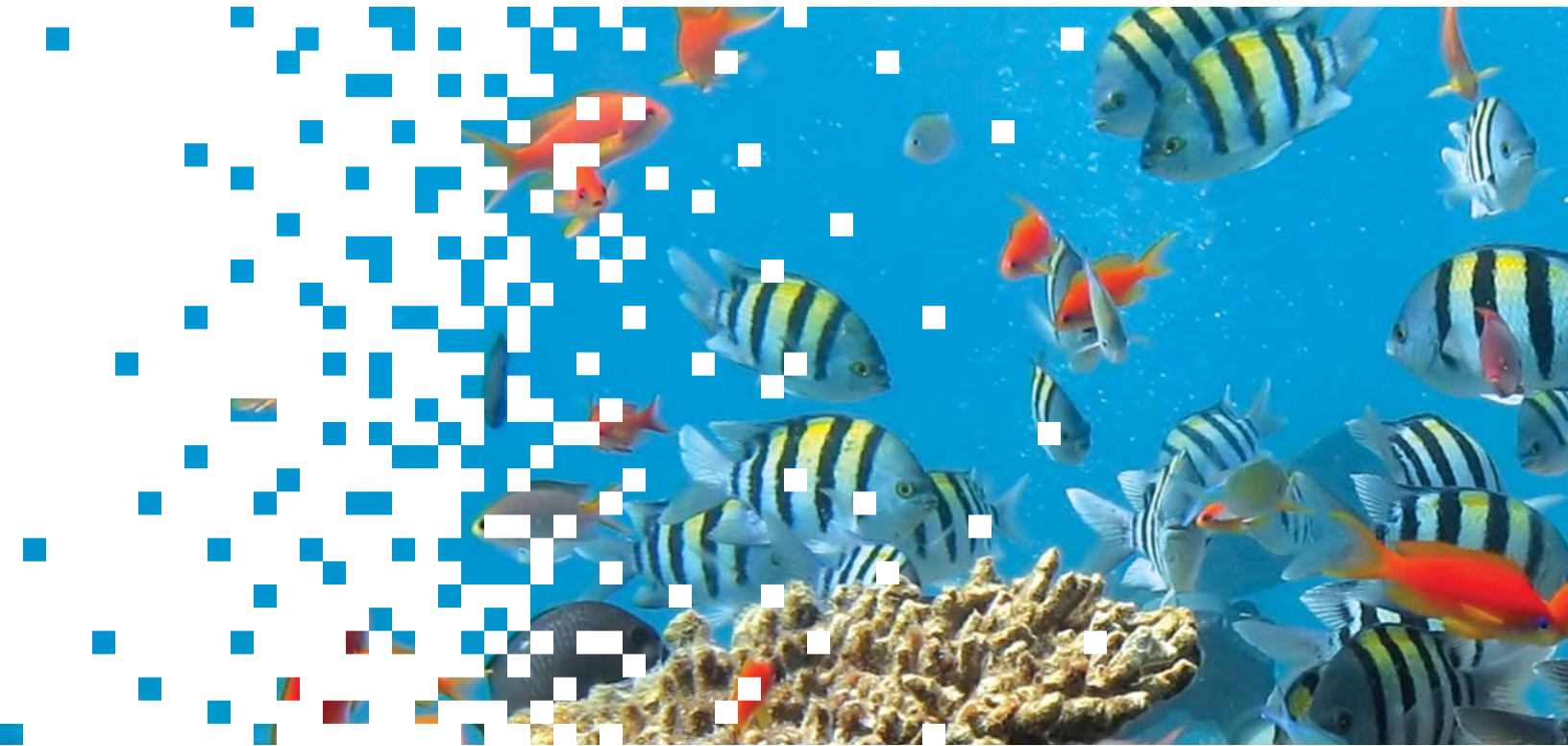




The Turks & Caicos Islands'  
leading full-service marketing agency



## | Promoting Business in the Quintessential Caribbean Destination

The Turks & Caicos Islands is one of the fastest growing economies in the Caribbean and a rising star as a worldwide destination of choice for both relaxation and investment. Tourism and hospitality, real estate, and financial services are all fueling unprecedented growth and opportunity in our country.

For good reason. Unmatched natural beauty, an accessible location, a pro-development government, and world class, award-winning amenities and services combine to make the Turks & Caicos Islands a unique location for tourists and investors alike.

Wired Island's mission is to help position and promote our clients in the ultra competitive business landscape in which they exist. As a country and destination, the Turks & Caicos competes against the rest of the Caribbean, indeed the world, for tourism and investment. These are high stakes industries and it is critical that the unique benefits and advantages of our destination are communicated clearly.

Wired Island is the Turks & Caicos' only full service marketing agency, offering a full range of professional services that help define and promote your business. Through a combination of print, on-line and event-based programs, our experience and skills can make your business stand out and generate higher returns from your marketing budgets.



## | Think Global, Act Local

Wired Island's background is steeped in innovation, creativity, and high technology - so we understand the latest techniques to effectively pinpoint customers and drive sales on a worldwide basis. We combine this with an intimate knowledge of the Turks & Caicos and Caribbean markets, afforded to us by more than ten years of living and doing business here.

No longer is it necessary, or even more effective, to look off shore for services like graphic design, advertising, Internet marketing, public relations, web site development or event management. We are based locally, support our clients with personalized and accessible service, and we understand the unique requirements and challenges of Turks & Caicos-based businesses.

Our clients include the leading tourism, real estate development, financial services, and retail businesses in the Turks & Caicos Islands. We even do our part to promote the overall destination through our close working relationships with the Turks & Caicos Tourist Board and the Turks & Caicos Hotel & Tourism Association (TCHTA).

Wired Island is well positioned to support a new era of business and growth in the Turks & Caicos. Put our skills and experience to work for you and take advantage of the opportunity at hand in our unique destination.

*"Wired Island understands how to market the Turks & Caicos and its businesses, partly because they are based here and know what is happening around us. They have their finger on the pulse of the economy locally, but also grasp what is needed to market on a global level. This is essential for anyone wanting to take advantage of the tremendous growth our country is experiencing." Hon. Wayne Garland, Minister of Tourism*

## A Full Range of Integrated Marketing Services

### Public Relations

Keeping the media and other key influencers informed is critical, on a local, regional and global basis. Wired Island is a skilled practitioner of effective public relations and maintains relationships with the local media and outlets worldwide that are important to reaching your customers.

- Services include:
- Strategy and message development
  - Press release writing
  - Press conference coordination
  - Media tours and launches
  - Article and speech writing
  - Targeted press release distribution
  - On going media relations programs
  - Perception audits and customer surveys



### Graphic Design

A picture is worth a thousand words and Wired Island offers talented graphic design skills to create effective and memorable visual programs to promote your business. Whether it's in print or on-line, we can design a look that's right for you.

- Services include:
- Advertising campaigns
  - Brochures and catalogues
  - Sales tools, forms and contracts
  - Outdoor advertising
  - Posters, flyers and other promotional material
  - Direct mail pieces
  - Custom publishing
  - Event promotions and invitations



*"Wired Island brought a unique perspective to helping Digicel establish itself in the TCI market. Their relationships with the local press, their writing and organizational skills, and their understanding of technology were all important when we launched here." E. Jay Saunders, CEO, Digicel*

## Advertising

Most businesses turn first to some form of advertising to promote their business. Wired Island has experience in print and on-line that will help you create impactful and effective campaigns. We combine exceptional design skills with a no-nonsense business approach to get the most bang for your buck.

Services include:

- Advertising design
- Copy writing
- Media placement strategy
- On-line banners and campaigns
- Specialty advertising goods: T-shirts, hats, etc.

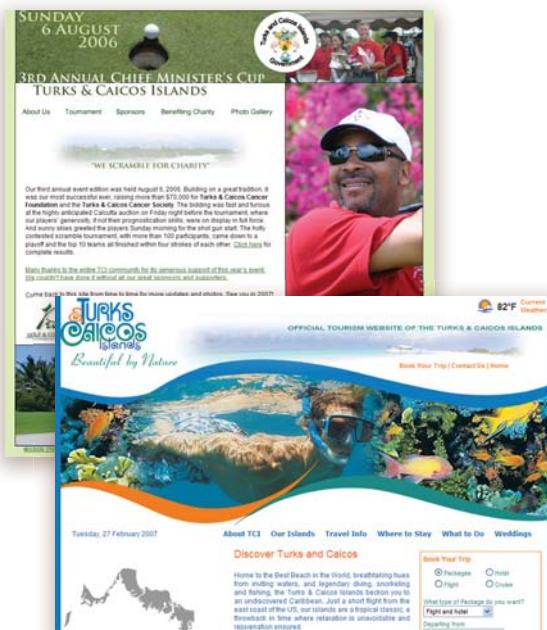


## Web Site Design & Internet Marketing

The Internet is the most powerful and cost effective marketing tool available. It is also the most competitive. Wired Island has extensive experience in designing and implementing highly successful Internet-based programs for our clients to allow you to reach the world wide web of customers you want.

Services include:

- Web architecture, site design and hosting
- Content development
- Search engine optimization
- On-line marketing and advertising programs
- Traffic and lead generation programs
- Banner advertising



*"Wired Island literally helped put us on the Internet map with a completely new site that truly promotes the Turks & Caicos Islands to the world. Their creativity and attention to detail make www.turksandcaicostourism.com a world class site that reflects the quality and appeal of our destination."*  
Ralph Higgs, Deputy Director, TCI Tourist Board

## Corporate Identity

You only get one chance to make a first impression so make sure you put your best foot forward. Your company logo, identity and brand tell your customers a lot about you before they even meet you. Wired Island can design a clean, fresh look for a new company, organization or group, or develop a completely new look for an existing business.

- Services include:
- Logo design and implementation
  - Business systems development: letterhead, envelopes, etc.
  - Signage
  - Point of sale materials



## Events

Event based marketing creates a buzz and enhances valuable customer relationships. Whether it's an intimate cocktail or dinner reception, a well orchestrated press conference or launch, or a major fundraiser, Wired Island can plan and execute an event that lets you make a great impression on your clients and customers.

- Services include:
- Event planning
  - Venue selection and coordination
  - Invitation and promotions



*"We wanted to change our look to something more upscale and more focused on a new type of customer, particularly those interested in our extensive wine selection. But we wanted to maintain a connection to our past as well. Wired island came up with a logo solution to meet all our needs. And they were able to integrate it with the web design work they were doing for us as well."*  
 Anthony Garland, Operations Manager, The Wine Cellar and Gilley's Enterprises



## | Clients Who Have Benefitted from Wired Island's Skills

### *Tourism, Hotels & Accommodation*

- Turks & Caicos Hotel & Tourism Association
- Leeward Ltd.
- Caicos Conch Farm
- Tropical DMC
- The Villas at Blue Mountain
- Cheshire Hills
- Coral Gardens on Grace Bay
- Grace Bay Suites
- Pelican Point
- St. Charles North Caicos
- The Watermark
- Veranda
- Conch World

### *Financial Sector/International*

- Temple Group Ltd.
- Swann, McKnight & Trowbridge
- FirstCaribbean International Bank
- Hallmark Trust
- AxiCom

### *Organizations & Events*

- Turks & Caicos  
AIDS Awareness Foundation
- TCI National AIDS Program
- Conch Festival
- Underwater Photo Competition
- Premier's Cup
- TCI Music & Cultural Festival
- TCI Junior Golf Association

### *Restaurants & Enterprises*

- Danny Buoys
- Gilley's Cafe & Restaurant
- Gourmet Goods
- Wine Cellar
- The Computer Guy
- Gilley's Enterprises
- Norwani Services
- Digicel

### *Government & Island Services*

- Turks & Caicos Tourist Board
- Turks & Caicos Labour Board
- Turks & Caicos Immigration Board
- Ashcroft School
- Provo Airport Company (PAC)



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