

k2forma

a new perspective on

MARKETING
+
DESIGN

k2forma

MARKETING

BRANDING

ADVERTISING

SOCIAL MEDIA

DESIGN

ANALYTICS

WHAT DOES IT MEAN TO HAVE A NEW PERSPECTIVE?

Get on top of the desk and look around. Examine things from all sides, and don't forget about upside down.

A new perspective doesn't come from doing things the way they've always been done.

From our perspective, you begin with a solid ethos and combine hard work to get exceptional creative.

The end result is something you've never seen before.

k2forma is an independent creative agency that delivers advertising, marketing, design and digital media solutions for clients who desire differentiation. Founded in 2007, **k2forma** creates strategic marketing campaigns that drive customer engagement and cultivate loyalty. We can help you find new customers or build a better connection with existing ones.

A new perspective on marketing and design can make all the difference!

Sure, everyone says it...but **k2forma** delivers. Don't believe us? Take our web site for a spin, you'll see what we mean.

www.k2forma.com

k2forma

we're full of

CREATIVE
SOLUTIONS

CREATIVE SOLUTIONS

The whole is always greater than the sum of its parts. This is why we put strategy first. With so many communication platforms available, from advertising to social media, the need for strategy is essential. A good strategy will help you determine the most essential media channels for your brand, getting you to your goals quicker and more efficiently.

Building the connection between marketing strategy and success begins with understanding your results. We employ analytics to show you who your audience truly is, what your audience responded to and why, and how you can create a stronger relationships with them.

However, the real magic happens between the strategy and the analytics. We bring our unique creative perspective and exceptional design talents to everything we do. We find solutions on a computer as easily as we do with a camera, or a paintbrush, or with a letterpress printer. Opening up the possibilities of what a campaign can be...this is precisely what our clients love about us.



k2forma

this is a story of

DEDICATION
+
HEART

DEDICATION AND HEART

We treat our clients the same way they treat their business, with the dedication and heart that only a partner can possess.

As such, we impart the same ethics to our clients that we embody as our own. We work smart, we tell stories, and we solve problems. We don't believe that you can effect change by always taking the safe route. We do what is right for the client, we're not here to build our portfolio for beauty's sake (but we think our portfolio is pretty beautiful). We're lean and mean, and down to get you what you need. We love humor, just not at the expense of others. There's a right way to be funny. And finally, we take what we do very seriously. While this looks like fun - *and it is* - it's also serious business to us. We strive to continuously grow and educate ourselves, and we pass it all on to you.

We believe these tenets to be just as important as our creativity and our strategy.

As the adage goes, "If you don't stand for something, you'll fall for anything."

Work with **k2forma**, and you'll see what we mean.

"k2forma's cutting-edge, fresh take on design made them a perfect match for us. They brought the talents, ideas and resources that fit the needs of the Democratic National Convention Host Committee and the community as we roll out our hospitality efforts."

Tracy Russ, CMO with Charlotte in 2012, organizers of the Democratic National Convention

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