



# HALE! MARKETING: THE MARKETING AGENCY FOR TECHNOLOGY COMPANIES

A boutique marketing and creative agency providing strategic and tactical services to B2B technology companies.

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## KEY DIFFERENTIATORS

- principals worked in technology companies since 1984, at Hewlett-Packard for 8 years, and as Hale! Marketing since 1998
- expertise in positioning, messaging, branding, creative, and defining and executing integrated marketing programs using a variety of components
- the ability to translate complex technology offerings into appropriate messages and creative for specialized target audiences
- direct contact with the company's principals – who work on your project

## MARKETING EXPERTISE AND CREATIVE SERVICES

- positioning, messaging, corporate and product branding, visual identities
- product launch/marketing planning and execution using a variety of tactics
- concept, design and production of advertising, print materials, websites
- trade shows, booth design

### TYPICAL CLIENTS

- Agilent
- Delta-Q
- Teradici
- Sierra Wireless

### EXAMPLE MARKETS SERVED TO DATE

- internet infrastructure
- virtualization and cloud computing
- network security
- biometric security
- enterprise software applications
- tele, data and mobile communications
- financial management software
- digital broadcast
- robotics
- network test and measurement
- laser and scanning technology
- community software applications
- digital rights management and digital delivery

### MILESTONES

- 1998 incorporation
- 1999 first major product launch project (client located in Singapore, launch in USA)
- 1999 first Fortune 500 client
- 2003 achieved 'top 20' agency ranking in Canada (financial measure)
- 2006 developed automatic data sheet layout app
- 2007 reorganized and downsized to allow principals to reconnect with clients and perform the work
- 2016 longest-served client (8 years)

### CLIENT DURATION

- average 3 years

### PRINCIPALS

- Pauline Hale (founder)
- Stephen Hale

### ENGAGEMENT PROCESS

- discussion of fit
- discussion of prior work case studies
- needs assessment, determine scope of work
- provide estimate and standard engagement agreement
- references on request, at final stage of engagement process
- will not respond to RFQs or prepare speculative proposals

### BILLING

- project based: with pre-agreed scope of work and estimate, progress billed monthly, 50% deposit
- hourly based: any scope, billed monthly (no minimum or maximum)

### ADDRESSES

405-1066 Hamilton St, Vancouver, BC V6B 2R9  
[www.halemarketing.com](http://www.halemarketing.com)