



**DASCAL  
MARKETING  
GROUP**



## STRATEGY, BRANDING, WEB it's all about your business

Dascal Marketing Group - committed to making your business shine brighter, increase your sales and speak to your customers with more insight and effectiveness.

### IT'S ALL ABOUT RESULTS

Dascal Marketing Group is an integrated Strategy, Branding and Web agency that delivers effective and creative communications that boost your sales. Our impressive track record in improving our clients' bottom line is founded on our profound understanding of the principles behind and knowledge of the tools associated with savvy marketing. No matter what industry you're in, we can help you stand out from the crowd. Our team produces successful off-line and on-line marketing campaigns that promise to drive your business forward.

- Our expertise...Business to Business marketing communications
- Our approach...Integrated off-line and on-line creative
- Our insight...In-depth, industry-specific knowledge
- Our clients... World-class, high profile, driven
- Our people...Creative, passionate, experienced

With more than 20 years in the creative and strategic-thinking business, Dascal Marketing Group has built an impressive portfolio of successful clients and projects. But years of experience are just part of the story - the bigger picture lies in the businesses whose goals we've helped to define and achieve through original and strategic marketing campaigns and impactful communications.

### BUILDING YOUR BUSINESS IS OUR BUSINESS!

Dascal's extensive knowledge and expertise are proven in the following industries:

- Pharmaceutical
- Health and Beauty Care (HBC)
- Consumer Packaged Goods
- Biomedical Technologies
- Fashion
- Finance
- Industrial & Manufacturing
- Hydroponics and Horticulture
- Green "Environmentally Responsible" Manufacturing

### STRATEGY

- Business communications and sales support
- Product launch strategy
- New market penetration
- Trade and account-specific marketing
- Merchandising and point of purchase
- Media Management

### BRANDING

- Corporate and brand identity
- Branding, logo, nomenclature and word-mark
- Packaging development
- Promotional campaigns
- 3D rendering: in-store scenarios, product modeling

### WEB

- Online marketing strategy
- Web design and development
- Search engine optimization (SEO)
- Targeted e-mail campaigns
- Flash and 3D animation
- Interactive presentations
- Content-Managed Systems (CMS)
- E-commerce and e-catalogues
- Rich media (Shockwave, QuickTime VR)
- Web hosting and statistics
- IT troubleshooting
- Complete network support



**Kezber i Solutions**  
incorporated

Having joined forces with web tech-support specialists Kezber i Solutions, we now provide comprehensive customer service through web hosting and effective, efficient and timely technical and network support, backed by a team of expert technicians.

FOR MORE INFORMATION:

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