



Marketing. Inside out.

We inspire B2B brands
from the inside out.



Branding

Most brands compete in a crowded space. Your brand has to resonate with your audience, while the audience's needs may be in flux.

Your brand must continue to evolve, stay fresh and stay relevant.

Your brand's promise should be mapped to the needs of the marketplace.

JMG can help nurture your brands.

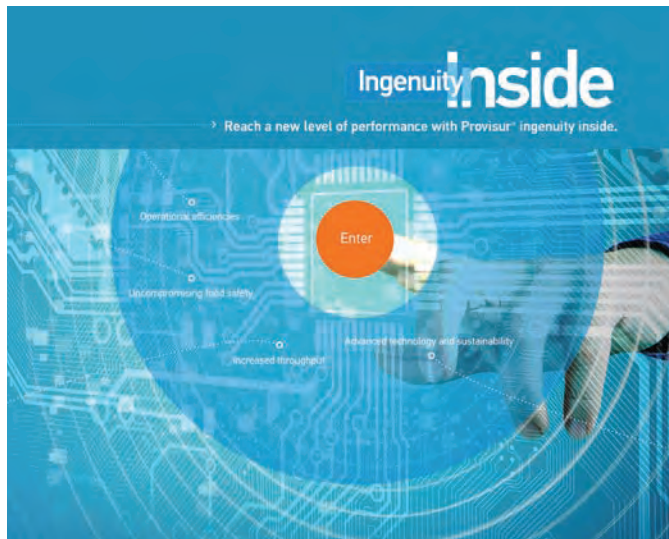


Hello...

JMG is a strategic minded marketing, branding and digital agency dedicated to creating powerful brand experiences that get your company recognized, and support the growth of your business. JMG has a proven ability to integrate marketing strategies into dynamic creative and messaging that engages your customers and builds brand loyalty. From a new product launch or repositioning the way the market sees your company, to identifying the right mediums for communication, we thrive on finding the perfect solutions tailored to your needs.



We've worked with Fortune 100s to start-ups, and the one thing that is universal is the need to engage with their prospects and customers to create a lasting impression and bond that builds their business and helps retain customers. And that's what we do—we create brand experiences. Try our brand of marketing inside out.



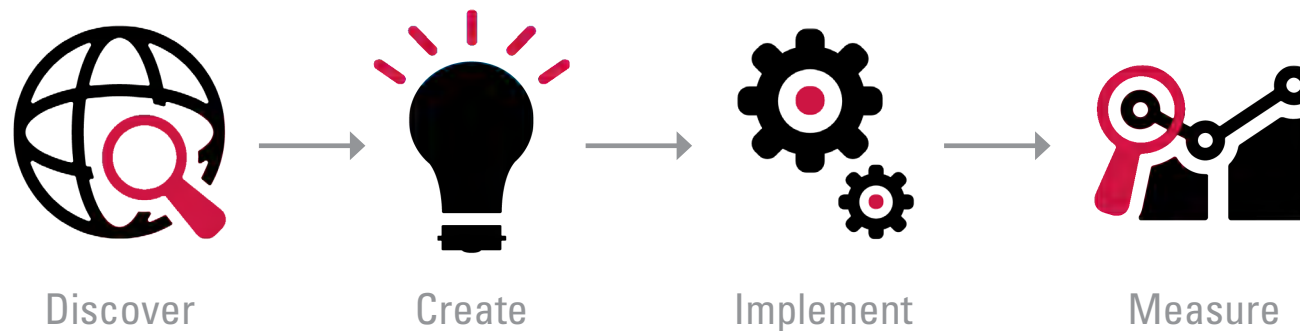
JMG at work

At the core of JMG is a unique talent to dig deeper. We challenge the norm and ask thought-provoking questions that solicit new ideas and reveal hidden opportunities. We work to find the best path to your prospects and customers and use every tool to accomplish the objectives. In the end, we deliver strategic and creative solutions that get results.



in.telligent
The app that keeps you informed.

The process to success

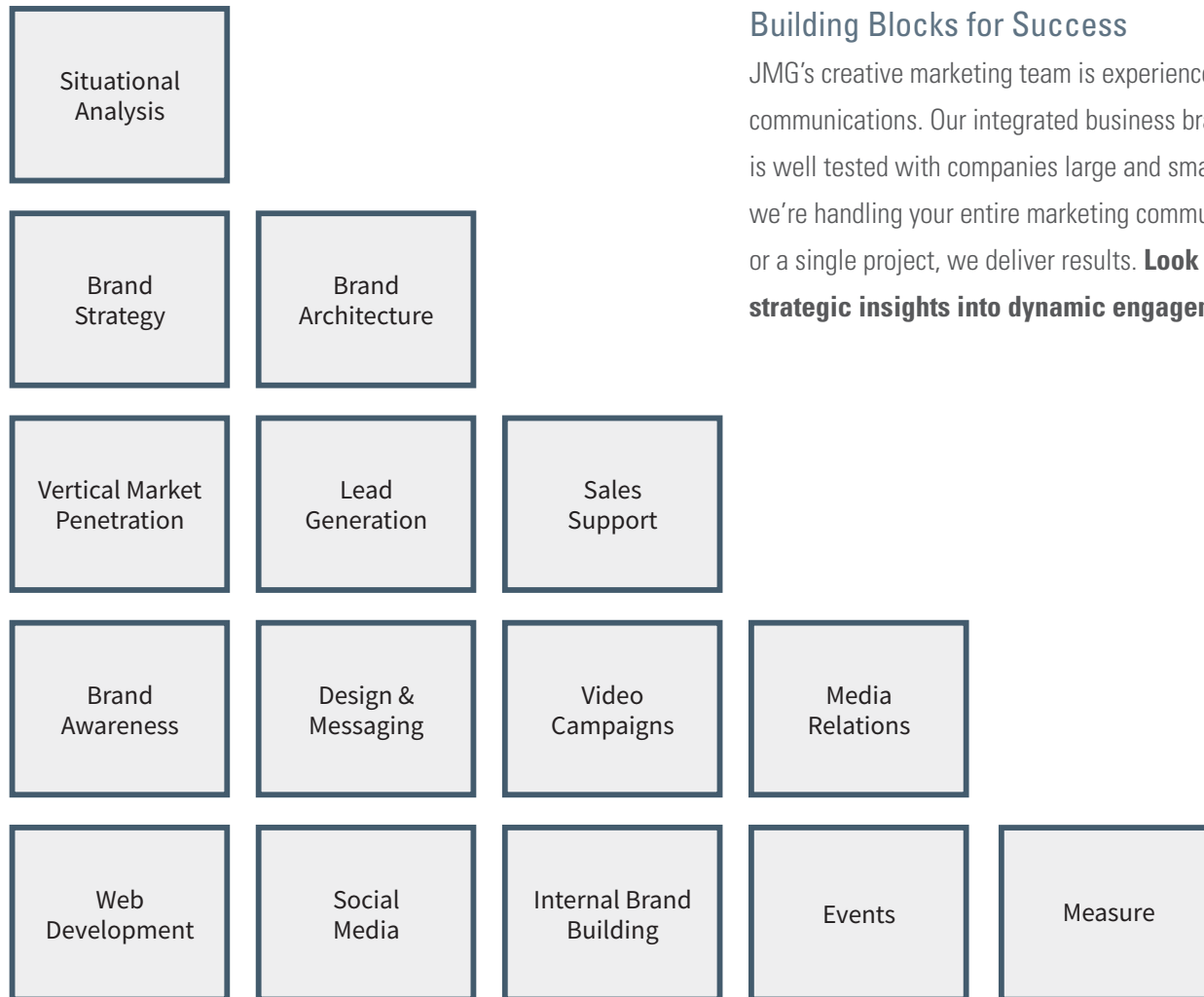


Processes deliver a **path to success**. Each marketing effort starts with a discovery to capture the current state of your brand, the challenge, the need, and opportunities.

Next, we develop strategies for the communication that will best **influence your targeted audience**. We coordinate multiple marketing tools—brand building, lead generation, market penetration—all designed to enhance your brand visibility within the marketplace.

Finally, we implement and **coordinate innovative tactics** with tracking metrics to measure success and **sustain brand momentum**.

JMG Integrated Business Branding



Building Blocks for Success

JMG's creative marketing team is experienced in all aspects communications. Our integrated business branding process is well tested with companies large and small. Whether we're handling your entire marketing communications plan or a single project, we deliver results. **Look to JMG to turn strategic insights into dynamic engagements.**



Why JMG?

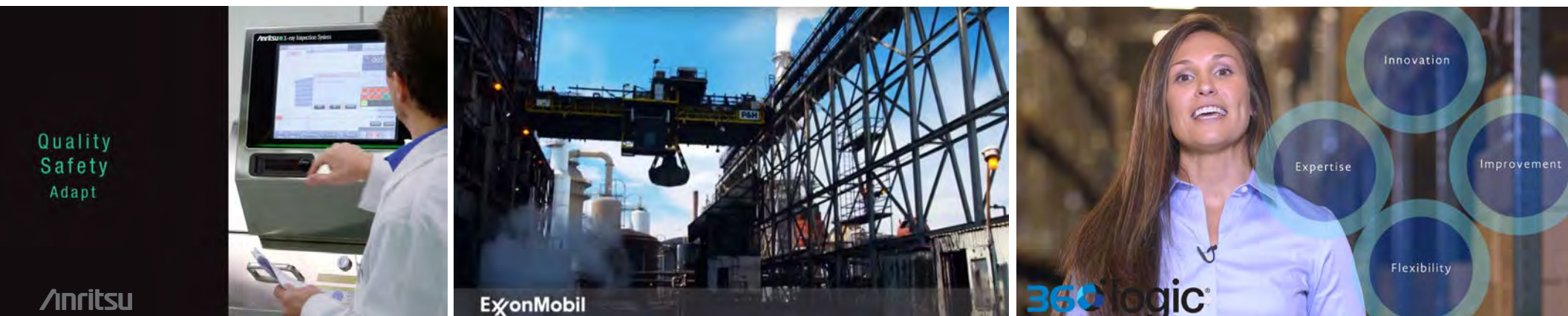
- A dedicated team
- Strategic thought
- Timely execution
- Big ideas
- Integrated campaigns
- Brand support
- Dynamic creative
- Results

Strategic insight | Compelling creative | Measurable results



A computer monitor with a black bezel and a silver stand. The screen is white and displays the text "Initiatives that drive results." in a red, serif font. The monitor is centered in the upper half of the image.

Initiatives that
drive results.



Streaming video ignites brand messaging.

Streaming Video

Video is playing an even more important role in capturing attention today. As digital engagement continues to rise, video is the medium that captures those longer engagements, creates brand excitement and provides an in-depth presentation of your selling proposition. The use of video is as important as the advent of the website.



Today, you need to be responsive.

Web Design

Don't lose sight that your website is the keeper of your brand. A well-designed site should be more than just functional—it should be smart and engaging. It must effortlessly accommodate every browser and any device (65% of viewing is now done via a mobile device). Your site should be a blend of visual design, present ease of usability with content and navigation, and have the ability to engage your audience. It truly needs to be responsive.

Database Development

Creating the Big Idea

Call Center Scripting & Training

Campaign Launch
(Digital, Web and Traditional)

Call Center Engagement

LEAD CAPTURE

At the core of business growth is lead generation.

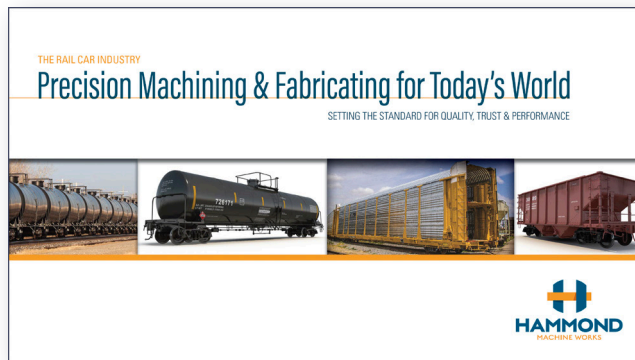
Lead Generation

The challenge is universal; every company needs more qualified leads.

Cold calls, trade shows, referrals—how are these delivering on your targeted growth?

At JMG, we craft turn-key lead generation programs that get your name out, get your brands recognized and fill your pipeline with leads.

The results are significant.



Customers, prospects and leads all need critical care.

How well armed is your sales team to thoroughly represent your company's product or service offerings? What is the guarantee that they will present all points of differentiation so the prospect can connect the dots to make a purchase?

We have the perfect tool to deliver your sales message – the Digital Send Me Something™

Too often, your sales team is challenged by a customer or prospect asking them to send something on the product or service offerings. What do they send? Lengthy brochures that don't display well as PDFs. Sell sheets that don't tell the story. PowerPoint presentations that are not on target. You get the point.

A Digital Send Me Something (DSMS), creates an interactive experience with the prospect, and provides in-depth content, sales points, and supporting information like embedded podcasts or videos to get your full story told. As we know, a better-educated prospect becomes an easier sell.

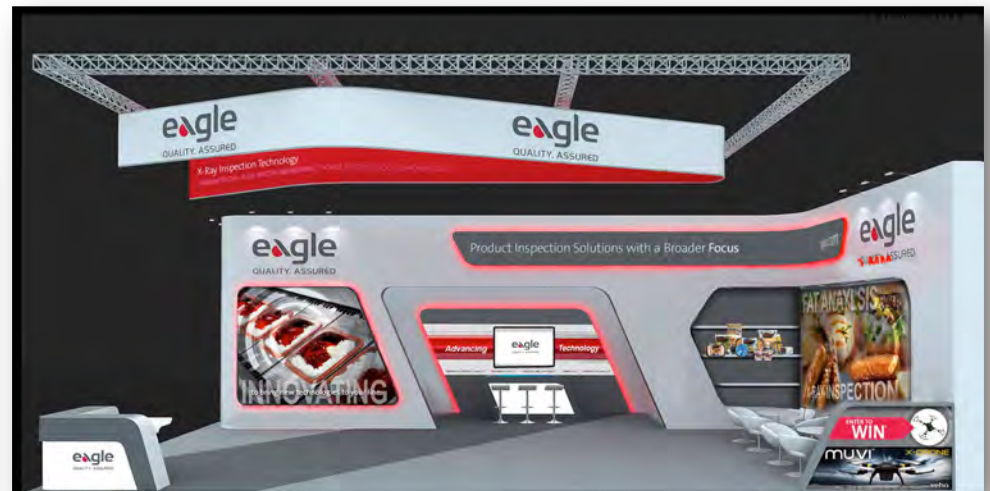
By creating a full library of DSMS's, your sales team will always be prepared. Think vertical markets, product lines, company overview, service offerings – each DSMS can provide a thorough sales presentation that will allow everyone to perform at their best.

This is a marketing tool that everyone should have in their sales tool box.

A computer monitor with a black bezel and a silver stand. The screen is white and displays the text "Samples of our work" in a red, serif font. The monitor is centered on a white background.

Samples
of our work

OUR WORK.

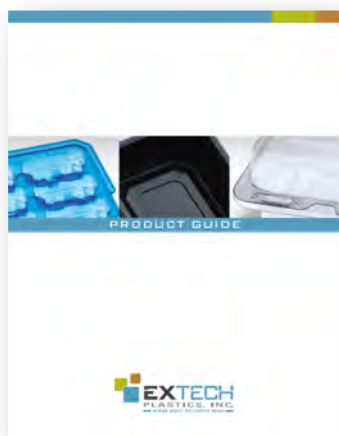


Eagle Product Inspection continues to build their presence on a global basis for delivering advanced technologies for product inspection. JMG is charged with working in concert with their internal teams to deliver on totally integrated marketing efforts.

Global integrated efforts include: Digital assets including email, landing pages, podcasts and social media, sales collateral and support materials, public relations; media planning and tradeshow design and events.



OUR WORK.



Corporate and product line branding led Ex-Tech Plastics to increase wallet share with existing customers and secure multiple new prospect opportunities.

Campaign integration included: Website development; sales support materials; direct mail lead generation campaign; public relations; and product literature. Note: This is the third refresh of the brand over our working relationship.



OUR WORK.



Supporting a global house of brands strategy, JMG developed a unified look for solutions driven messaging that tied back to their legacy brands to help keep Provisur Technologies front of mind.

Campaign integrations included: Positioning, product branding, digital and print campaigns, website enhancements, campaign microsites, media planning, press relations, lead generation and sales support programs.



OUR WORK.



To increase sales performance, JMG developed the Detection360 sales process to migrate to a consultative approach targeting C-level decision makers and buying influencers. The “See Differently” theme was developed for external messaging.

Campaign integration included: Sales training collateral and support materials, trade advertising, public relations; media planning and tradeshow graphics.



OUR WORK.



When Andersen's expanded their product offerings beyond their traditional split pea soup line, efforts included a complete packaging redesign along with entry into new markets.

Campaign integration included: Opportunity market indexing; packaging design; consumer advertising—publications, outdoor and in-store; website development; public relations; media planning; and sales support.

OUR WORK.



Maple Leaf Frozen Bakery		
COMPANY FACT SHEET		
<p>Business Overview:</p> <p>Maple Leaf's Frozen Bakery is the North American leader in the rapidly growing frozen par-baked bread market. "Par-baked" products are baked to within 10% of completion, then quickly frozen and shipped to customers for the final 12-15 minutes of baking. Par-baked provides in-store bakery, foodservice and club store operators with the opportunity to reduce costs and consistently deliver premium quality, fresh-baked products throughout the day. With plants in California, Virginia, Ontario and Quebec, the Company can ship products to virtually all major population centers in North America within 24 hours, providing a strong competitive advantage. Maple Leaf Frozen Bakery is a division of the Canada Bread Company Limited, which is 87.5% owned by Maple Leaf Foods.</p> <p>Business Objective:</p> <p>The Frozen Bakery operation will build profitable growth through product innovation and leveraging its North American production and distribution network to deliver exceptional customer service.</p> <p>Operations and Locations:</p>		
Location	Activity	Employees* (Approx.)
California, Alberta, Canada	Bakery	140
Concord, Ontario, Canada	Bakery	220
Monterey		240
Richmond, B.C.		
Toronto, Ontario, Canada	Bakery	130
Toronto, B.C.		
Toronto, B.C.	Bakery	25
Urbell, Quebec, Canada	Bakery	50
Chicago, Illinois, USA	Food Service	100
Richmond, Virginia, USA	Bakery	100
Channahon, California, USA	Bakery	170
Richmond, California, USA	Bakery	200
TOTAL	18	1,425

*Employee numbers based on December 2005 figures.



Maple Leaf required a multi-pronged approach to launch the par-baked bread program into the US market, with sales and program acceptance far outreaching goals and projections.

Campaign integration included: Sales support materials; three-dimensional direct mail lead generation campaign; public relations; and product support preparation documentation.





Thank you.
Let's talk about inspiring
your brands today.

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Strategic insight | Compelling creative | Measurable results

