

KNOW YOUR CLIENT.



Creative Best Practices from Delin Design

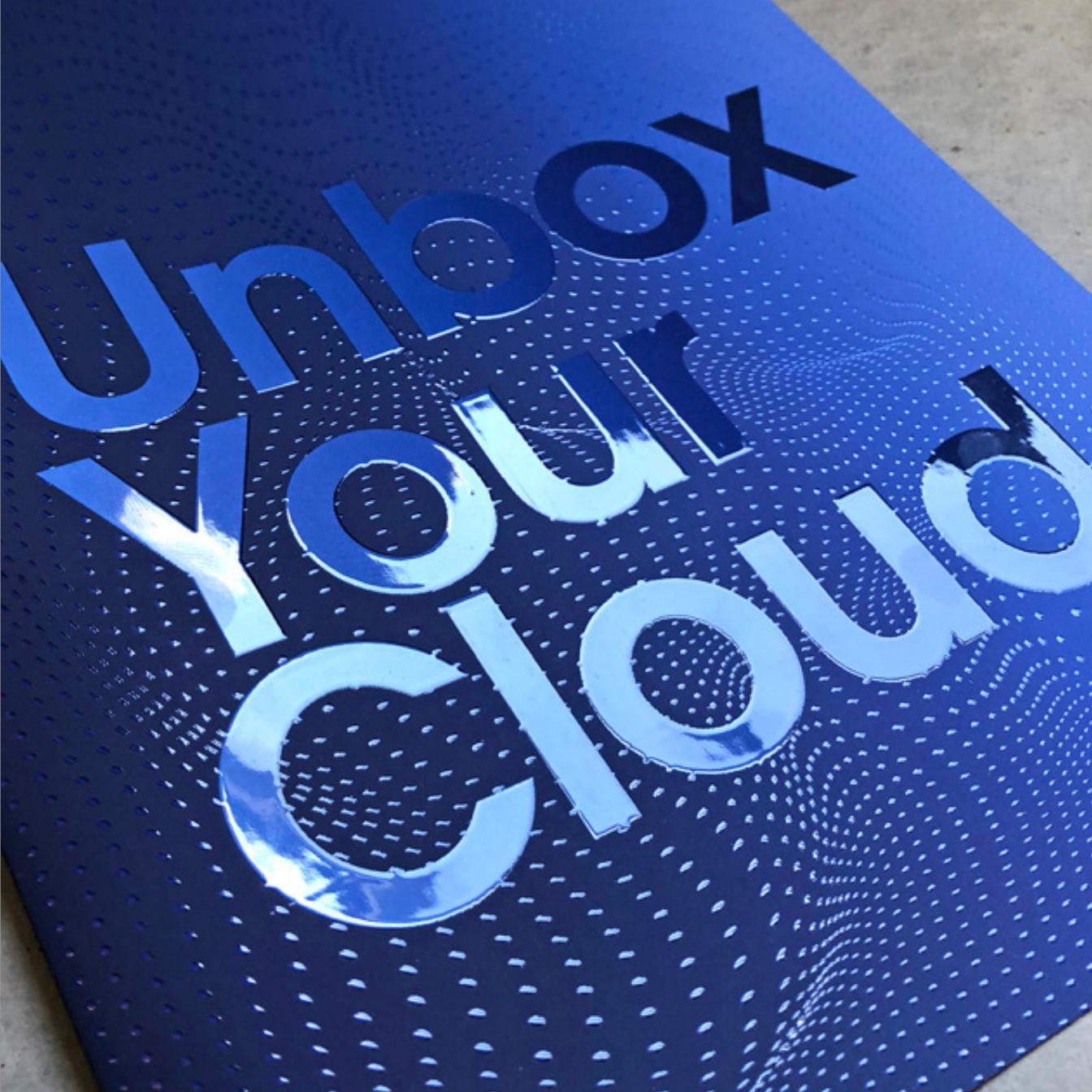
Finding the answers your business needs is a whole lot easier when you know the right people. At Delin Design, we believe the best work results from understanding relationships. In this Best Practices Guide, we offer you an inside look at how we work. You'll see how we've helped companies (with some of the same challenges you face) integrate their branding, marketing and advertising to achieve unprecedented results. We'd like to show you how we've helped clients do more, expect better, push further. Why? Because knowing what really works for clients is exactly the kind of work we do best at Delin Design. ☺

Just say  **KNOW.**

MAKE YOUR BRAND TANGIBLE.

Prospects must be able to experience your brand on many levels—through imagery, voice—and when they interact with your brand. 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.

Kaminario is an innovative leader in flash storage arrays and services. They've utilized our creative services to promote themselves in all mediums. We applied unique printing techniques to their most recent tradeshow takeaway, which elevated their collateral, matching their innovative technology. Working with our diverse team has enabled Kaminario to make the most of each customer interaction with their brand. >



ADD STRATEGIC 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.

Creating a heartfelt holiday greeting for one of the largest tech companies in the world is no easy task. Oracle Data Cloud challenged us to create a standout animated email for their list. Through thoughtful design, we created a card that humorously places warm, holiday sentiments in an technology setting. This approach proved to be impactful and popular among viewers—and invaluable to Oracle Data Cloud’s effort to continually reinforce its brand connection. >



REWARD YOUR AUDIENCE.

Every day we are bombarded by images. In some cases, by extremely engaging creative; in other instances by more unfortunate “dog pooh.” Providing people you want to reach with 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.

As one of the leading-edge backup storage companies, Exagrid came to us looking for a standout promotional mailer that would bring in new leads and sales. We wanted to create something that would cut through all the traditional postcards and branded “stuff”. So we created a fun, engaging board game. With it, Exagrid set a company record for demo requests. A sure sign of success. >



MAKE IT HAUTE.

Good ideas come from everywhere. We borrow a page from haute couture's pursuit of one-of-a-kind creative that perfectly fits customers—and delights prospects. When we provide a client with an on-trend, unique deliverable as an alternative to the expected, it makes the creative even more memorable.

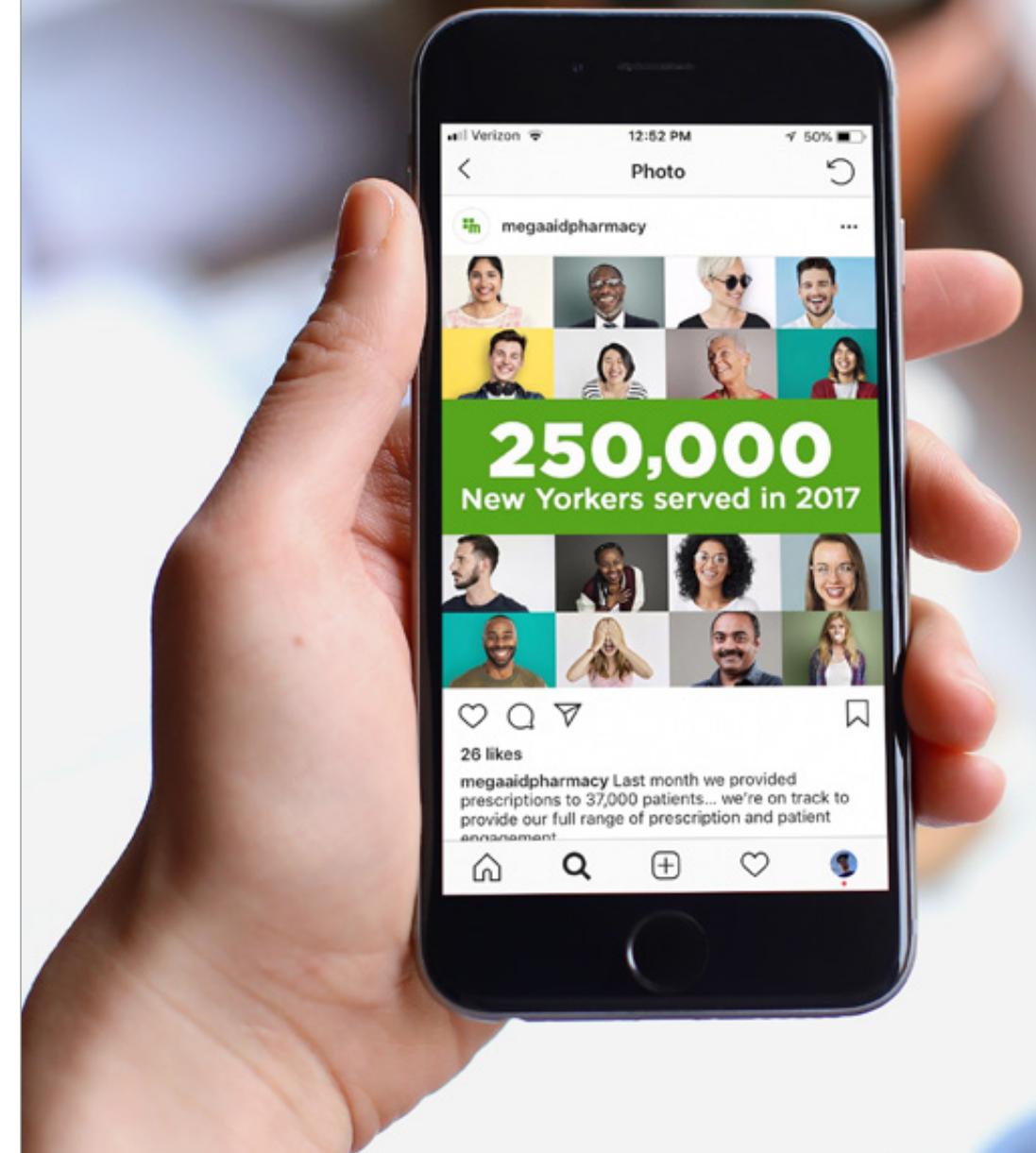
Packaging design is often the first time a client connects with a brand, so strong design is a must when it comes to health and skincare products. Aixallia en Provence used Delin Design's services to create a refreshing watercolor branding to showcase their luxe products. This integrated line of label design reflects the brand's promise of ultra-pure, botanical-infused skin care, setting Aixallia apart in a crowded space. >



START & STAY HONEST.

Integrity is more than just a word. It's action put into practice. When it comes to things like process, deadlines and budget, you count on us to fulfill our promises. Some agencies may take liberties. We don't. If we say we're going to do it, consider it on track for a timely delivery.

Mega Aid is a compounding pharmacy with multiple locations in Brooklyn, NY. They entrusted us to expand their social media presence. It's through these efforts they hoped to entice applicants for opportunities at their new facility, and inform the public and professionals alike about their service offerings. We in turn developed rich and authentic content, all the while holding to our timelines and budget. Our value and trust was established, allowing Mega Aid to achieve a more prominent image in the New York healthcare space. >



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.

When it comes to events, it's all about the take-away. Dot Air is an annual experimental music festival held right here in Pawtucket, RI. To extend the theme and essence of the event, we created this 4-pack button set that reflects Dot Air's brand. Attendees were given the button set upon arrival to sport around the event, and take home for future wear. >



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. Just another reason why choosing a partner, who can manage the heavy lifting involved in building bonds between your brand and customers, is crucial to the long-term success of your business.

Healthcare is the perfect example of where “personal” is paramount. We refreshed the website of the Milford Regional Healthcare Foundation. With conversational copy and photography that reflects day-to-day experience, we helped shape a polished community presence. Unique entry points on the landing page allows users to engage in different ways and support their causes. >



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. Our process is uniquely thorough, tailor-made for each client.

For 15 years, The Healing Arts has been bringing the power of creative expression to children and families coping with illness or injury at Rhode Island and Hasbro Children's hospitals. We developed an art-focused brand that spoke to both patients and the public alike. From there, our event date was set, leading to design and production for a robust system of printed assets. High-touch email campaigns followed, ending with branded signage within the event space. Through this process, the organization was able to raise \$50K at their fundraising event! >



EVOKE A RESPONSE.

Creating an engaging website or informative collateral is important, but going beyond that to elicit a customer's emotional 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 viewer data along the way. This begins a cycle of passionate content engagement.

MSL, a world-wide public relations firm, is a fantastic partner to Delin Design. We get to work with exciting clients in different industries, bringing our visual expertise and value to their projects. TruGreen Lawn Care needed a fresh ad campaign, which connected to its main audience—families. With simple headlines and unique photo illustrations, we created a new spin on storytelling, showing the emotional impact of their services. >



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.

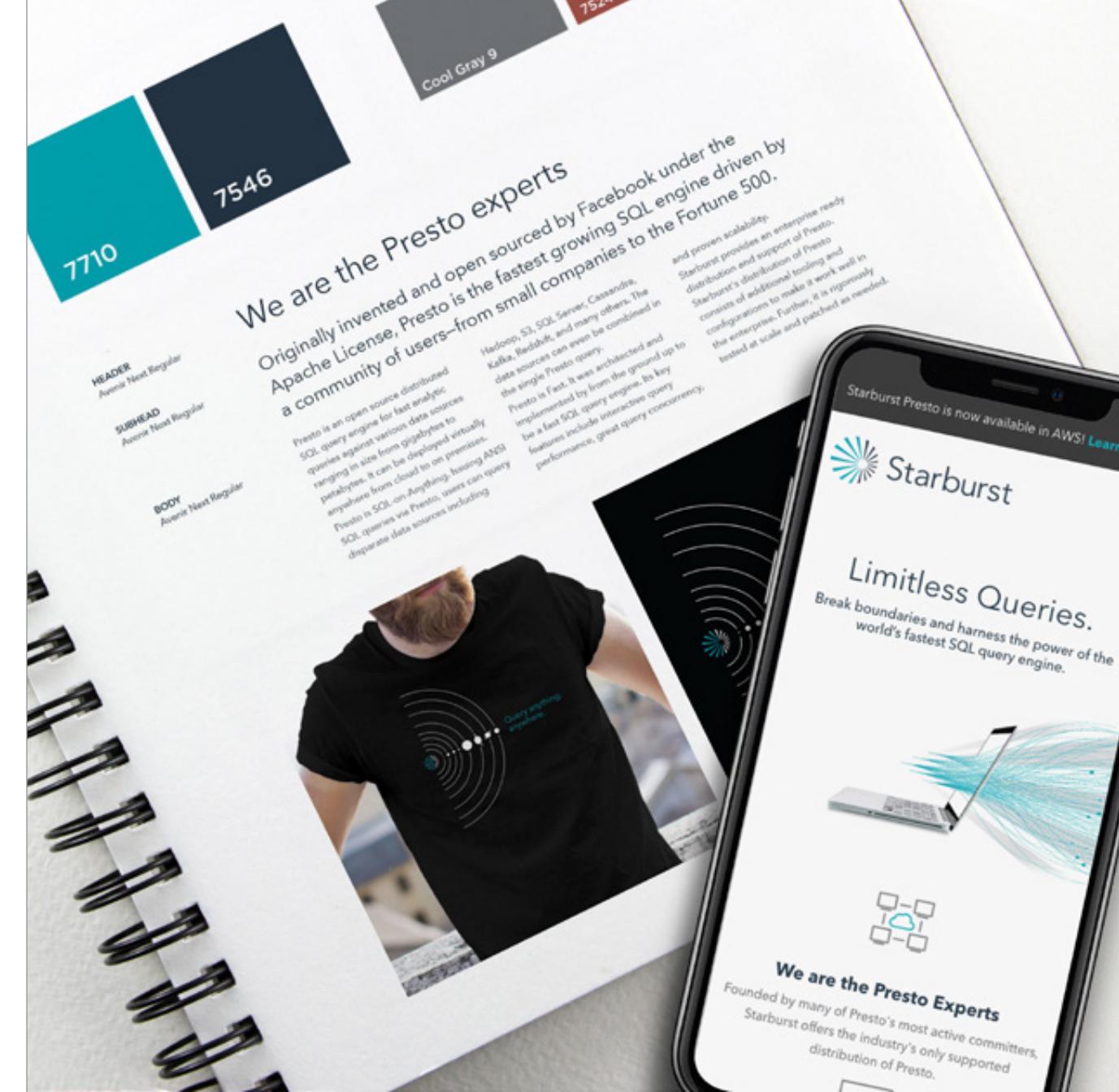
To commemorate the summer solstice, we sent out a tray of bright, colorful popsicle molds with a 10-recipe booklet containing a variety of our team's favorite flavors. Much like our business philosophy of creative collaboration, the experience of sharing food with family and friends is a timeless tradition. A robust social media campaign was launched, enticing recipients to share their creations for a fun summer prize! >



POLICE THE BRAND.

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

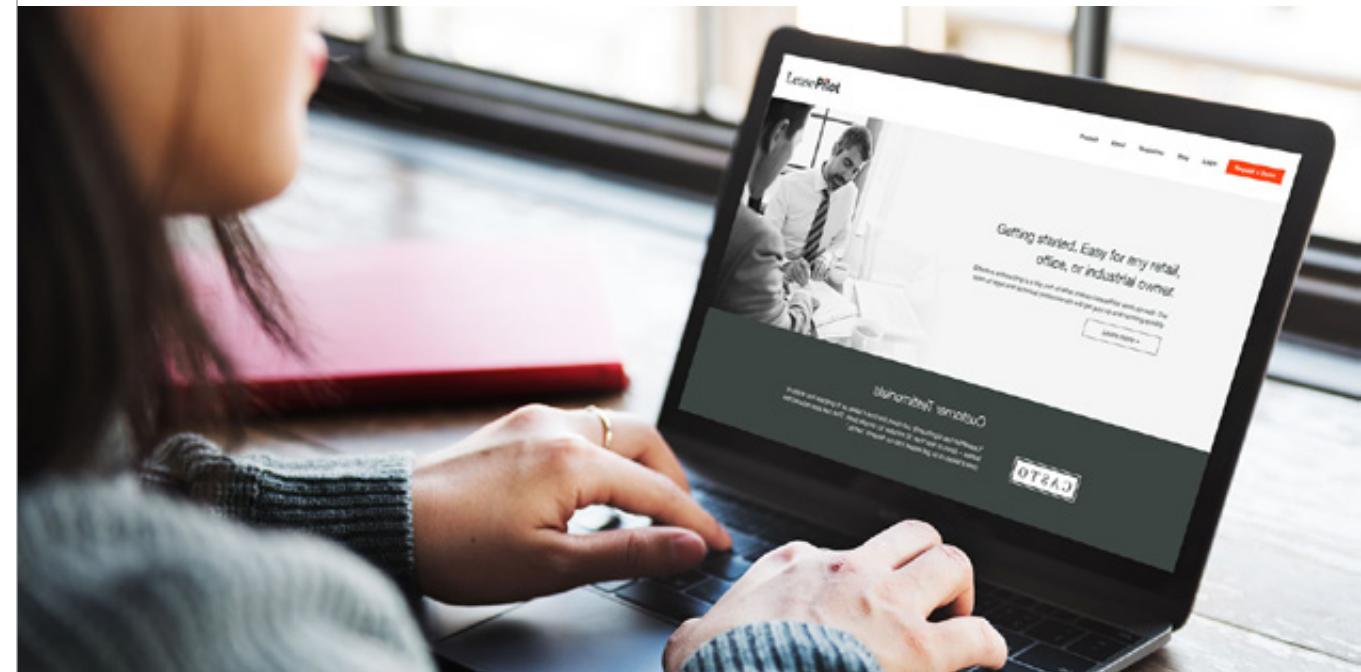
Starburst Data, a company that leverages the open-source platform Presto to analyze data across an entire organization, was in need of a brand refresh to give the company better visibility in the market. With new, brand-integrated collateral and website, Starburst Data can definitively say they are "the Presto Experts." >



ELEVATE THE EVERYDAY.

For us, the principles of form and function inform every project. 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.

LeasePilot is a company founded on the concept of lease and legal expeditation. They developed a new software, designed specifically for commercial lease drafting and revision. With this product and service, we were tasked with creating a new brand and website. This process involved many members, in various positions, all working towards the goal of a unified brand tone and intuitive website. We were able to deliver a beautifully functional project on time and budget. >



ALWAYYS SPELL CHECK.

A single typo. It can happen ... and when it does, it sure does make a mess of things. An old school approach that mandates checking your spelling and reviewing edits for a second time are necessary practices for success. Paying attention to details, doing our research and being educated in communications minimizes those potential errors. That said, class dismissed!

NBC is synonymous with global entertainment, and with good reason. "AP Bio" is a new comedy which premiered February, 2018. NBC requested our help in creating a presentation to pitch the show to investors and marketers. By pairing school-related graphic elements with handwritten typography, we created a deck with a nod to the show's plot that also presents the key points in a straightforward, digestible manner. >

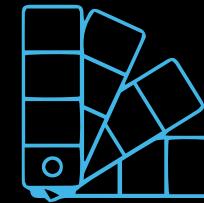


GET ENDLESS CREATIVITY

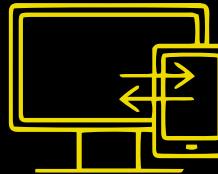
Branding demands a variety of disciplines. After releasing your brand into the wild, you must make sure it is equipped with the tools for survival. We polish our skills in advertising, brand development, digital media, packaging design, social media, video and more to make sure your brand thrives. Don't get caught with only one approach. >



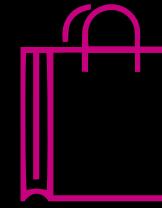
Advertising



Brand Development



Digital Media



Packaging Design



Social Media



Video

**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.

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