

## Capabilities

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- ◆ **Marketing Planning**
- ◆ **Strategic Business Planning**
- ◆ **Market/Product Feasibility Studies**
- ◆ **Competitive Research/Analysis**
- ◆ **Marketing Material Design and Production**  
*Brochures*  
*Newsletters (Electronic and Print)*
- ◆ **Presentations**  
*Corporate/Agency Overviews*  
*Capabilities Reviews*  
*Conference & Seminar Papers*  
*Shareholder Presentations*
- ◆ **Exhibit & Meeting Management**  
*From Concept Through Follow-Up*  
*On-Site Management*
- ◆ **Sales Lead Fulfillment**
- ◆ **Direct Marketing Campaigns**
- ◆ **Advertising Campaigns**  
*Campaign Development*  
*Media Scheduling and Buys*
- ◆ **Website Design & Administration**
- ◆ **International Specialization**  
*Cross-Cultural Seminars/Training*  
*Marketing Materials*  
*Overseas Partner Searches*

mil · len · ni · um (mə-lĕn'ĕ-əm)  
A hoped-for period of joy, serenity,  
prosperity, and justice



Certified by the State of Tennessee as a  
Woman Owned Business  
Certification No. 121206-02



CCR & CAGE Registered Vendor



DUNS No. 144264780



Industrie- und Handelskammer Wiesbaden  
Bescheinigung  
Deutsch als Fremdsprache für Wirtschaftler



Chambre de Commerce et D'Industrie de Paris  
Certificat Pratique de  
Français Commercial et Economique



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Brochure No. CI01-07

## Cassel International

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Marketing  
&  
Communications  
Services



**Marketing for the  
New Millennium**

mil · len · ni · um (mə-lĕn'ĕ-əm)

A hoped-for period of joy,  
serenity, prosperity, and justice



### Noise

We live in constant chaos: cell phones ring, PDAs buzz, e-mails fly through cyberspace and information assaults your customers from all directions, 24/7.

In fact, according to the *Newspaper Association of America*, the average American is bombarded with more than three thousand marketing messages every day.

How do you make *your* message stand out? **Cassel International** specializes in every aspect of cutting-edge marketing and communications.

We can help you rise above the chatter, develop a total marketing strategy, and deliver a message to your intended audience that's direct, loud and clear.

### Your Marketing Partner

Every business has unique marketing needs, whether it's an established company or a start-up. **Cassel International** develops affordable, results-oriented plans and programs to meet your goals and exceed your expectations.

We work with our clients to understand their business and products/services, and then create a marketing communications plan which leads to tangible results.

Our services include marketing research and planning, advertising, collateral materials, annual reports, presentations, exhibit management, and public relations.



Stand out from the crowd.

### Proven Expertise

Our reputation for efficiency and performance is unmatched. With over 25 years of experience, **Cassel International** executives possess excellent credentials in all facets of marketing and communications, business management, and international business.

Take advantage of our expertise in advertising, public relations, strategic planning, and industrial and consumer products marketing. And take advantage of our commitment to *your* success.

### What Our Clients Say

"Cassel International took a personal interest in my company and did an excellent job understanding the image we wanted to portray."

"Cassel International demonstrated a solid knowledge of our industry, and offered key alternatives and significant opportunities for our strategic decisions."

**Cassel International**  
Marketing for  
the New Millennium