

NOYD  
COMMUNICATIONS  
PR + ADVERTISING



PR + ADVERTISING  
A Full Service Media Boutique

## ABOUT US

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We are a full service Public Relations and Advertising boutique with over twenty years of experience and contacts in the consumer electronics and computer technology industry. Building brands and evangelizing the benefits of our clients through our extensive network and integrated marketing initiatives provides a platform for exponential growth and success. We are committed to providing a full range of services to our clients. We create the perfect marketing mix through integrated, strategic communication programs that lead to successful product launches, business development, account management and ultimately promote brand longevity.



# CAPABILITIES

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- + **Strategic Communications** Our integrated marketing communications strategies ensure the perfect media mix for your brand.
  - + **Public Relations** Through proactive pitching and an extensive contact database, we work to put you in the spotlight of carefully targeted and broad based media outlets.
  - + **Advertising** We work with our clients to determine the most effective communication vehicles to reach their target consumers and convey their brand and product messages.
  - + **Print Design** Our intimate team of designers are with you every step of the way to move from design concept to insertion order.
  - + **Web Design** We collaborate with our clients to design web solutions that reflect the company's identity and desired functionality. Our successful sites also help build an external community for both business users and consumers.
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# CAPABILITIES

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- + **Branding/Identity** We collaborate with clients to carve out a strong identity that strengthens the core messages to ensure longevity and consistency.
  - + **Account Management** Let us lead your campaign with our experienced and attentive account management team.
  - + **New Business Development** We work to transform ideas into respected brands by actively seeking strategic partnerships and exposure.
  - + **Product Launches** We work to create an exciting buzz surrounding your new products and strive to bring your new creations to life.
  - + **Event Planning** We foster brand relationships through strategic events designed to reach the target audience in the most relevant, efficient and beneficial way.
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# CAPABILITIES

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- + **Social Media** An exciting addition to many brand strategies, we can build and manage your social media networks.
- + **Packaging** We utilize brand ID elements to create design solutions for packaging and materials. We are aware that if approached creatively, successful packaging can enhance the client's brand by reaching a broader audience and communicating to consumers much more effectively.
- + **Video/Interactive** We bring brands to life using video and interactive elements to communicate client brand messages.



# CLIENTS

VIZIO



Stewart  
FILMSCREEN

SANYO

SRS(●)

Sherwood

MICROTEK



i.  
iomega  
an EMC company



Pioneer

memorex™

Ultralink/LO

pricegrabber  
Smart Shopping Anytime Anywhere!



DVDO



# CONTACTS

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