HEILBrice

Branding • Advertising • Digital • Media • Shopper Marketing • Retail

IDEAS THAT BUILD BUSINESS

We have over 20 years experience in transactional marketing. We are passionate about our clients' businesses. We are *fast, flexible* and focused on *results*.

If you're looking for a partner who understands marketing's *"New Normal,"* you've come to the right place. If you understand that frequency of visit can be your next currency of the realm, we're for you. If you need a team with digital savvy, retail sensibility, driven by strategic insight, that can thread the needle between building brand for the long haul and driving sales today, then there's *no team better than this one*.

- **OUR CORE VALUES** are strong relationships, clear communications, flawless execution and continual evolution
- **WE UNDERSTAND** the critical role your brand plays at every touch point with the customer
- **OUR CAPABILITIES INCLUDE:** Interactive, Social, Direct, TV, Radio, Print, POS, Design, Public Relations
- **WE HAVE** in-house production, editorial and recording capabilities
- **WE ARE** media agnostic

MEET THE TEAM

HAL BRICE *Co-Chief Executive*

JONI BRICE *Co-Chief Executive*

JEFF MORRIS *President*

ROBERT GUEVARRA *Executive Vice President*

JONI PARENTI *Creative Director*

TRACY WONG *Media Director*

9840 Irvine Center Drive, Irvine, CA 92618

949.336.8800

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AGENCY SERVICES

ACCOUNT MANAGEMENT

- *Strategic Planning*
- *Brand Positioning*
- *Marketing Plan Development*
- *New Product Development*
- *Project Management*
- *Research*

CREATIVE, DESIGN & PRODUCTION

- *Concept Development*
- *Copy*
- *Art Direction*
- *Web Design and Development*
- *Broadcast Production (TV and Radio)*
- *Print Production*
- *Direct Mail and Specialty Production*
- *Collateral Materials Design and Production*
- *Sales Support Tools*
- *Signage, Point-of-sale materials*

INTERNET MARKETING

- *Web site design and development*
- *On-Line Creative Development and Execution*
- *Social Marketing and Strategies*

MEDIA PLANNING & PLACEMENT

- *TV, Radio, Print, Out-of-Home, Electronic*
- *Non-Traditional Media*
- *Interactive Marketing (SEM, SEO)*
- *Buying in partnership with Initiative Media*

RELATIONSHIP MARKETING

- *Direct Marketing*
- *Direct E-Mail*
- *One-to-One Marketing*
- *Direct Response*
- *Database Marketing*

RESEARCH

- *Direct Marketing*
- *Direct E-Mail*
- *One-to-One Marketing*
- *Direct Response*
- *Database Marketing*

PUBLIC RELATIONS & PROMOS

- *Trade and Consumer Media Relations*
- *Press Kits*
- *Event Development*
- *Strategic Partnering*
- *Media Relations*

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OUR CURRENT CLIENTS

Over the years we've had the pleasure of working with many great brands, here is a list of some of *our current partners:*

A&P

LOS ANGELES CLIPPERS

PICK UP STIX

NOLET'S FINEST GINS

HARLEM KRUIDEN LIQUEUR

Lauren Conrad

Marie Callender's Restaurant & Bakery

LA INC. The Los Angeles Convention and Visitors Bureau

FOR ANY MORE QUESTIONS:

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HAL BRICE

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