



## East Coast Associates Overview

900 CUMMINGS CENTER  
SUITE 202T

BEVERLY, MA

01915

p 978-535-5833

f 978-535-5852

[www.EastC.com](http://www.EastC.com)

East Coast Associates was started in 1996 as a full service advertising agency and marketing firm. The concept was to create a mid-size agency that could offer all the services of the larger agencies but still be affordable to companies of all sizes.

The partners were committed to keeping costs low and quality high. This was accomplished by putting together hundreds of independent service providers and running smaller projects with contract services. This allowed East Coast to provide its clients with the best talent available tailored to the project. Many clients only need a la carte services and do not have the resources to pay the large contingency fees required by the mega groups. Over the years East Coast has grown to represent a broad range of clients.

To this day East Coast Associates does not require contingency fees, has added a special events division, and has a separate media buying group for medium to large media buys. We have the financial backing and credit of our parent company Thompson's Inc, started in 1939.

The result, big agencies do not understand us, small agencies emulate us, and our clients love the way we do business. We provide services worldwide to your corner of the world.

East Coast Associates partner companies:

KTC Worldwide

East Coast Events

Thompson Consulting

Massachusetts Office Location:

East Coast Associates

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# ADVERTISING



## ADVERTISING

Media Research  
Planning and Budgeting

Media Purchasing and Production

TV, Cable, Radio

Digital Media

Print and Broadcast Scheduling and Placement

Negotiation and Establishment of Media Contracts

Direct Mail

## BRANDING & MARKETING

Market Identification

Market Research

Strategic Planning and Development

## EVENTS

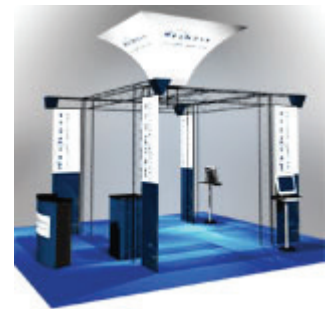
Trade Shows

Full Service Design

Space Purchase

Management

Corporate Events



# GRAPHIC DESIGN

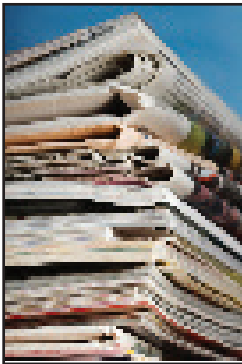
## GRAPHIC DESIGN

Print Advertising  
Brochures and Marketing Materials  
Direct Mail  
Signage  
Indoor, Outdoor, Billboards  
Corporate Identity  
Logos and Stationery



## CORPORATE

Newsletter and Magazine Production  
Special Events / Sales Events  
Incentive Travel and Merchandise



## COLLATERAL MATERIAL

Brochures  
Business Cards  
Hand Outs  
Apparel  
Advertising Kits





# WEBSITE DESIGN

## WEBSITE DESIGN / MANAGEMENT

Design and Layout Strategy

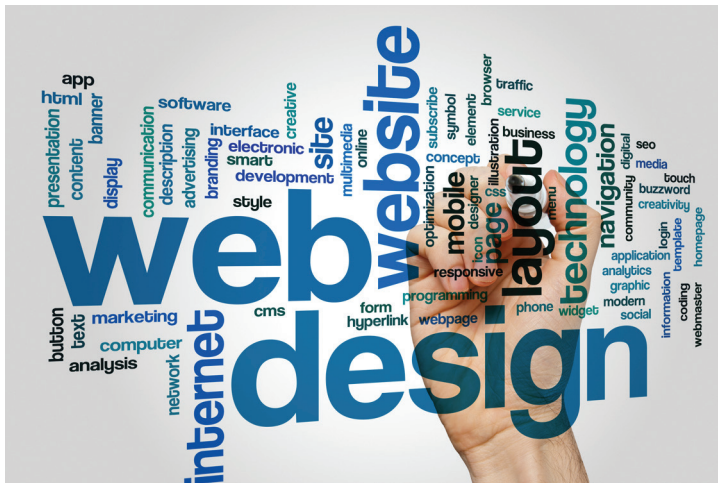
Compelling Copy writing

Artful Production

Implementation of the Design

Launch Assistance Services

Social Media Management



# PUBLIC RELATIONS

## PUBLIC RELATIONS

News Media Relations

News Releases & Feature Articles

Television and Radio Appearances

Press Kits

Photography

Image and Identity Programs

Issues Analysis and Management

Special Events/ Promotions

Media Skills Training

Crisis Communications



THE WALL STREET JOURNAL.



# DIGITAL SIGNAGE

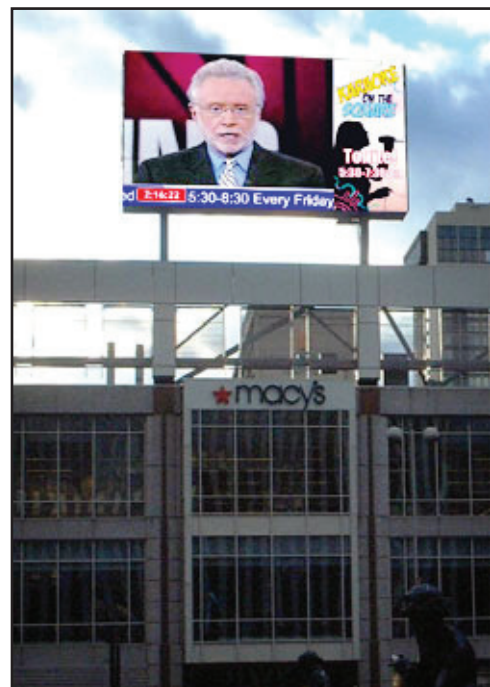
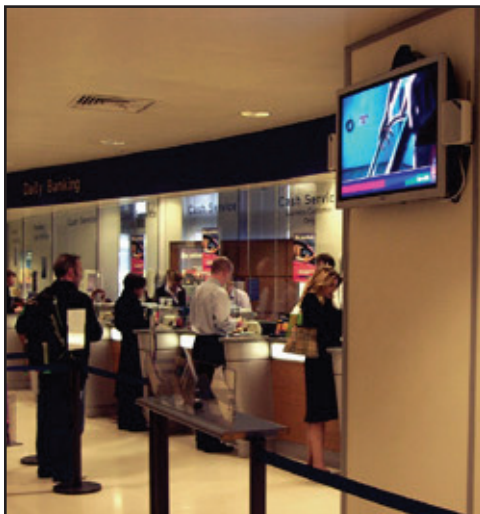
## THE NEXT GENERATION OF MARKETING

### INTERACTIVE PRESENCE

Internal Promotions

Interactive Marketing

Blue Tooth Transfer Marketing





# EAST COAST ASSOCIATES CONTACT INFORMATION



## **EAST COAST ASSOCIATES**

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