

About darling.

We are a strategic and creative advertising and design agency that thinks like entrepreneurs. We have been helping government agencies as well as large global B2B enterprises, B2C companies since 2008. All of these engagements have one thing in common: their program and businesses have grown successfully while their brand value keeps growing today. We believe in 'Ideas That Last.' We learned the value of a lasting idea when our founder invented the 'Priceless' campaign for Mastercard. A lasting well thought-out idea keeps delivering good returns year after year.



DIFFERENTIATORS

(1) Project management that keeps budget and timeline in check

(2) Combining strategic and creative thinking within same teams

(3) Keeping award-winning creative production in-house, saving time

(4) Mastering all digital assets within in-house teams

(5) Using the latest time-saving AI and other media planning tools

CORE IN-HOUSE SERVICES

Research and Strategy Building

Internal and External Interviews
Competitor Review
Consumer Opinion Reviews
Social Media Deep Dive

Project Management

Schedule Creation and Keeping
Budget Accounting and Reporting
Daily Reviews and Reporting
Managing Client Expectations
Managing Creative Deliverables

Ideation and Creative Ideas

Campaign Development
Continuous Idea Development
Copywriting and Art Direction
Graphic Design
Animation Design
AI-related Design
Event Activation

Branding and Naming

Brand Evaluation
Brand Strategy
Brand Voice Creation
Brand Management
Service or Product (Re) Naming
Testing Services

Identity and Logo Development
Brand Style Guide
Brand Launch and PR

Creative and Digital Production

Content Plans and Content Plans and Strategies
Legacy Advertising Assets
Film and Video Production
Digital Assets Production
Digital Outdoor and Banners
Web-based Pages and Sites
Digital Downloadables
Legacy Brochures and POS
PPT and Presentation Design
Event Signage and Trade Booths

Social Media and Legacy Media

Social Roadmap and Strategy
Social Brand Voice
Post Copywriting
Post Development and Design
Social Media Analytics and Reporting
Social Dashboard and Social Listening

SEM and SEO

Search and AI Search Management
Key Word Development
Reporting and Testing

FEATURED CLIENTS

AT&T
AMERICAN EXPRESS
MASTERCARD

SHANGHAI TOURISM
AMTRAK
MORTON SALT
BOEING

NYC TULIP DAY
ABSOLUT VODKA
WHOLE FOODS

[VIEW SITE >](#)