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# FOURTH WALL CLIENT SERVICES

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Founded in 2000 and celebrating its tenth year in business, Fourth Wall is a full-service branding and creative marketing agency that specializes in helping clients tell their brand stories and generate business growth. Staffed by experienced advertising, branding, design and online marketing professionals, Fourth Wall offers strategic solutions and implementation for small to mid-size clients and non-profits, as well as for its Fortune 500 clients.

## BRANDING

Brand Audit

*(thorough evaluation examining brand consistency)*

Mini Brand Audit

*(half-day audit)*

Brand Evolution

*(research, trend analysis, audit, position/ambition, strategy, promise, architecture, alignment, content, competitive and creative positioning)*

Annual Brand Evolution

BE (Brand Evolution) Workshops

Naming

## DESIGN

Identity/Logo Development

Marketing Collateral/  
Branded Systems

Packaging

Catalogs, Annual Reports,  
Business Presentations, Signage

Illustration, Photography

Production

## ADVERTISING

Strategy

Media Planning/Buying

TV, Radio and Print

Direct Mail

Non-traditional

## INTERACTIVE

Strategy/Planning/Buying

Website Development

Email Platform

Social Media/Networking

Microsite Campaigns

SEO/SEM

Mobile App/  
Game Development