

CREATIVE CORPORATE SERVICES

Every company, every executive and every product has a unique and compelling story. Often times, that story is buried under the boring whitewash of corporate website walls, bland bullet-point messaging that masks flaws rather than highlights curves, newsletters that snore versus sizzle, or media that looks as stiff as a starched suit. The equation is simple:

What your story says + How you say it = Connection.

Either you make it or you don't.

What's YOUR story?



Ironcutter Media's Creative Corporate Services transform boring into enlightening.

CREATIVE CORPORATE WRITING SERVICES

Executive Biographic Feature or Q&A

More than where you received your MBA, people want to know why you are the right person to lead the right team at the right time. They want to know what makes you tick, why you chose this field, your dreams and aspirations, and vision for the organization's future. Ironcutter Media tells them YOUR story.

Product/Service Biographic Feature or Q&A

What is a product or service biography? If David Bodanis can write a biography about the most famous equation in the world and its genesis (fantastic read, by the way) then your product or service deserves its own coming-of-age biographic limelight too.

Newsletter Design & Writing

The least sexy of corporate writing just got a new 'do and is ready to make an appearance...Dress your newsletter in a regal design that stands out in the inbox crowd and delivers your message.

Website Copy

Whether you are starting from scratch or just creating a new page, we listen to your story, feel its weight and how it will carry by imagining how it would impact us as an audience before we ever type a word. It's all about the connection. We make sure you make it.

Website Copy Redux

Just looking for a splash of creative zest? Transform dry corporate website language into enlightening snippets of information that not only communicates your messaging but makes a connection with your audience.

Collateral Consultation

How do you reach your audience AND get the best bang for your buck? Perfect for start-ups and small enterprises watching their expenditures, describe your goal, and we figuratively walk backward to determine the collateral pieces needed and the best format to fit any budget.

MEDIA PRODUCTION SERVICES

Executive Biographic Video

(Full-length interview and/or clips produced for digital upload)

Adding three-dimensional rich-media to the executive biography, our professionally produced and edited video interviews provide ideal footage for your website, digital library, social networking sites, conferences, media kits and Oprah guest appearances.

Product/Service Biographic Video

(Full-length interview and/or clips produced for digital upload)

Like Windex™, this video has multiple uses. Use it as an online demo, a YouTube™ virile video, or a vehicle to raise awareness about your mission, you can slice and dice this video any way you like or need.

Digital Library

Put your content on display in a customized digital library of rich-media including video excerpts of interviews, podcasts of state-of-the-union summaries and more.

Media Consultation

Is your website working for or against you? Should you create a project blog? What does your corporate video convey, and is it featured prominently on your site and social networks or placed on a shelf? Speaking of, what is its shelf-life?

PUBLISHING SERVICES

Copyediting

Eagle-eye editing for typos, succinctness and flow is perfect for manuscripts, white papers, catalogs, brochures and reports.

Graphic design Services

Basic black on white needs color and prints, of course with Jackie O-like consideration for tone, theme and audience. (Sorry, flash graphics not available. We don't believe in sequins.)

Typesetting Services

Gearing up for the big print? Professional print jobs starts with professional type-setting, we can help.

Publishing Consultation

"I know, let's get this (thing, idea, product, person, you name it) published!" sounds like a grand idea at the time, but how many grand(s) will it take to succeed?

We've walked the fire so you don't have to.
Save your feet and your wallet...call Ironcutter Media today.
570.220.0026 • alivia@ironcuttermedia.com
www.ironcuttermedia.com