



Recharge your way of thinking.



electricurrent has been in existence for a period of nine years, five of which, it has been incorporated. Our mission has always been to generate revenues in the corporate sector so that we can put our time and efforts back into our various ministries and non-profit organizations. Electricurrent is privately funded and as of December of 2004, a significant portion of Electricurrent's revenue was generated through "word-of-mouth" sales.

OUR MISSION

Electricurrent's mission is two-fold:

- 1** To generate revenues in the corporate sector so that we can put our time and efforts back into various ministries and non-profit organizations.
- 2** To set a standard of excellence within the Christian community.

OUR VISION

Our vision is to see this world changed for the glory of God. In using the talents and abilities that the Lord has given us, we have collectively chosen to make a difference, rather than burying that which He has so graciously provided.

'Not by might nor by power, but by my Spirit,' says the Lord. ZECHARIAH. 4:6

OUR CORE VALUES

God.

We believe that there is one true, holy God, eternally existing in three persons—Father, Son, and Holy Spirit—each of Whom possesses equally all the attributes of deity and the characteristics of personality. In the beginning God created out of nothing the world and all things therein, thus manifesting the glory of His power, wisdom, and goodness. By His sovereign power He continues to sustain His creation. By His providence He is operating throughout history to fulfill His redemptive purposes.

Excellence.

We desire to set a standard of excellence in all that we do. Simply put, we believe that the church has neglected excellence in many areas and replaced it with mediocrity. We have a passion to see this changed.

Evangelism.

We yearn to see more people come to Christ. By the lives that we live and by the work that we produce, we pray that God would use us as an instrument to further his kingdom.

OUR CORE VALUES

Continued...

Partnership.

We believe that as a Christ-centered organization, we are called to collaborate and work together with other churches and ministries throughout the world. Furthermore, we believe that because of the position that God has placed us in, we must also take caution in which organizations we partner with. Therefore, we will not enter into a partnership with another organization where the goals of that partnership will compromise Electriccurrent's Mission, Vision and Core Values.

Integrity.

In all that we do, we must do everything with honesty, humility and integrity.

OUR SERVICES

Consulting.

What are the goals and objectives of your organization? Are you using your resources effectively? Are you reaching your target audience?

These are all questions that we can help you answer. In meeting with your team, we will help you to evaluate all of your options and assist you in developing a successful communications strategy for your organization.

The best decisions are strategically planned and carefully executed.

Brand Identity.

How do people view your organization? Is your brand an accurate representation of the image you are trying to portray?

Consider developing a logo that speaks clearly to your audience and reflects your organization's identity. In doing so, you will position your organization to be easily recognized within your industry.

OUR SERVICES Continued...

Advertising.

Is your message being broadcast effectively?

Have you been successful in generating new business?

Are you encouraging return customers?

Tools like post cards, direct mail pieces, banners, email blasts, radio ads, billboards and online marketing programs are all vehicles that will help you to accomplish these objectives.

Print Media.

Does your print media creatively tell your story?

Spending the time to develop a creative brochure and print campaign will make a world of difference in the eyes of your audience. Taking this step reinforces your message and encourages the view that your organization goes the extra mile.

Web & Technology.

Are you taking full advantage of the web?

There are organizations that have online brochures, and then there are organizations that have websites. CCI/USA, Universal Studios, The Salvation Army, Youth Specialties and Fram Building Group are all examples of organizations that have chosen Electricurrent to develop a website for them. What is the difference, you ask?

A successful website will compliment your marketing campaign and integrate tools like content management systems, e-commerce applications and customer service modules, ultimately providing your customers and staff with a memorable user experience.

OUR CAMPAIGN PROCESS

In order to provide you with the best overall product, we have developed a strategic process and management system focused on meeting your needs and exceeding your expectations. The following is a list of steps that we take in developing your campaign:

1 Team Selection

The first step to building a successful campaign is to assign a strong team of individuals to the task at hand. We carefully select and assign specialized Electricurrent employees to take over the flow and management of the project. By working with your staff, we determine which team members will be assigned to each section and phase of the project, and assign a single project liaison from Electricurrent to direct communication flow.

2 Information Gathering

Throughout this stage, we carefully research your organization using all means necessary – from working closely with your management team to thoroughly studying your competition. This process may involve any or all of the following: Questionnaires, interviews, brainstorming sessions, flowcharting, documentation, outside research and market studies. Once both parties are satisfied with the forward strategy and plan, we move ahead to the next step in our operation. At Electricurrent, we take pride in this stage.

3 Market Positioning

Next, we begin to work on a strategic plan of action for marketing opportunities and your campaign. Operating directly with your marketing department, we create a list of opportunities and ideas to be used in conjunction with your brand and campaign. By this point, we have a detailed understanding of your concerns, ideas, competition, and marketing strategies. We can now proceed to the design and implementation stage.

OUR CAMPAIGN PROCESS Continued...

4 Design and Implementation

The next step is to carefully take all that we have discussed and apply it using graphic arts and creative copywriting. Depending on the scope of the campaign elements, we will select one piece (i.e. brochure spread, website homepage, advertisement) and present a number of different concepts. Once we have successfully captured your dreams in a design, we will continue to build out the remaining campaign elements, some of which may include: stationary, brochures, advertisements, websites and multimedia packages. At every stage, we will allow for revisions to be made, ensuring that the final product exceeds your expectations.

5 Programming and Development (if applicable)

At this point in the process, we take your website design and convert it to a workable, user-friendly website using many different tools and various programming languages. All pages, templates, administration portals, and databases are created in a clear and concise manner. All websites and technology platforms are hosted on one of our staging servers, making it easy for clients to see the status of their project.

6 Test and Modify (if applicable)

Immediately after completing the programming and development stage, we begin to do extensive tests on your website, making sure each and every link and function is working properly. In addition, we will work with your team to correct any spelling errors and wording changes that are needed before launching the site.

7 Campaign Launch

The final phase of our process involves the careful execution of all that we have set out to accomplish. By taking the strategy that we defined in Step 3 – Market Positioning and applying it to our newly developed print and interactive mediums, we will take your campaign to the world.

ENDORSEMENTS

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TOM WARD, JR., Pastor
Eastpoint Community Church

Some companies transcend your expectations to such a degree that you are no longer just a client, you're an evangelist, passionately communicating the superiority of your business experience with friends and colleagues. Electricurrent is one of those companies. At every turn, no matter what I've thrown at them, the EC team has the innate ability to turn my loftiest ideas and creative ambitions into reality, transforming me once again from a loyal EC customer to a zealous EC spokesperson. This cycle has repeated itself over and over again, because in project after project EC continues to defy my expectations, no matter how high I've set the bar.”

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DIONNE SMITH, President
VGM Ltd. & The Shai Awards

On behalf of VGM and the Shai Awards, I want to personally thank the management and staff of Electricurrent, for believing in what we are trying to do for our nation and Christian artists. The standard of excellence that they have demonstrated has raised the profile of gospel music in Canada. The quality of their product, their ability to create my visions beyond my own imaginations, their flexibility and the responsiveness of their staff has indeed exceeded expectations. They truly do everything in excellence as it should be done, when God's people do it.”

ENDORSEMENTS Continued...



JOHN LATTA, Director
Canadian Youth Network

The people of Electricurrent have not only met our needs, they have helped us dream about the future and stretched our thinking. We needed a campaign to match our “grassroots” approach to ministering across Canada... and they delivered better than we had ever expected! We love working with this team, they are professional, are really good at what they do, and what we highly value, they serve.”



TIC LONG, President of Events
Youth Specialties

We worked with Electricurrent on our campaign for the National Youth Workers Convention this year, and we’re thrilled with the results. They were great to work with; they really understood our customer.”



JOHN MCAULEY, Executive Director
Muskoka Woods Sports Resort

Electricurrent has an incredible ability to meet the expectations of clients which contribute to both creative and bottom-line outcomes.”

CONTACT INFO

31-1615 North Routledge Park
London, Ontario Canada
N6H 5N5

p. 1.866.473.2020

e. sales@electricurrent.com

www.electricurrent.com