

BARRON BACKGROUND

Since 1976, organizations throughout the country have relied on the Barron Marketing team to meet their communications needs. We are one of the area's most well-established advertising and public relations firms, providing complete print, broadcast and Internet communications services to business and institutional clients. Our staff of seasoned professionals represents a wide range of communications disciplines, including strategic planning, marketing, graphic design, corporate identity, copywriting, website design, film and video production, meeting and event planning, public relations and business management. Barron is one of the few marketing communication firms in Delaware that has worked extensively in both the national consumer and trade markets. Our experience ranges from managing multi-million dollar media campaigns to staging groundbreaking ceremonies. We understand the competitive challenges facing organizations large and small and provide a broad range of services to address these challenges. As a 100-percent female-owned business, Barron can help many clients meet their vendor diversity goals.

The attached descriptions of our capabilities and experience outline the strengths that we offer through our background, versatility, and creative talent. For information on how we can meet your needs, contact us via phone (302) 658-1627, fax (302) 658-5798, or e-mail us at info@barronmarketing.com.

THE BARRON ADVANTAGE

Full-Service, In-House Capability

Barron provides a full range of communications services under one roof, providing our clients with greater production efficiency and economy. A key advantage of this “one-stop shopping” is the opportunity to achieve integrated marketing communications.

Quality, Consistency and Cost Effectiveness

Barron is known for producing high-quality, results-oriented work at an affordable cost. We enjoy considerable repeat business from long-term clients who value the professionalism of our service and the excellence of our product.

Longevity

Barron has been a member of the tri-state advertising community for over 25 years – a track record that sets us apart from many of our competitors.

Flexibility

The ability to accommodate all of a client’s needs is the key to good business. We work on small projects as well as manage long-term programs. We also structure financial arrangements on a contractual or project basis, depending on the client’s budgetary and administrative needs.

Corporate / Industrial Experience

The agency’s roots are with the region’s major industries and organizations. Familiar with every aspect of corporate and institutional communications needs, we have managed major diversity and other human resource programs, annual report projects, corporate identity and branding programs, as well as sales promotion and public relations campaigns.

National Consumer Accounts

Barron is one of the few local agencies to have managed national trade and consumer advertising and collateral programs. This experience gives us a unique perspective on the marketing and merchandising mix at all levels of product distribution, from manufacturing to retail.

CAPABILITIES

Marketing Communications Planning and Program Development

Identification of target audiences, development of objectives, integrated strategies and tactics to support business/organizational goals.

Corporate Identity Programs

Analysis, name development and brand positioning. Creation of identity concepts and logos, as well as design and execution in a variety of applications, such as stationery, signage and corporate/product advertising.

Graphic Design, Layout and Production

Promotional, collateral and informational printed materials, from sophisticated capabilities brochures to product hangtags. In-house capabilities include computer-generated design and illustration; electronic preparation of print materials for output of separations and films; electronic scanning and manipulation of graphics, photos and text; camera-ready output for desktop publishing/printing, as well as print project management.

Advertising and Merchandising

Design and production of four-color or B&W single ads or campaigns for trade and consumer markets; creative concept, design and production of print and audio-visual materials for in-store and direct mail promotions.

Media Management – Planning, Buying and Trafficking

Advertising media research, development of advertising budgets, negotiation with publication reps, creation of schedules, submission and tracking of insertions.

Web Site Design (html)

Creation of web sites from concept and design through set up on the Internet.

Packaging

Conception, design and production of packaging for trade and retail distribution.

Public Relations and Publicity

PR program design and implementation, media relations, product launches, press conferences, publicity campaigns, speechwriting and special promotional events.

Audio and Video Production

Script-to-screen production, including concept development, scriptwriting and storyboards (in-house). Casting, shooting/taping, off- and on-line editing and duplication (outsourced).

Writing

Promotional literature, advertising copy, audio and video scripts, publicity and public affairs, news and feature stories, newsletters, training materials, speeches and proposals.

Meetings and Events

Design and management of corporate meetings, conferences, special events, promotions, seminars and trade shows, including all audio-visual and collateral support.

PROFILES OF SENIOR STAFF

PATRICIA D. BARRON

Owner and President

With more than 30 years of experience in marketing communications management, Pat is responsible for building the agency's client base. She plays an integral role in the conceptualization and implementation of multi-faceted communications programs for major corporate and institutional clients, from international manufacturers to health care facilities.

Pat is an active volunteer for a number of local business and charitable organizations. A strong voice in the fight against cancer for over 20 years, she has chaired the Delaware Division of the American Cancer Society and has served on the board of the Delaware Breast Cancer Coalition. She also has served on the boards of Junior Achievement of Delaware, Inservice Training Institute, and The Siegfried Group, specialists in financial and business advisory services.

JAMES E. BARRON

Executive Vice President and Chief Operating Officer

In his role as executive V.P. and C.O.O. for Barron Marketing, Jim Barron directs the development of the agency's creative product. He manages day-to-day business operations and personally manages communications for most major agency accounts. He has more than 38 years of experience in virtually every type of communications. Under his direction, Barron Marketing has grown to be one of the most highly regarded agencies in the area. Jim currently serves on the board of the Center for Creative Arts in Yorklyn.

THOMAS NEILSON

Creative Director

One of the most respected members of the advertising community for more than 35 years, Tom has been creative director for several advertising agencies, as well as co-owner of his own agency. He is known for his ability to blend practicality and readability into highly creative concepts. An award winning designer, Tom has extensive experience in the area of branding. He has served as creative director at Barron Marketing for 6 years, having directed the creative work for Remington Arms/Stren Fishing Products, Glide Dental Floss from Gore, Southern Chester Country Medical Center, Savage Arms, to name a few.

STAFF *continued*

CLAIRE BRECHTER

Public Relations/Copywriter

Claire has more than 20 years of experience with agencies and as a public relations consultant. A former vice president of Ketchum Public Relations in New York, she has worked with clients ranging from Fortune 500 companies to non-profit organizations, developing and implementing business-to-business communications and consumer product public relations programs, as well as community relations and public affairs initiatives. Claire has successfully executed PR/Copywriting assignments for many of Barron's largest accounts.

JOANN FUTTY

Media & Meeting/Special Events Manager

With Barron for more than 14 years, Joann has been responsible for management of media budgets, research and planning of local, regional, national and trade media campaigns, including creation of media schedules and insertion orders. As the media planner, Joann maintains ongoing relationships with key media contacts, ensuring an efficient media buying and negotiating process. She also coordinates all aspects of meetings and special events for clients, which involves creation of meeting theme, staging, logistics and related printed and advertising specialty materials.

EDWARD HEALY

Senior Art Director and Systems Manager

With the firm for over 19 years, Ed began his career at Barron as a designer and advanced to one of the highest levels within the creative department. Since automation of the firm, he has kept abreast of the latest design and production software, as well as all technology aspects, including web design and production. Ed directs the creative team in this area. He has designed and produced materials for client image and branding to extensive 4+ color product catalogs to comprehensive web sites, along the way picking up numerous awards for his designs.

PARTIAL CLIENT LIST

(www.barronmarketing.com to review portfolio examples)

Aetna
Astra Zeneca
Allen Family Foods
American Cancer Society
Arthritis Foundation
Bayard House Restaurant
Benelli USA
Bismuth Cartridge Co.
Blood Bank of Delaware
Caldwell Staffing Services
Center for the Creative Arts
CIGNA International Expatriate Benefits
Catholic Youth Ministries
Center for Creative Arts
Colonial School District
The Concord Group
Conectiv
Covenant Financial Services
Delaware Breast Cancer Coalition
Delchem, Inc.
Diamond State Ventures
dmc2 Electronic Components
DuPont Company
First Union Bank
First USA Corporation
Fleet Bank
Florig Equipment Company
Franchi, USA
H. Feinberg
H & R 1871, Inc./New England Firearms
Hercules, Inc.
Huntsman Polyurethanes
ICI Americas
ICI Fiberite
ICI Security Systems
ICI Specialties
Ithaca Gun Co. Inc.
Junior Achievement of Delaware

PARTIAL CLIENT LIST

(www.barronmarketing.com to review portfolio examples)

Kent General Hospital
Kimble Kontes
Lanxide Armor Products
LEC Electronic Components
Lorelton Retirement Community
Magnolia Manors Assisted Living/Retirement Residence
M. Davis & Sons, Inc.
Meals on Wheels Delaware
Milford Memorial Hospital
M&M Hunting Preserve
O. F. Mossberg & Sons
Red Clay School District
Registered Agents
Remington Arms
Savage Arms. Inc.
SIGARMS, Inc.
Southern Chester County Medical Center
Stoeger Industries
Stren Fishing Line
Strike Line Inc.
The Independence School
The Inn at Monchanin Village
The IT Learning Center
The Pennant Companies
The Siegfried Group, LLP
Tietex International
Tremont Medical
Trustar Retirement Services
University of Delaware
W. L. Gore & Associates
Wilmington College
Wilmington Housing Authority
WSFS Financial Corporation
YMCA of Delaware
Zutz Insurance/ PLI Select