

TRENT CREATIVE SUMMARY DOCUMENT

PRESENTED BY
TRENT CREATIVE

June 17, 2016



AGENCY
OVERVIEW

Section 1

TRENT CREATIVE'S HISTORY

Marilyn Trent, owner and creative director, started Trent Creative in 1991. Armed with a degree in art, a passion for good design and the unique ability to get to the core of complex information she's managed to create an innovative graphic and web design firm built upon a solid foundation of customer satisfaction.

Over the past two decades, Trent Creative has grown from a home-based freelance business to a full-service advertising, design and web development agency. We offer strategic branding, copy writing, and videography as well as website development. Over half of our clients are nonprofit organizations that have increased their memberships, donations and event attendance because of the marketing and design that Trent Creative has provided. Thanks to our broad range of in-house skills, we also excel at cross-channel marketing strategies. We balance creative talent with technical expertise to create unique, cost-effective design solutions for our clients.

Meeting the demands of our incredibly diverse client base has given us the skills to adapt quickly to whatever our clients need. Our production practices have been refined over the years to be as flexible and responsive as possible and we work hand in hand with our clients to ensure their vision is fully realized. Our experience has made us effective problem solvers who thrive on new challenges.

Trent Creative believes in Corporate Social Responsibility and works with many non-profits as well as volunteering in community building events. Marilyn Trent is on the Board of Directors of the Downtown Development Authority of Rochester and founded the Green City Committee (GCC) of Rochester. The GCC worked with local government agencies, businesses and residents to encourage investment in the area's future through the adoption of green initiatives.

TRENT CREATIVE'S PHILOSOPHY

Good design is an essential component of effective communication. It improves and enhances human interaction and is a key factor in creating an experience that's memorable instead of mundane. Good design is a call to action in and of itself; it compels the audience to take notice of its message and encourages them to dwell on its meaning.

Applying this philosophy in the real world is simple: great work is brand centered; great work needs superb design; and great work needs to be well communicated. When all of this is strategically combined, the result is a message that speaks directly to the audience.

We think of it as a win-win situation for our clients. We not only love what we do, we are good at what we do. But most importantly, we care – we care about deep strategic thinking, brilliant creative execution, and most of all, the success of our clients. This is achieved through a focus on flexibility and resourcefulness; and always being curious, tenacious and completely down to earth. The outcome of this approach has been the same for over 20 years: Big, positive change and inspired change – for the better.

Ask anyone at Trent Creative what we really care about and they will tell you: making sure that you're first – in your market, your category, or in whatever you are striving for.

TRENT CREATIVE'S CAPABILITIES

Be bold. (Print and traditional media)

We energize our client's brand through a creative process that is both strategic and inspiring. We do this by giving equal weight to the message and the end product—the creative work. Our complete understanding of your brand along with our immersion in development of your brand promise will bring relevance to everything that is created by us. In other words, we will bring your brand to life in a creative way that is memorable, engaging and on target. Through color, words, texture, and graphics — we will create vivid experiences that make connections, create relationships and trigger positive reactions.

Be fluid. (Web and Interactive)

Whether it's a website or outreach through social media, we have the skills to ensure that your business identity shines through. And because it will be founded on your unique brand identity, it's always highly targeted and effective — consistently creating preference for your brand and propelling your brand promise forward.

Our web development team strives to stay at the forefront of the interactive world. We have years of practical experience coding both static and Content Management System (CMS) websites and are proficient in AS2, AS3, HTML5 and PHP.

Our expertise in designing, developing and coding websites is known throughout the greater Detroit area and is recognized in projects that we have done for such notable organizations as OLHSA, A Community Action Agency, Community Foundation of Greater Rochester, Midtown Detroit, Inc., Detroit Economic Growth Corporation's REVOLVE Detroit's neighborhood revitalization program, Community Housing Network and Detroit RiverFront Conservancy.

Be everywhere... Strategically (Brand development)

In the beginning, middle and end, it's all about your brand, and branding is all about differentiation. Some agencies are either great with branding, marketing and strategy only or with creative only but we are great at all three. If you have great marketing strategy with ho-hum execution or minimal strategy with great work, your brand, your message and your ROI will suffer. This promise is supported by the compelling success of our many clients over the past 20 years. Trent Creative has the expertise to help you discover your brand identity, align it with your business strategy, and successfully market it to the world.

WHAT SETS TRENT CREATIVE APART/OUR PROCESS

We custom design each brand identity, marketing piece and website that are tailored to the client's needs and built around stability and usability. Our collaborative process of working with our clients to immerse ourselves in their business to gain a full understanding of both the internal and external communications and marketplace work together to find the most successful ways to reach and motivate their customers. Our methodology is proven to get to the heart of your organization and end user needs and motivations.

WHO WE ARE

Section 2

OUR TEAM

Marilyn Trent

Principal, Senior Creative Director

Marilyn Trent started with little more than her creative talent, her tenacity and her commitment to satisfying the design needs of her clients when she first started Trent Creative. Over the past two decades she has turned that business into a successful, full-service design and marketing agency while simultaneously raising two daughters and acting as a catalyst for positive social and ecological change in her community.

Marilyn is responsible for the overall supervision of Trent Creative's creative product and ensures the high quality of the agency's design and copy work. She also helps clients figure out the best way to turn abstract goals into concrete deliverables and makes sure that a constructive working relationship is established between the client and assigned production team.

Marilyn also oversees all creative work as she works on both sides of strategy and creative. She ensures that the work is superbly executed and the message matches the medium.

Marilyn and her team are frequently recognized by their peers for their outstanding work. Accolades and include the following:

- 2016 - Appointed to the Rochester Regional Chamber of Commerce Board of Directors
- 2015 - Reappointed to the City of Rochester Downtown Development Authority third term
- 2015 Women in Communications Headliner Award for outstanding personal and professional achievements
- 2013– Web Awards, Standard of Excellence – eatonsteel.com
- 2013 – GDUSA – American Graphic Design Award, midtowndetroitinc.com
- 2013 Business Woman of the Year Award, Sunrise Pinnacle Awards, Rochester Regional Chamber of Commerce
- 2012 GDUSA – American Graphic Design Award for Art X Detroit guerrilla marketing. Artwork from the campaign was featured on the cover of the November/December issue of GDUSA magazine.
- 2012 How Design Magazine – Holiday card featured in 13 Holiday Promotions that Shine

Michelle Remer

Client Services & Social Media Strategist

Michelle Remer has a bachelor of applied arts degree in integrative public relations and journalism from Central Michigan University. Michelle provides creativity and attention to detail in all her work – whether it be through client management, social media strategy or conducting research based on the needs of each client. She works closely with the design and web teams to incorporate strategy into showcasing the most effective print and interactive materials.

Michelle comes from a background in event planning, government relations and corporate communications. She managed, coordinated and executed numerous small and large corporate events; developed social media campaigns from the ground up; and executed media relations plans.

Michael Johns

Senior Art Director/Studio Manager

Michael Johns is both hardworking and creative; not only does he work full time as Senior Art Director at Trent Creative he is also co-founder of the Detroit Actor's Theatre Company. Michael earned a bachelor's degree in graphic design from the College for Creative Studies in Detroit.

As the Studio Manager and Sr. Art Director, Michael is the go to guy for our print department. His responsibilities include working closely with clients to obtain the correct information for traffic management and coordinating with members of the assigned production team to delegate tasks, set up timelines for print media projects and coordinate with the vendors to meet all criteria and deadlines. He also designs email templates and creates reports analyzing campaign effectiveness. The Trent Creative print department designs and produces logos, brochures, annual reports, magazines, display advertising and direct mail and environmental signage.

ADDITIONAL TEAM MEMBERS

Chantal Oudin

Office Manager/Designer

Scott McCabe

Interactive Director

Ryan Riggs

Art Director