

CONTACT

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MODERN DAY MARKETING FOR MORE THAN 65 YEARS

WHO WE ARE

Archer Malmo helps brands adapt to the digital and creative complexities of today. Since 1952, we've continually evolved with trends, culture and technology, with the goal of leveling the competitive playing field for our clients. That's how we've become one of the oldest independent agencies in the U.S., and the only one to appear on the *Inc.* 5000 list of fastest-growing private companies in each of the last five years.

WHO WE WORK WITH

Our ideal partners are companies and business units with \$1–\$20 million annual marketing budgets in the general, retail and agriculture markets who need help navigating the complexity of marketing in a digital world, and understand the crucial balance between short-term results and long-term brand thinking.

**KEY CLIENTS
 GENERAL**

Implus
 B2C, Foot & athletic accessories,
 AOR since 2016

Dell Corporation
 B2C/B2B, Computer technology
 Projects since 1991

Hyatt
 B2C/B2C, Hotels and hospitality
 Projects since 2018

Kestra Financial
 B2B, Financial advisor platform
 AOR since 2015

Juice Plus+
 B2C/B2B, Nutrition supplements
 AOR since 2010 Global since 2014

Thomas & Betts
 B2B, Electrical manufacturing
 Global projects since 2017

NationsHearing
 B2C/B2B, Hearing care
 AOR since 2017

Zoetis
 B2C/B2B, Animal health products
 Projects since 2011

**RETAIL
 PRACTICE**

Palm Beach Tan
 B2C, Personal services
 AOR since 2004

Massage Heights
 B2C, Personal services
 AOR since 2017

Delaware North
 B2C, Casino management
 AOR (casinos) since 2009

Smile Doctors
 B2C, Orthodontic care
 AOR since 2017

**AGRICULTURE
 PRACTICE**

Valent USA
 B2B, Crop protection products
 AOR since 2001

Stoller USA
 B2B, Crop yield enhancers
 AOR since 2015

Cytozyme
 B2B, Natural plant nutrition
 AOR since 2017

Capital Farm Credit (Texas)
 B2B, Ag lending
 AOR since 2015

WHAT WE DO

With more than 175 staff in Memphis and Austin, our services span the breadth of integrated marketing disciplines. We do everything, so we can solve anything.

Digital

Strategy, in-house web and app development, usability and optimization, content, ecommerce, mobile, organic and paid search, email and CRM, marketing automation, data visualization

Planning

Brand strategy, comms strategy, data strategy, research, measurement and analytics

Creative

Brand-focused ideas, integrated campaign development, copywriting, art direction, brand design and identities

Account Management

Account coordination, project management

Media

Integrated planning and buying, RTB/programmatic display, audience and competitive analysis, post-buy analysis, promotion development

Social

Strategy, organic and promoted, content development, review and community management

Public Relations

Media relations, influencer outreach, event planning/activation, sponsorships, trade show activation, crisis communications, message and content development

Production

In-house studio for photo, video and audio production, 2D and 3D animation, print production, print-on-demand, direct mail, website and app development, events, email, digital prototyping