



We Do It All!

Few others can deliver our range of print and digital media. Whether you need a logo, brochure, website, or advertising campaign—or all of the above—we are your complete one-stop solution.

Logos

We design unique and memorable logos for businesses, organizations, products, and events.



Websites

Whether you need basic HTML or full e-commerce with a content management system, we can build you a site your customers will love.



E-Marketing

We make it easy to reach thousands of customers instantly through personalized e-mail campaigns with built-in response tracking.



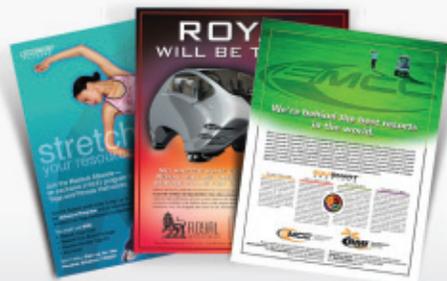
Print Design

Create brochures, sales kits, catalogs, and packaging that will make your business look world-class.



Advertising

Increase traffic and sales for your business through print advertising, posters, and direct mail.



Large Format

Go big with high-impact tradeshow displays, posters, billboards, and truck graphics.





ADVERTISING & DESIGN, INC.

Executive Summary

Mr. Denis M. Concannon
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INTRODUCTION

We are a full-service marketing and graphic design agency located in Hingham, Massachusetts with more than 20 years' experience in print and digital media. We help companies communicate, advertise, and grow through branding, strategic marketing, graphic design, and Internet technologies. We handle projects on any scale (large or small) and deliver in-house quality response and service anywhere in the country. ICON's core services are graphic design, writing, project management, and print management. A description of services and a full portfolio of our work is available at www.iconadvertising.com.

HISTORY

ICON designers are skilled in both print and interactive media enabling us to be highly responsive and flexible. Owner Denis Concannon provides all creative direction and project management. Mr. Concannon holds a BFA in Design from The University of Massachusetts (formerly SMU) and has 25 years experience in the creative field including design positions with Mercer Management, Arthur D. Little, and Litos Advertising. ICON Advertising & Design was established in 1987 and opened its first permanent office in Weymouth, MA in 1993 before moving to Abington, MA in 1995. The company moved to its current address in Hingham, MA in 2004 where it services regional, national, and international accounts.

INDUSTRIES SERVED

- Financial Services
- Manufacturing
- Medical Products
- Healthcare
- Real Estate
- Education
- Professional Services
- Events and Meetings
- Resort and Timeshare

CAPABILITIES

Graphics Design

- Logo Design
- Web Design
- Brochures
- Sales Kits
- Annual Reports
- Ad Layouts

Strategic Marketing

- Branding
- Product Positioning
- Point of Sale
- Broadcast
- Web / Internet

Internet Technologies

- E-Commerce
 - Enterprise Solutions
 - Open Source Applications
 - Market Basket
- Database Design
- Database Publishing
- SEO (search engine optimization)
- Analytics and reporting
- Social Marketing (networking, blogging, RSS feeds)
- Information Architecture Design
- Experience Strategies
- User Flow

Writing

- Collateral
- Advertising
- Internet

Language Translations

- Print
- Internet

Public Relations

- Media Placements
- Press Releases

Project Management

- Accounting
- Schedules
- Production Coordination
- Client Services (response and reporting)

Print Management

- Production and Quality Control
- Online Order and Inventory
- Fulfillment
- Mailing Services