

More **whiz-bang** for your marketing buck.

So, apparently, it's **serious** now.

With the economy in crisis and spending habits in decline, it's hard to see the value in spending money on marketing. But the truth is, you've still got customers to reach – and that takes a strong brand and high-quality marketing. Plus, when you invest wisely during an economic downturn, you have the advantage once things start looking up. So the trick is to do more with less. Yeah, we know; it's a little scary. And you're probably thinking, "Who will create this excellent work I need?"



We'll create the **excellent** work you need.

We don't like to toot our own horn. Much. But suffice it to say that when you work with Asgood & Better (A&B), you'll get a lot more bang for your marketing buck.

That's because we provide the high-quality work of a full-service ad agency without any of the sticker shock. A&B is a collaborative of experienced marketing professionals – designers, copywriters, developers, videographers and more – who do work that's as good (or better) than that of the big agencies. But because we're virtually-based (no rent, water coolers or ergonomic chairs to pay for), you get our high-quality work at a lower rate.

Pretty cool, right?



Cooler than you know.

When you bring your project to A&B, you get a custom solution. That's because we assess your specific needs carefully, and then draw from our diverse roster of experts to assemble a team that's tailored to meet them.

And our team members aren't just selected for the quality of their work, but also for their top-notch communication skills, to ensure we can all work effectively in a virtual environment. Plus we use online project management tools, email and FTP sites, conference calls and in-person meetings to manage the process effectively and provide excellent customer service from start to finish.

The **many** services we provide.



Below is a short list of what A&B can do for you. If you don't see something you need, just ask!

- **Web.** Big sites. Little sites. E-commerce. Blogs. Flash animation. Our pros can give you what every business needs: a stellar presence on the web.
- **Print.** We may be virtually-based, but we like flipping through a glossy brochure as much as anyone. Probably a little more, actually.
- **Strategy.** We know how to build, maintain, and grow successful brands. And we have the dirty fingernails to prove it.
- **Identity.** Whether you need a new logo or your current brand is just having a midlife crisis, our identity experts can help you figure out who you really want to be – and make it so.
- **Writing.** Glowing product copy. Loquacious prose. Snarky ads. You name it, we've written it. (Just don't ask to see our sappy song lyrics.)
- **Video.** We do corporate videos, commercials, event coverage, training videos and more. And the best part? No cheesy graphics.
- **Photography.** Document your special event. Make your product look like a million bucks. Build a photo library. It's all possible with pictures.
- **Events.** From developing the message and design of your tradeshow booth to planning your boss' anniversary party, we'll make sure your events go off without a hitch.

Meet the **folks** who dreamed this whole thing up.



Amy Klinger

Amy has 12 years' experience in marketing. She has worked in a wide range of industries, including renewable energy, telecom, non-profit, and even NASCAR. As a marketing director and copywriter, she has been on both the client and agency sides of the fence. Amy lives in Vermont, and divides her time between raising her daughter, risking life and limb with her husband in various outdoor sporting activities, and creating marketing work clients can sink their teeth into.

Nathan Hartswick

Nathan has over 10 years' experience in the marketing industry. After working as a copywriter at several agencies in New York City for such high-profile clients as Sony, Pepsi, Kraft, and Salomon Smith Barney, he returned to his home state of Vermont for its higher oxygen content and improved quality of life. Nathan does top-notch marketing writing, project management and videography for A&B. He is also a musician and published children's playwright.

Hey, don't be a **stranger**.



We never hear from you these days. Give us a call, would you? (Actually, call your mother first. She worries.)

It's a tough economic climate out there, and we all have to start working smarter. If you want to create great, effective marketing work that connects with your customers and won't break the bank, there's no smarter choice than Asgood & Better.

Call us for a free consultation - we'll sit down over a cuppa coffee to learn more about your marketing objectives and let you know how we can help.

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