

# GREATER IMPACT ENHANCED RESULTS IMPROVED RESPONSE

**TURCHETTE IS A FULL SERVICE AGENCY DEDICATED TO CREATING INNOVATIVE, EFFECTIVE BRAND MARKETING AND PUBLIC RELATIONS TO HELP BUSINESSES GROW.**

These days, keeping your brand in the spotlight is more difficult *than ever* – so it is crucial to choose an experienced agency that develops the proper strategy, crafts the right messaging, and quickly puts your plans in motion. That's where we come in. For 65+ years, clients have trusted **TURCHETTE** to differentiate their brands in the marketplace...and our team delivers.



## **STRATEGIC APPROACH**

We create customized strategies that align with client objectives, the marketplace and industry trends to bring our clients' visions to life.



## **AWARD-WINNING CREATIVE**

Since our inception, we've been designing high-impact messages and visuals that move key influencers to action.



## **GLOBAL REACH**

With clients in more than a dozen countries, we have experience implementing strategies that work across time zones, languages and cultural differences.



## **UNRIVALED EXPERTISE**

Our team of marketing, branding and PR pros have decades of B2B and B2C experience and a deep understanding of what moves the needle in their areas of expertise.



## **CLIENT LOYALTY**

It's no coincidence that Turchette enjoys five times the national average for longevity of client-agency relationships. (15+ years)

# EMPOWER YOUR BRAND

Successful brands influence people at moments that matter. Utilizing Turchette's Brand Optimization (**TURBO**) program, our team is uniquely qualified to help you:

- Identify your market and its decision-makers
- Develop the most effective elements to target these groups
- Deploy your message through proven multimedia tactics

**TURBO** draws its power from the agency's deep expertise in brand strategy, creative design, public relations, and media analysis. These elements combine to drive your brand to broader visibility and increased market presence.

An optimized brand presents succinct messages and meaningful images at the precise points your target is most actively engaged. It rises above the clutter and sparks a connection with prospects, allowing your value propositions to leave an impression that endures well after initial contact.

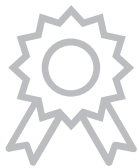
# AT TURCHETTE, OUR TEAM OF PROFESSIONALS TAKES TREMENDOUS PRIDE IN DELIVERING AN INTEGRATED ARRAY OF SERVICES TO DELIVER BOTTOM-LINE RESULTS FOR OUR CLIENTS.



## ADVERTISING

From digital and print campaigns to broadcast, billboards, mobile and more, we deploy innovative marketing tactics and high-impact creative for best-possible results.

strategic marketing  
brand positioning  
concept development  
layout/design  
copywriting  
graphic production  
media planning, analysis and buying



## BRANDING

Whether you need a new tagline or an entirely revamped corporate identity, our creative team can usher in the positive customer experience your brand deserves.

brand assessment  
name/logo/tagline development  
corporate identity standards  
communications integration



## PUBLIC RELATIONS

By utilizing our extensive contacts with editors and journalists, public relations adds critical third-party endorsements to your overall communications program. From organizing editorial visits at tradeshows to developing and deploying new product/service announcements, our team leverages the power of the press on your behalf.

preparation/distribution of news releases,  
white papers, byline articles,  
case studies and feature stories  
editorial/interview placements  
media list development/maintenance  
special event coverage  
overall strategic PR planning/positioning



## INTERACTIVE

Not only does your company need a robust, responsive and user-friendly website, it needs to be carefully optimized to ensure maximum search engine visibility. That's why we've invested in top-tier designers, video specialists, developers and programmers to meet all of your interactive media needs.

web design/development  
video integration  
interactive ads  
email marketing  
SEO/SEM (search engine  
optimization/marketing)  
PPC (pay-per-click) advertising  
Google Adwords and remarketing

# 5X

TURCHETTE HAS MADE THE SUCCESS OF OUR CLIENTS ITS PRIMARY GOAL. THAT'S WHY WE'VE BEEN IN BUSINESS LONGER THAN ALL OTHER AGENCIES IN NEW JERSEY, AND WHY THE LENGTH OF OUR CLIENT RELATIONSHIPS IS FIVE TIMES THE NATIONAL AVERAGE (15+ YEARS).

