

Capabilities Map

Core Competency We're experts at this.

Highly Experienced We're very good at this.

Managed Service We outsource this.

JAR CREATIVE

Strategy

Brand Strategy

- Integrated Online/Offline Campaigns
- Strategic Story Development
- Communication Guidebooks
- USP/Positioning Statements
- Competitive Analysis
- Discovery Sessions

Experience Design

- Information Architecture
- User Testing
- Usability Audit
- UX Training

Online Marketing

- E-Mail & Newsletter Campaigns
- Link Building & Social Bookmarking
- Blogs, Podcasting, RSS Feeds
- Search Engine Optimization
- Pay Per Click Campaigns
- Social Media
- Social Applications and Tools
 - Facebook
 - Wikis
 - YouTube
 - Twitter

Creative

Identity Design

- Brand Standards Documentation
- Tagline Creation
- Logo Design

Video

- Ideation
- Editing
- Video Production
- Video Sourcing

Motion Graphics

- 3D Animation
- Product Demos
- 2D Animation
- Interactive Websites

Interface Design

- Icon Design
- Art Direction
- Wireframes

Advertising Design

- Direct Mail
- Print Advertising
- Sales Collateral

Photography

- Editing and Retouching
- Image sourcing
- Custom Photography

Online Advertising

- Banner Ads
- E-Blasts & Newsletters
- PPC Headline Design

Technology

Application Development

- Enterprise
- Mobile
- Websites/Platforms
- Intranets
- Content Management Systems
- CSS Sites
- Database Development
 - .NET
 - PHP
 - Other

E-Commerce

- Shopping Carts
- Consulting