



C R E A T I V E FLARE

LIFT-OFF WITH HYDROGEN FOR POWERFUL MARKETING SOLUTIONS



CREATIVE FLARE

■ ■ ■ ■ For more than 18 years Hydrogen Creative's flair has launched marketing solutions in the thousands.

We fuse the elements of ideas, words, design and images into powerful, penetrating communications. We spark relationships within your target audience, fine-tuning your orbit and trajectory to place your customers at the centre.

We generate uplift and momentum to grow and sustain those marketing relationships and strengthen your brands.

Creative Flare is what we call the fuel that drives our success within all our client ventures, across media, markets and industry.

BRANDING | PRINT | DIGITAL | INTEGRATED



BRANDING

■ ■ ■ ■ As unique as your fingerprint, your brand is what captivates your target audience. Simplicity, integrity, relevance and distinctiveness are the hallmarks of a memorable brand.

- > Naming
- > Taglines
- > Logo design
- > Identity system

Good branding builds customer relationships from attraction, through engagement, benefit, experience and ultimately, loyalty. Hydrogen Creative will evolve your brand from its essence throughout the customer lifecycle.





PRINT

CONTENT | DESIGN | EXECUTION | DELIVERY

Print matters. It is a tangible statement of your worth that touches your customer. In the right time and the right place we craft print materials to your customers needs, to add to your value.

- › Advertising
- › Direct mail
- › Value-added content
- › Brochureware
- › Sales engagement tools
- › Promotional signage

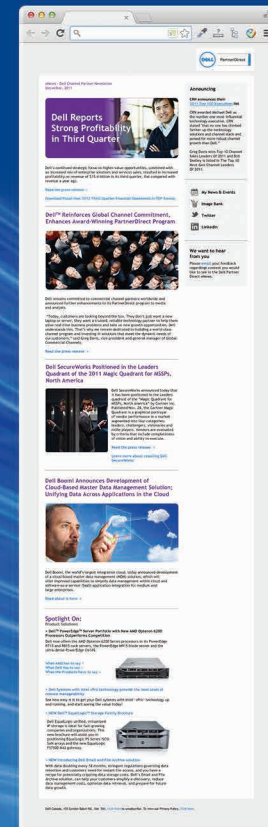
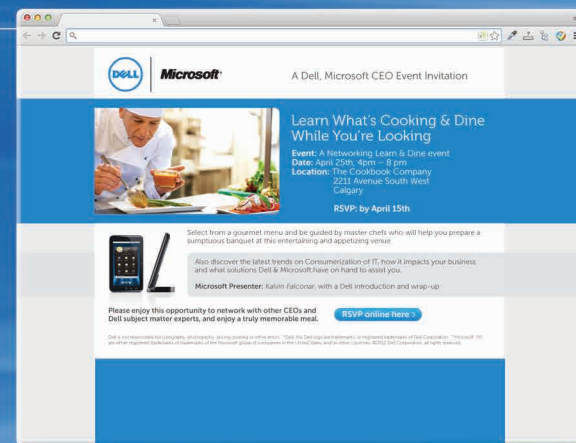
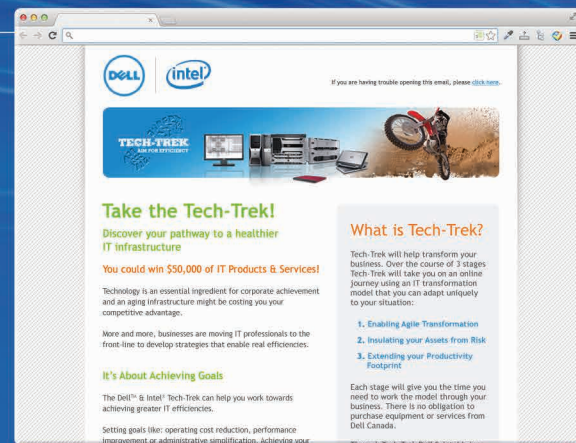


DIGITAL

CONTENT | DESIGN | PRODUCTION

How broad is your reach? Build multiple channels to take advantage of all the touchpoints available and scale out your digital footprint with targeted programs.

- › Online content creation
- › Email templates
- › Social media influencing
- › Web advertising
- › Lead capture programs
- › Web site development



Content, Design, Production
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INTEGRATED

Each market segment, each unique client circumstance, each customer pain-point reveals a need for an integrated solution that goes deep.

Hydrogen Creative has, over the past 2 decades, used its creative flair to generate successful 360° solutions:

- › Product launches
- › Closed-loop marketing
- › Acquisition marketing
- › Sales enablement
- › Customer lifecycle
- › Themed events
- › Relationship marketing
- › 360° strategic planning



IN-STORE

- ■ ■ ■ The last word in customer engagement is the product or service your customer takes home. Will it live up to its promise?

Your retail presence and package design is a confirmation of that promise and a key element of the purchase decision. Your package design and on-shelf presence can engage and maintain your relationship with your customer.

- › 3D package design
- › Label design
- › Point-of-purchase solutions
- › Merchandising design



IGNITION & LIFT-OFF

- ■ ■ ■ **The Dell Elite Program:** Within 6 months the region selected for the pilot launch generated \$16M in incremental revenue, compared to a loss of \$9M for other region sales.



- ■ ■ ■ **Health Canada Physical Activity for Children & Youth:** In the first 6 months demand exceeded supply by 400%. Within the first year, polls indicated that 75% of recipients had successfully engaged continuous activity programs with their children.



- ■ ■ ■ **Scotts Canada Integrated Brand Launch:** Within 2 years direct mail, in-store POP and packaging contributed to 14% increase in market share, moving from No. 3 to No. 1 in the lawn category.



CLIENT PRAISE

“Few vendors can execute at the same level and manage a true 360° campaign that touches creative, online, events planning and sales enablement.”

Steven D.
Corporate Marketing Strategist for a global IT Co.

“They are passionate about quality, client service and adding value.”

Andra Z.
Director of Marketing for a national CPG Co.

“Their work is stellar.”

Joanne G.
Director of Marketing for a Small Business Services Co.



OUR SERVICES

BRANDING | PRINT | DIGITAL | INTEGRATED

YOUR INDUSTRY

Since 1996, we have applied our creative flair in key vertical markets for both B2B and B2C.

- › Information Technology
- › Consumer Packaged Goods
- › Public sector/Not-for-profit
- › Industrial Engineering
- › Business Services
- › Entertainment
- › Financial Services

EXPLORE THE POTENTIAL

Please call us at **905.532.0665**
or email us at **info@hydrogencreative.com**

31 Disera Drive, Suite 250
Thornhill, ON L4J 0A7

T 905 532 0665
E info@hydrogencreative.com
hydrogencreative.com

We are a proud member of:

