

# **KNOW YOUR CLIENT.**



Creative Best Practices from Delin Design

**We want to know you.  
We need to know you.**

**How else could we  
promote you?**



You have big questions about your brand: “How can we look solid and established when what we’re introducing is new to market?” “Is there a way to convey just the right amount of edginess?” “Is it even possible to motivate trade-show attendees to open their program guide and look at our ad?” Finding the answers you need is a whole lot easier when you know the right people. Knowing you is what we do best at Delin Design.

**At Delin Design, we believe the best work results from solid relationships. In this Best Practices Guide, we offer you an inside look at how we work. You'll see how we've helped companies with some of the same challenges you face integrate their branding, marketing and advertising to achieve unprecedented results. Now take a moment, get ready to become enlightened and...**

**Just say KNOW.**

## MAKE THE BRAND TANGIBLE.

Prospects must be able to *touch* your brand on many levels – through imagery, voice and when they hold your brand in their hands. Creating that visual weight—that tangible presence—is a must. Capturing and holding a person’s attention in this multidimensional way helps you make those elusive connections that turn prospects into buyers. 

Harvest Automation’s brand captures its programmable, multi-directional robotic abilities within an arrow-style logo. The icon’s negative space forms the letter “H,” further aligning its new brand with the family of products. >



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# ADD VALUE.

Looking brilliant is only 50% of the equation. Bringing strategic thinking to the table is equally imperative. We understand that every project we take on is a marketing opportunity. This “value add” keeps our clients coming back for creative solutions that work. ☺

UMass Medical School was ready to embrace an alternative look for its school viewbook. Using a medic's clipboard helped capture the attention of top candidates in a fresh, new way. >



# REWARD THE VIEWER.

Every day, we are visually assaulted. In some cases, by extremely engaging creative; in others by the more unfortunate “dog pooh.” Providing the viewer a reward for stopping to look, read and react to your work is mandatory. This creates staying power and builds mindshare for your brand as prospects engage with your product or service. ☺

“The good stuff in the middle” was a truly sweet, universal way to convey Acme Packet’s technology value to customers. Trade-show attendees were rewarded with treats – a pack of Oreos® for taking the time to stop and look. >

The good stuff in the middle.  
Session delivery networks

As mobile moves into the 3G era, a new type of overlay network is needed to satisfy subscriber demand for interactive multimedia services. Session delivery networks (SDNs) operate “in the middle” to bridge the gap between the underlying IP transport network and subscriber applications and services. SDNs enable IP virtualization and ensure security, service assurance and regulatory compliance. And they make mobile service providers key participants in the evolution of high-value interactive IP communications. Put the good stuff in your network. To learn more visit us at [acmepacket.com](http://acmepacket.com)

Applications & services  
Session delivery networks  
IP transport

**acme** packet

The leader in session delivery network solutions

# MAKE IT HAUTE.

Like fine-fitting couture, a custom creative solution delights the customer and the prospects who view it. When we provide a client with an on-trend, unique deliverable as an alternative to the expected, it makes that creative even more memorable. ☺

We really don't make a practice of sticking it to our clients, but did so in style with our Delin Design Holiday Lapel Pin Collection. Following a decade-long tradition of giving, we pull out all the stops each year to surprise friends and clients with unique greetings. (Once you've earned your spot on this coveted list, you can count on being delighted, too!) >



# BE HONEST.

Integrity is more than just a word... it's action put into practice. Being true to your word about your process, deadlines or budget may sound like a simple mandate, but some agencies take liberties we don't. If we say we're going to do it, consider it on track for a timely delivery. ☺

"Policy Truth" was a successful direct-mail campaign for Netezza, an IBM Company, as it positioned its data warehouse appliances to be better than its competitor's products. Each piece tells the story of a revolutionary underground movement to "liberate your data." >



# MAKE ME KEEP IT.

Intelligent writing and brilliant execution. When these come together, your creative simply sings. Make every piece you produce more memorable and you increase your chances of being the brand your prospects think of first. ☕

Attending the Food & Wine Classic in Aspen turned out to be more than an education about Argentine Malbec Wines for client Algodon Wine Estates. In this clever trade-show promotion, attendees walked away with their own grape seed "starts." >



# MAKE IT PERSONAL.

Strengthening the connections you have built requires a serious commitment to relationships. And nothing delivers loyal customers more effectively than a personalized marketing approach. This is just another reason why choosing a creative partner who knows you and will grow with you is crucial to your business' long-term success. 

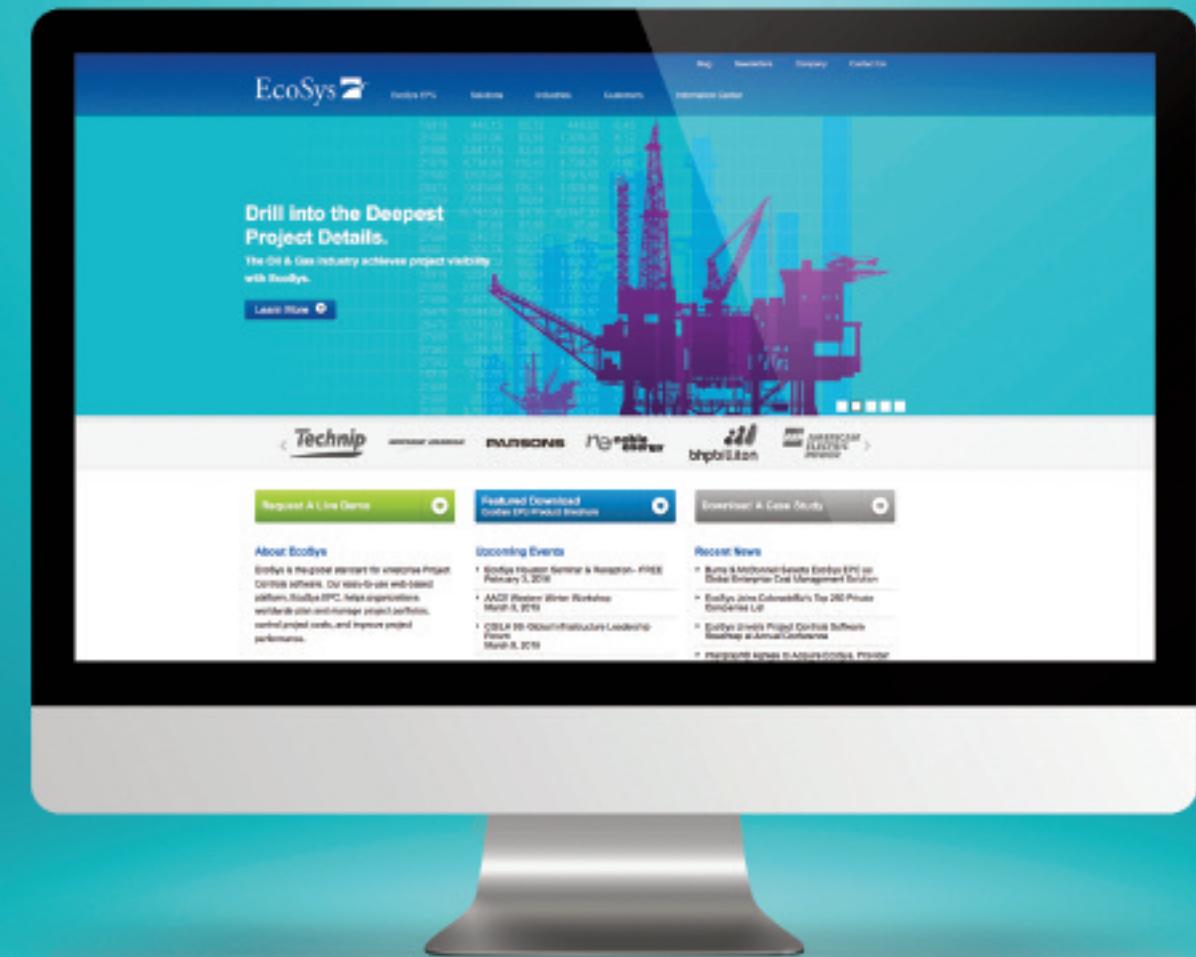
Herlihy Insurance Group had a business need to promote the wide range of its services. So Herlihy reached out to the people who loved them – their most loyal customers – through a targeted direct-response "Refer a Friend" program. >



# MANAGE THE PROCESS.

Ensuring every aspect of a project goes smoothly is equally as important as the creative itself. From strategy to concept, from construction to implementation, you need a partner you can count on — one who can play well with all the members of your team. 

EcoSys is the global standard for enterprise Project Controls software. Their easy-to-use web-based platform, EcoSys EPC, helps organizations worldwide plan and manage project portfolios, control project costs, and improve project performance. To contrast the competition, the Company chose a more graphic approach to differentiate itself within the industry. >



# EVOKE A RESPONSE.

Creating an engaging website or informative collateral is important, but going beyond that to elicit a customer's response is the key to truly great marketing. We make it easy for clients to promote their product or services with multiple entry points, collecting viewers data along the way. [CD](#)

Always designing for mobile first, Delin redesigned Koverse Inc., new website promoting a product tour or a Free Trial capturing leads through a well designed pop-up form. The Company has been working with Koverse since they rebranded their entire identity and assets in the Summer of 2015. >



# BE EXCITING.

We feed off our client's vision for their brand, especially when budgets are tight and their vision is big. We bring clients our A-Game, and the enthusiasm we build together helps us hone in on what will best attract attention in a competitive marketplace. 

When Hollywood Burger came to Delin Design, the brand was no more than an idea. The celebrity backdrop concept we created for it has helped secure the venture capital the company needed to grow the franchise into a tangible brand with a "fast-casual" appeal. Now this family-friendly chain that got its start in Argentina has spread through South America, and plans are in the works for stores in Dubai. >



...our burgers are flame-broiled to perfection and never fried, so they're not just good, they're...

The notebook contains the following text:

**Hollywood BURGER**  
Let's Go to Hollywood!

674152

674152

Your ticket to an exceptional ground floor opportunity with unlimited potential

# POLICE THE BRAND.

Committing to a brand is an investment in your time, your resources, and to your business' future success. We are always mindful to provide clients with creative that supports an established look and feel. We encourage clients to stay flexible and allow for their brand's organic growth. 

When rebranding Netezza, an IBM Company, Delin Design created standards to build visibility and mindshare within each communication. Now Netezza "owns" that green and the circle that defines its logo. Making the decision to boldly put its mark on every product manufactured provides Netezza with unprecedented visibility in the data warehouse market. >



# KEEP YOUR PROMISE.

Saying you are going to do something and following through in doing it are two different things. We do both. By being keenly aware of our client's objectives, we design pieces that are utilitarian (in that they are unique *and* beneficial) as much as they are beautiful. ☺

No matter how stellar the track record, DPEC Partners knew that reaching out to potential investors in a down market was going to be a challenge. Delin Design's solution was to communicate with this conservative audience in a mature, appropriate way. This approach generated enthusiasm the client needed to secure investment dollars. >



# ALWAYYS SPELL CHECK.

A single typo. It can happen... and when it does, it sure does make a mess of things. We minimize mistakes by being conscious of the things that you are not. You can count on us to keep you looking cool even when the heat is on. 



# KNOW DELIN DESIGN.

Delin Design creates powerful, persuasive creative solutions for B2B and consumer marketers. We bring together strategic thinking and design innovation to guide perceptions, strengthen brands and inspire action. In a crowded market, Delin Design gets you noticed with proven results. 

# KNOW HOW.

We have it. You need it.  
Let's talk about your next marketing challenge.

**Chat: 401 722 6320**

**View: [delindesign.com](http://delindesign.com)**

DESIGN DELIN



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Brand Identity | Collateral | Web Development | Advertising | Interactive | Packaging