



AN OFFICIAL PRESS RELEASE

# LOEWENHERZ CREATIVE

## Creators of Bespoke Book Trailers Launch New Face for the New Year

### *Our Manifesto*

BE DIFFERENT.

*Why fit in when you were born to stand out! ~ Dr. Seuss*

BE CREATIVE.

*Creativity takes courage. ~ Henri Matisse*

HAVE FUN.

*Creativity is intelligence having fun. ~ Albert Einstein*

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**The branding refresh reflects the agency's blossoming success within the author community.**

Literary marketing experts LoewenHerz-Creative has confirmed a new look for the New Year. The branding refresh reflects the agency's blossoming success

within the author community and will include a brand new website.

Since 2013, LoewenHerz-Creative has been providing specialized motion graphics for authors to create bespoke book trailers. Recognizing that each book is unique, every project produced at the full-service design studio is carried out in collaboration with the author. This hands-on approach means clients are directly involved in crafting a trailer that reflects their own personal style and vision for their work.

"We pride ourselves in meeting the increasing demand for effective book trailers at a truly affordable price, something we are cementing quite a reputation for."

Y. JONES, FOUNDER & ART DIRECTOR

Using the author's own website and book cover as guidance, LoewenHerz-Creative is becoming renowned for shunning the use of templates and a one-size-fits-all approach to literary marketing. It's bespoke mindset has seen it secure two highly sought after contracts with a duo of successful publishing companies.

The fresh new website is a landmark for the brand, which has also recently been featured in Navigating Indieworld, the latest work from Social media guru Julie A. Gerber and award-winning author Carole P. Roman.

Yvonne Jones, founder of LoewenHerz-Creative said, "We've had a tremendous three years and we've helped so many authors both new and existing get the message out about their books utilizing our memorable and eye-catching motion graphic trailers. We pride ourselves in meeting the increasing

demand for effective book trailers at a truly affordable price, something we are cementing quite a reputation for. We get many contracts simply by word of mouth from previous happy clients, so we know we are getting it right. The new branding will mirror what we have achieved and communicate everything we have to offer.”

Marketing can be the toughest part of publishing, as it’s an area that many writers simply don’t have expertise in. Social media also plays an enormous part in the successful marketing of a book in the modern age, so authors need a reliable and knowable service to help expand their fan base and target potential readers on a large scale.

### **About LoewenHerz-Creative:**

LoewenHerz-Creative was founded in 2013 in Florida and now has headquarters on the East Coast. Driven to create professional and affordable book trailers for authors to promote their work, each project is different and each has its own style, influenced by both the author and the book itself. Boasting a full service motion graphics design studio and a wealth of industry knowhow and success stories, LoewenHerz-Creative authors a means of reaching their audience with an effective and original method.

## **Additional Links**

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- [Visit LoewenHerz-Creative’s sample page](#)
- [Join LoewenHerz-Creative’s facebook page](#)

## **Additional Images**

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#### **☰ Categories:**

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