LASTING *impressions*
strategic marketing solutions

10808 130th Ave NE, Kirkland WA 98033
phone 425.822.6651 *fax* 425.827.2975 *www.lastingimpressionsgifts.net*

CREATING BRAND RECOGNITION & DRIVING SALES

The Lasting Impressions Role

We work with companies to transform our client's great ideas into brilliant corporate gifts and sales tools that drive revenue, customer loyalty and employee pride.

Working alongside our clients, we help select products they love to give as well as receive. Our track record of excellence elevates our relationship with clients to a level of true marketing partnership. Our goal in working with clients is to become an extension of their creative team. In the past, we have accomplished this through:

- Developing a signature icon to differentiate the client from their competition.
- Designing signature products that leverage the existing brand or the new icon we developed.
- Maximizing the client's budget through long term strategic planning to create real purchasing power.

The Strategy

Lasting Impressions recently served Long Beach Mortgage Company (LBMC,) a division of Washington Mutual, to create an integrated collection of promotional products that leveraged their corporate identity.

The first step was developing a unique "beach scene" icon that embraced their corporate colors and culture. This 4-color photography was then thread through all of the applicable products we designed to create a highly recognizable brand for LBMC with their internal and external customers.

The LBMC icon was launched internally through a core values campaign first. Ninety days later the brand powered message was then shared with external customers through tradeshow premiums and a quarterly program of signature products hand distributed nationally by over 500 Account Executives.

THE RESULTS

Lasting Impressions captured the imagination of the national Account Executive team by transforming traditional products into branded sales tools that they loved to give and their clients loved to receive. Over time, the consistent delivery of useful LBMC signature products and in-person sales calls converted their client's desks into "Beach Offices" and the LBMC brand became top of mind.

LBMC increased from $50 Million to $2 Billion in daily loans within six months of implementing the external marketing campaign.

To establish a strong partnership that will lead to creative, brand-building ideas like these call us at 425.822.6651 or visit LastingImpressionsGifts.net.