



“Interior Dimensions is a privately owned, multi-faceted construction management company that specializes in moving businesses from one office tower to another, or helping them expand or renovate their existing space. I was hired to create an information-based marketing program that included, concept development, copywriting, art direction and production for: logo modification, positioning line development, corporate identity and proposal materials, collateral and direct marketing materials, telemarketing scripts and trade advertising. In other words, a horking big identity and marketing package.

The brochure you see here was one of the dozens of marketing pieces we developed and time-released to property managers and corporate decision makers, all of which was packaged in 2 separate binders. I worked directly with the owner, Robert Horwitz over a two year period, during which time, I adapted and catalogued all materials from my Mac System to their PC system, in order to facilitate sales support and the internal creation of customized proposals.

This was a fascinating project and working with a true entrepreneurial genius like Mr. Horwitz was a joy as well as a great learning experience.

This branding/marketing program, coupled with an excellent sales force effort, was extremely successful, (200% above projection in year one), allowing the company to expand their size in terms of number of employees, their sales volume, and the breadth of services they could offer their client companies.

If you'd like to have this level of strategic & creative thinking working for you, we should talk.

**ONWORDS
& UPWORDS**
CREATIVE
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