











#### WHERE IS YOUR BRAND TODAY?

Internal and external diagnosis and analysis to find your opportunity.



TO WINNING



#### WHERE DO YOU NEED TO BE?

A strategic choice of where to play and how to win.



#### **HOW DO YOU GET THERE?**

The creative expression and marketing tactics you'll need to win.



#### **DID YOU GET THERE?**

Ongoing tracking performance against your objectives to learn and optimize.

## Hi, we're Trozzolo



Trozzolo is built on brain power. Bold thinking. And smart moves that advance brands with confidence. We offer a 360-degree approach to marketing, which includes advertising, branding, public relations, media planning/buying, digital and video.

Clients have described us as marketing experts who think like business consultants. We like to think of ourselves as deeper than an agency and more creative than a consultancy.

Our only goal is to help you grow.

#### Strategy

- → Research
- → Strategic planning

#### Creative

- → Brand Identity + Positioning
- → Advertising + Content Development

#### **PR + Community Engagement**

- → Media Relations + Coaching
- → Social Media + Influencer Engagement
- → Crisis Communications

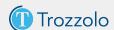
#### **Integrated Media**

- → Digital Marketing + Content Development
- → Media Buying + Planning
- → Analytics + Tracking

#### Video + Dynamic Content

- → Broadcast and Web Production
- → Content Creation

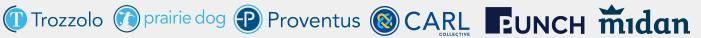
The Trozzolo Communications Group Family of Brands











Trozzolo?

Smart moves - that's what you get with us. Strategic thinking that uncovers real business problems. Work that raises the high bar higher and solve them. Relationships built on trust and transparency. Results that answer the call. Every time.





# Agency Snapshot

### **Trozzolo Communications Group**

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New business contact: jbrewster@trozzolo.com

Employment inquiries: careers@trozzolo.com

Year founded: 1989

Number of employees: 100 and counting

#### **Board of Directors**

- Pasquale Trozzolo, Executive Chairman
- Angelo Trozzolo, President & CEO
- Becky Blades
- Whitey Kuhn
- Phil Smith
- David Westbrook



