

# Who are We?

**KuttingEdge Communications** is a full service marketing and Public Relations entity. Our clients are businesses, organizations and the entertainment industry.

## OUR SERVICES

- Design Services - Brochures, corporate logos, corporate gifts, presentation kits, newsletters, business cards, letterheads.
- Marketing Plans and Campaigns
- Integrated Marketing Solutions
- Web site Design and Maintenance
- Creative Services - advertising for radio and print (talent, artwork, copy writing)
- Public Relations

# 10 Great Results

## From Doing Business With Us

- New Markets
- Introduce your company or product
- Enhance or build your image
- Impress customers and peers
- Captivate Attention and provoke interest

- Unveil your products and services to both national and worldwide audiences
- Reach target markets
- Sales and customer growth
- High quality service below market costs
- Reliable and personal service

# Why choose Us?

We have adopted several steps to get great, cost effective marketing and each member of our staff is a proven and fully qualified professional. At KuttingEdge Communications our main objective is "to make you a huge success." To achieve this, we employ and expand upon the traditional idea of Advertising and P.R. and when necessary, have combined these with the Internet to deliver a winning edge for our clients.

Our intuitive approach allows us to veer from the beaten path of marketing, enabling us to fearlessly delve into the untapped. We constantly create designs that are daring, compelling and attractive, resulting in marketing tools which generate interest and activity. Public Relations strategies are tactical yet exciting, entertaining yet informative. Our web sites although eye-catching, continue to execute messages which have been deliberately crafted to support each client's business and marketing objectives.

# What Our Clients are Saying...

“ In 1997 I retained KuttingEdge. They developed a marketing plan, rearranged my menu structure and organized a press event. A NY radio show was broadcast live from my restaurant and customers were allowed to participate as well as receive a promotional T-shirt. KuttingEdge also produced and placed my Radio and print ads. The results? I attracted new customers including those who regularly patronized the cheaper franchises, gained exposure and increased my sales. ”

Mona Stredwick  
Beverly's Delights Restaurant, Brooklyn, NY.

“ As a self-employed CPA it was extremely difficult to market my business and service my clients simultaneously. I had loyal customers but most were people who knew me on a personal level. A client recommended the people at KuttingEdge. They evaluated my needs, created my brochures and advised me how to reach people outside my immediate circle. I must say that it worked! I am now getting calls from even people in my neighborhood who had no idea I existed before. ”

Marjorie Waugh,  
C.P.A., Seaford, NY

“ I was just starting my business and had limited money. KuttingEdge Communications ensured that I received a marketing plan in an easy-to-follow format. It was simple but very detailed, enabling me to execute the Direct Marketing aspect on my own. Each day I gain new customers by using that segment of the workbook. KuttingEdge also created the press release which resulted in a feature article in a major newspaper. ”

Jackie Dixon  
Cuyah Jamaican Restaurant 'N Tings

## Your Cost

KuttingEdge is committed to providing quality work at the lowest possible cost. In addition there are special packages available to smaller businesses, startups and individuals. We guarantee that with each completed project your earnings will increase drastically....." your success is our success."

Prices are determined on a "per project basis." Additional fees for outside service (e.g. printing), are set by those providers and are separate.

Major credit cards and checks are accepted!

## The People In The Background

At the helm of our organization is the popular, award winning NY Radio Personality, Francine Chin. After almost a decade of operating her own radio production, advertising and entertainment outfit, Francine decided that the need to include a wider range of cost effective marketing and Public Relations services was essential. ( Less affluent businesses and entertainers lacked the tools and services to be competitive in an aggressive business environment.)

Her knowledge of marketing is unsurpassed having first majored in the discipline and then later becoming a trained broadcaster. These backgrounds have now been fused to yield a widely rounded individual who is adept and seasoned. Ms. Chin is the spokesperson for our company. Her winning personality along with her vast knowledge of the entertainment industry, marketing of artistes and businesses, and a favorable relationship with key media people guarantee a high level of visibility for you, the client.

Our support staff is diverse as they are talented. We boast a network of professionals all having years of experience within their particular field. Our graphic artists and designers are among the best talent available having studied as far away as Europe, to respected institutions within the US. Additionally a pool of copy writers, researchers, web site designers and servers complement our organization.

### QUICK RESPONSE REFERENCE

Call our 24 HOUR  
VOICE AND FAX SERVICE

**(516) 491-3484**

- General inquiries - ext. 1#
- Art Department - ext. 2#
- Customer Service & Accounting - ext 3#
- Company Information - 5#

OR

Follow recorded system instructions  
for voice and fax

Dare to  
**Increase**  
Your Revenue  
& **Build**  
Your  
**Image!**



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Marketing  
Communications  
& Public Relations