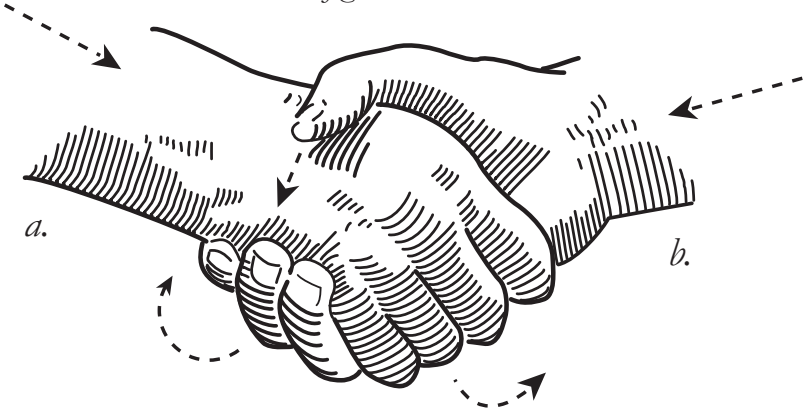


How-To
SYNERGIZE

fig. 1



Syn•er•gy l'sinerj'êl (also syn•er•gism)

- A mutually advantageous conjunction where the whole is greater than the sum of the parts.
 - A dynamic state in which combined action is preferred higher than the sum of individual component actions.
 - Behavior of whole systems unpredicted by the behavior of their parts taken separately.
-

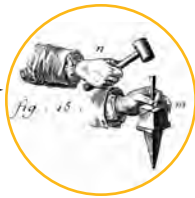
Say person A alone is too short to reach an apple on a tree and person B is too short as well. Once person B sits on the shoulders of person A, they are more than tall enough to reach the apple. In this example, the product of their synergy would be one apple.

Synergy usually arises when two or more factors with different complementary skills cooperate. In business, cooperation of people with organizational and technical skills happens very often. In general, the most common reason why people cooperate is that it brings a synergy. Which is what we would like to do for you and your company. Let our skills bring your business to the forefront of your industry, promptly and professionally.

Part 1.

Branding

brand•ing |brand-i NG|



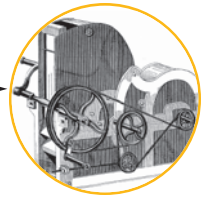
Effective branding is an alchemy of type and image, shape and color, logic and emotion that communicates to your customers more than just what you do or what you make, but who you ARE.

Through our branding process, Damar Communications can provide your company with a solid program on which to base all marketing actions, and we have done so for over 25 years for companies of all sizes and across a range of industries.

Part 2.

Print

print |prînt|



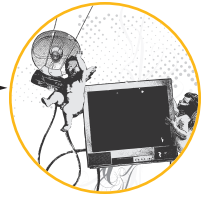
The importance of well planned and visually compelling print materials cannot be underestimated. From the simplest stationary application to the most complex collateral development, what you send out or leave behind must convey the branding principles of your organization as well as carry your marketing message at all times.

Damar Communications understands that what you present must strengthen and not detract from the image you cultivate in person. We have experience not only with advertising but also in packaging, catalogs, direct mail, and various other promotional materials.

Part 3.

Interactive

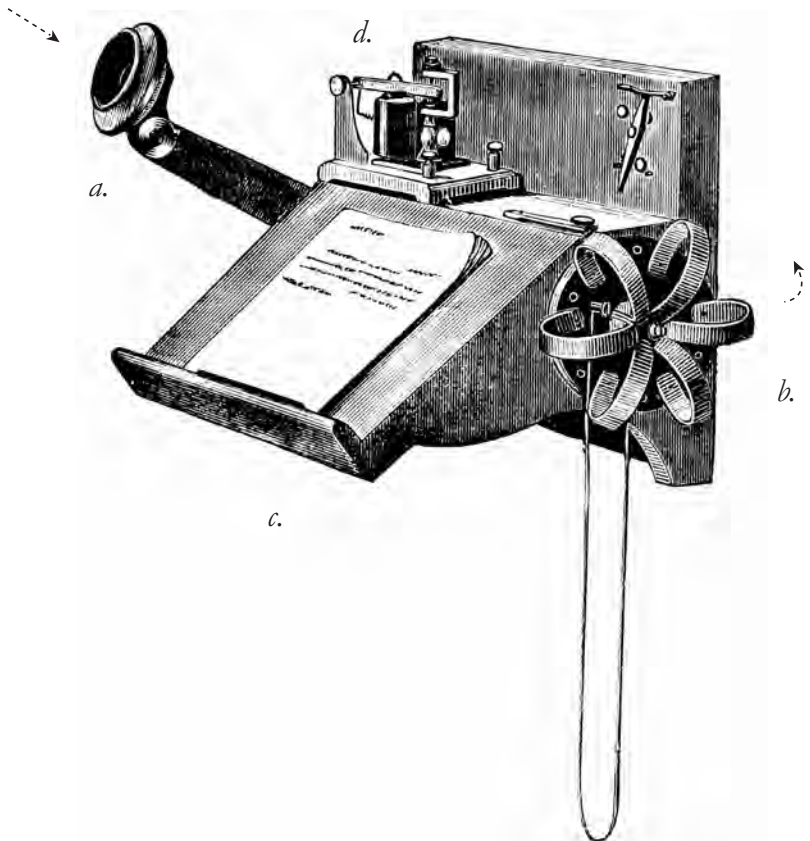
in•ter•ac•tive |,inter'aktiv|



Larger than any mailing list or any client database, the "anytime, anywhere" access of the World Wide Web offers a new arena for disseminating brand awareness, accessing potential clients, and accumulating customer feedback.

Damar Communications will help you develop and implement a strategy for tapping the virtual reservoir of not just the web itself, but also other electronic branding applications, such as presentation graphics (powerpoint, flash), web advertisements and social media.

fig.



Part 4.

Contact

con•tact | kän,takt|



damarcommunications 

ADVERTISING | GRAPHIC DESIGN | BRANDING | WEB

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