



Brady Communications | Marketing That Makes Cents



Integrate print, Web, multi-media and more for a truly diverse investment.

Diversification and positive return on investment are keys to successful investing. At Brady Communications, we follow similar key principles by providing results-driven marketing across a variety of mediums. We work with many financial firms to generate integrated marketing programs, including Pittsburgh-based PNC Financial Services Group.

PNC Financial Services Group is composed of several distinct businesses such as PNC Bank, PNC Advisors, and PNC Equity. We have worked with each of these business units to create effective branding and design. Design that's creative, but not risky. With copy that's catchy, but meets compliance.

Brady Communications' long-term relationship with PNC Equity Management led us to the development of an effective and informative print and Web presence that utilizes their corporate branding. We also helped PNC Advisors reach their high-net worth clients by designing a Flash-based demo that makes account access and transactions easy to understand. And our work with PNC Bank began with an employee handbook and extended to various communication vehicles such as an animated Flash interface as well as an online demo that helps high-ranking PNC Employees become better leaders.

Our work with each PNC business has grown our experience and knowledge of the financial marketplace and has helped us offer true investment value to all of our financial clients.

Brady Communications is a strategic marketing communications firm providing high quality print and interactive solutions.



Becoming a Leader

Since static HTML pages were not effectively communicating their needs, Brady Communications researched, illustrated and designed an animated online tool to generate excitement and deliver information for PNC Bank's Leadership College.



PNC Bank "Life Events" Interface

"Life Events" provides age-specific financial information on topics like buying a house or planning for retirement. We developed an interface featuring primary navigation, rollover effects and photos controlled through an online administration tool.

PNC Advisors Online Demo

To promote PNC Advisor's online asset management service, Brady Communications created a web-based, narrated tool that demonstrates account access, information and transactions.



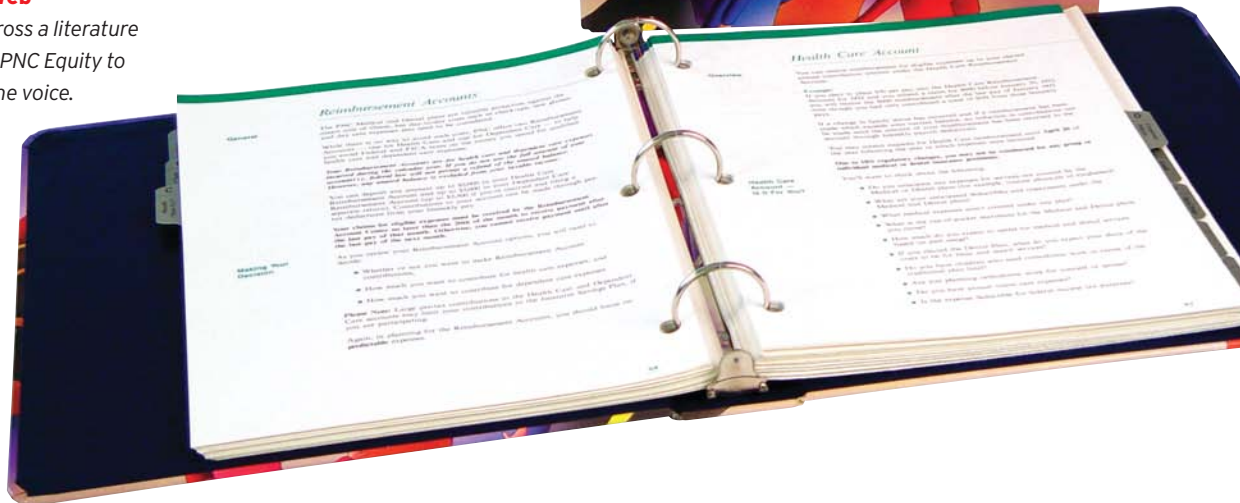
Internal Communications

Brady Communications created a look and feel for this flexible 3-ring handbook distributed to all PNC Bank Employees.



Integrating Print and Web

A consistent experience across a literature system and web site allows PNC Equity to talk to their customers in one voice.





BRADY COMMUNICATIONS

Brands. **Brand Strategies.** Market Positions. Brochures. Magazines. **Annual Reports.** Recruitment Materials. Media Kits. **Literature Systems.** Promotions. Product Launch Support. Direct Mail. **Identities.** Posters. Point-of-Sale Materials. Display Systems. Free Standing Inserts. **Packaging.** Exhibit Booths. Trade Show Materials. Advertising. Letterhead. Business Cards. Event Promotion. **Multimedia.** Sales Presentations. CD-ROMs. Kiosks. Handhelds. **Web Sites.** Hostings. **Internet Strategies.** E-Commerce. Online Advertising. Search Engine Optimization. **Database Design and Development.** Technical Architecture. Content Management Systems. Interface Design. Usability Testing. User Experience Planning. **Strategic Marketing Communications.**

Think further.

The difference between good communication and great communication is the power of discernment: keen **insight** into your marketing goals and good judgment on the right message and creative to help you meet them. **Helping you go farther takes someone who thinks further.**

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www.bradycommunications.com

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