

Everything begins with an idea!



We are driven by a passion to deliver innovative communication ideas, superior marketing and advertising management and efficient execution that will add value to our client's brand assets.

WCP Communications  
PO Box 16496  
Winston Salem NC 27115-6496  
(336)794-4058 or (336)765-0049  
FAX: (336)794-4025  
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## Positioning

**WCP Communications** is a professional creative agency.

**We start by listening to you.** Once we understand your objectives, we respond with fresh, imaginative ideas, turn those ideas into reality and make sure that reality comes in on time and on budget.

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## A Word From The Chairman & CEO

At WCP Communications, our mission is to add value to our Clients' business through creative communications.



Our motto is *"If running around town is not becoming to you, then you should be coming to us!"*

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## Corporate values

- § We put all our effort into increasing revenues for our Clients.
- § Our goal is to become one of the top teams and the most effective company in the creative communications market, constantly developing the talents of our employees and creating incentives for them to achieve the best results;
- § We strive for implementing our creative projects with irreproachable quality and in accordance with the highest professional standards;
- § We seek to establish well-balanced constructive relationships between team members based on mutual respect and support. We create working environments favorable for professional growth and business success of the members of our team.

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## History

- § 1995: WC Publishing & Printing Co., Inc. founded
- § 1999: WCP Bahamas Ltd., Opens for Business
- § 2000: WC Consulting forms collaborative effort with WCP Bahamas Ltd.
- § 2000: WCP Communications founded
- § 2002: Staff Development & Training Facilitation Added
- § 2006: WCP Communications becomes a separate entity, focusing on advertising, marketing and PR for our client base.
- § 2007: WCP Communications Speakers Bureau® is launched.

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## Membership in professional associations

§ Member of National Advertising Association

§ Member of MWBE for City of Winston Salem

§ Member of MWBE; Certified through the State of North Carolina

§ Certified to do business in Nassau, Bahamas through WCP Bahamas, Ltd.

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Members of the Better Business Bureau



Members of the Triad Business Network, Intern'l

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## Services

- **Creative in integrated marketing communications (IMC)**

Definition:

This is a creative way of solving complex communicative problems within a limited period of time with synergetic use of several types of marketing communications.

For instance, the task may be shaping a group of loyal customers with the use of PR, advertising and marketing tools. The task of a creator is not only to develop general creative line, but also to develop the idea of synergetic combination of the instruments.

The word “synergy” is translated as “joint action energy” (derived from the Greek “syn” – “co-“, “jointly”, and “ergos” – “action”).

The synergetic effect in integrated marketing communications appears as a result of combining advantages of each separate instrument of marketing communications. For example, PR is largely about building the trust, whereas advertising stimulates the sales of the product, and Marketing induces the consumers to promptly purchase the product.

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## Services

### **Creative in integrated marketing communications (IMC)**

Differentiating the product and services of our clients from that of the competitors using creative lines in all the forms of communication;

Cutting costs of product promotion thanks to more effective synergetic combination of the types of marketing communications;

Increasing the volume of sales thanks to better awareness of the unique qualities of the product, as well as organization of an all-embracing process of consumer persuasion using various forms of communication;

Altering behavior of consumers representing various target audiences via creation of bilateral communication patterns and thus reaching mutual understanding.

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## Services

- **Creative in integrated marketing communications (IMC)**

### Description:

- 1) Our agency inventively develops a unique plan for using various marketing communications to achieve synergetic effect. Communication forms may be the following: direct advertising, corporate style, Public Relations, Direct Marketing, Special Events, Internet, exhibitions, printed materials and souvenirs, as well as new, nontraditional forms;
- 2) Our agency develops a tailored set of all the messages to solve complex problems the client faces, and creatively adapts the set to all the forms of marketing communications;
- 3) After adopting and approving the IMC concept, WCP Communications will organize and implement the IMC effort in accordance with the creative strategy elaborated.

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## Services

### II. Tactical creatives

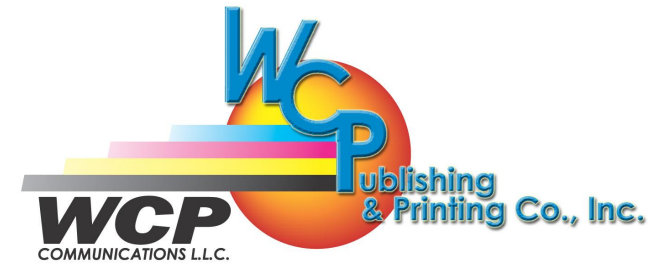
#### Definition:

This is a way to accomplish one communicative task within a limited period of time for conducting one marketing communication session.

For instance, in advertising this may be a task to develop a slogan or a scenario for a commercial. This can also be a task to develop a conceptual idea for a narrowly-focused campaign using various advertising vehicles (television, radio, press), but in all the cases, it will be considered tactical creative, since a specific problem is solved within a short period (1-3 months) using one type of marketing communication.

Using tactical creative approach, a number of tasks in all the areas of marketing communications can be accomplished, such as corporate design and packaging, direct advertising, Public Relations, Direct Marketing, Special Events, Internet, Exhibitions, printed materials and souvenirs and other new nontraditional advertising forms.

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## Services

### II. Tactical creatives

#### Objectives:

- 1) Positive differentiation from the rivals, resulting in raised competitive capacity of the goods, services and a company as a whole;
- 2) Target Marketing Approach
- 3) Increased awareness of the goods, services and a company due to vivid and easy-to-memorize marketing messages;
- 4) Sales growth due to the product becoming more noticeable and attractive;
- 5) Decreased costs due to more effective marketing messages.
- 6) Creative marketing materials – designed and disseminated

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## Services

### II. Tactical creatives

#### Description:

**Creative approach to design** lies in development of original trademark, corporate style, packaging, nonstandard printed materials and souvenirs.

**Creative approach to direct advertising** is characterized by profound search and development of highly effective creative ideas for conducting advertising campaign using any vehicle. WCP Communications' scope of activities here is extremely wide, ranging from creating an advertising slogan, text or scenario, to developing large-scale advertising campaigns.

**Creative approach to direct marketing** implies search of unique ideas enabling one to conduct effective campaign, e.g. nontraditional messages, nonstandard inserts, bonuses, gifts, mailing design, and the texts of the letters.

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#### Description:

**Creative approach to Public Relations** is in development of nonstandard solutions in PR sphere. WCP Communications has a lot to offer here, starting with writing press-releases, development of press-conference scenario, presentation or unique newsbreaks creation, ending with elaboration of the concept of a large-scale PR campaign.

**Creative approach** implies development of nontraditional creative solutions, events and scenarios to promote goods and services using Sales Promotion tools.

**Creative approach to Special Events** lies in development of memorable nonstandard solutions and concepts of public events and activities; scenarios of inviting the guests, conducting presentations, games, contests, entertaining activities.

**Creative approach to P.O.S.** is in creating and placing advertisements at the points of sales, which help the audience to remember the product in future and differentiate it from the similar products of the competitors.

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## Services

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#### Description:

**Creative approach to Internet** activities implies development of new forms of communication based on Internet-technology. Open-minded attitude to interactive communication, backed up by modern html- and flash-technologies; creation of the concepts and design of the websites, ideas and design of Internet-banners, development and organization of non-standard e-mailing and online-conferences, as well as e-commerce campaigns.

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## Services

### II. Tactical creatives

#### Specifics:

- § Our first step is to conduct a profound analysis of your product, market, consumers and competitors;
- § Our job will always be of high quality, no matter what timelines are, thanks to our 'know-how' and in-house developed creative techniques;
- § We will strictly focus on the marketing task at hand;
- § Our suggestions will take into account professional opinion of your company's management;
- § Our proposals will be well-reasoned and backed-up by sound theoretical and practical arguments;
- § We will suggest several alternative solutions to the marketing problem to give you a better choice;
- § We guarantee stable quality of our creative work throughout the whole period of our cooperation with you.

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## Services

### II. Tactical creatives

#### Comparative advantages of our creative work...

- § We are able to look at the mistakes your competitors have made and take into account their weak spots when developing our creative ideas;
- § In our ideas, solutions to the marketing problem go together well with the wishes of the company's senior management;
- § You will always have a wide choice of alternative solutions enabling you to choose the best out of those presented;
- § You will receive an opportunity to save your money and use it more efficiently thanks to the messages being more noticeable to the customer and differentiating the product from the similar goods;
- § We will be able to reason viability of our ideas and present them professionally to the management of your company.

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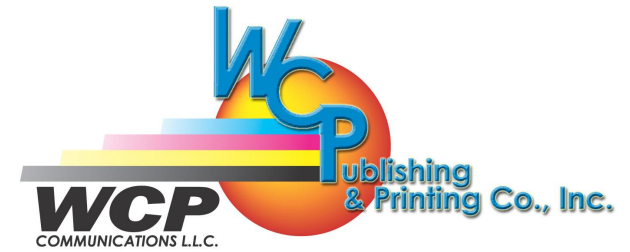
### II. Tactical creatives

#### ... Benefits you get

- § Our decisions will be right, well-reasoned, and will yield desired results;
- § Your solutions will be noticed and supported by the senior management of the company and your colleagues;
- § You will have to put less effort into solving the marketing problem you face;
- § Your sales will grow;
- § You will be able to build your future work on current marketing success, for the whole communication effort has been based on serious analytical information;
- § You will not waste time looking for a new creative agency;
- § Your company's revenues will go up.

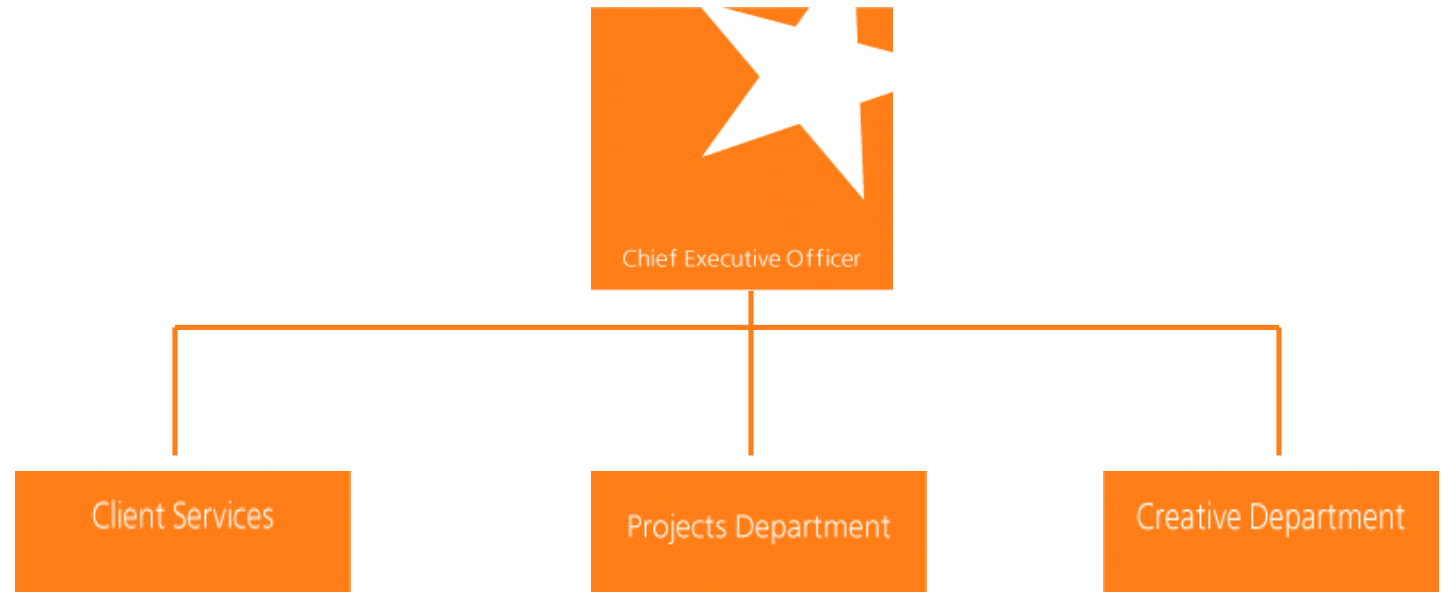
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## The WCP Communications Team

The synergy of experience and expertise from top international networks makes our small team big on ideas



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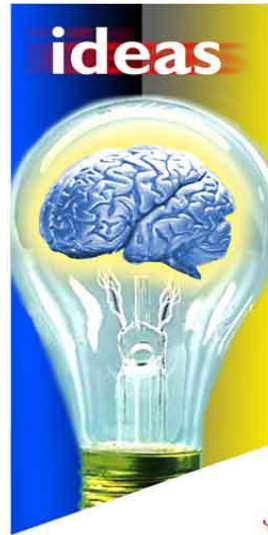


## Communication with the Client



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DAIMLERCHRYSLER



RENAULT

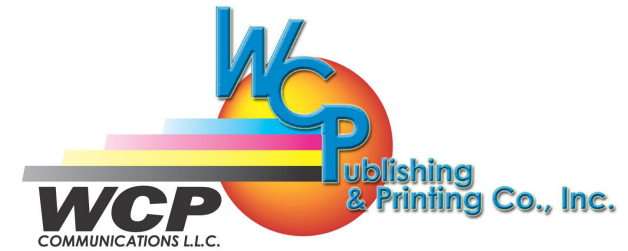


The Future...should we wait for it or create it?  
Developing principle-centered leaders in our community

*A Few of our Satisfied Clients*

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## Staff

**The WCP Communications Team** is made of professionals with high education in management and marketing.

### Universities we graduated from:

- § Winston Salem State University
- § George Washington University
- § Philippine School of Design
- § ECPI
- § NC A&T University
- § East Carolina University

### Trainings:

- § American Express
- § Market and Management Academy
- § US Dept. of State
- § Bank of America
- § The National Urban League

### Teaching:

- § Training Ground
- § Higher School of Economics
- § Higher School of Advertising
- \*Staff Development
- \*Business & Finance Compliance
- \*Marketing/PR Strategic Development

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## Our advantages...

- § We place God at the forefront of all that we do.
- § Clear mission, well-defined organizational structure, developed and time-proven corporate culture.
- § Team of professionals with sound practical experience and appropriate educational background.
- § Following moral and ethical standards of the market
- § Unique production technologies.
- § Professional project management
- § Specialization on creative developments
- § Long-term cooperation intentions

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...your benefits

When you decide to entrust your agency work to us, you choose a reliable professional partner for strategic cooperation; Professionals in the field will help you to achieve better results; You may stop worrying about getting your ideas and services to market;

You will undoubtedly receive high quality services;

You will be able to spend more time on your core business;

Your advertising, marketing and public relations campaigns will differentiate you from competitors and yield the desired results;

**WE ARE GENUINELY INTERESTED IN YOU & THE GROWTH OF YOUR BUSINESS/ORGANIZATION.**

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