



CAPABILITIES STATEMENT

TCG works with clients and budgets of all sizes in a straightforward way: We identify communications needs, develop a commonsense strategy to address those needs, and deliver creative solutions that get results.

Kim Smith, Art Director & Co-Owner
Jeff Rutt, Production Manager & Co-Owner
1921 State Street,
East Petersburg, PA 17520
ksmith@tcgad.com
717.569.7705
tcgad.com

DUNS 031724057
CAGE Code 7S2E0

“I can’t imagine any other firm being able to outperform TCG.”
– Career and tech school director

NAICS CODES

541430	Graphic Design Services
541490	Other Specialized Design Services
541613	Marketing Consulting Services
541810	Advertising Agencies
541820	Public Relations Agencies
541830	Media Buying Agencies
541850	Display Advertising
541860	Direct Mail Advertising
541890	Other Services Related To Advertising
541490	Specialized Design Services
541511	Web Page Design

DIFFERENTIATORS

We are a small agency that knows how to make a big impact for our clients. Our size offers important advantages:

- Our whole agency is familiar with your project – no layers of staff, no red tape. You work directly with the people who are working on your project.
- We build relationships with clients. Many of our clients stick around for years. Three current clients have worked with us for more than 20 years.
- We work efficiently, so our clients benefit from having their dollars spent wisely. Clients tell us they appreciate how we consistently deliver high quality without a high price tag.

CORE COMPETENCIES

We are a full-service communications company with more than 25 years of experience helping our clients succeed. How do we do it? We:

- Use creative skills to solve communications problems
- Pinpoint the target audience and deliver key messages in engaging ways
- Think strategically
- Offer comprehensive marketing support that includes big-picture concept development, graphic design, copywriting, media production and planning
- Design deliverables that are on-target and meet specific client agency needs, such as advertising (print and electronic), radio and tv commercials, billboards, annual reports, brochures, newsletters, website development, and social media campaigns

CLIENTS

- PA Department of Health
- Holy Spirit–A Geisinger Affiliate
- Lancaster County Career & Technology Center
- H. Ric Luhrs Performing Arts Center/Shippensburg University
- Ephrata National Bank
- Penn Community Bank

REFERENCES

- Sharon Sowers, Plan and Policy Development Section Chief
Pennsylvania Department of Health, Division of Cancer Prevention & Control
shsowers@pa.gov, 717.547.3249
- Kirk D. Schlotzhauer, Director of Higher Education/Adult Ed,
KSchlotzhauer@lancasterctc.edu, 717.629.1001
- Lori Moran, Director, Public Relations & Marketing,
Holy Spirit–A Geisinger Affiliate,
lp Moran@geisinger.edu, 717.763.2777

“The quality of work is second to none. It is high impact, on target and always creative.” – Banking customer service expert