

*A Brand new Approach to Communications*

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# Build revenue and promote awareness

Proven methods that build a firm profitable future. If your company has a product or service to sell, which most do, **BinkNyc** offers this **Neurochemically**.

First, we all experience a company's message through pictures, smells, sounds, taste and touch. Developing specialized strategies to entice and illicit a response is what we do. Be it Boomers, Gen X, Y or Z; it is a specific **lifestyle** that is consistent in all living beings. Second, Ads, Branding and Communications fields are calling for a New Strategy to captivate people with an impressive and unique client offering. **BinkNyc's Neurochemical** system is **5 years** in the making.



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“We can't solve problems by using  
the same kind of thinking  
we used when we created them.” - Albert Einstein

Third, by focusing on well-researched human sensory data and the way in which we absorb information. We can achieve impact in affecting the target market 'offering', generating profit, and opening up all kinds of potential for conversion, resale and lifestyle loyalty.

### ◆ Taste.

Communication and buying is an 'emotional' experience. It is **How** we as living, breathing, emotional beings interact with an environment.

**BinkNyc** is a *new means* of rapport with target audiences.

This 'interactive' messaging takes place through multiple methods on the Internet through Social Media. Thus entering places where prospective clients are:

News, Blogs and New Media. Designing

**'neurochemically'** charged event spaces

is just one way to directly influence a place where your audience 'lives'.

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## Making Sense.

Fourth, a customer today hosts their conversations in a very new environment than what we have traditionally *'experienced'* before. Today we must enter the environment where they live and choose effective persuasion techniques—emotional marketing—and using neuro-messaging.

The media conversation has changed exponentially and is now pertinent to success.

This is the foundation to building new human experiences. Today's brand building requires elements of interactive social activity. You probably know that –

56% of us are primarily visual,  
28% by what we feel, only  
16% by what we hear.

# Clients ...

( partial list )

11211 Magazine\*

Big Brothers Big Sisters

Circle Merchants

City Acupuncture (NYC)

Coach

Conway, DelGenio & Gries

Cross County Federal Savings

Dr. Laurie Litwin, DDS

Lily Pond Capital

Snapple

Pepsi

Polo Ralph Lauren

Pillsbury

Tiger Beer

Trevor, Stewart, Burton

Washington Square Institute

Winthrop, Stimson, Putnam

Greenpoint and Westside YMCA

XXL Magazine

Zywiec Beer

[click to links](#)



Williamsburg | Brooklyn

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## Technique...

( a logical sequence )

- \* 1 - Set up a meeting
- \* 2 - Propose a plan
- \* 3 - Gather information
- \* 4 - Execute phase 1
- \* 5 - Execute phase 2
- \* 6 - Review responses
- \* 7 - Adjust as needed
- \* 8 - Execute phase 3

## Capabilities...

( an overview )

Advertising ::  
Branding ::  
Copywriting ::  
Design ::  
Events ::  
Video & Photo ::  
Strategy ::  
Viral Marketing ::

'Actions', do speak louder than words. The time to meet is now.

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# Affiliations...

( simple and direct )



4A's iLab (*American Association of Advertising Agencies*)

AMORC (*Rosicrusian Order*)

Queens Tourism Council (*QEDC*)

Planet Earth Roundtable (*United Nations*)



provides innovative solutions using visual, audio and kinesthetic communications for **Boomers, Gen X, Y and Z** for clients seeking to acclimate and prosper in the Aquarian Age.

Contact us now before the competition does. --->

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***BinkNyc***

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... we mean business.

ASTORIA \* NEW YORK \* WILLIAMSBURG