

∴ All too often, clients are mystified by the creative and strategic process that occurs behind the scenes at marketing agencies. At Alternative Strategies, rather than shrouding what we do behind an aura of mystery, we have designed our "Think Tank" approach to be a transparent, collaborative, and fun creative process. We build organically upon the foundation laid by the client, nurturing ideas in our Think Tank and expanding them into award-winning and profitable solutions.

∴ Whether the goal is a new corporate identity, a website design, or widespread media recognition, our core process remains the same. We start with a team of three, composed of a representative from each of our departments: advertising, public relations, and creative. Later in the Think Tank process, the entire agency is called in to brainstorm, measure, and review results, with the client involved each step of the way to ensure that their vision is being met.

∴ The process is initiated with a meeting to determine and/or review project goals, budget, and timelines. During this stage, our team takes a holistic approach to the campaign; their first priority is to understand the client's business: its unique challenges, core competencies, and the competitive landscape. The three person team will then begin to brainstorm. Each member of the Think Tank brings a specific skill set and responsibility to the table. The advertising professional makes sure that our efforts deliver a "wow factor"; the PR representative makes certain our efforts imparts credibility and brand recognition; and the designer conveys the story in print, web, and image. From out of the Think Tank, ideas grow and dreams blossom. Our brainstorming sessions result in several options for each campaign, as we cull the underwhelming and refine the worthy ideas. The second part of the Think Tank process includes all members of the agency, from the quality relations manager up to the agency principal. Once the entire team agrees on the excellence of the creative product, then the client is invited to review the concepts and presentation. Only then is it released to the public via web, print advertising, product placement, or PR campaign.

∴ The job is not finished just because the campaign comes to fruition—once the creative product goes public, we analyze the response to it to determine which of the channels was the most effective. We can then focus on this strategy in the future. At Alternative Strategies, we see ourselves as an incubator for our clients' dreams, providing an environment where they can evolve into reality. This culture of creativity along with our dynamic Think Tank approach results in profitable long-term client relationships. Our process is fun as well as rewarding to the client, the agency, and ultimately to the customer.

alternative strategies

[Think Tank]

3443 camino del rio south [suite 327]
san diego CA 92108
ALTSTRATEGIES.COM

