

COMPANY FACT SHEET

CTC Overview

CTCreative (CTC) is a strategic marketing firm focused on helping companies grow. CTC helps companies identify and articulate their company's unique value and engage customers at every point of contact. CTC creates strong, consistent, innovative and trusted brands that move customers quickly from awareness to advocacy.

At CTC, clients prosper by promoting the truth about themselves and their markets, developing new tools for greater brand insight. CTC, in turn, prides itself in creating the most innovative, effective, and intelligent marketing communication ideas.

Through the proprietary VALCORT® Growth Process, CTC helps companies grow quickly and efficiently by closing the gap between people, message and activities to improve customer engagement, shorten the sales cycle and increase sales. CTC provides thought leadership, marketing strategy and creative support to our clients through three distinct area practices.

CTCreative Facts

Vertical Experience:	Manufacturing, Financial Services, Merger & Acquisitions, Healthcare, Associations, Education, Non-for-profits		
Recent Clients:	Advantax, Awana, EIIA-Educational and Institution Insurance Administrators, FONA-Flavors of North America, Indianapolis Colts ITW Red Head, ITW Hi-Cone, Reyco Granning		
Products & Services:	VALCORT® Growth Process VALCORT Strategy Group Marketing Communications Group Change Integration Group		
Patents & Certifications:	The VALCORT® Process, VALCORT® ROI Survey		
Affiliations:	American Association of Advertising Agencies (AAAA) American Marketing Associations (AMA) Direct Marketing Association (DMA) Chicago Association of Direct Marketing (CADM)		
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