

GLOBAL DESIGN INTERACTIVE

INTEGRATED MARKETING SOLUTIONS



inspire

VISUALFUSION

ADVERTISING | MARKETING | INTERACTIVE MULTIMEDIA | WEB DEVELOPMENT

VISUALFUSION

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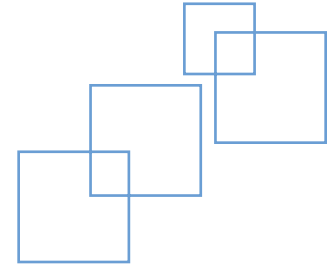
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VISUAL interpretation
integrated marketing **SOLUTIONS**

CORPORATE OVERVIEW

CREATIVE problem solvers
captivating **RESULTS**



CORPORATE OVERVIEW

Founded in 1995, Global Design is an integrated marketing solutions firm specializing in interactive multimedia. As creative problem solvers, we incorporate strategic planning with various visual solutions for captivating results.

The key to **solving** our clients' business **problems** is **visual interpretation**



Global Design insures the success for our clients through consistently creating suitable channels. We go beyond providing traditional communications, and extend into the innovation and growth of Interactive Media. Our division, Global Design Interactive, handles all aspects of this arena including multimedia, CD-ROM, DVD, online services, and touch screen kiosks, to name a few. We incorporate motion video, sound, animation, text, photography and graphics to capture your customer's attention.

Global Design, together with our Interactive Media division, continues to reach new heights in client satisfaction. Our clients have benefited from an increase in both awareness and sales of their products and/or services with the expertise of our firm. We believe that your business' success depends upon the use of our integrated marketing/communications combined with our business strategy of: creating brand foundation; strategizing communications planning; selecting proper media; targeting integrated communications; designing effectively; and evaluating thoroughly.

Global Design looks forward to discussing how we can "Bring Your Concepts To Life".

For more information, feel free to visit our website at www.global-design.com

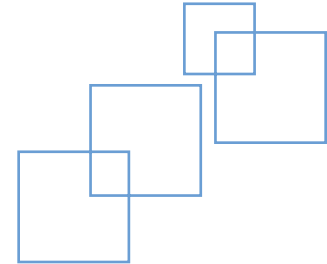




captivating users in an **ENGAGING** manner
full-service marketing and **COMMUNICATIONS** firm

INTEGRATED MARKETING SOLUTIONS

ensure the essence of your **BRAND**
build public **AWARENESS**



INTEGRATED MARKETING SOLUTIONS

We believe that it is not enough to
solely communicate your brand.

You must **ensure** the **essence** of
the **brand** along with the feelings
and emotions associated with it



These elements are fused into an experience
captivating users in an engaging manner.

Global Design is a full service marketing and
communications firm that assists the needs of
growing businesses. Our firm integrates traditional
marketing with interactive media to provide our
clients with technologically advanced solutions
that work.

Utilizing integrated marketing, Global Design will
develop your brand identity and integrate strategic
marketing vehicles that generate equity, educate
consumers, and build public awareness.

When customizing integrated marketing solutions,
Global Design begins by identifying the target
audience. We then define measurable objectives
and outline any branding requirements needed to
meet these objectives.

Next, we develop and coordinate media vehicles,
i.e., print, internet, outdoor advertising, and
interactive multimedia to support the marketing
campaign. To ensure proper market penetration,
Global Design thoroughly analyzes all concepts
and creative.

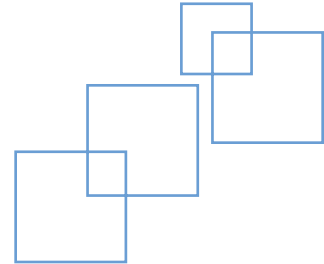
Global Design is a one-stop resource for growing
a clients' brand; from making the right strategic
decisions to designing, implementing and evolving
the most powerful integrated marketing solutions.



expertly **DESIGNED** experiences
delivering comprehensive **STRATEGIES**

INTERACTIVE MULTIMEDIA

effectively convey an **ENDURING** message
reliable, solutions-oriented **RESULTS**



INTERACTIVE MULTIMEDIA

Interactive multimedia demands that creativity, vision and strategy are executed in a manner that attracts and intrigues the target audience.

Global Design utilizes **interactive** multimedia to **create** expertly designed experiences that generate winning **results** for our clients



Our multi-disciplined staff works with clients to deliver a comprehensive strategy, custom designed interfaces, user-engaged applications and interactive multimedia solutions to enable them to seize new business opportunities.

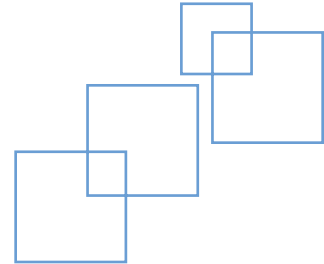
Developing interactive communications is an iterative process of client interaction and idea sharing to yield a customized product that is unique, captivating and easy to navigate. We are then able to transform static imagery to create interactive multimedia that effectively convey an enduring message with the target audience.

Global Design incorporates clients' business goals, brand identity and interactive strategy to deliver reliable, solutions-oriented results.





SERVICES



SERVICES

Advertising | Marketing

- Strategic Media Plans
- Publication Development and Design
- Direct Marketing
- Social Marketing
- Market Research
- Public Outreach Campaigns
- Copy Writing/Editing

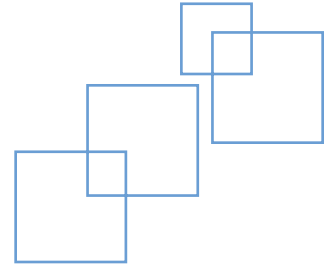
Interactive Multimedia | Web Development

- Website Architecture
- User-Interface Design
- Wireless Applications
- E-Learning
- Online Marketing
- CD-ROM/DVD Design
- Interactive Kiosks
- Interactive Tradeshow Displays
- Interactive Presentations
- 3-D Rendering
- Rich Media Corporate Reports
- Distance Learning





STRATEGY



STRATEGY

Our four **detailed** phases build **effective** marketing & design solutions



Phase I: Strategize

- Define problem
- Set project parameters
- Determine scope of project
- Establish main focus message

Phase II: Conceptualize

- Initial research based on set parameters
- Proper media selection
- Idea generation
- Rough development

Phase III: Design

- Refine concept(s)
- Develop effective creative solutions
- Create comps

Phase IV: Produce

- Finalize design
- Carefully evaluate
- Produce design





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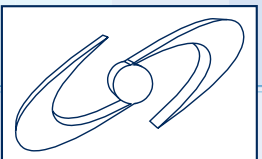
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