

## How is your business standing out from the crowd?

Whether you are selling to other businesses or to the general public, your end user is constantly bombarded with images, sounds and other media. Is your brand being recognized through all the noise?

Firstbase Business Services employs a strategic approach to design, our creative design team works closely with our marketing strategy team to ensure that all visual elements clearly promote and communicate your company's unique value proposition.

Our creative services can be broken down into three distinct elements including: branding, website and communication solutions.

### Branding Solutions

- Name, Identity and Logo Development
- Brochure Development
- Print Advertisements
- Packaging and Point of Sale Displays
- Posters
- Billboard Advertising

### Website Solutions

- Website Design
- Website Promotion
- Search Engine Optimization (SEO Copywriting)
- Paid Search Campaigns (PPC)
- Website Management

### Communication Solutions

- Direct Mail Campaigns
- Email Marketing (Newsletter and E-Marketing Campaigns)
- Online Advertising

## What we do...



logo design



brochure design



website design



more examples »

## Case study

A sweet brand re-fresh revitalized this home-grown sensation.

Although Fraser Valley Gourmet was producing a great product, the company lacked overall brand awareness and an effective marketing strategy.

In order to achieve the desired level of visibility and subsequent increase in sales, the company acquired the services of Firstbase to assist in the implementation of a complete rebranding program.

logo & advertising design



packaging design



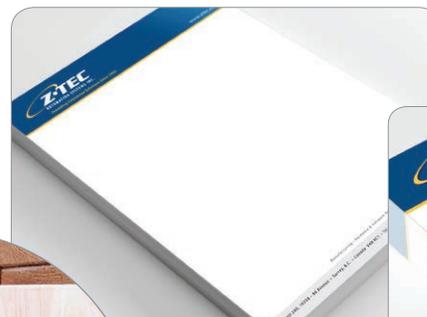
website design

## Case study

Z-Tec's new image has resulted in an increased awareness of their products.

Established in 1992, Z-Tec Automation Systems is an industrial automation company that provides custom printing, labeling and monitoring solutions for the forest products industry. Z-Tec was in need of a new corporate identity and website that would accurately reflect the company's growth while effectively demonstrating the superiority of the company's product offering.

logo design



stationery design



website design

# Case study

How good marketing and branding can increase sales and profit.

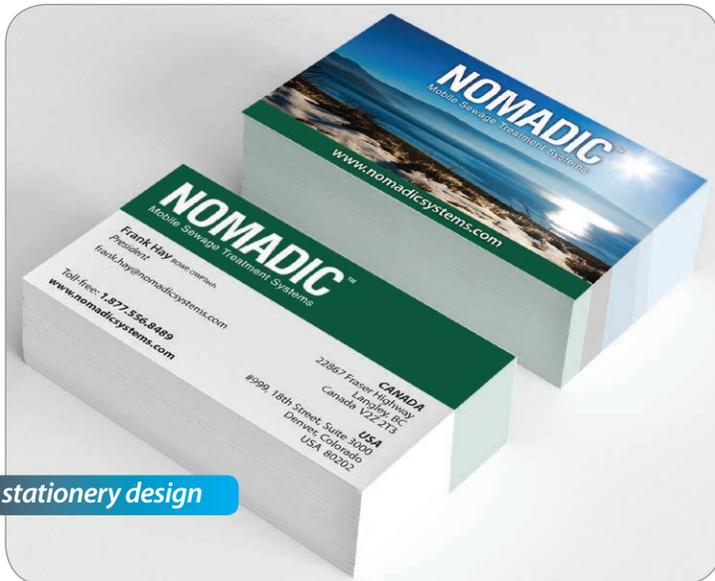
NOMADIC Mobile Sewage Treatment Systems is a division of Pinnacle Environmental Technologies that specializes in providing mobile sewage treatment containers for remote work camps. The owner approached Firstbase in 2010 for a business diagnostic.

After identifying NOMADIC as a product in need of a more focused and aggressive marketing plan, Firstbase was contracted to create an entire marketing strategy including: branding, logo & brochure development, new website, an inside sales channel and much more.

# NOMADIC™

Mobile Sewage Treatment Systems

logo & wordmark design options



stationery design



brochure design



website design



## Results

Within four weeks of the initial program launch, NOMADIC had been asked to quote to qualified potential buyers over \$8 million dollars in new projects. NOMADIC received an order for a \$500,000 system as a direct result of the work done by Firstbase.

## Overview

Firstbase Business Services is an independent business advisory firm operating and serving the Canadian West Coast. Firstbase provides industry-leading advice and solutions for bringing businesses to the next level in terms of growth and profitability. Utilizing our experienced in-house team of advisors we offer the following services:

- » Business Planning
- » Raising Capital
- » Strategic Marketing
- » Human Resource Support
- » Exit Planning
- » Creative Design & Website Development

What sets Firstbase apart from other marketing firms is we are the only company that helps businesses grow, expand, reach new levels of profitability and then creates exit strategies to maximize the value when it is sold.

## Full-Service Marketing

While there are a number of companies that will build you a website or design a brochure, Firstbase offers these services as part of a complete strategy to grow your business. Whether you need to recruit new talent, launch a new product or raise capital for expansion, Firstbase will partner with you to help your company stand out from the crowd.

## Corporate Information

- » Serving Western Canada and the USA
- » Team of over 20 experienced business professionals
- » Financial analysis specialists
- » Marketing experts with proven results
- » In-house creative design and website development team
- » \$Millions in sales generated for our clients

*The new brand and packaging is making a major STATEMENT, it is simply wonderful! The comments from the retailers are amazing...they all totally LOVE the new look."*

– Katherine Geiger, Owner, Fraser Valley Gourmet

## Advantages of Working With a Business Advisor

Firstbase has created and implemented growth strategies for companies across a wide range of industries. Our proven approach includes an in-depth and unbiased analysis of your business to identify strengths to exploit and weaknesses to address.

Too often we see business owners that are caught up with the day-to-day business operations, and not spending enough time working to grow the company. Firstbase provides an independent viewpoint and identifies opportunities for taking your business to the next level. The advantages of working with Firstbase include:

- » Access to objective and professional advice
- » A strategic partner that keeps your best interests in mind
- » Access to essential market intelligence
- » Access to growth capital

*“Within four weeks of our Firstbase marketing program launch we have quoted to qualified potential buyers over \$8 million dollars and received our first order for a half million dollar project!”*

– Frank Hay, President, NOMADIC™

*“Our mission is to work closely with our clients in a partnership to enable them to grow and prosper.”*

We look forward to serving you, please contact us today for more information.

For more client case studies and more samples of our creative design work please visit our website



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