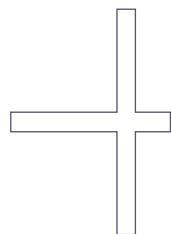


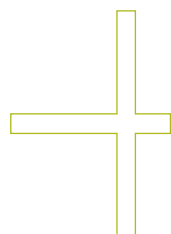
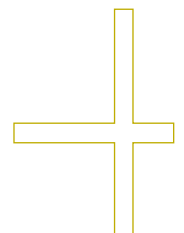


strategy | methodology | design



4SIGHT COMMUNICATIONS
Chicago | Seattle

www.4sightcommunications.com



It's not enough to get people's attention.
It's not enough to simply tell them things.
A message has to be relevant and rich
with meaning. Why?

Because your customers own your brand.



4SIGHT COMMUNICATIONS is an integrated marketing firm specializing in brand strategy, technology, and marketing communications. We bring together strategy, creative, and technology to provide flexible and compelling client solutions that strengthens the relationship between our clients and their customers. By combining our creative expertise with new marketing technologies, clients discover the benefits of our integrated capabilities that deliver the desired outcome—time and time again!

All the pieces come together in a thought-provoking manner to ensure that your customers are compelled to act.

solutions—

Developing comprehensive, integrated marketing programs to meet the broad range of our clients' needs is what we do.

Developing and creating these programs to turn change into a competitive advantage for our clients is what we do best.

We bring together strategy, creative, and technology seamlessly to deliver the desired solutions. Our unique approach grounds us in delivering value to your business.

attract

One to one marketing, the non-stop flow of data from multiple sources, increasing pressure from competition, and an evolving population are compounding factors that—like it or not—are reinventing the way businesses interact with their customers.

This rapidly shifting landscape has dramatically increased the importance of brand and messaging strategy. When you successfully articulate your company's unique services and products, the result is an increasing number of returning customers and prospects that interact with your company at all levels—online and off.

engage

We know we're stating the obvious when we say the Internet has changed how we all do business. However, how you manage your customers' experience is what will ensure they return to your website. We help our clients make sure this is a positive experience—one that leads to longer and more profitable relationships with existing and new customers without putting your business at risk.

We combine our expertise in marketing and technology to help you plan both what to do and how to do it.

interact

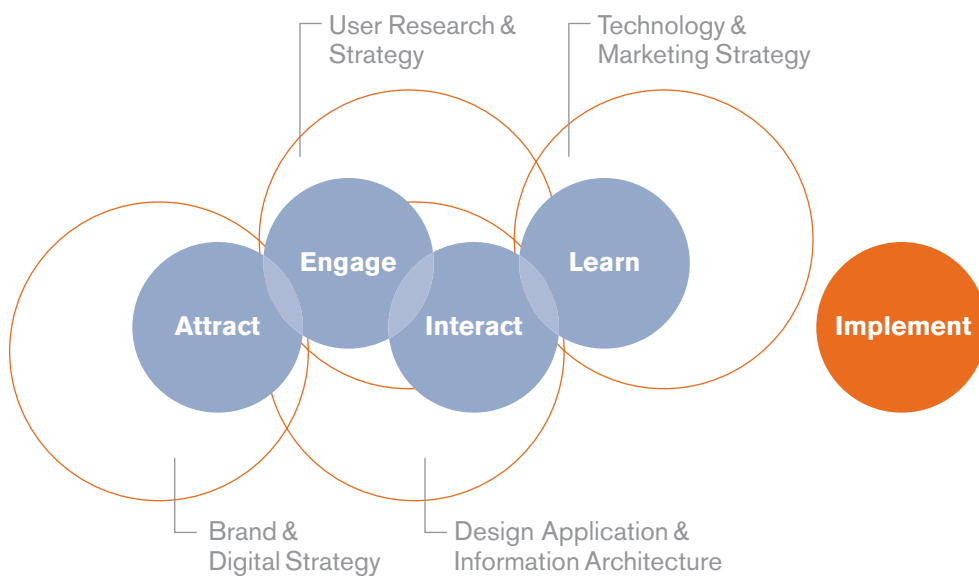
Successful marketing is collaborative—it is the give and take of ideas to relate a company's story as it repositions itself in the marketplace or introduces a new service or product. That ongoing feedback loop from clients to customers and back to the organizations is what helps ensure success. For that reason, we involve our clients and their customers every step of the way.

A well crafted marketing strategy works across channels. We've integrated marketing, creative, and technology services in order to run integrated campaigns that are not limited to one medium.

learn

By focusing on exactly what outcome you want to achieve, who is your online audience and what are their needs, we distill the key learnings that lead to continual refinement and improvement.

Through our carefully developed process and our extensive experience, we can help you focus on meeting the goals of your business and your online audience.



Success is not an accident. Success is the result of a carefully crafted plan, with a clearly articulated set of objectives.

approach—

At 4SIGHT we use a project approach that drives consistent results in meeting our clients' needs. This iterative process, divided into four phases ensures that our clients achieve their strategic goals, while we meet timing and budget constraints.

understand

We begin by making sure we understand your relationship with your customers. From there, we work with you to gain an appreciation for the business objectives driving the project. This allows us to clearly define success, which becomes the cornerstone for all project activities.

design

We create the right interface between your business goals and your customer's expectations. Our design services combine the creative, functional, and technical elements that will meet your objectives. The result is design that is not only visually compelling, but communicates the desired message to your customers.

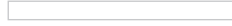
implement

All of our planning and design work comes to fruition in implementation, where we deliver on our carefully drafted plans. We often work with blended teams—our consultants, our client’s employees and other service firms—bringing the best to each engagement. Through careful planning and project management, we ensure that your objectives are met.

evolve

Your customers’ needs and expectations are constantly changing. During the evolve phase, we measure the success of the initiative against its original objectives, fine tune, and help you implement a long-term management plan to ensure that you are receiving an increasing return on investment.





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