

### What We Do

We drive clients' brand engagement and revenue growth by changing consumer behavior. Armed with knowledge of your competition, category and consumer, we deliver long-term brand equity while delivering financial results in the short term.

### How We Do It

With specialized practices focused in key categories, we use a combination of traditional, direct and social marketing to leverage the right mix of media and technology that will deliver on each client's unique KPIs.

### Proven Experience

Automotive & Transport

CPG & Shopper Marketing

Global Business-to-Business

Health & Wellness

Home & Hardware

### Proven Competencies

We change behavior. And here's how we do it.

Strategic Planning

Creative

Media Planning & Buying

Direct Marketing

Social Influence

Sales Promotion & Collateral

Metrics, Analysis & Optimization

Digital & Print Production

### Did You Know?

- ✓ In 1958, Wyse won the Smucker's account, marking our national arrival. That same year, Lois Wyse pens, "With a name like Smucker's, it has to be good.®"
- ✓ Wyse's media team created *USA Today's* front page Weather Map - which still exists today - as part of an ad campaign.
- ✓ Our "Ask Sherwin-Williams." tagline was introduced in 1982.
- ✓ St. Vincent Charity Medical Center's live tweeting of a knee replacement surgery was orchestrated by Wyse.

### Wyse 101

Founded in 1951

Headquarters: Cleveland, OH

85 Employees

Employee-owned

Website: [www.wyseadv.com](http://www.wyseadv.com)

### Leadership

**Michael Marino, CEO**

**Julie Telesz, VP, Director of Account Management**

**Lane Strauss, VP Creative Director**

**Linda Bremkamp, VP, Strategic Planning**

**Susanne Brockman, VP, Media Director**

### Partnerships

Agency-client relationships are shorter than ever. CMO tenure is at an all-time low. Yet our average client relationship is 7+ years. Below is a partial client list:

Marathon	Anco
Purell	Carrier
Sherwin-Williams	Cleveland Clinic
Parker Hannifin	St. Vincent Charity Medical Center
Diebold	Cleveland State University
Moen	Wyndham
Smucker's	Medical Mutual