



*Hammond*ink.com

"When the Message Matters"



Creative Solutions for Business Challenges

Welcome to Hammond Ink.

Thank you for taking a moment to learn more about how Hammond Ink can help you deploy solutions to business challenges.

Solutions that will grow revenues and strengthen client relations.

I think you'll find that what makes us unique is our commitment to 'press on' and serve as an 'extension of staff' to ensure the solutions we define together, *will* be successfully executed.

Securing proven, 'best practices' advice and assistance has never been easier to do.

I welcome the possibility of exploring how Hammond Ink may be of service.



David Hammond
Founder



Commitment

For more than three decades, my colleagues and I have committed ourselves to exceeding client expectations. It remains our hallmark today.

We specialize in defining and deploying solutions to business challenges.

Our commitment and sole purpose is to strengthen your market position, both in the services you offer and to those you serve.

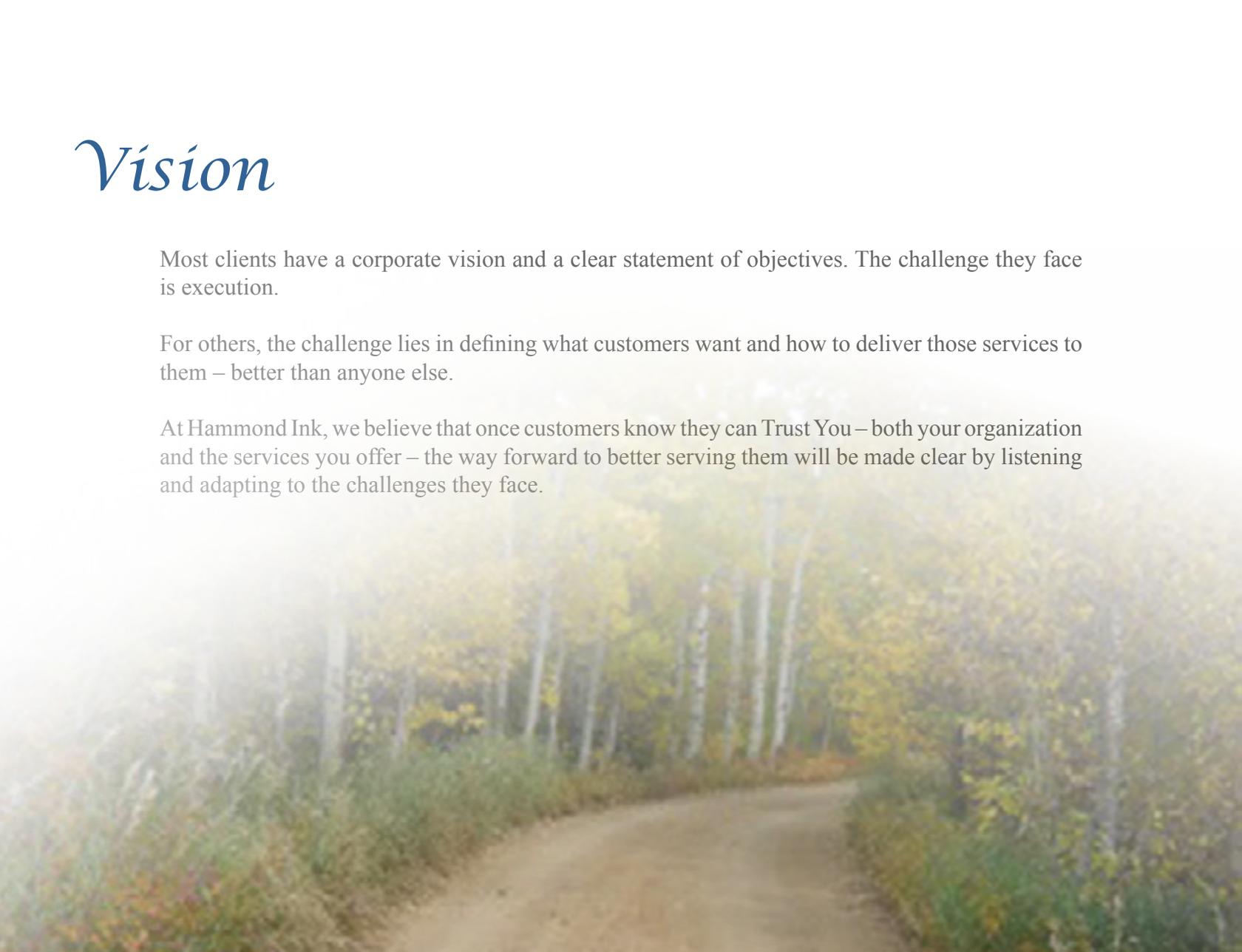


Vision

Most clients have a corporate vision and a clear statement of objectives. The challenge they face is execution.

For others, the challenge lies in defining what customers want and how to deliver those services to them – better than anyone else.

At Hammond Ink, we believe that once customers know they can Trust You – both your organization and the services you offer – the way forward to better serving them will be made clear by listening and adapting to the challenges they face.





Perspective

Understanding what your clients are seeking and how they wish to acquire it – is more *art* than *science*.

At Hammond Ink we understand the art of listening and the science behind framing a solution.

Oftentimes a new perspective is required before a solution to an old problem or new challenge can be defined.

Once identified, many clients seek our assistance in executing the solution.

And from our perspective – we wouldn't have it any other way.

Experience

For over 30 years, I have written and deployed countless marketing campaigns, launched numerous start-ups and new ventures, and rendered comprehensive strategic to tactical business plans for many companies, from dot coms to fortune 500.

Deloitte Consulting . Sprint . Telia . SunTrust . Vogel
Accenture . Mercer . Swisscom . Savvis . AT&T . Muir
Media . Telefonica . Wine.com . NBTel . AnswerThink
Clark . Maritz . Eveready Battery . Moneta . IBM
IHS . AAA . eVISA . Hammond Associates . Level
3 . Ralston Purina . VetMed . Sonora Finland . Blue
Martini - to name a few.



Methodology

Every engagement begins with a clear understanding of both your objectives and how Hammond Ink will deliver against those objectives. Leveraging best practices and processes gained over years of experience, we define business requirements, prioritize initiatives and assist in deploying an executable strategy for meeting your objectives.

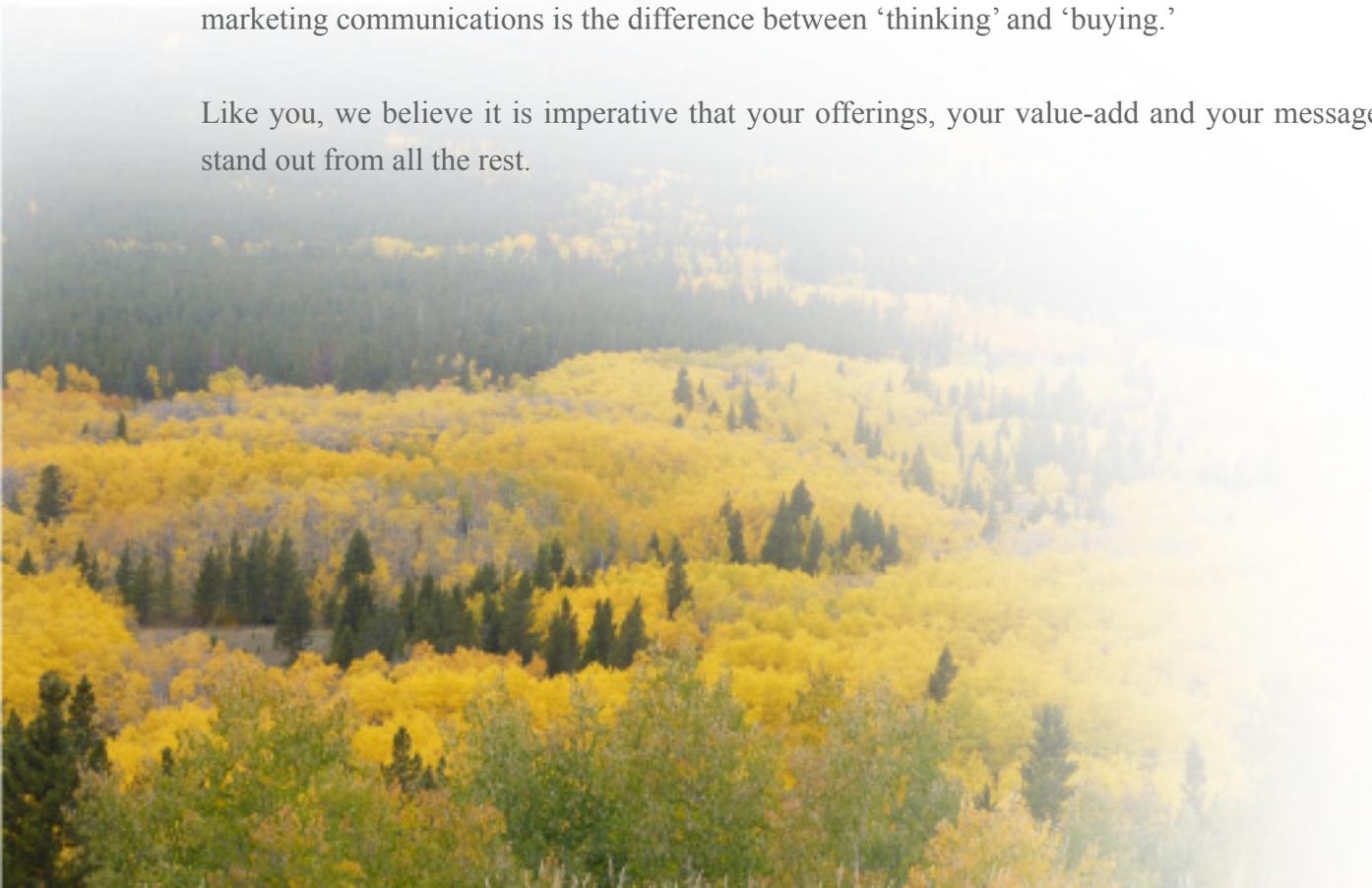
- Needs Assessment
- Business Requirements
- Business Case Development
- Forecasting and Budgeting
- Deployment Strategies
- Overarching Blueprint
- Stakeholder Buy-in
- Message and Branding
- Measurement Scoring
- Execution Monitoring



Message Matters

Marketing is more than just a department down the hall. *When the message matters most*, effective marketing communications is the difference between ‘thinking’ and ‘buying.’

Like you, we believe it is imperative that your offerings, your value-add and your message must stand out from all the rest.



Solutions

Whether you are deploying a new business unit or launching enhanced solutions or simply looking for better tools for connecting with clients, we can help tell your story.



*Audio Video Postcards
e-Marketing Solutions*



*Messaging, Branding, Business
Growth Strategies*

Because successful messaging is not about 'spin,' but rather the tightness of message, across all mediums, seamless in design with only one message in mind - Trust Us.

Performance

“We were most impressed with David’s creativity, ability to listen and his problem solving prowess.”

“I have had the pleasure of working with David for nearly two years. I continue to be impressed with his professionalism, insight, attention to detail and business acumen.”

“David is such a ‘forward-thinker’... he’s always thinking ‘what if’ and then has ANSWERS for those questions! Brilliant guy - and a great man of integrity.”

“Strong solutions background of making complex ideas easy to understand.”

“An exceptional thinker, engaging, creative and tenacious...”

Bringing Art and Science together
Framing Solutions to Business Challenges



*Marketing . **Strategy** . Process Improvement .*
BRANDING . Web Design . Communications
Product Development . Messaging . Ghost Blogger
Social Media . SALES TRAINING
Business Development . Media Relations
Revenue Generating Solutions



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