

Overview

OUR BUSINESS

President and creative director Sonia Greteman launched our Wichita-based agency in 1989. Today, we enjoy an international reputation as a marketing communications agency specializing in aviation. Our 22-person team serves a stellar list of global clients, from Miami to Montreal. At any given time you might find us developing an app for an FBO network, creating trade-show graphics for an engine repair and overhaul provider, delivering social-media support to an aerospace OEM, rolling out a new ad campaign for a aviation training organization, creating direct mail for a vintage aircraft collection or developing an analytics-rich engagement plan for an aerospace supplier.

OUR EXPERTISE

Clients rely on our proven skills as brand-building specialists. We reinvigorate their marketing efforts with ROI-driven strategies. As a media-neutral firm, we choose from a wide range of online and offline tactics. Turnkey website development. High-engagement social-media conversations. Attention-getting advertising campaigns (with equally smart buys). Standout corporate identity. We provide marketing collateral, direct mail and environmental design. Event planning, media relations and digital campaigns. Our work has been written about and published in such leading publications as *Adweek*, *Advertising Age*, *Communication Arts*, *Step by Step*, *Print*, *Aldus*, *HOW*, *Graphis*, *Graphic Design America 2* and 100+ books. Our firm is a founding member of the Wichita Aero Club, and Sonia serves on its board and chairs its communication committee.

NEW MEDIA

Integrating digital media into the marketing mix is vital to achieving the results our clients have come to expect. That's why we've earned a reputation as a leading voice in digital media. Our in-house interactive team tackles digital needs strategically and effectively. Knowledgeable digital-media specialists advise you on the optimal tool for the goal whether that's listening to what's being said, diving into the conversation or serving as the online meeting place for ideas. Analytics allow us to measure successes and to modify strategies as needed moving forward.

OUR CLIENTS

The world's leading aircraft manufacturers, flight support and aftermarket services rely on Greteman Group to build their brands and grow their businesses. Our diverse clientele includes FlightSafety International, Flexjet, Bombardier Aerospace, Signature Flight Support, Dallas Air motive, USAIG and Spirit AeroSystems. We also support favorite causes and clients such as Royal Caribbean Cruises, Kansas State Fair and Kansas Chamber.

OUR PEOPLE

We are a team of passionate individuals who live to create and love what we do. We benefit from our diversity – with Boomers, Millennials and Gen Xers all represented. Clients tap into the counsel of sage veterans and seasoned professionals and the energy of up-and-coming 20-somethings making their mark on the industry. Our agency benefits from very low turnover – something of a rarity in our industry. Everyone at Greteman Group, from graphic designers to writers to the account team, is fueled by the same vision: Altitude Attitude.

ALTITUDE ATTITUDE

To reach maximum altitude, your brand needs attitude. And lots of it. Our results-driven approach helps you uncover and claim your unique position in the marketplace. Then we launch it through compelling creative and strategic engagement channels.

Philosophy

WHO WE ARE AND WILL CONTINUE TO BE

SOCIAL MEDIA ENTHUSIASTS Social media has become a part of the fabric of our agency. We bring it all together – content, new media platforms and user interfaces – to create engagement that achieves brand goals.

RIGHT-SIZED We're small enough to quickly respond to our clients' changing needs, while having the depth of expertise to give every project the attention it deserves.

RELATIONSHIP-ORIENTED Just as we work to deepen the relationships you have with key audiences, we pride ourselves on our long-term client partnerships.

TEAM-ORIENTED The loyalty and dedication we show our team has led to one of the highest retention rates in our industry.

HARD-WORKERS Ideas only work if you do. We toil over those flashes of inspiration, digging deeper, refining, testing, rejecting and brainstorming some more.

GOOD LISTENERS No matter how much we learn about your industry – we will never know your business like you do. We want to hear what you have to say. Every word.

TRUSTWORTHY What you tell us stays in the vault. All our staff signs confidentiality agreements and would never discuss your business outside of our office. We're known for our integrity.

BRANDING PROS To add to the unparalleled, unique knowledge you have of your business, we bring fresh insights and new perspectives based upon our expertise in branded communications.

FUN-LOVING Marketing is a serious business, but we've been doing it long enough to know not to take it or ourselves too seriously. Our work gives us joy and fulfillment.

INNOVATIVE Only the smartest, most results-oriented idea will do. And we work till we find it.

FEARLESS We respect courage, complete honesty and a willingness to explore the unknown.

WHO WE AREN'T AND WILL NEVER BE

SHY Before we can find the right answers, we have to ask the right questions, a lot of them.

WISHY-WASHY We have strong opinions and share them.

WHEEL-SPINNERS Some agencies spin their wheels and burn up your budget. We have clear processes that fuel our progress and help us get your message out there. Fast.

CLOSED-MINDED We're brainstorming fanatics, throwing the gates of creativity wide open. There's nothing like a blast of ideas to open your mind to new possibilities.

BORING Let's just say we've never been the type to blend in.

Professional Affiliations and Community Support

Greteman Group team members provide leadership and support to a number of professional and civic organizations. Whether it's guest lecturing at a university, serving as president for a statewide nonprofit, or leading the city's design council – we do all we can to make our industry and community the best possible. Here's a sampling of current and past support.

PROFESSIONAL AFFILIATIONS

American Institute of Graphic Arts
American Advertising Federation
American Marketing Association
City of Wichita, Design Council
Clear Channel Advisory Board
Greater Wichita Convention & Visitors Bureau
Greater Wichita Economic Development Coalition
Greater Wichita YMCA
Kansas Professional Communicators
National Association of Professional Women
Public Relations Society of America
Society of Professional Journalists
Wichita Aero Club
Wichita Media
Wichita Metro Chamber of Commerce
Wichita Professional Communicators
Young Professionals of Wichita

COMMUNITY SUPPORT

Angel Flight America
ArtsPartners
Big Brothers / Big Sisters
Boys & Girls Club
CityArts
Communities in Schools
Downtown Rotary
Envision Society
Exploration Place
Great Plains Earth Institute
Habitat for Humanity
Jane Goodall's Roots & Shoots
Kansas Aviation Museum
Kansas Children's Service League
Kansas Humane Society
Positive Directions – ArtAID
Rainbows United – Fashion Passion
Sedgwick County Zoo
Spay · Neuter Kansas
StepStone
Susan G. Komen Race for the Cure
University of Kansas Alumni Association
WAM Contemporaries
Wichita Aviation Festival
Wichita Children's Home
Wichita Public Schools
Wichita River Festival
Wichita State University Elliott School of Communication
Wichita State University Center for Entrepreneurship
Wichita State University Ulrich Museum of Art
Youth Entrepreneurs of Kansas

Greteman Group Facts

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TWITTER

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FACEBOOK

facebook.com/gretemangroup

SOCIAL RESPONSIBILITY

dothedeed.org

yourwaytowell.com

OUR BUSINESS

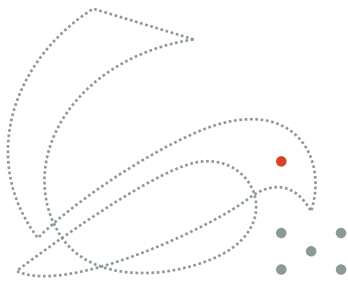
Marketing Communications
Founded in 1989
Located in Wichita, Air Capital of the World
Especially known for our work in aviation
Internationally recognized for our high-level creative and strategy

OUR EXPERTISE

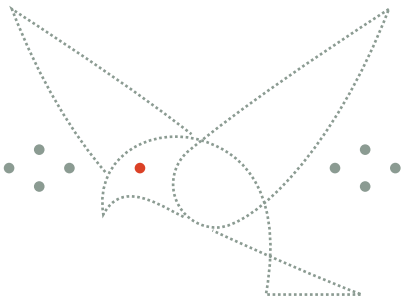
Advertising Campaigns (offline and online)
Aviation Industry
Branding
Corporate Identity
Digital Media
Environmental Design
Event Management
Integrated Marketing
Media Relations
Research
Social Media
Strategic Planning

ASCEND

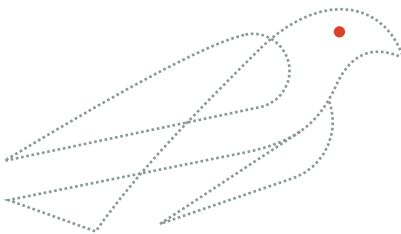
It seems like many agencies attempt to woo clients with lofty claims of helping them stand out like a cardinal in a snowstorm. Often, the delivered result is nothing more than a cacophonous flock of cold red birds that never manage to get off the ground. We go beyond the pomp and puffery of traditional branding strategies. We bring a unique attitude that helps you achieve maximum altitude. With our Ascend process, we propel your brand into the farthest reaches of the atmosphere, far above the squawking competition. Where you can truly strut your stuff by engaging your target audiences in meaningful conversations.



FUEL Birds have an innate sense of direction. Most advertising agencies do not. We turn to market research to catch the blaring overtones and subtle nuances of your product or service. We check out your competitors. We stop just short of exhausting you with questions by engaging you in visual and verbal mapping that make the discovery process fun and more apt to unearth the unexpected. We hit the books and the streets to learn about your target markets – their likes, dislikes, fears, dreams. At the end of the day, we transform that raw data into meaningful insights through interpretation born from experience – and, wouldn't you know it – an innate sense of branding.



LIFT Your brand message has to rise above raw data, marketing jargon and me-too positioning. People respond to emotion, compelling imagery and words that communicate true points of difference. Marketing can be just load on the wings without the transcendent process of creative lift. Achieving truly original creative is part experience, part inspiration, part magic and part experimentation. It's a process you'll be part of. We get your input on a variety of concepts and test their wings. Selecting, refining, improving the form and function. When we all agree it's just right, we push it off the cliff and beam with pride as it takes flight.



RANGE A lot of advertisers sigh for the old days when you pumped a bunch of money into a handful of media, and that was your media plan. We've never been that kind of traditional, big media shop. The safe, predictable path is usually the most monotonous and least efficient course. We map out your flight plan to connect with your audience. We develop a brand-engagement plan that's adaptive and integrated using public relations, innovative marketing and advertising. We extend your range to new frontiers with new media. It's all about connecting to your audience at a point of relevance. Even if that point happens to be miles high and tucked between clouds.