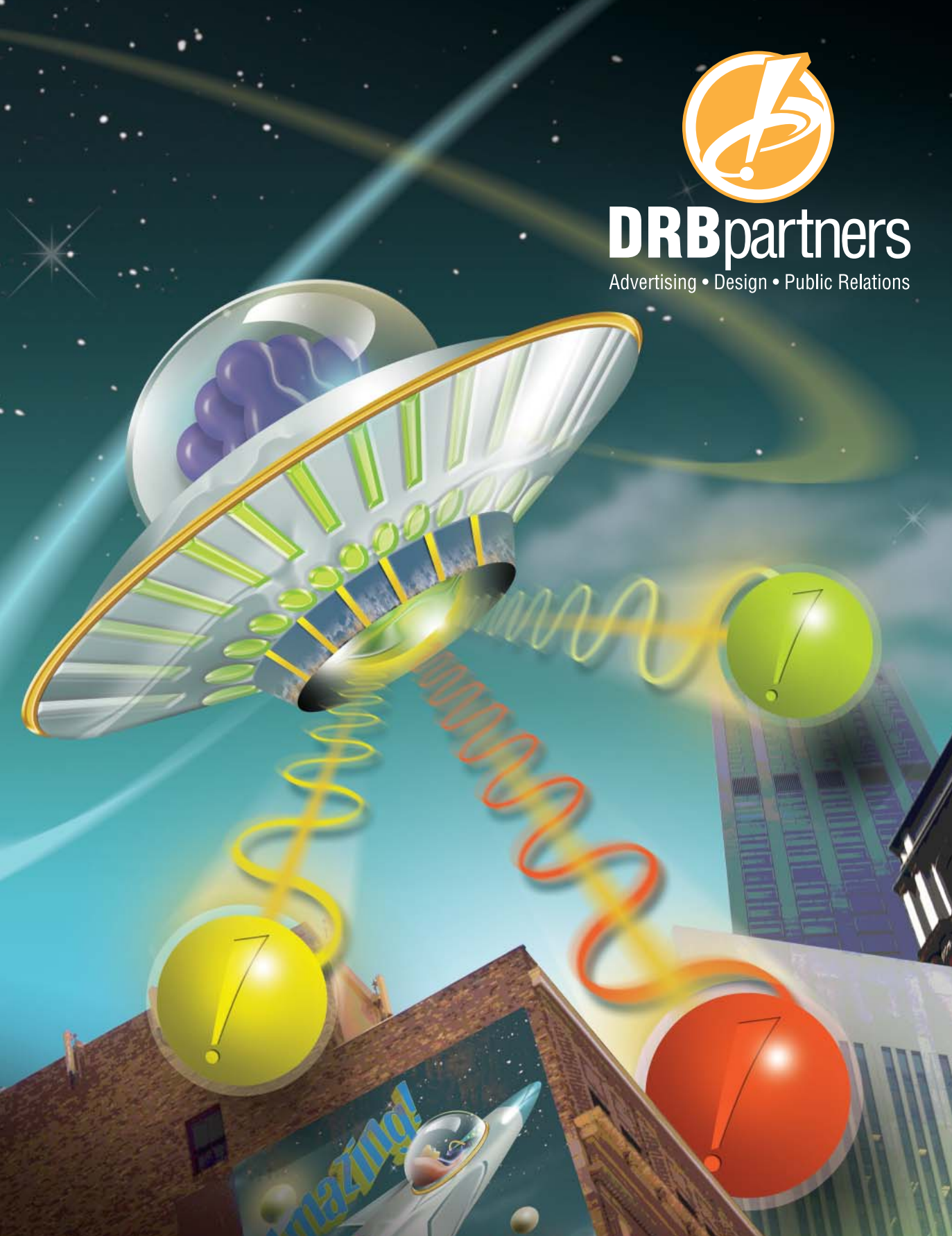




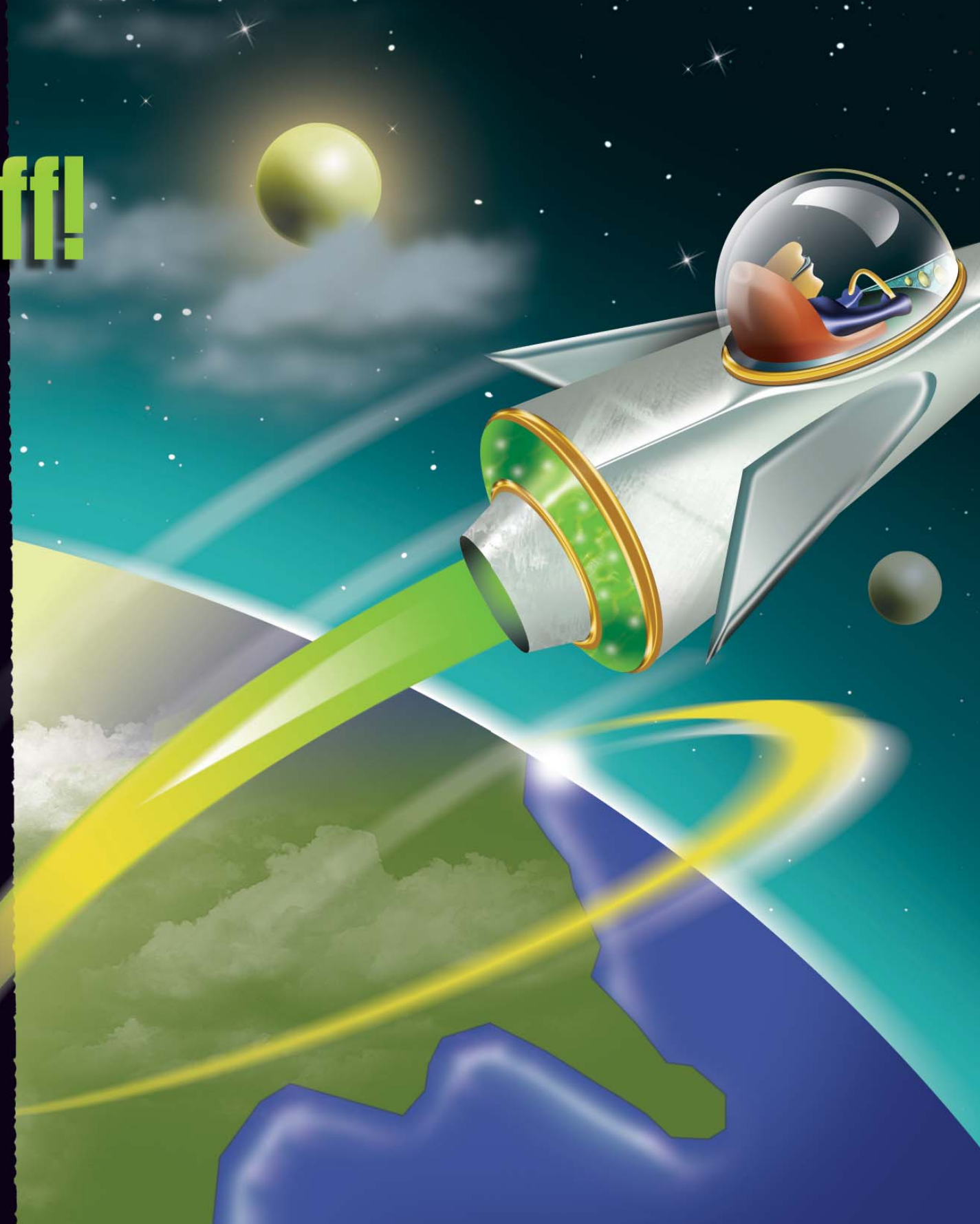
**DRBpartners**

Advertising • Design • Public Relations



...3, 2, 1 **Lift-off!**

*The defining moment—  
all the planning,  
logistics and execution  
come together  
for a successful launch.  
The journey begins.*



DRB helps B2B and B2C companies get their marketing off the ground. Our “mission critical” is to reach the target, explore new opportunities, and help you generate sky-high return on your investment.

Advertising • Design • Public Relations. Whether it is a project, campaign or integrated marketing program, DRB is the team you want on your launch pad.

Contact DRB central today.  
We do all the hard stuff...

**... You get to push  
the launch button!**

408.943.0515  
info@drbpartners.com



Effective advertising *IS* like rocket science! There is a complexity and depth in planning, media selection, message development and creative execution. It takes a fusion of shared passion and expertise. Our name, DRB Partners, is a metaphor—actively partnering with clients to ensure their messaging has the right stuff to stand out.

### ***Get ready to launch!***

- Creative Development for Print, Internet, Broadcast and Outdoor Media
- Media Relations: Planning, Negotiation and Placement
- Messaging, Branding and Positioning Strategies
- Media Tracking and Analysis
- Market Research and Customer Perception Studies

## Advertising



### **Space**

Advertising is, and always will be, about space. And the universe is ever expanding. Whether it's in the form of online, print, outdoor, broadcast, mobile or trade exhibits, managing your message on the space you purchase is essential. DRB Partners is ready to assist with your "Space Program" and customize it to meet your communication needs and budget.

### **Online**

Online is global space. It's immediate, easily updated and interactive. We specialize in developing web sites, banner ads, search ads, e-newsletters, targeted landing pages, streaming videos, interactive presentations, social media and much more.

### **Print**

Print media is solid space. We fill it with creative concepts that generate response. Our full in-house graphics capabilities include design, copywriting, illustration, and production. On the buy side, we do the research, evaluation, negotiation and purchase the space while leveraging "merchandising" opportunities for our clients.

### **Infinite Space**

The possibilities are unlimited. Whether it is a billboard or a vehicle wrap, television, radio, signage, exhibits, special event presentations, or specialty items, DRB ensures your message is delivered! Heck, we'll even wrap laptop computers for your sales force!



To see more examples of our work visit our online portfolio at: >>>





## Design

Having a true eye for design is rare. It's more than learning how to use computer graphics programs or doing "cut-and-paste" layouts. It's about how to think visually—about capturing attention with color, balance, imagery and typography. Not losing sight of the objective, but still making the message work regardless of the vehicle used to get there.

*Get ready to create!*

- Identity and Brand Development
- Collateral Design and Production
- Online Campaigns
- Web Site Design and Development
- Direct Mail Campaigns
- Tradeshow Graphics and Support
- Product Packaging
- Presentation Materials
- Illustrations and Original Artwork
- Specialty Project Design

### Intelligent Design

Effective visual communication results from design that is thought out in terms of message and target audience. The process starts when you need to expand the business, ward off competition, enter new markets or reassure existing customers during challenging times. DRB works collaboratively to ensure our design captures your message and gets you noticed.

### Define Your Style

Executing solid design strategies often means applying it to all your marketing communications. Such repetition helps capture mindshare, increases customer confidence and strengthens leadership position. We help clients define their branding message; reinforce it with "eye-popping" design and execute it professionally.

### Creative Process

The white space on a paper or computer screen can be intimidating. Making it come alive with exciting visuals and creative copy takes experience and knowing the "tricks-of-the-trade". DRB excels at helping clients express their needs, interpreting them in a visual format and then executing it to be effective in a wide variety of media.

### Fear No Art

The best creative design comes from the willingness of client and artist to explore the unknown; to take a chance; and to discover new opportunities. We provide our clients with several concept choices, and often they have a hard time picking the one they like best.

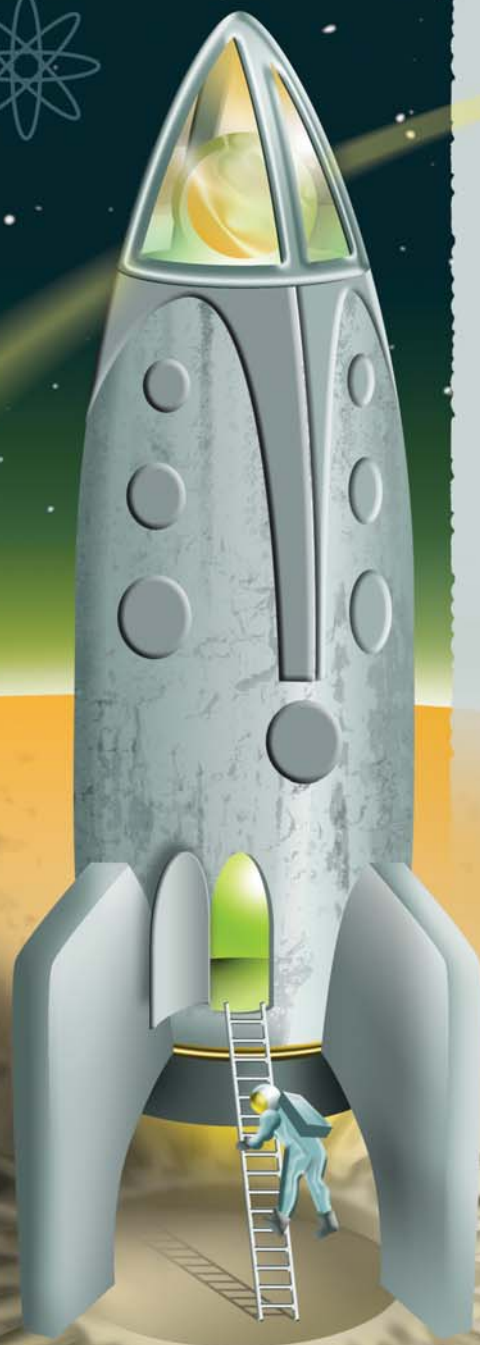


To see more examples of our work visit our online portfolio at: >>>

www.drpartners.com



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Getting the “word” out is an art. It takes a full thrust effort to lift the media’s interest in your story. It’s about contacts, relationships and actually having something worth talking about. Getting off the launch pad isn’t the story; it’s the impact your message makes when you land. DRB helps clients craft attention-getting stories—that’s why editors take our calls.

**Get ready to tell the world!**



## Public Relations



### Building Relationships

The role of the editor has traditionally been one of a gatekeeper, someone who sits between the company and the readers/consumers. Naturally, this role of gatekeeper is very important from the viewpoint of the PR agency. Throughout the years, DRB has fostered longstanding, professional relations with editors from a wide realm of horizontal and vertical trade markets. This enables a quick ramp-up and the ability to apply cross-industry knowledge to your program.

### Credibility

That's what great PR achieves—"third-party" validation from a trusted source and mindshare in the marketplace for your product or service. For DRB,

this means spending a lot of time working with individual editors, which includes furnishing them with worthwhile materials, building trust and meeting deadlines.

### Positioning

PR is about positioning. At DRB, we do the homework to ensure our clients' stories are newsworthy, and then pitch editors with their readers' interests in mind. It's about clearly articulating the benefits of a product or service over those offered by the competition and helping a company become an industry thought leader on issues that matter.

- Program Strategy and Development
- Writing, Planning and Execution
- Press Releases and Press Kits
- Media and Analyst Relations
- Editorial Opportunity Development
- Media Briefings and Presentations
- Tradeshow/Event Management

To see a summary of our PR services visit our online services page at: >>>

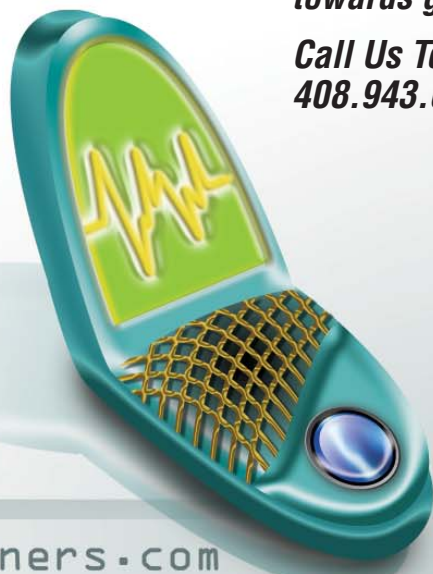
## Mission Control



Every project, campaign or journey into a new market space needs the expertise to get the job done. DRB is the perfect partner for your team. We're a full-service B2B and B2C agency with a well-rounded portfolio. We have a proven track record of delivering effective advertising, PR programs and design projects since we launched our mission in 1985. DRB is headquartered in Silicon Valley and our client mix is as diverse as the Valley itself. With affiliates circling the globe we are prepared to serve our clients worldwide.

***Take a small step  
towards giant rewards!***

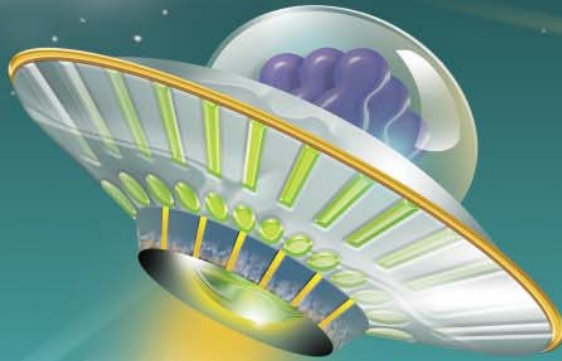
***Call Us Today,  
408.943.0515***



[www.drbpartners.com](http://www.drbpartners.com)



*Creativity  
happens in  
all kinds of  
space*



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Public Relations  
Design  
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**DRBpartners**

Advertising • Design • Public Relations

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