

GOODWICK/LIAZON
LEVERAGE
MARKETING GROUP

you got IT

we know IT

let us leverage IT

We Have IT Experience that Breeds Success

Software. Hardware. Parts. Peripherals. Name-Brand Manufacturers. OEMs. Installers. Resellers. Integrators. Wired. Wireless. ISPs.

No matter what your specialty, without an integrated marketing communications plan that leverages your brand, you're not going to last long.

That's where we come in. At Leverage, we not only understand your business, we understand what it takes for your business to succeed.

For over 20 years, we have assisted the small to the mighty – from start-ups who have reached Fast 50 status, to the big league pioneers of the '80s who are now fighting for market share.

IBM, Oracle, Hewlett-Packard, GE Security, Triple Point Technology. What do these dynamic companies have in common? Aside from a burning desire to succeed, they've all called on Leverage to help them penetrate, dominate or recapture their respective markets.

Let us help propel your marketing – and your business – forward.

*It's all about **making sales***

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Proud Affiliated Member



A Sampling of our **IT Clients** (1983-present)

application software



ORACLE CORPORATION - Redwood Shores, CA

#1 world leader in business-to-business enterprise and application solutions.

MarCom & strategic planning/execution of Oracle Industries/Application Operations. Served corporate plus 10 vertical divisions, including Energy, Utilities, CPG, Financial Services and Pharmaceuticals.

- Crafted marketing communications plans - template "vertical industry" plans and "vertical" market focus.
- Actively contributed to "process" identification with supporting documentation.
- Supported the launch of new products and services, internally and externally.
- Established graphic guidelines for the Oracle "Industries" program.
- Actively participated in Oracle conferences and meetings.
- Heightened industry awareness through media relations.
- Implemented strategically based programs.
- Advanced marketing communications planning options/alternatives.

Deliverables included brochures, case studies, newsletters, collateral, media relations, event management, audio/video scripting & production, logo development and graphic design.



IBM - Vertical Industry Initiatives - Valhalla, NY

World's #1 business computer maker.

Provided a variety of strategic and tactical MarCom support services for 17 vertical industries, including AS/400 introduction.

Industry Solution Center deliverables included symbol and identity systems development, design and execution of print collateral, tradeshow support (see below) and more.

Marketing Services deliverables included newsmagazine design, copy and production, design and production services, public relations planning and implementation, promotion planning, illustrations, photo services and more.

IBM SOLUTIONS EXECUTIVE CONFERENCES

(‘88, ‘89, ‘90, ‘91, ‘92, ‘93 Industry Executive Conference Series)

Deliverables included event planning and content development in support of 17 vertical industries, as well as the creative development & production of the conference programs, related posters and print materials.



The Connecticut Technology Council's Fast 50 Program recognizes CT-based technology companies for continued and outstanding revenue growth.



HEWLETT-PACKARD - Rosewell, CA

World leading producer of digital printing and imaging equipment.

Conceive and facilitate Partnership Marketing Programs.

Deliverables include "Registration Rewards" program development.



TRIPLE POINT TECHNOLOGY, INC. - Westport, CT (Fast 50)

Top-ranked developer/distributor of integrated, real-time client/server commodities trading business software solutions.

Served corporate plus three vertical markets, including Oil, Power and Metals.

Deliverables include advertising brochures, case studies, collateral, event promotion, audio/video scripting & production, direct mail, print ad development and placement, logo development and graphic design..



DATAVIZ, INC. - Trumbull, CT

Business software maker and marketer (MacLink Plus, Conversions Plus, Web Buddy, Desktop To Go), providing computer users with the means to share information between different programs and platforms.

Deliverables included strategic marketing communications support, as well as functional advertising, direct mail, illustration and package design.



IMA - Shelton, CT (Fast 50)

Developer of telephony-focused software solutions, including EDGE TeleBusiness Call Center and Customer Management Solutions.

Deliverables included advertising and direct mail program development, line and corporate brochure development, tradeshow and related support, strategic MarCom support.



FLEXI INTERNATIONAL SOFTWARE, INC. - Shelton, CT (Fast 50)

Developer of client/server applications for financial groups and corporate accounting.

Deliverables included MarCom consulting, planning and tactical development.



REVELATION *REVELATION TECHNOLOGIES - Stamford, CT*

Database development software producer.

Deliverables included publishing and production of corporate, advertiser-supported newsmagazine, as well as general MarCom services and support.

INLINE DESIGN *INLINE SOFTWARE - Canaan, CT*



Marketer of computer games and utilities.

Deliverables included advertising development, planning and placement, as well as in-store and related merchandising, sales promotions and more.

 *MICROCOM, INC. - Danbury, CT*

Business software developer.

Deliverables included creative development and execution of print advertising campaign for RELAY® corporate communications software.

IVANS *IVANS (Insurance Valued Added Network Services) - Greenwich, CT*

Network applications developer and integrator serving the insurance industry.

Deliverables include advertising and direct mail program development, brochure and collateral development, tradeshow graphics and support, plus general MarCom planning and PR support.



ACORD - Pearl River, NY

Principal objective is to foster the automation of independent insurance offices through the application of computer systems.

Global Insurance Standards

Deliverables included strategic business and MarCom support.



INSITECH GROUP - Cheshire, CT

RAD software engineering solutions provider for Rich Internet Applications.

Provided extensive revamping of online, print and tradeshow presence in support of company's XTT™ Smart Web Tools for Java-based application developers.

Deliverables included press releases, trade articles, sell sheets, CD-ROMs, display posters and banners as well as a total Web site redesign.



e - c o m m e r c e



ATINAV, INC. - New York, NY

Atinav Inc. , is paving a new path on the Internet superhighway through its introduction of exciting enabling technologies. Established in January 2000, Atinav develops and licenses technology that is reshaping today's Internet applications into experiences through which users can interact, connect and communicate using text, voice and video. The company's technology will enhance Web experiences by facilitating sharing of information, interests, and ideas in "real-time"; the communication, activity and related responses shared among users occur immediately and "live."



CAREPACKAGES.COM - Fairfield, CT

Nationwide, Internet-based, e-commerce site for the delivery of specialty gift packages for individual, commercial, and private label applications.

Ongoing services and deliverables include strategic and tactical MarCom planning and support, product validation and service monitoring, press kit development, auxiliary PR and media relations support, media planning/buying, online/print/radio ad development, execution and placement.

computer hardware, components & related manufacturers



PHOTRONICS, INC. - Brookfield, CT (Fast 50)

Leading international photomask manufacturer for the semiconductor industry.

Deliverables include ongoing writing, design and printing of a quarterly corporate newsletter plus on-demand strategic and tactical MarCom planning.



INTERNATIONAL FIBER SYSTEMS (IFS), INC. - Newtown, CT

A GE operating company and an international manufacturer and marketer of advanced fiber optic modems and communications systems for applications that include fire safety, security, transportation and building automation.

Ongoing services and deliverables include strategic MarCom and PR support, advertising, direct mail, brochures collateral, media planning, tradeshow and related support.

LOGIX MICROCOMPUTER - Milford, CT

Custom computer designer and manufacturer.

Deliverables included advertising and collateral development, media relations and publicity support.

FASTORE Solid State Memory Systems - Wilton, CT

Manufacturer of high-speed memory systems.

Deliverables included advertising and collateral development, media relations and publicity support.

a GOODWICK/Liazon company

systems integrators, consultants & service providers



FMinternational - Santa Ana, CA

FMinternational is an infrastructure management and software implementation firm competing with the big 5 consulting firms.



After completing primary and secondary research, we developed growth strategies and tactics, leading to execution of an integrated marketing communications program.

Deliverables included advertising, print and digital documentation, proposition planning, position development, branding programs, market research and media relations.



NETWORK SYNERGY - Trumbull, CT

Regional network systems integrator and IT consulting firm.

Deliverables include brochure and collateral development, plus general MarCom planning and support.



INNOVATIVE INFORMATION SOLUTIONS, INC. - Woodbury, CT

IBM Business Partner and systems integrator.

Information Solutions, Inc.

Deliverables include advertising and direct mail program development, brochure and collateral development, tradeshow graphics and support, plus general MarCom planning and PR support.



IBM Business Partner Programs, among others

- Dyer-Wells
- McCracken Computer
- Inequity
- Systems Choice
- PMSC



CAMBRIDGE CONSULTING - Flemington, NJ & Mill Valley, CA

National IT search firm.

Deliverables include brochure and direct mail development, MarCom planning and PR support.



NSI - Naugatuck, CT

Regional network systems integrator.

Deliverables included brochure and collateral development, media relations and publicity support.



THE JANNON COMPANIES - Stamford, CT

Multi-regional network systems integrator and IT consulting firm.

Deliverables include brochure and collateral development, plus website design, development and support.



telecom / I S P s



SPRINT - Overland Park, KS
#1 Rated long-distance service provider.

Provide ongoing MarCom and “Idea Power” creative sales support services for Sprint FonPromotions Division.

Deliverables include creative Concept Decks, promotional copy and design.



MCI - Ryebrook, NY & Washington, DC
Leading long-distance service provider.

Deliverables included event management, strategic development and speechwriting for Orville Wright, chairman, and Bill McGowan, CEO.



PARADIGM COMMUNICATIONS (PC NET) - Hartford, CT
Internet Service Provider of web marketing and Internet connectivity services.

Deliverables included product name/design development, packaging/POP, collateral development and public relations support.



SMART WORLD COMMUNICATIONS - Danbury, CT
Internet Service Provider of web marketing and Internet connectivity services.

Deliverables included product name/design development, packaging/POP, collateral development and public relations support.

ROLM PHONE (IBM) - Valhalla, NY
VRU sales promotion and sales training support group.

Deliverables included the design and development of sales support collateral.



NITSUKO AMERICA (formerly TIE Communications) - Shelton, CT
American subsidiary of leading international telecom products manufacturer.

Provided full range of agency services, including strategic planning, program development and functional MarCom support.



CONNEX INTERNATIONAL - Danbury, CT (Fast 50)
Leading international analog/digital teleconferencing service provider.

Deliverables included brochures, direct mail, sales promotions and more.