



meyer & wallis

at a glance

Meyer & Wallis is a 42-years young integrated marketing agency specializing in strategic advertising, promotion and digital communication that drives business for retail, CPG and other categories. Consumers have more power to shape your brand perception than ever before. But these fundamental things have not changed: Strategy matters. Creativity matters. People have to be aware to be engaged and they have to be engaged to buy. That's what we do here, "think inside the circle."

capabilities

Meyer & Wallis provides a full range of integrated marketing communications services in-house including: strategic planning and research, creative concepting through production, complete media services, digital strategy, website design and content development, promotions and point-of-purchase creative through execution.

strategic counsel

brand development and positioning strategy
marketing research design and management

digital strategy

website design and content development
social media set up and management

media

media planning
media buying
media post-buy analysis
broadcast, print, OOH, online
sponsorship evaluation
web analytics

creative and production

writing and art direction across all media
print and broadcast production and management
design
collateral
corporate identity
product packaging

consumer and trade promotion

in-store program development and execution
on-pack program development and execution
contests, giveaways and sweepstakes
point-of-sale merchandising design
distribution analysis
direct mail
digital promotions

current clients

Baseline, Bielinski Homes, Boy Scouts of America, Cardinal Stritch University, Carpet Town, Columbia St. Mary's, Community Health Network, Eiteljorg Museum, Eye Boutique, FinishMaster, Heartland Vision, Horizon, Hormel/ Chi-Chi's, Hoosier Lottery, Indiana Blood Center, Indianapolis Museum of Art, International Violin Competition, Marsh Supermarkets, Michaelis, Palermo's Pizza, SuperValu/ Sentry Foods, The Indiana Heart Hospital, Wisconsin Vision.

previous experience

Centex Homes, Dominick's, Jewel-Osco, Meijer Supercenters, Pick 'N Save

locations

milwaukee

731 North Jackson Street, 7th floor
Milwaukee, Wisconsin 53202
T 414.224.0212
F 414.224.0420

indianapolis

233 McCrea Street, 12th floor
Indianapolis, Indiana 46225
T 317.995.9414
F 317.955.9416

key contacts

Chris Mortenson, ceo
T 414.224.0212 ext 21
E cmortenson@meyerwallis.com

Shannon Safar, svp account management
T 317.995.9414 ext 105
E ssafar@meyerwallis.com

website

www.meyerwallis.com

blog

<http://blog.meyerwallis.com>

youtube

www.youtube.com/meyerwallis

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