



INSMAI CREATIVE COMMUNICATION
MICHAEL MALONE DESIGN

insmai Creative Commutations

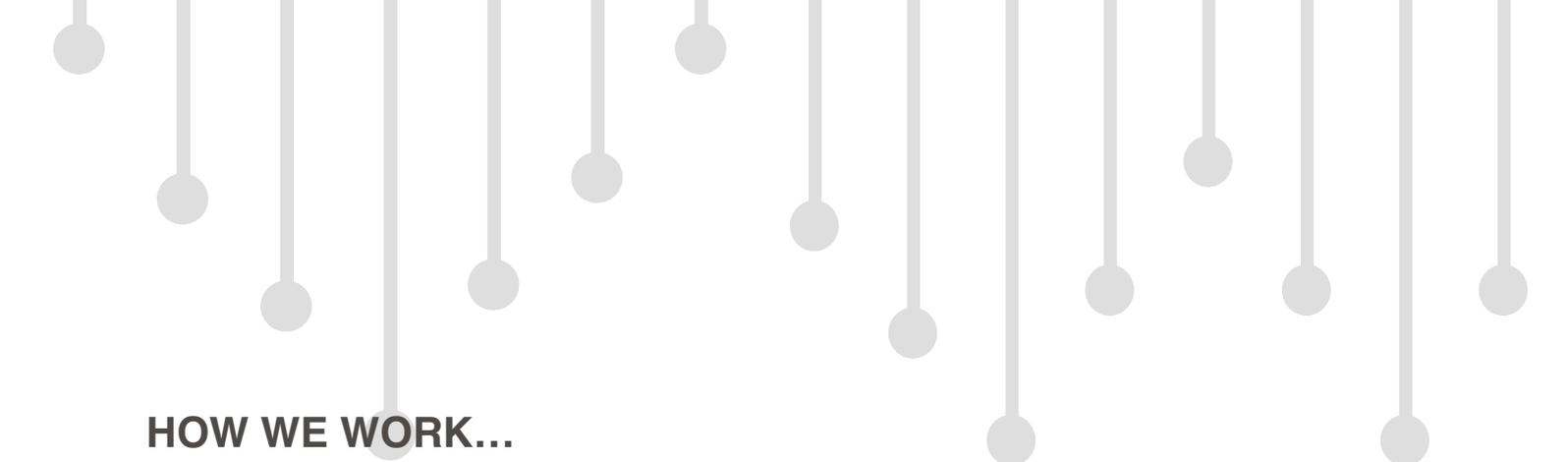
WHO WE ARE...

insmai Creative Communications is a Lao-owned advertising, marketing and design firm. Our principals, Ms. Phitsamai Chantaboury and Mr. Michael Malone, have over 30 years of experience in partnering with clients to create award-winning work that gets results. We offer a comprehensive range of creative services-including copywriting, graphic design, and web design-in all media, working extensively in the US, Mainland China, and Lao markets.



We believe graphic design plays a critical role in every interaction a client has with its target consumers. Before the first word of any marketing piece is read, a pivotal first impression about your company and the message you are trying to communicate is conveyed by its visual impact and style.





HOW WE WORK...

DESIGN BRIEFING

insmai Creative Communications approaches every project and each client individually. We gather as much information as possible directly from the client and also from related industry sources to target our work as accurately and relevantly as possible. We meet with each client to discuss their goals and what challenges they face in the marketplace. We strive to understand the big picture and to be a contributing partner of a winning team.

BRAINSTORMING

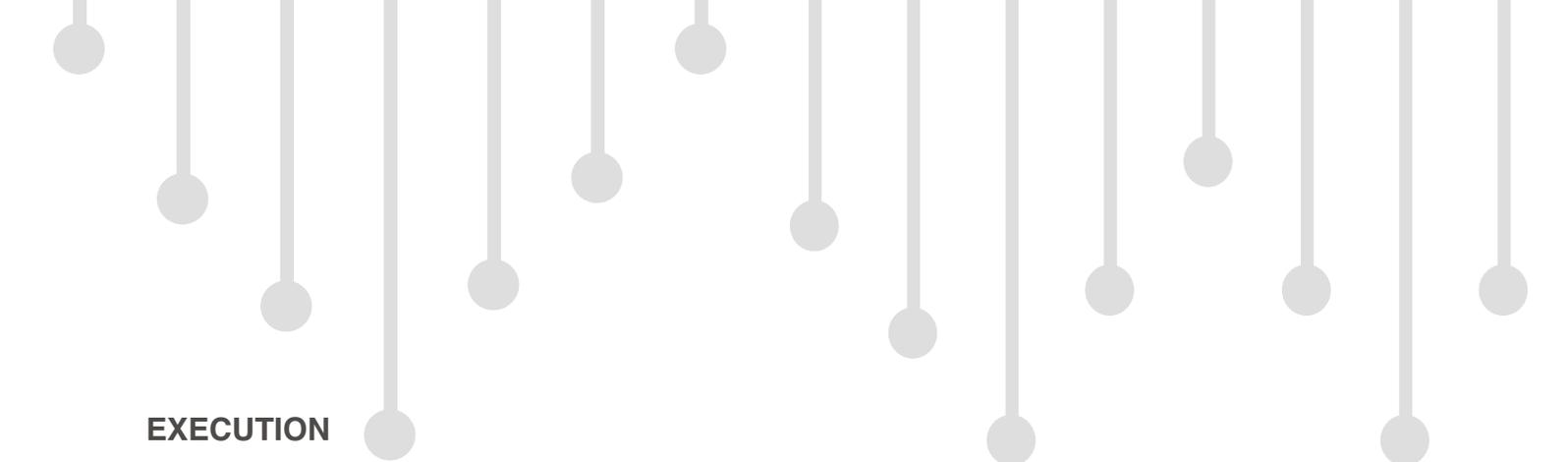
We begin the creative process by considering a range of relevant factors, such as: the competition; trends and potential obstacles in the market; what sets a business or product apart; client history; client potential; the current brand; the brand the client aspires towards; etc. The more information we can gather during our creative briefing, the more it allows for a comprehensive approach towards research and brainstorming.

ROUGHS & SKETCHES

Whether for a logo, a brochure or a custom-designed website, we will generate a number of possible directions. From these rough ideas, we will work up the best concepts to a more comprehensive stage. The amount of variations presented will depend upon the scope and timing of the project.

PRESENTATION

These comprehensive layout are sent to the client in an agreed upon digital format for review and discussion. The client will then have an opportunity to think about the polished concepts and return to us with questions, comments and suggestions. Open communication throughout the creative process is essential.



EXECUTION

Following the client review, we make the agreed upon revisions and/or render the final version. The turnaround will be determined by the complexity of the final approved version and, of course, by the client's set deadline. Our creative and design work is all generated in-house. Printing and production is done by outside vendors that we choose based on competitive bids and the quality of their work. Our creative team oversees all stages of production to ensure the highest quality work and on-time delivery.

CUSTOMER SERVICE

Our goal is 100% satisfaction: strong concepts, quality production, and on-time delivery. And our service to our clients continues after delivery of the final project as well. We are always available for advice and additional direction regarding our work.

PORTFOLIO

Insmail Creative Communications in Vientiane, Laos and Michael Malone Design in Albany, New York, are partners and have been working together on a variety of print and web projects for the past 6 years. Our goal is to serve the expanding Lao and Southeast Asian markets with the highest level of creativity and professionalism and with our main office in Vientiane, grow along with it. To see the quality of our work to date, please check out our

websites:

Insmail Creative Communications

www.insmai.com

Michael Malone Design

www.michaelmalonedesign.com

WEBSITE PROCEDURE

There are four sections to our working procedure: Preparation & Documentation, Design & Data Collection, Web Development and After-Launch Services.



- Preparation of the proposal, contact with client to assess client's need in order to develop the site.

Timeframe: approx. 1 weeks

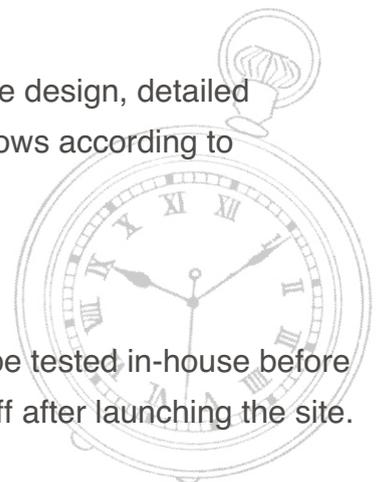
- Submission of web interface design (look and feel) for client's feedback and approval. Collection of further data from client.

Timeframe: approx. 1 weeks

- Upon client approval of the interface design, detailed development of content and database follows according to client requirements.

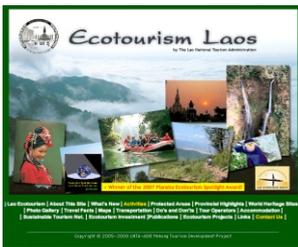
Timeframe: approx. 2 weeks

After the development of the content has been finished, the site will be tested in-house before being launched on the server. We also provide training to client's staff after launching the site.



OUR CLIENTS

Website Design and Development - Clients Name and Website Index:



ecotourismlaos.com



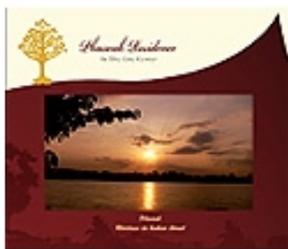
greendiscoverylaos.com



alllaoservice.com



daneningomtravels.com



phasoukresidence.com



mahoutlodge.com



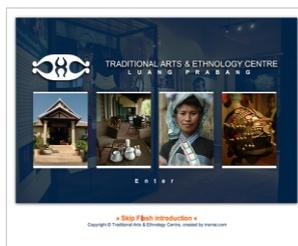
Lphra.com



stdplaos.com



hotelryveriathakhek.com



taeclaos.org



Ceslao.com



ancientluangprabang.com



Ecotourism Splogiht Award 2008-2009 Winner:
Ecotourism Laos Website

More Information Please check on our website www.insmai.com

Our Team



Phitsamai CHANTHABOURY "Mai"

Position: Team Leader, Marketing and Graphic - Website Designer

Profession: Advertise Creative, Website Design & Media Development

Michael Malone "Mic"

Position: Creative Designer

Profession: Graphic Creation

Phouniphon iBillyi

Position: Programmer

Profession: Programmer Development

Sayaphone Tesavong iXai

Position: Graphic Designer

Profession: Drawing, Layout and Design

Thongai

Position: Assistant Design & Website Development

Inphom Deuansavanh "iPhom"

Position: VOIP Technical

Profession: VOIP, Networking, CCTV System

Mimi

Position: Assistance Website Data Entry

Contact Insmail Creative Communication Office:

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Insmail Creative Communication

www.insmai.com

Michael Malone Design

www.michaelmalonedesign.com