



FAQs

Map is a strategic brand and graphic design agency in Sandy Hook, CT. We develop marketing and communications solutions that help strategically position our clients in the competitive brand landscape. How can we help your business? Here's a list of frequently asked questions to help decide if Map Agency is your next creative partner.

Where is Map Agency located?

27 Glen Road, Suite #200
Sandy Hook, CT 06842

What is your contact information?

- Phone: 203.304.1846
- E-mail: hello@map-agency.com
- Web: www.map-agency.com
- Facebook: facebook.com/MapAgency
- Instagram: [@map.agency](https://instagram.com/@map.agency)

What does you specialize in?

- Brand Strategy
- Graphic Design
- Advertising

What services do you provide?

Brand Strategy

- Competitive Analysis
- Brand Audit & Positioning
- Brand Guideline
- Logo & Identity System
- Package Design

Graphic Design

- Website Development
- Email Marketing
- Annual Reports
- Internal Communications
- Signage & Wayfinding
- Publication & Editorial
- Interactive Presentations

Advertising

- Integrated Ad Campaigns
- Digital & Social Marketing
- Content Marketing
- Customer Retention
- Consumer Promotions
- Shopper Marketing

What industries does your company provide services for?

Corporate

- Finance
- Technology
- Industrial / Manufacturing
- Pharmaceutical

Retail

- Consumer Packaged Goods
- Grocery
- Mass Market
- Hospitality

Education and Non-Profit

- Colleges and Universities
- Independent / Public Schools
- Healthcare
- Non-Profit Organizations

Can you provide a list of recent clients?

Yes, and we'd be happy to provide references upon request as well:

- CT Main Street Center
- CT Cemetery Association
- Cultural Alliance
- Stamford Downtown
- Sunfish Finance
- The Conservative Synagogue
- Uncle Matt's Bakery
- Wegmans

How do you measure success?

The ROI of branding and design can be more difficult to measure than a traditional advertising campaign. That's because branding is all about *reputation* and *perceived value*, making it a smart long-term investment. We prefer to measure success with a different metric – client satisfaction.

How long have you been in business?

Map Agency was formed in 2020.

Why do clients hire you and not another agency?

While many factors can play a role in choosing a brand design studio, we excel in a few different categories, namely, customer service, dedication to craft, reputation, industry knowledge, experience, and most importantly, unique creative solutions.

Delivering brand design solutions that exceed our customer's expectations is the ultimate goal, every time.

What is your point of difference?

Our primary difference is our ability to uncover insights and develop strategies that lead to profound creative solutions. But, our agility, efficiency, and low overhead assures we can do it all more cost-effectively than a large marketing agency.

Does your company have partnerships and strategic alliances?

Yes, our partners provide some of the following services:

- Media Planning and Buying
- Advertising Measurement
- Copy writing
- Back-end Programming
- Foreign Language Translation
- Illustration
- Photography
- Printing and Mailing Services
- Market Research
- Video Production