



In the past small to mid-sized business-to-business marketers have found it difficult to find the right advertising and marketing people to help them move their sales forward. Far too often they would get lost at advertising agencies where they would be shuffled off to the junior people on staff. And, they found it just as difficult to find local design studios with the right understanding of business-to-business marketing to get strategically sound advertising, trade show and promotion executions.

ADWATER & STIRR INSTANT CREATIVE SOLUTIONS is a different concept, designed specifically to meet the needs of small to mid-sized business-to-business marketers. We don't have expensive office space and unnecessary overheads that drive up client costs. What we do have is a virtual group of experienced professionals available on an ad-hoc project basis to help boost your sales performance. We're disciplined, cost affordable, and we know business-to-business.

The driving force behind **ADWATER & STIRR INSTANT CREATIVE SOLUTIONS** is Thomas Stirr. He brings over 25 years of business-to-business sales, marketing, and strategy experience to our clients. While in industry his work helped dramatically improve the ROI on advertising and marketing programs, increased sales lead generation, and supported significant increases in market share.

On the creative side his work garnered numerous awards including two Sheppard Awards of Merit (recognizing outstanding Canadian business-to-business advertising), a Silver Award from the Canadian Direct Marketing Association, and three best display trade show awards.

If you could use more 'business' in your advertising and marketing programs give us a call.