

Fact Sheet.



Catalyst Advertising was founded by two guys that met at an ad agency in the 80s. (That's the era when the two martini lunch was the standard and creative people had true hand skills.) Jim Stupar and Mark Baldauf started Catalyst in 1984. Jim is the inside guy. He's pretty smart, having earned his degree from CMU. Mark's the outside guy. Not as smart, but tenacious as a pit bull.

Our philosophy is simple:
The whole idea is to sell something™.

Our M.O. is equally unadorned:

No Nonsense: We believe you have a Unique Selling Proposition (USP) and if communicated well, it will lead to success.

No Egos: We are more Main Street than Madison Avenue. Our people are real. Our values are basic.

No Gobbledygook: Marketing is all about getting and keeping customers. Period.

No Layers: The guys that started the agency still do the work. There's no greater motivation than to have skin in the game.

Industries Served

Healthcare • IT • Consumer Goods • Manufacturing • Finance • Business Products • Retail • Cultural

Services

Simply put, Catalyst Advertising specializes in branding via PR, advertising and sales promotion. That's it. With today's marketing dialogue focused on emerging digital and engage strategies, you think there'd be more. Truth is, our branding marketing bag is big enough to hold all the tricks – with room for the new ones still to come. Here's our three-bags-full:

Branding

Strategic Planning
Identity Development
Naming
Trademark Search
Logo
Tagline
Graphic Standards

PR

News Release
Speech Writing
Media Relations
Editorial Study
Event

Advertising

TV
Radio
Print
Out-of-Home
Online (Banners, etc)
Media Planning & Buying

Sales Promotion

Web Design
SEO – SMO - CPP
Social Media
Content Integration
Animation
Email
Direct Mail
Trade Shows
Collateral