

Scope of Services

Les Kerr Creative develops brand/image programs and strategic marketing and advertising materials for companies who need to inform, introduce, promote or sell their product, service or organization.

We specializes in graphic design, art direction and production of corporate identity programs, print and broadcast advertising, Web sites, print collateral, direct marketing, point-of-sale, packaging, displays, signs, interactive presentations, film and video.

The scope of our services include planning, strategy, concept, design and production. We will also recommend, coordinate and consult with strategic partners when necessary.

Building Brands

We work to build brands as hard as we work to achieve results. Which means we're a great fit for clients who believe building a well-defined, well-positioned brand is vital to long-term success. That's because we believe consumers receive the whole message, not just the copy points. Simply put, we believe that the quality of the work itself - not just the message - speaks volumes about what a brand stands for. And that's the reason we place such a high value on great creative.

We encourage all of our clients to keep the bar raised very high. In turn, we raise it for ourselves and our suppliers. With everyone so focused, we are bound to be successful -both our clients and ourselves.

DISCIPLINED CREATIVE.

It's our philosophy. Every detail is strictly focused on the marketing strategy. It's smart and it fosters great creative. It determines the way we make a person feel about a product or service. Emotion that breaks through the clutter. Strategies that sell. It's how we think. It's who we are. And it produces advertising that works.

Our approach also ensures that the brand personality remains at the heart and soul of every piece of communications we produce. Over time, the accumulated effect of such clearly focused efforts can make a significant impact on your bottom line.

The Process

Phase I: Project Planning

In this phase, we gather information, establish design criteria and determine budgets. First we'll spend time with you to define your needs and the problems you wish to solve, then use this input to formulate a preliminary recommendation.

Phase II: Concept Development

Next we develop and present concepts that meet the prescribed criteria. Once we have all agreed on a direction, budgets and schedules will be prepared.

Phase III: Design Development

In this phase, we execute the approved concept in layout/storyboard/script/site map form and a final presentation is offered explaining the application. Once the execution is approved, any changes needed in budgets and/or schedules are specified and agreed upon.

Phase IV: Pre-Production

All decisions are finalized by this phase. The project is fully documented for implementation; which includes preparing specifications, artwork, illustration, photography, casting, recording, etc. where appropriate.

Phase V: Implementation/Final Production

In this phase, we will supervise and coordinate final production and distribution.

What We Believe

1. We believe that treating ourselves, our team and our clients with respect is vital to our success.
2. We feel a sense of responsibility in our role as advisors and a deeply seated sense of stewardship towards our clients' businesses.
3. We recognize and hold in high regard the good idea, from whomever or where ever it comes.
4. Our style is direct and simple, yet acknowledges the dignity and intelligence of our audience.
5. We know that, however fresh and serendipitous the creative product might seem, it is actually the result of careful listening, strategic thinking and, in general, lots of homework.
6. We believe that "God exists in the details." So we count as important both the broadcast campaigns and the small collateral projects.

