



# eye on Advertising

Eye Integrated Communications' innovative branding services are about discovering the best branding strategy for your company, and our advertising services put that brand strategy to work.

Our goal is to create a consistent image across multiple media outlets, from newspaper and magazine ads to TV and radio spots and beyond. Our team works hard to create campaigns that are reflective of your specific marketing objectives, regardless of the medium they appear in.

As a fully-integrated agency with years of experience, Eye Integrated can offer you advertising expertise that goes far beyond just print and multimedia: billboards and other outdoor signage, online placements and banner ads, tradeshow graphics, and much more.



## OPTICS

To help determine the focus of your advertising initiatives, we rely on a short internal questionnaire that we've dubbed OPTICS. OPTICS is the culmination of the questions we ask ourselves and our clients before we begin any work:

- Objectives** What are our goals for this campaign?
- Positioning** Where do we stand in the marketplace?
- Target** What is the intended audience for this campaign?
- Image** What is the image we want to project?
- Competition** Who are our chief competitors? What other hurdles must be overcome?
- Selling Points** What are the key messages we're trying to convey?

## Media Placement

Eye Integrated's Account Services personnel are media placement experts, always working hard to develop the best placement strategy while optimizing your budget by negotiating for the best deals. We make sure that your placements are seen by the most people...and by the *right* people.



*The following is just a sample of our best Advertising work. To see more, visit the Portfolio section of our website, [www.eyedidit.com](http://www.eyedidit.com).*



### University Health Systems of Eastern Carolina

This beautifully shot series of TV ads helped define University Health Systems as the premier health care provider for eastern North Carolina. By clearly establishing our key messages and positioning before we created the campaign, we were able to design a range of spots using a variety of approaches, but all with the same strong central message. The ads helped greatly raise awareness in the region that University Health Systems was more than just a hospital.



### Bath, North Carolina Tricentennial Celebration

What do you do when your town is most famous for being the hometown of a bloodthirsty pirate? Use it! We developed this humorous yet visually compelling campaign to help the town of Bath, North Carolina, announce the celebrations and activities marking their 300th anniversary. Along with billboards and print ads, we also created a poster that was so well-regarded that many copies were stolen as soon as they were displayed, and are now collector's items!



### Freddy & Friends

When creating this remarkable tradeshow booth for Freddy & Friends—a publishing and licensing partnership responsible for the Freddy Moonbeam children's books—we had a simple goal: we wanted to bring the Freddy character to life with this booth and tell his story through the graphics. To do so, we created an elaborate and interactive display that stands out among all other exhibitors and draws people to the booth.



### DSM Pharmaceutical Products

This award-winning ad campaign, centered on customer service, used actual DSM New Business Developers in a humorous way. The industrial pharmaceutical market, though a large industry, is a small community. By using actual employees, we personalized the ads and communicated DSM's commitment to hands-on customer service. It worked: according to customer testimonials, this campaign lead directly to an increase in DSM's sales.

*To find out more about these and other Eye Integrated projects, visit: [www.eyedidit.com/portfolio](http://www.eyedidit.com/portfolio)*

*To discuss what Eye can do for your business, contact Gray Hines at 252 353 0722.*