



Jet Letter Corporation has delivered a leading variable data publishing solution for almost twenty years. This year with the release of a substantial product update we knew that we needed to update our web presence. While in the midst of that process it became very clear to us that we also needed to update our corporate identity as our branding reflected who we used to be not who we are and what we do today. (Please see the soon to be replaced logo as an example.)

We were introduced to Gery Deer, contracted manager of The Bricks Agency by one of our long time clients. Gery took the time to lay out for us how the rebranding process works and the steps both of us would be taking. Step one involved a lot of questions to us and a lot of listening by him.

Being a former aerospace engineer I tend to over think things. Gery was great in his ability to keep us on track at each step along the way. His creative team never failed to impress us with both messaging, presentation and execution. They have the ability to not only ask the right questions but to sift through volumes of talk to deliver spot on results.

In a relatively short period of time they have gained a deep understanding of our business and our marketing needs. They've challenged our preconceptions and guided our thought processes. Gery and his team are great at communication and even better with results.

We also appreciate his ability to keep us on schedule. They are pros.

I can recommend Gery and The Bricks Agency without hesitation.

Thomas Crooks, President
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