



CATALYST

BRAND DRIVEN. MARKETING SAVVY.

AGENCY FACT SHEET

QUICK HITS

- Founded in 1997
- Located in Fort Wayne, Indiana – servicing local, regional, and national clients with ease
- Certified Brand Strategists – one of only 18 firms in the country with this certification

LEADERSHIP

The creative thinking, knowledge, and drive to help brands succeed.

- Richard Gripp, CBS, Principal, Director of Client Services
- Ted Kucinsky, CBS, Principal, Creative Director
- Shannon McNett-Silcox, CBS, Vice President, Account Services and Plan Management

KEY CLIENTS

Case studies and references available on request.

- Tyson Foods, Inc.
- Wright-Patt Credit Union
- Rieke Packaging Systems
- Bard Manufacturing
- Sunstar Americas, Inc.
- Northeast REMC
- Alcoa
- U.S. Biopsy

SERVICES

Full-service, integrated, marketing and communications –delivering strategy and creative across all channels.

- Brand Development
- Strategy and Tactics
- Primary and Secondary Research
- Multimedia Advertising Campaigns
- Business-to-Business Campaigns
- Direct-to-Consumer Advertising
- Concept Development
- Collateral Materials
- Web/E-business Strategy
- Benchmarking
- Web Site Development
- Interactive/Multimedia
- Video Services
- Presentations
- Trade Show Events
- Point-of-Sale
- Public Relations
- Lead Generation, Processing, and Fulfillment
- Media Planning and Placement
- Tracking Return on Investment