

## **Semaphore Inc. Fact Sheet**

Semaphore Inc. is a full-service advertising, marketing, branding, public relations and Web development firm. We have built lasting relationships with nearly every type of client – from global manufacturers to non-profits, financial institutions to universities, and everything in between. In fact, 80 percent of our business is with clients we've had a relationship with for 20 or more years.

### **Agency Background**

- Founded in 1971, Semaphore is dedicated to sending clear, informative, creative and powerful signals for our clients.
- Located in Columbia, South Carolina, in the historic Old Shandon District.
- Earned reputation for creative work that breaks through the clutter, reaches target audiences and gets results.
- Staffed with professionals who have been honored with scores of awards including Addys, Davys, Tellys, Summits, electric utility and other industry-specific marketing awards.

### **Services**

Semaphore is truly a full-service organization, where each staff member works directly with clients. So when we create advertising, it's with an intimate knowledge of our clients and their businesses. Our services include:

- Strategic marketing
- Advertising campaigns
- Branding
- Public relations
- Graphic design
- Copywriting
- Marketing promotions
- Media planning and buying
- Web design and interactive
- Direct marketing
- Integrated marketing communications
- Market research

### **Team**

- Cynthia Gilliam, president
- Roc Jackson, creative director
- Kathy Shuler-Cousson, senior art director
- Todd Hudak, writer/strategist
- Cindy Wade, media director
- Jess Maloney, Web services
- Frankie Bridges, treasurer
- Allen Bardin, front desk and support services