



ALBUM CREATIVE STUDIOS BIG BRAND MARKETING FOR SMALL BUSINESSES

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Orange County, CA Album Creative Studios, Inc. a full-service brand-marketing firm, launches a new program offering big brand marketing for small businesses.

“We have taken the large, expensive ad agency process and services, and tailored them to small businesses with a very hands-on approach,” says Matt Parker, Creative Director. **Album Creative**, founded in 2002, combines experience and proven brand-building techniques to build “Rockstar Brands.”

Album markets a range of businesses including Too Faced Cosmetics, Ben & Jerry's and Western National Group, but primarily helps small businesses in the industries of consumer products, health & beauty, hospitality, and health care.

“Whether you are a startup or have been in business for years, the process is the same. We fine-tune your brand message and distribute it in a way that really resonates with your audience,” Parker said.

Posh Party Box is an example of Album’s brand-building process in action. Launched by Album in 2006, Posh Party Box sells all-inclusive party packages that make it effortless to host a stylish celebration.

As a startup, Posh Party Box needed help defining their brand strategy and establishing a logo and brand identity. After establishing a strategic and visual foundation, Album provided the marketing and sales tools needed to launch their brand, including catalogs, collateral, offline and online advertising, and more. Album then designed and developed a custom e-commerce website, which won an award from iParenting Magazine.

On-going **brand strategy** and **online marketing** tactics have ensured that Posh Party Box’s marketing message remains consistent and creative. Whether it is search engine optimization, online advertising, or email blasts, Album has delivered creative results that resonate with customers and prospects, and as a result, have grown the business.

Sue Pierce, Founder and CEO, has found great value in a reliable, innovative marketing partner. “I have business associates who outsource their marketing and they’re always complaining about the service and quality. My advice is always the same – call Album. Album’s response, customer service, and dedication to their clients are far more superior to any other organization I have worked with.”

Visit www.albumcreative.com or call 949.373.1140 for information on our unique branding process.