

**ABS Auto Auctions**

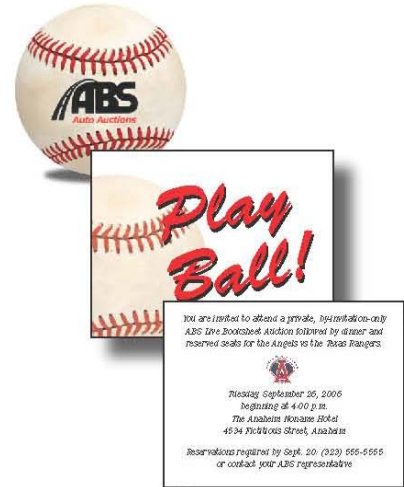
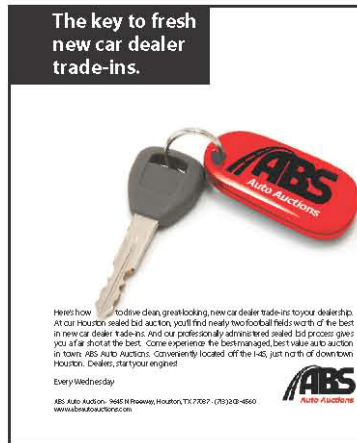
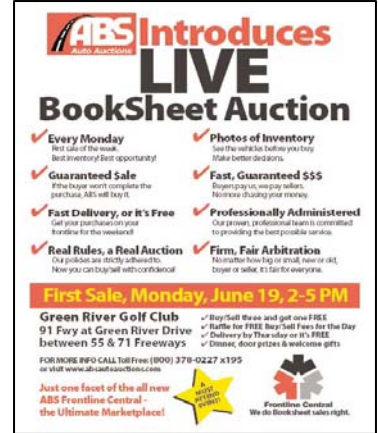
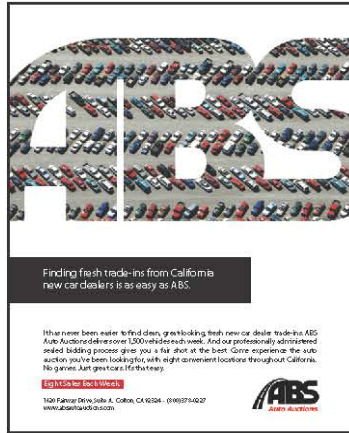
Many of our clients have been with us for quite a while. ABS Auto Auctions is one such client, who has called on us for everything from simple flyers to new product launches, certain that they will find consistent first-rate creative and branding continuity from one element to the next.

ABS came to us initially to develop some promotional materials for their auctions to used car dealers. It wasn't long before they realized that our marketing outlook went a lot further than the one project they assigned to us. (We always focus on the big picture, no matter how small the project.) Soon, they asked us to think about their overall branding, wanting to stand apart as a progressive business dedicated to changing the way auto auctions are done.

We dove right in and designed a graphically powerful corporate logo, developed a forward-thinking tagline, and launched an entirely new website that is strategically on-target while providing high value and ease-of-use to ABS's customers.

In looking to further expand their market, ABS opened a new auction service for new car dealers, which we named, branded, and promoted via the website, advertising, direct mail, public relations and event marketing – once again showing that when we say we're a full-service agency, we really mean it!

Because of long-term relationships such as this, we get to know our clients and their markets intimately, allowing us to stay in front of the marketing curve instead of trying to catch up from behind. That's how our clients win.



For more examples of our work, go to [www.starmarketing.com/portfolio.php](http://www.starmarketing.com/portfolio.php)