



Sales Kit
www.enerdesigns.com

Design
Printing
Advertising
Signs
Banners
Public Relations
SEO Management
Events Coordination



phone : 202.615.7676 // 202.607.6651

email : sales@enerdesigns.com

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SERVICES

Our agency provides you with full media buy and media production in print, web, radio and television format on a local, regional and national basis. We'll sit down with you, see what your needs are and from there, work on producing the most spectacular and effective material for your business. Whether it's scripting and producing a television commercial, finding talent for your campaign, coordinating your upcoming festival from scratch, or even monitoring all media exposure and press clippings, we'll do it because we know how to – the right way.



ENERDESIGNS
— MEDIA GROUP —
The Ultimate Media Producer

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ABOUT US

Enerdesigns Media Group, Inc. is a full-service bilingual advertising agency with operations in Miami, Washington, D.C., New York, London, and La Paz & Santa Cruz, Bolivia. We help our clients tap into any market (locally, regionally, nationally and internationally) geared toward the mainstream, Hispanic or international Spanish-speaking market in English, Spanish or both (bilingual campaigns). We also work with mainstream advertising agencies as their Spanish support system, ensuring your campaign to be a success in both markets. By hiring us, you'll have everything in-house, including but not limited to the following:

- Advertising: Media Buying & Production (Print, Web, Radio & Television)
- Business Development: Market Research, Writing/Editing/Translation, Proposal & Grant Development
- Commercial Printing & Signs/Wide-Format Printing
- Graphic & Web Design
- Public Relations: PR, Specials Events Coordination/Event Planning
- Publishing



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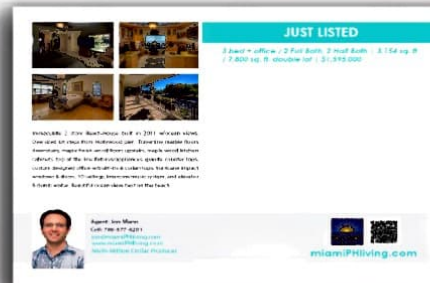
Graphic & Web Design

Our production team provides all graphic and web design, radio and television scripting, and radio and television production in-house. Our television production can be done in low format (web resolution) up to HDTV resolution. Our web production includes static to e-commerce sites, with flash and full-animation features/video editing, content management, PHP, galleries, etc.

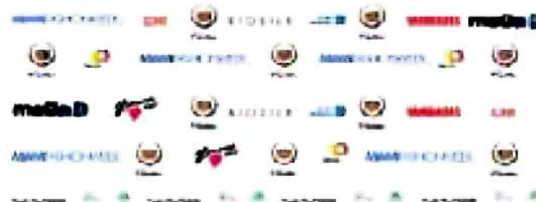
Custom Die Cut Flyer



Flyers/Postcards



Step And Repeat Banner



Flags



Vehicle Wrap



Menu



SERVICES



We target any demographic, work with any budget – from small businesses to large international firms- and can produce your campaign in English, Spanish or any language required. We have pre-set prices with all forms of media ranging from magazines, newspapers, direct mailers and radio to television stations, billboards, and websites, providing our clients with budget savings of up to 60% - allowing you more money to reinvest in your campaign.



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HELPING YOU REACH YOUR CONSUMER DIRECTLY TO THEIR HOME!



- Full Graphic Design & Printing - Residential & Commercial Mailing Lists (Local, Regional, Nationwide)
- Inkjetting & Labeling as Low as \$0.06 per piece! - Direct Mailing (Custom Sizes & USPS EDDM - Bulk Rates)

New Clients: \$15 Off With Your 1st Order!

Serving: South Florida, Washington, D.C., Maryland, Northern Virginia, New York Since 2000!

All Nationwide Clients Welcome!

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SERVICES



Commercial Printing & Signs

As part of a commercial printer, we have the capabilities to design and print your items all in-house.

We offer the following products and services from our 6-color commercial offset press:

General Products:

- Annual Reports
- Banners (vinyl and digital – up to 50' wide)
- Billboards
- Booklets
- Boxes
- Brochures
- Business Cards (regular and custom cards plastic, silk, foil, spot UV, etc.)
- Buttons & Lapel Pins
- Catalogs
- CDs/DVDs (manufacturing with jewel case, shrink wrap, etc.)
- Direct Mail Pieces
- Flags
- Flyers & Postcards
- Magazines
- Newsletters
- Newspapers
- Packaging
- Plastic Business & Gift Cards
- Posters
- Promotional Items: Magnets, T-Shirts/Uniforms, Hats, etc.
- Signs: Exterior/interior commercial signs (i.e. regular to channel letters, light boxes, LED, frames, plaques, etc.)
- Step & Repeats // Press Walls (frames/displays also available)
- Stickers // Decals
- Vehicle Wraps

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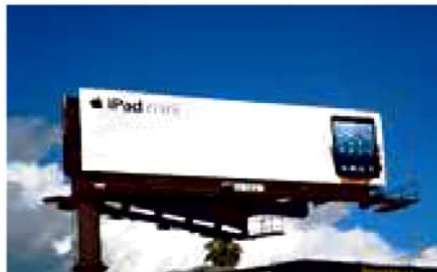
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ADVERTISING, MEDIA BUYING & PUBLIC RELATIONS



- **Advertising:** Market research, mailing lists, media buying, production (print, web, radio, television and billboard), implementation, media monitoring, scripting, budgeting, etc.
- **Public Relations:** Print and electronic press kits, media kits, press releases, bios, press coverage, event coordination, celebrity liaison, media scrapping, etc.



ADVERTISING, MEDIA BUYING & PUBLIC RELATIONS



Advertising:

- Enerdesigns is a certified advertising agency with rates 10-30% less than what client can obtain. Advertising services include but are not limited to:
- Advertising: Market research, mailing lists, media buying of newspaper/magazine/coupon mailers, online SEO Management (buys on Google, Bing, Groupon and Social Media sites), production (print, web, radio, television and billboard), implementation, media monitoring, scripting, budgeting, etc.
- Public Relations: Print and electronic press kits, media kits, press releases, bios, press coverage, event coordination, celebrity liaison, media scrapping, etc. In addition, the client would benefit from our guerilla marketing efforts, which include focus groups, on-site event promotions, etc.

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ADVERTISING, MEDIA BUYING & PUBLIC RELATIONS

Social Media Marketing:



Constant interaction Client on sites including but not limited to:

- Facebook: Daily interaction. Objective: Acquire more “likes” and “subscribers” on Client’s page(s) in order to directly target these users for daily, weekly and special event promotions.
- Twitter: Daily interaction. Objective: Acquire more “tweets” in order to promote daily, weekly and special event promotions – as well as an informative tool on who’s who celebrity/corporate sightings at client’s location(s).
- Foursquare: Weekly interaction. In conjunction with “subscribed” Facebook users, interact with their guests in order to find their friends close to client’s establishment/prerequisites – and target them.
- A Small World: Weekly interaction. Establish a list of premiere clientele with executive/managerial background (financially capable to consume).
- YouTube: Monthly interaction (additional production fees required). Create additional buzz for client with coverage of recent special events, posting of any video media obtained, and in-house videos aimed at client.



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Guerilla Marketing:

Enerdesigns Media Group is capable of setting up a street time guerilla promotion (one on one interaction with potential client) as well as assists with off-site promotions in order to attract users back to client location/brand at key events, such as Award Shows, Fashion Shows, Festivals, Special Holiday Events, Local Parties/Cocktail, Networking Events, Trade Shows, etc.

Social PR & Crisis Management:

In the event the client receives any negative online complaints or bad publicity via popular sites including but not limited to: Better Business Bureau, Rip Off Report, Yelp or other media-related blogs and sites – Enerdesigns Media Group will create an immediate crisis resolution campaign, which may include: Response or Settlement to complaint, Press Release, Online SEO Management (online advertising, PR drafting, cross-promotional web links) in order to push an unresolved complaint or negative comments deep into Google, Bing and Yahoo's pages (as in some cases, these negative ratings can never be removed – just buried into these sites), free-buy publicity (pitching story ideas to media and blogs).

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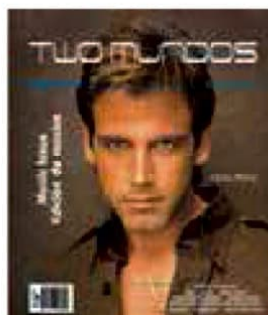
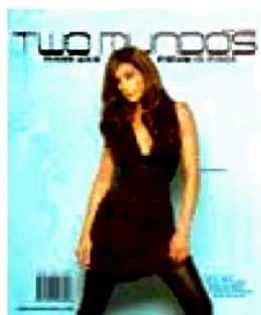
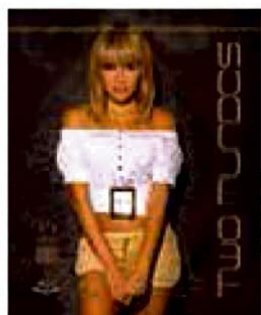


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Publishing:

Enerdesigns Media Group is an independent publisher and can help you design, print and publish your next magazine, newspaper, booklet or book.

In addition, we are the proud publishers of Two Mundos Magazine – a high-end, regional-glossy, urban lifestyle, bilingual magazine for the elite and cosmopolitan Latino, international Spanish-speaking and American consumer market either bilingual (English and Spanish) or interested in having the best of bilingual lifestyle. Our market directly reaches the Washington, D.C. and metro area, South Florida and New York areas, in addition to select parts of Europe and Latin America. For more information on Two Mundos please visit: www.twomundos.com.



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ADVERTISING, MEDIA BUYING & PUBLIC RELATIONS

EMG Sample List of Clients (we have served over 800 clients in 13 years)



ENERDESIGNS
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• AeroSur Airlines



• Arrow Air



• Bentley



• Cadillac



• Coca Cola



• Direct TV



• Easterns Automotive Group (VA)



• Educational Initiative for Central & Eastern Europe (EICEE)



• Famous Luigi's Italian Restaurant (D.C.)



• Ferguson



• Fuente Cigars



• GrandMart VA



• INFURN Furniture (London)



• Trio On The Bay



• Kimpton Hotel Boutique



• Lotus Lounge Sushi (D.C.)



• Majestic Properties (Miami)



• Mai Thai Restaurants (D.C.)



• Mervis Diamond Importers (D.C.)



• Miami Fashion Week



• Ramirez & Co. (Wall Street – NY)



• Random House Publishing



• Reliance Aviation



• Rio Hotel & Casino (Las Vegas)



• Tourneau



• Two Mundos Magazine



• U.S. Army

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