

## CREATIVE SERVICES

Branding is more than just a logo or slogan, more than just a product, color scheme or clever jingle. Success requires a deep understanding of the consumer and the ability to intuit what messaging and images will drive measurable results.

AIM's Marketing Services team is creative, credible, and connected. By pooling the collective experience of our marketing, editorial, research, design, and event teams, we provide best in class creative services. We also engage AIM's audience — millions of highly-engaged enthusiasts who trust our brands for home, hobby and product advice.

Whether we're designing a print ad, creating marketing materials or helping to launch a new product line, we will deliver a true-to-brand sentiment.

### WE CAN HELP YOU WITH:

- Branding strategy & execution
- Logos, illustrations & graphics
- Copywriting
- Marketing materials
- Print & digital ad creative
- Design, layout & production for printed material
- Design & layout for digital assets
- Photoshoots

