

WE ARE MP+F

ADVERTISING
MARKETING
PUBLIC RELATIONS

MP
+F

+TABLE OF CONTENTS

WHO WE ARE 3

WHAT WE DO 5

WHO WE WORK WITH 10

HOW WE SHOW UP FOR YOU 12

CASE STUDIES 13

+WHO WE ARE

MP+F merges creativity, media expertise, public relations, research acumen and stellar relationship management to craft targeted marketing strategies.

When all disciplines are working together under one roof for your brand, the result is effective work that elevates business goals.

We've provided exceptional agency services for trusted brands across America for almost 40 years.

And with a deep, diverse bench of expertise, our team is well positioned to provide holistic solutions for your business challenges.



+ AGENCY OVERVIEW

- + NEARLY 40 YEARS OF EXPERTISE
- + TENNESSEAN TOP WORKPLACES (13X)
- + CLIENTS IN ALL 50 STATES
- + OFFICE LOCATIONS IN NASHVILLE, KNOXVILLE, AND D.C.
- + WOMEN-OWNED BUSINESS
- + MORE THAN 700+ INDUSTRY AWARDS

A DEEP BENCH OF EXPERTISE

Service and responsiveness of a locally owned agency, in-house capabilities of a national firm.

LEFT-BRAIN, RIGHT-BRAIN APPROACH

Known for creative ideas rooted in research and deliverables tied to measurable objectives.

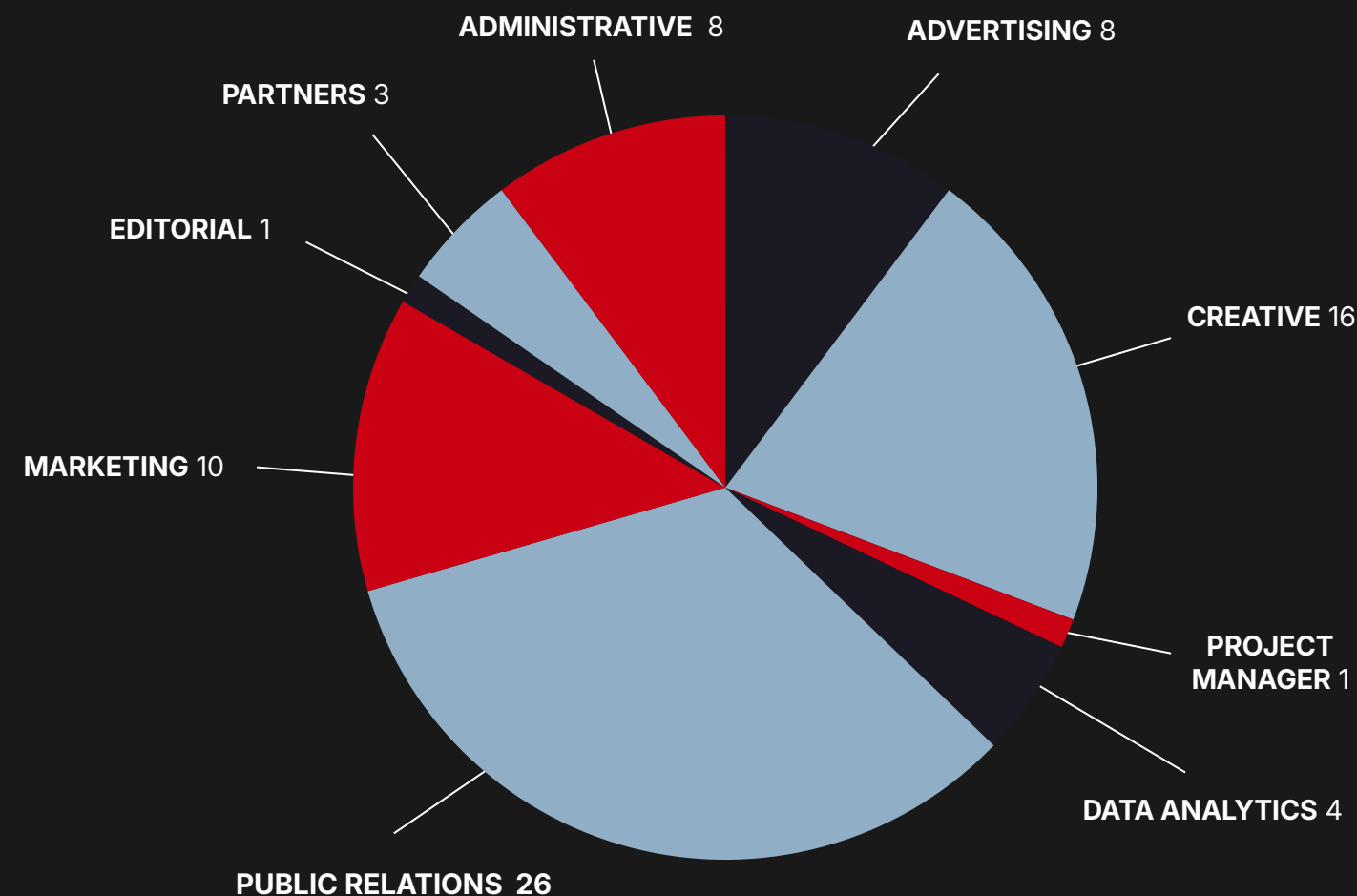
CLIENTS COME FIRST

Client relationships average a decade-plus, with some partnerships spanning more than 30 years.

TOP TALENT

We're a staff of 80-plus, and proud to be named one of The Tennessean's Top Workplaces 13 years.

84 TOTAL EMPLOYEES



CAPABILITIES:

BRAND STRATEGY
CREATIVE
DATA + INSIGHTS
DEVELOPMENT
DIGITAL
MEDIA
PUBLIC RELATIONS
RESEARCH
SOCIAL
STRATEGY
WEBSITE



AWARDS AND
RECOGNITION:



PRWeek



+CAPABILITIES

+ADVERTISING

Strategic media investments that drive meaningful results.

+BRAND STRATEGY

Audience-informed strategies that build stronger brands.

+CREATIVE

Bold ideas designed to connect and convert.

+RESEARCH

Actionable insights grounded in real audience understanding.

+DATA

Data and research insights that lead to smarter decisions.

+MARKETING

Integrated campaigns that move audiences to action.

+SOCIAL

Content that builds engagement and community.

+WEB DEVELOPMENT

User-focused digital experiences built for performance.

+PUBLIC RELATIONS

Earn trust, attention and lasting brand relevance.

+STRATEGY + RESEARCH

Through rigorous research and strategic insight, we chart your market landscape, define your positioning and align campaign messaging, ensuring your brand connects deeply and effectively with your audience.

MARKET ANALYSIS:

Research, insights and market sizing

AUDIENCE TARGETING:

Personas and buyer's journey

POSITIONING + MESSAGING:

Brand differentiation and alignment

SALES & MARKETING INTEGRATION:

Demand forecasting and strategy



+ CREATIVE

CONCEPT + PRODUCTION

Our creative expertise breathes life into your brand, designing compelling identities and crafting authentic experiences that not only tell your story but also engage your customers across all touchpoints.

VISUAL + DIGITAL DESIGN:

Graphic design, website development and UX design

MARKETING + CONTENT:

Digital campaigns, social media, copywriting and content strategy

RETAIL + PACKAGING:

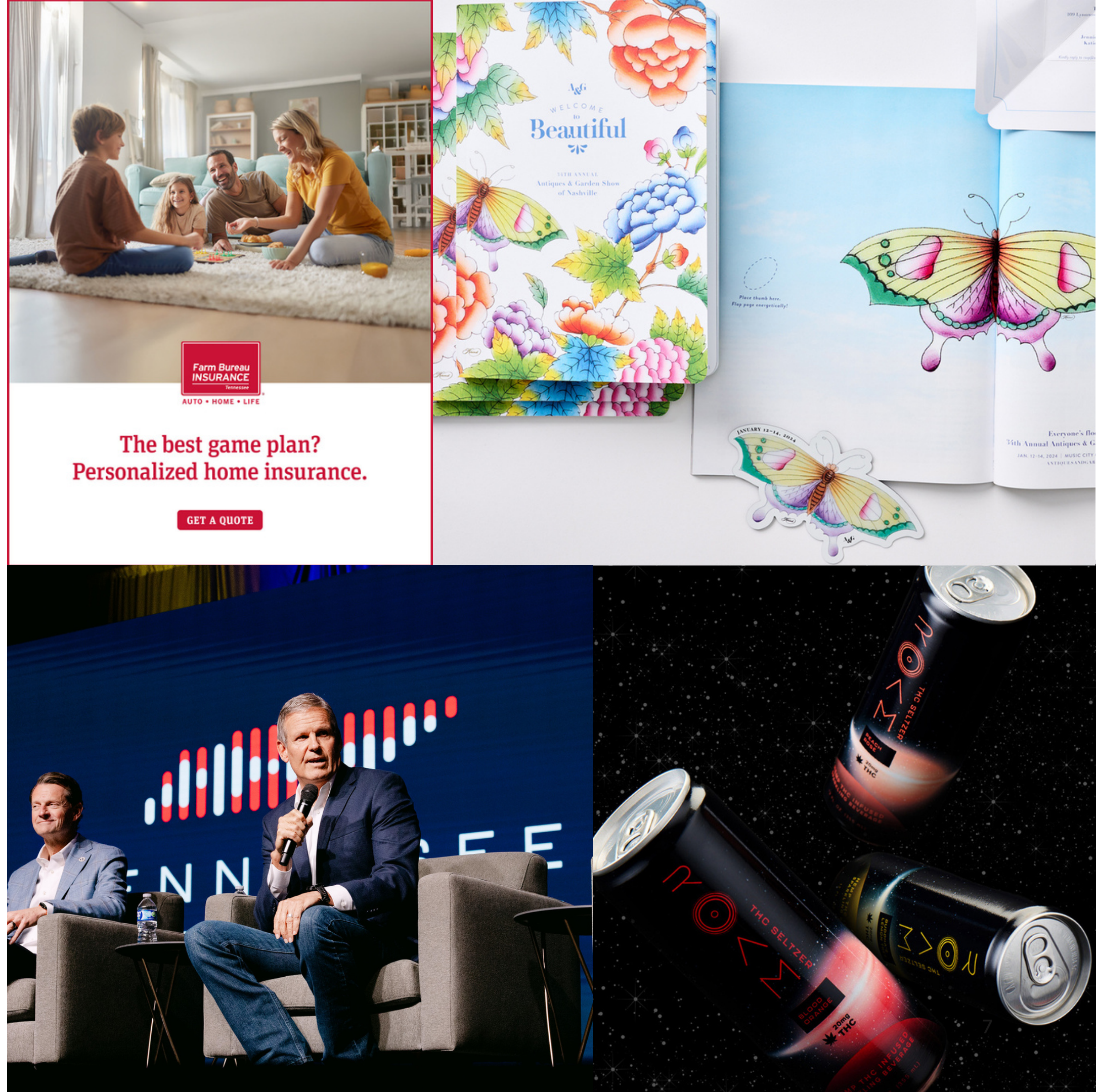
Packaging design, product displays and brand store design

ADVERTISING + MEDIA:

Creative development and multimedia production

ENVIRONMENTAL BRANDING:

Wayfinding and experiential design



+MEDIA

DIGITAL + DEMAND

We craft dynamic digital strategies and foster demand by pairing media planning with the right execution, ensuring your message not only reaches but resonates with your audience and drives action.

Media Strategy

Media Buying

Media Optimization

Content Management

Email Marketing

Mobile Apps

Search Engine Marketing

Search Engine Optimization

Social Media

Web Apps

Website Development

Data + Analytics

Lead Management

Lead Nurture



+ PUBLIC RELATIONS

We cut through the noise with smart strategies and strong media connections to get your message heard, protect your reputation, and engage your audience through impactful media and influencer partnerships.

Media Relations

Press + Event Management

Crisis Communication

Reputation Management

Influencer Partnerships

Community Engagement

Corporate & Executive Communications

Media Analysis & Reporting

AMERICAN
WHISKEY

JIM LEGGETT | WHISKEY HISTORY

Honoring the Legacy

BY PARAGRAPHINTRANET
FEBRUARY 22, 2018

COMMENT 1



While Mark Twain's mischievous Tom Sawyer contemplated painting Aunt Polly's famous whitewashed fence, twelve-year-old Jasper Newton (Jack) Daniel already knew the secrets of making whiskey – thanks to a slave.



SPORTS OF THE TIMES

The U.S. World Cup Team Is Notably Diverse, but the Pipeline Needs Help

In some ways, things haven't changed much in American soccer.

Share full article



Desmond Armstrong, the first U.S.-born Black man to play for the United States in the World Cup, runs an economically and racially diverse youth soccer program in Nashville. Eric Ryan Anderson for The New York Times

By Kurt Streeter

Published Dec. 2, 2022 Updated Dec. 18, 2022

+WHO WE WORK WITH

WE HAVE DEEP EXPERTISE WITH BRANDS ACROSS SECTORS.

Our work has resulted in hundreds of industry awards, but we take the most pride in the results we get for our clients—some of whom we have worked with for more than 30 years.

We're adaptable—we believe in the power of flexibility to anticipate changing market conditions across sectors.

Health Care/Pharma
Higher Education
Automotive
Alcohol and Beverage
Manufacturing
Multi-unit Retail

Financial Services/Insurance
Commercial Real Estate
Energy
Travel and Tourism
Consumer Packaged Goods
Government

TENNESSEE
WHISKEY
TRAIL

UT
THE UNIVERSITY OF
TENNESSEE
SYSTEM

United
Way
United Way
of Greater Nashville

Pinnacle
FINANCIAL PARTNERS

freshpet

V

NISSAN

Walmart

A&G
ANTIQUES &
GARDEN SHOW
NASHVILLE

nokian
TYRES

TVA

PMC
PARKINGMGT.COM

Ascension

Ascension

SABAN
CENTER

Little Debbie

Farm Bureau
INSURANCE
Tennessee

NASHVILLE
AREA
CHAMBER
OF COMMERCE

of Tennessee

TN Entertainment
Commission

+ ACCOLADES + WINS

FOR OUR WORK



PRWeek



FOR OUR TEAM



PR NEWS

FOR OUR CLIENTS



REGIONAL/LOCAL

Nashville Business Journal
Nashville Post
The Tennessean
Knoxville News Sentinel
The (Memphis) Commercial Appeal

LIFESTYLE

Nashville Lifestyles
Nfocus
Essence
Southern Living
Car & Driver
Bourbon Review
Billboard

TRADES

Modern Healthcare
Wired
Inc.
Fast Company
Tire Review
Chronicle of Higher Education
ACHR News

THE WALL STREET JOURNAL.

The Washington Post



Forbes **People** **WIRED**

The New York Times **HGTV**

+ HOW WE SHOW UP FOR YOU

OUR APPROACH

We believe that great work begins with trust in the agency-client relationship. We are an extension of your team, after all.

We also realize it's a big investment to onboard a new agency. That's why we do a deep dive into the competitive market and start brainstorming how to best make your brand stand out before the contract is even signed.

Once the work kicks off, our process is designed to be highly collaborative, measurable and adaptable so we can drive impact that can be felt across your business.

And all throughout, our data and analytics teams are steering the ship with always-on thinking, optimizations, reporting and results.



DISCOVERY + ALIGNMENT

Conducting immersion meetings, brand audits and asset shares to understand your brand objectives, target audiences and competitive landscape



STRATEGY DEVELOPMENT

Translating insights into clear, actionable strategies that balance creativity with performance, always keeping your priorities at the center



CREATIVE EXECUTION

Producing strategy-driven work that resonates with your audience and drives measurable outcomes



OPTIMIZATION + REPORTING

Providing real-time dashboards, transparent reporting and actionable recommendations for continuous improvement



PARTNERSHIP MANAGEMENT

Maintaining a consistent feedback loop with you through weekly reporting, recurring check-ins, annual planning sessions and quarterly strategy sessions

THANK YOU

**FOR THE OPPORTUNITY TO PRESENT
OUR AGENCY AND OUR CAPABILITIES.**

611 Commerce Street, CitySpace, Suite 3000,
Nashville, Tennessee 37203
615.259.4000 | mpf.com

