

FOCUS ■ INNOVATION ■ SOLUTIONS



GlobalDirect 
MARKETING

Benefit Communications Group



FOCUS.

In today's highly competitive marketplace, attracting and retaining the best and brightest employees is critical. It's the key to an organization's long-term success.

And to attract talented employees, the most successful organizations provide outstanding employee benefit programs. These company sponsored employee benefit programs represent one of the highest costs of doing business.

Most HR professionals these days understand the importance of effective employee communications. They also realize that the communication process is often far too complex and confusing for traditional approaches.

Today, organizations are investing a huge amount of time and money developing and providing employee benefit programs. Too often, however, many companies simply do not invest the same amount of time and energy to communicate the importance of these programs to their employees.

Fortunately, this is precisely the sort of thing we do.

Innovation At Work

The Benefit Communications Group, a division of Global Direct Marketing, is a full service consulting and creative organization. We specialize in providing creative solutions that help our clients communicate employee benefit programs.

Our clients are local, regional, national and international companies. The core industries we serve include financial services, consulting firms, healthcare organizations, banks, lending institutions, insurance companies and major retail establishments.

The creative and production services we provide reflect not only our experience and skills but also a clear understanding about the important issues and trends

in today's employee benefit programs. Our primary objective is simply to help employers and organizations get the most out of their investment in their employee benefit programs.

The Benefit Communications Group—unlike traditional marketing firms—understands how an organization can maximize this investment simply by communicating more effectively to its employees.

Strategies At Work

The Benefit Communications Group is a single source solution for all of your employee communication needs.

We begin by developing strong, sound strategies designed to clearly and concisely communicate



messages. Prior to writing and designing any communications tool—print or electronic—we work with our clients to determine the tactics and strategy needed to communicate a specific message.

At Benefit Communications Group, we have the ability to clarify complex messages, dismantle difficult challenges, simplify processes and overcome obstacles to create solutions with a strategic purpose.

Every marketing tool we create and every single message directed to employees is designed to reinforce the company's overall strategy.

Whether the goal is a web-based communication platform or a printed piece, our creative team is well prepared to execute just about any communications objective.

Solutions At Work

Today's employees are unusually diverse, highly educated and more comfortable than ever before with technology.

That's why how a company communicates is almost as important as the message. Benefit Communications Group delivers messages to employees in a variety of formats. We create contemporary solutions using traditional, interactive and online communications.

Our print materials communicate with persuasive words and powerful design concepts that dramatically increase the understanding of complex employee benefit programs while maintaining the recognition of the company's brand.

We also communicate messages utilizing the most recent technology including websites, Intranet, film & video, audio promotions,



CD-ROM, DVD and other electronic solutions.

Our creative and production skills in developing both print and electronic solutions provide our clients with powerful and compelling marketing tools that drive messages home to employees.



WE ARE THE SOLUTION.

In the business of employee communications, fuzzy concepts and traditional marketing approaches just don't cut it anymore. These days, employees respond best to compelling information that is delivered in a highly creative manner across a variety of media.

The Benefit Communications Group can provide tangible examples of how our strategic thinking, creative and production skills can help any organization communicate more effectively to its employees.

Our organization is quite different than traditional firms. But our mission is simple. To establish and maintain long-term relationships with our clients by providing powerful and innovative ways to communicate employee benefit programs.

We invite you to call us at 856.427.4447 or e-mail us at info@gdm-group.com for more information about how we can help you.

www.gdm-group.com





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