

**GET THE  
BRANDING  
YOU DESERVE**



**insight**  
**STUDIOS**

“Your brand. Our passion.”

# ABOUT US



The marketplace has never been more competitive. The Information Age has reduced the barriers to entry for businesses. And you are not only competing against locals anymore. Thanks to globalization, overseas competitors are after your clientele as well. In such a crowded business environment, it pays to distinguish yourself in the marketplace, now more than ever.

Even if you market via conventional means, studies have proven that they are not as effective as they once were. Customers are now more aware of traditional marketing tactics, and have greater control over the content they consume, and the marketing messages fed to them. Pop-up blockers counter intrusive online ads. DVRs bypass TV commercials. Spam blockers remove unsolicited mail. Blogs allow access to news without print ads. And the list grows every day.

In response, traditional marketers double down on intrusive marketing. *You deserve better.* You need a strategic partner that knows how to communicate your brand's uniqueness in creative ways that will make your prospects take notice. A partner that knows the channels they are tuned into and how to reach them effectively. A partner that knows how to leverage your existing customers and turn them into "brand evangelists".

You need **Insight Studios**.



**Insight Studios** is a design agency specializing in branding through graphic design, web development and motion graphics, etc. Our slogan is "your brand, our passion" and that is evident in all that we do. We are innovators in the truest sense of the word, as we are not the typical marketing company. We execute various groundbreaking initiatives across multiple platforms, providing optimal value for our clients. **Insight Studios** is headed by Leon Robinson and Carlton Lindo.



Leon Robinson is the company founder, starting the business in his final year at the University of Technology, Jamaica, where he earned his Bachelor's Degree in Business Administration. Leon brings a great deal of creativity and technical expertise to the team, especially in the areas of multimedia development.

Carlton Lindo is the group's marketing strategist. He has envisioned a number of innovative marketing ideas across various platforms, which have caught the interest of many large enterprises. He has a background in marketing, advertising as well as a producer for Kool97 FM, and he brings his knowledge of that arena, as well as his voice over talents, to the table.



**Insight Studios** has a range of clients, both large and small from various industries, whom we've helped to establish or strengthen their position in the marketplace. Noteworthy clients include Inova Caribbean (Jamaica), Alpha Security Services Ltd (1984), Jamaica Auto Club, Key Insurance and University of Technology, Jamaica.

"A picture says a thousand words." A common saying, but surprisingly few businesses take their visual communications seriously. Everything from business card to a billboard creates an impression in the mind of your customer. And the better the impression, the more likely they will recall your name when they or a contact needs your product or service.

At **Insight Studios**, we take a collaborative approach to design, creating them with your needs in mind. Creative yet professional, our designs are top notch and will get your brand noticed. We are also capable of printing these creations to at standard that suits your needs.

#### We design:

- flyers
- posters
- business cards
- letterheads
- envelopes
- logo design and vectorization
- brochures
- billboards
- banners
- catalogues
- magazines
- vehicle wraps
- annual reports
- invitations
- event tickets
- teasers
- social media headers
- packaging
- calendars
- press ads
- photo retouching
- corporate presentations

Unlike most marketing media, The Internet has no geographical limitations, making it a powerful tool for businesses and individuals. But just having a website isn't enough to succeed online. You need a team who knows not only how to establish a presence on the Web, but how to optimize it as well. **Insight Studios** will design a powerful website with an easy-to-use and visually appealing interface that will inform customers, generate sales, reduce customer response time and give your enterprise an added touch of professionalism.

The Content Management Systems (CMS) we use take the hassle out of maintenance and give you the power to keep your website current. We use cutting-edge web technologies that allow you tap into your site's full potential. Search Engine Optimization (SEO) will be integrated into your website, making it easier for customers to find it on Google and other search engines.

Want to take your wares to the world? No problem? We can provide e-commerce solutions that will allow you to take your business "to di world", in an environment where you can securely accept credit card and other electronic payments.

Advertising online? In a study by ZDNet, it was found that animated banner ads had up to **40% higher** click through rates than static ads. Our animated banner ads are eye-catching, created in industry standard formats and adhere to Google's Image Ad Guidelines.

#### We offer:

- web design/development
- content management systems (CMS)
- e-commerce
- custom coding
- maintenance
- search engine optimization
- social media integration

#### Programming Languages:

- HTML5
- CSS3
- Javascript
- JQuery
- Mootools
- Flash
- PHP



In this age of information overload and instant gratification, static text is no longer enough to capture your audience's attention.

Our motion graphics ensure:

- More personal interaction between you and your audience
- A shorter time commitment to ensure your complete message is delivered
- Ease in gaining and maintaining attention
- Your audience is more likely to share your content
- Increased online visibility and awareness of your brand
- Clear and effective demonstration of your product/service

They are and developed at the same quality standard and attention to detail that we take with our standard graphics. Our motion graphic videos are great for television, and are also ideal for tradeshows, presentations, company websites, Youtube, Facebook and wherever else you need to communicate your marketing message quickly and effectively.

We create:

- advertisements
- sizzle reels
- video identity
- sales videos
- logo animations
- event promos
- music videos



In addition to the services we provide, we also offer:

- Radio Voice-overs – We have a voice over professional with experience in the radio industry. Your product/service will be conveyed with class and authority on the airwaves.
- Signage – In addition to designing, we can also print and mount your signs. Affordable and durable, our signage will help you achieve your outdoor advertising goals.
- Promotional Items – With a small price tag but large, lasting impact, promotional products are a great investment. Plus you'll be rewarding customers for their patronage and increasing their loyalty.

Customer satisfaction is #1 at **Insight Studios**. Here are testimonials from a few of our satisfied customers:

*"Insight Studios has bent over backwards to accommodate our needs, especially during our budding stages. They were there every step of the way with patience, good humour and advice. I would definitely use Insight Studios again for any of our internet needs."*

- **David R. Muhammad, CEO, Surrey County Television**

*"We're very pleased with the work and efforts from **Insight Studios**. Our only complaint is not having crossed paths sooner. We would gladly recommend them to colleagues and associates to develop their corporate identity."*

- **Craig Clarke, Alpha Security Services (1984) Limited**

*"Insight Studios handled our request in a very professional manner. They were very accommodating and updates to our requests were completed in an equally timely manner."*

- **Vitra A. Gopee, CEO of Inova Caribbean (Jamaica)**

*"As a young entrepreneur, Leon has shown the determination and drive to succeed in his graphic design business, **Insight Studios**. As the principal designer, he possesses an in-depth and instinctive understanding of what it takes to get your company's message across. His artwork has really helped my business to obtain a first-world image for our products and services."*

- **Cherryl Hanson-Simpson, Financially S.M.A.R.T. Services**

*"We knew exactly what we wanted in a logo; a professional image that would stand out while illustrating the True Essence of our business. We had no idea what this image looked like but we knew we'd know it when we saw it. The designer at **Insight Studios** brought our ideas to life. The service was timely, the product was reasonably priced and our clients and business partners are all impressed with the finished product."*

- **Marsha Josephs, True Essence Landscaping**

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