

BULL'S-EYE

CREATIVE COMMUNICATIONS

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Summer Shines with New Clients and Projects

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Summer quarter continued a busy year for Bull's-Eye, with the addition of new clients and numerous projects.

- The quarter marked the launch of the new FMSI website for Financial Management Solutions, Inc. FMSI is a banking industry solutions provider that offers tools to assist managers in scheduling branch staff more effectively. The FMSI website integrates extensive online tools as well as subscription based solutions. www.FMSI.com

- Recent client addition, Alcan Cable, wanted to produce a project profile piece to highlight one of the company's products, Alcan MC Cable. Bull's-Eye created a profile case study to showcase the product's use in the building of the Dena'ina Civic and Convention Center in Anchorage, Alaska. This project profile sheet will be one of a series to tell the advantages and cost savings of using Alcan MC Cable.

- Plastic Systems continues its direct mail campaign with Bull's-Eye in its second in a series of postcards promoting Absolute Haitian's plastic molding machines. Haitian's state of the art machines offer significant cost savings over older technology.

- Bull's-Eye client SMC3 expanded its Contract Law Seminar to Seattle, Washington. Bull's-Eye was enlisted to continue the successful campaign of marketing materials to promote the event. The promotional and conference materials included a brochure, sub-web and binder.

Shop Talk

Bull's-Eye is pleased to welcome Alcan Cable to its continually growing roster of clients. Alcan Cable's core products manufactured are aluminum utility transmission and distribution bare conductors. Alcan Cable also manufactures a full range of electrical and mechanical rod products and flat aluminum strip used for armored cable, spiral fin heat exchangers, and other mechanical applications.

In the News

Bull's-Eye was written up recently in Create Magazine, a regional graphic design and marketing magazine, about its recent projects and new client acquisitions.

Bull's-Eye principal partner Patrick Carlson, Co-Chair of Membership was named Board Member of the Month of the American Marketing Association's (AMA) Atlanta chapter.

About Bull's-Eye Creative Communications

Bull's-Eye Creative Communications offers marketing material development to B2B and B2C companies in technology, manufacturing, and professional services. Our firm provides in-depth marketing consulting, marketing strategy, marketing development, product or company branding, logo design, corporate identity development, advertising, marketing collateral, website design, website development and website hosting. Some of our notable clients include, Surf Technologies, North-American Packaging Corporation, Perfect-Affinity, CBeyond Communications, Supreme Battery, Aptiris, Building Systems Design and Grady Health System.

For more information, visit www.bullseyecreativecommunications.com

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