

Consulting A LA CARTESM



Hospital & Health Care



Food & Beverage



Real Estate & Building

The only kind of advertising idea worth paying for is the kind that gets results.

You may soon need to make a quality business decision that creates customers. We have a process designed to guide and ensure the quality of your decision.

We call our process BrandSMART. It isn't rocket science, but it works. First, we diagnose your business situation to develop understanding and consensus with your key players. Our process culminates in creative ideas that get results.

Our clients value our counsel when making key strategic decisions. They consider us strategic partners who help them to improve, grow and succeed.

We can do the same for you. We can help you outsmart years of "this is the way it has always been done" to craft a truly meaningful message strategy with consumer appeal.

So before you approve one more word of ad copy, before any plan is put in place — let us take you and your key decision makers through our results-driven BrandSMART process.

BrandSMART has worked for our clients and we know it will work for you. To get started, give us a call at 608-232-9696. We'll do the listening.

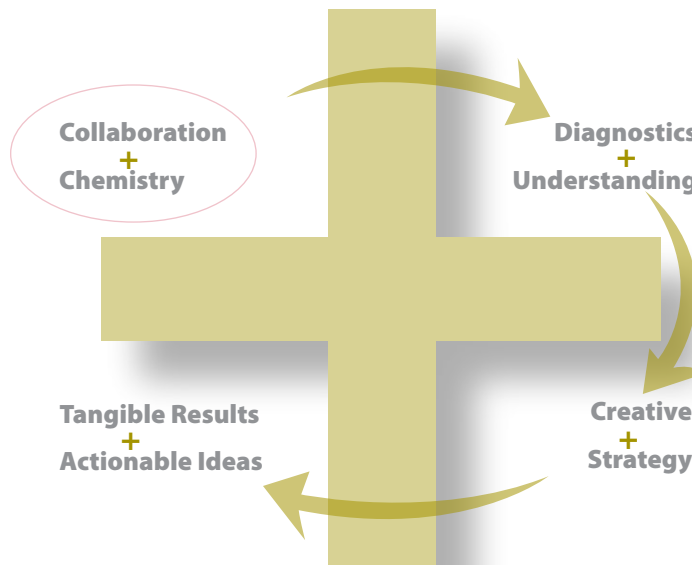


Contact either of the Waynes for a free BrandSMART audit.

BrandSMART: how we turn ideas into customers.

Our Mission:

We turn marketing ideas into bottom line growth for business. In the process, we go beyond the traditional bounds of business to achieve a higher goal — to enrich the lives of our clients and ourselves.



BrandSMART is a proven, collaborative process designed to build corporate consensus and provide you with a crystal clear message strategy that will win the minds of consumers.