

OVERVIEW:

Founded in 1982, Adamson is an independent, mid-sized agency with 45 employees and offices in St. Louis and Kansas City.

PHILOSOPHY THAT HAS LED TO OUR SUCCESS:

Adamson understands that in today's environment advertisers need to do more than drive traffic and build their brand; they also have to deliver a rich consumer experience. We concentrate on engaging an audience, not merely exposing them to a message. We don't merely produce "creative," we design creative experiences through digital and traditional ideas that will make a brand compelling. Adamson's approach to brand building is centered on finding a voice for our clients—a voice that reflects a strong core identity that appeals to a growing consumer base. We don't try to change what the client is all about. We find the inner truths about their brand that will appeal to new customers. Great advertising is clear, concrete, with a distinct personality

2009 BILLINGS:

\$50M

SERVICES:

Includes advertising, design, digital marketing and development, public relations and direct marketing.

CATEGORY EXPERIENCE:

consumer products, QSR, restaurants, retail, sporting goods, entertainment, fashion, financial services, healthcare, b2b, media/broadcasting, pet food, automotive/aftermarket

PRINCIPALS:

- Kim Boyer – President
- Alan Epstein – New Business Director
- Jason Parks – Vice President, Idea Director

SENIOR EXECUTIVES:

- Scott Morehead – Vice President, Navigation Director
- Tim Halpin – Executive Creative Director
- Geoff Pickering – Vice President, Director of Interactive Services
- David Gutting – Director, Strategic Planning
- Dan McGrath – Director, Public Relations

CONTACT:

Alan Epstein
314-727-9500 X1274
aepstein@adamson-usa.com

