



Period: May 2007 – Present

Responsibility: Marketing Services Agency of Record

Highlighted Service: Creative Design and Development/Non-Media Creative

Overview:

Vertigo-Group is a manufacturer of sign enclosures for the Out-Of-Home and digital media advertising markets.

XT+M works with Vertigo-Group to extend their internal marketing resources and provide independent strategic counsel. As well as building the Vertigo-Group website and working through two brand evolutions with them, XT+M has created an array of winning collateral pieces and advertisements that have helped effect positive change on the company's brand perception and ultimately their business.

XT+M Deliverable:

Create a print, direct mail and advertising campaign that positions the company as a player with its Fortune 50 media clients.

Collateral designed and produced by XT+M include:



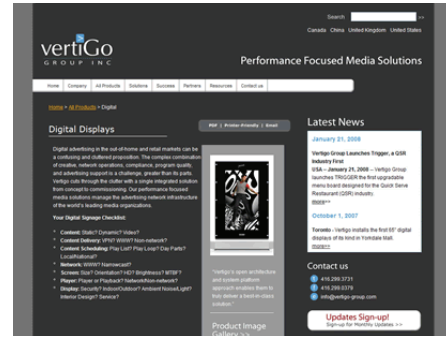
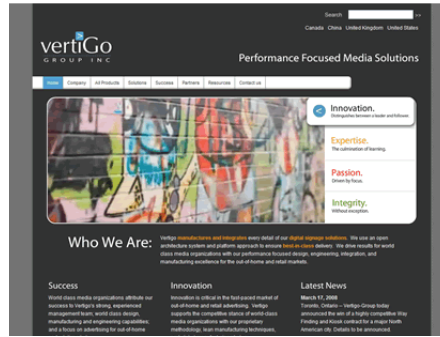
Collateral Package



Sales Brochure

Vertigo-Group (cont'd)

Website Redesign and Build



→ www.vertigo-group.com

Vertigo - Harbourfront Advertising

