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## WHAT IS THE TRUE GOAL OF MARKETING?

Under certain circumstances this question might well take up many pages to answer, but in reality it can be summed up by the following sentence:

Gain new and keep old customers

We all want our business to keep satisfying well-established clients while at the same time attracting new ones. Sounds easy enough, but modern day marketing has become boring and unexciting. Every idea feels exhausted and every proposal feels almost standard. It is increasingly difficult to choose as a consumer and moreover, to stand out as a distributor.

In today's dynamic, highly visual world, design is key in any business and sometimes having a small edge can be the difference between winning a contract or losing a sale to your closest competitor.

Enter b-type design...

b-type design was founded in Miami in January of 2010 with the sole purpose of bringing a fresh new look to graphic design and all that it encompasses in our diverse city. It's not about colorful adds and cool fonts for visual pleasure, but pieces that are meant to jump out both visually as well as tactilely.

We use marketing tactics and a rather innovative manufacturing process in order to produce eye-catching graphic material and give any business that extra edge. Be it invitations, POP material or something as simple and important as business cards, we can guarantee a product that will leave clients immediately enticed.

Enclosed is a brochure which explains in detail the manufacturing process and also some sample cards that show the basic principles behind creative laser cutting.

For further information, please feel free to contact us via your media of choice and we will gladly explain the process in full detail and clarify any doubts.

Sincerely,

Alessandro Gugliotta - creative director