

## **Case Study: Essex Power Corporation**

### **Scenario:**

Serving over 30,000 customers in four municipalities, Essex Power Corporation has a unique set of print and digital marketing needs; with a number of projects running simultaneously, the company requires a one stop full service digital solutions media firm to help them complete their long-term communications (such as web sites, training materials, newspaper ads, and executive presentations), as well as short-term, last minute campaigns (such as press releases, and PR).

### **Solution:**

As a full-service marketing firm, Exomark has worked with staff at all levels of Essex Power Corporation to meet their diverse marketing needs. Whether it is developing presentations for Executive staff, or designing bill inserts for customers, Exomark ensures that all marketing materials carry a consistent look and feel, communicating the right message while maintaining brand awareness and identity.

### **Results:**

Exomark works with Essex Power on a continuous and consistent basis. With quick turnaround and quality results, Essex Power can maintain confidence that Exomark will provide them with the solutions they need, when they need them, hassle-free and within budget.

### **Services Provided:**

- Interactive Web Site
- Annual Reports
- Bill Inserts
- Newspaper & Magazine Advertisements
- Press Releases
- Interactive Applications
- Web Based Training Modules
- Banners
- Posters
- Miscellaneous Promotional Materials
- Letters & Mail-Outs to Customers