

We are available to our clients when they need us. Every client is different and we pride ourselves on being accessible and **open communication** flexible in order to meet the needs of our clients. We are always available for in person communication, phone, e-mail or fax. We will be there when you need us.

Your business is unique – your advertising message should be also. We help you identify your USP (Unique Selling Proposition) **breakthrough creative** and then craft a message to effectively convey that identity to your customers.

Let us help you create a winning strategy to target your customers and then hit them with your message. In our 35+ years, we've just **winning strategies** about seen it all – and we know how to devise a plan for you that will work.

Any plan without good execution and follow-through is doomed to fail. Our media and support team ensure that your advertising effort happens the way it is planned. We negotiate, place, monitor and reconcile all media for our clients, by operating **thorough execution** in this manner the media is held accountable for all facets of the campaign. If there is an error on the part of the media in the execution of the plan we work as the advocate for the client to correct the problem.



OFFICES

With staffed offices in Raleigh and Rocky Mount, we are uniquely positioned to serve our clients across Eastern North Carolina and the entire Southeast.

raleigh

811 Spring Forest Rd, Suite 1200
Raleigh, NC 27609
(919) 862-0100 ph
(919) 862-0101 fx

rocky mount

2400 Tarrytown Office Plaza
Rocky Mount, NC 27802
(252) 972-4414 ph
(919) 341-2842 fx



M PARTNERS is

a full-service **advertising agency** focused on fulfilling the advertising/ marketing needs of small to medium-sized businesses in the Southeastern United States. Our goal from the beginning has, and continues to be, to combine our marketing experience with the needs of our clients to help their business grow. We strive to become a partner with our clients, an extension of their business - not a vendor.

we do this by providing:

open and frequent communication with our clients

breakthrough creative

winning strategies

thorough execution



AM Advertising • Media • Consulting Co.

WHO ARE WE?

mack moore

Founder and President/
CEO

A 20-year industry veteran, Mack followed an award-winning broadcasting career by founding M Partners in 2000. Since then, he's led the growth of the agency to its current status as a top-20 ranked agency in the Raleigh-Durham market. Known around the office as Mr. Media, Mack has a knack for getting the most out of a media budget. In addition to his many duties at the agency, Mack serves as President of the Ad Club of the Triangle, and the UNC Journalism School Alumni Association, as Scoutmaster of BSA Troop 236, and on the UNC GAA Board and the UNC Journalism School Board of Visitors.



amy davis

Vice President

After a successful 15-year broadcasting career operating radio stations from Rocky Mount to the coast, most notably WSAY and WRMT. Amy joined M Partners in 2003 and opened an M Partners branch office in Rocky Mount in early 2004. Her years of advertising and promotions experience in Eastern NC allows her to guide clients to the highest and best use of their marketing dollars. When not at work, Amy can be found at her home in Nash County with her two young sons, her horses and her ever growing list of other animals. Amy stays involved in the community by serving on the board of the Down East Radio Reading Service and the College Transfer Advisory Committee at Nash Community College. She keeps her passion for horses alive by teaching riding lessons and hosting special camps for area youth and she works as a volunteer with her sons' Cub Scout Pack.



OUR SERVICES

advertising

- Breakthrough Creative
- Brand development
- TV/Radio/Print production
- Website development
- Graphic Design/Layout
- Brochures / Collateral Material

media

- Efficient, effective media plans
- TV*Radio*Print*Web*Direct
- Mail*Outdoor
- Sports Marketing

consulting

- Strategic Planning
- Co-op Group Coordination
- Group Meeting Presentations

Our Creative Partner is **STRATEGIC INSIGHTS –**

a Raleigh brand-building and creative agency with whom we've worked for many years. We work closely with our partners at S.I. to bring national agency talent to local and regional clients. From Brand Identity creation to website development to award-winning creative, let us show you how the creators of Click it or Ticket and Booze it and Lose it can take your brand or advertising message to new heights.

OUR ALLIES

