



AT THE DALTON AGENCY, WE'RE DRIVEN TO PROVIDE a perfect balance of the services you need to raise awareness, increase market share and boost sales. Because — as much as some agencies hate to admit it — great work without great results is bad for us, bad for you and bad for business. Period. That's why, over the past 20 years, our clients have come to rely on us as much for our guidance as for our advertising and PR programs. They know we're focused on the big picture — and their bottom line.

AGENCY INFORMATION

65 employees

\$57 million in capitalized billings

4 OFFICES: Jacksonville, FL; Orlando, FL; Savannah, GA and St. Petersburg, FL

ACCOUNT CATEGORY FOCUS:

- Consumer Branding
- Business-to-business
- Healthcare
- Finance
- Luxury Real Estate
- Travel and Tourism
- Sports Marketing

ADVERTISING:

- Account Planning
- Creative Development
- Graphic Design
- Media Buying/Planning
- Channel Planning
- Interactive/Web Development
- In-house Broadcast Production

PR+:

- Public Relations
- Media Relations
- Internal Communications
- Government Affairs
- Media Training
- Events/Promotions
- Crisis Communication
- Social Media

BRAND ENGINEERING:

- Brand Research
- Brand Viability
- Brand Reinvention
- Brand Evolution

KEY CLIENTS



BAE SYSTEMS



LEADERSHIP

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