

# To Creativity and Beyond: Elevate your Marketing Initiatives with our Creative Services Capabilities.

What if you could unlock limitless creativity in your marketing endeavors?



Reimagine marketing efficiency – where creativity takes center stage, every time.

As an organization that communicates through multiple channels, both print and digital, you know the increasing complexity of creating unique and engaging material.

It is essential for your marketing operations and procurement teams to meet their creative asset requirements – time- and cost-efficiently – regardless of the project's complexity. Ensuring that your content continues to be fresh, consistent, and on budget is crucial, but it's not as challenging as you may think.

The answer lies in overcoming creative barriers and simply bridging the gap between creative needs, inspiration, and execution.

## INTRODUCING CREATIVE SERVICES CAPABILITIES – OUR ALL-IN-ONE CREATIVE POWERHOUSE THAT HELPS YOU BY:

- Planning, executing, tracking, and analyzing your communications across multiple channels
- Providing graphic design, artwork production, and other high-level creative work
- Helping you build, develop, and maintain multilingual assets such as websites, mobile apps, and more, including UX design
- Managing video production processes and the adaptation of existing footage



## WHAT'S KEEPING YOUR CONTENT FROM BEING A HUNDRED PERCENT CREATIVE?

- Day-to-day pressures such as tight deadlines and lack of resources can cause creative blocks
- Limited access to new technologies, tools, and trends can narrow your options to find the best fit for your target demographic
- Budget constraints could reduce the scope of creativity and experimentation and restrict access to expertise
- Managing multiple vendors can lead to different perspectives, leading to an incohesive creative direction

### **All organizations face barriers to inspiration every now and then.**

Regardless of the challenges during your creative journey, our capabilities will make you confident in choosing the best path to leverage your key messaging and successfully reach your target audience.

Revolutionize your creative strategy with our design, deployment, technology and analytics.



This means:



**Increased resources:** Free up time and resources to eliminate creativity blocks and ensure that schedules are managed actively.



**Enhanced client experience:** Tailor-made and personalized content meets the needs of your customers or target markets.



**Access the latest and current technology:** Stay ahead of the curve and trigger innovative perspectives and ideas by ensuring access to the most recent technological breakthroughs.



**More sales:** Drive more sales and business results through compelling content and a clear and cohesive creative approach, regardless of the format and channel.

## END-TO-END CAPABILITIES

### Design

Graphic Design, Corporate Collaterals, Infographics, Illustration, Advertising, Annual Reports and Editorials, Event Displays, Signage, Direct Mail, Campaigns, Retail Spaces and Communications, Creative Direction

### Content

Storytelling, Content, Development, Copywriting and Editing, Messaging and Naming, Proofreading, Translation

### Web and Digital

Social Media (content and design), Digital Ads, Digital Signage, Interactive Publications, Email Campaigns, UX and UI Design

### Strategy

Research and Discovery, Creative Strategy, Content Strategy, Target Audience, Personas, Creative Campaign, Development

### Brand

Corporate and Brand Logotypes, Look and Feel, Brand Guidelines, Naming and Tagline Development, Rebranding, Brand Management

### Photography and Video

Shooting and Camerawork, Video Production, Video and Photo Editing, Photo Styling

Creativity at the snap of your fingers.

Learn more at [xerox.com/creativeservices](https://xerox.com/creativeservices)