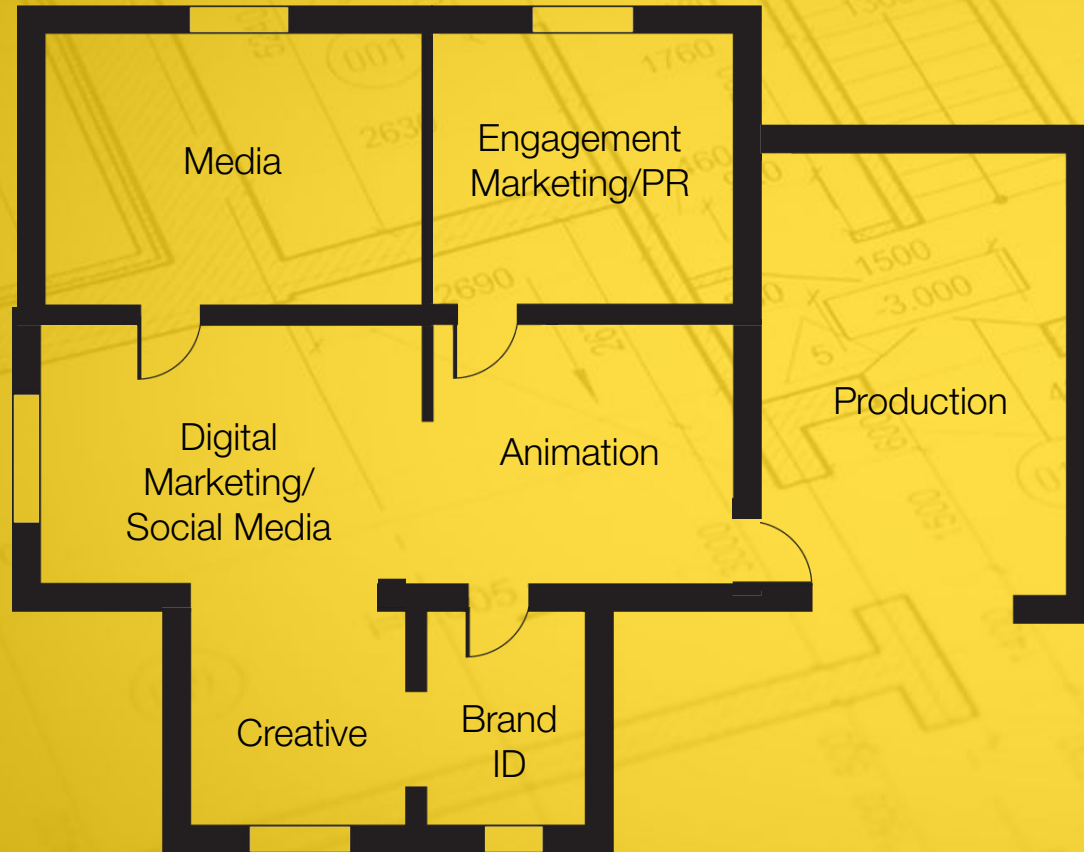




eag executive[®]
advertising
group

what is EAG?



This is where expertise lives.

what is EAG?



We're a collaborative group of established leaders across disciplines: strategy, branding, creative, marketing, digital, & video production.

Each of us industry innovators in our own right – together, an agency of unmatched insight, experience, and flexibility.

If you're looking for a total communications solution that brings together the highest-level thinking under one roof, get to know us.

We are a full service multicultural award winning agency, with a deep-rooted specialty in the US Hispanic and healthcare markets.

team experience



JOHNNIE WALKER.



Healthcare Experts



EAG offers integrated solutions to reach the Healthcare consumer

- Strategic Consumer Healthcare Advertising Campaigns
- Targeted Creative
- Direct Response Messaging
- Digital Marketing & Social Media Campaigns
- Patient Information Materials/ Videos
- Marketing/ PR
- Community Events/ Experiential Marketing

what sets us apart?



- End-to-end, modular agency
- Collective management model
- Strategic Thinkers
- International, multicultural boutique
- Hispanic Market Experts
- Custom campaigns, actively managed
- Award winning
- Over 100 years of combined expertise



brand identity

- Brand foundation: mission, vision, values, positioning
- Competitive and communications auditing
- Audience definition
- Brand personality
- Verbal identity: messaging and brand voice
- Naming
- Brand identity creation, direction and management
- On-brand copywriting, content creation and curation

- Brand Development
- Ideation
- Visual identity: logo, color palette, typeface
- Graphic Design
- Illustration
- Art Direction
- Animation/Virtual Reality
- TV/ Video / Radio Production

production

- Television
- Radio
- Print
- Outdoor
- Collateral
- Point-Of-Sale
- Packaging

Proprietors of our own production facilities, with the capabilities to produce television media, print, outdoor campaigns, original music and radio advertising.

Integrated media planning

- Media Planning & Buying
- Target & Market Analysis
- Market Research
- Per Inquiry Advertising
- Direct Response Experts
- Traditional: Over-the Air Advertising/ Outdoor
- Digital Streaming/ OTT
- Digital Marketing
- Social Media

engagement marketing & public relations



- Influencer Marketing
- Lead Generation
- Guerilla Marketing
- Press Releases
- Crisis Management
- Social Media Marketing
- Product Launches/ Events
- Advisor/ Representation

all your marketing needs right here!



Positioning Copywriting Mobile Site 360° Video Brand Voice

Naming **Events** Social Media Marketing Outdoor Social Media Marketing

Audience Definition **Print** Brand Personality Mobile App

Competitive Auditing Strategic Planning Art Direction Web Design Packaging

Brand ID Creation Radio Television Media Buying

Negotiations Online Media Buying Crisis Management Point Of Sale YouTube Advertising

Design Mission E-Commerce Visual Identity Press Release

Virtual Reality Pay Per Click Advertising Reputation Management

Ideation **Media Planning** Per Inquiry Advertising **Search Engine Optimization**

Email Marketing Illustration Target & Market Analysis Collateral

our team knows your category



our work



Check out our work!

MeetEAG.com

or



Thank You!