



## CREATIVE SERVICES

Marquis has all the resources of a creative agency under one roof. With the ability to write copy, design print and digital pieces, and perform mail house functions, the Marquis team seamlessly takes strategic marketing projects from analysis to action.

### Assembly

- A dedicated Account Executive is assigned to each client.
- The Creative Team organizes branding requirements, marketing calendars and campaign strategies.
- Creatives design custom print and email layouts to fit the criteria of each project.
- An online proofing system allows for quick client feedback.
- Your Account Executive will walk through each project with your organization from start to finish while providing consistent feedback throughout the process.

### Analysis

- The Account Executive documents variable data points and version codes for the Marquis programming team.
- Marquis maintains quality assurance by executing a 70-point inspection process which covers all aspects of the creative process including brand cohesion, copy tone, grammatical checks, variable data inclusion accuracy, etc.
- Data is tested to ensure that the right message will go to the right people.
- Marquis copywriters are adept at relaying your corporate story and brand voice. Your Marquis copywriter will craft messaging that works for your organization and communicates the core message to your target audience.

### Action

- Digital and print communications are deployed on a daily basis using our marketing automation engine, TriggerPro. Individual consumer behaviors can be recognized, and acted upon every day.
- Direct mail is produced directly from the Dallas-based production facility for speed to market and security.

[Click here](#) for Marquis Marketing Solutions

800.365.4274 [WWW.GOMARQUIS.COM](http://WWW.GOMARQUIS.COM)

**MARQUIS**

- The Marquis Creative Team works together from start to finish to produce data-driven campaigns with exceptional results.
- With strong “data-driven” campaigns, we will completely customize your offers using the latest in variable data techniques. Whether it is responsive emails complete with landing pages, forms and social media features or direct mail letters and postcards, the Marquis team will transform your business goals into marketing campaigns that get results.

## APPLAUSE-WORTHY RESULTS

With the help of Marquis’ Creative Services, your organization can achieve award winning designs and products that assist in reaching your institution’s goals.



## AWARD-WINNING DESIGNS

- 2017 USPS Irresistible Direct Mail
- 2010, 2011, 2012, 2013, 2014 CUES Golden Mirror Awards
- 2016 CUNA Diamond Awards
- 2011, 2012 American Marketing Association of Houston Marketer of the Year Awards
- 2011, 2013, 2017 Marketing Association of Credit Unions

