



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 /

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

Account Management Account coordination, project management, media integrated planning and buying, RTB/programmatic display, audience and competitive analysis, post-buy analysis, promotion development

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

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

Social Strategy, organic/promoted, content development, review/community management

Public Relations Media relations, influencer outreach, event planning/activation, sponsorships, trade show activation, crisis communication, 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

GENERAL CLIENTS /

Reynolds American
B2C, Smokeless products
AOR since 1987

Kestra Financial
B2B, Financial advisor platform
AOR since 2015

Thomas & Betts
B2B, Electrical manufacturing
Projects since 2017

USAA
B2B, Insurance/financial products
Projects since 2015

University of Memphis
B2C, Education and athletics
AOR since 2014

Zoetis
B2C/B2B, Animal health products
Projects since 2011

RETAIL CLIENTS /

Palm Beach Tan
B2C, Personal services
AOR since 2004

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

HEALTH & WELLNESS CLIENTS /

Implus
B2C, Footwear and athletic accessories, AOR since 2016

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 /

Valent USA
B2B, Crop protection products
AOR since 2001

Stoller USA
B2B, Crop yield enhancers
AOR since 2015

Cytozyme
B2B, Natural plant nutrition supplements, AOR since 2017

Capital Farm Credit
B2B, Ag lending
AOR since 2015

