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CREDENTIALS



WHAT WE DO

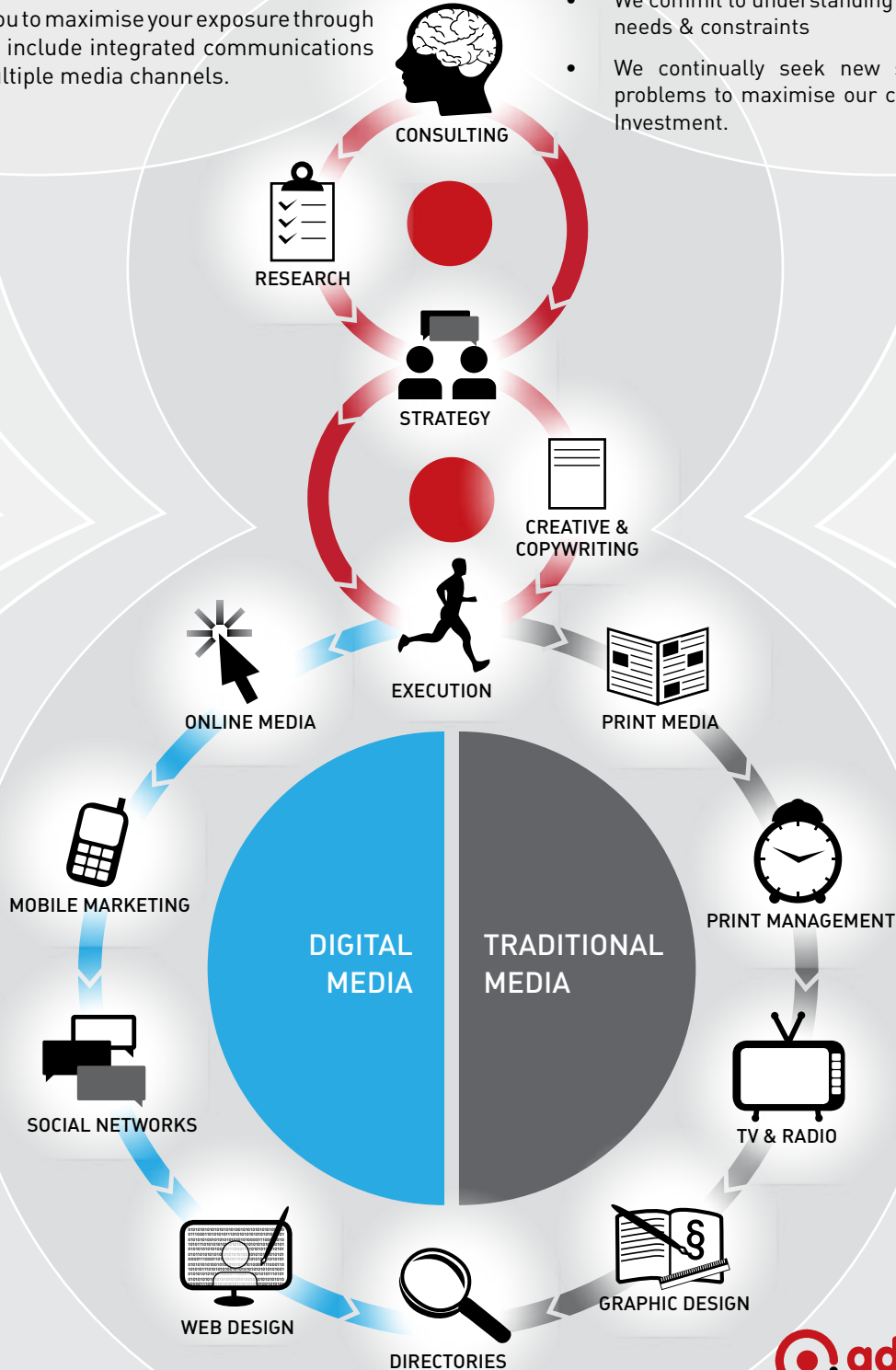
Adtraction is a full-service, advertising, marketing and communications firm that has specialised in integrated marketing services since 2004.

From online to offline, using the web, print, video, mobile and multimedia, we will find the unique marketing mix that helps your business grow.

We work with you to maximise your exposure through strategies that include integrated communications throughout multiple media channels.

WHAT MAKES US DIFFERENT?

- We care about our Clients
- We build long term relationships based upon trust and openness
- We make our Clients stand out from their competitors
- We commit to understanding our Clients, their needs & constraints
- We continually seek new solutions to old problems to maximise our clients' Return on Investment.



WHAT WE DO

CONSULTING



CONSULTING

CONSULTING & STRATEGY

We apply the 6 Marketing Principles you must know to make your sales soar:

- Customer Needs
- Unique Selling Advantage
- Reasons Why Buy from You
- Communication
- Testing
- Monitoring response

It's not just knowing the principles, it's knowing how to use them in your business. That's what Adtraction is expert at doing with our clients.



RESEARCH

RESEARCH

- What is your return on investment?
- How do you balance your marketing budget and also meet sales targets?
- What is fact and what is urban myth?
- What are your competitors doing? And should you care?
- How can you make decisions that are built on sound business assumptions?

Adtraction will use our extensive marketing tools to help you make the right decision.



CREATIVE & COPYWRITING

CREATIVE & COPYWRITING

How to write ads that are 100%, 200% ... better than "standard" advertisements. It's about combining your Unique Selling Advantage with a powerful Call to Action. A professional image is critical to your business success, we understand that writing powerful copy and having marketing that's responsive, gets people's attention & converts people into customers is essential in today's cluttered media environment.



EXECUTION

EXECUTION

This is where it all comes together. A well-planned and executed campaign that drives sales and inquiries costs no more than a poorly planned and delivered one. It's making sure that your campaign hits the target and exceeds expectations. Easily said, but at Adtraction, we provide a dedicated team to make sure the campaign goes off without a hitch.

WHAT WE DO

TRADITIONAL MEDIA



PRINT MEDIA

PRINT MEDIA

- What's the best medium for your campaign? Newspaper? Magazines? Billboards? Bus Shelters?
- Your advertisement only gets 1-second eyeball time to make an impact. How do you stand out on the page?
- Will your "pretty advertisement" look just as good on newsprint as it does in high gloss magazines?
- What is the message you want the driver in the car to get from your billboard?
- How do you integrate your print media with your digital, radio or television campaign?



PRINT MANAGEMENT

PRINT MANAGEMENT

Creating a schedule, providing specifications, checking proofs, and press inspecting are all part of the print management service we provide. Getting your print run wrong can be very expensive, both in cost and lost opportunities. Adtraction removes that risk and saves you that stress.



GRAPHIC DESIGN

GRAPHIC DESIGN

Whether you need an original or updated logo design, letterhead and business cards, brochures, mailers or other promotional pieces we can offer a reliable studio that delivers on time, on brief and on budget.



TV & RADIO

TV & RADIO

With Adtraction, you'll get unbiased media buyers with years of experience and the ability to look up ratings for every show being broadcast on TV or radio and to plan your campaign accordingly.



DIRECTORIES

DIRECTORIES

No one goes to Yellow Pages for a good read – they're in Ready To Buy Mode.

Placing an advert in the Yellow pages means you get a presence across the whole Yellow Network (print, online and 018®). 1.3 million New Zealanders use Yellow Pages every week and 1.6 million New Zealanders use the White pages every week. Can you afford not to advertise here?

Make your Yellow Pages advertisement work: Simple techniques to get you so much better results at no extra cost.

Adtraction is the largest directory agency in New Zealand and the recognised industry specialist.

WHAT WE DO

DIGITAL MEDIA



ONLINE MEDIA

ONLINE MEDIA

What website is best for you now? Next week? In six months? Never has there been a greater moving target. Knowing our clients and knowing who their target market is, ensures Adtraction always provides the optimum online forum for your business. And we make sure that your online campaign is compatible with all your other marketing mediums – no mixed messages here!



MOBILE MARKETING

MOBILE MARKETING

Mobile marketing is about to become the biggest thing since the big bang. Technology has pushed the mobile phone to a point where it's much more than a mobile phone. What other pocket-sized device allows you to surf the Internet, watch videos, download music, connect with people, send and receive text messages – oh, and make phone calls? Using mobile marketing you can enhance your relationships with your existing customers and significantly create growth of new customers.



SOCIAL NETWORKS

SOCIAL NETWORKS

Facebook, LinkedIn, Twitter... you've heard the lingo, now find out exactly why social media has become such a powerful business tool and how you can develop and extend your business through social media.

Our Social Media for Business Seminar introduces you to the world of business social media, helps you set up your own social media site, and gives you the practical skills for building, maintaining and monitoring your own effective social media campaigns.

If one of your marketing objectives is to grow your customer base using social networks then talk to us, we can make the process simple and easy to understand.



WEB DESIGN

WEB DESIGN

The increasing pace of modern business and a tighter competitive marketplace is forcing businesses to re-evaluate traditional website solutions. How often do you review your website? Not just the functionality but also the look and feel? Do you ask your customers if they like your website? What could be improved? Do your customers even use it?

Websites come in different 'shapes and sizes' and it's important you get what's right for you. Adtraction commits to not only understanding our clients but also their customers. Whether your website just needs a tune up, an overhaul or even a total rebuild, Adtraction provides personalised solutions for you. All within time and budget!



DIRECTORIES

ONLINE DIRECTORIES

Our expertise in online directories covers Google, Yellow, Finda, Zenbu, and a range of smaller niche online directories.