CreativesOnCall®

Creatives On Call is a marketing and creative consultancy with specialty resources. We have more than 15,000 mid-to-senior level professionals across the United States.

360° Support Services
Curated Engagement Teams and Specialty Resources



Service Offerings

Strategy and Advisory

- Strategic Advisory
- Transformation Advisory
- Performance Improvement

Marketing and Design

- Marketing & Design Strategy
- Visual, Graphic, and Experience Design
- Marketing
- Brand Architecture, Strategy and Messaging
- Accessibility

Content Creation and Management

- Knowledge Discovery
- Content Knowledge Management
- Content Authoring
- Content Production

Customer Engagement and Experience

- Understanding Customer
- Conceptualization and Planning
- Experiential Design and Development
- Experiential Enablement

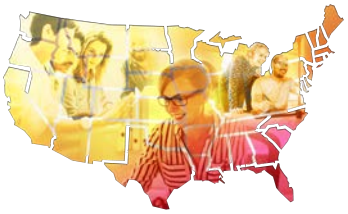
Learning and Knowledge Management

- Learning Strategy
- Knowledge Management
- Learning Content and Course Creation
- Deployment and LMS

Digital Technology and Transformation

- Strategic Technology Advisory
- Digital Design and Innovation
- Application Engineering

Key Differentiators



U.S.-based consultants supporting domestic & multinational corporations

25+ years
in the business

Historical knowledge and experience provides competitive advantages.

Scalable and available
"on demand"

15,000+
mid-to-senior level professionals

Project performance

Centralized operations

B2B and B2C

1,000's
of Subject Matter Experts (SMEs) across hundreds of specialities and industry verticals

Individual curation specific to engagement

Our staff and associates are all experts

Proud Diversity + Inclusion Promoter

WOMEN OWNED
A Certified Women Owned & Operated Business Certificate #2005111844



Strategy and Advisory

Strategic Advisory

- Creative, Marketing Department and Opportunity Assessment
- Strategic Planning and Execution
- Operational Strategy

Transformation Advisory

- Operations Design and Analysis
- Creative/Marketing/Communication Departmental Architecture
- Digital Transformation
- Outsourcing Execution

Performance Improvement

- Opportunity Assessment for Marketing and Creative Divisions
- Strategic Planning and Execution
- Operational Strategy
- Resource Acquisition & Improvement

Marketing and Design

Marketing and Design Strategy

- Goal & Objective Identification
- Development of Key Performance Indicators (KPIs)
- Strategic Road Maps

Visual Design, Graphic Design, Experience Design

- Identity Design
- Visual System Design
- Package Design
- Environmental Design
- Experiential Design
- UI/UX Design
- Infographic Design
- Illustration

Marketing

- Collateral Development
- Marketing Automation and Personalization
- Web Design & Development
- Content Creation
- Influencer Marketing
- Traditional Media
- Social Media
- Consumer Promotion
- Shopper Marketing

Brand Architecture, Strategy, and Messaging

- Brand Guidelines and Style Guides
- Marketing Plans and Strategy
- Personalization Strategy

Content Creation and Management

Knowledge Discovery

- Executive Sessions
- Team Discovery Sessions
- Customer Sessions
- Consumer Sessions

Content Creation

- Copywriting & Technical Writing
- Social Media Development
- Marketing & Creative Strategies
- Design & Digital Design

Content & Knowledge Management

- Content Management Strategy
- Organizational Tools and Systems
- Knowledge Management

Content Production

- Motion Graphics/Animations (2D & 3D)
- Traditional & Rich Media
- Video/Audio Production
- Video Editing
- Photography

Digital Technology and Transformation

Strategic Technology Consulting

- Technology and Digital Platform Opportunity Assessment
- Strategic Planning and Execution
- Operational Strategy/BPM
- Digital Transformation

Digital Design and Innovation

- Digital Design and Innovation
- Online Commerce
- Content Creation and Management
- Digital Marketing

Application Engineering

- Online Commerce
- Content Management
- CRM
- Integration and API
- Mobile Applications
- Portals
- Artificial Intelligence/ Machine Learning

Learning and Knowledge Management

Learning Strategy

- Learning Environment Analysis
- Learning Objective Development
- Learning Road Maps
- Learning Collaboration Strategy

Knowledge Management

- Knowledge Management (KM) Alignment with Business Strategy
- Benchmarking, Service Lifecycle, and Accountability Procedures
- System Selection, Setup, and Implementation
- Review, Analysis, and Improvement

Learning Content and Course Creation

- Course Outline and Goal Alignment
- Course Content Writing
- Graphic and Rich-Media Resource Production
- Content Authoring

Deployment and Learning Management Systems

- Learning Enablement and Marketing
- LMS Evaluation and Selection
- Deployment and Support

Customer Engagement and Experience

Understanding Customers

- Customer Journeys/Stories/Personas
- Qualitative and Quantitative Research
- Experiential Research
- Data-Segmentation
- Analytics

Conceptualization and Planning

- Situational Analysis
- Competitive Analysis and Positioning
- Brand Strategy, Architecture, and Messaging
- Experiential and Engagement Strategy
- Personalization Strategy
- Prototyping/Conceptual Design
- Roadmap Development

Experiential Design and Development

- Visual Design
- Asset Design Development
- Product and Service Development
- Environmental and Spatial-Experience Development

Experience Enablement

- Change Management
- Communication and Training Delivery
- Knowledge Management
- Deployment and Implementation
- Analytics/Reporting/Dashboards
- Organizational Reinforcement

Industry Expertise

- Consumer Packaged Goods
- Health Care
- Beauty & Personal Care
- Banking, Insurance & Finance
- Technology & Digital
- Food, Beverage & Grocery
- Utilities & Construction
- Automotive, Aviation & Marine
- Pet Care
- Retail & Fashion
- Manufacturing
- Hospitality, Leisure & Outdoors
- Children & Toys
- Education & Higher Learning
- Communications & Media

CreativesOnCall.com

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