

# COSSD

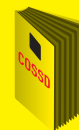
# PRODUCT CATALOGUE

for

Think**TANK**  
ADVERTISING & DESIGN INC.

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SMARTPHONE / WEBSITE / DIGITAL EDITION / BOOK / IPAD / GPS

# Overview

Traditionally advertising is a bit of unfamiliar territory to companies. ThinkTANK is here to guide your brand to reach your target audience using Outdoor advertising, Online marketing and Design.

There are a variety of options available in outdoor advertising, from our mini billboards to any of our digital billboard locations in Edmonton. Each one has its own purpose: from on-site promotion or branding to full outdoor advertising campaigns designed to reach a particular demographic. We can offer you advice on how to use our mediums.

An online marketing strategy is a must for the vast majority of businesses in Edmonton, Calgary, and the entire province of Alberta. Your web site needs to be a dynamic, evolving marketing machine that you can manage. We can strip back the marketing jargon and explain the nuts and bolts, gears and cogs, of how this internet world works.

What makes the creative for a campaign good? It's the ability to harness your creativity energy so that every thought, idea or word, makes more vivid, more believable, and more persuasive the original theme or product advantage. We take this to heart at ThinkTANK, the primary goal of our creative is to communicate an idea imaginatively. We'd like to put our imaginations to work for you.

Our approach is not just fill space, we believe that any form of advertising or marketing should serve a purpose.



## Recruitment Strategies

The old career section in the newspaper just isn't cutting it anymore. To recruit employees in a hot economy you have to think one step ahead. That's where ThinkTANK comes in. While the other guys are using traditional recruiting methods, we're thinking of new and innovative ways for you to recruit the best talent for the job. Whether we're posting a billboard by a busy road, or building you an entire HR package, our approach is to offer practical, thoughtful solutions that are measurable. Stop spending time looking for people and let us help you. We'll deliver the results you need.



# Outdoor Advertising



## Billboards

Digital, static, mobile. Three different types of billboards, each has its own purpose, each has its own pros and cons. From strictly branding to action-oriented messaging, targeting your audiences in the city or on the highway, billboards should be included in your marketing strategy.

There's a science behind billboards, perhaps a little magic in there, too. But, here's the gist of it.

Traffic counts tell you impressions. Impressions tell you how many people saw your ad. Retention of your ad is dependent on a lot of different factors some of which include demographics, relevance or irrelevance of message and how creative the advert is.

Demographics refer to any qualifying attribute of a given audience. Billboards are open mediums, meaning the demographic are wide and varied, making them extremely effective branding tools.

The relevance or irrelevance of the message can be judged by the message being communicated. How creative was the message? How clearly communicated was the message? That's where we can really help you, we know outdoor.





# Outdoor Advertising

## Portable Signs and Signage Strategies



The impression people get of your company relies on the quality of your onsite signage. We've got you covered on this front as well, providing a number of solutions to any signage issue you may have. Whether you need one of our mini-billboards or you need building signage, we're the team to call. Collectively, ThinkTANK has decades of signage experience and plenty innovative thinking to solve any signage problem you might have.



# Online Marketing



## Responsive Web Design

More than ever, your target audience is making buying decisions and researching interests using mobile devices. Our approach to your online marketing is to employ the newest, state of the art technologies includes Responsive Web Design which results in a web site that automatically adapts its content to fit the screen of a user's device. We also provide you with many other online services including, Search Engine Marketing and Optimization.

## Search Engine Marketing

Search Engine Marketing (SEM) is a form of Internet marketing aimed at improving a web site's position within Search Engine Results Pages (SERP). SEM usually includes Search Engine Optimization (SEO) as well as Pay-Per-Click advertising, paid advertising, article submissions and other efforts.

## Search Engine Optimization

Let's face it, content is king. Whether it's Google, Bing, Yahoo, Ask or some other search engine, the value they offer the user is fresh, relevant and reputable content. Or at least, that is their goal. This is why we believe so strongly that your web site must be a dynamic and evolving marketing tool. Content must be reworked and refined and new photos, diagrams and images added to stay current, demonstrate expertise and verify that you know your stuff.

## Pay-Per-Click

So what if you are an entrepreneur building a brand new web site? It is unlikely that you can get to the top of page one overnight. Pay-Per-Click (PPC) is a great way to start getting noticed right away. It takes a while to build a reputation. Since the formula is fresh content plus relevant information plus reputation, you need to start introducing your company online. PPC campaigns allow you to target specific phrases that can be locally targeted, specific to your industry jargon, focused on layman's terms, and any combination of these to reach your audience with the news that there is a new game in town.

Many long-standing companies with well-established web presences use Pay-Per-Click advertising campaigns to launch new product lines, promote special sales, and announce new locations. These companies are often using PPC in conjunction with on-going SEO campaigns to form a carefully prepared Search Engine Marketing strategy.

# Design

## Logos and Branding



At ThinkTank our process is designed to meet client objectives through powerful, clearly communicated brand experiences.

Great logos cannot happen without passion, intelligence and personal commitment.



## Design Strategy

Our designers create an experience that serves as a catalyst for action. Our messages are clear, easy to understand and our designers utilize interpretive and conceptual skills to create visual solutions that solve communications problems.

We're home to some of the best talent in the industry from graphic design to copywriting, we've got you covered. Let us solve your mystery by planning and implementing advertising campaigns that make your brand stand out in the market place. No matter how big or how small your marketing budget is, we listen to what your needs are, and put our masterminds together to develop a communications strategy that works for you.