



moderncreative

Modern Creative is a full-service marketing agency and design firm serving clients from a diverse group of industries throughout New England and beyond.



Remember those kids in school who used to doodle during class?

They were driven by the irresistible power of the imagination and the feeling that comes with creating something that no one's ever seen before.

Well, if you've ever wondered what became of them ... here we are.

Modern Creative is a group of talented people with big imaginations. We're an experienced team with solid marketing skills and a unique vision. Together, we offer effective business solutions from advertising concepts to website design to public relations programs. We do a little bit of everything ... write the headlines, analyze the numbers, take the pictures, code the website, greet the guests ... you name it.

We work with industry leaders and start-ups. We see things from the client's perspective, so we know where you're coming from. We take the time to really understand your business, product or service, and put plans into place to help you reach your goals.

A big part of the creative process is making sure that you have some fun along the way. Who better to lead you down that path than the kids who got bigger and whose imaginations got bigger as well?

Put Modern Creative
to work for you.



Whales, Pasta & Bulldozers?

You're probably thinking this sounds like a pretty unlikely combination, but for the team at Modern Creative, it sounds more like the makings of a typical day. From transportation to food service to entertainment to construction and beyond ... let's just say there's very little you could throw at us that we haven't seen before. And when you combine that kind of versatility and experience with imaginative people like ours, there's no limit to how far we can take your business. As for tomorrow...what do you think about tai chi, yachts, and bananas?

marketing

internet



What you're looking for...

...is an opportunity to bring in new business and open up to audiences that you've never previously reached. Are we right? If so, here's our advice: Believe the website hype. We build, maintain, and market them, but their reach continues to amaze us. Year after year, our clients' websites keep edging to the top of their lists as one of the most valuable marketing tools they've got. We can transform your current site or build you one from scratch; either way, your business will never be the same. The decision is yours — take the road that will get your business noticed, or drop out of sight!



Psst! Check out the peacock...

He's nature's colorful way of telling us that sometimes, all you need to tell a story is the right image — carefully chosen and executed, vibrant, eye catching, and uniquely suited for what you're trying to convey. The same concept applies to design. Inherent in every brochure, company logo, invitation, and direct mail piece is the opportunity to turn heads, make an impact, and get results. It's not always about color, but our designers will create something that will make sure your message is conveyed with style, substance, and understanding.

design



advertising



It's okay to be blue

Seen any ads lately? Of course you have ... but do you remember many of them? Your customers are besieged with advertising everyday, and it's easy for yours to get lost in the shuffle. Whatever your budget, you need to get the most out of every penny. At Modern Creative we know how to do just that, because we've been in your shoes. We know what to say, how to say it, and who to say it to. We'll help you stand out among the crowd, sending your message loud and clear to the people you need to reach. Granted, it's not always as simple as just writing a catchy headline, but hey... we got you to read this far, didn't we?



Ducks and Coverage

When a family of ducks decided to take up a rather precocious residence on one of our clients' Big Dig jobsites, Modern Creative was struck with two thoughts, in this order: 1) Get 'em someplace safe! And: 2) Call the newspapers! Getting good press coverage for your business is all about sniffing out the right opportunities and knowing what appeals to the media. We put the right spin on your story and make it irresistible to reporters and editors at newspapers, radio stations, and television stations. The adage may say, "Opportunity knocks only once," but if you've seen our press portfolio, you understand why we don't necessarily agree.

relations

public

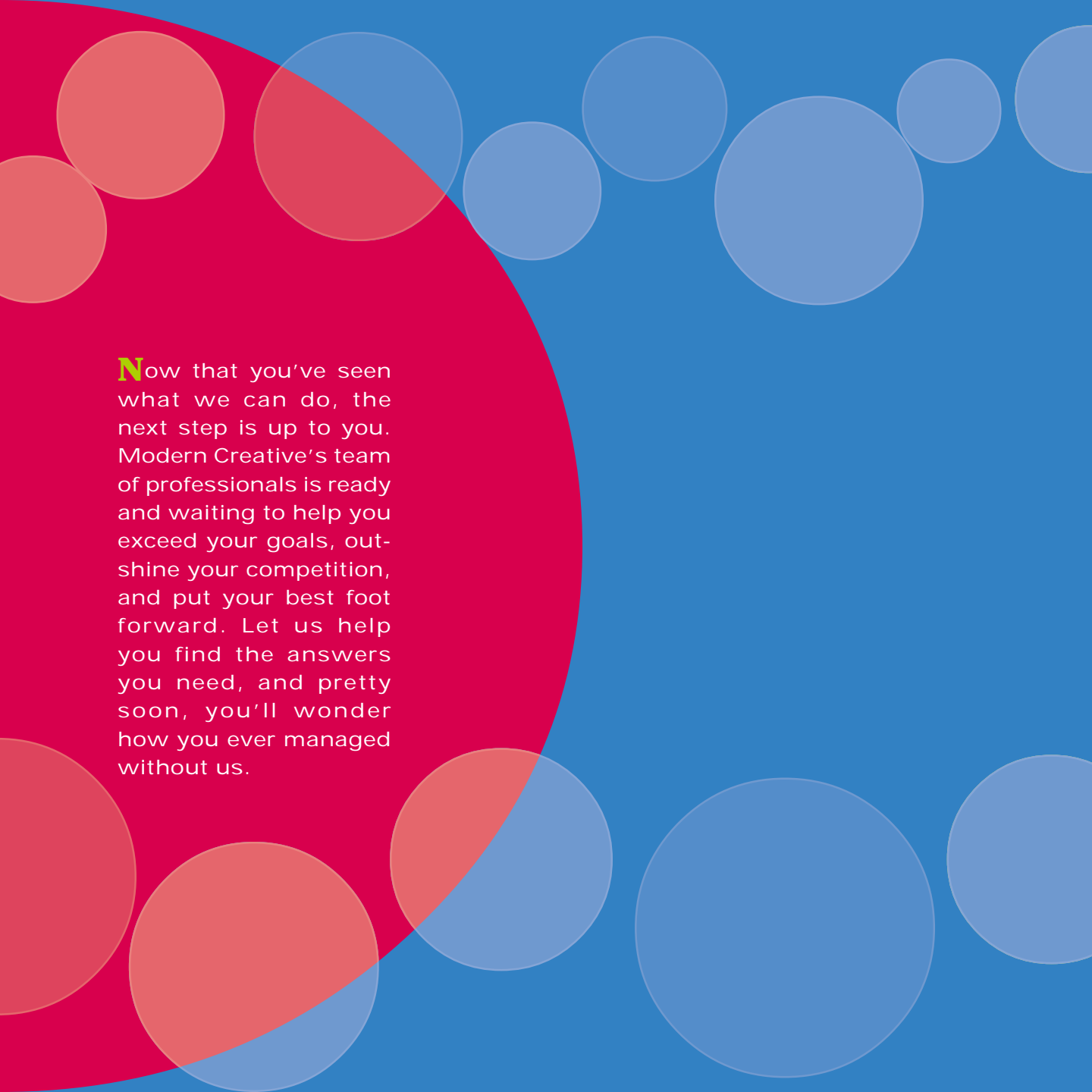
We'll jump right in...

“Okay, here’s what we want you to do ... Wear this scarecrow costume ... Be here by 6 a.m. Sunday... Make sure we have some scissors handy when it comes time for the Mayor to cut the ribbon ... Create an invitation that will make an impression and bring in the RSVPs ... Put together a great program that not only gets across your message, but that’s also entertaining for anyone who attends ...

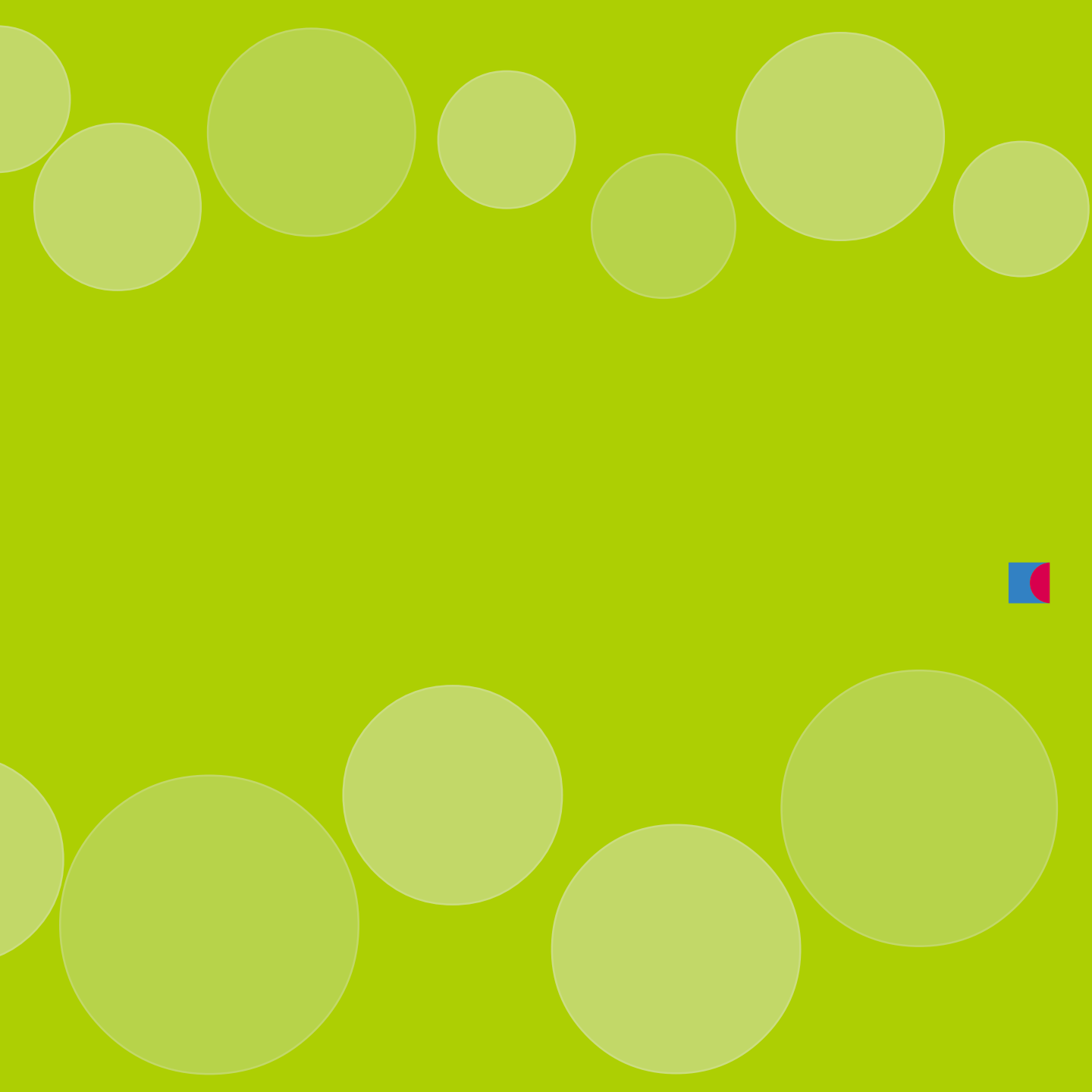
Each provides an example of successful event management, and we’ve done it all. The crew at Modern Creative knows that the two keys to successful management are dedication and teamwork. Each individual needs to fulfill his or her role, however great or small, to pull off any occasion. From parties for kids to building openings for Boston’s top realtors, our track record of highly successful events speaks for itself.



**e vent
management**



Now that you've seen what we can do, the next step is up to you. Modern Creative's team of professionals is ready and waiting to help you exceed your goals, outshine your competition, and put your best foot forward. Let us help you find the answers you need, and pretty soon, you'll wonder how you ever managed without us.



looking for us?



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