



# ARCHER MALMO

## Our success stories have a common theme. Success.

We seek out like-minded clients who value substance over flash, solid strategy over lip service, provable results over hyperbole. Our stories of effectiveness come from a rare combination of creativity and an unwavering drive to do better.

### THE WHO /

We're made up of industry vets and scrappy newbies. Of divergent thinkers and no-nonsense pragmatists. We're an agency built on finding creative ways to drive real results. To push ourselves — as individuals and as a team — to do nothing less than everything we can.

### THE WHY /

A few things have changed in the advertising business since Archer Malmo started in 1952. What's kept us going in an unpredictable and oftentimes volatile industry? **Always. Wanting. More.** We're proof that highly creative and competitive people don't necessarily have to come with highly inflated egos. Because when we challenge ourselves and our clients to analyze, collaborate, create and solve, we all win.

### THE HOW /

**Planning** Brand strategy, Integrated communications strategy, Research and analysis

**Creative** Brand design and identity development, Integrated campaign execution, Copywriting, Art direction

**Production** Video and audio production, 2D & 3D animation, Emerging technologies (AR / VR / Simulation)

**Public Relations** Media and influencer relations, Crisis communications, Experiential activations

**Digital** Digital strategy, Website and app development, Email, CRM and marketing automation, Social media

**Paid Media** Integrated media planning and buying, Ongoing optimization and analysis

**Reporting & Analysis** Custom dashboard development, Data visualization

### GENERAL CLIENTS /

**Hyatt Hotels**  
B2B, Hotels and hospitality  
Projects since 2017

**Kestra Financial**  
B2B, Financial advisor platform  
AOR since 2015

**Reynolds American**  
B2C, Smokeless products  
AOR since 1987

**USAA**  
B2B, Insurance/financial products  
Projects since 2015

### Zoetis

B2C/B2B, Animal health products  
Projects since 2011

### HEALTH & WELLNESS CLIENTS /

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

**Medtronic**  
B2C/B2B, Medical devices  
Projects since 2018

**Smile Doctors**  
B2C, Orthodontic care  
AOR since 2017

### AGRICULTURE CLIENTS /

**Capital Farm Credit**  
B2B, Ag lending  
AOR since 2015

**Cotton Board**  
B2B/B2C, Agricultural trade group  
Projects since 2015

**Cytozyme**  
B2B, Natural plant nutrition supplements  
AOR since 2017

**Yara International**  
B2B, Crop inputs/agronomy  
AOR since 2019

### RETAIL CLIENTS /

**Delaware North**  
B2C, Casino management  
AOR (gaming) since 2009

**Palm Beach Tan**  
B2C, Personal services  
AOR since 2004

**ServiceMaster**  
B2B/B2C, Residential & commercial services  
Projects since 2018

