

Affinitas Corporation

Marketing Services Profile



founded: 1993

corporate headquarters: Omaha, Nebraska

regional offices:

Chicago, IL
Des Moines, IA

Denver, CO
Cleveland, OH

Hartford, CT
Portland, OR

corporate background:

Affinitas is a full service marketing solutions agency offering end-to-end services in traditional direct response media, emerging new digital media, and multicultural marketing services. Affinitas works with both consumer and commercial clients to develop strategies against specific initiatives or long-term campaigns.

marketing services:

Strategy Consultation
Creative Services
Print Advertising
Web/Digital Marketing
Awareness Building
Language Translation
Magalog/Long Format
Contests/Sweepstakes

Direct Mail Development and Production
Collateral Development and Production
Media Planning and Buying
Event/Point-of-Sale Marketing
Multilingual/Multicultural Marketing
Club/Continuity/Subscription Marketing
Brand Development and Identity
Data Profiling, Segmentation, and Analytics

strategic applications:

Acquisition
Cross-sell/Upsell
Save and Winback

Loyalty and Retention
Lead Generation
Field Sales Support

industries served:

Financial Services
Location-Based Services
Wireless/Telecom
Insurance
Broadband/Internet

Publishing
Healthcare
Cable Television
Energy
Packaged Goods

the Affinitas difference:

Speed-to-market
Holistic strategic approach
Multiple channel expertise

ROI focus
Dedicated and flexible account management
Partners in your business model and process

mission:

To help companies
communicate
and establish
personalized,
profitable, and
long-lasting
relationships
with customers,
employees and
constituents
through a variety
of direct media
and marketing
channels.