CAPABILITIES PRESENTATION

McWILLIAMS CREATIVE GROUP

ABOUT MCWILLIAMS CREATIVE GROUP

MCWILLIAMS CREATIVE GROUP is a group of experienced independent team members each with specialized talents. We are a virtual ad agency and marketing communications firm. John McWilliams is the founder of the group, and the principal creative director, graphic designer and chief client contact.

Creative has always been at our core. And, the knowledge to drive that creative with solid research, strategy and marketing principles helps contribute to great work that gets great results.

Brand development and awareness has always been one of our key focal points. Whether we are re-branding a company, launching a new product or developing a web presence, we believe in focusing on brand look, feel, voice and presence across all components of a marketing campaign to build memorability, increase awareness and elicit response and action through consistent, thought provoking messaging and imagery.

JOHN MCWILLIAMS, the founder of McWilliams Creative Group, has over thirty years of experience in brand development. His skills in concept development, creative direction, graphic design, writing and project management are brought to bear on all McWilliams Creative Group projects. He has earned numerous awards including the AIGA, Communicator Crystal, IABC and APEX awards for graphic design and art direction. He is a graduate of Carnegie Mellon University.

THE GROUP

CHRISTINA FRENCH
Concept Development, Content Development, Strategic Planning

CYNTHIA NAVADEH
Public Relations and Content Development

SAVVIOR TECHNOLOGY SOLUTIONS
Web and Software Development

CHUCK BEARD
Art Direction and Graphic Design

MCWILLIAMS CREATIVE GROUP

OUR CREATIVE PROCESS

OUR CREATIVE PROCESS begins with our genuine interest in and understanding of a client's mission, goals and product/service. Our learning curve is short. Many times the learning experience encompasses research, field work, customer phone interviews, facility tours, riding along with truck drivers, focus groups, point-of-sale reviews, or any important aspect of your business. Years of experience in many different categories of business allows for nimble idea generation, and having production channels in place allows us to produce work efficiently and cost effectively. There's some magic involved too, but that's classified information. You'll just have to experience our creative process for yourself.

CLIENT EXPERIENCE

MCWILLIAMS CREATIVE GROUP has a breadth of clients and a depth of knowledge in their various business categories. By not being specific to any one discipline or medium, we offer clients a flexible and objective team of experienced marketing professionals, designers, writers, programmers and any other talent a communications effort may need. Below is a partial listing of current clients and clients we have worked with.

FINANCIAL

PNC Financial Services Group

Federated Investors

Henry Armstrong Associates

Dragonswood Advisors

MANUFACTURING

Elkhart Brass

MSA

Heinz North America

H.J. Heinz

U. S. Steel Corporation

Red Ribbon Soda

TRANSPORTATION & LOGISTICS

PGT Trucking

Genco

Pitt Ohio

YRC Regional Transportation

USF

Ward Trucking

RETAIL

Giant Eagle

GetGo

Market District

Eat'n Park Hospitality Group

PROFESSIONAL SERVICES

Microbac Laboratories

Alpern Rosenthal

Paragon Foods

NOT FOR PROFIT

The Salvation Army

Girl Scouts of SWPA

PNC Foundation/Grow Up Great

Extra Mile Education Foundation

Lutheran Service Society

American Ireland Fund

Heritage Community Initiatives

HEALTHCARE

Clarion Hospital

UPMC

Adagio Health

St. Barnabas Health System

NovoSource

SPORTS & ENTERTAINMENT

The Pittsburgh Steelers

Heinz Field

The Dick's Sporting Goods Pittsburgh Marathon

BUSINESS TO BUSINESS EXPERIENCE

MCWILLIAMS CREATIVE GROUP HAS EXTENSIVE EXPERIENCE IN B2B MARKETING, sales and product introduction. We have focused industry expertise in conducting necessary research, developing message and launch strategies to support multi-channel rollout.

SAMPLE INDUSTRY CATEGORIES

- Industrial Manufacturing
- Transportation, Trucking, Logistics
- Homeland Security Detection Technology
- Laboratory Testing
- Financial Services
- Accounting and Payroll Solutions
- Healthcare High Technology
- Environmental Engineering
- Specialty Metals Manufacturing

ELKHART BRASS
Fire Fighting Equipment

MSA

PNC

GENCO Supply Chain Solutions

PITT OHIO
EXPRESS
We're Always There For You!

YRC Regional Transportation | USF | NEW PENN

ALPERN ROSENTHAL
INSPIRING OPPORTUNITIES

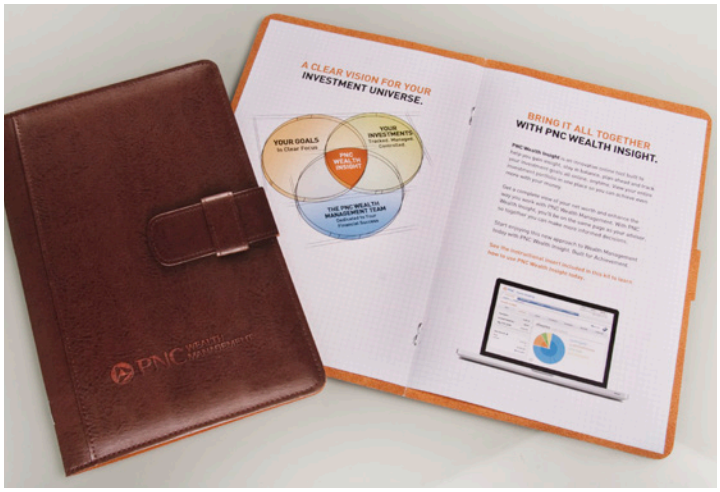
Rockwell Automation

MICROBAC

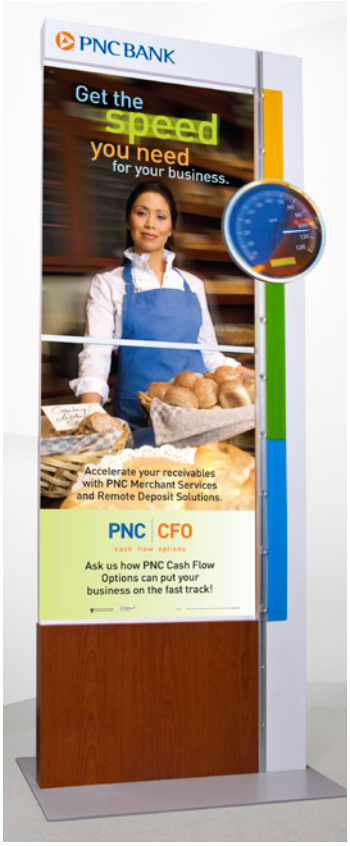
eV PRODUCTS
a division of II-VI Incorporated

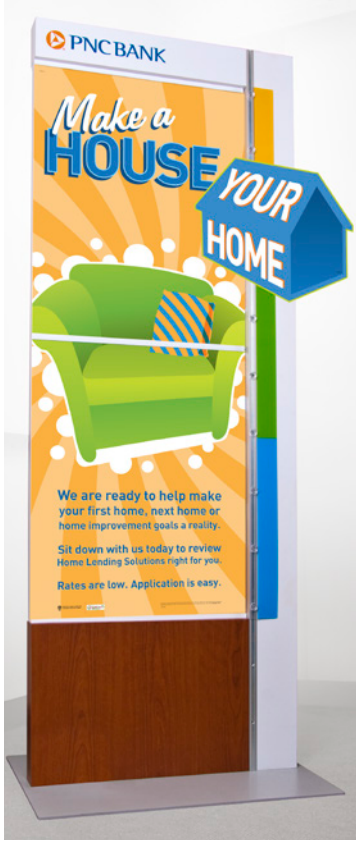
NovoSource Ns

PNC FINANCIAL SERVICES GROUP - COLLATERAL & SALES SUPPORT



PNC FINANCIAL SERVICES GROUP - POINT-OF SALE

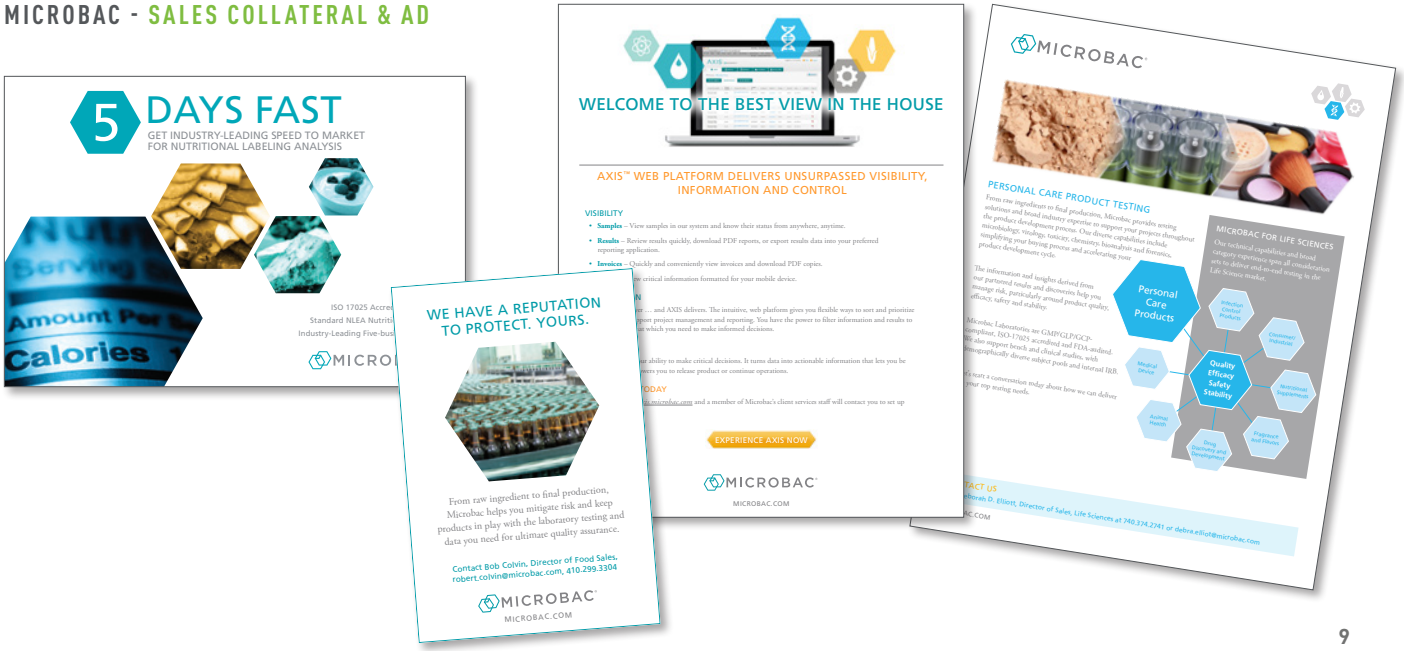




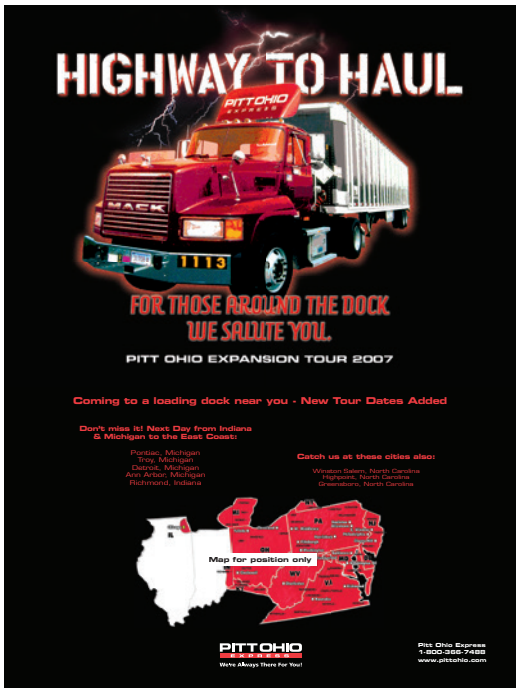
ALPERN ROSENTHAL - AD CAMPAIGNS & WEBSITE

MONALOH BASIN ENGINEERS - COLLATERAL KIT & WEBSITE

MICROBAC - SALES COLLATERAL & AD

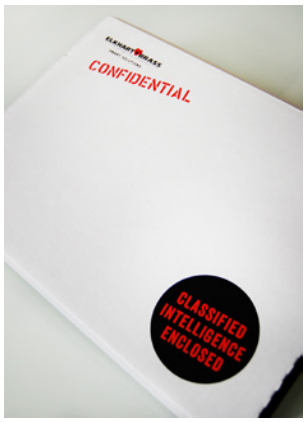


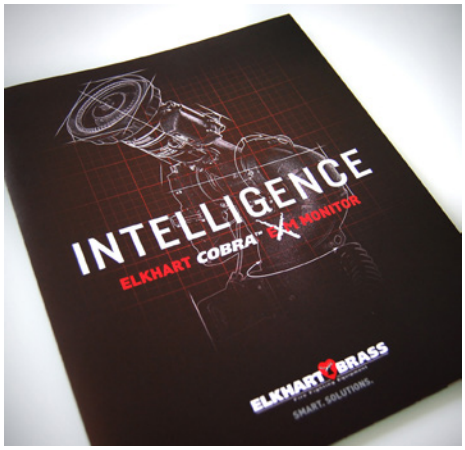
PITT OHIO EXPRESS - AD CAMPAIGNS, OUTDOOR & SALES SUPPORT



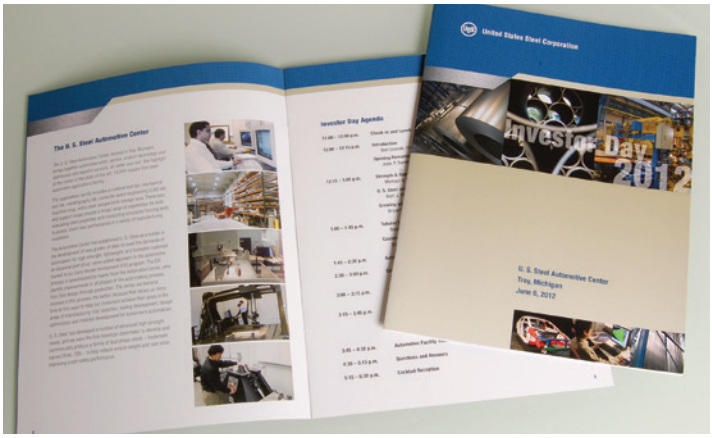
YRC REGIONAL TRANSPORTATION - SALES SUPPORT KIT & SERVICE BROCHURE

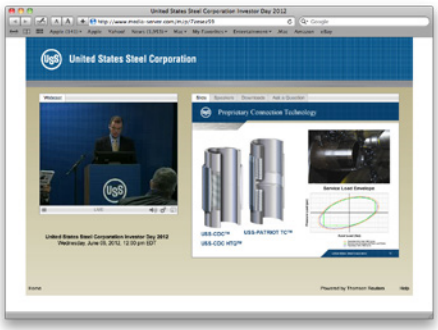
ELKHART BRASS MANUFACTURING COMPANY - FIRE FIGHTING PRODUCTS MARKETING

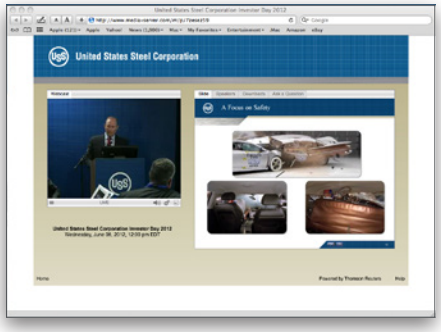




UNITED STATES STEEL CORPORATION - INVESTOR DAY MARKETING AND EVENT GRAPHICS







RED RIBBON SODA - BRANDING, LOGO & PACKAGING

Red Ribbon
est. 1904
Soda Works

H. J. HEINZ - WEBSITE

SDC NUTRITION - PACKAGING

GIANT EAGLE - COLLATERAL, DIRECT MAIL AND PACKAGING

EXTRA MILE EDUCATION FOUNDATION - BRANDING, OUTDOOR CAMPAIGN & WEBSITE

LUTHERAN SERVICE SOCIETY - MEALS ON WHEELS - RECRUITMENT CAMPAIGN, LOGO AND WEBSITE

Meals On Wheels
Brought to you by Lutheran Service Society

THE SALVATION ARMY - ANNUAL REPORT

GIRL SCOUTS - DIRECT MAIL

THE FOUNDATION FOR THE LUPUS CENTER OF EXCELLENCE - DIRECT MAIL

MARS HOME FOR YOUTH - ANNUAL REPORT

THE AMERICAN IRELAND FUND - INVITATION

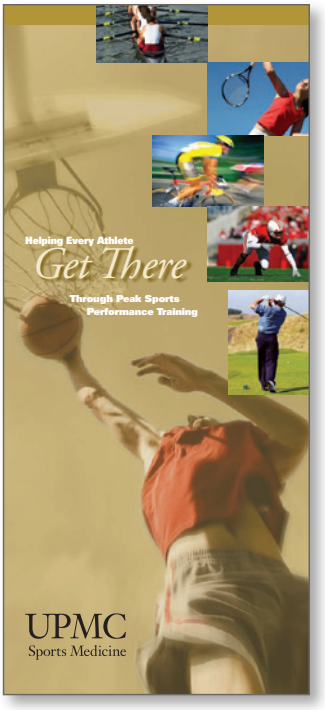
HUMANE SOCIETY - INVITATION

PNC GROW UP GREAT - MOBILE LEARNING ADVENTURE

ADAGIO HEALTH - OUTDOOR ADVERTISING

THE VILLAGES AT ST. BARNABAS - DIRECT MAIL

UPMC SPORTS MEDICINE



ASK DOCTOR G - BRAND, LOGO & WEBSITE

ASK DOCTOR G

Meals On Wheels
Brought to you by Lutheran Service Society

MINI
Smiley
COOKIE

LOCAL
GOODNESS

Red Ribbon
est. 1964
Soda Works

GATORS
GRILLE

ASK
DOCTOR G

AVANTX

Alpine
Electric
EMPOWERING LIFESTYLES

CUBE IT

DRAGONSWOOD
ADVISORS

FIREFIGHTER
THROWDOWN
OPERATIONS BY CROSSFIT SOCAL

THE FIRST ANNUAL
PARTY at the
PIER

CAMMIE SIN'S
TEA BOUTIQUE

NIRVANA
DELI

Jittery's

e-fluent.com

globalanguage.com

GOOD LOOKS
EYEWEAR