



## WHO IS CREATE NYC?

Create NYC is a different kind of advertising agency, uniquely suited to the changing landscape of the healthcare industry. Our **innovative, on-demand model** delivers quality advertising with **incredible speed to market for less budget**, while providing unmatched brand support.

## WHAT SERVICES DOES CREATE NYC DELIVER?

**FLAT-FEE ADVERTISING:** With expertise across channels and customers, Create NYC offers creative advertising to efficiently develop core tactics while ensuring alignment to and across your marketing plan, based on a flat-fee rate card. Our clients can expect flexibility of role and partnership type to efficiently meet the brand needs whether for 1 project or an annual scope of work.

**FLAT-FEE ADAPTATION:** When situations such as product label updates necessitate specific changes to approved materials, Create NYC implements client-provided changes on demand. Create NYC ensures these fixed but important and timely changes across existing tactics are done right the first time, based on a flat-fee rate card.

**SHORT-TERM MARKETING:** In today's evolving landscape, short-term support can be both a strategic and cost-saving decision. By matching seasoned professionals to our clients' specific project-based needs, we offer solutions to accomplish marketing goals while efficiently managing resources and avoiding lost marketing opportunities.

## WHAT MAKES CREATE NYC THE RIGHT PARTNER?



### ON-DEMAND MODEL:

Advertising services uniquely available as needed to support execution of marketing plans.



### FLEXIBLE PARTNERSHIPS:

Ability to provide support across just 1 or all services, and do so as a complement agency partner or as the sole agency.



### FLAT-FEE MODEL:

Designed to incentivize quality deliverables and speed to market, cutting timelines in half and reducing costs by as much as one-third.



### CREATOR AND MARKETING HUBS:

First-of-their-kind talent networks actively recruited and hand chosen based on category, content, or company expertise.

# RETHINKING YOUR HEALTHCARE ADVERTISING AGENCY

To start a project today,  
contact us at **(646) 682-7791**  
or **OnDemand@createnyc.com**

**CreateNYC.com**

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## HOW QUICKLY DOES CREATE NYC GET STARTED?

Create NYC has efficiency at its core, so our clients can execute faster and with less. All it takes is a signed proposal, clear direction, and just a single art file that includes the brand logo!