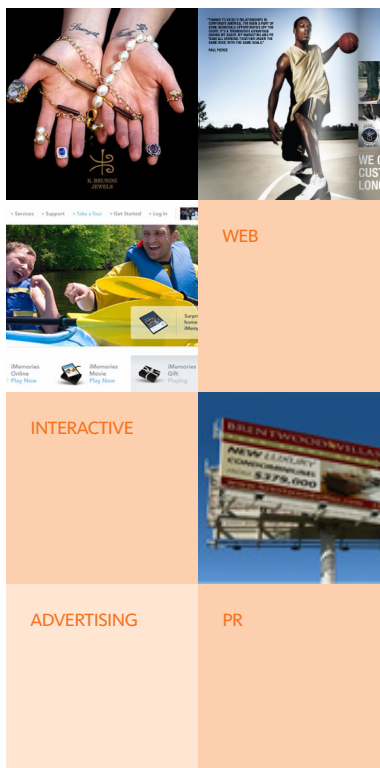


PHILOSOPHY

Articulation is centered at the union of marketing innovation, strategy, and creativity. We help businesses of all sizes uncover their core strengths and communicate their edge with every marketing touch.

Every business is unique, and its marketing efforts should embody and convey its goals, vision, and identity.



OUR APPROACH

The Articulation Approach includes a creative exchange, expert guidance, and innovative strategies and solutions to help your business succeed.

This interactive five-step process includes:

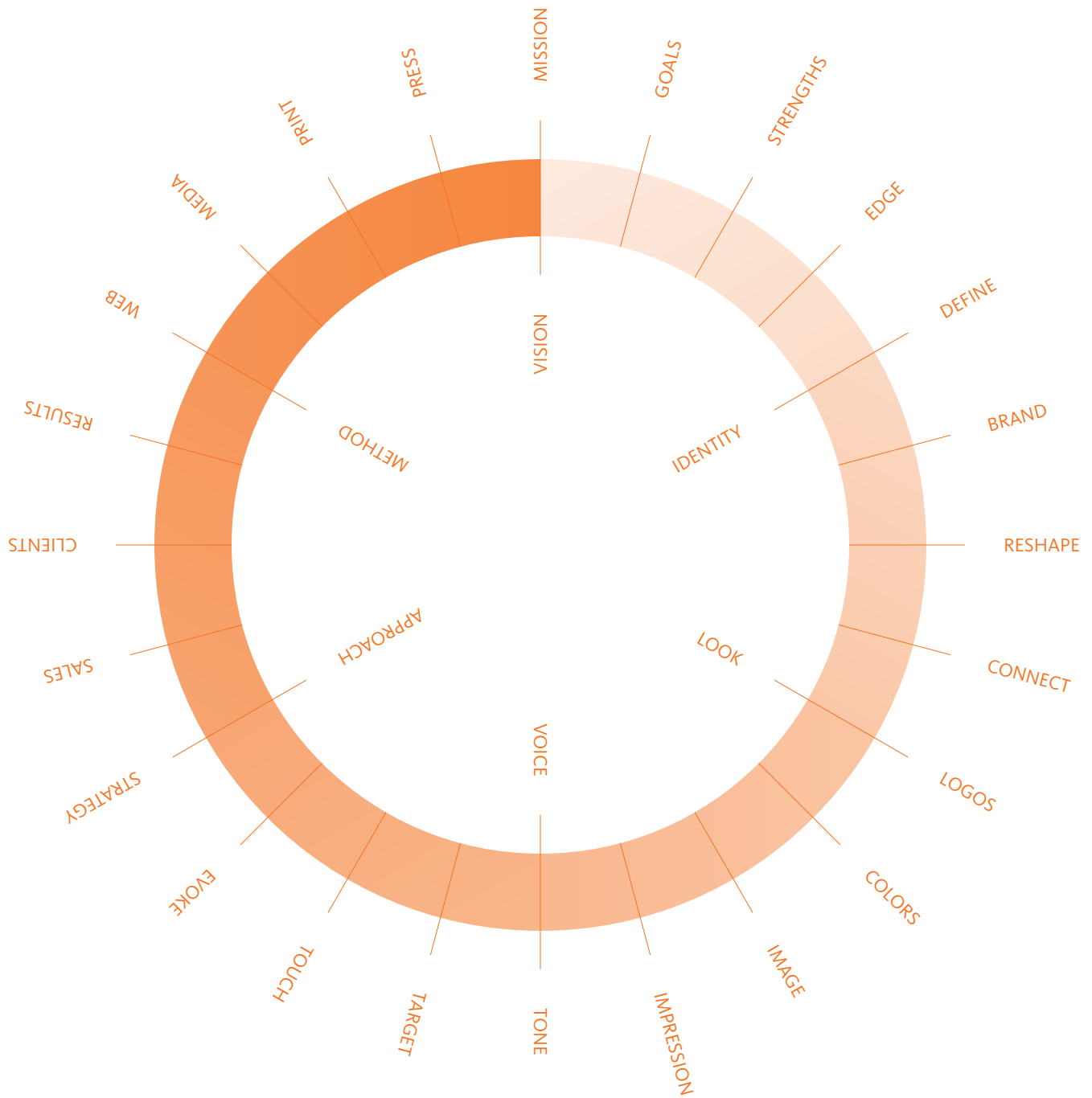
- Listening to your needs
- Discovering your identity
- Creating your voice
- Delivering your message
- Connecting with your audience

THE ART OF YOUR COMMUNICATIONS

Through our creative method to branding, marketing, and public relations, our team will help build meaningful connections between your business and its target audience.

Articulation will help you:

- Express more to your market
- Express more about your business
- Express more with effective communication



VISION

Marketing and communications strategies that convey your firm's true vision and align with core business goals will create the lasting brand awareness and cohesion needed to deliver your desired results.

VOICE

Marketing and public relations efforts with the right voice will connect your firm with its market and evoke a response. Effective copywriting and messaging will help you to create this powerful connection.

IDENTITY

Effectively defining and articulating your firm's core identity is one of the first steps in developing the branding strategy that embodies your firm and can effectively deliver the success you seek.

APPROACH

A strategic approach to your branding marketing, and public relations efforts will yield better results and help you drive new business. A coordinated strategy involves analysis of all of your materials and their use.

LOOK

The right visual identity will truly represent your firm and connect with your client base. From a large ultra-conservative company to a highly-abstract business initiative, you need the right look across materials.

METHOD

Effective communications through the right avenues. Delivering a clear and consistent message through the right channels will dramatically improve results from your marketing and public relations efforts.



LOS ANGELES

10967 Exposition Blvd., Ste. B
Los Angeles, CA 90064

NEW YORK

37 Wall St., PH-E
New York, NY 10005

Phone (310) 633 4261
www.articulationagency.com