electronic collateral that can help your company break through the clutter and get noticed.



## Grow Brand & Campaign Awareness

CCS understands the importance of building a strong presence in a retail environment. Eye-catching point of purchase displays, shelf talkers, packaging and other branded collateral can reinforce your marketing strategy, leading to greater brand awareness and more sales. Whether matching your company's existing assets or designing a new look and feel for your product line, CCS' creative team will provide appropriate promotional materials to bolster your campaign.



## Your One-Stop Shop

CCS has the capability to provide comprehensive solutions synergistically targeted at the point of sale, becoming a one-stop shop to deliver your retail strategy. But whether we provide an entire campaign or a single component, we will consult with you to maximize your results as you build effective relationships with retailers, sales professionals and consumers alike.

See how CCS can increase your training, marketing and sales results. Contact:



Creative Channel Services  
Phone: 310.665.9900  
sales@creativechannel.com  
www.creativechannel.com

## Displays, Shelf Talkers & Packaging

Dynamic packaging and displays will catch the customer's eye – even small "shelf talkers" appropriately placed on or near a product can help provide a more dominant store presence and influence final purchase decisions.



## Marketing & Training Collateral

CCS produces a wide variety of promotional postcards, job aids, training guides and product sell sheets to reinforce your training and sales efforts.



## Interactive Presentations

CCS' talented teams of web developers and designers will bring their extensive experience in producing interactive presentations for a variety of events and online training initiatives to create multimedia components for your campaign.



## Experiential Marketing Events

CCS can develop unique marketing events designed to "create an experience" and put your brand in touch with thousands of salespeople and millions of consumers within or outside a retail environment.

we create influence at the point of sale