

PSB iVENTURE VISIONSM



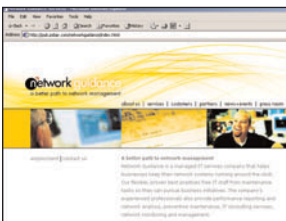
Children's Cancer Research Fund e-card



Despatch Industries e-mailer



www.chfsolutions.com



www.network-guidance.com

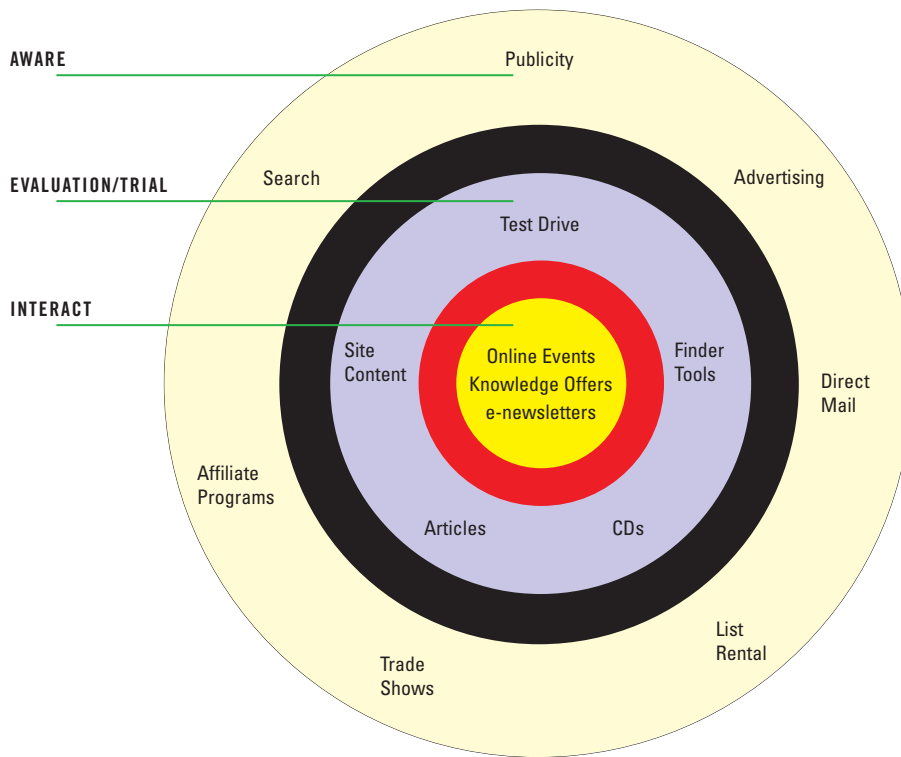
“If you build it, will they commune?” Naturally, you want your Web site to produce results. iVenture Vision is designed to approach your organization's online presence as a communications and marketing challenge, not just a development or design effort. We help you create a site that works hard to differentiate your organization, while driving interaction with your audiences.

THE iVENTURE VISION ESTABLISHES YOUR:

- ▶ online brand expression
- ▶ communications objectives that will focus and drive design and development efforts
- ▶ comprehensive online and offline promotion and permission marketing plan
- ▶ content architecture
- ▶ design and technical specification

We bring best-in-class design, application development and programming expertise, or we will work with your developer.

IVENTURE VISION TAKES A WEB-CENTRIC VIEW OF MOVING YOUR PUBLICS TO INTERACTION



The steps of engagement, from awareness to iNterAction:

- ▶ **Know** — The online/offline communications and promotions that will bring constituents to your site – from publicity to e-mail marketing to trade shows.
- ▶ **Try** — The triggers and rewards that will prompt the people you seek to try out your site.
- ▶ **InterAct** — The ultimate behaviors you want from customers, dealers, distributors, employees. Whether to register, subscribe, purchase or recommend. And the continual dialogue that brings them back time and again.

Step One — Initial Team Meeting

Discuss the current needs, scope of the iVenture, timing and logistics.

Step Two — iVenture Session

In this half- or full-day session, we begin your iVenture by:

- ▶ establishing your objectives
- ▶ considering possible research recommendations (e.g., management, employee or customer surveys)
- ▶ identifying the 3Ds for each key constituency: differentiation, desired action, dialogue
- ▶ articulating the online brand expression
- ▶ exploring design and development requirements

Step Three — Design

Next, we translate what we learned into a design road map that includes:

- ▶ a phased map of the site
- ▶ detailed scope of the project
- ▶ design and technical specifications
- ▶ initial brand concepts
- ▶ production plan, timeline and budget
- ▶ promotion plan

“We partner with PSB because they understand the importance of action-oriented communication in the e-space.”

Paul Tobin
Chairman and
Executive Vice President
LogicBay



padilla speer beardsley

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