

Corporate Overview

Background

The | Marketing | Works (T|M|W) was founded in Ottawa in 1993 to address a perceived client requirement - specialized marketing counsel in the context of overall business strategy - not just communications. The founding Partners (Veronica Engelberts and Robert Woyzbun) came from a background of marketing and media education with significant packaged goods client-side marketing experience and advertising agency experience.

The company initially provided marketing and brand strategy, media planning and program management. As the firm grew (T|M|W was one of Profit Magazine's fastest growing 100 Companies in 2000), the Partners realized the opportunity to further specialize the firm's services. The media services division was spun-off and became Vector Media managed by Ms. Engelberts. Vector Media and T|M|W are owned by NP53 Marketing Group, a Canadian professional services holding company.

Our Points of Difference

T|M|W's service offering fits into the gap between large management consultants, research companies and marketing services agencies. Large consulting firms offer a plethora of excellent services - but frequently lack the unique experience and methodologies of marketing specialists. Research firms, skilled in methodology and measurement, can lack the strategic and functional operating experience so critical to leveraging results. Finally, advertising agencies offering strategy do so in the context of their true purpose - advertising - not objective, arm's length counsel.

Our Service Offering

Planning Services Business Strategy

- Marketing Planning
- Brand Planning
- Program Planning
- Communications Planning

Performance Enhancement Marketing /

- Brand Audits
- Performance Systems
- Brand Management Processes
- Training
- Agency Evaluation
- Agency Search

Research "Engine"

- Qualitative / Quantitative

Benefits

T|M|W clients receive thoughtful, insightful counsel and advice that provides one or all of the following benefits: improved **revenue performance**, **reduced costs** or **enhanced strategic position**.

Better Marketing Performance