



Founded: 1967

Address: 318 Camp Street, New Orleans, LA 70130

Number of Employees: 75

OVERVIEW:

Peter Mayer is an independent, integrated marketing agency based in New Orleans, with a client list that spans local, regional and national accounts.

PHILOSOPHY:

We use cultural insights and a 360-degree conceptual approach to connect brands with people. We're headquartered in the cultural hotbed of New Orleans, one of the most diverse, startup-friendly, tech-forward, entertainment-focused places on Earth. Our company supports a diverse array of professionals and artists who understand, study and shape culture.

KEY STRENGTHS/SPECIAL EXPERIENCE:

Concentrations in the following areas:



TRAVEL & TOURISM



FOOD & BEVERAGE



COMMUNITY

CAPABILITIES:

- + Advertising
- + Brand Strategy and Planning
- + Connections Planning
- + Content Production
- + Digital, Social Media, Mobile
- + Integrated Production
- + Media Planning and Buying
- + Public Relations
- + SEO/SEM

TOTAL CAPITALIZED BILLINGS:

2016 – \$73 million

NAMES AND TITLES OF PRINCIPALS:



Mark Mayer

Agency President, CEO



Josh Mayer

Chief Creative Officer



Michelle Edelman

Chief Strategy Officer



Jay Geiger

Vice President, Director of Finance



David Crane

Vice President, Director of Account Services



Candace Graham

Vice President, Marketing Director

COMPLETE CLIENT LISTING:

- + Amedisys Home Health
- + Antoine's Restaurant
- + Asheville, NC (Buncombe County Tourism Development Authority)
- + Arlington, TX Convention & Visitors Bureau
- + Audubon Nature Institute
- + Blanchard and Company, Inc.
- + Blue Cross and Blue Shield of Louisiana
- + Cleco Economic Development
- + Comcast Business
- + Delaware North Companies
- + Delaware North Parks and Resorts
- + Dixie Brewing Company, LLC
- + Downtown Development District
- + Friends of Cabildo
- + Hancock/Whitney Bank
- + HRI Lodging
- + HRI Properties
- + Intralox (Laitram)
- + Kennedy Space Center Visitor Complex
- + Louisiana Children's Museum
- + The National WWII Museum
- + Nature's Own Life (Flowers Foods)
- + New Orleans Jazz & Heritage Festival
- + New Orleans Pelicans
- + Ochsner Health System
- + Popeyes Louisiana Kitchen
- + Roman Meal (Flowers Foods)
- + Scott Equipment Company, LLC
- + SMG New Orleans Superdome
- + University of New Orleans
- + Wonder Bread (Flowers Foods)
- + Zatarain's (McCormick)