

CREATE LEAVE-BEHINDS WITH STAYING POWER

At first glance, brochures, spec sheets, white papers and other collateral play a very clear-cut role in your marketing communications strategy: they provide just enough information to establish a positive perception of your offerings and move your prospects one step closer to purchasing.

If only it were that simple.

All too often, your products and services are long on features, while your collateral templates are short on space. Sometimes, ambitious collateral plans clash with the realities of deadlines and budget constraints. And then, there are the times you wish that your products—for all their advanced functionality—could be presented with a little more flair.

The next time these challenges arise, NAVAJO Company can help.

The top three criteria for successful marketing collateral

- **Focus.** Whether you are introducing a new product or service or revising an existing offering, defining clear objectives and the scope for each collateral project can minimize revisions, prevent duplication of effort and increase satisfaction with the results.
- **Clarity.** Your prospects are inundated with buzzwords and fluff. The best way to cut through the noise is to deliver compelling pitches in plain language, and substantiate them with quantifiable benefits.
- **Timeliness.** For marcom professionals, product releases and trade show deadlines loom as large as a Megaplex marquee. It takes experienced creatives and a well-oiled production machine to deliver consistent excellence when meeting today's turn-on-a-dime deadlines.





A variety of services under one roof

- Collateral strategy
- Copywriting and copyediting
- Design and layout for print and Web-based collateral
- Adaptation of print collateral for Web delivery
- Repurposing of content for different audiences, publications and events
- Production and print services, including very short print runs
- Account management for large collateral programs

Why choosing NAVAJO Company can make all the difference

- Our writers are well versed in technology and learn new concepts quickly. Clients often come to us when their other agencies just “don’t get it.”
- When your collateral must cater to your product manager’s design preferences, appeal to an international audience and conform to corporate style guidelines, you can count on our designers to deliver a creative solution that satisfies all these criteria.

- With both designers and writers on staff full time, we can complete your projects efficiently—you won’t waste time mediating between multiple vendors.
- We can add value to your collateral pieces with customer testimonials, technical illustrations and creative reformatting for use in posters and exhibits. Our broad-based experience in all facets of high-tech marketing communications makes all this possible.

Call us—we’re ready to get started

Whether you’re considering a complete collateral campaign or just need to create or update a spec sheet or white paper, contact NAVAJO today. The sooner we talk, the sooner you can deliver.

Yes, we can do that!

- Brochures
- Corporate identity
- Direct mail
- Spec sheets/ fact sheets
- White papers
- Annual reports
- Corporate backgrounders
- Presentations
- Sales kits

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