



# COMPANY PROFILE



**LEVEL9**  
ADVERTISING AGENCY LTD  
STRATEGIC MARKETING & BRAND MANAGEMENT







# TABLE OF CONTENTS

04

**About Us**

07

**Why Choose Us**

11

**Why Digital Marketing?**

12

**Why Do You Need An Introductory Promotional Service Video?**

15

**Our Services**

19

**Featured Package**

20

**Additional Services**

22

**Some Of Our Clients**

24

**Portfolio of Work**

33

**Our Associates**

34

**Our Brands**



# ABOUT US

Level 9 Advertising Agency Ltd is a creative, marketing agency that has been in existence for over a decade. Our team of experts are **Creative Geniuses** that conjure out of the world ideas from the sphere of wisdom which in return ensures our client's imagination becomes a beautiful reality

## TECHNOLOGY. ENGAGEMENT. NETWORK

We design, create and run impactful and memorable ads with measurable results. Level 9 empowers its advertising clients with leading creative advertising technology to connect with their target audiences.

**Our mission is to provide memorable and captivating ad experiences whilst creating immediate value to advertisers, agencies and publishers.**



## RETHINK

There is always room for improvement, businesses must adapt or they will simply get left behind. This process is a cycle, rather than having a precise starting and end point. The contemporary market, shifting economy and business climate are continuously fluctuating and businesses need to constantly reinvent themselves to be conducive and stay afloat.

The groundwork and logistics that makes a brand holistically amazing. This entails appropriate and thorough market research with extensive research surrounding competitors, business model variations, target consumer values and contemporary industrial trends. This is about understanding your business and designating a spot for it at the top of its industry.





## REVISE

Revise your approach to product, story, customer and culture. Shift your service to suit the current business model, diversify distribution channels, and correct the details which may have fallen flat previously.



## REDESIGN

This is manifesting the data analytics and research into culture and art. Restructuring the look and feel of the business using graphics & aesthetics to shift the visual marketing assets of the business and asserting the brand identity. This is visibly demonstrating commitment to a new & improved culture.



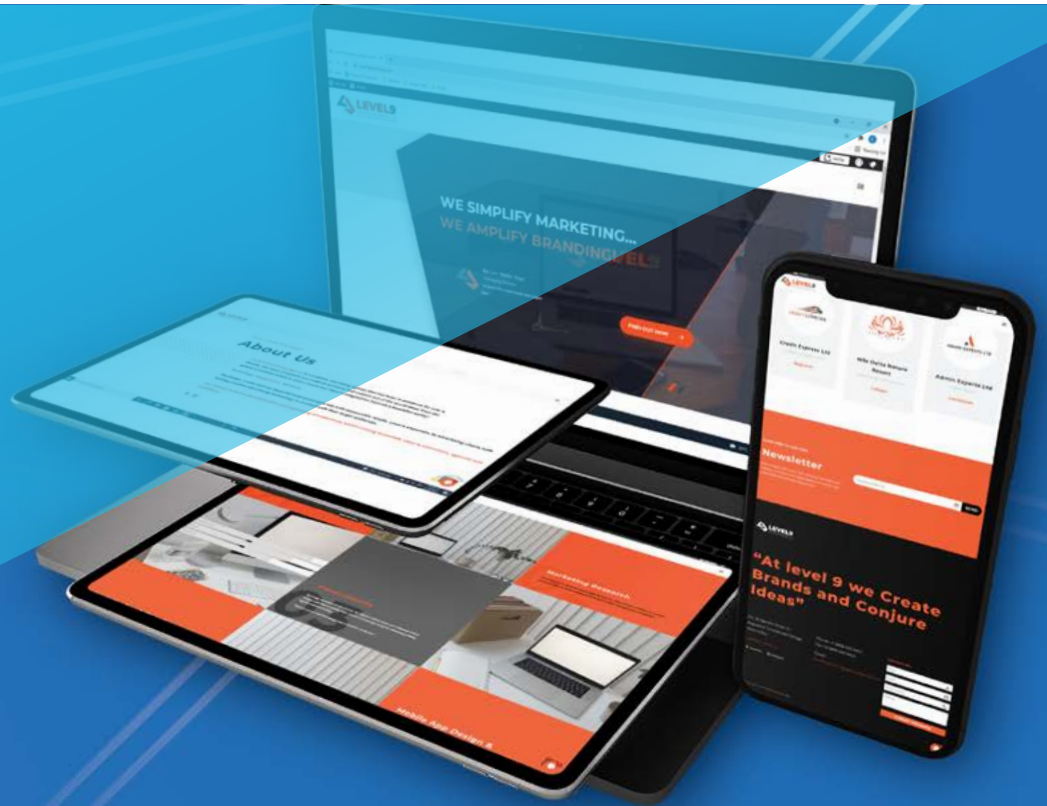
## REFRESH

Refresh the page of your digital presence. Look at AI through the lens of business capabilities rather than technologies. Broadly, this process streamlines operations, highlights which strategic pain points can be addressed and automated, identifies which parts of the company needs cognitive applications and gives prospects and clients more access avenues to your business.



## REBUILD

This involves the intra-personal orchestration of the business and its structure. It's aimed towards shifting the consumer perspective of the brand, and consolidating an opinion of a well-established and branded business.



## REBRAND

Repositioning your business in the contemporary market to go after different market segments with its new foundation and look. This entails building brand loyalty by being able to differentiate the brands from its competitors and increasing true value proposition.



## RELAUNCH

Refresh the page of your digital presence. Look at AI through the lens of business capabilities rather than technologies. Broadly, this process streamlines operations, highlights which strategic pain points can be addressed and automated, identifies which parts of the company needs cognitive applications and gives prospects and clients more access avenues to your business.



## REVOLUTIONIZE

By curating and analyzing consumer and market analysis reports and using digital presence to reinforce brand authority and awareness, expand market share and build customer bonds, the business model can now re-establish itself as a perfect competitor in the contemporary market.



# WHY CHOOSE US

We give you options! With more reach in advertising resources, we are specialists in the industry. Working with us can save you time and money while enjoying the benefits of outsource marketing, accompanied by a flexible, contract based opportunity to grow your business. **Here's 9 reasons why you should choose Level 9.**

01

## BENEFIT FROM OUR EXPERTISE, LEVERAGE OUR 10 YEARS OF CAPACITY AND COGNIZANCE!

The process of advertising is strategic, and necessitates time, money, thorough investigation, campaign conception and implementation. Our team of skilful directors and developers are guaranteed to pick up any project, at any phase, and carry it to the maximum goal line.





02

## IT'S ECONOMICAL! WE SAVE YOU TIME AND MONEY!

We create opportunities for you to consult our team, observe cost-benefit evaluations and allow you to select services designed to fit your budget, without disregarding pertinent questions like; What aspects of your campaign are falling flat? What segments need to be revamped? Are you differentiated from competitors in your market?

03

## WE HAVE THE BEST RESOURCES

Not only do we have in-house specialized experts, but we also exclusively utilize the latest and greatest research techniques, trends, analysis and software. We give your business the opportunity to situate itself in the market as a fierce competitor while you sit back and focus on providing value and quality services. With a partnership like that, how could your business not elevate?

04

## IT'S NOT JUST ADVERTISING, IT'S BRAND DEVELOPMENT

Marketing is the core factor that pushes your business' offerings to the hands of the public. Advertising is simply **telling** your audience that you are good at what you do, marketing is about conceptualizing your ideal client and **showing** them that you are good at what you do.

With our expertise in strategic control, we have a commitment to consistency with content to ascend your brand awareness and demand authority. We observe entities like customer bonds, market share and competitive analysis to help you not only sell a product, but also sell an experience.

05

## WE GIVE YOU THE BUILDING BLOCKS FOR YOUR SALES FUNNEL

Good marketing and content are the building blocks that nurtures prospects and allows your business to have a healthy relationship with it's customers. We provide you with a holistic approach to marketing and discover mediums for you to streamline and automate operations, giving prospects many avenues to access your business and not just sell products, but solve problems.

06

## YOUR SUCCESS IS OUR TOP PRIORITY

We have an infinite number of client conversions at our disposal– you name it, we have implemented it. We have transformed advertising into visual facelifts, aesthetic updates and continually exercising our resources to protect the future and success of your company. We not only add a new dimension to your business' exterior but we also allow your in-house teams to concentrate on what they do best, while we work with them in perfect synchronicity.

07

## WE HOLD OURSELVES ACCOUNTABLE

Once you join our team, we are automatically devoted and motivated to taking your business to new heights of inbound and outbound success. We are part of a highly-specialized industry and hold ourselves to high standards of accountability. We thrive in deadline driven environments and hold a very high expectation of quality for every project we produce.

08

## WE ARE AN EXTENSION OF YOUR INTERNAL TEAM

We focus on your company's objectives in the same intensity as you do. We develop symbiotic relationships and seamlessly integrate into client culture. We are your creative thinkers and will work to produce outstanding results in a way that will make us both proud.

09

## WE ARE YOUR SINGLE POINT OF CONTACT

When you do outsource marketing, not only do we become your single and main point of contact, eliminating middle men, but we also give you a new collective perspective on your business and brand. We communicate consumer opinions and perspectives and pioneer forward with such. We become your full service team without the inhouse cost, producing outstanding creative results.





# WHY DIGITAL MARKETING?

We use operational experience in handling many different campaigns by performing in depth data analysis and implementing cross canal strategies to help your company boost its digital growth. Our methodology includes an ongoing test and learn approach, both in terms of traffic acquisition and conversion rate optimization both on social platforms and websites.

We'll keep optimizing until we've reached meaningful and sustainable growth for your business.



## WHY DO YOU NEED AN INTRODUCTORY PROMOTIONAL SERVICE VIDEO?

Amidst noisy marketing landscapes and shifting consumer values, it is becoming more and more imperative that a brand has a story and is able to cut through trivial advertising layers and infuse a narrative into promotional content.

### WHAT IS THE BEST WAY TO ACCOMPLISH THIS?

An engaging promotional video not only provides a medium to depict a story but also introduces a personal conversation, making advertising less intrusive. Here's why your business needs an introductory promotional service video:

## A GREAT STORY CAN COMMUNICATE THE ENTIRE CHARACTER OF THE BRAND

Connections are made by building and sharing cultures. Telling your audience about your company's encouraging and empowering journey sets the foundation of trust within customer bonds. Allowing your business to emotionally connect with prospects, increases faith in your brand. It is proven that emotions influence buying behavior and connections become conversions, and what's better than that?

## CONSUMER VALUES HAVE SHIFTED

Users are becoming more and more attracted to videos. In fact, companies that utilize video marketing experience 49% faster growing revenue year-over-year. This is because using visual assets allow prospects to get a better impression of your service/product from a different angle.

It allows you to introduce features that present your service as a problem-solver rather than simply a product.

## SEARCH ENGINES FAVOR VIDEOS

The average internet user spends 88% more time on a website that contains video. Your ranking on a search engine is dependent on your visitor's dwell time, therefore, the use of a video can not only land you on the first page of a search engine but also engage prospects for much longer. Let's increase your visibility!







## VIDEOS CONVEY COMPLEX CONCEPTS

Videos are one of the most versatile and compelling mediums to tell your story. While most users will not read a detailed story about your business as it relies on visual cues and figurative language. The complex concept that you may want to convey can be combined in a video with storytelling, color, sound, movement and message to strike an emotional cord, set a mood and leave an impact, giving prospects a comprehensive view of the experience you are providing in the most **memorable and measurable** way.

## THE MOST POPULAR ACCESS AVENUE

Whether it's Facebook, Twitter, Instagram, Youtube, Email or even Television, all platforms accommodate video format. Videos have the most access avenues and are constantly shared on social media. People engage with video content more than any other content, and it is now the most popular medium for reaching out to prospects as it combines the synthesis of public's demands and the brand's message.

## DON'T GET US WRONG, IT'S NOT ALWAYS GOOD

A subpar video marketing conceptualization can be detrimental to your business. Prospects may begin to view your brand as unreliable or a nuisance, causing them to turn to your adjacent competitors. That's why it's important to go through a professional and experienced agency, like us.

# OUR SERVICES

Our process is designed to get your team on the same page and rowing in the same direction. When we're done, you'll have an effectively differentiated positioning and a clear way forward.



## CONSULTANCY

We start by listening to your brand story, assessing your unique business needs, and developing a comprehensive, multichannel plan that exceeds your goals. The plan is created and managed by true subject matter experts. As partners, we'll harness our synergistic relationship to work together and produce high-quality work that delivers results for you and your stakeholders.



## MARKET INSIGHTS & ANALYTICS

Our analytics strategy is engineered to deliver business impact and help you move from insight to action. From forecasting and competitive analysis to data architecture and attribution modeling, our expertise allows you to gain a competitive advantage by providing a holistic view of your customers and business to inform continuous optimization.

Our focus is understanding your business, your customers, and the entire competitive landscape. The outcome of our analytic strategy is an actionable, data-driven digital marketing plan that provides a strategic roadmap to making informed decisions and measuring what's important to business interactions.



## CONTENT MARKETING

Content marketing is a blend of art and science; the art is found in telling your brand story while keeping your audience at the forefront, and the science ensures that every decision will be datadriven and every result measurable.



## VISUAL IDENTITY

We design visual brand experiences. Our digital creative team uses a balance of bold designs with smart usability from concept to prototype design to enhancing existing digital creative branding.

*"Lets give you a brand and image that will last for centuries!"*



## ADVERTISING OPTIMIZATION

Our team develops ads that are compatible with users viewing your ads, and then developing and improving these ads based on the data collected. We generate leads and increase sales.



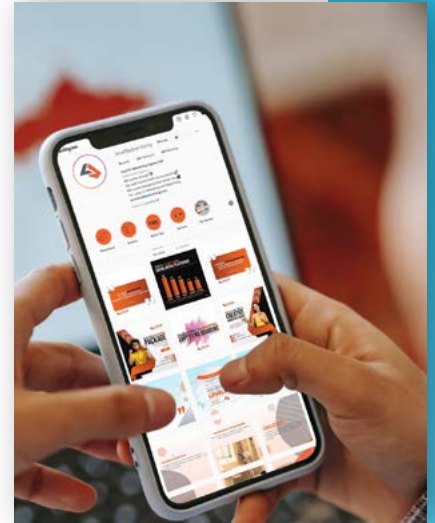
## SEARCH ENGINE OPTIMIZATION

When someone searches for keywords that relates to your business on search engines like Google, we help your website or online content rank higher than your competitors.



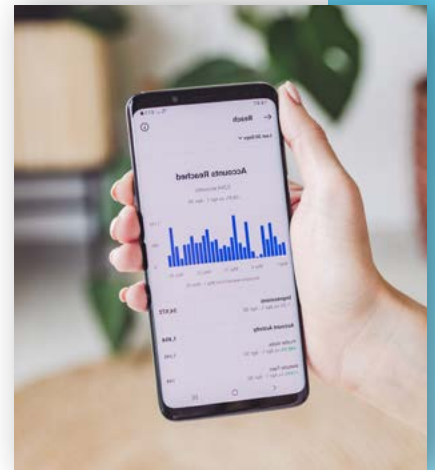
## SOCIAL MEDIA

Your social media pages, profiles, and content are just as important as your website. Oftentimes, they're your opportunity for a great first impression. Our position is this: The level of thought and care you put into building a sales presentation should be the same as every piece of content that you post. Social media's influence continues to evolve as a platform for research, commerce, and customer reviews. Let us help you develop & maintain relationships with your customers & guests.



## PAID MEDIA

We understand that every advertising dollar spent is highly scrutinized. Our goal is to maximize your ROI. We specialize in SEM, paid social media advertising, and a variety of programmatic advertising (display, video, audio) to meet your needs. We'll help you build your media plan, develop creative and optimized campaigns, and provide you with simple-to-digest performance reporting.



## PUBLIC RELATIONS

Our dynamic team is here to support you, with expertise in reputation management, crisis communications, brand communications, media and influencer relations, media development, and creative planning and execution. We have custom packages to meet your needs, ensuring you gain exposure with your target audience.





## MULTIMEDIA PRODUCTIONS

Marketing is no longer about the product you sell but about the story you tell. We can create any type of production that uses imagery, text, audio, and graphics to tell your brand's story.



## WEB DESIGN & DEVELOPMENT

*Strategically Engineered to Perform*

Website development is continually evolving and so is the technology. We combine research-driven strategy, responsive coding, and interactive experiences to engineer sites that help you sell more. We elevate web design to turn passive website visitors into active users.



## MOBILE APP DESIGN & DEVELOPMENT

We merge your idea and our mobile development expertise into a solid basis for a future application.

As a cross-platform mobile development company, we challenge ourselves to design and develop new software applications utilizing battle-tested technologies.



# FEATURED PACKAGE

We provide Bespoke Services to fit your brand needs.

## BE SMART BE RELEVANT

- ✓ 20 DESIGNED POSTS
- ✓ 2 MULTIMEDIA PROMOTIONAL VIDEOS (45 SECS)
- ✓ CONTENT CREATION
- ✓ SCHEDULING
- ✓ 1 SWIPE AD (2 PAGES)
- ✓ COMPLIMENTARY HOLIDAY POST
- ✓ LEAD GENERATION STRATEGY
- ✓ AD OPTIMIZATION





01

## CORPORATE

- Conferences
- Award Ceremonies
- Dinners (New Year & End of Year Functions)
- Product Launch Events
- Trade Shows
- Business/ Corporate Dinners or Functions
- Staff Parties
- Mall Decor - Holiday Themes
- Graduation Dinner/Ball

## SERVICES

- Locate Venue
- Source Vendors: Catering
- Decor
  - ◇ Style and Layout of Interior & Furnishings
  - ◇ Lighting
  - ◇ Staging
  - ◇ Balloon Art
  - ◇ Bar Set Up
- Small Customized Tokens
- Programs

# ADDITIONAL SERVICES

We offer themed event planning and promotional products for your occasions. We'll create your vision and make your special day the best it can be!

02

## WEDDINGS

- Traditional
- Themed

## SERVICES

- Ceremony & Reception Venue Scouting
- Source Vendors: Catering
- Decor
  - ◇ Style and Layout of Interior & Furnishings
  - ◇ Lighting
  - ◇ Staging
  - ◇ Balloon & Floral Art
  - ◇ Bar Set Up
  - ◇ DJ Booth
  - ◇ Signage
  - ◇ Cake Display
- Small Customized Tokens/ Favors
- Programs
- Invitations

03

## OTHER EVENTS

- TEA PARTIES
- BRUNCH PARTIES

## THEMES

- Holiday
- Movie
- Beach/ Underwater
- Hollywood
- Pool Parties
- Time Period (80's, 90's, Victorian Era, etc)

04

## PROMOTIONAL

### Feather Flags:

Criteria:-

- Feather flag sizes are:
  - ◇ 5ft flag/6ft kit
  - ◇ 6ft flag/8ft kit
  - ◇ 8ft flag/10ft kit
  - ◇ 10ft flag/12ft kit
  - ◇ 12ft flag/15ft kit
  - ◇ 14ft flag/16ft kit
  - ◇ 15ft flag/17ft kit
- Single Sided
- Double Sided
- Pole Kit: Aluminum, Fiber Glass Tip
- Floor Mounts: Cross Base, Weight Donuts, Flat Base

### Promo/ Sample Booths

- ◇ Signage
- ◇ Fabrication

### Posters

### Neon Light Signage



# SOME OF OUR CLIENTS









# PORTFOLIO OF WORK

01

WALL POSTER DESIGNS

02

BILLBOARD DESIGNS

03

SOCIAL MEDIA DESIGN POSTS

04

WEBSITE DESIGNS



## 01 WALL POSTER DESIGNS

CUSTOM DESIGNS FOR  
**STAGES On The Avenue**





CUSTOM DESIGNS FOR  
**Boardwalk Insurance Ltd**



CUSTOM DESIGNS FOR  
**DOC'S Homes Limited**



## 03 SOCIAL MEDIA DESIGN POSTS

DESIGNED POSTS FOR  
**Central's Sports Bar**







DESIGNED POSTS FOR  
**DOC'S Homes Limited**

**ABOUT US**

As a leading construction and manufacturing company in Trinidad and Tobago since 1990, we provide clients with a wide range of building options. Working side-by-side with our clients every step of the way to ensure guaranteed quality and precision.

(868) 636-1858  
 (868) 315-1217

[www.docsgeng.net](http://www.docsgeng.net)

Instagram

*YOUR  
 imagination  
 IS OUR  
 inspiration*

**WHY PRECAST?**

DOC'S Homes Limited offers houses that are versatile, luxurious & affordable. Our technology comes from Waffle Crete International.

[LEARN MORE](#)

**OUR PROMISE**

"Committed to superior quality & results"  
 EFFICIENT, RELIABLE, EXCEPTIONAL.

**WHAT WE DO!**

Redefining the use of precast products in Trinidad & Tobago since 1990.

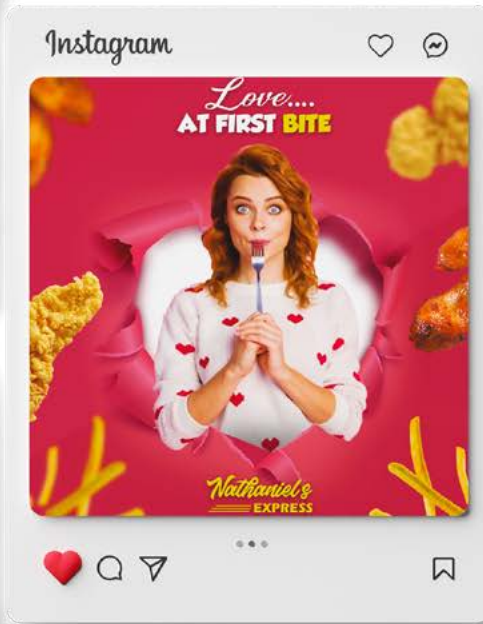
- Energy & Environment friendly systems
- Accessories of Buildings
- Water Systems
- Storage Systems
- Storage Systems
- Modifications of Existing systems

[www.docsgeng.net](http://www.docsgeng.net)

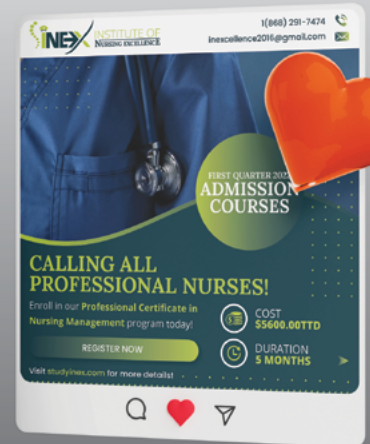
(868) 636-1858  
 (868) 315-1217



DESIGNED POSTS FOR  
Nathaniel's Express



DESIGNED POSTS FOR  
Institute of Nursing Excellence





DESIGNED POSTS FOR  
For The Culture

**DAY OF THE DEAD VS ALL SOULS**

# MEXICO

(DÍA DE LOS MUERTOS- DAY OF THE DEAD)

**CELEBRATIONS**  
CREATION OF HOME ALTARS TO REMEMBER THE DEAD, TRADITIONAL DISHES FOR THE DAY OF THE DEAD.

**SIGNIFICANCE**  
PRAYER AND REMEMBRANCE OF FRIENDS AND FAMILY MEMBERS WHO HAVE DIED.

fortheculture | INFO@FORTHECULTUREEXPERIENCE.COM

**DAY OF THE DEAD VS ALL SOULS**

# HAITI

(JOURNÉE DES MORTS- THE LAMBADE)

**CELEBRATIONS**  
ALL MEMBERS OF HAITI IN MOST COUNTRIES OF THE WORLD PARTICIPATE IN A DANCE TO THE BEAT OF DRUMS, SINGING AND DANCING TO REMEMBER THE DEAD.

**SIGNIFICANCE**  
HAI TI IS ONE OF THE MOST ANCIENT CELEBRATIONS IN THE WORLD. IT IS A TIME TO REMEMBER THE DEAD AND TO PRAY FOR THEIR SOULS. IT IS A TIME TO CELEBRATE LIFE AND TO REMEMBER THE DEAD.

fortheculture

**CULTURAL FESTIVAL**

# Mardi Gras

Also known as "Fat Tuesday", this celebration marks the last day before Lent, when traditionally people would fast. It is a time to celebrate life and to remember the dead.

fortheculture

**CULTURAL FESTIVAL**

# Holy Festival

HOLY IS ONE OF THE MOST ANCIENT CELEBRATIONS IN THE WORLD. IT IS A TIME TO REMEMBER THE DEAD AND TO PRAY FOR THEIR SOULS. IT IS A TIME TO CELEBRATE LIFE AND TO REMEMBER THE DEAD.

fortheculture

**DAY OF THE DEAD VS ALL SOULS**

# GUATEMALA

(DÍA DE LOS MUERTOS- FESTIVAL OF DEAD PEOPLE)

**CELEBRATIONS**  
THE DAY OF THE DEAD IS CELEBRATED IN GUATEMALA AND IN OTHER COUNTRIES OF THE WORLD. IT IS A TIME TO REMEMBER THE DEAD AND TO PRAY FOR THEIR SOULS. IT IS A TIME TO CELEBRATE LIFE AND TO REMEMBER THE DEAD.

**SIGNIFICANCE**  
GUATEMALA IS ONE OF THE MOST ANCIENT CELEBRATIONS IN THE WORLD. IT IS A TIME TO REMEMBER THE DEAD AND TO PRAY FOR THEIR SOULS. IT IS A TIME TO CELEBRATE LIFE AND TO REMEMBER THE DEAD.

fortheculture

DESIGNED POSTS FOR  
MED Learning Center

**STUDY BUDDY**

Choose from a variety of services!

- 1 Online Classes (Kindergarten - CSEC)
- 2 One on One Tutoring
- 3 Remedial
- 4 Easter Language Camp
- 5 Study Buddy

LEARN MORE

@medlearningcenter  
medlearningcenter.org

**THE DESIGN OF OUR LEARNING PLATFORM**  
PT 1

SUPPORTS DIFFERENTIATED LEARNING to improve learning outcomes and increase engagement. It also inspires a joy for learning and develops students' self-awareness.

LEARN MORE

@medlearningcenter  
medlearningcenter.org

**OUR AIM IS TO MEET STUDENTS WHERE THEY'RE AT & EMPOWER THEM TO LEARN WITHIN THEIR COMFORT ZONE**

@medlearningcenter  
medlearningcenter.org

**HERE AT MED, WE EMPOWER STUDENTS TO BE INDEPENDENT AND EFFICIENT LEARNERS.**

@medlearningcenter  
medlearningcenter.org

**THE STRUCTURE OF OUR LEARNING PLATFORM**  
PT 2

INCORPORATES SYLLABUS OBJECTIVES into the skeleton of courses, for efficient and effective academic mastery. Students are also provided with a wholesome pathway for success in external examinations.

LEARN MORE

@medlearningcenter  
medlearningcenter.org



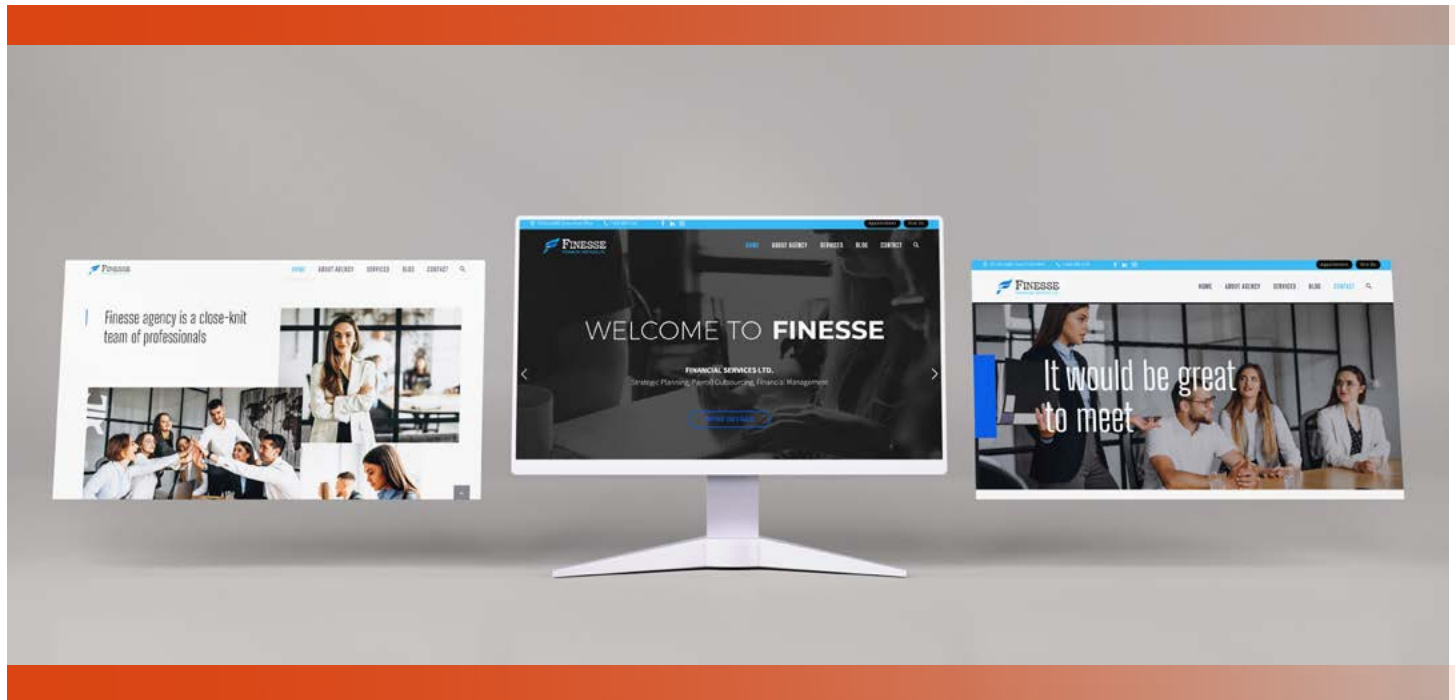
DESIGNED POSTS FOR  
STAGES On The Avenue



WEBSITE DESIGN FOR  
**DOC'S Homes Limited**



WEBSITE DESIGN FOR  
**Finesse Financial Services Ltd**







# OUR ASSOCIATES

## OUR BANKERS

First Citizens Bank Ltd.  
Princes Town Branch

## OUR ACCOUNTANTS

R.H. OUTAR & ASSOCIATES  
Address: 103B St. Vincent St. Port of Spain

## OUR LAW FIRM

Septarian Law, Attorneys-at-Law  
Address: #9 Evans Street, Curepe



# OUR BRANDS

With us, you don't hire a person, you acquire a team of highly skilled and qualified marketing experts who serve your company round the clock.



## ADMIN EXPERTS LTD

At Admin Experts Ltd, we pride ourselves in being Trusted, Professional, Efficient & Elite.



## BOARDWALK INSURANCE LTD

A company that provides insurance for auto, property and much more. Boardwalk Insurance Ltd is your pathway to security.



## CREDIT EXPRESS LTD

A financial technology company that provides emergency assistance loans to employees of private sector organizations.



## NILE DELTA NATURE RESORT

An ecological haven nested perfectly within the lush forest of Pembroke, Tobago.



## OUR STRATEGY IS SIMPLE!

We care about our clients, so we create a powerful first impression with a new brand or a brand refresh.

## GET IN TOUCH WITH US FOR MORE INFORMATION



+1(868) 610-6453



26 Agostini Street, St Augustine



info@level9advertising.com



www.level9advertising.com

