



chimera
communications, inc.

size matters...

**and bigger isn't
always better.**

See why...





perfect...
for each other.



Size Matters

If you've gotten this far, you're probably wondering which way we're going to go with this. Is bigger better? Is small better? Size does matter when you're hiring outside talent. It matters if the "outsiders" are too big...or too big for their own britches. It matters if the "outsiders" are too small...or worse, small-minded.

Sometimes Bigger Isn't Better.

Great things come in small packages. Hey...great things come in big packages too; they're usually just more expensive. Same goes for our industry. By Superbowl Ad Industry standards, our agency is small — there are 6 of us who play in the same sandbox on a regular basis. Advertising Age now refers to agencies like ours as "boutique" shops. None of us dress well enough to be considered "boutique." Shops like Chimera are being noticed by big players who are sharpening their budget pencils.



Why Our Small Company Is Great For Big Business.

Our contention (that has proven out — ask French Toast, Kansas City Steaks, Mesa Airlines, Skanska, Conoco Phillips, Mercury Payment Systems) is that we're big *enough*. Big ideas. Big creative. Big production. Big value for your budget. And we're small enough to make all that "big stuff" happen fast and efficiently. On-time. On-budget. On-target. Just...ON. You won't get the new recruit on your project. The key is that you'll get what you need and not have to pay for anything else. What you need. When you need it. And for the price that puts enough money back in the budget to accomplish another creative initiative.

We don't want to come across as only wanting "big clients." We love small business — we *are* small business. We've built our portfolio on branding start-ups, and rebranding slightly messed-ups.

So....what have you got to lose? Give us a try for your next project....big or small.



Branding According to Chimera Communications

1. Surprise
2. Relevance
3. Emotion

A logo is an empty vessel.

It's what you fill it with that creates your brand.

— CHIMERA



Our Story

ABOUT OUR BRAND

Our chimera is referred to as 'The Spitter'. We think this gargoyle looks a bit more like The Thinker with an attitude. And therein lies the relevance to our industry and more importantly to our company. While "creative types" can come across as a bit attitudinal, there is indeed a great deal of thought behind the creative energy we produce.

OUR PHILOSOPHY

What we do isn't necessarily rocket science, but we do have a formula we live by when creating ANY communications for our clients. It boils down to three things:

1. SURPRISE
2. RELEVANCE
3. EMOTION

If your website, your print ad, your TV spot, your video content, your direct mail piece, your employees...your everything...communicates using these three elements, that message **will** get through to your audience.

It's that simple.





surprise

We are a full-service marketing firm without the big-box cost.
We have big-city talent mixed with small-town customer service standards.
We want our clients to succeed.





relevance

We don't "do logos." We are branding, marketing, and communication experts. From airlines to lawyers (they need brands too), we've helped clients develop personalities since 1993. And it's the personality we help you uncover that makes you more jazzed about your own business than you have been in years. We learn enough about your business to communicate effectively to your audiences, but we respect that you are the experts in what you do.





emotion

We love to help our clients brand their companies. It's like an artist with an empty canvas and lots of colorful paints, or a writer with a blank page and no writer's block. We take our work really seriously, but we laugh while we do it (makes for some interesting facial expressions). We take great interest in the fact that the Dalai Lama is always giggling. That simply HAS to mean something. And perhaps the more relevant emotion is that of pride. There is nothing like witnessing a client's pride in their brand...and knowing we had just a little something to do with it.



Cliff Notes On **Chimera**

A quick read on our company:

- Established in 1993 in Upstate New York. Headquartered in Durango, Colorado, since 1996.
- Proven ability with clients nationwide and clients right at home.
- Creative thinkers who are just far enough outside of your box to reach inside and pull out what we need in order to create or promote your brand.
- A team of EXPERTS in each field — branding and graphic design, production and copywriting, web design and development, content management, SEO and public relations. We each do what we do very well. This is a group effort and it does not hinge on one person. You have our full attention — collectively and as individuals.
- From event planning and actually working the events to traditional media campaigns, we pretty much do it all. But that sounds really cheesy. So what we'll say is that we do what we need to do to help your business communicate — to your customers, to your employees, to your shareholders, to your media outlets, to the world wide web.
- We continually research emerging interactive tools and trends, especially in the areas of social media, search engine optimization, and small-screen delivery (iapps/cellular), so that we may improve your customer's experience and relationship.
- We listen to our clients' stories. And then we help to tell them.
- Our Net Promoter Score is in the 90's.



The People Who Help Tell The Tale

All of us at Chimera are independent, free thinkers who care enough to produce work that our clients love and that we can be proud of as individuals. Our clients get the resources they need when they need it. Which means there are no “junior” creative or account service teams working on your projects. We are *all* on the case. We don’t waste time, so we don’t waste your money. Our overhead is low and our pricing is reasonable (we did not say “cheap” or “free”). The people and resources you read about here — are the people you will see, speak with, receive email from and send email to, throughout our relationship.





NANCY BROCKMAN
Owner, Creative Director

- Marketing/Advertising: 28 years
- Areas of expertise:
Ideas, Creative, Words

Nancy began Chimera Communications, Inc., in 1993 in Albany, New York and moved the business and her life to Durango, Colorado in June of 1996. She holds a BA in English and Business Administration from the University of New Hampshire. Having started her communications career at VOGUE magazine on Madison Avenue in New York as a features writer, she returned to New Hampshire and worked in the advertising industry for several years.

Her career jumped to the client side of the fence when she was hired by Numerica Financial Corporation (a \$1.1 billion holding company) as Vice President, Marketing and Corporate Communications. Before joining the ranks of the self-employed, Nancy held additional senior level positions with KeyCorp and National Savings Bank, and with General Electric's prestigious Research and Development Center in upstate New York.

She thinks of headlines in her sleep, in the shower, and always when her clients ask her to. She changes the channel to watch commercials...which is sick. Nancy gave up her banking business suits for jeans, cowboy boots and sweatshirts. She can still talk like a Jersey girl, but keeps the accent at bay most of the time.

Now, a half-century wiser than at birth, Nancy's love of creativity is stronger than ever. She has found that her favorite client relationships are those where the truth is at the beginning of everything...true, honest, thought-provoking, page-stopping, head-turning communications. Ahhh...





LISA MORALES
Graphics

- Graphic Design/Art Direction:
18 years
- Areas of expertise:
Design, Graphic Interpretation

Lisa began working with Chimera in early 2008. She brings 18 years of graphic design experience to the Chimera team. Lisa began her career in business-to-business publishing as an Art Director. She was the lead designer of two trade publications for the composites industry, where she honed her technical design skills (mostly for 777 fuselages and wings). In a switch to the other side of the design world, Lisa continued her career in design for the fashion industry as an Art Director for *Wearables Business Magazine* and *Modern Uniforms*, both trade publications for the promotional apparel industry. In addition to design, she was responsible for model and talent selection, directed the photo shoots and the layout of the magazines.

Whether designing a logo, brochure, advertisement or directing the design of a website, Lisa loves the creative challenge and enjoys the diversity of her Chimera projects. She brings ideas to life like GE brings good things to life. Without her we wouldn't have anything to show for what's in our brains! Lisa's favorite color is army earthy green.



CHRIS CORRELL
Video Content

- Video Production: 11 years
- Areas of expertise:
Video content creation,
production and editing.
Pre-press production.

Chris joined Chimera in 2011, when we realized that we needed a strong inhouse video editing talent. He's our content guy. Good video content connects with the audience. It's a natural fit for the services we provide and we're fortunate to have this capability in the building. Chris graduated with a degree from The Art Institute of Dallas, School of Video Production in 2004. Since that cap and gown date in 2004, Chris has worked with a large Texas entertainment company in providing sound and lighting, and he's worked for Basin Printing & Imaging in pre-press, graphic design and production. Born and raised in Tulsa, Oklahoma, Chris moved to Durango in 1996. He doesn't sound much like an Okie, but if you ask him about football, OSU is where it's at. And OSU doesn't stand for Ohio State University. OK then.





MARK REITZ
Lead Web Designer,
SEO Project Manager

- Web: 10+ years, over 30 complex websites
- Areas of expertise: Everything internet with a unique eye for design

Mark is a graduate of Platt College in San Diego, California, where he studied print, web and multimedia design. Mark has been creating websites since 2001. While design was his initial focus, search engine optimization, usability, email marketing, web analytics and pay-per-click marketing soon were added to the necessary bag of tricks. Mark continues to add to his skill-set by finding new challenges in each project and staying up to date on things internet. He's Mr. Web. Once you see how it's really supposed to be done, there is no turning back...and Mark knows how it's really supposed to be done.



JOSH TISCHER
CodePyro Programmer
Social Media Solutions

- Web: 8+ years
- Areas of expertise: Programming, setting up our testing sites, social media strategies and making them happen.

Josh graduated with a B.S., Computer Science (programming option) from Fort Lewis College in Durango, CO. He is a bonafide tech geek. He honed his skills after college as the CTO at J3 Media, a web development company, until he formed his own business CodePyro. We work closely with Josh on web programming, including sites, social media campaigns, apps and research. Whenever we meet with Josh, we create what we refer to as “you could lists.” Because he is full of amazing ideas on things “you could do” on the internet.





Melissa Bales
IT Girl/Production

- Marketing Production: 11 years
- Areas of expertise: Prepress, Production Management, Client Service, Get 'er done

Melissa's side business, Mac Works Consulting, is really taking off and we are pleased that she's agreed to continue to help us out with all things Mac. Melissa is our Mac guru and so we call her the IT girl when something is up (or down) with our computers. She's a fantastic resource for support and training for all things Apple, and since we are an Apple Shop, this means a great deal to our efficiency, client file protection, and all that other IT stuff. You know what "they say": An apple consultant a day keeps the computer troubles away.



**ERNEST HEMINGWAY
SAID YOU COULD
TELL A STORY IN SIX WORDS.**

**HIS FAMOUS SHORT STORY?
FOR SALE. Baby Shoes. Never Worn.**



CHIMERA'S SIX WORDS:

**WE BELIEVE IDEAS
CHANGE THE WORLD.**



WHAT ARE YOUR SIX WORDS?

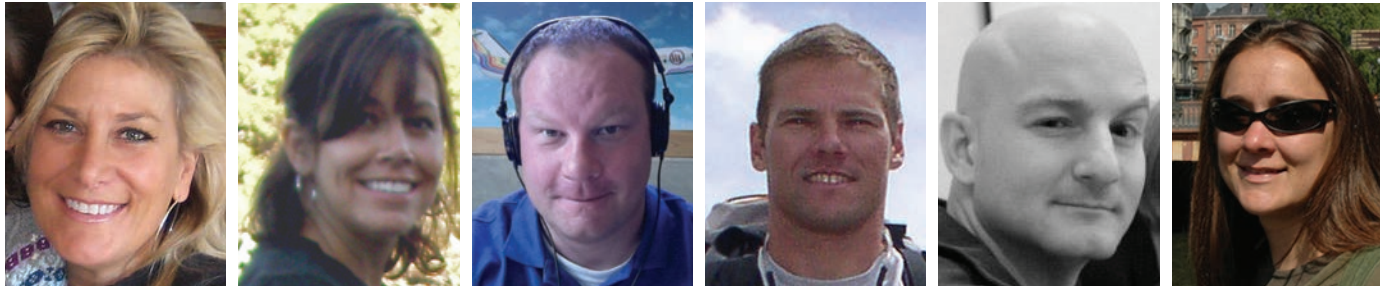


At some point we have to move forward with confidence, or we'll be stuck in a creative sandbox with nothing but sand in our pants.

— CHIMERA



chimera
communications, inc.



**We would love to be part of your marketing team.
Thank you for the opportunity.**

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