



DST

Drummond St. Strategy Capabilities Overview

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DRUMMONDST
STRATEGY



Strategic Capabilities

Strategic Planning



Strategic Research



Strategic Recommendations



Design Ideation
Team building and
consensus
Strategic planning
Media planning
Media Buying
Target Audience
Personas
Brand Strategy
Marketing Strategy

Environmental scan
Digital footprint
audits (website,
social media)
Target Audience
Definition
Cultural Research
Content audits
Existing data review
Industry analysis
Competitive research
and analysis

Reporting and
Analytics
SEO/SEM
Influencer strategy
Messaging strategy
Digital strategy
Advertising strategy
Social Media strategy
Creative Direction
Communications
Planning



Tactical Capabilities

Creative Design Services



Creative Direction
Art Direction
Graphic Design
Digital Advertising
Assets Design
Social Media
Print Design
UI/UX Design
Copywriting

Media Planning and Buying



Digital Media
Planning
Media Buying and
Placement
Out of Home
Advertising
Traditional
Advertising
Vendor Management

Management and Oversight



Project Management
Account
Management
Team Optimization
Vendor Management
Budget Oversight



Our Clients

Panasonic

ideas for life

OLYMPUS

Your Vision, Our Future

Mfa MARKETING &
PUBLIC RELATIONS

FWG NEW WORLD GROUP
CREATIVE AGENCY

digitalux

ENGNET
ENGINEERING NETWORK

Hiccupops™



 Columbia Business School

