

# The strategic question became, “Do we hire new staff or retain an outside firm?” The answer was, “A little of both.” That’s Rice+Associates.

In 2010, New Jersey-based Avaya Financial Services (AFS) needed to rebuild its internal marketing team. One senior marketing professional was leaving the company, and two others were being promoted to new roles with expanded responsibilities. Even though they would still be involved in the marketing function, they would no longer be handling the day-to-day creative tasks.

“The question we wrestled with was whether to hire new staff or look into working with an outside agency,” said Dawn Eckert, Vice President, Business Development and Marketing. “But once we met with Rice+Associates, we saw that it would be a good partnership. They offer us a little of both.”

In their search to find the ideal creative solution, the team at AFS expressed some real concerns. First, they thought working with an agency would be costly; and second, that the creative process would take too long. “We didn’t need to worry,” said Cassandra Saccento, Business Development Manager. “Rice+Associates is quick to respond and they are sensitive to Avaya’s brand image and budgets.”

Operating as a turn-key marketing communications and creative team, Rice+Associates provides Avaya with three key benefits:

### It’s Cost Effective

We put together the professional team members as needed for each project to meet specific business outcomes and budget parameters. We assemble project teams with our own professionals, but also draw from an experienced and trusted group of partners, when necessary, for projects that require special skills, such as video production, photography and advanced programming.

### High-Quality Creative

Rice+Associates takes a strategic point of view that enhances the Avaya brand, and results in marketing materials with high impact.

### Exceptional Customer Service

At Rice+Associates, we are committed to providing exceptional customer service. Our team is highly flexible and always quick to respond



- PROJECTS
- Strategic Planning
- Branding
- Brochures
- Sales Collateral
- Website Graphics