

We've helped numerous companies with their marketing plans, brand awareness, and sales figures. What you see on this Web site is just a snippet, only the tip of the ice berg, of all the research, planning, brainstorming and midnight oil burning that we went through to bring you the results of what you'll see. We admit a few slideshows won't do our portfolio justice. But we hope they will at least give you a taste of our passion, energy and mission to make brands across Canada the most effective, most talked about ones in the world.

As a marketing company, we like to stand out when we work on our clients' projects. It's what makes NEXT Marketing unique, and is our own market differentiator. Namely, we don't just start shooting darts in the air and call it a marketing plan. We take the time to find out what identifies our clients from their competitors. When we know a client's unique distinction, we can help them *careful craft* a message for their audience. But it doesn't just stop there. If that were all, then marketing would be easy. Our client projects exhibit that we not only find the message, we make sure it will be remembered, and most of all, used and shared by the target market.

This is what we call BRAND CHATTER, and what makes our strategy *better* than mere brand awareness. If your audience is aware of you, but isn't sharing it with their friends, talking about it, engaging with it and consuming your product or service as a community, then your efforts at producing a brand will not travel far. In the same light, a marketing plan is not useful if it's not put into action, and putting it into action is what creates a memorable brand in the eyes of the mass consumer. That's why we call our marketing plans "Marketing Action Plans."

Whether you're a singer, a college, a mortgage broker, a caterer, a currency exchanger or a software developer, good marketing is what gets your name out to the right people, using the right channels, and the best 'hot points' that will get those people telling their friends about it. That's when ROI starts to kick in, sales rise, and people see your logo and recognize a product, a personality and a reason to buy. That's good branding.

With our marketing portfolio, we hope to demonstrate all of the above, if not more.