

# Who are you and what did you do with my old advertising agency?

Hi. We're rizen creative. We're not quite an ad agency, yet we're not quite not an ad agency. We're a creative studio that helps underdogs succeed against their larger, better financed, and more entrenched competitors.

Our stock in trade are ideas and design. Sometimes that means creating logos, web sites, brochures, commercials, etc. (stuff agencies do), but often it means defining core brand strategy, generating publicity opportunities, creating selling environments, designing packaging or even inventing new products.

We have no receptionist, sales people or company cars. We don't wear suits.

We all answer phones and ask lots of questions. We are professionals. We like having fun.

We love our work.

That's us.

## What we believe...

If after school specials taught us anything it's that you gotta stand for something. We do. At least 7 something's, in fact.

They're our guiding principles.

- 1 Caring is what matters most. Caring about clients and co-workers. Caring about our client's customers. Caring about the work. Caring about ideas. Caring about even the smallest of details. Caring about results.
- 2 Bigger isn't better. Better is better. We are intentionally small. Large enough to deliver for our clients, yet small enough for them to know the people who actually do the work.
- 3 Creativity is in everyone's job description. Each of us is accountable for the quality of the work that leaves here.
- 4 Great marketing is great storytelling. We're all wired to think in narratives, metaphors and images. Lasting brands are built by using stories to connect.
- 5 We are not right for everyone. We are selective in choosing colleagues and clients. We work exclusively for underdogs.
- 6 Honesty isn't only the best policy, it's our job. We partner only with clients who value candid, objective input.
- 7 Fun fuels creativity. Smiling is good for the soul – and for business. That means creating a positive, eclectic and inspiring workplace that enhances each of our lives.

## The Basics.

### Address:

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### Principal:

Ron Baker

### Our focus:

Helping underdogs win.

## So, what exactly do you do here?

Much of what we do doesn't fit neatly into a category, but here's stuff that does:

### Strategic Planning

- Marketing plan development
- Marketing consulting
- Media planning and buying

### Advertising & Design

- Corporate and brand logos
- Newspaper, magazine, out-of-home, broadcast advertising
- Corporate brochures, product literature, annual reports
- Product packaging
- Environmental design
- Tradeshow exhibit design
- In-store POS & sales promotion

### Social Media

- Strategic consulting
- Twitter & Facebook
- Blog development

### Public Relations

- Strategic planning
- Press kit/new release development
- Media relations and publicity

### Interactive

- Website & interactive application development
- Database design, development, and integration
- E-mail newsletters

### Untraditional

- Event themeing & staging
- New product development
- Guerilla tactics