

eye on Collateral Material

Collateral Material is everything beyond advertising that helps you support your branding and marketing initiatives. Eye Integrated Communications can help you create a unified customer experience by designing collateral material that's consistent with your brand strategy.

Collateral Material includes:

- Brochures
- Presentations
- Sales Sheets
- Style Guides
- Posters
- Annual Reports
- Displays
- Signage
- Employee Uniforms
- Promotional Items

Eye Integrated has built a reputation on creating effective and successful collateral material for our clients. We believe that your brand is at its most effective only when it's been integrated throughout everything your company does, which expresses one unified corporate philosophy to your customers. By working with an agency with an award-winning track record of integration, you can achieve consistent communications, effective creative work, and lower costs.

*The following is just a sample of our best Collateral Material work. To see more, visit the **Portfolio** section of our website, www.eyedidit.com.*



Haverty Furniture Company

Haverty Furniture Companies is a large furniture retailer, serving both the Southeast and Midwest, with a 115-year history and a loyal client base. The annual reports Eye Integrated has produced for Haverty Furniture Company have helped connect Main Street and Wall Street by reflecting the firm's Southern charm while still positioning the company as a strong preferred retailer in their market.



Patheon - PowerPoint Presentations

As part of Eye Integrated's ongoing rebranding initiative for Patheon, we decided to create an interactive presentation to help their sales force best showcase the wide range of services offered by the contract manufacturing organization. Instead of developing a traditional one-size-fits-all PowerPoint, we armed the sales force with a modular presentation that's able to be customized, on the fly, every single time the presentation is given. By using different modules during a presentation, a salesperson can highlight different aspects of Patheon's service offerings within the same presentation, personalizing his delivery for each potential customer's unique needs.



Journey - NC

Eye Integrated was contracted to help brand a new riverfront retirement development called Journey NC. There was only one problem: Journey NC didn't exist yet, it was just a model home sitting on a stretch of property in a prime location. We created illustrations of the future development and a wide range of marketing and sales material: postcards, posters, direct mail, and a website. This was more than just a sales tool...it was a lead generation system that helped the Journey NC concept sell for a price that exceeded expectations.



Pitt County Memorial Hospital - 50th Anniversary Celebration

For the year-long 50th anniversary celebration at Pitt County Memorial Hospital, Eye Integrated developed a truly staggering number of projects, including a poster series, displays, three monuments, hundreds of gifts and promotional items, invitations, a historical website, a video presentation, and much more. By celebrating the past while looking to the future, Eye Integrated's contributions were a big part of making the massive event a success.



Auto Buyer's Network

Auto Buyer's Network, a website that helped facilitate connections between car dealers and mass media websites, needed to grow their business, so they turned to Eye Integrated to help them develop new marketing and sales material. Working closely with Auto Buyer Network's sales force, we created full-featured interactive presentations, informative sales sheets, and brochures, all of which helped the company meet their goals and increase their business.

To find out more about these and other Eye Integrated projects, visit www.eyedidit.com/portfolio

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