

# The Gunter Agency

MARKETING • ADVERTISING • DESIGN • INTERACTIVE • PUBLIC RELATIONS





*Here's the question...*

*If you can get the same strategy and creative that you would get from one of those big Madison Avenue ad agencies, but from a smaller agency outside of Madison, Wisconsin, is there any reason why you wouldn't?*

We're a lot closer to Madison, Wisconsin than we are to Madison Avenue...but we bet you can't tell by looking at our work.

We're The Gunter Agency, an advertising and design company based in Wisconsin that understands what it takes to create world-class marketing and advertising. Our high standards are evident in the work that we've done for some of the top brands in the world, including OshKosh B'Gosh, Rayovac, John Deere, Firestone, Kimberly-Clark, Kraft, General Casualty Insurance, QTI (Itochu) and many others.

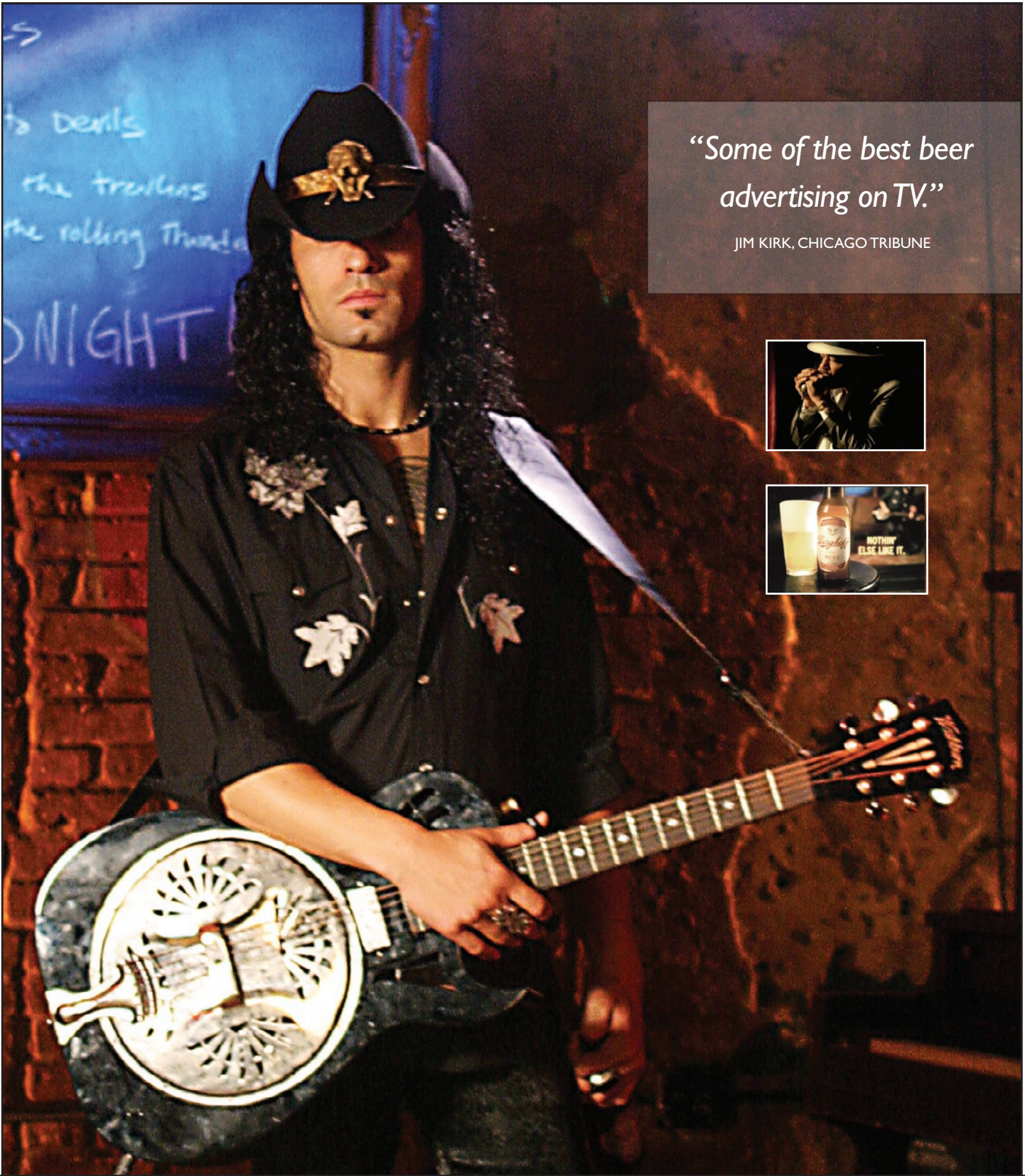
But we also work with brands that may not get as much attention. We've had successes helping start-ups get off the ground, introducing new technologies to the public, building regional companies' brands to compete with their multi-national counterparts, and working with non-profits to garner attention and change people's lives.

Our beliefs are simple:

- **Everything is built on a strategy.** We don't do creative just for creative's sake. We'll present ideas and programs that work towards achieving your goals. We are a results-oriented company and there's a strategy behind everything we do.
- **Creativity is not a luxury, it's a necessity.** If your advertising doesn't get noticed, then you're throwing your money away. We'll make sure that your marketing materials stand out from the crowd.
- **Your budget is your budget.** We will do everything we can to make it work harder. From media strategies that stretch your dollar, to production magic that makes a hundred dollars look like a thousand (or a hundred thousand look like a million), we can make a marketing budget look bigger than it is.
- **Honesty is the only policy.** We're straight shooters, we tell it like it is. We expect our team, our clients, and our vendors to work with the highest level of integrity. And we'll tell you what we think, not what we think you want to hear.
- **We listen.** We hear that's a lost art.
- **We're partners.** Although it sounds cliché, we truly feel like we are part of your company, an extension of your own marketing department. We'll roll-up our sleeves to tackle your challenges and we'll take pride in your successes just as much as you do.
- **We have fun.** We think working with us on your marketing and advertising should be the best part of your day.

*“The Gunter Agency has proven to be a responsive and flexible organization that goes the extra mile in delivering on-time and making sure we are satisfied.”*

TOM ADLER, VICE PRESIDENT, DOMESTIC BUSINESS, QUALITY TECHNOLOGY INTERNATIONAL, INC.



*“Some of the best beer advertising on TV.”*

JIM KIRK, CHICAGO TRIBUNE





**“..ingenious media strategy”**

JEREMY MURPHY, ADWEEK MAGAZINE

Winner of Adweek's Media Plan of the Year Award



### Media Planning

Budgeting, strategic planning,  
negotiating, media audits

### Research & Marketing Planning

Marketing plans,  
brand development programs,  
primary and secondary research



### Packaging

Structure and  
graphic design



### Web and Interactive

Websites, interactive CD-ROMs,  
DVD authoring, flash animation,  
banner advertising, search engine  
optimization and pay-per-click

### Television & Radio

Creative development,  
script writing,  
production, direction,  
editing



### Public Relations

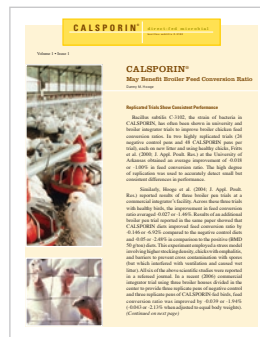
Press releases, PR kits,  
event promotion,  
feature story development



### Identity Systems

Logo design, graphic standards,  
complete identity solutions

Newsletters  
White papers  
Online and print



### Direct Response

Direct mail,  
direct media

### Collateral

Brochures, catalogs, flyers, binders and books



### Point of Purchase

In-store displays, coupon dispensers and promotions



### Fleet Graphics

Trucks, trailers, car graphics

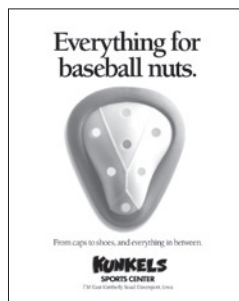
### Photography

Studio, tabletop, location, digital retouching



### Print Advertising

Newspaper, magazine, FSI, flyers, for consumer and trade



### Corporate Publications

Annual reports, prospectuses

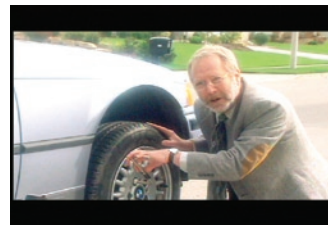


### Specialty

Promotional items, specialty signage, wearables

### Training Programs

Training videos, interactive training modules, printed training manuals



### Trade Show

Booth design, presentation materials, press materials, pre-planning, promotional items



### Sales Kits

Sales kits, binders, sell sheets, interactive and video presentations



### HR & Recruiting

Recruitment advertising, presentations, internal programs



### Illustration

Commercial, technical



### Naming

Slogans, product names, corporate names

### Outdoor

Billboards, building and directional signage



Outerwear Sale



*“The Gunter Agency is a true business partner, offering that rare combination of excellent strategic insight and outstanding creative to deliver business results.”*

ROBERT HOPTON

FORMER SENIOR VICE PRESIDENT, NORTH AMERICA, SPECTRUM BRANDS, INC.

### Agency Overview

We know how to reach your marketing goals with an intelligent, strategic plan coupled with smart creative that gets attention. With an integrated approach to marketing, we've generated news stories on TV and in print from our PR efforts, saved our clients a larger percentage of their media budget through knowledgeable media planning, and have developed programs that resonate with our targets due to effective up-front research.

### Creativity

The Gunter Agency is one of the top-recognized, independent agencies in the country. That's evidenced with the numerous advertising Best of Shows, Best of Categories, and Judge's Choice Awards that we've won. Along with local and national awards, you'll find our work in numerous "Best of" books and annuals. These recognitions are spread out amongst all media, from TV to print, direct mail to packaging, interactive to media buying.

### In-House Capabilities

We believe having in-house production capabilities can give you better value, quicker turn-around and better results.

Along with traditional ad agency services, like copy writing, art direction and graphic design, our in-house capabilities also include:

- Interactive design and basic programming
- Digital photography
- Digital videography and editing
- Illustration
- DVD programming
- Audio and music production

In addition, we have a network of marketing and production resources available to assist whenever the need arises.

### Contact

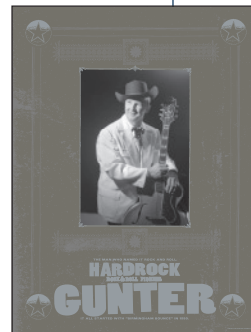
Whether you are looking for a full-service agency to help with your complete marketing program, or for a creative resource on a project basis, we'd be happy to discuss your needs and see if there is a role we can play. Contact us to find out more.

608.527.4800 [inquiry@gunteragency.com](mailto:inquiry@gunteragency.com)





Visit our website at  
[www.GunterAgency.com](http://www.GunterAgency.com)



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