

Creative Media Arts | Graphic Design & Market Branding Production

WALTER MEDIA - Creative Arts Studios, LLC

“High Quality Media Solutions Is Our Business, Satisfaction Is Our Guarantee.”

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Who We Are, What We Do, & Why We Are An Integral Part Of Your Business

WALTER MEDIA - Creative Arts Studios, LLC is a full-service Creative Media Arts and Production Company. Our dedication is to delivering high-quality, high-profile, uniquely original conceptual branding and creative design, digital and web-based production, media consultation, professional print materials, product and brand packaging, custom merchandise and unlimited specialty items that help legitimize, optimize and solidify your brand, and lend your professional image a major boost for a highly reasonable cost, as compared to most traditional professional production studios and agencies. We diligently work within most any budget, schedule and time constraints as specified by our clientele toward realizing all specific needs most efficiently and effectively .

Walter Media was officially formed in South Dakota in 2007, between our two Founding Owners and Directing Artists we enjoy a combined professional experience of more than 60 consecutive years in the industry, including work at professional agencies such as *Modern Press & Label*, and *Lawrence & Schiller*. Highly trained, educated, and accredited from among the nation's top art schools, we hold degrees/studied in programs for Advertising & Marketing at *STI*, and Media Arts & Animation, and Video & Audio Production at *The Colorado Institute Of Art*. Teamed with our many rewarding years of experience, we always pride ourselves and our company on providing our Clientele with nothing but the absolute best artistic creation and execution available, from start to finish, and beyond.

Walter Media's Clients include a wide array of long-standing, high-profile companies, businesses and organizations, small and local businesses, musicians and producers, public and private clubs, groups and teams, as well as many state and county government agencies, departments and organizations. Including: *Veterans Affairs, Planning & Zoning, Community Health, Mental Health & Disabilities, Law Enforcement, Water & Power Facilities, Special Commissions & Committees, Public Awareness, Historical Sites & More.*

Walter Media - Creative Arts Studios, LLC is the complete source for all your artistic digital and print media needs. We offer a literally unlimited array of stunning, one of a kind, high quality creative designs, a complete line of fully customizable quality print materials, products, merchandise and much more, all of which are designed & produced with your image, budget and time in mind. We have the ability to handle a wide variety of your needs with one simple call... Can it really be that easy? The answer is **YES!** And the answer is clear.

High-Quality Brand Conceptualization, Design & Positioning is a Key Asset

The first crucial step is the conceptualization and creation of the organization's brand image, based upon identifying the ideal way to position the brand to reach the target audience. Today's fast-paced, "instant" marketing and technological climate presents several viable marketing opportunities, so care and consideration must be taken to weigh the costs and benefits of each to determine which strategies both fit into the budget and have the best chance to convert potential customers. Distribution of marketing materials is also an extremely important consideration, the target audience should be well-defined to generate a target list primed for success. With the right distribution, a great product / value coupled with the proper branding and materials, the marketing campaign can be positioned for success from the very start.

Our goal is to team with the Director of Marketing to identify and take into consideration several key variables that guide our final production: budget, target audience, what we want the target audience to do, who the competitors are, how they reach our audience, what opportunities they are missing, what our core strengths are, and how do those differentiate us from the competitors, what incentives can we offer that the competitors don't or simply can't? Once we've answered these questions, we can best formulate materials for an executable brand-driven marketing plan that takes advantage of key opportunities and promotes the brand's strengths.

Branding is crucial, so visibility is key. We must properly address the overall branding of the organization (creative & design), consisting of the official organization name, slogan(s), logo, color palette, typography, etc. Next, will be to incorporate the conceptual branding elements into physical & virtual marketing materials / mediums. We suggest utilizing a mix of the following marketing mediums pertaining to the organization's particular structure and needs. The following listing denotes important marketing assets that we highly recommend for any marketing mix /

strategy; however, we also offer other unique materials worth considering, need and budget permissive.

Organizational Branding / Conceptual & Creative Design

- **Conceptual Branding & Design Layouts** – Logo / layouts featuring and representing official (logos) name & slogan. Essential for public-facing organizations that need to raise awareness through all marketing mediums.

Print Marketing Mediums & Materials

- **Business cards** – Quite literally, your calling card to success.
- **Company Letterhead & Envelopes** – All of your professional communication should be branded, and letterhead and envelopes with your logo, slogan and contact information help to serve that purpose.
- **Brochures & / or Catalog** – Your brochure &/or catalog should generally target a very specific audience.
- **Corporate Identity Package** – For complete conveyance of information to serious prospects and at presentations, nothing beats a solid corporate identity package consisting of a brochure or catalog, introduction letter, press clippings, flier and other materials held by a branded presentation pocket folder with business card slot(s).
- **Signage** – Signs placed on properties and vehicles serve a dual purpose: They advertise and also brand your company.
- **Fliers** – Fliers are an excellent way to advertise, especially as takeaways.
- **Postcards (Direct Mail)** – Postcards put your message directly in front of your target audience. They're also a great way to keep your company branded. They can be mailed directly to the target list, a wide area, or inserted in a local newspaper / publication.
- **Posters, Club / Info cards, Door Hangers, etc.** – Used for point of sale visual promotion of products or services.
- **Newspaper/Magazine Advertisements (layouts)** – You can advertise listings locally in newspapers and magazines – full-page, half-page, third-page, quarter-page, etc. (also consider local television and/or radio air time).
- **Product Decals & Packaging** – Official product branding featuring official (logos) name & slogan, as well as specific product info. Essential for branding and product placement.

Walter Media's High-Quality Print Production Guarantee...

Brilliant Colors & Smooth Tones

We use high quality, coated paper stock along with liquid inks to produce bright, beautiful, and smooth color tones that will reflect your professional image. You may use any number of color combinations on either side of your prints including, but not limited to, full color photographs.

True Offset Lithography

While other printing companies have completely switched to laser or digital printing, we have remained committed to the superior quality of offset lithography for most of our products. We employ offset printers

with high-resolution 200 lpi (4800 dpi) screens for crisp clear photos and increased color gamut. Our prints have rich, smooth solids without the streaking found in lesser quality prints. With offset printing your company image will look and feel more professional.

Premium Card Stock

The paper stock used is among the finest available. Cards are a comfortably thick 15-point stock (350 gsm) coated both sides with a satin matte finish and can grow to an impressive 16-point card with the glossy coating applied. Clients prefer our thick paper stock for business cards, postcards, greeting cards, jumbo mailers, bookmarks, and rack cards as it provides for a nice solid body that will hold up well over time, while providing an image of a professional company.

Premium Letterhead and Envelope Paper Stock

The acid free 70# paper used is an opaque, premium #1 stock with superior offset run ability. The opacity level allows for minimum see through giving you quality without increased cost. The crisp brightness allows for a consistent printing surface for all colors. This is a dependable and versatile paper that is guaranteed to work well in both laser and inkjet printers.

Digital / Online (World-Wide-Web) Marketing Mediums / Tools

- **Website (Desktop & Mobile Device Sites)** – Crucial new-media marketing tool necessary to instantly reach, inform and convert a vast audience of prospective customers.
- **Social Media Websites** (Facebook, Instagram, etc.) – Social media can instantly convey critical information, provide a platform for fielding questions and sharing advertising / promoting, get potential buyers to visit your website as well as share information about you with each other, promoting brand awareness, and more (new media).
- **Technical Preparation:** Online / Web Technical Data Entry (initial) – This is an array of individual tasks that must be completed before online activities such as websites and email accounts can be initiated, it includes all your initial online data entry, such as domain name(s) registration & DNS set-up, email accounts and forwards set-up, digital location GPS mapping submissions, site analytics, search engine submissions and optimization, social networking and misc. online accounts creation, data mining, acquisition and tracking, site-linking and much more. Furthermore, considerations must be made to continuously/periodically update and keep current all created accounts in order to maximize system efficiency (especially website and social networking site).
- **Online Advertisements** – Post promotional ads to online databases, your own website and social networking site(s), and search engines and pay-per-click advertisements (Google, Yahoo, Partner Websites, etc.).
- **Email Campaigns &/or Newsletter / Web-Log (BLOG)** – A good newsletter or BLOG can drum up significant business if you can get likely customers to subscribe.