



Capabilities

Jajo offers clients a comprehensive solution for marketing, advertising and public relations needs with the best in strategic thinking, effective creative and innovative technology. We provide a full range of advertising and marketing services, including:

Broadcast Production

If your communication plan includes broadcast, our depth of experience in strategic and tactical development provides an integrated approach that ensures brand continuity. Whether it's inserted into traditional media or presents the message on a more global platform — the internet — our approach to broadcast dovetails seamlessly with any existing or new marketing directives.

We always produce a superior end product, but that's only a part of the value you'll receive when working with us. The other is the assurance of working with an agency that maintains consistent brand voice, instead of creating brand dissonance.

Core Brand Strategy Development

We build brands in all forms of communication and at every contact point:

- Brand Naming and Identity
Includes corporate or product name development, corporate or product logos and accompanying identity materials.
- Advertising and Marketing
We provide full-service marketing analysis and plans, as well as advertising research, media and creative planning and implementation.
- Graphic Design
We offer solutions for signage, corporate graphics, annual report and corporate brochure design, along with package design. Our print materials also include catalogs, posters, newspaper and magazine ads and direct mail pieces.
- Media Strategy and Buying
This includes the planning, development and execution of print, broadcast and outdoor media, as well as nontraditional approaches. Whether your needs are B2B or B2C, we provide a strategic and cohesive plan that incorporates the ideal reach and frequency to meet your campaign goals and objectives.

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WICHITA, KS 67202

Direct Marketing

Whether an intense direct-marketing campaign or a one-time promotional effort, Jajo can provide an approach to best meet your objectives. A single-phase approach may be tailored for an event or holiday sentiment, while integrated campaigns may require multiple phases and the utilization of various mediums and tactics, such as traditional mail, e-mail and a telephone call.

Interactive Communications

The heady, boom or bust times of the technological revolution has drawn to a close, only to be replaced by savvy and educated digital consumers. We can no longer afford the gas to detour around the benefits of interactive technology and the vital role it plays in our ever-changing society.

Every brand, product or service needs a media rich website that's database-driven, content managed and analytic-tracked. A website that's sophisticated enough to integrate social engineering so you can communicate with all your customers and let them communicate with you.

It's a brave new world, and we're very happy to be part of it.

Promotions

Special offers, long-term promotional programs and events. Yep. We do them and we make them memorable. Efforts include single phase tactics — such as e-mail or Web banners and coupon — to a multi-phase tactical mix.

Event Marketing

Corporate sales meetings. New product launches at national conferences. New store launches in a new market. Whatever the event, we work within client plans and budgets to develop plans and tactics that both promote and support the event itself. Tactics include direct marketing, broadcast, e-media or public relations efforts.

Public Relations

Reputation is the cornerstone of a successful brand. Your brand is more than what you say it is. It's what people think it is. We help you — and your brands — develop and maintain your reputation by cultivating relationships between your brand and your key audiences, whether employees, investors, board members, consumers, the community or the press.

Our PR efforts blend traditional and new media strategies: research, strategic planning, message development, media relations (yes, bloggers and other new media key influencers), speakers bureau development, media training, event planning and management, internal communications, community relations, social networking, word of mouth, editorial writing, crisis management and measurement.