



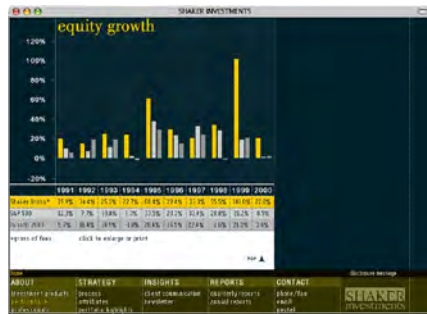
Have you ever noticed that perception creates reality? When Shaker Investments approached Nesnadny + Schwartz to develop their marketing communications program, the firm had just launched. They had a viable Warren-Buffett-style idea (“outperformance through research”), but few knew who they were.

As they began to build their client base, they needed first and foremost a brand that communicated strength and stability. They also needed a highly flexible set of communications materials—something a marketing rep could take on the road and assemble in a hotel room for a meeting with a pension fund the next morning.

N+S built Shaker Investments a clean and customizable system of print and web-based tools that helped to propel their business to the next level. The print arsenal included pocket folders, binders, inserts, fact sheets, newsletters, note cards, white papers, etc.—any or all of which could be used to create an “instant” business presentation. The corresponding website featured downloadable updates and investment performance highlights.



Top: Pocket folder, letterhead, business card, brochure, booklet, and postcard for Shaker Investments. Middle and bottom right: Capabilities brochure for Shaker Investments. Bottom left: Logo for Shaker Investments.



Website for Shaker Investments.



Shaker Investments annual report covers.

