

HISTORY

VS/Brooks started as an advertising agency that worked with clients to develop creative campaigns. Since then, we have evolved into a full-service Branding/Communications agency with multiple services – but our foundation (and our heart) remains creative.

CREATIVE/BUSINESS TEAM

Roaming the halls of Suite 835 are a crazed group of nimble, smart, unconventional, problem-solving originals that take right brain/left brain teamwork to entirely new levels. You'll also find fewer layers of 'management,' giving you more access to senior people working on your brand.

WHAT WE DO

Branding/Communications: A brand is much more than a logo, name or slogan – it's the entire experience your prospects and customers have with your company, product or service. A strong and truthful brand strategy is the foundation for all communication and interaction.

Marketing/Strategy: At VS/Brooks, we believe that business and marketing are two sides of the same coin. In order to succeed, your marketing plan clearly needs to be in sync with your business goals. So we delve into your business to clearly define what's unique about you. We ask the hard questions. We listen to your customers. We study the current marketplace and future trends. When it comes to branding, we become your company's alter ego.

Digital/Interactive: What you say is important. These days, how – and where – you say it is critical. VSB//D3 combines strategy, technology and creativity to craft distinctive digital dialogues that engage, amuse and persuade customers right where they are, on the platform of their choice.

Language/Culture: Hablamos advertising. Most of us at VS/Brooks worked on major national brands targeting Hispanic markets in the US. But we also know this demographic because we're part of it. Our families come from different places, but we share experiences. Working and living in Miami, we understand the nuances of language and culture that vary from country to country. And because it's in our DNA, we create advertising that goes beyond language.

FEATURED SERVICES

VSBrand Retreat: Defining how your brand looks, speaks and acts.

C-Level Strategy: You just acquired a real-world MBA in marketing.

VSBrand/Health+: There's no learning curve at VS/Brooks. There's a track record.

Inspira Films: Television, video, web and digital, animation and motion graphics.

EXPERTISE

- C-Suite Marketing Consulting
- Healthcare
- Media Strategy
- Award-winning Creative
- Integrated Digital Dynamics
- Broadcast Production
- Multi-Cultural

WHO WE ARE

There are certain personality traits that characterize organizations, just like they do in people. The following characteristics help define who we are.

Truthful. We don't sugarcoat the facts.

Enthusiastic. We treat big jobs and small ones exactly the same.

Curious. We want to learn everything about your business.

Honorable. We believe character counts.

Nimble. We think as big or as small as we need to be to get the job done.

CURRENT CLIENT ROSTER

- Humana
- CarePlus Health Plans
- CAC-Florida Medical Centers
- ContinCare
- MetCare
- Med-Lab Supply Co
- Feeding South Florida
- Apoyo Insurance
- Mena Travel International
- Camcon Group
- Cleveland Clinic Florida
- Florida Department of Health
- Miami-Dade County
- MBF Healthcare

AWARDS

- Florida's **Best Companies to Work For**, Florida Trend
- Coral Gables Chamber of Commerce's **Ideal Workplace** Award
- **Small Business of the Year**, Beacon Council
- **25 Women to Watch**, Florida's Entrepreneurial Leaders
- ADDY Award Winners
- Hermes Creative Award
- **W3** Visual Appeal award, three Summit Creative Awards
- The Women's Fund, Mujeres Giving Back South Florida's 12 Hispanic Women of Distinction by Latina Magazine

FUN FACTS:

Most of us are of Hispanic descent – a virtual Organization of American States in ethnic backgrounds.

- 15 Cuban/Cuban-American
- 4 Colombian/Colombian-American
- 3 Purebred Gringas
- 1 Venezuelan/Dominican
- 1 Nicaraguan Chavala Malcriada
- 1 Puerto Rican
- 1 Caribeña
- 1 Egyptian

Welcome to Miami.

PETS:

1 Mom / 1 Rabbit / 1 Electric dog / 2 Parrots
2 Fish / 2 Chickens / 5 Cats / 25 Dogs / 1 Goat