

creators of brand enthusiasm™ since 1915

Key Facts

Located in Louisville, KY

Independent agency

4th oldest continuously operating agency in the United States

73 employees

2010 billings: \$72.3 million

Client size ranges from \$500M to \$25MM

Agency Services

- Advertising
- Brand Identity
- Customer Analytics
- Creative Design
- Cause-Related Marketing
- Crisis and Issues Management
- CRM
- Digital Production
- Direct Marketing
- Digital Media & Search Marketing
- Experiential Marketing
- Internal/Employee Communications
- Loyalty Marketing
- Mobile Marketing
- Media Relations
- Public Affairs
- Promotional Marketing
- Public Relations
- Relationship Marketing
- Retail Marketing
- Social Media & Marketing
- Strategic Planning
- Trade Marketing
- Viral Marketing

Mgmt Team

- Todd Spencer**, President & CEO
- Perry Baldwin**, EVP – Chief Operating Officer
- David Vawter**, EVP – Chief Creative Officer
- Tom Mudd**, EVP – Chief Financial Officer
- Stephanie Massler**, SVP – Director of Media
- Dan Burgess**, SVP – Director of Public Relations
- Ray Radford**, SVP – Director of Retail Marketing
- Joe Pierce**, SVP – Chief Digital Officer
- Michael Littman**, SVP – Chief Marketing Officer

Brand Roster

Beam Global Spirits & Wine	1972
+ Maker's Mark, Basil Hayden's, (ri) ¹	
Bellarmino University	2006
Central Bank	2007
Cincinnati Children's Hospital Medical Center	2010
Commonwealth of Kentucky	2010
+ All state departments	
Community Transportation Systems	1998
Daytona Beach Convention & Visitor's Bureau	2007
Filson Historical Society	2008
1st Source Bank	2010
Hillerich & Bradsby	1970
+ Bionic, Louisville Slugger, Powerbilt Golf	
Humana	2008
Independence Bank	2008
International Tanning Association	2010
Johnson Controls	2009
+ Everstart, OPTIMA	
Kentucky Derby Museum	1997
Kohler	2001
McAlister's Deli	2011
The Oliver Group	2009
Leadership Louisville Center	2007
Nestle Purina Pet Care Company	2009
+ Mighty Dog	
Norton Healthcare	2007
ORR Corporation	2010
Rudd Equipment	2010
Salvation Army – Boys & Girls Clubs	2010
Skier's Choice	2008
+ Moomba, Supra	
Sun Tan City	2007
Tetra Pak	2011
Triumph Motorcycles	2011
United Methodist Church	2000

the help
of
the
company
to
provide
the
best
possible
service
to
our
customers
and
to
ensure
that
we
are
meeting
their
needs
and
expectations
at
all
times.



Doe-Anderson