



ADVERTISING & DESIGN, INC.

Executive Summary

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INTRODUCTION

We are a full-service marketing and graphic design agency located in Hingham, Massachusetts with 20 years experience in print and digital media. We help companies communicate, advertise, and grow through branding, strategic marketing, graphic design, and Internet technologies. We handle projects on any scale (large or small) and deliver in-house quality response and service anywhere in the country. ICON's core services are graphic design, writing, project management, and print management. A full portfolio of our work is available at www.iconadvertising.com.

STAFFING AND HISTORY

ICON designers are skilled in both print and interactive media enabling us to be highly responsive and flexible. Owner Denis Concannon provides all creative direction and project management. Mr. Concannon holds a BFA in Design from The University of Massachusetts and has 25 years experience in the creative field including design positions with Mercer Management, Arthur D. Little, and Litos Advertising. ICON Advertising & Design was established in 1987 and opened its first permanent office in Weymouth, MA in 1993 before moving to Abington, MA in 1995. The company moved to its current address in Hingham, MA in 2004 where it services regional, national, and international accounts.

INDUSTRIES SERVED

- Resort and Timeshare
- Financial Services
- Medical Products
- Healthcare
- Manufacturing
- Professional Services
- Real Estate
- Education
- Events and Meetings

CAPABILITIES

Graphics Design

- Logo Design
- Web Design
- Brochures
- Sales Kits
- Annual Reports
- Ad Layouts
- Packaging
- Tradeshow Graphics
- Posters and Billboards
- Postcards and Mailers
- E-campaigns

Strategic Marketing

- Branding
- Product Positioning
- Point of Sale
- Broadcast
- Web / Internet
- Direct Mail
- Custom Publishing
- Catalog
- Outdoor

Internet Technologies

- E-Commerce
 - Enterprise Solutions
 - Open Source Applications
 - Market Basket
- Database Design
- Database Publishing
- SEO (search engine optimization)
- Analytics
- Social Marketing (networking, blogging, RSS feeds)
- Information Architecture Design
- Experience Strategies
- User Flow

Writing

- Collateral
- Advertising
- Internet

Language Translations

- Print
- Internet

Public Relations

- Media Placements
- Press Releases

Project Management

- Accounting
- Schedules
- Production Coordination
- Client Services (response and reporting)

Print Management

- Production and Quality Control
- Online Order and Inventory
- Fulfillment
- Mailing Services