

WHAT INSPIRES YOU TO GROW?



SPRINGBOARD
MARKETING

SPRING FORWARD TO A STRONGER BRAND.



SIMPLY PUT, WE INSPIRE SUCCESS.

No matter what inspires your business to grow and succeed, Springboard Group develops the kind of strong marketing and effective branding that propels your business to prosperity. From insightful research and smart strategy to brilliant branding and effective marketing programs, we help to create opportunity for organizations. By better understanding customer needs and market potentials, we build solid business concepts and positions. Springboard then translates those strategies into attention-grabbing marketing and communication that build awareness, interest and preference. Whether through traditional or web-driven programs, we work to leverage every marketing dollar and create tangible results. All with the style and creativity that reflect your brand values and character. So no matter what inspires your desire to grow, let Springboard help you spring forward to success. Learn how at www.Springboard360.com.

LET US HELP YOU FIND THE WAY TO GREATER SUCCESS.



EXPERIENCE SUCCESS BY DESIGN.

Here is a sampling of some of the designs and concepts that are creating success for organizations and businesses throughout the region. We invite you to see our complete portfolio at Springboard360.com.

STRONGER BRANDING BY DESIGN



WorkLife | Brandmark



Clark State | Brandmark



Firenza | Brandmark



P16 Collaborative | Brandmark



Champions Center | Brandmark

MARKETING THAT MAKES AN IMPACT



CFA Networks | Sentinel Ad



Greater Springfield | Image Ad



KMX Karts | Promotion



Mela Urban Bistro | Marketing

RIDE A WAVE OF SUCCESS



Greater Springfield | CVB Web Site



Palmer's Crossing | Web Design



KMX Karts | Global E-Commerce Site



Interface Creative Group | Web Site

ENJOY THE RIDE TO SUCCESS



Clark State Foundation Capital Campaign



Greater Springfield | Supergraphics



LET US HELP YOUR BUSINESS SPRING FORWARD.

Springboard Group offers comprehensive marketing capabilities to help organizations grow. Learn how we can help your business spring to new levels of success – call 937.484.8181 or visit Springboard360.com.

Marketing Research & Strategy

- Focus Groups & Qualitative Studies
- Quantitative Surveys
- Web-Based Research
- Market & Competitor Analyses
- Strategy Consulting
- Strategy Meeting Facilitation

Launch & Ideation

- Ideation Sessions & Mindmapping
- Company/Product Naming
- Business Launch
- Concept Ideation
- New Product Development

Branding & Design

- Company Positioning
- Branding Development
- Brandmark/Logo Design
- Graphic Design
- Brochures & Annual Reports

Advertising & Marketing Communication

- Media Advertising
- Public Relations
- Promotions
- Internal Communications
- Newsletters & White Papers

One-To-One Marketing

- Direct Marketing
- Permission/Relationship Marketing
- CRM/Teleprospecting Campaigns
- User Experience Engineering
- On-Line Marketing

Oxium Web Development & Marketing

- E-Marketing Strategy & Analytics
- Web Site Design & Management
- Search Engine Marketing
- E-Commerce Development
- Multimedia & Flash Videos



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