



FOR IMMEDIATE RELEASE

GráficaGroup Develops Effective Sales Collateral for KPMG

Chester, New Jersey (August 25, 2009) – When KPMG LLP, a leading international audit/tax/advisory service firm, needed sales collateral, GráficaGroup generated complementary solutions to meet two distinct needs. The brochure format needed to integrate into a family of existing KPMG collateral while still maintaining its own unique style and identity.

“Sales collateral materials are important marketing tools. It is important to communicate the key product benefits in a compelling way – visually and content-wise – to engage the prospective customer,” says John Puglionisi, Vice President and Creative Director of GráficaGroup.

Driving Business Value, A Closer Look at ERP Consolidations and Upgrades is a “leave-behind” in-depth report for KPMG’s Enterprise Resource Planning product, while *Government IT Projects Need Quality Assurance/Independent Verification and Validation* is a white paper marketing tool for the QA/IV&V group. Both were created with carefully selected color, visuals, and charts to dovetail the KPMG corporate vision. The comprehensive sales pieces promote the products while simultaneously conveying KPMG brand attributes.

About GráficaGroup

GráficaGroup is an award-winning, full-service, direct response marketing firm that enables businesses to engage customers and prospects more effectively at each touch point throughout the purchase cycle. The agency specializes in integrating both online and traditional media channels to achieve greater marketing efficiencies and to enable marketing campaigns to be continually measured and optimized.

GráficaGroup works with mid-sized to FORTUNE 500 B2B and B2C companies such as: AT&T, Century 21 Real Estate LLC, Horizon Blue Cross Blue Shield of New Jersey, Jackson Hewitt Tax Service, KPMG LLP, Morgan Stanley, Ortho-Clinical Diagnostics, PSE&G, Trane, and Wells Fargo Home Mortgage, among others.

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Contact:
Quinnie Wong
Chief Marketing Officer
GráficaGroup
908.879.2169 x146
qwong@grafica.com

525 EAST MAIN ST.
CHESTER, NJ 07930
P. 908.879.2169
F. 908.879.2569
W. GRAFICA.COM