

PRODUCTION

A FIRST IMPRESSION ONLY HAPPENS ONCE.

Production is the management of business processes of the central administrative system(s) by maintaining production control, ensuring availability, coordinating and processing of scheduled procedures. It entails working directly with marketers, developers, and other users to understand the support requirements for items moving to production such as printing, trade shows, direct mail, multimedia, or video/ audio media.

PRODUCTION SERVICES

- Printing
- Trade shows
- Direct mail
- Multimedia
- Video Editing
- Audio authoring
- Outdoor advertising

How well organized a business is at undertaking this transitional process will determine its success, thereby known as the productive efficiency. Businesses will want to be as efficient as possible in transforming such inputs into outputs (i.e. using the minimum number of inputs as possible to achieve the required amount of output). This results in reducing the cost per unit of production and allowing the business to sell or distribute the final product at the lowest price possible.

Production decisions concentrate on what goods to produce, the way in which to produce them, the costs of producing those goods, and allocating and optimizing the mix of resources used in the production of the final good. Ultimately, the overall objective of the production process is to create goods and services that meet the needs and wants of clients. Your needs are met only when production processes have led to the required number of products in the shortest period of time at the best quality and at the most competitive price.

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2500 Quantum Lakes Drive
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PRODUCTION

PRINTING

Professional looking printed materials can make you look good--really good. Your business cards, letterhead, and ad materials are the 'face' of your business. They're often the first and last impressions left on a potential customer. It's what you introduce your business to them with, and it's what you leave them with. Therefore, it's important to make a great first and lasting impression.

CAPABILITIES

- Brochure
- Business cards
- Corporate folder
- Direct mail
- Media kit
- Newsletters
- Sell sheets
- Stationary
- Postcards
- Posters
- Packaging

Let us take the stress out of your print projects. Once we have developed your creative design, we find the best printing solution for your project. ENOCS partners with print manufacturers to ensure you the most cost-effective and top quality service.

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TRADE SHOWS

Three-dimensional exhibits and displays allow people to experience things in full dimension. They can be as simple as a cardboard stand-up at the end of a grocery aisle or as complex as a portable three-room convention booth exhibit.

Effective trade show campaign tools entail alluring graphics and crisp photos that command the attention of blatant onlookers and rubber-neckers who might be too shy to stop by your booth just yet. Making use of this material for advertising creates compelling images, unique value, strong business identity, and brings your products to the forefront of trade show exhibits.

APPLICATIONS

- Product showcase
- Mall Kiosk
- Event Booths
- Outdoor vending
- Apparel
- Giveaway (gimmiks)
- Digital (plasma) display

Trade shows are designed to showcase your products and services and to attract customers to your business. Let only a skilled, knowledgeable design and production team handle your trade show needs. The Enocs design team has the expertise in creating eye-catching trade show posters, banners, graphics, visual illusions, and more that stand out from the crowd and attract audiences to your exhibit.

Through our cutting-edge digital printing services, we can help you produce stylish and informative trade show graphics to draw potential clients. Digital printing enables fast and cost-effective print production without loss in quality for well-made prints, posters, and graphics all within budget.

Make your next trade show a memorable one.

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DIRECT MAIL

All the talk about web site design, graphics and e-commerce is great. But it's all for naught, when potential customers don't know where to find your online business to begin with. Yes, the most sincerest, organic form of marketing lives on: direct mail. Contrary to what some might believe, direct mail is not always discarded at lightening speed.

ELEMENT OF DESIGN

- According to the Direct Mail Information Service, 67% of direct mail is opened-45% is both opened and read.
- Direct Mail Information Service's research also shows that, as far as the ROI (return on investment) on direct mail, \$14 million in sales is generated for approximately every \$1 spent. Twice the return of television advertisement.
- Other statistics show that direct mail is even more effective for businesses. Managers open 70% of direct mail; they pass along 9% of it on to subordinates or peers; they respond to or file 20% of it

Direct mail is a huge advertising and marketing vehicle. Although commonly referred to as "junk mail", direct mail can be a viable part of your business marketing plan when applied correctly. Businesses can carry out a sustained, periodic marketing plan easier and more affordably with direct mail than with any other advertising medium.

Direct-mail postcards and the internet are a match made in heaven for savvy marketers. While it may have been serendipity that brought them to your store in the first place, it's the postcard that keeps them coming back.

Moreover, direct mailers provide a conduit for telling prospects about your web site and make an offer to get them there. Once at your site, they can learn more about your products and services. This also pre-qualifies your prospects (lead generation), because only those truly interested in your product or service will visit your site.

Immediate impact, versatility, affordability, results... with so many reasons to use directmail postcards in your marketing, the only question left to answer is: "Why aren't we using more of them?" Imagine having automated features built right into your system that triggers the mailings for you?

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MULTIMEDIA

Advertising is the promotion of goods, services, companies, and ideas usually performed by an identified sponsor through a variety of media sources. Our personal identity is who we are and what things make us up such as occupation, beliefs, personality, self-esteem, lifestyle, relationships, friends, how we look, and what we wear. Many people agree advertisers influence our identity, and they have a huge impact on our everyday life. They influence our identity by using things such as techniques, stereotypes, and targeting our audience by doing things that "grab our attention".

APPLICATIONS

- Advertising
- Tutorials
- Presentations
- Interactive Kiosks
- Web Sites

Interactive media and web sites bring information and people together through intuitive graphical interfaces including devices such as touch-screens or verbal prompting. They can establish a close, highly-controlled relationship between a company and its customer. ENOCS graphic designers create interactive, multimedia communications from in-store computerized gift registries to huge, complex corporate web sites.

Adding video to voice and text applications to create multimedia services is an important development which promises to provide a robust new revenue stream for service providers and enhance enterprise solutions. The enormous strides made recently in delivering multimedia, which is the coordination of video, text, and audio media capabilities, is one of the most significant developments in communications today.

Multimedia can also provide important opportunities for service providers to attract new customers and increase the loyalty of current customers while increasing average revenue per user. Businesses can use multimedia to improve employee communication and significantly upgrade the effectiveness of critical functions.

How can multimedia improve your business?

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AUDIO / VIDEO MEDIA

Would you like for the live broadcast of your speaker to be heard by more than just the people sitting in the room? Did you miss an important conference call but want to catch up on the discussion? Check out streaming audio and video services. Stream conferences live or have them recorded and archived for later review. You or your participants can then choose the time and place to log-on, learn, or catch up right from your computer's desktop. Bring the power of professional-quality video and audio to your creative projects and business communications.

APPLICATIONS

- Multimedia
- Trade shows
- Presentations
- Direct mail digital promotions
- Web sites
- Retail displays
- Point-of-purchase kiosk

Whether it's taping a live event or the creation of an educational, informational, or training video, Enocs understands how to work with the special needs of its customers, from developing a concept to streamlining the approval processes on through production and delivery.

Enocs digital acquisition methods streamline the process from camera to edit at a cost savings to our customers. Once completed, your project can be used in many ways. Whether you want DVD, CD-ROM, VHS, streaming video for the web, or masters to broadcast on television, our high quality digital processes will make your video production the best it can be.

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