

Without strategy...

# your ads are for the birds!

We can help clean up the mess.

Advertising? *Nobody* reads ads anymore.  
(Just like you're not reading this one.)

Truth is, traditional advertising has gotten a bad rap.  
Mostly due to unfocused ad choices—sold by unfocused  
*Ad Reps* promoting "frequency" in their advertising media.  
So here's a little "tweet" that's worth remembering:

It's not how many times you chirp,  
but the sound of the song that attracts!



**iiCREATIVE develops ads that get read—  
and are music to the ears of your best customers!**

Targeted and strategically positioned, our ads go beyond  
squawking about you—motivating your customers with  
information regarding what you'll *do for them!*

We can also integrate strategies across all media, including  
billboards, direct mail, and the Internet to further increase your  
business—and keep you perched ahead of competition.

Want **proof?** Visit our website:  
**[www.iicreative.com](http://www.iicreative.com)**

Want **Results?** Call Us:  
**860.372.4551**



**ii** CREATIVE  
integrated, interactive communications

**Communications that WORK!**  
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