

# SMART MARKETING

Delivering your company's message is more complicated today, and you need experts who can guide you through the range of media choices and have technology skills to keep you front and center. You only get one chance to make an impression. These leading marketing experts will help your message hit the target.



## BOOST STUDIO

**Q: What makes you stand out in Sarasota's marketing and advertising community?**

What we do can be summed-up in 3 words: simplify, clarify, and unify. Our strength, and what sets us apart, is the ability to cut through confusion and clutter to get straight to the heart of the client's message, clarify their unique identity, and bring all the marketing components together under one unified brand. Simplicity is powerful, effective marketing.

**Q: Describe one of your successful marketing campaigns.**

Our work for a high-end guesthouse, Carpe Diem, and sister property, Namaste Spa, in Provincetown, Ma, involved two new brand identities along with a 75-page website in three languages, print collateral from brochures to table tents, advertising, signage, and merchandising from turn-down mints to beach bags. The result: we not only achieved a brand worthy of this luxury destination, but the inn has been completely booked since the branding re-launch.

**Q: Why should clients choose your studio over a large advertising agency?**

We offer all the services of big agencies without the overhead and large staff. We develop personal relationships with our clients by working with them directly, often on weekends and after-hours or whenever the client needs us. We pride ourselves on our large skill-set, the quality of our work, and the ability to handle any size project on-time and within budget.

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