

A full-page background image of an astronaut in a white space suit floating in space. The astronaut's helmet is clear, revealing a blue-tinted reflection of a nebula. The background is a deep black space filled with stars and colorful nebulae in shades of blue, purple, and pink.

matter

A Brand Elevation Agency

Q2 / 2024

CREATIVE + CONTENT CAPABILITIES

CREATIVE CAPABILITIES

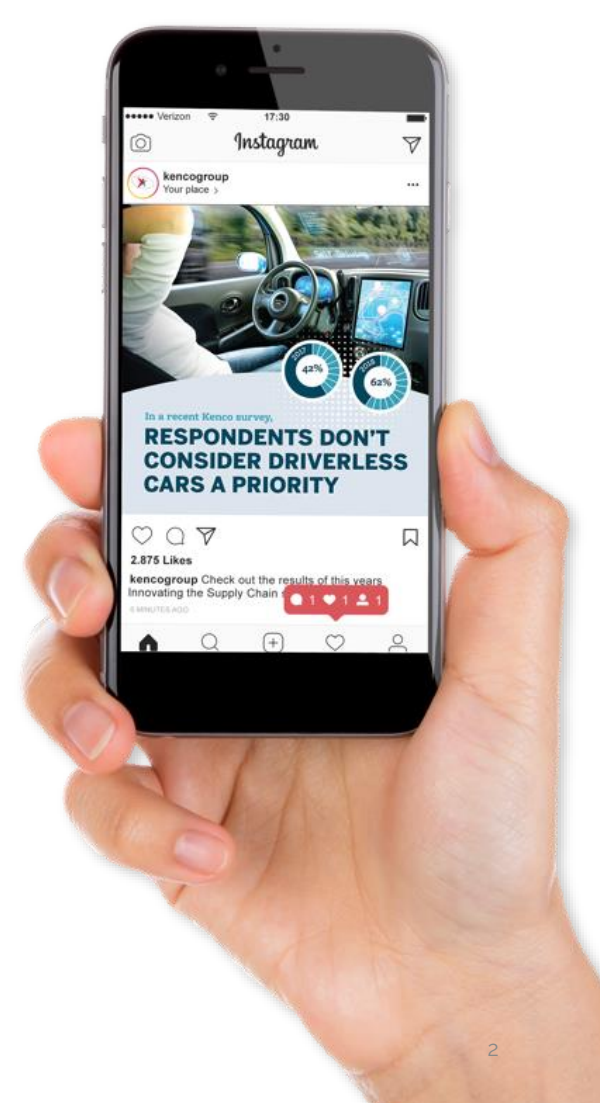
Overview

Matter's in-house creative team is a diverse group of thinkers and makers. We work with brands to build captivating content that educates, inspires, and elicits action.

From brand identities and campaigns to interactive experiences, our work is born at the intersection of curiosity and logic and crafted to connect brands and their audiences.

SERVICES INCLUDE:

- Brand Identity Building
- Design & Creative Writing Execution
- Campaign Development
- Content Asset Creation
- Website Planning, Design & Development
- Interactive Experiences
- Event Collateral
- And more!

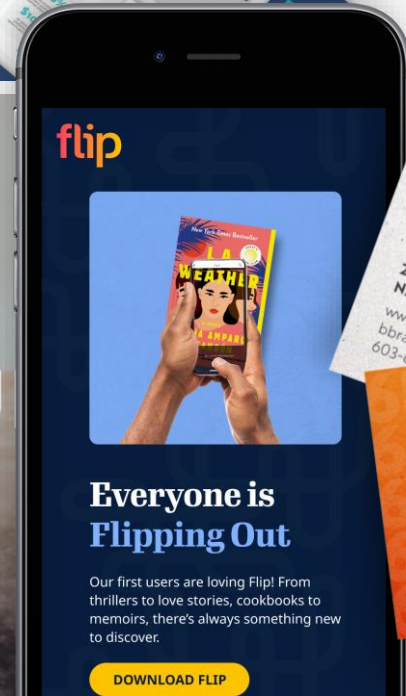


Brand Identity Services

Matter's skilled branding team has seen it all and is ready to take your brand to the next level through our dynamic and collaborative process.

KEY SERVICES INCLUDE

- Full Branding
- Brand Refresh
- Logo Exploratory
- Brand ID
- Naming / Tagline
- Mood Board Exploratory
- Brand Guidelines
- Branded Collateral Package



Web Design + Development Services

Under one roof, our teams can plan, architect, design and develop web experiences that immerse audiences and help drive them to logical endpoints through intelligent user experiences and compelling designs and messaging.

KEY SERVICES INCLUDE

- Websites
- Microsites
- Landing Pages
- Interactive Experiences
- App Screen Design

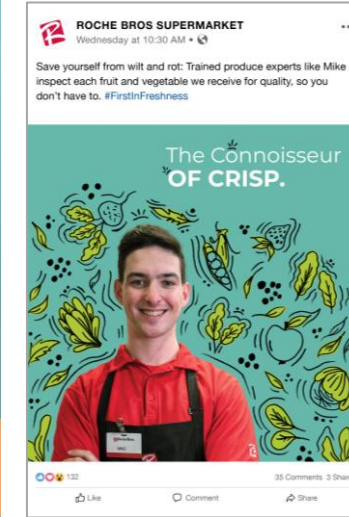
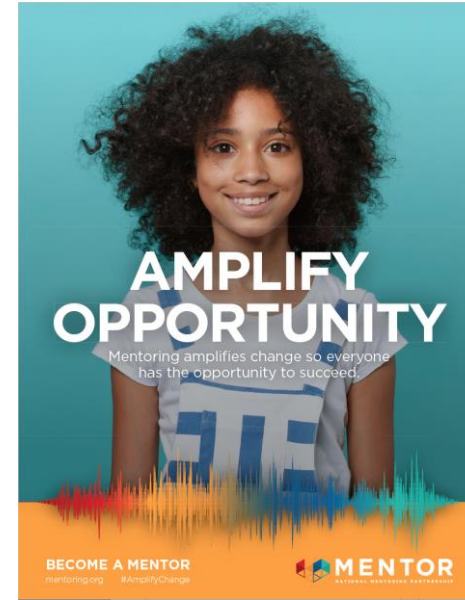


Campaign Development

We develop campaigns that are built on insights and designed to grab attention and inspire action, making stronger connections between brands and their audience.

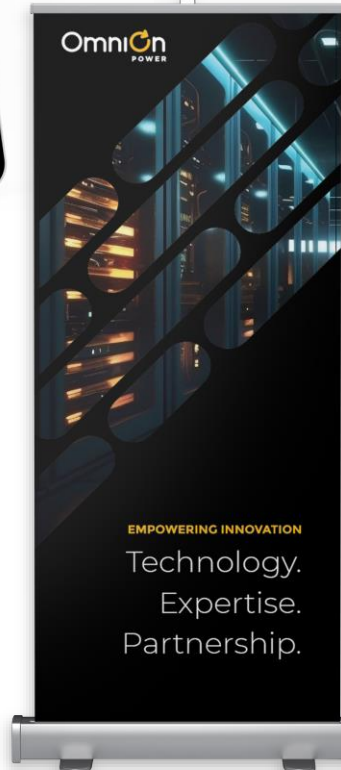
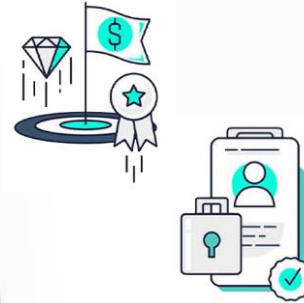
KEY SERVICES INCLUDE

- Creative Ideation
- Campaign Concept Statements
- Visual Expression
- Asset Execution



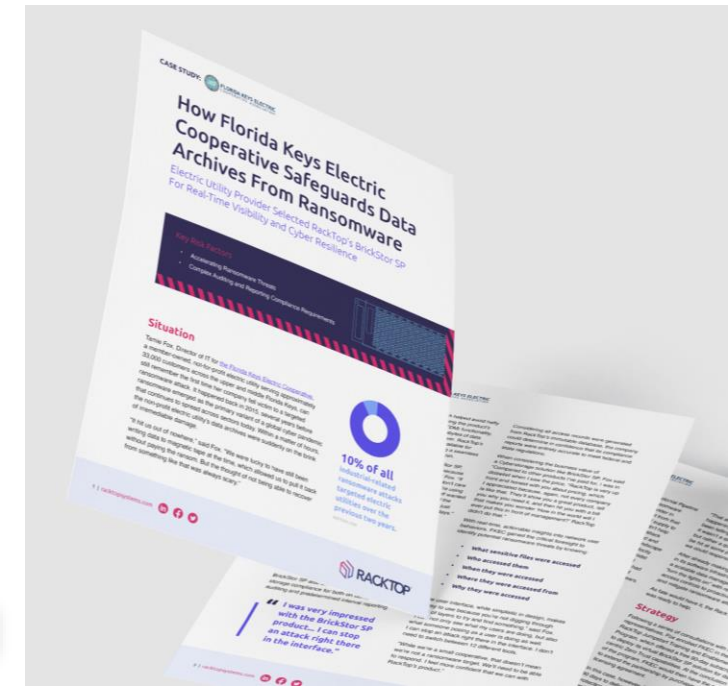
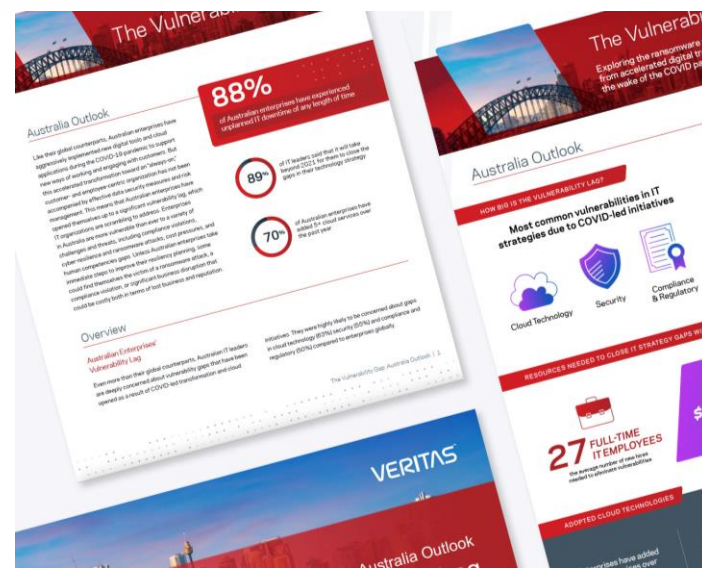
Content Amplification + Collateral

Content is king, but content is more than words on a page. To break through the clutter and engage with your audience, we can help turn your amazing thought leadership content into show-stopping assets that get noticed. The Matter creative team will help clients maximize the impact of their content investment.



KEY SERVICES INCLUDE

- Designed Reports
- Fact Sheets
- Social Graphics
- Infographics
- Product/Service One-pagers



THANK YOU

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A Brand Elevation Agency

With 250+ professionals across offices in Boston and Newburyport, MA, Rochester, NY, Providence, RI, Dallas, TX, and Denver, CO, Matter is one of the fastest-growing PR, marketing and creative firms in the country. Matter has won 14 "Agency of the Year" accolades and has been consistently recognized as a top place to work.

About Matter Communications

Matter is a Brand Elevation Agency that integrates PR, marketing and creative services into campaigns that inspire action and build value. Founded in 2003, with offices spanning North America, Matter works with the world's most innovative companies across healthcare, high-technology, consumer technology, professional services and consumer markets.

For more information, visit <https://www.matternow.com>.