



Third Planet
GLOBAL CREATIVE

CREATING DIFFERENCE



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TPGC is a Pittsburgh based, nationally recognized creative group specializing in brand driven marketing. From strategy to full development and integration, we combine outstanding brand expertise and proven marketing know-how, with an array of supporting disciplines, to arm our Clients with a sustainable, competitive advantage within a constantly shifting marketplace.

We have achieved an exceptional national 'TOP 5' ranking - *every year* - since opening our doors in 2008. Through 2015 into 2017, our group has been recognized as the No.1 creative firm in the entire nation by American Graphic Design & Advertising, by Graphic Design USA Health + Wellness, and by GDUSA: American Web Design Awards.

Our team excels in *Creating Difference*, and brings together the extensive backgrounds of Brian Campbell and Richard Hooper, to spearhead our collaborative efforts on behalf of our clients. Their combined 50+ year record of creating and implementing marketing strategies across many channels, for many different industries and organizations - large and small - is second to none.

Whether you need to gain online presence and enhance user experience, engage a diverse customer base through advertising or social media, revitalize print marketing tools, or discover your organization's unique brand personality - TPGC delivers distinction and highly-effective, marketing tools designed to amplify competitive advantage and boost bottom-line results.

WHY CONSIDER TPGC?

- Proven brand experts – integrated into all we do
- Seasoned marketing specialists with extensive experience in research, brand strategy, development and implementation of marketing systems and individual tactics
- Careers serving a diverse range of industries / across full spectrum of disciplines
- Principals that maintain 'hands-on' role throughout all creative & campaign development
- Proven & long-standing partner network with top professionals in their related fields
- Website Specialists: strategy and award-winning design & development for over 20 years
- **Most Innovative Branding Marketing Agency - North East USA** as recognized in the 2019 Media Innovator Awards by CV Magazine
- **Best Brand & Website Design Agency - Pittsburgh**, as recognized by LUXlife Designer Awards 2019
- 37 client websites developed by TPGC won top national honors 2018 > 2013
- 20 Aster Awards for Marketing Excellence in Health Care achieved in 2017 > 2014
- Recognized as No.1 in the USA for brand marketing by Graphic Design USA Health + Wellness – 2015 /2016 as well as 2016 /2017
- Recognized as No.1 in the USA for brand development, print design, web development and advertising by American Graphic Design & Advertising – 2013 as well as 2015
- Recognized as No.1 in the USA for website development by American Web Awards 2016 & 2017
- Streamlined: Ultra-responsive & cost-effective
- Strong collaboration skills / passionate about all we do for our valued clients



TPGC AREAS OF EXPERTISE

Over extensive professional careers, our team has provided quality solutions to meet a multitude of marketing challenges for Fortune 500 corporations and not-for-profit organizations, professional services and Federal Government agencies, high-tech developers, financial market leaders, private education, large health care systems, and industrial /environmental companies.

In doing so, we've become expert in applying the tools of our trade; from research and in-depth analysis to discover appropriate positioning and visual distinction, through brand development, writing, design, and implementation across a broad array of marketing communication tactics, to generate marketplace/public awareness and support healthy growth for our clients.

OUR CREATIVE DISCIPLINES

- Marketing Research & Competitive Analysis
- Facilitation (lead discovery process, presentation, group consensus, reporting)
- Brand Strategy/Positioning/Development/Integration
- Print Communications (concept, design, writing, total execution)
- Web & Interactive Strategy (market research, cognitive analysis & competitive best practices)
- Web (responsive) Design, Information Architecture, Programming (front-end/back-end/CMS)
- Extensive SEO (development & reporting)
- Social Media (set-up, integration, enhancement & support)
- Advertising (print, web, social, outdoor)
- Direct Mail (strategy, design, fulfillment, e-campaigns)
- Public/Media Relations (strategy, writing & placement)
- Video (concept, scripting, capture, talent, edit & post production)



OUR PRINCIPALS

Brian Campbell – Founding Partner | Managing Director

Over a career spanning 30 years, Brian has gained the respect of hundreds of client organizations for his creative leadership and marketing savvy, as well as his ability to direct teams, campaigns and projects toward highly successful conclusions. He has been consistently recognized nationally / internationally for his expertise in branding and marketing communication design.

As both consultant and practitioner, his marketing insight, creative intelligence and practical implementation experience has successfully addressed the varied and demanding marketing needs of a diverse mix of industries and organizations, and his strategic lead has enabled clients to gain market share throughout the world with distinctive branding and award-winning, customer-focused, marketing solutions - that get results.

Richard Hooper – Founding Partner | Creative Director

Recognized over 200 times internationally for branding, print, web, and interactive design. Richard brings a unique international perspective and nationally recognized expertise to every client engagement. As a gifted creative consultant, with decades of hands-on experience in all facets of print and web/interactive projects, he leads all design initiatives at TPGC, consistently delivering brand-centric, integrated business solutions across a broad range of clients and industry.

His management skills overseeing creative projects from concept to launch, supported by a dynamic knowledge of traditional and cutting-edge implementation methodologies, help to ensure positive results for each new Client marketing effort.

Fundamental Distinctions: Streamlined, Responsive & Cost-effective

It's important to note that when working with TPGC, our clients interface directly with Brian and Richard throughout all phases of creative development and project execution. Our principals prefer to maintain a consistent 'hands on' role. In this way, vital information is not compromised traveling through a layered structure that separates the individuals actually doing your work. The doers, in our case, are the ones with 50 years of collective experience and the expertise to do it best.

As a result, our TPGC team is highly focussed, responsive and typically much more cost-effective. You may be assured that they will attend every meeting and oversee the entire creative process - start to finish.



OUR LONGTIME SOURCE TEAM MEMBERS

Andy Weigel – Developer | Programmer

Andy has both a great talent and passion for building websites & web applications, and has been doing it for over 18 years. He specializes in bringing state-of-the-art technology and programming to design, in order to create compelling and easy to navigate websites, as well as applications, E-comm sites, Intranets and databases. During his career, he has served as Senior Web Developer and Director of Product Development for several Pittsburgh firms, and has produced many sites and complex database solutions for B2B, non-profit, health systems, and B2C clients. His expertise using Wordpress as a content management system is unmatched in this region.

Cindy Neky – Strategic & Brand Research Consultant | Certified Social Media Strategist

Based on her 30 years marketing consulting experience, Cindy blends her extensive hands-on research skills with focused strategic planning to develop sound overall marketing direction for a broad spectrum of businesses and organizations. As a long-standing practitioner who understands the significance of developing a research strategy tailored to generate results for execution of brand positioning, she has created and helped to implement branding initiatives at the highest levels.

To keep abreast of the most current marketing, branding and digital philosophies/best practices, she has also earned the Certified Social Media Strategist designation. Cindy also trains other marketing professionals on the use of digital marketing and online branding throughout western Pennsylvania.

Jon Singer – Technical Expert | Developer | Programmer

Jon is expert in developing software (and Apps), and has been doing so since 1985. He's a graduate from Oberlin College in Computer Science and Mathematics. He's been involved in our projects involving both Microsoft and Linux technologies ranging from simple Access databases to full blown, complex business rule-driven websites.

Mike Coyne – Strategic Marketing | Brand & Technical Writer

Mike is highly experienced as a journalist, agency copy writer, newspaper editor, book editor and publisher, with a long career in sales/marketing. As a publisher, two books edited and published were named Novel of the Year (in 2015 and 2017) by the Catholic Press Association.

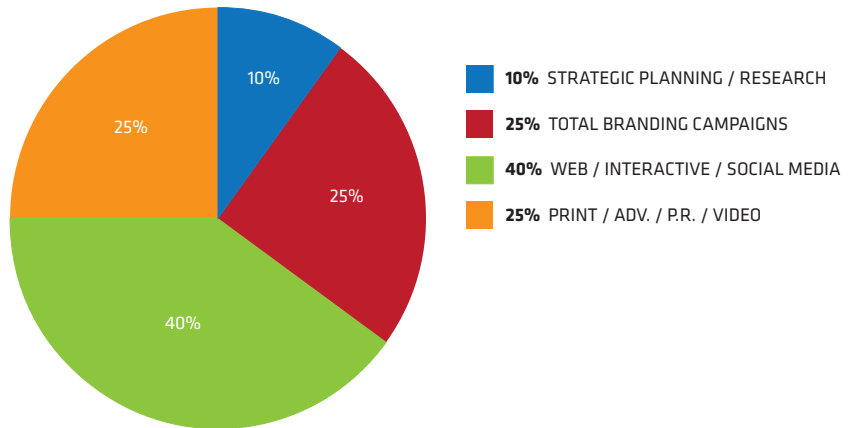
Mike began his career as the editor of an alternative press biweekly paper, writing a major article for most issues, and he brings a particular skill for making a client's own rough drafts more readable. With a deep appreciation for the value of brand, and an understanding of how marketing communications must offer a unique proposition that speaks directly to a prospect's core interest – Mike adds invaluable insight in writing for a broad range of businesses and institutions: industrial, health care, non-profit, real estate and consumer retail.



TPGC AREAS OF EXPERTISE [Continued]

Distribution of Recent Workload

As this chart indicates, delivering online strategy & presence building, website development and integrated social media continues to be a dominant discipline.



Integration of Marketing Tactics

TPGC provides exceptional experience and proven know-how in balancing marketing tactics to best integrate brand message, meet budget parameters, and maximize positive results.





RECOGNITION & HONORS

At TPGC, we lead our clients to realize their fuller marketing potential while establishing or extending a compelling brand personality in their marketplace. We believe that distinct image, on-target positioning, and powerful design – unite to drive business success. We are most pleased to be consistently recognized at the highest levels of *creative excellence* for our successful collaborations on behalf of our valued clients.

108 American Corporate Identity Awards (for brand development)

291 American Graphic Design & Advertising Awards

- 2017 – 2nd most awarded firm in the USA (27)
- 2015 – #1 most awarded firm in the USA (26)
- 2014 – 3rd most awarded firm in the USA
- 2013 – #1 most awarded firm in the USA
- 2012 – 2nd most awarded firm in the USA
- 2011 – 2nd most awarded firm in the USA
- 2010 – 3rd most awarded firm in the USA

98 Graphic Design USA Awards

- 2017/18 – In Top 3 most awarded firms in the USA (12)
- 2015/16 – 3rd most awarded firm in the USA (9)
- 2014/15 – 5th most awarded firm in the USA
- 2012/13 – #1 most awarded firm in the USA
- 2011/12 – 2nd most awarded firm in the USA
- 2010/11 – 5th most awarded firm in the USA

152 Awards for Excellence in Communications

- *Most Innovative Brand Marketing Agency - North East USA* as recognized in the *2019 Media Innovator Awards* by CV Magazine
- *Best Brand & Website Design Agency – Pittsburgh.* as recognized by *LUXlife Designer Awards 2019*
- 2016/17 – #1 most awarded firm recognized by *Graphic Design USA Health + Wellness Design Awards (second year in succession)*
- 2015/16 – #1 most awarded firm recognized by *Graphic Design USA Health + Wellness Design Awards*
- 22 Aster Awards for *Marketing Excellence in Health Care*
1 Best of Category, 9 Gold, 8 Silver, 4 Bronze

37 American Web Design Awards

- 2018 – 3 AWD Awards
- 2017 – 7 AWD Awards / #1 most awarded firm in the USA
- 2016 – 7 AWD Awards / #1 most awarded firm in the USA
- 2015 – 7 AWD Awards
- 2014 – 6 AWD Awards
- 2013 – 7 AWD Awards



2017 and 2018 Best of Pittsburgh Awards in the Creative Marketing category.

