

# marketing has changed

At nFusion we address today's marketing needs with an integrated, holistic approach that combines the experience of a marketing consultancy, advertising agency and interactive firm. Our unique philosophy has delivered results for world-class clients all while helping us become one of the fastest-growing agencies in the country. We know how to combine breakthrough ideas and cutting-edge technology to squeeze every last ounce of effectiveness out of a marketing budget.

## our capabilities

### Broadcast and print creative services

- Direct marketing
- Identity systems and collateral
- Point-of-purchase materials and merchandizing
- Sales promotions
- Event support

### Business planning

- Customer-engagement planning
- Product launch planning
- Brand planning
- Positioning and messaging

### Digital advertising creative services

- Digital media planning, buying and placement
- Web strategic planning
- Web systems development
- Web design and content development
- Search engine marketing
- E-mail creative and campaign management
- Database management
- Mobile marketing
- Social marketing
- Analytics and testing



## our clients

20th Century Fox  
Abbott Spine  
Administaff  
Anheuser-Busch  
AT&T

AVEVA  
BP  
Brinker International  
Comerica Bank  
Dresser Wayne

Floor King Carpet One  
Heelys Worldwide  
McCoy's Building Supply  
NEC Display Solutions  
Nokia

Nortel  
Qwest  
SPACEHAB  
Toshiba  
Wilshire Homes

## the management team

**John Ellett** CEO and Managing Partner

**Bill Parkes** EVP, Chief Digital Officer

**Anne Spradley** VP, Group Account Director

**Richard Heffernan** VP, Group Creative Director

**Nikki Hickman** VP, Organizational Development

## our profile

**Foundation Date:** 2001

**Number of Employees:** 54

**2008 Gross Billings:** \$19.5 million

**Employment:** [nfusion.com/work-here](http://nfusion.com/work-here) or [employment@nfusion.com](mailto:employment@nfusion.com)

## change your marketing for the better

Learn more about our unique approach and find out how we can help you make the most of today's dynamic marketplace. For more information contact **Rachel Sheriff** at [rsheff@nfusion.com](mailto:rsheff@nfusion.com) or 512.716.7500.