



Everybody's interested in money.
How much you make.
How much you spend. How much it costs.
The price, the discount, the value, the return.
Money is the most common
of common denominators.
And the perfect place for us
to strike up a conversation.
You're in the business to make money.
So are we.

But money isn't the bottom line.
It's what you do with money that counts.
And that's where we can make a difference.
We understand how money works
in the mass media, in direct marketing,
in corporate communication.
We know how to prioritize, budget and manage money-
To open new markets
or expand existing ones.
To move your company in new directions
or improve the productivity of your people.

Your marketing and advertising budget
gives you the opportunity to send a message,
but it doesn't guarantee anyone will react.
Effectiveness is not always included in the price...
that takes research, creativity, talent, and resources.
The services offered by Hunter Gray Associates.

Power is the ability to influence change.
To move people. To get things done.
But power in the business world
is not always a function of money.
Or size. Or rank. Or even logic.
Most often, power radiates from those
who seize the future,
take command of ideas,
and energize the organization.

Power comes from knowing who you are
and where you want to be.
Knowing the questions.
And involving others in the
search for answers.
Power demands direction.
Intelligence, restraint and compassion.
Unlike money, power cannot be transferred,
but it can be delegated and shared skillfully.
The expertise provided
by Hunter Gray Associates
can be employed not only to gain power,
but also to increase it.





We're advertising/management consultants.
We connect the power
that dwells within your company,
with the power of the media
to reach outside your company.
This fusion of internal and external communication
results in super-charged
marketing and advertising programs
that deliver more mileage
for every dollar you invest.

Trust – a rare commodity in a world
that promises you the world.
And all too often fails to deliver.
Trust develops when you can predict
and depend on the actions of others.
You can believe what you hear.
Say it once and it's done.
Thus, when trust enters a relationship,
it becomes more efficient.
You don't have to repeat, persuade,
and waste your power or resources to reach your goals.
You can cut through the clutter
and communicate - directly.
You can begin to explore new options.

Trust develops when
the client opens the door and
lets us in... sharing information, history,
feelings, and dreams.
Then, we make something change
for the better. Awareness, sales, traffic, perceptions,
productivity. Measured results.

To work,
advertising messages must be believed.
So, we take a little extra time to make sure
our ads say what the client
can and does deliver.
In this way, you'll earn
the trust of your customers,
and we'll earn a long-term client.



Love.
Are you kidding?
Who talks about love in business?
We will.
Because some forms of advertising
depend on it.
And every business, in one way or another,
needs it.

Love is illogical, emotional, mystical
and very human.
It moves people.
Its power is awesome.
Love, like trust, develops over time.
It survives adversity.
It enhances self-image.
It generates energy and loyalty.
Companies who love what they do
don't just maintain, they excel.
They jump higher and run farther.
They have fun.

We want to work for companies like that.
We love our work. And bring a special quality
to the companies we work with.
You can see it in the way we talk
about our business...and yours.
And in our commitment to exclusivity.

In this way, the client-agency relationship
is like a marriage.
It's based on trust,
an understanding of money,
and the sharing of power.
Most of all, it works best when both parties
truly love what they're doing.

Shall we dance?



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