



**MarketPower is a unique Marketing Consultancy, seamlessly combining select strategic and creative services. We integrate practical Business Strategy...bull's-eye Positioning...effective Direct Marketing Tactics...and impactful, quality Creative Campaigns. Seamlessly, with no "disconnect." Helping you produce better results...faster...cost-effectively: leads...sales...awareness...business operations, and more.**

We work with large and small organizations and agencies, using efficient, customized teams. Program basis, or *ala carte*.

Our principal's extensive client experience includes...

- Active Parenting
- American Association of Retired Persons (AARP)
- American Cyanamid
- American Marketing Association (AMA)
- American Security Insurance
- American Health & Fitness Centers
- American Legion
- Arthritis Foundation
- Athletic Club Northeast
- AT&T-Communications
- Atlanta Ad Club
- Atlanta Jewish Community Center
- Bank South
- BellSouth Advertising & Publishing
- BellSouth Mobility
- BellSouth Communication Systems
- Best Western
- Billian Publishing
- Caldwell List Company
- Canada Life
- Champion Mortgage
- Christian Children's Fund
- Communication Arts
- Complementary Software, Inc.
- Consumer Reports
- Contel Cellular
- Coverdell & Company
- CSX Transportation
- Direct Marketing Association
- Dow Jones Software
- Doubleday
- Electrolux
- Equifax
- Erdas Software
- Executive Expeditions
- GeoNeighboring Database Services
- Georgia Technology Sourcebook
- Georgia Trend
- GTE Wireless
- Helen Keller International
- House & Garden
- IBM

- Investor's Business Daily
- Kimberly-Clark
- Kitchen & Bath Business
- Koyfman Whole Body Cleansing
- Lifestyle Change Communications
- Medirisk
- Michelin
- Mississippi Power & Light
- Norrell
- Old-House Journal
- Penny Power
- Physician Sourcing & Search
- Public Broadcasting Association of Atlanta
- Qualex (Kodak Colorwatch)
- Real Estate Trends
- Sandra K. Meltzer & Associates
- Sears (Amre)
- Smart Card Retail Systems
- Six Flags (national accounts)
- Sprint
- Strategic Financial Alliance
- SunFlex Software
- Super Signs Super Fast!
- TechLINKS
- Technical Industries
- Tru Green
- Trust Company Bank
- U.S. Office Products
- UUNET Technologies
- Verizon/AirTouch Cellular
- Weight Watchers Magazine
- Winning Software...and more, in various business categories.



**PROFESSIONAL AFFILIATIONS**

- American Marketing Association
- American-Israel Chamber of Commerce
- Atlanta Marketers Forum
- Business Marketing Association
- Center for Direct Marketing Education And Research
- Direct Marketing Association
- Direct Marketing Educational Foundation
- Robert Fritz, Inc.

**PROFESSIONAL RECOGNITION**

- Direct Marketing Association (SouthStar and Echo Awards)
- American Marketing Association (Interactive Conference)
- Southeast Direct Marketing Association (SouthStar)
- International Ass'n of Business Communicators (Golden Flame)
- Business Marketing Association (Peach)
- Atlanta and Birmingham Ad Clubs (ADDY Awards)
- Direct Marketing Creative Guild (John Caples International)