

# INGroup Creative

INTELLIGENT SOLUTIONS | INFLUENTIAL NETWORKS | INCOMPARABLE RESULTS







# A MARKETING COMPANY FOR BRANDS WHO WANT TO THRIVE

## WHO ARE WE?

At INGroup Creative we are the go-to partner for lifestyle and hospitality companies looking to elevate their brand. With a grassroots flair and plenty of ingenuity, INGroup creative generates buzz for a business through Marketing, PR, and Strategic Business Solutions.



# SERVICES

## MARKETING

Our goal is to ensure that your business is marketed cohesively and aligns with your business efforts. In doing so, we help you and your team effectively maintain and market your brand through grassroots marketing strategies.

## PUBLIC RELATIONS

Your image is paramount to the success of your company. We will help you cultivate a positive reputation with the public through various unpaid or earned communications, including traditional media, social media, and in-person engagements.

## SOCIAL MEDIA

Developing creative content to tell your story while increasing and maintaining brand exposure is essential to every business. Our team will help you develop campaigns to keep you engaged with new and existing customers.



## COMMUNITY ACCESS

We believe in the power of community. Through various methods, we will help you establish and maintain a mutually beneficial relationship with the communities in which you operate. Our experienced team will help you improve the quality of life in your community, while gaining a number of long-term benefits in terms of community support, loyalty, and good will.

## STRATEGIC BUSINESS SOLUTIONS

Before your business is ready to shine its public light to the world, sometimes you need to rejigger your recipe for success and refocus your strategic lense. A little bit of business to business can go a long way in making sure you hit the mark in securing your position in the public eye.





# OUR PROCESS

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

— MAYA ANGELOU

## STRATEGIZE

We help you define your brand, understand your users, clarify your message and prioritize your marketing.

With the right strategy in place, we will help you elevate your brand to the right customer, in the right marketplace.

## EXPERIENCE

A traditional experience no longer satisfies customers. A “good” experience is ok, but for your brand to break through with customers, it needs to stand out. Through authentic messaging and out of the box thinking, we create unforgettable experiences that transcend expectations.

## MARKET

With grassroots flair and plenty of ingenuity, we know how to generate buzz about your business. With decades of experience IN the overarching marketing sphere, we haven't just seen trends, we've created them. We cook up creative campaigns that leverage new and traditional media techniques to increase your brand awareness and better position your brand.



SUCCESSSES



# ARTISAN Restaurant, Tavern and Garden

Making a splash in an overcrowded marketplace

ARTISAN Restaurant, Tavern and Garden, is a beloved and award-winning restaurant with locations in Southport, CT and Newfane, VT.

## THE CHALLENGE:

An established restaurant moves in to a new market that is already oversaturated with with local favorites.

## THE SOLUTION

Artisan opened to a crowd of more than 500 people and garnered more than 100 media hits, landing in prominent publications such as FORBES, Architectural Digest, BELLA, becoming known as a destination to experience #ArtisanLife.

ARTISAN





**we-ha.com**  
We have it all in West Hartford.

Blue Back Square • Business • Drink • Food • Lifestyle

Artisan West Hartford to  
Celebrate First Anniversary

September 20, 2018 • Add Comment



**CTNOW**  
CT Loves PR Restaurant Fundraiser To Benefit Puerto Rico Hurricane Relief

By LEANNE GRIFFIN  
OCT 16, 2017 | 1:44 PM

Twitter Facebook LinkedIn

Artisan will celebrate  
of the West Hartford  
with a party on Sep

Submitted



Chef Luis Vasquez of Butchers & Bakers with the Farmington restaurant's featured dish for the CT Loves PR fundraiser: arroz mamposteo with pork mignon in a quince and spiced rum sauce. (Shannon Lowry/ Butchers & Bakers)

Connecticut restaurants will participate in a special [CT Loves PR](#) promotion Oct. 21 to 28, raising funds for Puerto Rico hurricane relief.

About 60 restaurants, food trucks and vendors throughout the state have signed on for the fundraiser. Participating locations will present special dishes or drinks inspired by Puerto Rico, and 100 percent of proceeds from these items will be donated to Unidos por Puerto Rico / United for Puerto Rico.



# #CTLovesPR

## A Wave of Relief for Puerto Rico

In 2017 Hurricane Maria left the island of Puerto Rico in complete desolation. To help bring aid and monetary funds to the people of Puerto Rico, a state-wide effort was created.

### THE CHALLENGE:

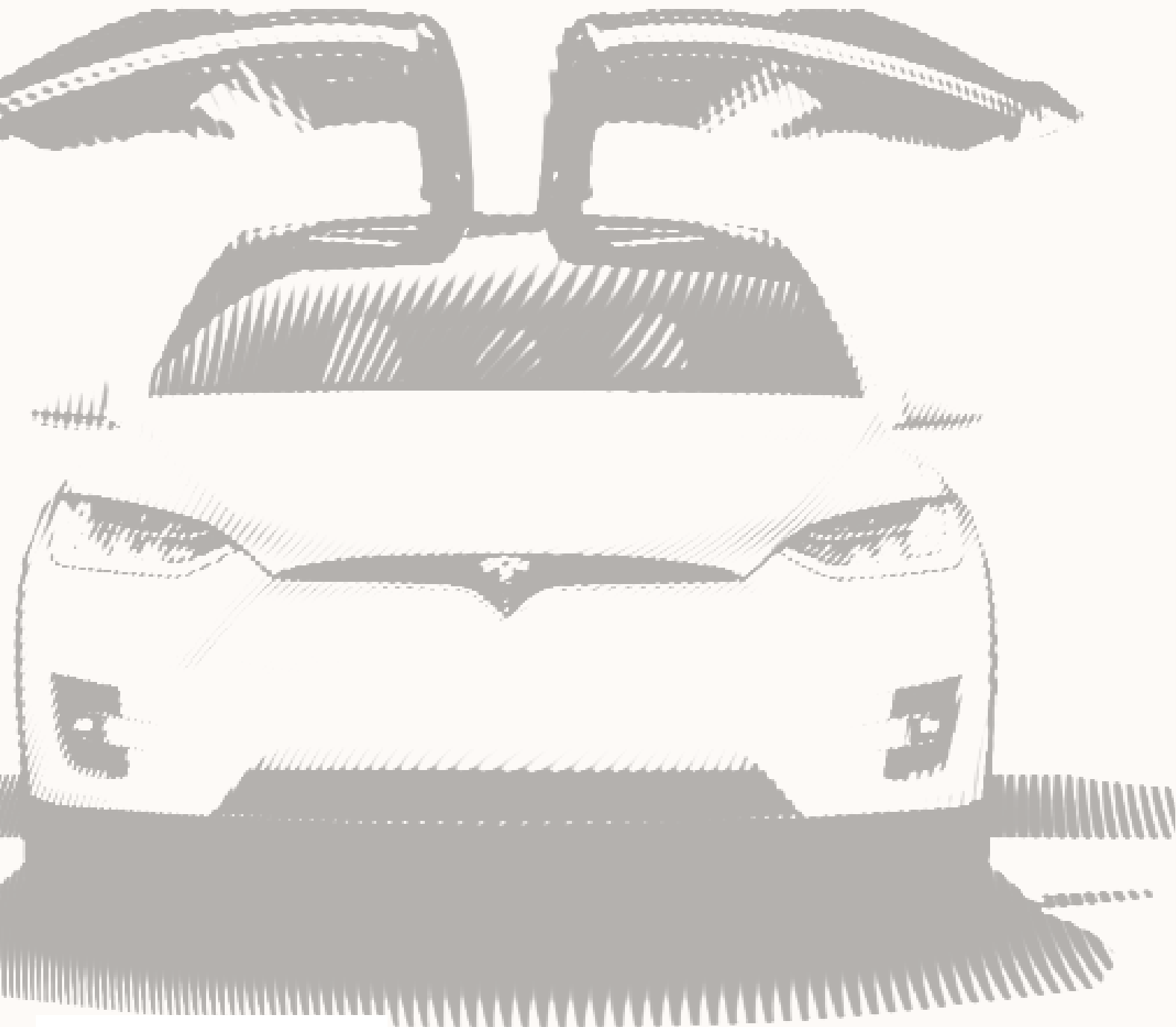
To onboard as many restaurants as possible to create Puerto Rican inspired dishes with 100% of the proceeds donated to Puerto Rican relief efforts.

### THE SOLUTION:

Created the campaign “CTlovesPR”, onboarded more than 85 restaurants in less than 72 hours, raising over \$5k for charity is Unidos Por Puerto Rico / United for Puerto Rico.



Electra Technologies is Greater Hartford's only environmentally-friendly electric ride-sharing service.



# ELECTRA TECHNOLOGIES

From Zero to Hero

## THE CHALLENGE

Creating clear and concise messaging for a sustainable start-up, to educate consumers and land investors.

## THE SOLUTION

Take big ideas and turn it into an impressive, well-crafted messaging platform and an investor ready business plan.





The Goodwin Hotel is one of the oldest hotels in downtown Hartford; retaining elements of its history, heritage and tradition in a prestigious address.

## **THE CHALLENGE**

Uplevel a successful, but outdated communication platform both internally and externally, while generating new leads from the community, local businesses and the media.

## **THE SOLUTION:**

Incorporate historic references into a new messaging platform, garnering national media attention, resulting in more than a dozen community partnerships with notable organizations.

The  
Goodwin  
Hartford's boutique hotel

# THE GOODWIN HOTEL

From Historic to Haute: Changing  
Perceptions of a Tired Hotel







# WAITER WHEELS

The Successful Comeback

Waiter Wheels is the longest running restaurant food delivery service in Connecticut.

## THE CHALLENGE:

To elevate a tired and stale brand into a desired and preferential food delivery service option that stands out from the crowd.

## THE SOLUTION

Rejuvenate an original brand, create clear and concise messaging, resulting in new business, loyal customers and strategic business partnerships.

CT's Local Restaurants  
Delivered



Enter delivery address

BROWSE  
RESTAURANTS







# Get **IN** touch with us

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