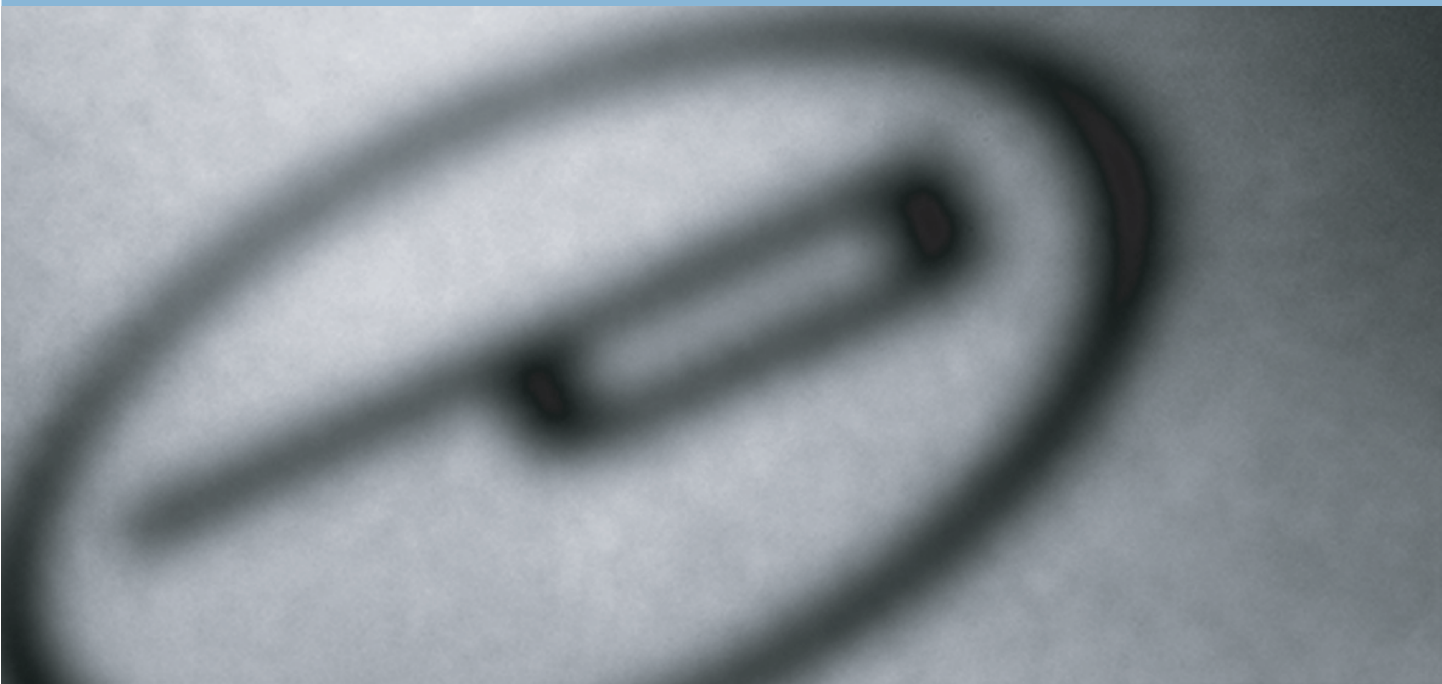




PERDUECREATIVE
COMMUNICATION DESIGN



(T) 901 763 2787
www.perduecreative.com



PERDUE CREATIVE has been in the business of applying strategic design since 1989, helping our clients connect with their customers through corporate identity, branding, investor relations and marketing communications. We are an intentionally small firm, determined to remain focused on personal service and individually applied solutions. Our work is diverse and spans a range of industries from manufacturing and banking to consumer retail and non-profits. Our staff is multidisciplinary, talented, hard-working and concept driven. But our story is more than who we are. It's who we can become to you and your company—a strategic partner creating well-designed communications that help you achieve your goals. Our success is measured not by our own notoriety or recognition, but by the successes of our clients.

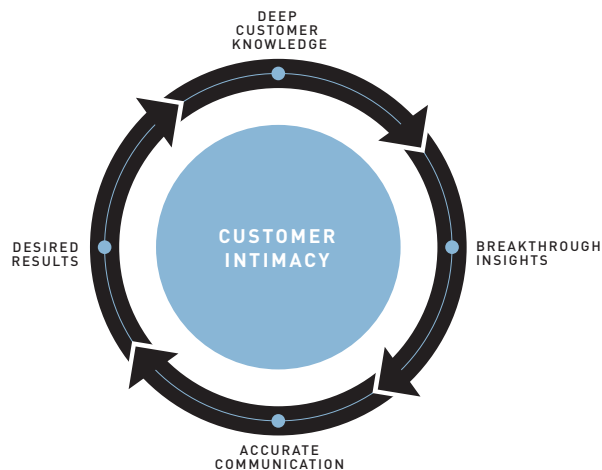
We design solutions. We create results.

OUR OPERATING MODEL is based on achieving a specific value proposition for all of our clients—customer intimacy. It's what we do best. We don't seek out clients who are shopping for price or for the latest gimmick. We're looking for the opportunity to build the kind of close client relationship that allows us the time and the access to offer real communications solutions that bring results.

In our experience, a close client relationship allows for developing deep customer knowledge and maintaining a dialogue that provides breakthrough insights into the client's underlying process. With an extensive understanding of your company, we can create a solution that accurately conveys your message and ultimately elicits the desired response from the target market.

OUR SERVICES are widely varied, but always strategically-based and concept-driven. Whether developing a simple logo for a start-up or a complex communications system for a Fortune 30 corporation, we take a strategic approach to every assignment. While spanning a broad range of disciplines, the services we provide our partner clients have a common thread—return on investment.

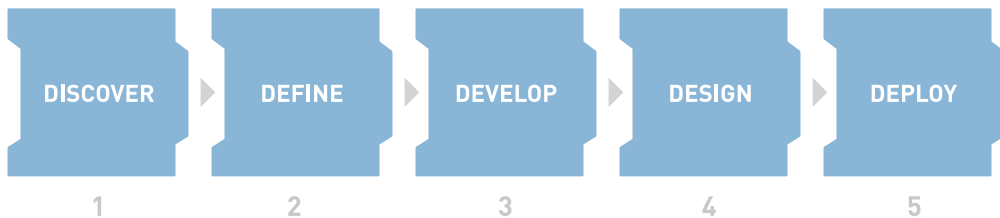
- Corporate Identity Systems
- Brand Positioning
- Communications Strategy
- Print Collateral Systems
- Investor Communications
- Web Strategy
- Packaging Systems
- Product Launch and Positioning
- Catalog and Retail Merchandising



Customer intimacy allows for deep customer knowledge, breakthrough insights, accurate communication of your message and ultimately elicits the desired response from the target market.

THE 5-D™ PROCESS: HOW WE APPROACH EVERY ASSIGNMENT

Every project at Perdue Creative, is put through our 5-D™ Process. We first **discover** your idea. That idea is refined and simplified, as together we **define** your goals and the desired return on investment. All available data is collected and analyzed. In the **development** phase, your idea is amplified—articulated in a clear, concise and captivating voice. Concepts are built around your idea and presented for feedback and collaborative discussion. The approved concept is then translated into visual **designs** that maximize the effectiveness of the concept. In **deployment**, we supervise the production and manufacturing of the final deliverable to ensure that all specifications, including technical and brand requirements, are met with the highest possible level of quality.



1-Discover

Determine Objectives
Clarify Expectations
Craft Proposal
Establish Budget

2-Define

Conduct Research
Site Visits/Interviews
Document Findings
Develop Strategic Plan

3-Develop

Begin Creative Phase
Develop Concept
Craft Messages
Feedback/Discussion

4-Design

Design Layout
Write Content
Refine Concept

5-Deploy

Programming
Production
Quality Controls
Delivery/Distribution

The 5-D™ Process is our systematic approach to every assignment at Perdue Creative.

OUR CLIENT LIST represents account experience across a variety of industries and with a myriad of target markets. The names listed here also represent relationships and exponential learning experiences that left both our clients and ourselves better for having worked together toward common objectives.

Business Services

Alexander Brothers Tile & Marble
Asentinel, LLC
ATS Telephone & Data Systems
Dobbs International Services
FedEx
Holiday Inns
Insituform Technologies
Mid-America Apartment Communities
M.S. Carriers
Thompson Engineers

Medical/Healthcare

Health Communications
iScreen, LLC
MedExpress

Financial Services

Commercial Bank & Trust
The Fidelity Group
First Tennessee
National Commerce Bancorporation
Sedgwick North America

Industrial/Manufacturing

Crews Safety Eyewear
FFC Aircraft Fuel Cells
Hunter Fans
International Paper Company
IP Wood
St. Clair Foods
Thomas & Betts

Nonprofit/Churches

Agape Child & Family Services
Calvary Episcopal Church
Church Health Center
Highland Street Church of Christ
St. George's Episcopal Church
Second Baptist Church
Wolf River Conservancy

To see work completed for a specific client or work within a specific industry, contact us and we will be happy to provide it for you.



THE PEOPLE focused on your account are a team of heavy hitters each of whom becomes intimately involved in the projects we work on. Resources, knowledge and ideas are shared so that every point of contact you have is always someone who understands your business and is actively involved in creating solutions for you. As a team, we share a broad set of skills and styles that work together to get the job done. We have assembled and integrated talented people who have a combination of longtime experience and the ability to stay at the forefront of new technologies and trends. We realize that with the ever-changing complexity of technology, we can't be experts in everything. When needs arise outside of our immediate expertise, we have a second-tier team of players we can call on to fill in the gaps. We know who the experts are and our network of product and service providers shares our philosophy of quality workmanship and customer intimacy.



Jay Perdue

Partner/Creative Director

ROLE:

Guiding, directing and contributing to all creative development.
Keeper of The Big Picture.

STRENGTHS:

Equal parts artist and pragmatist.
More than 20 years experience realizing clients' ideas.



Suzanna Phelps-Fredette

Writer/Strategist

ROLE:

Conceptual thinker. Account planner. Chief strategist.
Keeping us "real" and focused on client objectives.

STRENGTHS:

Strategic business sense and perception.
Honest, direct and straightforward.



Matt Whitaker

Art Director

ROLE:

Developing and executing creative concepts and designs.

STRENGTHS:

Master of Multiple Choice: Producing multiple solutions to a given design challenge.
Taking ownership of projects from concept to execution.

TO SEE WORK specific to your needs, to discuss a project or to get an estimate, contact Jay Perdue at (901) 763-2787 or via email at jay@perduecreative.com.

Thank you for your interest in Perdue Creative.