



## WHY WE DO IT

Our vision is a world in which every individual and organization has a known blue flame\* and an enthusiasm for growth.

Our purpose is to transform your blue flame\* into a powerful marketing force.

\* Your blue flame is what lies at the core of you. It is a source of your passion. It is the reason for your existence. It is what defines the most authentic connection you can build with people. The blue flame is what energizes you, excites those with whom you come in contact, and creates and unfiltered, unimpeded connection amongst you. Everyone has a blue flame.

## CLIENTS

- |                                |                             |
|--------------------------------|-----------------------------|
| 4.0 Storage                    | Just Breathe Foundation     |
| Cam's Pizzeria                 | J.W. Malcho Enterprises     |
| Champion Academy               | Mirror Show Management      |
| Compeer Rochester              | Puck Cancer                 |
| Concept II                     | Salon Ladori                |
| Cystic Fibrosis Christmas Ball | Savoia Pastry               |
| EDMVibes                       | Sinclair Broadcasting Group |
| Food By DeLeo                  | Tony D's Restaurant         |
| Get It Straight Orthodontics   | Webster Golf Club           |
| Glass By Sand                  |                             |

## EXECUTIVE

Bianca Calascibetta  
Chief Executive Officer

Satchel Jake Levin  
Vice President

Hemant Sashittal  
Chairman

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## WHAT WE DO

We are a full-service branding and marketing communication firm that channels your core strengths into superior strategies and implementation.

### STRATEGIC PLANNING

- 1. Business Strategy**
  - Strategy Consulting
  - Business Research
- 2. Marketing Strategy**
  - Market Research
  - Marketing Tool Kit
- 3. Brand Strategy**
  - Brand Identity Strategy
  - Campaign Strategy
  - Special Events Planning

### TOOLS FOR IMPLEMENTATION

- 1. Creative Service**
  - Logo Design · Brand Guidelines
  - Brand Collateral
  - Copywriting
- 2. Media Production**
  - Photography
  - Video & Audio Production
- 3. Interactive Platforms**
  - Website Development
  - App Development

### STRATEGY IMPLEMENTATION

- 1. Digital Marketing**
  - Facebook, Mobile, & Email Marketing
  - Search Engine Optimization (SEO)
  - Search Engine Marketing (SEM)
- 2. Public Relations Services**
  - Online Reputation Management
  - Publicity & Media Relations
  - Paid Media Advertising
- 3. Print Production**
  - Brand Collateral
  - Direct Mail Service