



ARCHER MALMO

Our success stories have a common theme. Success.

We seek out like-minded clients who value substance over flash, solid strategy over lip service, provable results over hyperbole. Our stories of effectiveness come from a rare combination of creativity and an unwavering drive to do better.

THE WHO /

We're made up of industry vets and scrappy newbies. Of divergent thinkers and no-nonsense pragmatists. We're an agency built on finding creative ways to drive real results. To push ourselves — as individuals and as a team — to do nothing less than everything we can.

THE WHY /

A few things have changed in the advertising business since Archer Malmo started in 1952. What's kept us going in an unpredictable and oftentimes volatile industry? **Always. Wanting. More.** We're proof that highly creative and competitive people don't necessarily have to come with highly inflated egos. Because when we challenge ourselves and our clients to analyze, collaborate, create and solve, we all win.

THE HOW /

Planning Brand strategy, Integrated communications strategy, Research and analysis

Creative Brand design and identity development, Integrated campaign execution, Copywriting, Art direction

Production Video and audio production, 2D & 3D animation, Emerging technologies (AR / VR / Simulation)

Public Relations Media and influencer relations, Crisis communications, Experiential activations

Digital Digital strategy, Website and app development, Email, CRM and marketing automation, Social media

Paid Media Integrated media planning and buying, Ongoing optimization and analysis

Reporting & Analysis Custom dashboard development, Data visualization

GENERAL CLIENTS /

Hyatt Hotels
B2B, Hotels and hospitality
Projects since 2017

Kestra Financial
B2B, Financial advisor platform
AOR since 2015

Reynolds American
B2C, Smokeless products
AOR since 1987

USAA
B2B, Insurance/financial products
Projects since 2015

Zoetis

B2C/B2B, Animal health products
Projects since 2011

HEALTH & WELLNESS CLIENTS /

Juice Plus+
B2C/B2B, Nutrition supplements
AOR since 2010

Medtronic
B2C/B2B, Medical devices
Projects since 2018

Smile Doctors
B2C, Orthodontic care
AOR since 2017

AGRICULTURE CLIENTS /

Capital Farm Credit
B2B, Ag lending
AOR since 2015

Cotton Board
B2B/B2C, Agricultural trade group
Projects since 2015

Cytozyme
B2B, Natural plant nutrition supplements
AOR since 2017

Yara International
B2B, Crop inputs/agronomy
AOR since 2019

RETAIL CLIENTS /

Delaware North
B2C, Casino management
AOR (gaming) since 2009

Palm Beach Tan
B2C, Personal services
AOR since 2004

ServiceMaster
B2B/B2C, Residential & commercial services
Projects since 2018

