



COMPANY PROFILE

In a Nutshell

DDDinc is a comprehensive, full-service marketing, advertising, and web development firm based in Nashville. Established in 1997 as Double Diamond Design, DDD is a proven leader in marketing strategy, planning, execution, analyses and on-going management. Notable areas of expertise include: brand design and development, creative media strategies and placement, print and interactive design, public relations, social networking and online marketing, creative and technical writing, direct mail, email marketing, and event planning. We define strategic plans, design campaigns and – most importantly – we develop relationships.

Qualifications

We are often asked, “In what type of marketing does your firm specialize?” Our response: all types. Our clients operate their organizations. We determine and execute the tasks it takes to promote them, their brands, their products, their events, and their people. At Double Diamond, we have experience as lead agency, secondary agency for “Madison Avenue” firms, and outside counsel and creative development for in-house marketing departments.

At DDD, we help our clients identify goals, and then we take responsibility for providing cross-platform tactics to accomplish them. We work within budget constraints and we meet deadlines. Creativity is our hallmark. We deliver results. For over a decade, DDD has evolved with its clients, with the marketplace, and with technology. Over 60% of our accounts have identified DDD as their agency of record for at least five years. Included in this document is a list of past and current clients served by DDD’s team members. Feel free to contact them for references. We are confident our past performance will exemplify our qualifications for the proposed projects.

OUR CAPABILITIES ~ 1

Account Management

- Strategic Planning
- Brand Positioning
- Marketing Plan Development
- Project Management
- Research

Creative, Design + Production

- Concept Development
- Copywriting
- Broadcast Production (TV)
- Corporate and Promotional Videos
- Broadcast Production (Radio)
- Print Production
- Direct Mail and Production (List Purchasing)
- Collateral Materials Design and Production
- Sales Support Tools
- Sales Promotion
- Signage, Point-of-Purchase

Print

- Brochures
- Packaging
- Newspaper & Magazine Ads
- Publication Inserts
- Catalogs
- Rack Cards
- Direct Mail
- Annual Reports

OUR CAPABILITIES ~ 2

Print Production + Traffic

- Production Supervision
- Project Tracking and Monitoring
- Consultative Services
- Account Planning
- Co-op Planning, Development Management
- Affiliate Marketing
- Cause-related Marketing
- Branding

Research

- Advertising / Customer Tracking Studies
- Attitude / Awareness Tracking Studies
- Growth Opportunities
- Market Analysis
- Competitive Analysis
- Creative Testing

Media Planning + Placement

- Radio, Television & Print
- Outdoor / Billboards
- Indoor Advertising
- Electronic, Digital & On-line
- Interactive Marketing

OUR CAPABILITIES ~ 3

Relationship Marketing

- Database Design and Management
- User Group Program Development
- Community and Subscription Building
- Database Marketing
- Partner Programs
- One-to-One Marketing
- Direct E-marketing
- Direct Mail
- Direct Marketing
- Direct Response

Public Relations + Promotions

- Trade and Consumer Media Relations
- Press Kits
- Media Training
- Event Planning & Promotions
- Crisis Management
- Strategic Partnering
- Media Relations
- Viral Marketing
- Social Media / Social Networking / Blogging
- Satellite Press Tours

Identity

- Logos
- Signage
- Business Collateral
- Illustrations

OUR CAPABILITIES ~ 4

Internet Marketing + Multimedia

- Website Design and Development
- Website Updates
- Website Hosting
- Content Management Systems (CMS)
- Strategic Consulting
- Search Engine Optimization / Strategy
- Online Advertising
- RSS Feeds
- Google Analytics / Analysis
- Mobile Marketing
- E-commerce Development and Management

Agendas

- Arrange for Celebrity Appearances, Speakers and Entertainment
- Coordinate Activities of Event Personnel
- Solicit and Secure Sponsorships
- Leverage Co-op and Partnering Opportunities
- Public Relations and Marketing
- Photography and Videography
- Speech Writing
- Presentation Development
- Verbal, Written and Electronic Communications
- Develop Website, Social Media Campaigns
- Negotiations
- Budget Management
- Staff Management

OUR CAPABILITIES ~ 5

Event Planning + Execution

- Coordinate Logistics and Accommodations
- Procurement of Contractors
- Hospitality Marketing Seminars
- Conduct Research
- Themes and Décor
- Location and Site Scouting
- Invitations and Management of Attendees
- Site Supervision
- Event Evaluations and Surveys

Tradeshow Exhibits + Collateral

- Concept, Design and Production
- Coordinate Logistics
- Develop Sales Collateral
- Promotional Items
- Content Development

Resource Library Development + Management

- Needs Assessment
- Photography
- Videography
- Audio
- Identity Collateral
- YouTube Channel Clips
- Archiving Solutions
- Style Guides

PRINCIPAL TEAM MEMBERS ~ ANGELA M. EVANS

Angela Evans founded DDDinc (formerly Double Diamond Design) in May, 1997, when she was 25, but don't let her age fool you. This still-young entrepreneur has the experience and expertise common in leaders twice her age. Armed with a B.A. in Journalism from Penn State University, she began her career in Chicago at WGBO and then worked for The Times newspaper where she planned and designed layout of the daily sports section and other special sections. She edited and designed the weekly, award-winning outdoors section, and served as a contributing feature writer and copy editor for this Chicago area newspaper.

From there, the City Desk editor at the Chicago Sun Times recruited Angela to follow him to The Tennessean in Nashville where she landed a job as a designer and editor. Her talents quickly moved her into the position of Head Display Editor in the Sports Department, with a primary concentration on improving the daily section. In addition, she budgeted, planned, and designed daily fronts and special packages for the Sports, Business, and Features departments of the newspaper.

In the mid 1990s, Evans parlayed her journalistic experience into television, becoming a senior producer of weekly segments for the award-winning and highly acclaimed Today Show on NBC. In this role, Angela worked closely with national public relations firms and executives who pitched products/ideas for inclusion on the show. In conjunction with Today Show, she further distinguished herself by researching, writing, and editing weekly columns for the N.Y. Times Syndicate, monthly features for USA Today, and daily stories for MSNBC On-Line. In her position, she supervised a full staff, coordinated public relations efforts, and managed product inventory on a daily basis.

It's no wonder that Angela has been named one of The Tennessean's "Top 40 Under 40", and has been highlighted as a featured entrepreneur in Mademoiselle Magazine. A natural people person, Angela relates well with others on camera and in person. Today, as the Founder and President of DDD, she is responsible for client acquisition, servicing and retention, strategic marketing and consulting, interactive and technology management, execution and oversight of contracts, copy writing and art direction. The award-winning agency boasts an extremely diverse roster of national, regional, and local clients.

Angela is particularly active in community and charitable events, and serves on several non-profit boards, including the advisory board for Big Brothers Big Sisters of Middle TN. Notably, she is the Founder and Executive Director of the Franklin Wine Festival and she was instrumental in landing Nissan North America as the title sponsor.

PRINCIPAL TEAM MEMBERS ~ ELAINE GANICK

Elaine Ganick is an extraordinary story-teller. She relates the narratives of remarkable people and builds the legacies of outstanding organizations through her expertise in branding, communications, event production, and media strategies, including video production, advertising, marketing, and public relations.

Elaine is nationally recognized as a respected broadcast journalist and popular television personality. She was a talk show host and television news anchor for 10 years in Nashville, TN, before she became the Southeastern Correspondent / Producer for "Entertainment Tonight", where she worked for eight years. Today, she continues to produce, write, and report for several nationally-syndicated and network programs.

During her career, Elaine has created a wide array of marketing materials and brand strategies, ranging from corporate and educational projects, to non-profit fundraising materials, print pieces, radio and television programs and specials, and museum exhibit design. She has consulted with literally hundreds of corporations, associations, and other groups and organizations; and she has conducted over 10,000 interviews with newsmakers, celebrities, experts in every field, and with ordinary people whose stories were often extraordinary.

Ganick has traveled across the country providing communications and leadership training for senior leaders in top U.S. corporations such as Fed-Ex and Wal-Mart; she has shared the podium with such luminaries as Oprah Winfrey, Pat Sajak, and Lauren Bacall; and she has delivered her realistic approach to life, communication, and leadership to thousands of appreciative audiences.

Elaine's board participation has help guide some of Nashville's most outstanding non-profit organizations and raised their profile both locally and regionally. She currently serves on boards for United Cerebral Palsy of Middle Tennessee, WIN, and Nashville Children's Theater. Other non-profit clients include the Tennessee Performing Arts Center, the YWCA of Nashville & Middle Tennessee, CABLE, ATHENA Foundation, Nashville Women's Political Caucus, and Adventure Science Center, to name a few.

In 2005, Elaine was also named to the International Board of Directors of The IWF Leadership Foundation, the educational and charitable arm of the International Women's Forum, a global association of more than 4,000 women leaders from over 20 countries. The IWF Leadership Foundation serves the public interest by advancing women's leadership across careers, cultures, and continents.



PRINCIPAL TEAM MEMBERS ~ SCOT ARMSTRONG

Scot Armstrong is an award-winning designer and Art Director who brings 19 years of experience in marketing, branding and visual communications to DDDinc. His background is heavily immersed in both agency and corporate environments alike, servicing a wide spectrum of industries including healthcare, finance, toy, fashion apparel, hospitality, food & beverage, consumer products, insurance and pharmaceutical. Within these global industries, Scot has worked for leading companies such as Ernst & Young, Amgen Pharmaceutical, Maisto International, Merrill Lynch, Skechers USA and Gaylord Entertainment.

Scot creates visual solutions to communicate the essence of our clients' brands. He can find the most effective way to get messages across in both print and electronic media using color, type, illustration, photography, animation, and various print and layout techniques. Scot is also a master at visually communicating brand attributes to various demographic markets. He is skilled in retail merchandising and product packaging applications. Identifying the needs of consumers has become increasingly important to Scot, because his knowledge and research in this arena enable him to incorporate communication brand strategies into his designs and layouts.