



## Services

### Branding - Marketing Communications - Advertising

For over 19 years, Hanson Associates has helped our clients realize their Marketing, Communications and Brand objectives by delivering strategically based creative solutions that increase awareness and drive sales.

Our strong Strategic, Creative and Management core competencies, along with our extended resources of creative and research specialists, give us the ability to reach a wide range of targeted touch points. At Hanson Associates, our competitive advantage derives from our ability to remain flexible and cost effective while exceeding client expectations and delivering intelligent and stimulating creative solutions.

Using targeted and uniquely creative solutions, the following select group of leading corporate marketers continue to call upon Hanson Associates to build brand awareness with highly successful: Brand Identity Programs, Marketing Campaigns, Packaging Design, Retail Design and Interactive and Web Media:

Pernod Ricard	beverages (wine and spirits)
AstraZeneca, Johnson & Johnson	pharmaceuticals
Colgate-Palmolive, Sara Lee	consumer products
Potlatch	store brands – consumer products
JPMorgan, ING Direct, USAA	financial services
Bentley Systems	software
Argosy University (EDMC)	education
Aramark, Compass and Sodexo	food service

## Mission Statement

Our mission is to understand and articulate our client’s vision, work with our clients as an innovative partner and together bring that vision to life in a highly stimulating and creative way.

## Process

We use market-based intelligence and strategically driven creative to engage consumer involvement, create brand influence and drive performance.

## Offering

Hanson offers the following services:

- Positioning
- Brand Development
- Marketing Communications
- Package Design
- Retail Design
- Interactive Design
- Advertising