

Capabilities and Particular Expertise:



Hunter Gray Associates, Inc.
Advertising/Management Consultants

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Marketing Strategies

Positioning and presenting the corporate brand, features and benefits of services and products, and choosing appropriate media – based on internal and external research.

Advertising

Creative advertising programs – all media.

Corporate Image / Branding Programs

A systems approach applied to the whole of the corporate environment. Consistent presentation of all publicly presented communication materials.

Public Relations

Execution of public relations programs as necessary to enhance image and product offerings.

Organizational Development

Analysis of the marketing organization, its communication channels and decision making process.

Primary Market Research

Identifying and analyzing target markets primarily from external profiling and internal historical behavioral models.

Budgeting and Account Management

Understanding, prioritizing and controlling costs.
Comparing planned vs. actual expenditures.

Media Analysis and Buying

Selection, budgeting and placement of advertising in all media with specific objectives and measurement devices.

Marketing Database Management

Direct marketing programs tied to targeted databases, including drilling down through multiple response histories.

In-House Production Capabilities

- Presentation materials
- Graphic design
- Print production
- Photography direction
- Broadcast direction and supervision