

Brand Interaction. Relevant Communication.

fortytwoeightynine

fortytwo

Yes, right from the start, we will admit that our name is a little different.

We've been asked about it at the beginning of many conversations.

No, it's not our street address – **IT'S OUR GLOBAL ADDRESS.**

And it symbolizes an important concept.

Literally, it stands for our geographic coordinates of 42 N, 89 W. That's where we are. Figuratively speaking, it represents the idea of positioning. Where you are right now and where you want to go.



Does it sometimes feel like the “meaning behind it all” gets lost in the minutia? Like it's forgotten in the mad rush to meet the next deadline or quarterly projection? It's OK...we're here to help you. It's time to create a more dynamic brand story, one that puts you back on the map, and we're here to do just that.

We are Forty Two Eighty Nine.

Let us help tell everyone where you are and what you stand for. It's time to

REVEAL YOUR POSITION.

It's not "marketing to" anymore; it's about "communicating with."

It's about **CREATING AN EXPERIENCE**

as your customers learn more about your product, or allowing a two-way engagement of ideas as they share their opinions or suggestions about your company's service. It's about reaching your target audiences at their most opportune time, not yours, with the most relevant messaging that satisfies their curiosity or meets their need at a specific point when they want to know it.



- >> **Web design and development** – for the computer screen, for the mobile device, for the “next big thing”
- >> **Social media** – listening and engagement programs, social networking strategies
- >> **Search marketing** – search engine optimization, pay-per-click campaigns, content-driven strategies
- >> **Print marketing** – advertising, trade media, sales materials, product collateral, graphic displays
- >> **Direct contact** – sales tools, presentations, personalized mailings, tradeshow support

The development of marketing strategies and tactical programs should always be a fluid process, to allow for its long-term success in meeting your sales goals or growth objectives. There never really is an “end point” – but always a next step. Our agency uses its resources well, so that modern technologies are always merged with the most current thinking. So that initial conversations always have a chance of becoming new customer conversions. So that you’re always capturing someone’s interest, in order to nurture their potential future investment – in you.



Your brand belongs to people who respond to, and interact with, it every day. People who create online perceptions, enhance or hinder reputations during conversations, and influence decisions about ultimately doing business with your company.

THROUGH TARGETED STRATEGIES and relevant messaging, and creativity that resonates with your audience, we ensure the continuity and progression of your brand’s identity.

In an era of “specialized shops” that push relying on one marketing medium, our agency believes in an integrated communications strategy that uses multiple disciplines and platforms. A plan developed by a core team of experienced players. **ONE TEAM** that stands responsible for results.



ONE AGENCY that just may be the perfect fit for you.
We are Forty Two Eighty Nine.

eightynine



5301 e. state st.
suite 301
rockford, il 61108
p: 815.398.4289
w: 42en.com