

93
octane

93 Octane is a marketing agency fueled by the desire to make things happen. And to have a great time doing it. In our clients' businesses. In our lives. And in our community. We call it "acceleration," and the desire to create it is what gets us out of bed. That and the fact that daytime TV stinks.

OUR STORY: BIG FISH CREATE A LITTLE POND. 93 Octane was formed in 2002. We wanted to create an environment where strategy, creativity, and a TON of experience could perform without the "big agency" bureaucracy that diverts focus from a client's business objectives.

OUR PHILOSOPHY: NUMBERS DON'T LIE. What gets us out of bed every day is knowing how the work we do actually works. To do that, we measure everything.

OUR OBJECTIVE: ACCELERATION.

Sometimes, it's an increase in sales. Other times, it's just getting a stalled marketing initiative moving again. Still other times, it's coming in at the last minute and saving a project that seemed destined for failure. Acceleration takes many forms.

SO JUST HOW DO WE ACCELERATE YOUR BUSINESS?



WE ACCELERATE UNDERSTANDING
by uncovering insights into the audience, offer, positioning and creative messaging.



WE ACCELERATE ACTION
by crafting focused communications that lead to focused thinking and make things happen.



WE ACCELERATE RESULTS
by employing rigorous audience, offer and message testing that reveals uncharted opportunities for improvement.

Direct Mail
Websites
Email
Print Advertising
Outdoor Advertising
Point of Purchase

Brochures
Collateral Design
Annual Reports
Publications
Logo Development
Corporate Identity

HOW CAN WE HELP YOU ACCELERATE BUSINESS?
Talk to us. Call 804-643-8800
or write John@93-octane.com

business: **accelerated**