



THE MUNICH GROUP

2011 BROCHURE AND VISION



THE MUNICH GROUP

is a Maryland-based Design, Video, Advertising and Social Media firm. We specialize in high-end video, social media strategies, web design, graphics and branding. We understand how to use social media tools to build trust and dialogue with your customers that keeps them coming back. Don't get lost in the noise. Make an impact.

Chances are that your college-age nephew can design a website for your business. Your 14 year old daughter loves Facebook and your neighbor has a video camera. So why not hire them to do the marketing for your company? The answer is simple. Just because someone has access to the tools doesn't mean that they have any idea about how to use them. The Munich Group is a different kind of place to bring your business. We don't work in a skyscraper because we're not looking to live in the clouds. We're small. We're family. We believe in creating quality content that is superb in craftsmanship, reliable in design and relevant to the audience. And we believe you shouldn't have to be up all night worrying about it in the process. We work hard so that you can sleep well. We believe in using social media tools, not falling in love with them. We believe in producing excellent work that means something even if it costs a little more. We believe in going the extra mile and we do.

“
PLEASE
INSERT YOUR
FAVORITE
INSPIRATIONAL
QUOTE
HERE.
”

SERVICES

- BRANDING | Logo design, branding, look and feel, corporate identity, design packages, trade show designs, signage and displays.
- WEB DESIGN | Web design, architecture, blogs, Search Engine Optimization, online marketing, online payment, social media integration.
- SOCIAL MEDIA | Social Media research, design, launch, channel branding, content development, weekly management, growth, metrics.
- GRAPHICS | Printed materials, postcards, brochures, promotional items, trade show collateral, signage, materials.
- VIDEO | High-end video for web, training, advertising, commercials, promotional, in-house, video blogs, company projects.
- TRAINING | Culture and Social Media, how-to training, team instructions, lectures, corporate strategy.
- CONSULTING | Competitive analysis, online trends, reports, metric, statistics, analytics.



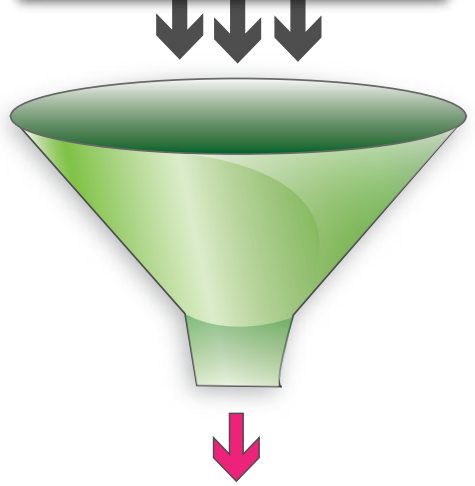
BORED YET?
stop reading this and look at our

DESIGNS: flickr.com/munichgroup
VIDEOS: youtube.com/munichgroup



ALL YOUR STUFF.

WEBSITE, BROCHURES, FLYERS, ADS, SOCIAL MEDIA, VIDEOS, NEWSLETTERS, ETC.



GATHER

We look at all your communications products including your print, digital and in-person materials. We gather everything you currently use and bring it all into the garage to pick it apart.

ASSESS

Next, we run each of your products and product groupings through our assessment matrix to help us get a clear sense as to the goals and effectiveness of everything you're working with.

MATRIX

Our matrix looks for the degree of effectiveness in 3 core areas: Audience, Quality and Function. We get in the heads of your target demographic to truly understand their needs, desires and key distinctives so that we can determine if your materials are speaking their dialect. Next, we assess the quality level of your products including the design, text and aesthetic components. Finally, we look for the function. What is each tool intended to do? How do we know if it's successful? What metrics will help us know if something is working or not? What are the intended next steps for the audience

RE-LAUNCH

Once we have a clear sense as to the audience, quality and functions of your current communications tools we either eliminate, retool, combine or create new products to maximize your company's impact.

ELIMINATE
RETOOL
COMBINE
CREATE



GO.

HERE'S 2 WAYS WHY WE'RE UNIQUE
CINEMATIC STORYTELLING
 Our video creations are cinematic (high quality, film-like) and story-driven. We're experts at helping you tell the interconnected stories that surround you.

COMPLEMENTARY SOCIAL MEDIA
 Social Media is your opportunity to engage with your clients, prospects and audience on their turf and in their language. It's real, it's raw and it's unprecedented in marketing. We don't believe that social media does anything magically by itself but we do believe in it as a powerful complement to everything else you do. We measure its success secondarily based on the first-level growth of your primary media.



OUR 2011 VISION:
SIMPLE + STUNNING + WISDOM

Simple:

We believe that the simplest methods are usually the most effective
We believe that more often than not less is more
We believe in doing a few things excellently rather than a lot of things just “ok”

Stunning:

We believe in creating stunning designs and video
We believe in telling the story that surrounds our clients in a powerful way
We believe in the process and delivering extraordinary service during every stage

Wisdom:

We believe that wisdom is the missing ingredient in the digital landscape
We believe that our unique experiences let us see the world in a unique way
We believe that beauty and wisdom complement one another

WHAT WE'RE ABOUT

We're about helping companies translate their goals into design and video.
We're about form and function: What it looks like and what it does. We believe in both.
We're about using the latest tools, not because they're magic but because they're relevant.
We're about projects and partnerships that lead to a greater good.

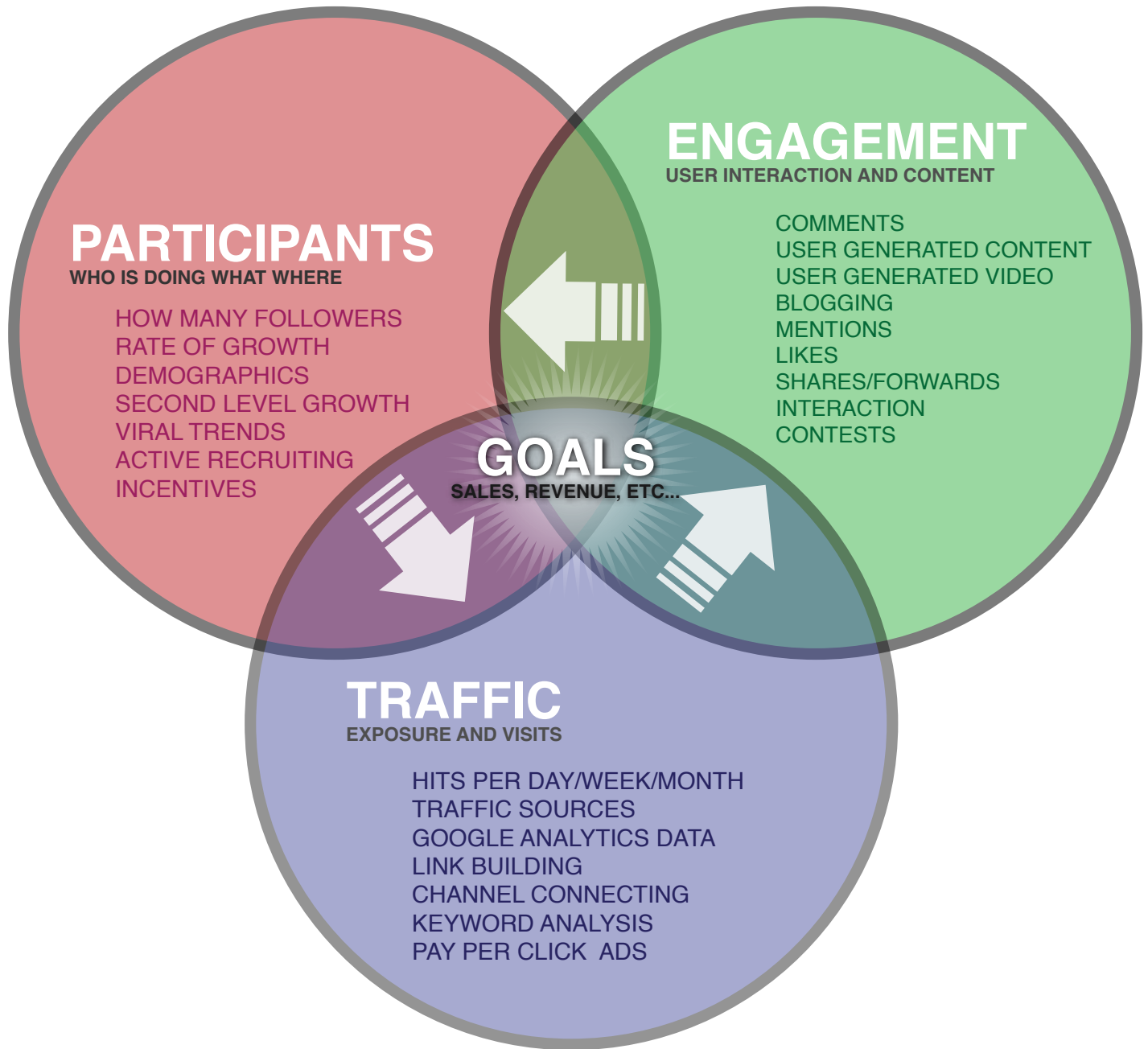
WHAT WE'RE NOT ABOUT

We're not interested in being the cheapest option out there or being a factory.
We're not interested in rushing through projects without knowing the goals thoroughly.
We're not about placing false expectations on social media.



SOCIAL MEDIA METRICS

EVALUATING SOCIAL MEDIA IMPACT AND SUCCESS USING THREE SPHERES OF ANALYSIS





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