

roberson

Advertising, Marketing Communications

What's needed in a Communications Partner

When marketers face the challenges of reaching and influencing their target markets, they need a communications partner with great ideas, experience, thoughtfulness and the ability to produce.

Roberson brings fresh, new ideas to advertising, public relations and marketing. Then, Roberson follows a clearly defined path that results in the highest-quality communications products - ones that meet their established goals.

Here's how we do it:

At Roberson, we listen.

Clients have our complete attention. We establish relationships with clients that enable us to go through a process of discovery where solutions emerge organically. We work together closely, so that clients have confidence in our approach and execution every step of the way.

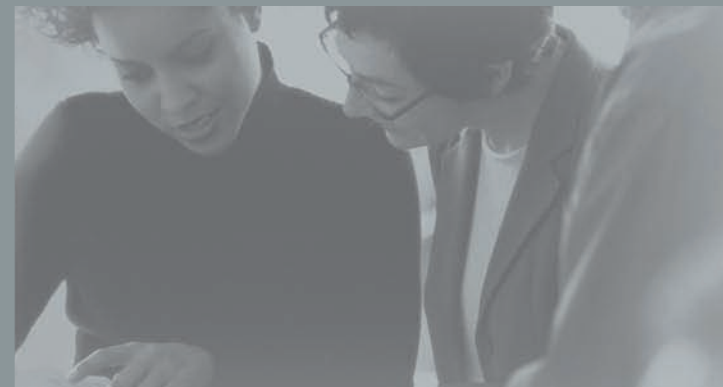
Solutions

We Seek Solutions. There is always a challenge clients are trying to overcome when they seek assistance through advertising and marketing communications. At Roberson, we take a methodical approach to finding the best possible solutions to these challenges. We make sure the medium fits the message, and that the message matches the client's mission.

Skilled

We Are Skilled. Roberson has years of proven experience and clients who turn to us again and again to execute in a strategic yet distinctive way the communications strategy we have developed together.

Your complete satisfaction is what motivates Roberson and is what we always strive to attain.



Roberson creates **advertising** concepts, unique messages and communications products for all types of trade and consumer print, broadcast and Web-based advertising. Once we develop the message, our imaginative creative team devises engaging, dynamic pieces that perfectly blend message with design and, if needed, a call-to-action. We turn advertising dollars into a positive reward.



Among Robersons' capabilities:

Branding

Creative Development

Broadcast Production

Consumer and Trade Advertising

Print Production

Collateral Materials

Web-based Advertising

Corporate ID and Positioning

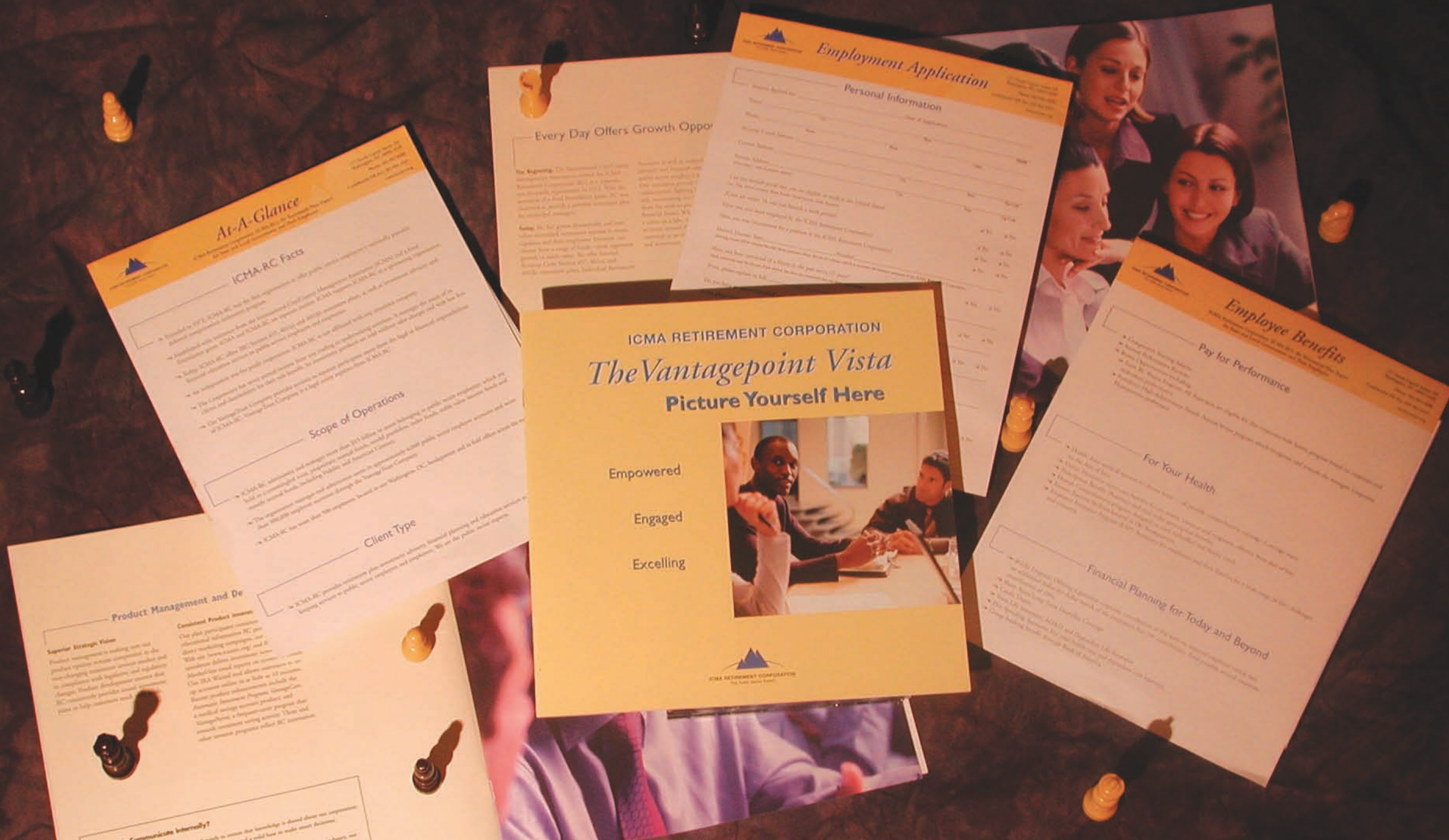


ADVERTISING

DC LOTTERY

Agent Application
Point of Purchase Displays





The first step in ensuring success is to build a strategic foundation upon which **marketing** and communications decisions can be based. This begins with an assessment of the message and the available media and a determination of how the client can best benefit from the message's deployment. **Our experience is in:**



- Marketing Planning
- Consumer Marketing
- Market Research
- Direct Marketing
- Publications Design and Production
- Business to Business Marketing
- Brand Positioning & Development



Through **public relations**,
Roberson builds and
maintains the image of
your business, products
and services.

Tools we use include:

- Annual Report Production
- Corporate Communications
- Communications Plans
- Government Relations
- Media Relations
- Industry/Trade Communications
- New Product/Service Introduction
- New Market Introduction



PUBLIC RELATIONS





Robersons' solutions to its clients' challenges are thoughtful, made only after the client's desired outcomes are completely understood. Nothing about our work is cookie-cutter. We **design** outstanding, impactful materials our clients are proud to use. We provide assistance in:

- Creative Direction
- Art Direction
- Packaging Design
- Signage
- Trademarks
- Corporate ID Solutions

GRAPHIC DESIGN

COMPUTER
SYSTEMS CENTER
INCORPORATED

CSCI Stationary System
CSCI Website

Exciting tools now exist for implementing advertising, marketing and informational communications strategies. **Multimedia** tools need to capture attention and hold it, through good conceptualization, design and an architectural infrastructure that results in easy navigation. Among the tools in its multimedia arsenal, **Roberson uses:**

- Website Development, Placement, Tracking,
- Corporate Presentations (such as PowerPoint)
- Corporate Videos
- Interactive CDs
- Site Testing and Monitoring



MULTIMEDIA DESIGN

Lawyers Committee
City First Bank
Howard University
EHMSA

Lawyers Committee & City First Bank websites
Howard University Interactive CD, EHMSA Video

Roberson is committed to excellence.
We guarantee great ideas and thoughtful execution.
The personalized service Roberson promises is
unique in the industry.

This is important, because the typical communi-
cations product goes through multiple phases
of production. Robersons' staff is at the ready -
determined to collaborate, be flexible, and
respond to anything unpredictable that might
arise as a client's needs change. We work in
ways that meet your deadlines and objectives.

Roberson is not a huge, monolithic, bureaucratic
agency. We are more of a boutique agency - one
with great staff diversity, just the right number of
professionals to serve any need, and a cultivated
sense of team spirit.

Great Ideas, Thoughtful Execution:
This is the promise of a partnership with
Roberson.

This is the Roberson promise.





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