

FACT SHEET

Peter Mayer specializes in producing measurable results for our clients in all areas of advertising, marketing, direct response, interactive, public relations and promotions.

Peter Mayer opened in New Orleans in 1967 with just three employees. Now in our fifth decade, we are the largest agency in the state and one of the largest in the Gulf South. We work with local, regional and national clients, creating strong partnerships that help our clients achieve their objectives. Our goal is simple: to produce work that works – and to have a little fun along the way.

ACCOUNT MANAGEMENT

Client/Brand Advocate, Liaison + Collaborator
Marketing Plan Development
Research Management
Brand Planning
Champions Business-building Ideas
Campaign Execution
Performance Analysis + Optimization
Market + Competitive Analysis
Category Trend Analysis
Budget Management
Ensures Strategic Alignment

CREATIVE

Bringing Strategic Insights to Life
Market Trend Research
Understanding Emotive Consumer Cues
Creative Development/Online + Offline + Guerrilla
Creative Language/Copywriting + Strategic Testing Materials
Visual Language/Art Direction
Integrated Visual System/Design
Environmental + Retail Design
Image Production/Procurement
Broadcast Production/Radio + Television + Viral
Broadcast Design/Motion Graphic Development
Print Production
Editorial/Proofreading

INTERACTIVE

Digital Planning + Interaction Design
Metrics Reporting + Analysis
Site Development + Optimization
Content Development + Digital Experiences
Content Management Systems + Website Maintenance
Online Campaigns + Rich Media
Motion Graphics Animation
Social Media Design
Content Management
Mobile Site Development + Execution
Email Marketing + Deployment
Search Engine Marketing + Optimization

SOCIAL MEDIA

Social Media Community Management
Social Media Listening + Monitoring
Social Metrics Reporting + Analysis

PROJECT MANAGEMENT

End-to-end Project Plan Development
Integrated Project Management + Stewardship
Budget Development + Accountability
Resource Allocation + Management
Process Improvement

PUBLIC RELATIONS

Media Relations/Leveraging Local + National Media Contacts
Community Relations/Connecting with Organizations Whose Opinions Matter
Announcements + Special Events
Key Message Development + Spokesperson Training
Crisis Communication

MEDIA PLANNING + BUYING

Traditional

Market Research
Target Audience Definition
Strategic Media Planning
Media Mix Development
Tactical Media Buying
Sports + Event Sponsorships
Promotional Extensions
Post Buy Analysis

Interactive

SEM/SEO Management
Social Media Ad Buying
Ad Serving + Tracking
Mobile/App Strategy + Implementation
Campaign Monitoring + Optimization
Metrics Reporting + Analysis

BASIC FACTS

Full-service agency founded in 1967

Privately held

\$120 million in capitalized billings

170+ employees

Headquartered in New Orleans

Three National EFFIE Awards

SELECT CLIENTS

Amedisys Home Health Services
Audubon Nature Institute
Blue Cross Blue Shield of Louisiana
Canal Barge
CenturyLink
Domain Companies
French Market Coffee
Greater New Orleans Inc.
Hancock Bank
Lamb Weston, a ConAgra Foods brand
Louisiana Department of Culture, Recreation & Tourism
Louisiana Economic Development
Luzianne Brands
Mississippi Power
The National WWII Museum
New Orleans Convention & Visitors Bureau
New Orleans Jazz & Heritage Festival
New Orleans Tourism Marketing Corporation
Paragon Casino Resort
Piccadilly Restaurants
Reily Foods
Robert Fresh Market
Sanderson Farms
Sazerac Company
Stewart Enterprises
T. Baker Smith
Whitney Bank
Zatarain's

AFFILIATIONS

- » American Association of Advertising Agencies (AAAA)
- » Advertising and Marketing International Network (AMIN)
- » Direct Marketing Association (DMA)
- » Public Relations Society of America (PRSA)

OFFICES

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