

Houston Cosmetic Dentistry

PARKER : HAYDEN
advertising + design

AGENCY OVERVIEW

Our Firm

Parker:Hayden is a full-service marketing firm that integrates advertising, public relations, graphic design, Web and new media to achieve specific results. Our clients include every size company from small start-ups to large Fortune 500 corporations. They work with us because we combine marketing acumen, branding prowess and graphic design experience with compelling creative and a true passion for wanting our clients to succeed.

Founded in October 2004, we currently have ten full-time employees with three part-time employees. We were built from the ground up on four basic pillars that make effective marketing communications: 1) advertising, 2) graphic design, 3) public relations and 4) new media/Web. Marketing strategy ties these four disciplines together enabling us to fit the right discipline to your specific needs. We're not "a hammer looking for a nail," but, rather, marketing experts who apply the right tool to our clients' specific problems.

AGENCY OVERVIEW

Key Personnel

Guy Parker has established himself as one of the Southwest's leading creative directors and graphic designers. Since 1982, he has created and contributed to the growth of hundreds of brands in both the B2B and B2C markets. His philosophy is simple: Visually connect with the audience and communicate the client's message quickly and effectively. He is a student of color theory and an advocate of "form follows function." Guy's specialty lies in Brand Identity and utilizing these concepts to effectively enhance a client's brand image and increase their market share. Guy holds a B.F.A. degree in Graphic Design/Fine Arts from Texas State University, San Marcos. He is an Eagle Scout and continues his active involvement with the local Boy Scouts of America as a volunteer Scoutmaster and member of the Sam Houston Area Council Marketing Committee. He is a member of AIGA, AMA, and also serves as Vice-Chairman of the Fine Arts and Communications College Advisory Board at Texas State University.

Mark Hayden has been on both the agency and client side of marketing. Before co-founding ParkerHayden, he was director of marketing for eRealty.com, a national real estate firm. Prior to that, he was director of strategic services and award-winning senior writer for The Adcetera Group. He held various positions with SYSCO Corporation including product information specialist and product manager. Mark was also a copywriter for Anderson Marketing in San Antonio as well as Winius-Brandon Advertising. Mark currently serves on the board of the MIT Enterprise Forum of Texas and the Public Relations Society of America, Houston Chapter; and is a Charter Advisory Board Member for the eMarketing Association. He is a member of the American Marketing Association as well as the Houston Advertising Federation. Mark holds a B.A. in Advertising from Texas Tech University.

Sean Cafferky has recently returned to Houston after a 2-year in-depth excursion throughout Transylvania culture, Romanian life, and surrounding environs in the pursuit of writing a non-fiction travel book. Before embarking to Europe, Cafferky was Vice President of Marketing and Technology for Westport International, a privately held financial services firm in the Seattle area. Cafferky has also served 3 years as Director of Content for eRealty.com in Houston, after leading initial IT development efforts as an outside consultant during the company's incubation. All told, Cafferky has been involved in Internet marketing, social networking, web application development, user experience and search engine optimization (SEO) since 1995.

AGENCY OVERVIEW

Services

Marketing Research
Graphic Design
Advertising (all media)
Web Design
Public Relations
Search Engine Optimization
Social Networking Strategy

Marketing Planning
Brand Identity
Broadcast Production
Web Development
Media Planning and Buying
PPC Web Marketing
Performance Analytics

HOW WE CAN HELP COSMETIC DENTISTRY

Marketing Strategy, Planning & Execution

The first step in branding or rebranding a company is the plan. It helps you and us gain a deeper understanding of your marketplace, who your competitors are, what your strengths and weaknesses are as well as where your best opportunities and threats lie. Since Cosmetic Dentistry and “Scott Coleman” is about to embark on a rebranding initiative, it is critical to know how your company fits into the landscape so that we can leverage your assets and opportunities to their full potential.

The marketing plan includes a full view of the cosmetic dentistry landscape from a Houston market perspective. We will conduct research (both industry and competitive using secondary research methods), a SWOT analysis (Strengths, Weaknesses, Opportunities, & Threats) and set objectives, strategy and tactics. Within the tactical plan, we’ll develop key messages, marketing budgets, and a 12-18 month communications calendar.

The resulting tactical recommendations may include the following:

- Branding Identity Development (Including Logo and Letterhead Design)
- Brand Usage & Guidelines
- Office Design Update
- Web Site Design
- Public Relations Plan
- Advertising Media Plan
- Pay-Per-Click (PPC) Search Engine Campaign
- Web Marketing Campaign
- Blogging Strategies

ESTIMATES

Marketing Plan

1. **Market Research:** This is a comprehensive look at your customers, your industry and your market. It also includes analysis of your Strengths, Weaknesses, Opportunities and Threats. While most of this is secondary research, we will also conduct one-on-one interviews with current customers to discover their hot buttons. This includes a 5-6 hour onsite indepth interactive session.
2. **Competitive Research:** This is an analysis of your competitors, their practices and their Web sites.
3. **Strategy Development:** This includes outlining marketing, objectives and defining our target market.
4. **Positioning / Messaging:** This is the first step in the creative process where we narrow in on their hot buttons and develop the positioning for the brand and key messages that we want to communicate.
5. **Tactical Plan Development:** This a comprehensive media/promotion plan that will outline our tactical strategy. This includes media strategy, recommendations and the overall plan of attack.
6. **Marketing Calendar:** This is the actual 12-18 month calendar of activity clearly mapped out.
Estimate \$22,000.00 - \$25,000.00

Marketing Plan Light

1. **Competitive Research:** This is an analysis of your competitors, their practices and their Web sites.
2. **Strategy Development:** This includes outlining marketing, objectives and defining our target market.
3. **Positioning / Messaging:** This the first step in the creative process where we narrow in on their hot buttons and develop the positioning for the brand and key messages that we want to communicate.
Estimate \$13,000.00 - \$16,000.00

We appreciate the invitation to present our agency to Houston Cosmetic Dentistry and look forward to working with you soon, if selected.

A handwritten signature in black ink, appearing to read 'Guy Parker', with a large circular flourish at the beginning and a horizontal line extending to the right.

Guy Parker

A handwritten signature in black ink, appearing to read 'Mark Hayden', with a large, stylized 'M' and 'H'.

Mark Hayden

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