

**acrobatant**

hi!



## WHAT CAN WE DO FOR YOU TODAY?

Let us introduce ourselves. We're in the business of creating people-to-people communications that get the job done conveying our clients' passions to their customers and supporters. Today, we're better than ever at helping to develop or reevaluate your branding or messaging, or your marketing, advertising and media strategies; and at producing the creative work it takes to send the right message to the right target at the right time. If there's a story to tell, and an audience that needs to see or hear it, we can make that connection.



### A SHORT LOOK AT OUR LONG HISTORY.

AcrobatAnt began in 1997 as Fireant. It was the feisty little agency that could – and soon did. Word spread about our crisp creative and uber-techiness and, quickly, we were bought by XOR, then Seurat and Fair Isaac. Each name change brought new growth and wider range as we served clients in local, regional, national and global marketplaces. A neighborhood bank. A worldwide food company. A familiar health system. An international pharmaceutical firm. Size never mattered.

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#### **WE START THE CONVERSATION BY LISTENING.**

First, we learn everything we can about you. Not just the surface stuff, but down to the molecular level. This nano view lets us examine your brand's genetic makeup — what makes it stand out; what about it attracts your subscribers. We make sure that effective creative strategy is built on solid business strategy.

To structure that message, it's our job to:

- Engage the right audience
- Anticipate human nature, including your subscribers and your donors
- Sell the value of your experience, expertise and credibility
- Combine strong visuals and persuasive copy to attract the viewer or reader
- Convey your unique positioning clearly
- Communicate in ways that show respect for your audience
- Be true to your brand and the character of your organization

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#### **OUR APPROACH REALLY WORKS.**

In November 2008, we redeclared our independence as AcrobatAnt and became a free-standing agency. As we returned to our “ant” roots, our core team is still in place and our original philosophy still applies: “Good people doing good work for good clients.” It's just that simple. When colleagues and counterparts like each other, good ideas flow. And business booms. Bottom line: Mutual respect is a money maker.

As with any good relationship, this calls for commitment. It's our pledge to:

- Make you successful
- Know your operation and how it works
- Understand your needs and objectives
- Establish and maintain regular contact with you
- Recommend what's best, not what's easiest for us
- Like each other



**WE'RE GOOD AT SO MANY THINGS.**

AcrobatAnt has the people, skills and resources to put your marketing/advertising plans into play.

**STRATEGIC PLANNING**

- Triumphant™ strategic planning
- Marketing plans
- Product launch and campaign initiatives
- Budget planning

**MARKETING**

- Traditional advertising
- Online advertising
- Direct marketing
- Exhibition marketing
- Collateral
- Annual reports
- Point-of-sale
- Packaging
- Trade show displays
- Multimedia presentations

**BRAND DEVELOPMENT**

- Brilliant™ branding process
- Brand development
- Logo development
- Graphic standards
- Messaging
- Identity systems

**ADVERTISING**

- Direct marketing
- Print
- Outdoor
- Broadcast
- Online
- Mobile
- Viral

**DIGITAL**

- Web site development
- Online marketing strategies
- Online advertising
- e-Marketing
- Search engine optimization (SEO)

**MEDIA**

- Media research
- Media planning
- Media buying
- Search engine marketing (SEM)

the ants.



### **DANNY SADLER**

Danny grew up in Perry, Oklahoma, the youngest of six kids, and he has the stories to prove it. No kidding. Ask him about the E-Lite Hotel or when his brothers set his pajamas on fire. He survived to graduate from Oklahoma State University and to work in ad agencies and graphic design studios such as The Richards Group in Dallas and Ackerman McQueen in Tulsa. In 1997, Danny was one of the founders of Fireant. Twelve years and four name changes later, he remains the overseer of the agency's creative products and has an uncanny knack for working with type. Danny's work has been selected for Communications Arts magazine, Print Regional Design Annual as well as the Dallas Show. He's also received a string of local, regional and national Addy awards – making him almost as famous in Perry as Travis Brorsen (you know... the guy who won the Great American Dog reality show).

**Danny's clients: Dr Pepper, Welch's, Seven-Up, Campbell's Foods, Brunswick Bowling, Six Flags, Saint Francis Health System, Community Health Systems, Extra Touch Florists, Delta Dental Plan of Oklahoma, Benjamin Moore Paint, USA Today.**



### **DAVID DOWNING**

David Downing... David Downing. It's a familiar name in advertising/marketing circles around here. He's done account work on the agency side at his own Downing Advertising Partners and Pinnacle Marketing; also Brothers & Co. and Ackerman McQueen. He's been on the client side, too, in managerial positions at Thrifty Rent-A-Car and Purolator Products. People on both sides of the aisle seem to like him. Most people would give him a 5.9 on a 6.0 scale for job performance (did we mention that his wife is a figure skating judge?). Also, he's taken on a cause that has a high degree of difficulty: bringing a publicly funded, residential high school for the arts in Oklahoma. Think "Fame" comes to Tulsa.

**David's clients: Salina Regional Health Center, Moultrie Game Feeders, St. John Health System, CommunityCare, Utica Square, Hogan Assessment Systems, Thrifty Rent-A-Car, Williams Companies, Kerr-McGee Corporation, Integris Health System.**



### **CINDY BAYLES**

Cindy knows how to watch a budget. She's a black-belt discount shopper and has the prized possessions and price tags to prove it. During her 17 year career, Cindy has developed marketing and advertising strategies at The Richards Group in Dallas, working with a client with a \$12 million budget. She held a brand management position with Canandaigua Brands, the second-largest winery in the U.S.; and spent seven years with Coca-Cola USA in regional sales and marketing. At AcrobatAnt, Cindy puts her primo skills in branding and relationship marketing into practice. She has a bachelor's degree in business administration from Oklahoma State University and an MBA from St. Louis University. And she's always looking for the next red tag sale.

**Cindy's clients: Coca-Cola, Saint Francis Health System, Integris Health, Empire Blue Cross/Blue Shield of New York, Triad Hospitals, Inc., Pergo, Bruce, Hartco Flooring.**



### **HAL COLLINS**

After careers as a professional bull rider, construction supervisor and ski bum, Hal thinks the world of advertising and marketing is pretty tame. Remember the movie "The Outsiders"? That's what the west side was like when Hal grew up in his native Tulsa. Along the way, he chased his cowboy dreams to rodeos all over the country, built and rode custom motorcycles, and gained a national rep for his custom painted airbrushed artwork and pin striping on vans, race cars, helmets and motorcycles. When he headed back to school, it was to focus on graphic design, illustration and advertising; and soon, he opened his own graphic design studio. When the Web became a reality and the new focus of his attention, he hooked up with Fireant, the original AcrobatAnt agency. As resident guru and account director, Hal specializes in Internet and intranet development, animation, multimedia, graphic design, account management and business development. He has an uncanny way of bringing out good ideas from our talented staff as well as showing clients the vision and promise of strategic marketing. That's what makes Hal AcrobatAnt's exclusive "vision master."

**Hal's clients: ConAgra Foods, Abbott Laboratories, ARAMARK, CITGO, Franklin Covey, GE, Porter Cable, Black & Decker, RE/MAX, Sporting News, TV Guide, GSK, NOVARTIS, Enterprise Rent-A-Car**



### CYNTHIA TOWNSEND

Has it really been nine-plus years already since Punky Brewster...er, Cynthia...was named the top marketing graduate at TU and started her career? We can verify that, because she still has every email ever sent to her. Before coming to AcrobatAnt, Cynthia was a brand manager for New Medio (it really is "Medio"), where she worked on multi-media campaigns. She also handled account and marketing work with Nicholson Kovac and Cloud Nine Productions. Mothering two dogs and being a new wife to one lucky new husband keep Cynthia almost as busy as developing strategic plans and managing online and offline projects for her clients. She earned her bachelor's degree in marketing from The University of Tulsa (Go, 'Cane!), and has served on several industry boards of directors.

**Cynthia's clients: ConAgra Foods, PennWell Publishing, Tulsa Community College, Domino's Pizza, docvia.com, Williams & Willians, Nonni's Food Company, Metropolitan Tulsa Transit Authority, Hall Estill, EPIC**



### ANGELA LAWRENCE

On Day Two of the original Fireant's existence, Angela showed up for work and figured out the phone system, how to hook up a couple of computers, put together a billing system, created HR paperwork and did whatever else was needed. No one had to tell her what to do, and this super self-starter was still in high school. More than 12 years and two college degrees (a BS in finance, Northeastern State University; MBA, The University of Tulsa) later, she directs the operations of this company and has managed to serve every client in some capacity. She's the champion of online and traditional media planning and media buying, especially in regional local markets. Angela is proficient in accounting, strategic media planning, project management and account management; and she manages traditional marketing campaigns, Search Engine Marketing, and online banner advertising. We're just glad we found her first.

**Angela's clients: National Healing Corp., Saint Francis Health System, Tulsa Community College, Crawford Memorial Hospital, Sullivan County Community Hospital, Daviess Community Hospital, Abbott Laboratories, Sam's Club**



### **DIANE DAVIS**

Between her degree in graphic design from Oklahoma State University and her uber organizational skills, Diane's the perfect person to direct client services and manage creative services. She knows every account, every job, every deadline, and where all the work is at any given time. The real reason we don't miss deadlines? We're all just a little afraid of her. Diane's career started Ackerman McQueen, where she worked her way up from traffic manager to account management. She's a veteran of all our name changes – from Fireant through AcrobatAnt – and has expanded her account management skills. In real life, she's an executive board member for the Make-A-Wish Foundation of Oklahoma. She originated and now chairs their annual golf tournament, "When You Wish Upon a Par," and other fundraisers; but she's happiest as a Wish volunteer – helping to grant wishes for local Wish kids.

**Diane's clients: National Rifle Association, Bismuth Cartridge Company, First United Bank, Saint Francis Health System, PennWell Publishing.**



### **JANE ZEMEL**

Jane's an Iowa girl with a University of Missouri journalism degree and an AP style book that insists on making "Web site" two words with an upper case "W". Her career path included one big company (Brown Shoe Company, St. Louis), one big newspaper (St. Louis Post Dispatch), one small agency (daVinci, Columbus, IN), one big agency (Ackerman McQueen), and one small university (The University of Tulsa) before coming to AcrobatAnt. Here, she's the writer of record for almost all online and offline projects – including writing bios.

**Jane's clients: Naturalizer, Connie, Fanfares, Buster Brown, Maryland Square, Trimfoot, St. Louis Post Dispatch, Cummins Engine Company, Boston Solutions, Brunswick Bowling, Thrifty Car Rental, Saint Francis Health System**



### **BRYAN COOPER**

Coop is the fine artist of the group. His signature on one of his original illustrations will someday bring him millions. And you'll wish you'd bought his Mayfest 2006 poster. This graduate of Oklahoma State University-Okmulgee has a degree in graphic design, and has worked as project designer for Davies & Associates and MCI WorldCom. At AcrobatAnt, he's an inspired art director, illustrator, and photographer. Nationally, his work has appeared in the Society of Illustrators Museum in New York and can be seen in several books: Society of Illustrators 48, Logolounge 3, Logolounge 4, Logolounge 5, Workbook, and Directory of Illustration. Remember his name so you can say you knew him when...

**Bryan's clients: Phillips Petroleum, Mazzios Inc., Bell's Amusement Park, Texas Children's Hospital, Kannon Motorcycles, Breathe Right, Healthy Choice, Hunts, Saint Francis Health Systems, Domino's Pizza.**



### **CHANCE VALENTINY**

Chance would like you to think he's as gangsta as his company photo, but he's really more the teddy bear type. Except, of course, when he's competing with his Patio Pub team at the Oktoberfest barrel race. He comes to AcrobatAnt from Sam's Club, where he was senior art director at corporate headquarters in Bentonville, AR. There, he managed a team of art directors and production artists, worked with external agencies, and was responsible for maintaining corporate branding, membership and in-store communications. Before that, he parlayed his graphic design degree from Oklahoma State University-Okmulgee into a job with a local ad agency. As a new homeowner, Chance views his ever-growing honey-do list as a great excuse to grab the goggles, power up the power tools, and add 9-1-1 to his speed dial.

**Chance's clients: Tracker Marine group, Utica Square, St. John Medical Center, Sam's Club, PennWell Publishing, Saint Francis Health System**



### **LAUREN EFFRON**

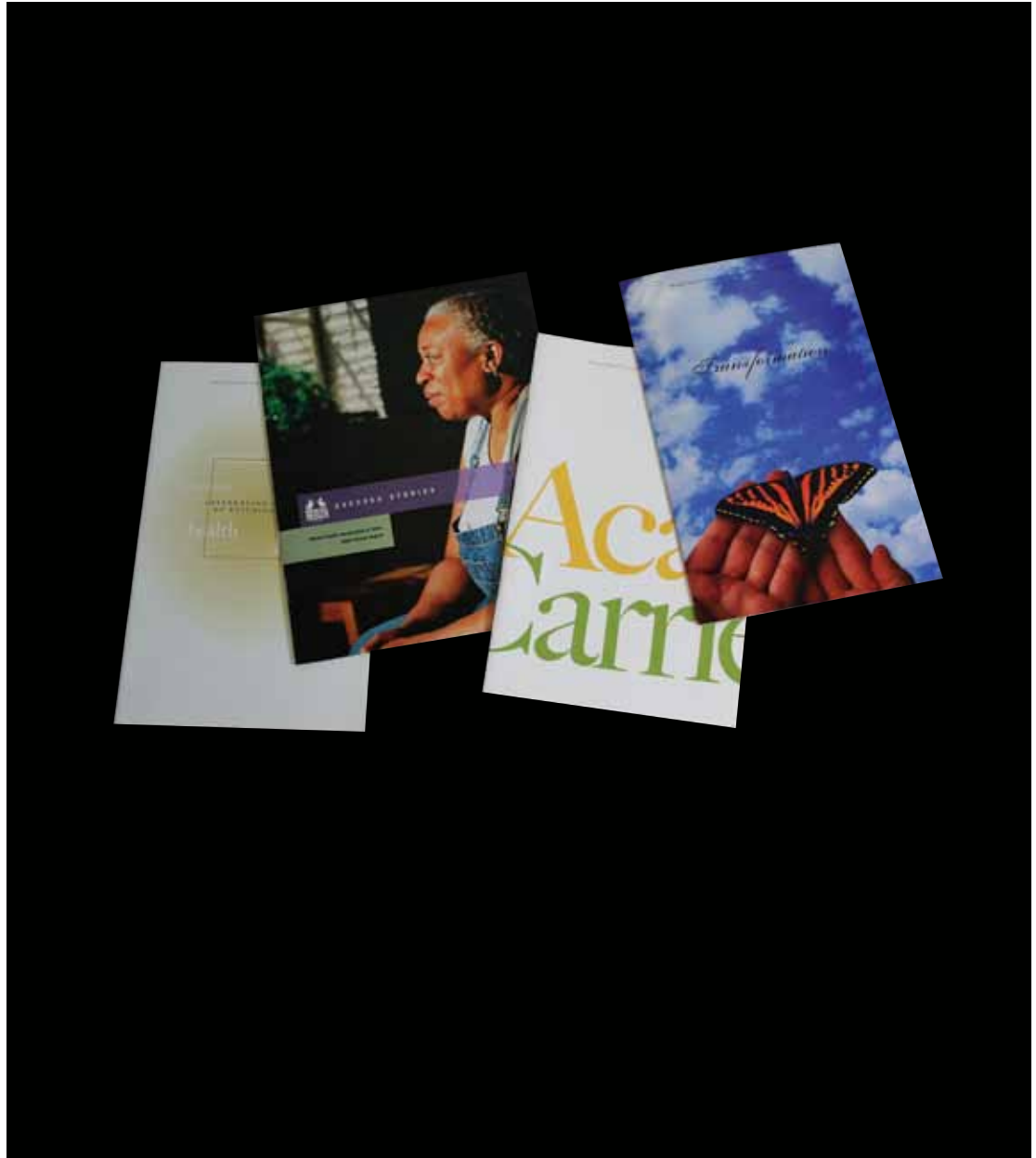
Finding Lauren was a mix of fate and serendipity. After graduating from Oklahoma State University with a degree in advertising and completing a marketing and PR internship at YMCA of Greater Kansas City, she was the one who answered the phone when we called, looking for an intern. Although the contact was intended for her roommate (who had already accepted another offer), Lauren took the call – and the contract position. Her work as a generalist enhances every aspect of the business, but it's her baking and cake decorating abilities that turned her into a full-timer. Taste her famous "cake balls" and you'll see why she's a hit with clients and co-workers.

**Lauren's clients: Saint Francis Human Resources, Western Union, The Mental Health Association in Tulsa, National Healing Corp., First United Bank, Tulsa Community College, Domino's Pizza**



our work.





*The annual report for the Mental Health Association in Tulsa is an annual assignment for AcrobatAnt – and last year's version won an Addy award.*



*When the workload in PennWell's in-house department grew beyond capacity, AcrobatAnt became the company's agency of record to promote their world-class publications and international trade shows.*



*Sam's Club had been marketing to their small business accounts as one audience, but when they took it down a niche to specific segments, they made better use of their co-op dollars and posted measurably increased returns on their direct mail investments.*

**BLIP @ POW!**

I feel (blip) better (zap) already.

When you're sick, you want to feel better. At The Children's Hospital at Saint Francis, we have a new space that's designed to help you feel better. It's a place where you can play, learn, and have fun while you're getting better. It's a place where you can feel like a superhero. It's a place where you can feel like a kid again.

**The Children's Hospital at Saint Francis**

**Bugs are cool. Especially the ones in my hospital room.**

When you're sick, you want to feel better. At The Children's Hospital at Saint Francis, we have a new space that's designed to help you feel better. It's a place where you can play, learn, and have fun while you're getting better. It's a place where you can feel like a superhero. It's a place where you can feel like a kid again.

**The Children's Hospital at Saint Francis**

**Come to the grand opening of our new space.**

**JOIN THE CHILDREN'S HOSPITAL AT SAINT FRANCIS SATURDAY, FEBRUARY 2, 11 AM.**

When you're sick, you want to feel better. At The Children's Hospital at Saint Francis, we have a new space that's designed to help you feel better. It's a place where you can play, learn, and have fun while you're getting better. It's a place where you can feel like a superhero. It's a place where you can feel like a kid again.

**The Children's Hospital at Saint Francis**

*How does a new children's hospital tell everyone that it's patient-focused and family-centered? Like this. There was so much to get across in the opening campaign for The Children's Hospital at Saint Francis – and these ads said it all.*



**Mother's Day is every day around here.**

This special day is more so for our patients and families — both here and around the world — than for us. At Saint Francis Hospital and Saint Francis Medical Center, every day is Mother's Day. Our women and their families receive the highest quality of care from the best doctors and nurses. From our exceptional nursing staff to our state-of-the-art Perinatal Services Unit and family-friendly accommodations, Saint Francis offers you more and more the best gift of all — peace of mind.

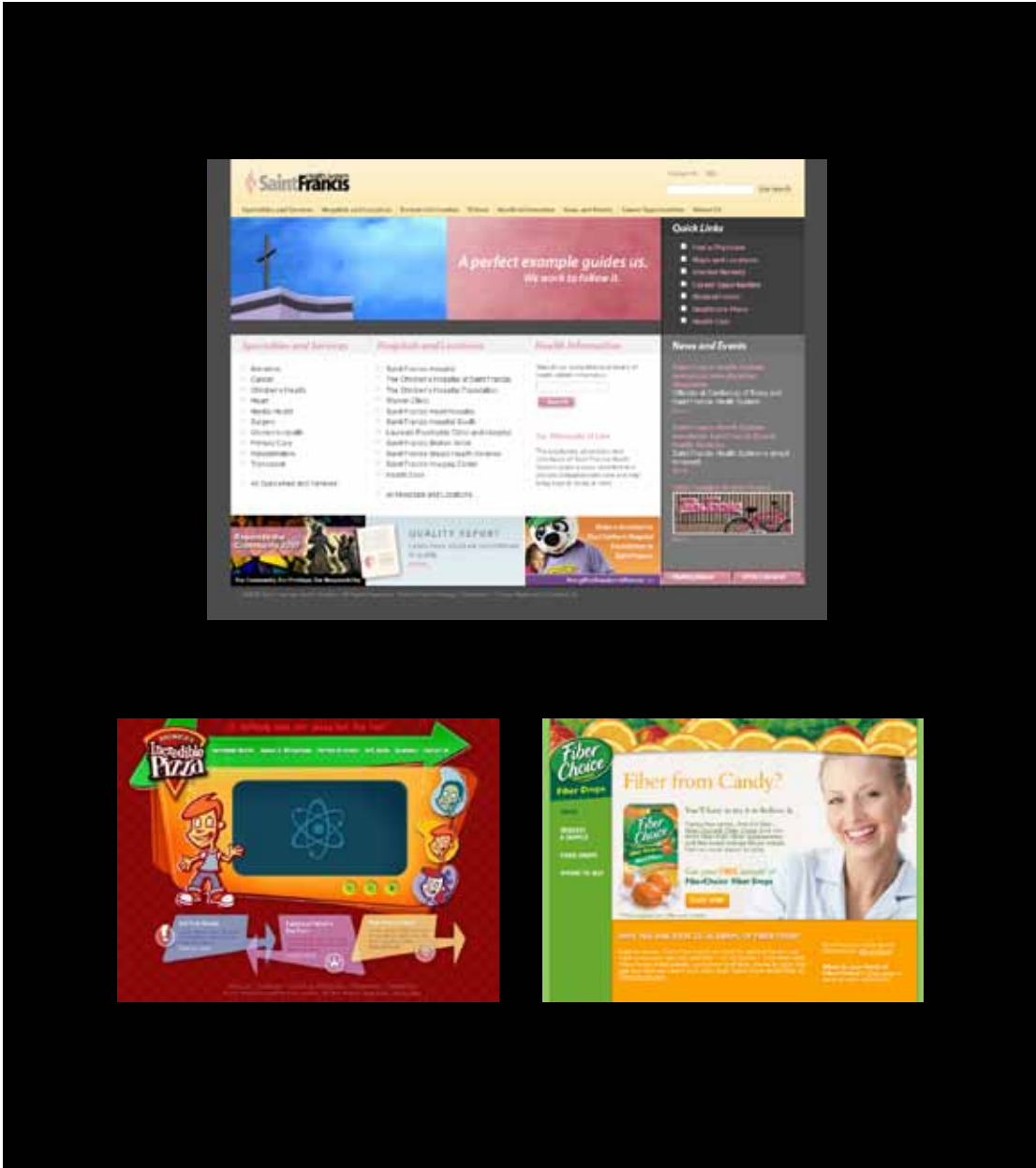



**External research affirms we're the best place for tomorrow.**

Research is a powerful tool in the fight against cancer. Saint Francis Health System is proud to be the only National Cancer Institute Community Clinical Oncology Program (CCOP) affiliate working in that area. We're committed and dedicated to providing the highest quality care for our patients and the staff. We're a cancer research powerhouse in every way — all backed up by our proven track record of knowledge and understanding. It's a promising future in the field of cancer research, with opportunities for you and Saint Francis. The possibilities are in discovering what will make a difference in your profession.



When you're a leader in the marketplace and the industry, you'd better look like it. Ads for Saint Francis Health System are designed to do double duty: Appeal to patients and help to retain and recruit physicians.



*Read between the online pages. You'll find local, regional and national brands who recognized our prowess in creating user-friendly Web sites, and came to AcrobatAnt in search of their digital presence.*



*Most people would rather discuss death or taxes than talk about dental care – that's why it was important to add the element of humor to all print pieces for Delta Dental of Oklahoma. This statewide division of a national company offered dental benefits for employers, groups and individuals.*



*The Triad hospitals network used "Good Moms" as more than a maternity campaign. This full-collateral program provided valuable, information-packed installments that started with pregnancy and continued through baby's second birthday.*

**IT'S THERE ON THE TOP SHELF, HONEY.  
BUT WATCH OUT FOR THE DUMBBELLS.**

**OOPS.**

The swelling is swelling – and your doctor's office is closed for the day. Now what?  
Now Daviess Urgent Care, a new treatment option that provides convenient medical attention for every day illnesses and injuries. Our extended hours and 7-day availability give you easy access to medical care that's quick and covered by most insurance plans. See, you're feeling better already.

Remember our number:  
**812-254-7845 (QUIK)**

Daviess Urgent Care

**LOOK MOM, I FOUND A SPIDER  
FOR MY SCIENCE PROJECT!**

**OUCH.**

The swelling is swelling – and your doctor's office is closed for the day. Now what?  
Now Daviess Urgent Care, a new treatment option that provides convenient medical attention for every day illnesses and injuries. Our extended hours and 7-day availability give you easy access to medical care that's quick and covered by most insurance plans. See, you're feeling better already.

Remember our number:  
**812-254-7845 (QUIK)**

Daviess Urgent Care

**MR. FIX-IT-YOURSELF?**

**Oops!**

Daviess Urgent Care

**254-QUIK**

*Onlookers didn't have to see exactly what happened in these situations because the type treatment painted a pretty clear picture. Everyone can relate to these situations – either with a chuckle or a groan – especially if a careless injury has sent them to a facility like Daviess Urgent Care.*



**RECOMMENDATION** Boo-Boo Kisses

**RECOMMENDATION** Urgent Care

**Quick, convenient medical attention for everyday illnesses and injuries.**  
 It's not that your mom's stop bleeding. And your doctor's office is closed for the day. Now what? New Daviess Urgent Care, a new option for ailments that require more than a home remedy yet less than emergency treatment. Our extended hours and 7-day availability give you easy access to medical care that's quick and convenient to most treatment plans. There, even don't you feel better already?

**Remember our number:**  
**812-254-7845 (QUIK)**




**RECOMMENDATION** Chicken Soup

**RECOMMENDATION** Urgent Care

**Quick, convenient medical attention for everyday illnesses and injuries.**  
 It's not that your mom's stop bleeding. And your doctor's office is closed for the day. Now what? New Daviess Urgent Care, a new option for ailments that require more than a home remedy yet less than emergency treatment. Our extended hours and 7-day availability give you easy access to medical care that's quick and convenient to most treatment plans. There, even don't you feel better already?

**Remember our number:**  
**812-254-7845 (QUIK)**



*When yours is the first urgent care facility in the area, the first order of business is to educate the public. AcrobatAnt created a campaign that illustrated which conditions could be treated at home and which ones would require Daviess Urgent Care.*

**CONTACT US.**

We're not one of those tell-us-what-to-do-and-we'll-do-it kind of firms. Instead, we'll partner with you to come up with new strategies and tactics. You'll be **jubilant** to know there's always something we can do for you to make your business grow.

To find out what and how, contact Hal Collins at 918.633.6263 or [HalCollins@AcrobatAnt.com](mailto:HalCollins@AcrobatAnt.com).

thanks.

