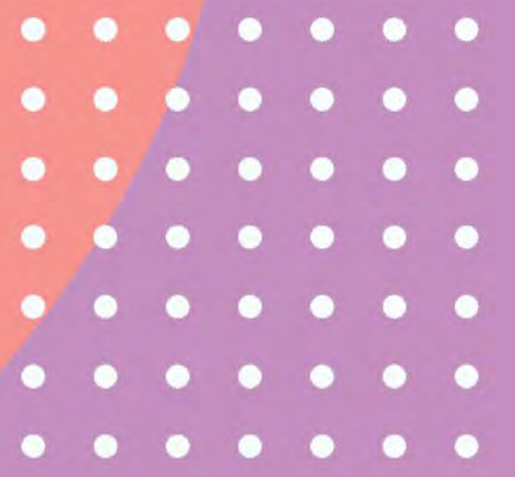




PINCH

**CAPABILITIES
DECK**



THE VIEW IS BETTER IN JERSEY



Born and bred in New Jersey, we're right over the
Hudson River in beautiful Bloomfield.

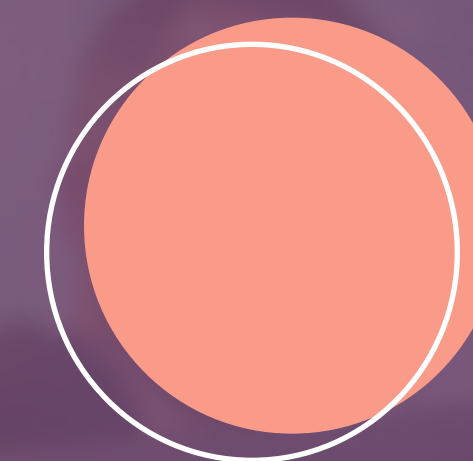
What else is in our Garden State?
The most diners.
The most mobsters.
The most famous shore.



DON'T CALL US AN AGENCY

Agencies get a bad wrap - we operate more like a modern studio. We don't want to take over your marketing - we want to work alongside you to make your marketing *better*.

Pinch is multimedia design studio, specializing in video production, social media strategy, and web design.



MEET OUR FEARLESS LEADER

With 15 years of creative experience under his belt, Ryan has worked with the biggest fortune 500 companies in the world, like Microsoft, PepsiCo, Oprah, Verizon, Amazon, and more.

Well, he's actually terrified of sharks.
You didn't hear that from us.

CAPABILITIES

CREATIVE

Video Production
Animation
Motion Graphics
Logo and Visual Identity
Brand Identity Guidelines
Marketing and Sales Collateral
Event Branding
Social Content
Proposal Design

WEB + DIGITAL

Responsive Web Development
E-commerce websites
Email Marketing Campaigns
Landing Page Design
Microsite Design
User-Interface Design
Banner and Graphic Design
SEO
Copywriting

STRATEGY

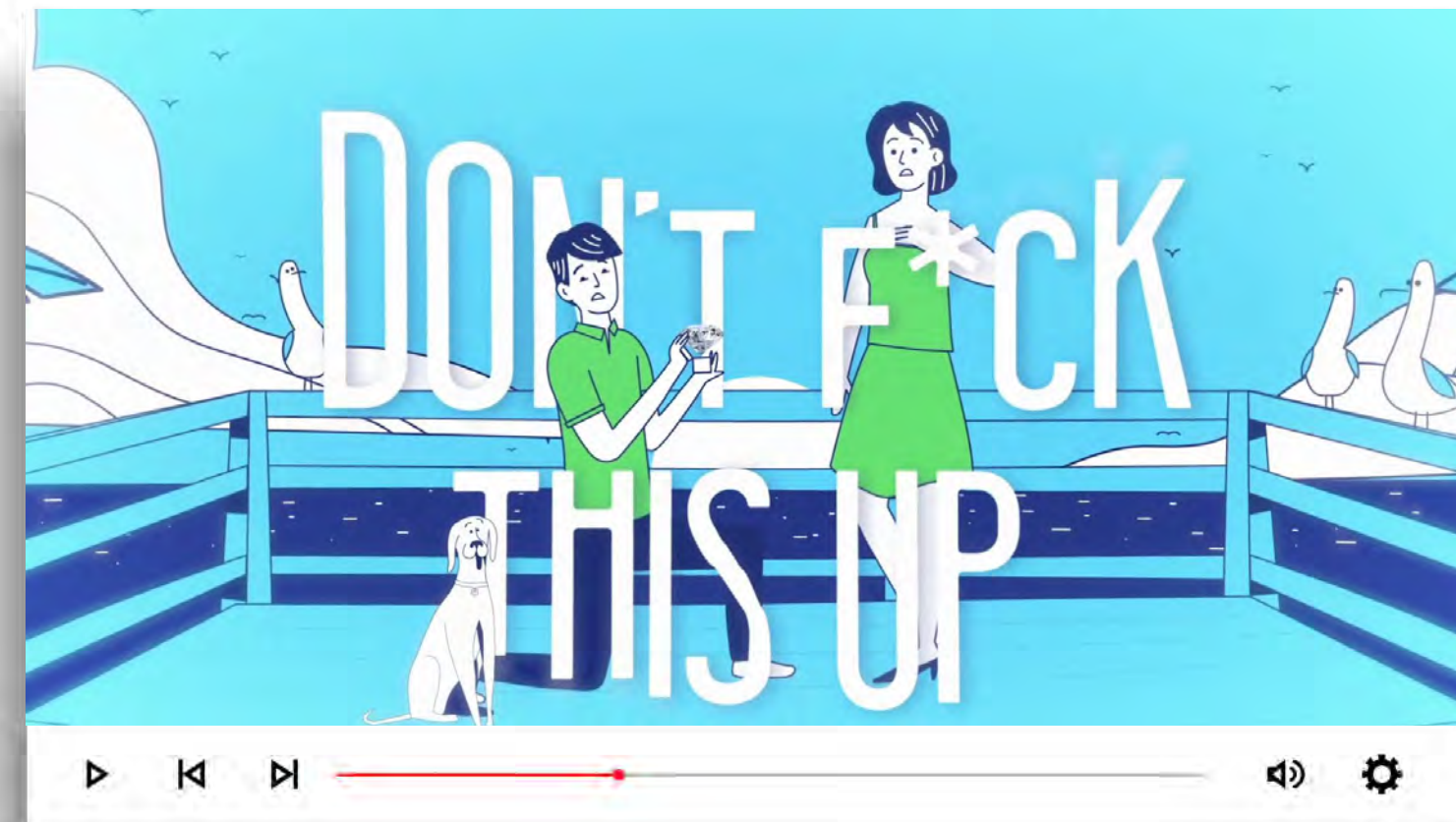
Social Media Architecture
Brand Positioning
Messaging Guidelines
Brand Awareness Campaigns
Customer Journey Maps
Consumer Research
Pitch Decks
Website Audit
Multi-Channel Marketing Plans

VIDEO

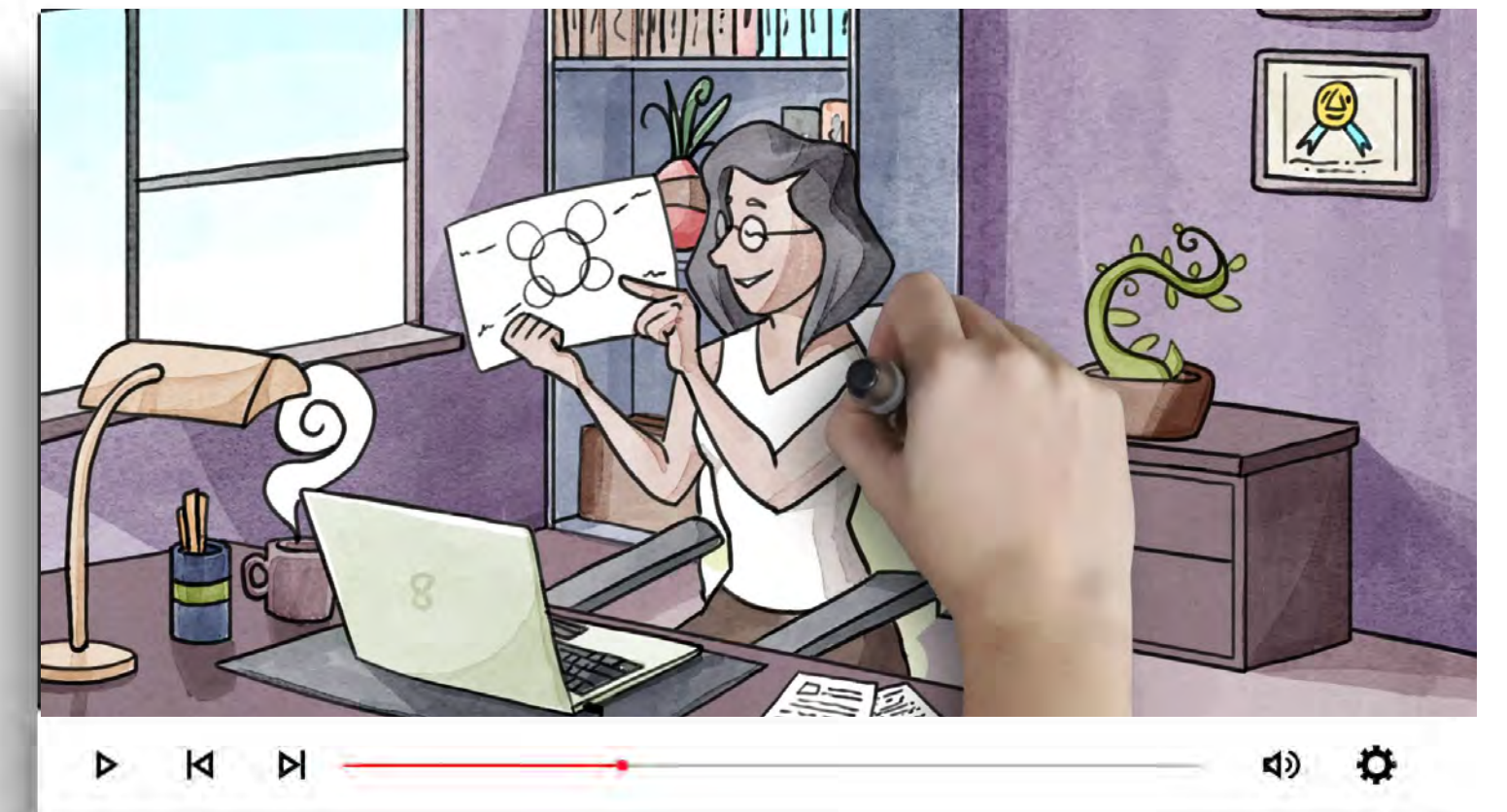
LIVE-ACTION



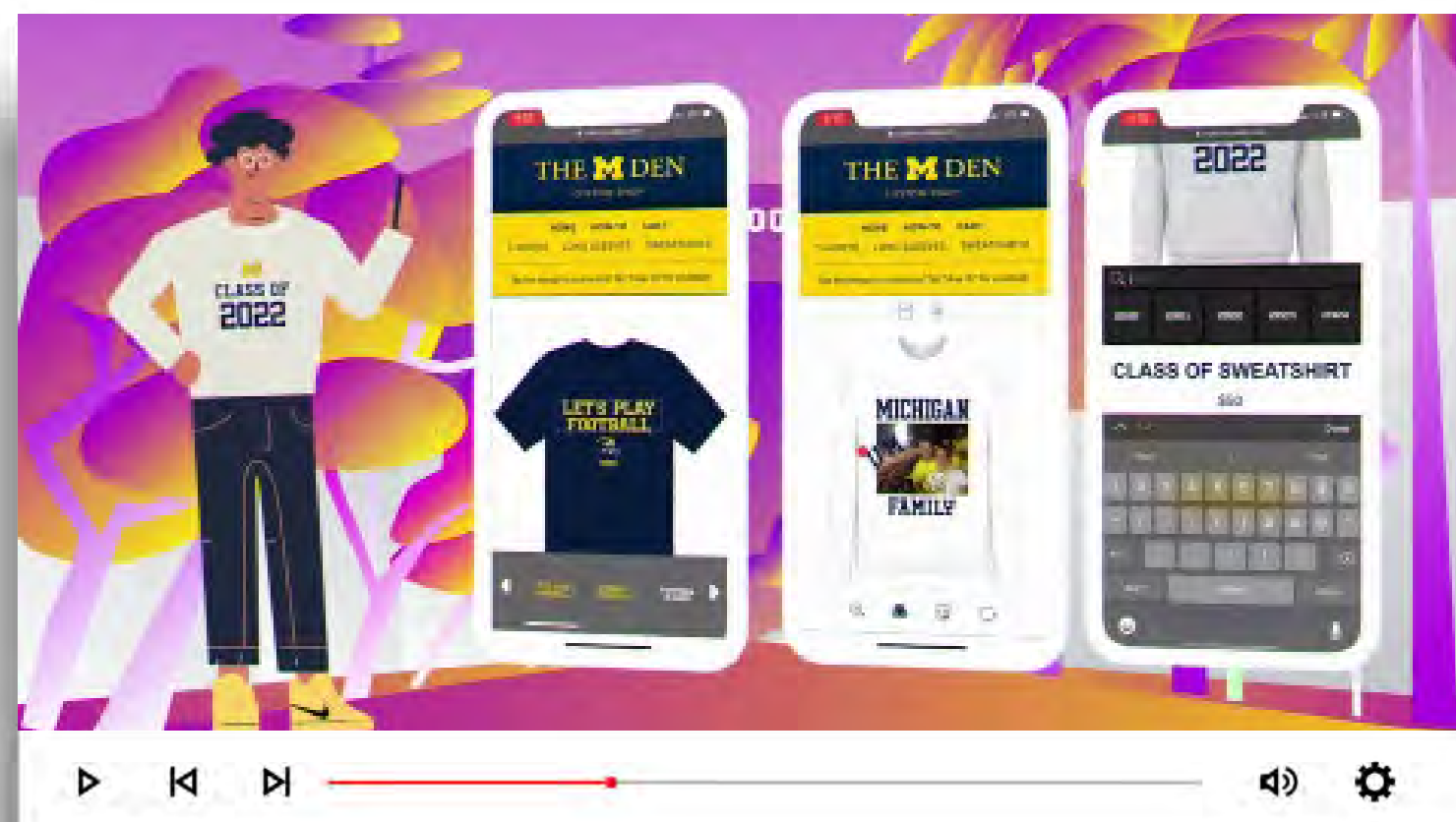
ANIMATION



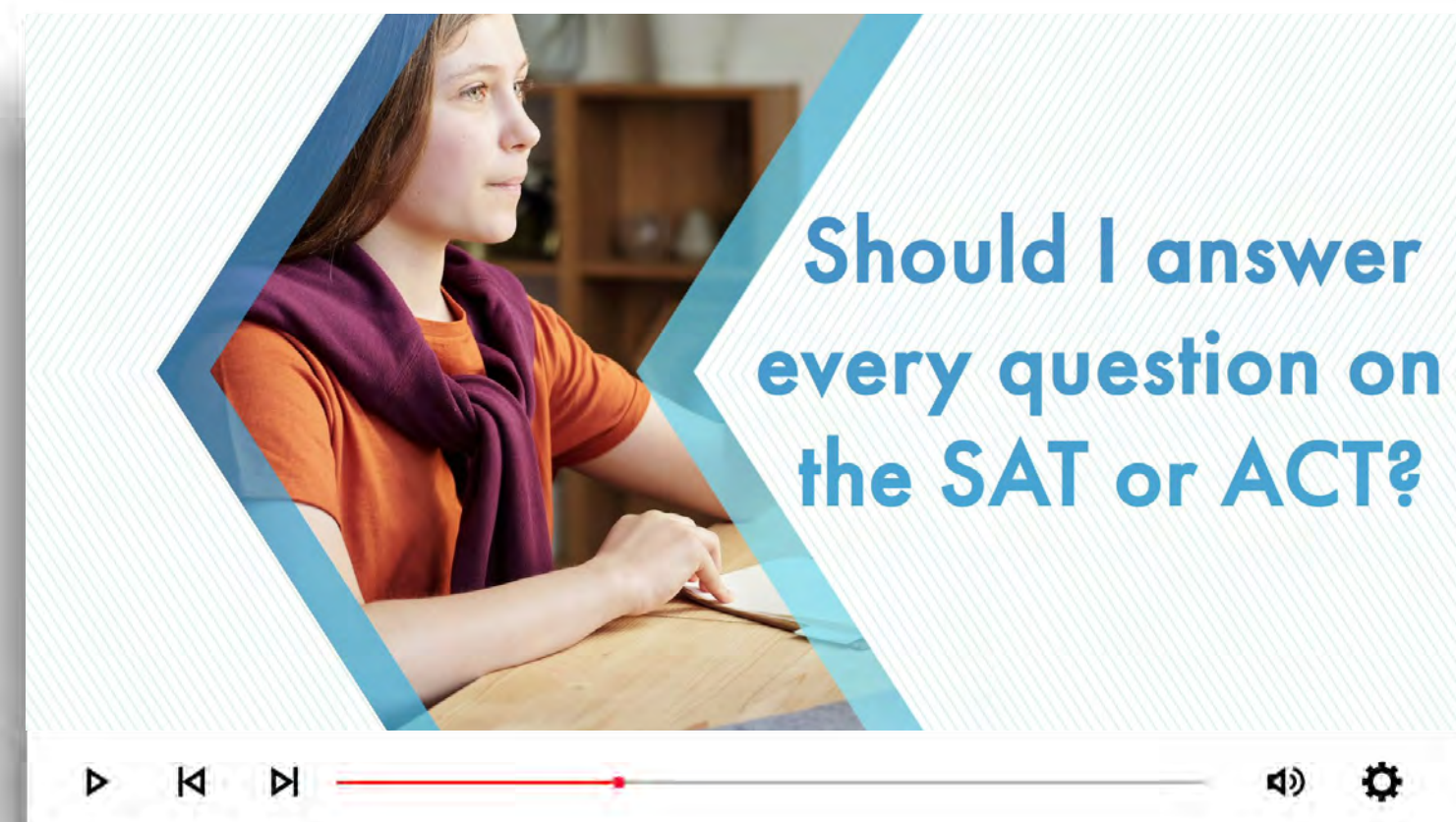
WHITEBOARD



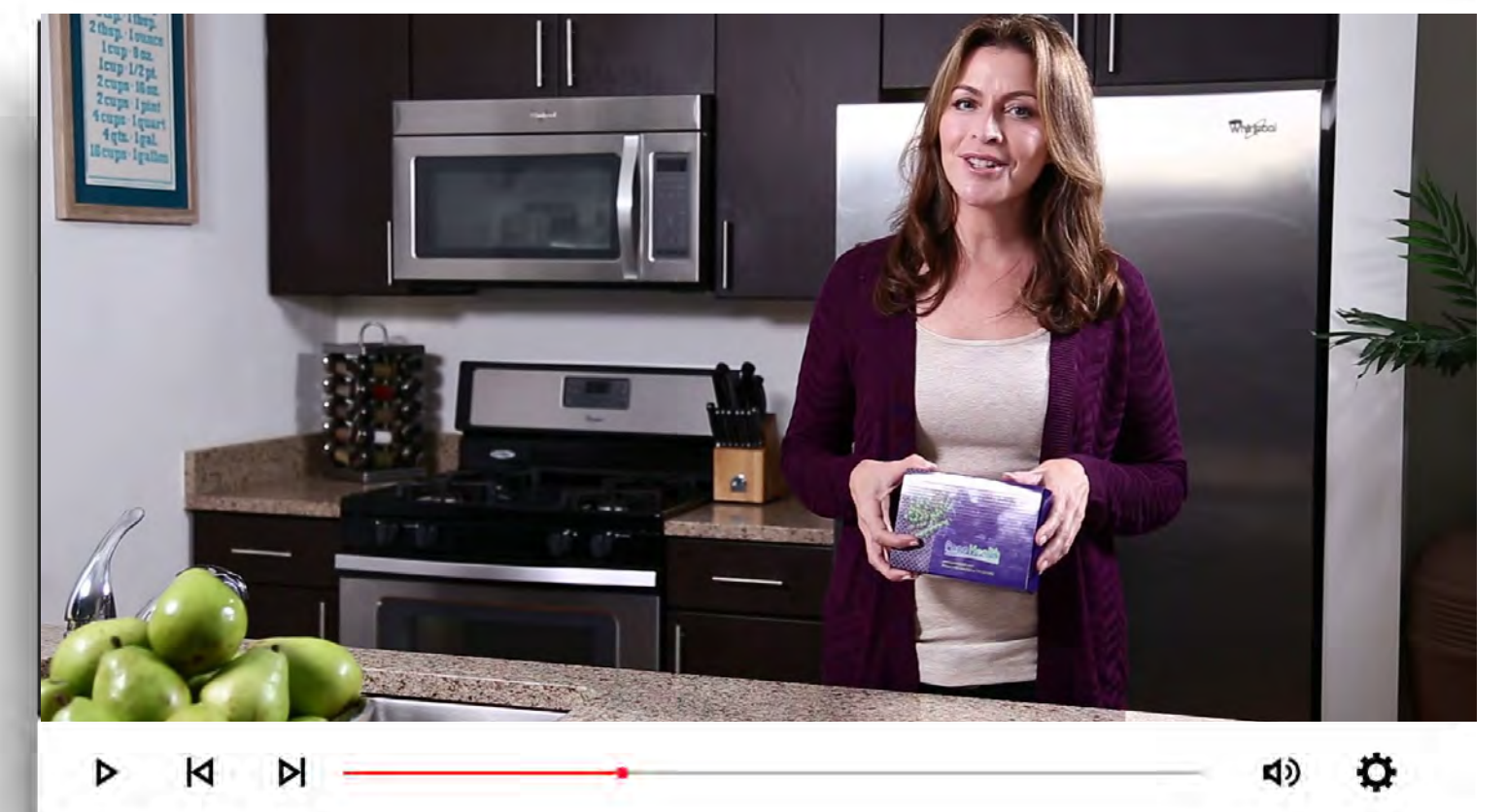
MOTION GRAPHICS



EXPLAINER



PRODUCT DEMOS



BRANDING

old



new



AD CAMPAIGNS

09:41

Search

CP Chelsea Piers Connecticut
January 6 at 7:19 PM · 🌐

Grab the kids for a dance party in the living room this Sunday! 🎉
Join @zumbashaira for a fun morning of Zumba on ZOOM. 🥰

MOST YOUTH SPORTS
IN FAIRFIELD COUNTY

JUMP BACK IN

BECOME PART OF OUR GROWING FAMILY TODAY

CHELSEA PIERS CONNECTICUT
EST. 1968

LEARN MORE



09:41

Search

Rx ConnectiveRx
March 2 · 🌐

Women Connect, an Employee Resource Group (#ERG) at ConnectiveRx, developed a weekly video series in honor of #womenshistorymonth. Who's Corrie ten Boom? Meet Hannah Collier, Product Operations Manager. She'll tell you about Corrie plus a few other things on her mind. #walkinconfidence


I feel **connectED**

"The encouragement from my managers to pursue my education has been the push I need to join some seminars!"

- Eva Walker, Engineer

Click below to learn more about our free educational programming. ➡

Rx



09:41

Search

Rib Rack BBQ
February 8 · 🌐

Here's a quick and delicious recipe for grilled chicken drumsticks for your consideration this fine Monday:

SIMPLE INGREDIENTS.

RIB RACK BBQ SAUCE
HONEY

NO JUNK.®



WEB DESIGN



24/7 EMERGENCY HEAVY EQUIPMENT WELDING SPECIALISTS WORKING TO REDUCE YOUR MACHINERY DOWNTIME

When your equipment is down you aren't making money. Our goal is to get you up and running as soon as possible and get you back to work. The quality and craftsmanship of our work make us the premier heavy equipment welders of CT. Anywhere, anytime. Our goal is to keep our customers working and making money. 24/7 Emergency.

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SERVICES

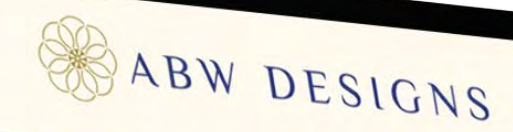


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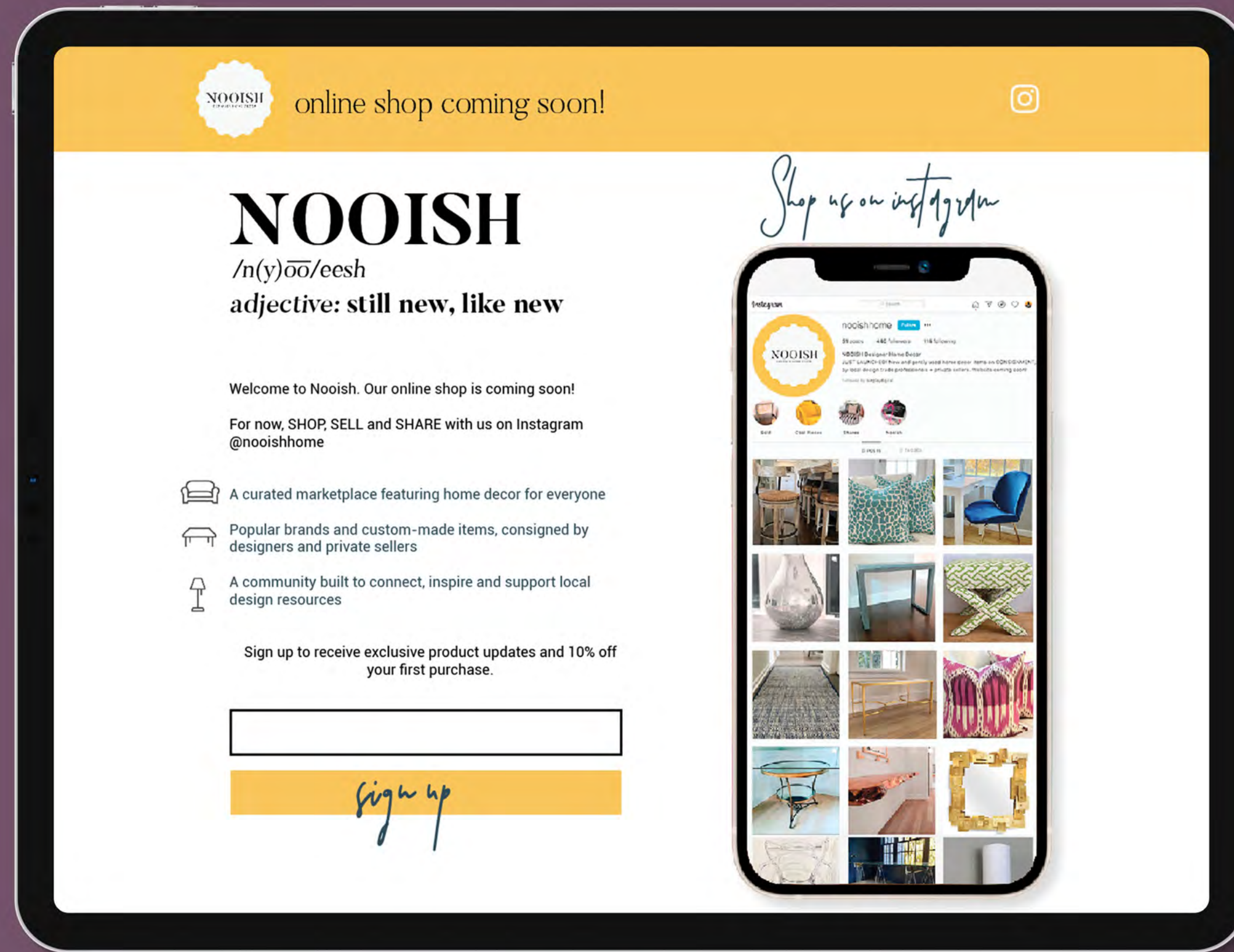
GIFTING MADE EASY
Every piece beautifully gift-boxed

HASSLE-FREE RETURNS
30-day return policy

THE FUTURE
shin
BRIGHT

ABW Designs is a refined jewelry company intended for sophisticated women interested in updated classic design.

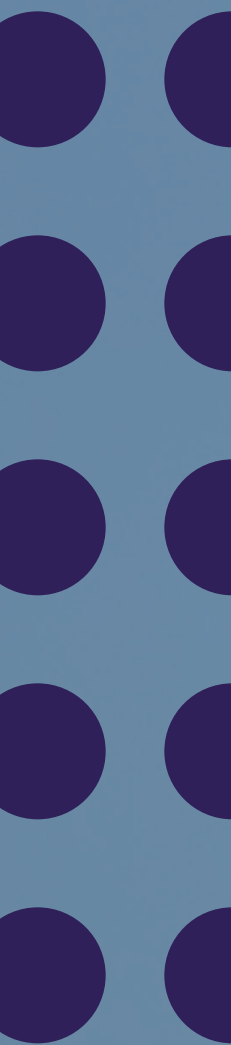
LANDING PAGES



Whoa... creative overload, amiright?



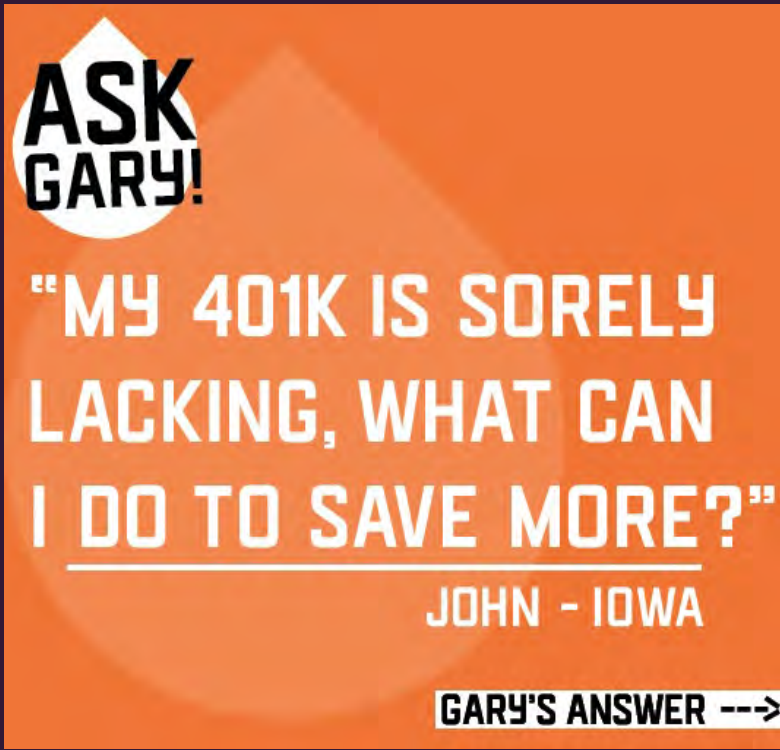
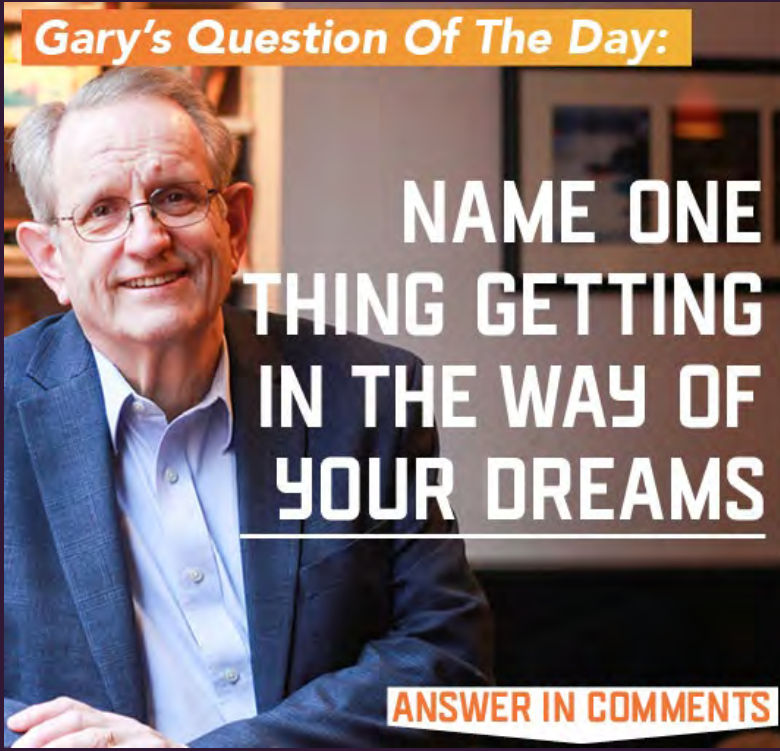
Let's rest your eyes a touch before showing you even more cool stuff. Go find a window and take a break. This PDF is going nowhere.



PRINT



SOCIAL MEDIA



INFOGRAPHICS

newristics

Qual Message Testing:

23 REASONS WHY IT MAY BE TIME TO GIVE IT UP!

Why are we still doing this?!




Pharmaceutical brand teams rely heavily on qualitative market research to test messages with physicians and patients. Messaging decisions worth 10s or even 100s of millions of dollars in revenue are often based on 30 IDs/TDs which are riddled with many methodological shortcomings. Qualitative message testing is the most unscientific form of message testing and for an industry that is driven by science, it's time to move beyond!

01

Important messaging decisions are made on the basis of a few anecdotes.





02

Not supposed to make statistical inferences from qual research, but people always do!

03

Respondent feedback to messages is all 'stated' and there are no derived insights.





04

Not representative of real world, makes respondents artificially pay too much attention to messages.

05

Professional respondents – small number of respondents show up for all interviews.



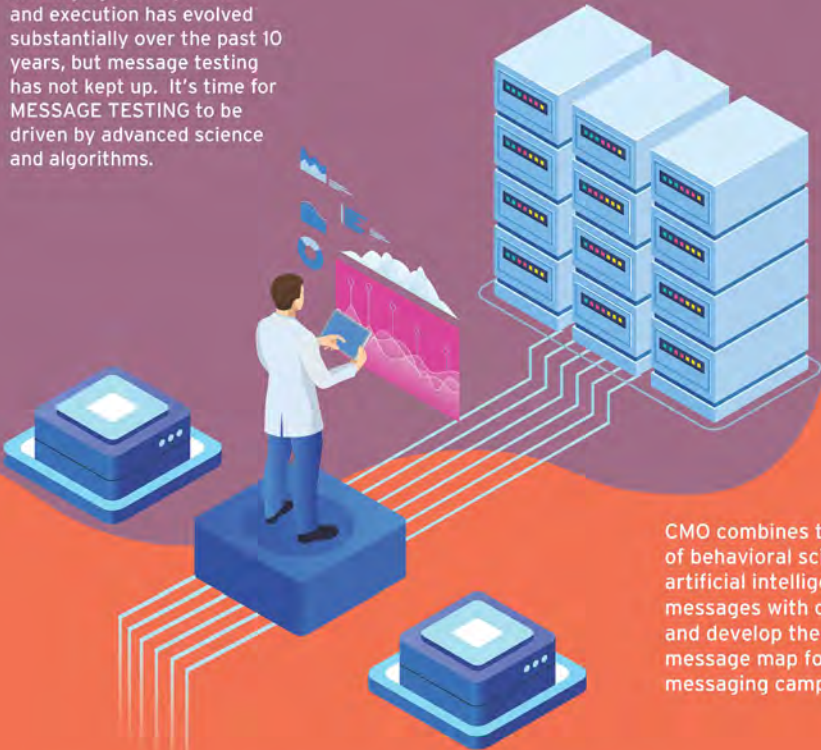
newristics

CMO

CHOOSE MESSAGE OPTIMIZER

MESSAGE TESTING FOR THE FUTURE OF MARKETING

Messaging development and execution has evolved substantially over the past 10 years, but message testing has not kept up. It's time for MESSAGE TESTING to be driven by advanced science and algorithms.



CMO combines the power of behavioral science and artificial intelligence to test messages with customers and develop the optimal message map for your messaging campaigns.

CMO has everything you've been looking for in a MESSAGE TESTING METHODOLOGY for 20 years!

FASTER

CMO can cut your messaging development and testing timeline by 70%.

30%

BETTER

CMO is proven superior in identifying the best message bundle for your brand.

CHEAPER

CMO can cut message testing budget by 50%.

50%

EASIER


CMO simplifies the messaging optimization process to one step.

FASTER

CMO takes you from first draft of messages to campaign-ready message bundles/storyflow in half the time.

MARKETERS - WANT TO WIN?

OPTIMIZE YOUR MESSAGING



OPTIMIZE YOUR MESSAGING

4 PHASES OF THE MESSAGING CYCLE

01 MESSAGE DEVELOPMENT

02 MESSAGE TESTING

03 MESSAGE DELIVERY


04 MESSAGE PERFORMANCE

MESSAGE DEVELOPMENT

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OPTIMIZE YOUR MESSAGING

CREATIVE MESSAGING ALONE IS NOT ENOUGH



HARNESS THE POWER OF SCIENCE, ALGORITHMS AND TECHNOLOGY

OPTIMIZE EVERY STEP OF THE MESSAGING CYCLE

1 Message Development

2 Message Testing

3 Message Delivery


4 Message Performance

MESSAGE

EMAIL MARKETING


**BINGLEY
DIGITAL™**

Introducing the
Bingley Bulletin,
Ya'll!




Welcome to our new monthly email, packed with marketing news, recently completed projects, and more fun stuff!

marketing news



Branded recipes are making a resurgence as everyone is back in the kitchen during the pandemic.
[READ HERE](#)




COVID-19 themes are popular in holiday ads this year to relate to consumers.
[READ HERE](#)


[Need Q4 marketing help? Reach Out!](#)

Video is crucial in today's marketing plan


Bingley got "sassy" this past month shooting and producing this commercial for our client Drinking Divas. Do you need a fresh video for your marketing efforts?




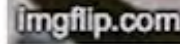
Our latest website project



New Glass Alert








Bachelor Fans Rejoice!


Introducing our
New stemless glass

This 15-ounce, lead free wine glass is sure to make watching the 25th season a blast.

[SHOP NOW](#)



Drinking Diva's Top 3 Bachelors:



**ABW DESIGNS**



make summer
Shimmer

Shop my large array of beach classics



**Brilliant
Starfish**

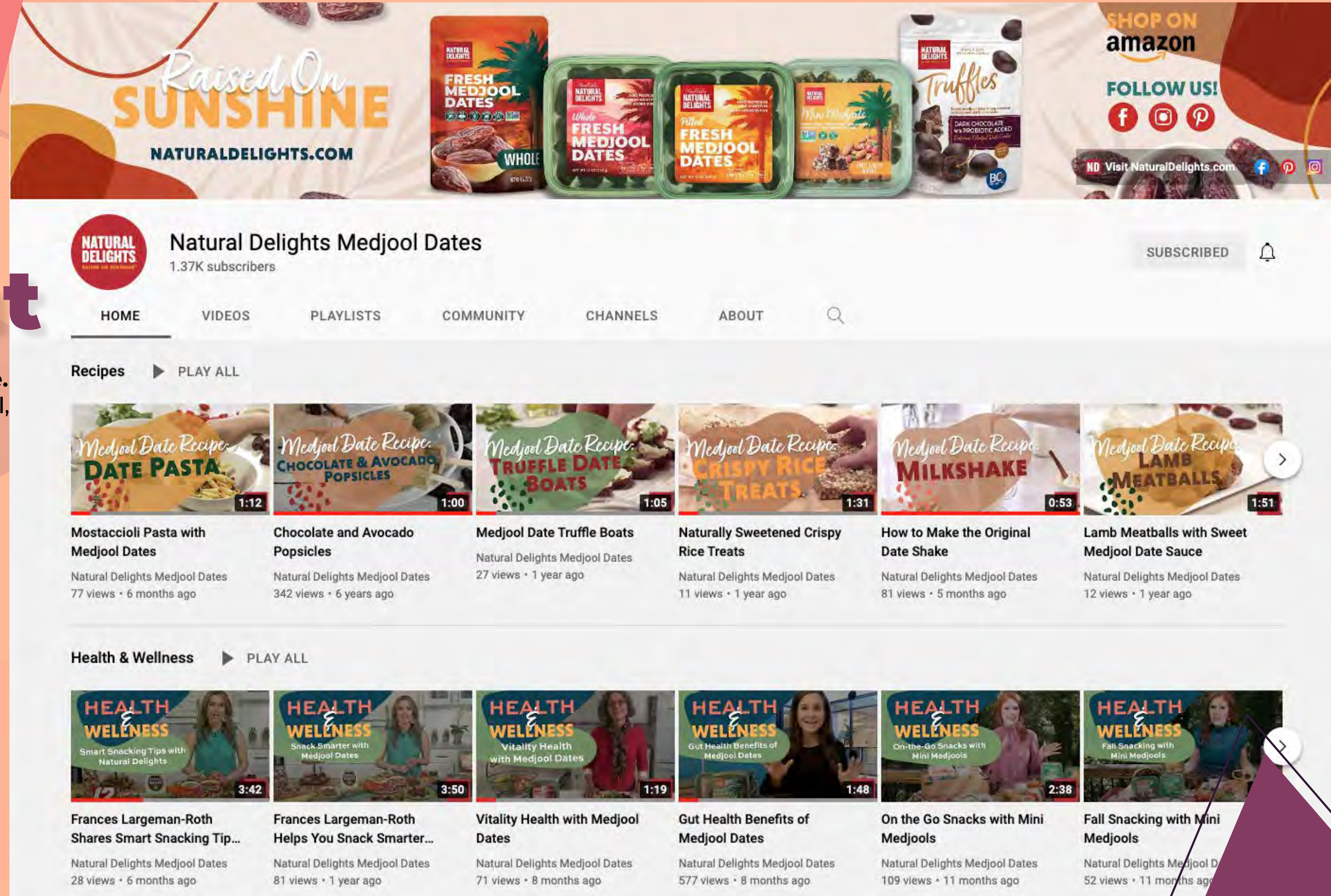
Retail: \$27.50

[shop now](#)

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**So,
what'll it be,
partner?**

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