

PG - Portfolio Introduction

PG uses the art and science of great advertising

If you're looking for the most extraordinary creative, strategic and results-driven team, you've come to the right place!

Our jingles are catchy. Our print materials pop. Our digital dexterity is second to none. Our methods are steeped in Brandship® - our comprehensive and proprietary marketing system. Memorable. Influential. Persuasive.

PG is the oldest, yet most progressive, full service advertising and marketing agency in Haiti. We specialize in retail (B2C), commercial (B2B), consumer products and web-based businesses.

Let us make your company the new trail-blazer in your industry!

Take a minute and call 000-0000 or [click here](#) to schedule a free consultation.

(ALT HEADLINES)

Thank you for taking a peek at our work!

Multiple skills rolled into one impressive ad agency.

Ready to let extraordinary skills work for you!

We express ourselves in our clients' products and services.

PG - Advertising Agency Copy

Advertising Agency Copy

Wondering how to establish your brand as the leader?

A brand is just a brand until it becomes the frontrunner and leads the pack.

Good news. At PG, we have pioneered the most robust and precise marketing strategy available which guarantees unprecedented success.

We call it Brandship®.

Here's how it works.

First, we entice your consumers into the Brand-love® mindset by selecting the most direct and effective Brandship POC® (Points-of-Contact) to ensure each encounter will positively reinforce the brand while establishing your product's personality.

That's when the Brandship® journey begins.

Next, our outstanding creative team skillfully crafts the brand's messages that generate trust and appeal to both head and heart. *Buying decisions are not made by head alone.*

Then, we break the pattern by generating unique, compelling and irresistible offers that are unrivaled.

Before long, your brand becomes the smartest and only choice. Consistently potent and ground-breaking for your industry.

The bottom line: Our influential Brandship® method shapes purchasing behaviors and encourages your buyers to spread the Brand-love®!

The fact is, we have an intricate understanding of how the Haitian marketplace works. While other agencies try to dazzle you with their smoke and mirrors, we know our Brandship® methods will provide the lowest cost and highest return possible.

Let us transform your frustration, disappointment and fears into satisfaction and excitement, while we work our magic to guide your brand and sales to new heights.

Some of our clients call it genius. We call it the smartest move you will make when you choose PG.

If you ready to be unstoppable call 000-0000 or [click here](#) to schedule a free consultation.

PG - Digital Marketing Division

Want to know how to keep customers engaged while persuading them to BUY NOW?

We understand. Your campaigns keep stalling and you're tired of watching your budget go down the drain. You need to capture the attention of your customers in order to be successful. Isn't it time to use methods that increase sales consistently?

The truth is, the Haitian digital landscape is truly evolving. With half of the population owning a cell phone, successful brands cannot ignore the power and necessity of Digital Marketing.

Yet, digital marketing campaigns that can go the distance require multiple technical and creative skills along with an advanced understanding of the most effective strategies, social media management, SEO, brand optimization and email marketing. Of course, having the most optimized and goal-directed website is key to creating a potent and cohesive campaign.

Is your company ready to consistently achieve a high conversion rate from its digital marketing campaigns?

At PG, we have an internal team of content creators and technical experts who excel in seamless integration. From website design, social media and lead generation to digital media planning, PG continues to elevate the campaign's success through consistent metric analysis.

Here's how the PG Brandship® System will advance your business.

We incorporate our state-of-the-art process creates Brand-love®, which means our campaigns attract, engage and peaks your buyer's interest. After a dedicated effort to select the most cost-effective Brandship POC® (Points-of-Contact), we create positive brand perceptions that entice them into the sales funnel.

Some Haitian agencies are still playing catch-up, so much so, that many are still using keyword strategies. *(Hint: Keywords are not the priority anymore!)* Others utilize content strategies without understanding their customers' buying patterns, behaviors and perceptions.

Isn't it time you experienced success and profitability?

It makes practical and financial sense to use the minds of the sharpest techs, brilliant and creative marketing pros. With PG, your product/service will always remain on the leading edge.

We can jump-start your business to a whole new level!

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PG - Recording & Sound, the Recording Studio

Discover how effective jingles and radio spots can increase your bottom line!

Radio is one of the most effective communication tools here in Haiti. So it makes sense that the strategy and quality of a radio ad can make the difference between success and failure.

By strategy, we mean original concepts and scripts that embed memorable and targeted messages. By quality, we mean using major-label elements that include the best acoustics, sound mixing, engineering and editing PG offers, developed by the best talents in the industry.

Are you afraid of the expenses involved in using a commercial-grade studio and talent?

At PG Recordings, our capabilities are limitless and we pride ourselves in being able to work with most budgets. In the Haitian market, we are unparalleled. Our studios and equipment are world-class and every project is handled with attentive precision and focus.

Need a jingle, audio logo or a demo CD but not sure if your project requires the best?

Put your mind to rest.

Our equipment, studios and pros welcome all projects, large and small. We can even master a pre-recorded CD you made at home and make it broadcast-ready and aligned with the highest in industry standards.

Recording, mixing and pulling in pieces you won't have access to, such as professional musicians or voice-over talent, are the details that will give your project the quality found in LA, NYC or Nashville.

Here are a few of our most popular audio services:

- PSA (Public Service Announcements)
- Training Videos
- Voice-overs for movies, videos or tv/radio spots
- Foley services for filmmakers
- Jingle writing, development, talent selection and production
- Arrangements, production, beat writing and record production
- Audio logo spots
- Mixing, recording and mastering
- Fully-equipped rehearsal rooms

Our Brand-love® strategies, input and output will put a smile on your face, give you successful results and won't cost an arm and a leg! That's a promise.

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PG - Production

Do your print and digital marketing materials pop?

With the abundance of design and desktop publishing software many businesses think they can achieve effective results with limited skills, knowledge and creativity. There's always the hope money can be saved by having the in-house staff self-train or by using amateur production independents who don't use advanced production practices. *Sound familiar?*

Developing the perfect concept, flawless content, spot-on graphics and images is daunting enough without also having to understand how to choose motion-graphics, papers, printers and more. High quality production can make the difference between success and failure.

Wouldn't you love to count on having the best production team without being reamed by high ad agency costs?

At PG, our production team uses state-of-the-art tools and software to achieve superior results in the shortest period of time. This translates to advertising messages that are on-target, which eliminates the need for do-overs. Our clients rate us the best production house in Haiti because of our high standards and reasonable rates.

Using independents often results in campaigns that are not cohesive, and do not build brand equity. Marketing materials need to include essential brand components or, sadly, the time and money spent falls short. *Frustration is the likely result.*

The PG production team produces materials using every element to reinforce your company's brand. Our all-inclusive Brandship® system is genius at capturing Brand-love®, which is what we use to shape and mold the perceptions and buying habits of your potential customers.

Your brand's image and reputation are reinforced and easily identified to your target audience. Consistent. Laser-focused. Highly relevant.

Isn't it time to move your company forward without struggle and wasted energy? Let us make your production dollars work harder and achieve greater revenue!

At PG, your campaigns are developed to get the biggest bang for your buck. You will feel thrilled with the results and give a sigh of relief knowing you're marketing production is in the best hands in the country.

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PG - Media

The secret of getting the highest ROI on your media buys

Media buying has reached a whole new level of sophistication. If your media buyer isn't using the latest in metric evaluation then each placement is likely missing its mark. The shot gun approach wastes time and money.

The reality is, digital and traditional media buying is most effective when demographics, ratings, reviews, results and hard-nosed negotiations are included in the decision-making process.

Our media pros roll up their sleeves and get down in the dirt to get an accurate picture of where your potential customers are tuning in and exactly what is influencing their buying decisions. We use a combination of resources that include digging in every direction for information and feedback that will help zero in on the best advertising channels for your product or service.

By using our proprietary Brandship® System, we further refine the Brandship POC® (Points-of-Contact) media selection that will reach the customers at the perfect moment and guide them into your sales funnel.

Wouldn't you like your media budget to get you across the end zone instead of "almost there"?

If you have not had professional media advice or buying, you may think you are getting the most for your money. It's been our experience that most companies are achieving only 60-80 percent of their potential gain.

Many digital media planners and buyers for instance use Google-only tools, while others use "off-the-rack" pricing. Neither scenario will result in creating a plan that garners the best possible results.

The sooner you make the switch to PG's strategic media team, the sooner your advertising dollars will go further to win and retain loyal customers.

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PG - Research

Information is power. Branding Power that is.

Are you still using the shotgun approach hoping something will eventually connect?

As you read this, it will become clear that if you don't understand the psychology of your target audiences' buying habits, it is likely the reason you are not getting the highest return on your advertising and marketing dollars.

Perhaps you are pouring money here when you should be focusing on there?

Imagine a time in the future when you will be completely confident that your marketing strategies and campaigns are hitting their mark. *It would change everything, wouldn't it?*

Qualitative research can provide the perceptions, challenges, motivations and goals that are behind your targets' behaviors, giving you a huge advantage. At PG, we use interviews, observations and reviews, which are the central data collection methods which will lead you to hit that home run every time.

Our quantitative methods are data-driven and supply the stats that reveal how your target audience thinks and shops. Online, telephone or "on-the-street" surveys are a few of the ways by which this happens.

Think about it. How much success can a campaign have without knowing how your target audience behaves in regards to your industry, product or service?

Intuition and flair is important... but hardly enough to shape, mold and amass loyalty.

So, don't procrastinate. Get into your customers' heads and see what makes them tick!

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