



Brand Strategy, Identity & Communication Services

Your Partner from Concept to Development

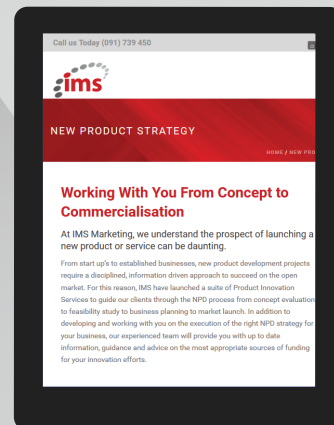
Branding Your Business

OUR BRAND SERVICES

Whether you are start-up, medium sized SME or a large internationally focused organisation, IMS has the capability to look at your brand strategically and determine what improvements can be made based on real evidence that we collect from your target audience, your employees and your competitors.

At IMS we understand how to successfully communicate technical products and services to a technical audience. Our experienced team can develop a strong message that differentiates your business, product or service and clearly positions your brand within your target segment.

- **BRAND STRATEGY**
- **BRAND DEVELOPMENT**
- **VALUE PROPOSITION**
- **BRAND IDENTITY**
- **BRAND COMMUNICATIONS**
- **DESIGN SERVICES**



IMS at a Glance

ABOUT US

Established in 2006, IMS Marketing is Ireland's only dedicated technical marketing company. We work on a nationwide basis with internationally focused companies from early stage start-ups to multinationals in the development of existing and new markets.

IMS clients share a common ambition – to develop their business domestically and internationally. Our team brings real industry experience and know-how to B2B companies across multiple sectors including medical devices, electronics, communications technology, precision engineering and more.

Our strategic approach to branding ensures your identity is differentiated from that of your competitors and will add value to your company's products and services by creating a unique distinctiveness within the market.

Did You Know?



It takes 7 to 10 times the cost and effort to gain a new customer as it does to keep an existing customer.

INDUSTRIES WE SERVE



Medical Device



Building &
Construction



Education



Electronics



Energy



Engineering



Healthcare



ICT



IT & Software



Life Sciences



Manufacturing



Agriculture

Brand Strategy Services

BRAND DEVELOPMENT

An increase in customer loyalty of only 5% can increase lifetime profits per customer by as much as 95%

At IMS we don't just do branding! We look at your brand strategically and determine what improvements can be made based on real evidence that we collect from your target audience, your employees and maybe even your competitors. We take a strategic approach to branding that ensures your identity is differentiated from that of your competitors.

We have developed a 3 step brand development process that ensures our clients brands are accurately positioned within the market.





PHASE 1

DEFINING YOUR BRAND

- Evaluate your company vision
- Establish company internal values
- Discover customer and external perceptions
- Develop a comprehensive list of product and service features, advantages and benefits
- Evaluate your competitors

PHASE 2

MESSAGE DEVELOPMENT

- Develop a value proposition and business canvas
- Compose brand message, taglines, unique selling points (USP's)
- Apply marketing foresight for future developments

PHASE 3

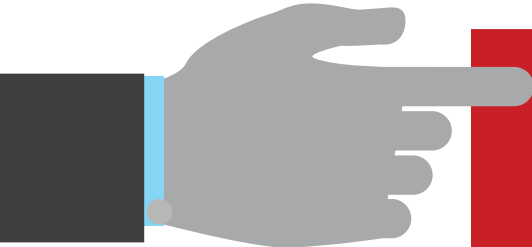
DEVELOPING THE LOOK AND FEEL OF YOUR BRAND

- Creative development on new looks for your company
- Full graphic design service which communicates your value proposition
- Customer communications planning and implementation

Why Branding?



YOUR BRAND HELPS SET
YOU APART FROM THE
COMPETITION



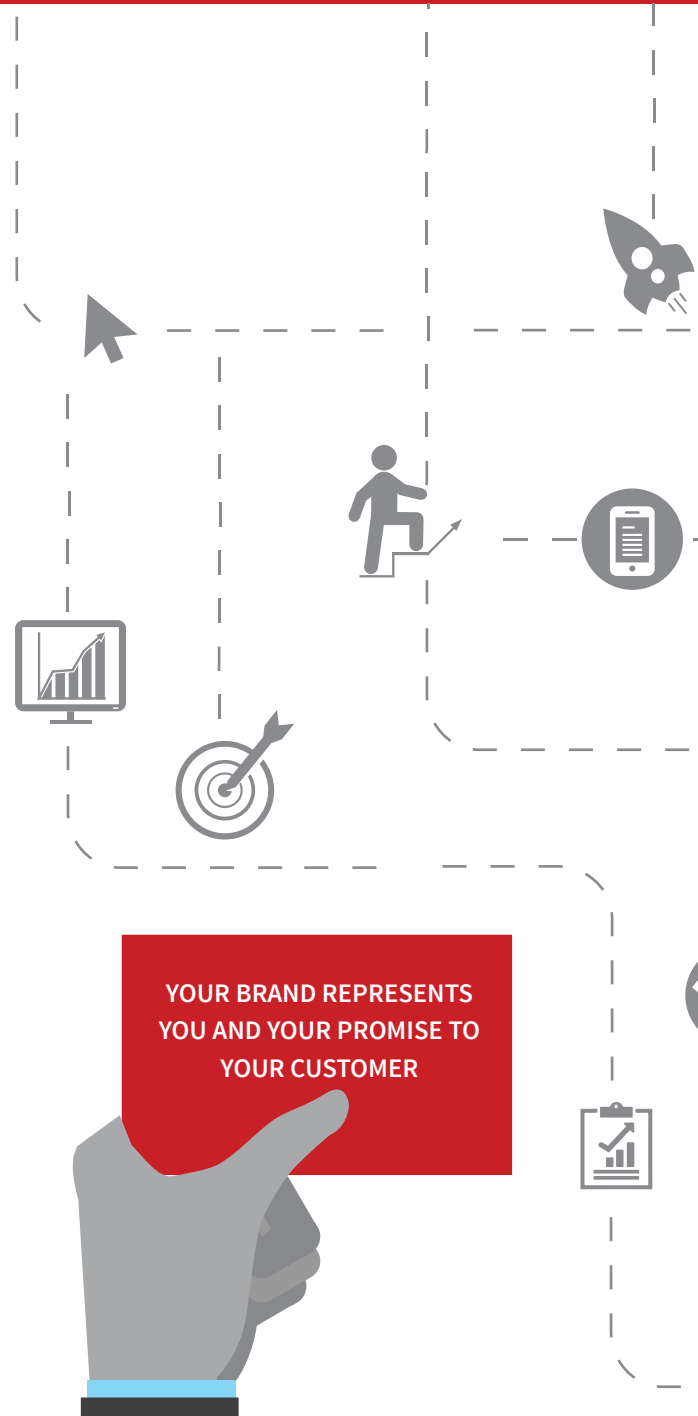
YOUR BRAND HELPS
YOU CONNECT WITH
YOUR CUSTOMERS
EMOTIONALLY



YOUR BRAND TELLS
PEOPLE ABOUT YOUR
BUSINESS CULTURE

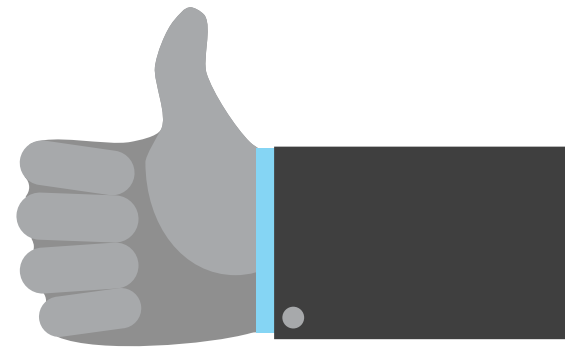


YOUR BRAND REPRESENTS
YOU AND YOUR PROMISE TO
YOUR CUSTOMER

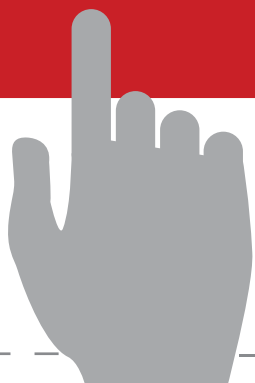




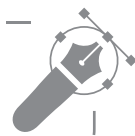
**YOUR BRAND PROVIDES
MOTIVATION AND DIRECTION
FOR YOUR STAFF**



**YOUR BRAND IS THE WAY YOUR
CUSTOMER PERCEIVES YOU**



**YOUR BRAND HELPS YOU
CREATE CLARITY AND STAY
FOCUSED**



Brand Strategy Services



VALUE PROPOSITION

Your value proposition is a clear statement about the outcomes your customers can realise from using your product, service or solution. A strong value proposition can jolt a potential customer out of their complacency with the status quo. At IMS our unique approach to value proposition development takes into consideration your organisation as a whole and your various customer segments. We will develop a clear, concise and compelling value proposition that sets your key products and services apart in the market place.



BRAND IDENTITY

At IMS we treat graphic design as a communications tool that works in tandem with your marketing strategy and overall business strategy. Our design solutions can effectively demonstrate what you do while still creating a powerful impact. Our experience in technical communication allows us to quickly grasp the essence of your brand and create memorable and compelling visuals. We design effective visual communications that reinforce your company's corporate image and brand identity within your industry. Our talented in-house graphic and web design team will work closely with you to ensure your visual identity allows you to stand out in the market and accelerate your success.



BRAND COMMUNICATIONS

Strategic planning is the key to effective communication and promotion of your product or service. At IMS the strategy leads the creative. We don't just develop off-the-cuff creative designs or campaigns. We develop an integrated strategy that dictates why and what the creative campaign should look like, ensuring your objectives are met at every stage. From concept to implementation, IMS will work with you to develop a set of integrated traditional and digital marketing tools to develop your business and increase your sales.

- Website Development
- Marketing Collateral
- Public Relations
- Social Media
- Email Marketing
- Events & Tradeshows
- Online Promotions
- Content Marketing
- PPC & SEO
- Direct Mail



DESIGN SERVICES

Creative concepts and impactful designs are at the core of our graphic design capabilities here at IMS. We design effective visual communications that reinforce your company's corporate image within your industry. Our talented in-house graphic design team will work closely with you to ensure your visual identity allows you to stand out in the market and accelerate your success. Our experience in technical communication allows us to quickly grasp the essence of your brand and create memorable and compelling visuals.

Brand Portfolio
Sentinel Fuel Products

24/7 Management Visibility

The Sentinel Data Visibility Cloud Management Overview

Being a "Data" provider, maintaining a repository of your fuels and a clear view of pre-configured data and reports.

The Cloud-based portal provides you with a 24/7 view of your data and reports, visibility into your fuel usage, and a clear view of your fuel usage.

www.sentinelproducts.com

Sentinel Fuel Products

Product Overview

The Sentinel products are designed to provide a clear view of your fuel usage and a clear view of your fuel usage. The products are designed to provide a clear view of your fuel usage and a clear view of your fuel usage.

Benefits include:

- Fuel usage monitoring
- Fuel usage reporting
- Fuel usage analysis
- Fuel usage forecasting
- Fuel usage optimization
- Fuel usage compliance
- Fuel usage security

Functions of the Sentinel Portal:

- Fuel usage monitoring
- Fuel usage reporting
- Fuel usage analysis
- Fuel usage forecasting
- Fuel usage optimization
- Fuel usage compliance
- Fuel usage security

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FUEL SYSTEM

Cloud-Based

Comprehensive Reporting

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Introducing the Sentinel Fuel Products

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Brand Portfolio

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Patina Lighting



Brand Portfolio

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- Project Management

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- Rapid Prototyping
- Low and High Volume Production
- Hot and Cold Runner Systems

Contract Manufacturing

- Minimally Invasive Devices
- Low and High Volume Production
- Manufacturing Transfers
- Lean Manufacturing

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- Dual Manufacturing Locations

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