

Start getting
your results
now too.

Contact us!

Find out what a new kind of agency (with over 20 years experience) can do for you.

Call 401-331-1743 or e-mail
info@provcreative.com.

For client case studies that demonstrate our capabilities, browse our web site:

www.provcreative.com



ProvCreative Group

86 Weybosset Street

Providence, RI 02903

Phone: 401-331-1743

Fax: 401-831-0088

E-mail: info@provcreative.com

ProvCreative Group is an established advertising

agency located in downtown Providence, Rhode Island. For 20 years,

we've provided marketing communications solutions to all segments

of business, but we focus especially on serving clients in the life science,

biotech, medical, and high-tech industries.

Our entire staff, from our creative designers to our marketing

researchers, understands the issues, challenges and opportunities

customers in your markets face. So **we** think in a different way

from most agencies. We **create** better, faster results

because of this knowledge and perspective. And top of mind in every-

thing we do is a singular objective: your **results.**

Our Services

Marketing Plans: strategic and execution planning to set objectives, benchmarks, messages, marketing channels, timelines, and costs.

Corp ID and Branding: establishes a memorable "personality" or brand for your product with one or several of the following: logo design and tagline, advertising, PR, direct marketing, interactive and the Web.

Public Relations: for maximizing your exposure in relevant publications.

Interactive Media: this flexible format puts your message where your customer is with web sites, banner ads, splash pages, interactive CDs, animated e-mail, search engine optimization, and more.

Print Advertising: increases your sales by promoting your product/service, or increasing brand awareness.

Direct Mail: one of the most highly targeted methods for generating leads for new product launches, announcing sales promotions or trade shows, and updating marketing databases.

Package Design: in-store advertising that'll set your product apart.

Print Collateral & Sales Support Tools: from one page to a full-size catalog, this is a key sales support and lead fulfillment tool.

Trade Show Planning and Materials: show-stopping booth design, booth graphics, presentations, public relations, and strategies.

Copywriting and Professional Proofreading: advertisements, technical brochures, catalogs, white papers, application notes, etc.



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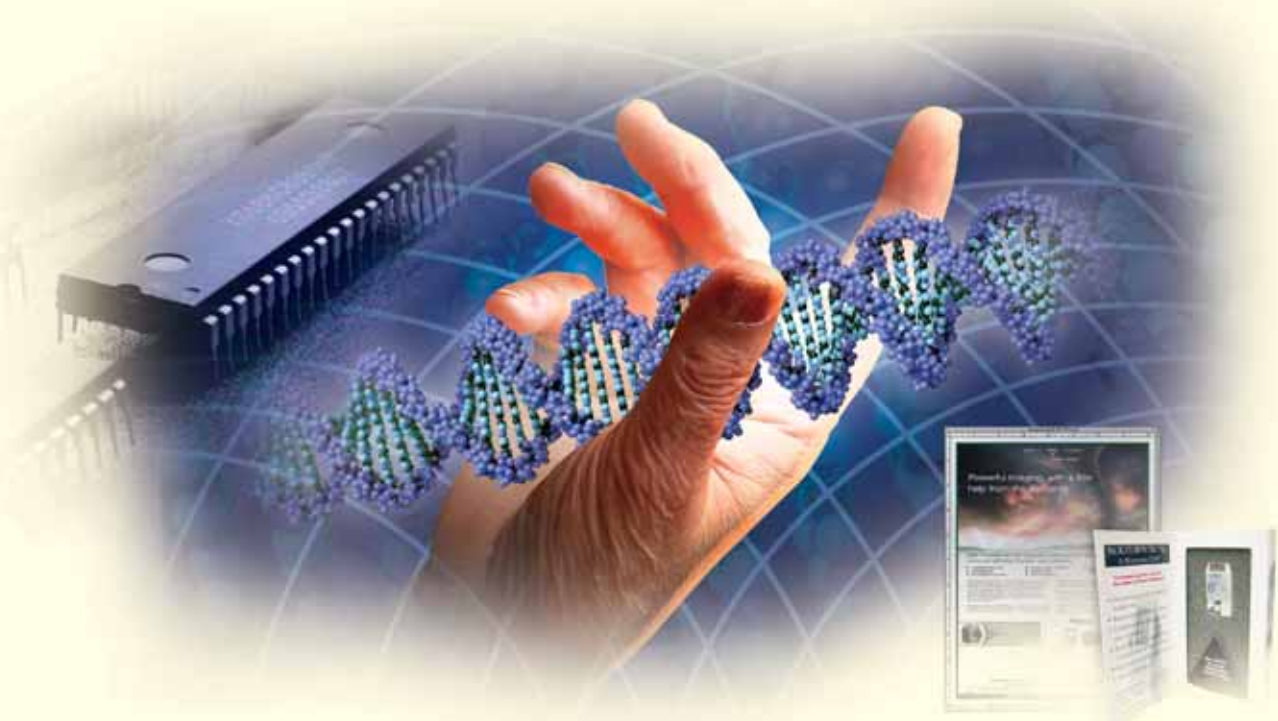


ProvCreative Group

Founded
1983

Introducing

a new kind of advertising agency—
one that not only knows its business, but yours.



Creative people, account people, production people, scientists, engineers, a pharmacist and a nurse. What kind of agency is this? If you're in a technical or scientific business, Providence Creative Group is the right agency for you. At PCG, clients find something unusual: an agency that truly knows *their* business.

Want to talk about genomics or proteomics? We're ready. How about LSI or VPN's? Bring them on. Maybe it's medical devices or the FDA approval process. Two of our favorite subjects.

What does all this in-house knowledge mean to you? It means we need a fraction of the time to get up and running on your business. It means we bring professional insight into every project. It means we understand the technology or science. We understand the customer. We understand the marketing nuances of your industry.

“ I KNOW we sometimes put incredible demands ON YOU and you always PULL THROUGH. ”

Areas of Expertise

Life Science

Biotechnology

Medical/
Healthcare

High-Tech

Industrial

We work in the way that works for you.

PCG works with clients on a job or project basis or on a formalized contractual basis, with or without a nondisclosure agreement. There's no risk in dealing with us. While there's no substitute for face to face meetings, today's projects flow more quickly and smoothly with electronic interchange. PCG provides a password-protected portion of our web site where clients can review work in progress.

“ Special thanks go to our ad agency, Providence Creative Group, for producing such an ATTRACTIVE SITE that very NICELY REFLECTS WHO WE ARE and what we are about as a company. ”

We excel at creating fully integrated marketing communications programs for initiatives ranging from new product launches to corporate branding. But whether you need a comprehensive program or a single project, our interaction with you is the same: professional, focused and directed to helping you achieve results.

We can deliver large projects under aggressive timelines because our capacity adjusts easily according to current needs. And because our company's size and location are ideal, our rates are reasonable.



“ PCG always offers additional ideas on how I can push my marketing plan into different areas (i.e., web, trade shows, mailers, give-aways) and how to tie them all together to have one concise, HARD-HITTING MARKETING program that produces results. ”

We've got the right mix of experience and expertise.

We've blended a talented mix of creative, marketing, business, and technical professionals into an organization whose diversity generates a constant flow of new ideas and approaches to meeting our clients' objectives.

Award-Winning Creative Designers

Providence is a vibrant city of artists, writers, and designers, chiefly due to the presence of the R.I. School of Design and Brown University. We draw our creative talent from this diverse community. Our award-winning creative designers and interactive media team represent the very best in the industry. We think our work shows it.

“ PCG is able to turn around projects from start to finish in AMAZING time without compromising the CREATIVITY of the project. In addition to this, when edits are needed right away, PCG never disappoints me. ”

Seasoned Leadership

PCG was founded in 1983. Our president and the company's long-term associates have the intuition and know-how that can only come from extensive experience working with a wide variety of clients. You can count on astute and on-target recommendations for addressing your biggest marketing communications challenges.

**Founded
1983**



“ I wanted to tell you how happy we are with YOUR ACCOUNT TEAM. They are so pleasant to work with and always on the ball. We have given you HUGE PROJECTS to take on and you have done an EXEMPLARY JOB. ”

On-Staff Scientific and Technical Expertise

Each member of our professional staff has years of experience in scientific, technical, business, and marketing positions. We once directly interacted with the same customer groups that your business targets. As a result, we know how to communicate effectively to these sophisticated technical audiences. And we understand the promotional mix that will most effectively get their attention and generate a response.

Part of each PCG professional's job is to stay current in their field, and to share that knowledge throughout the company. We allocate time to internal learning and education so that everyone working with you can interact in a knowledgeable manner. So we're "up and running" fast on every project, and able to be an intelligent marketing partner, no hand-holding required.

Your Reliable, Responsive Account Team

We work as integrated account teams made up of account management, creative, technical and executive staff members. In this way, we develop a strong understanding of each client's unique business and brand at both the strategic and tactical level. As a result, you benefit from focused accountability and expertise. And for each of your projects, large or small, you get the "A" team.



We keep the end result in mind.

Your objectives are at the core of what we create. We grasp the difference between clever advertising and effective advertising. High quality creative flows from high quality messaging. This is the kind of work that will generate more responses to your direct mail, more visits to your trade show booth, and more hits to your web site. These are results.

Making Marketing Communications Work for You

The first step in any successful marketing campaign is a clear understanding of your goals and strategies in the context of the competitive environment. We combine our technical and market knowledge with yours, and leverage our marketing communications expertise, to help you develop effective strategic marketing plans. We will conduct research, as necessary, to facilitate and support the planning process. We will then recommend an execution plan that includes a promotional mix we believe will most effectively meet your objectives and deliver the results you need.

www.provcreative.com

“ I value the personal relationships with THE ACCOUNT REPS at PCG. I am able to call anytime to FIND OUT THE STATUS OF A PROJECT or request a new project with the person working directly on it. With larger agencies, a simple question can turn into a day's waiting; that's VALUABLE TIME I can't afford to lose. ”