Made in the Mid-Willamette Valley: Creative Company

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Special to the Statesman Journal
The website for Creative Company.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

Company name: Creative Company, Inc.

Contact: Jennifer Larsen Morrow

Address: 726 NE 4th Street, McMinnville, OR 97128

Phone number: 503-883-4433

Website: www.creativeco.com

Business description: Marketing communications/brand optimization.

Employees: Six

Business specialties: Brand design, brand program development including positioning, strategy, messaging, program planning, implementation and analytics. Brand workshops and speaking.

Business history: Established in 1978 in Salem as a full-service advertising agency. Moved in 2001 to McMinnville. Provide work to clients throughout the mid-Willamette Valley and around the country in diverse industries. Logos and brand work around the area include Eye Care Physicians and Surgeons, Salem Health/Salem Hospital, Schreiner's Iris, Garten Services, McMinnville Chamber, Job Growers Inc, Fly Salem, Canby Telcom, Capitol Auto Group, First Federal and many more.

Biggest advantage of doing business in the Mid-Willamette Valley: We can produce top level work that reaches people around the country while living in a smaller community and enjoying a more comfortable lifestyle. Lots of diverse business opportunities and great people to work with.

Essential business philosophy: Always look from the viewpoint of the client's audiences to determine what will have the most impact and generate the biggest response. Do great work that works for the client.

Best way to stay competitive: Do great work that generates results and recognition. Don't default to what's expected. Continue to challenge.

Most challenging aspect of work: Finding the right people for the team, and keeping up with the ever-changing world of technology and marketing channels.

Toughest business decision: Letting people go when business goes down.

What trends do you see happening in your industry?: Huge changes in the channels we can

use and recommend for our clients, based on audiences — smartphones, social media, mobile marketing, inbound marketing from websites — as well as in the tools we can use to produce our communications — mobile websites require different software, tablet versions of publications, next levels of interactivity on websites.

Company affiliations: Members of McMinnville Chamber of Commerce, Salem Area Chamber of Commerce, McMinnville Downtown Association, SEDCOR.

Major clients: Salem Health, Linfield College, Church Extension Plan, Smartway Auto Advisors, foodguys, McMinnville Economic Development Partnership

For additional information, contact SEDCOR at 503-584-7303 or email sappleby@sedcor.com.

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