

Modern Marketing Framework™ Helps Businesses Reduce Complexity, Uncertainty

First of its Kind to be Trademarked, MMF™ adds Human Touch to Customer Engagements in Digital Age



Vermilion Pinstripes Modern Marketing Framework™

Singapore and Australia, August 6, 2020 – A unique modern marketing resource enabling companies of all types in the digital age to reduce complexity and re-frame their business models for exceptional brand experiences with a human touch, has become the first of its kind to be trademarked by the Australian government’s intellectual property agency, IP Australia.*

Modern Marketing Framework™ (MMF™) is a modular resource designed to help startups, traditional and modern businesses build confidence through simple and effective integration of sales, marketing and communications.

By leveraging technology that makes marketing humanly engaged, it enables customers to experience consistent engagements built on trust, personalisation and efficiency, that continue to grow and develop with their needs.

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BUILDING BUSINESS CONFIDENCE



The framework helps businesses through targeting, enablement and demand generation processes, while being guided by core brand messages, forming a holistic approach to customer engagement in both online and offline experiences and interactions.

“MMF™ integrates sales, marketing, communications and customer service for businesses to ‘sell without selling’ confidently,” says Veronica Lind, business and marketing strategist for Vermilion Pinstripes, who created MMF™.

“We’re delighted IP Australia has trademarked MMF™ to recognise our framework as a solid, timeless resource that empowers businesses of all types to thrive with business confidence.”

MMF™ was developed by Veronica for complex services deals during her career of more than 20 years in global technology and market development. She continued to adapt and refine the framework to make it scalable for startups and local businesses through to large enterprises.

Today, MMF™ is established as a model for Vermilion Pinstripes' team of consultants to help local companies in Australia, Singapore, Taiwan, South Korea and Japan achieve their business goals.

Vermilion Pinstripes is a full-service Marketing and Communications agency with a team of experienced business, technology, marketing, communications and editorial professionals. The agency has offices in Australia and Singapore servicing clients across Asia Pacific.

For more information, visit www.vermilionpinstripes.com or contact Veronica Lind on veronica@vermilionpinstripes.com in Australia / JohJu Koh on johju@vermilionpinstripes.com in Singapore.

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* MMF™ is registered with IP Australia under Trade Mark Number 1956365 for the following services: Advice relating to marketing management; Business advice relating to marketing; Business consultancy services relating to marketing; Consultancy relating to marketing; Direct marketing; Marketing; Marketing advisory services; Marketing agency services; Marketing consultancy; Marketing information; Marketing management advice; Planning of marketing strategies; Preparation of marketing plans; Product marketing; Provision of information relating to marketing; Search engine optimisation services (marketing services); Targeted marketing.

ABOUT VERMILION PINSTripES

Vermilion Pinstripes is a full-service Marketing and Communications agency with a team of experienced business, technology, marketing, communications and editorial professionals. Vermilion Pinstripes with agency has offices in Australia and Singapore. It’s singular mission is to help businesses thrive with confidence leveraging its trademarked Modern Marketing Framework to empower small business owners, experienced B2B business, marketing and communications professionals on their journeys of growth for their brands, while delivering definite business outcomes.

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