



**MARKETING DIRECTIONS**  
323 SOUTH COURT STREET  
GRANARY ROW, SUITE 200  
MEDINA, OHIO 44256

O: 330-952-2140  
F: 330-952-1719  
MARKETINGDIRECTIONSINC.COM

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## AGENCY SYNOPSIS

### SERVICE



We realize that “service” doesn’t sound slick or clever. But to us, responsibility is just as important as creativity. So there’s a good chance you’ll like our work ethic as much as our work. We may love brainstorming, but we put just as much effort into fact-checking, fine-tuning and budget-watching. By turning projects around quickly and efficiently, we offer another benefit you’ll like: genuine value.

### PERSPECTIVES



We’re an eclectic mix of individuals: college instructors, motorcycle fanatics, sports enthusiasts, animal lovers, software geeks, toy collectors, performers, musicians, hot rodders, and more. There’s no shortage of business skills either. We’ve honed ours not just in advertising, but with Fortune 500 companies, media venues, architectural firms, design studios, art galleries, and in the financial sector. It’s a one-two combination of creativity and smarts – and it’s one you can count on to build your brand and market share.

### DIRECTNESS



We’re a lean organization with core teams dedicated to each project. We do very little “handing-off” of jobs, so we don’t waste time or money bringing new people up to speed. It just makes for a more efficient flow of information, better results and quicker turn-around times.

### WHAT DO WE PROVIDE?

- Art direction, graphic design and illustration
- Branding advice
- COMPASS™ (Our situation assessment process)
- Comprehensive I.T. services, support and security
- Copywriting, editing and proofreading
- Email management
- Marketing plan development
- Marketing services, support and consultation
- Media buying
- Online sales promotion development and management (rebates/incentives/fulfillment)
- Photography (in-house studio)
- Public relations
- SEO and custom analytic reporting
- Social media management and content creation
- Website analytics
- Website design, maintenance and security

### WHAT DO WE CREATE?

- Annual reports
- Brand identity graphics and themes
- Collateral
- Email marketing items
- Logo design
- Corporate identity
- Marketing/Sales
- Online advertising
- Outdoor advertising
- Packaging
- Presentations (large- and small-scale)
- Print advertising
- Retail point-of-sale items
- Signage
- Tradeshow booth design
- Training tools
- Video scripting and supervision
- Websites

### WHO ARE SOME OF OUR CLIENTS?

Ace • Arnold • atHand • Beau’s Grille • The City of Middleburg Heights, Ohio • Craftsman • Cub Cadet • Daniel • DRiV Incorporated • Funtimes Fun Park • Hilton Akron/Fairlawn • Hunter Insurance • Industrial Rubber Tires • Indy Racing League • Infinity Engineered Products • Lasercraft Inc • Laszera Technology, LLC • Make-A-Wish Ohio, Kentucky and Indiana • Master Mechanic • Moen • MTD • MTD Genuine Parts • NAPA • William J. and Dorothy K. O’Neill Foundation • Radial Grinding • Rolling & Hocesvar • Saint Luke’s Foundation of Cleveland • Sheraton Suites Akron Cuyahoga Falls • Sherwin-Williams • Stanley Black & Decker, Inc. • Troy-Bilt • University Hospitals

### WHO CAN YOU CONTACT?

- Nicholas J. Lowe, President – [nick@marketingdirectionsinc.com](mailto:nick@marketingdirectionsinc.com)
- John Brubaker, Vice President, Client Services – [bru@marketingdirectionsinc.com](mailto:bru@marketingdirectionsinc.com)
- Scott Camarati, Creative Director – [scott@marketingdirectionsinc.com](mailto:scott@marketingdirectionsinc.com)
- Cathy Risko, Senior Account Executive – [cathy@marketingdirectionsinc.com](mailto:cathy@marketingdirectionsinc.com)
- Chris Raber, Director of Business Development & Digital Technologies – [chris@marketingdirectionsinc.com](mailto:chris@marketingdirectionsinc.com)