

services





voyage™

COMMUNICATIONS

STRATEGY

Audience Surveys
Communications Audit
Communications Plan
Marketing Plan
Media Planning
Perception Research
Web Audit

MULTIMEDIA

Animation
E-mail Blasts
E-newsletters
PowerPoint Templates
Social Media
Video

IDENTITY

Brand Environment
Brand Identity
Brand Implementation
Logo
Naming
Standards Manual
Tagline

ADVERTISING

Outdoor
Print
Radio
Television

COLLATERAL

Annual Reports
Brochures
Direct Mail
Newsletters
Promotions/Packaging
Tradeshow Materials
Writing

WEBSITE

Architecture
Asset/Content Development
CMS Review and Training
Interface Design
Site Implementation
Web Writing/Training
Wireframes



At Voyage, we champion the very best (or truth) of a product, service and culture and align programs with corporate goals. From concept, fulfillment, experience and beyond, solutions are always relatable, accessible and credible. From senior level executives, to offline associates, sales teams, customers and consumers alike, Voyage creates a “life cycle” for your brand. Our process is not only effective and proven, but malleable and supportive. Voyage serves as the ultimate partner for the ever-changing landscape of business. We increase market share, enroll employees, and inspire behavior. Voyage implements the methodology for change and increased revenue.

Shape up Sales

The spill resistant, genuine Coca-Cola cup® ranks #1 vs. other cups for "to go" occasions.*

Plus, new theme and holiday cups keep customers coming back, again and again.



*Coca-Cola Consumer Contour Cup Research Study, 1999.

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advertising

Media may change, but the creative process is timeless. At a minimum, great advertising combines the industry's most advanced technology, precise targeting and a quality network to deliver results for advertisers and publishers. However, the previous statement is irrelevant if a message falls on deaf ears. Creativity is the differentiator.

The Coca-Cola Company



animation

Animation is an extension of design. Bringing your story to life can achieve fantastic results with viewers. From flip-book animation to complex HTML5 and After Effects, solutions are generated to increase interest and direct the viewer's attention within electronic platforms. Video is also the best tool for education. Illustrating complex processes and brand image translates quickly and easily. Understanding animation is critical to budget management and memory.



social media

Standardizing your message across multiple social media can be confusing and mismanaged. Our fastest growing service is electronic social media development and management. From Twitter to blogs, Voyage develops relevant content and messaging unique to each platform and audience. A strong understanding of these tools can assist in reaching a difficult-to-find audience inexpensively. The next phase of social media innovation (life beyond Twitter), includes: Internet radio, iPhone apps for CLOS, social media ROI and performance, technical marketing, i.e., content management and lead nurturing technologies, targeting 2.0, CRM investments, branded content and channels, social media infrastructure, evolution of small-screen video, global channel management, new accountability tools and methodology, and intellectual property strategy.



project plan

Timely communications with compelling messaging is not easy. Careful attention and experience help define a yearly calendar and strategy for delivering a brand message. Ultimately, a comms schedule is your road map to success: Considering current and future goals – and anticipating roadblocks – in support of an ever-changing landscape. A great team knows how to navigate obstacles based on careful planning, experience and foresight. This typically includes internal and external marketing: consumer and employee incentive and education programs, B2B, trade show, digital and social media applications, lead generation and nurturing strategies, and sponsorships united under one calendar of thought. In addition to brand architecture development, Voyage supports all aspects of management and delivery to market and/or employee communications. Each solution is unique to each industry per internal and external goals, from executive initiatives to offline and distribution teams.



brand environment

Architecture, interiors, signage and of course messaging are all significant to a brand's personality or attitude. Combined successfully, you have an experience. Now consider texture, light, color and even a unique pledge of service. From an office, store, identity and event, Voyage defines a three-dimensional experience in "branded" terms. Identified, a brand becomes unique yet recognizable. Careful planning and inspired design can define a person, trend, or attitude. Voyage navigates this process and establishes ground rules. Realigning your perspective can differentiate your brand in the marketplace. This requires deep respect for the human experience. You must also consider diversity and culture, and whether your brand will work across channels. In any case, it's all about the journey, or the Voyage.



brand value

We hear this often. Two criteria define Brand value. One, assets for marketing / sales support and secondly, the perceived awareness / recognition of a brand value or promise. We all know and recognize Coca-Cola, but what about a start-up venture? It takes a Voyage. Key insights can also identify weaknesses and areas for growth.



brand management

From asset management, graphic standards expertise, communications schedules, customer experience and events, Brand management is as essential to success as Sales. The Brand manager is the monitor or guard dog for a Brand. A strong understanding of Brand personality can and should be carried throughout all company initiatives. From internal to external, Brand consistency strengthens graphic impact.



business to business

Businesses depend on B2B more regularly than Business to Consumer. B2B communication is essential for the sale of services and goods. Credibility, reputation and clear benefits are all considered after key touch points are identified. Well-produced B2B is often the differentiator between competing businesses and is a Voyage specialty.



customer experience

In today's competitive market, it's often the experience, personality or attitude that sets a brand apart. Through a proven process, we navigate and define who you are and who you become. From intention, approach, process and finally product / service, every step of your business requires a "Branded" approach or attitude. This resonates from within and projects outward.



digital experience

Today, technology is the greatest evolving trend. More than a color or typeface, it's how and when we communicate that keeps a brand relevant. This is why our fastest growing service is electronic social media development and management. From Twitter to blogs, Voyage develops relevant content and messaging unique to each platform and audience. Voyage has been digital since there's been digital. Inspired by an MCI program, we designed our first web site in 1994.

diversity & inclusion

Voyage values inclusion. A diverse view of experience, ethnicity and culture often creates the competitive edge companies require to survive and compete. Diversity should always be considered, from internal and external or community-based programs / services.





eco-friendly production

Today's companies are now required to know and understand their global footprint and identify initiatives for its reduction. This isn't just a singular practice but an outreach effort as well. Partnerships with Green, ecological organizations, and city leaders help shape the future for all of us. Voyage is an expert in multiple media, as well as print/paper certifications.



employee engagement

Executives set the tone and the most responsible companies retain and inspire their associates. Saving money on marketing (internal and external) is great, but denying the human equation, or experience, is short-sighted and simply bad business. If your business is just about the bottom line, you are forgetting your most important asset, your people. We've seen time and time again: If you want to impact your bottom line, inspire, unite and educate your stakeholders. Voyage works closely with senior executives and Human Resources associates and develops fun and engaging programs designed for tomorrow's success.



identity

It's remarkable how a Brand identity can imply class, value, strength, innovation, creativity, or the lack thereof. It takes the best and most experienced artists to legitimize an identity or Brand, beginning with its logo.



lead generation

IT Infrastructure Services help companies control costs, increase agility and focus their resources on mission-critical initiatives. Consulting, analytics and professional services help you turn customer information into actionable business intelligence. List management, data reports and tracking are all essential tools for navigating customized direct response messaging.



naming

At Voyage, we think of everything. Focus groups, test studies, local, international and global are all variables for naming. Voyage is well-versed in the naming process. Teams are united and activated for the best and most comprehensive name search and development in the business. Voyage has named hundreds of events, companies, products and services.



packaging

Materials, architecture, color, purpose, market and Green-wise considerations are explored to help define an outward appearance, impression and/or experience with your customers. Consumers identify with your brand through your packaging. Packaging always defines your industry / market, intent and benefits. This is a key opportunity to differentiate your product and requires the support of associates and carefully applied brand attributes.



recognition & incentive

Studies consistently show that employees and associates value recognition more than money. Voyage manages all aspects of the company's sales and non-sales employee incentive programs including criteria development, communications, program execution and analysis. With MCI, Voyage helped develop some of the first web-based incentive programs in the industry.

Elavon





tracking

All programs align and employ DNS (toll-free routed calls per web, news, tv, radio tactic) and data analytics including landing page entry points / PURLs.



vendor partners

At Voyage, we love and value our vendors. Long-standing relationships ensure quality, consistency and timely delivery of all Voyage products and services. Per repeat business, Voyage also benefits from reduced rates, which are passed on to the customer.



video

Voyage produces film, video, web and event projects for corporations, television networks and even record labels. Along with numerous credits in the commercial, music video and corporate markets, Voyage produces award-winning solutions that align with corporate positioning, enrollment education and special events.



writing

We understand that strong, effective communications work is a strategic advantage across all industries. In every client partnership, we apply our wealth of industry experience and deep knowledge of the communications process to cut through the clutter and complexity – and deliver that strategic advantage to your company. We meet with clients, we listen keenly to their needs and goals, we research their business and market position, and we strategically leverage our expertise in a project or program that best achieves their objectives.

Voyage also partners with a league of seasoned Health and Benefits experts. To learn more, contact joemcginnis@voycominc.com.



*voyage*TM
COMMUNICATIONS

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