

CARPENTER ADVERTISING AGENCY GROWING



An advertising entity in Memphis is prepared to push forward in their most recent repetition of a long career in communication, according to The Commercial Appeal of Memphis, Tennessee. With a stable trio of years under their belts, Doug Carpenter & Associates will add two times the amount of floor space they already and hire two new workers. Doug Carpenter began in advertising in 1984. In 1988, he started Doug Carpenter Advertising. 13 years later, he found a partner and the company became Carpenter/Sullivan, which publicized the relocation of the Vancouver Grizzlies to Memphis. Five years after that, they obtained Sossaman + Associates to create one of the biggest local companies. With 40 workers on board, they became known as CS2. In 2009, Carpenter sold CS2 and began a new project. His latest work was a two-person firm which is currently known as Doug Carpenter & Associates. With fresh additions such as director of creative implementation Wilder Hubbard and copywriter Andria Brown, Carpenter's staff is now at nine. Hubbard used to work for Oden Marketing. He has worked in the advertising and marketing industry for the last 25 years. Brown has been a professional writer for the last 15 years. She has previously written for the Chicago Tribune, the Memphis Flyer and the Commercial Appeal. Carpenter states that operating a smaller organization isn't necessarily a negative thing. He wants to expand the agency as they get more clients, but the company won't acquire an account just to have it. The plan for the firm is to center their attention on long-lasting bonds as opposed to short-term relationships. A few of their dozen clients have been affiliated with the company for a pair of years. This year, Carpenter believes every client prospect is different, making their plan crucial to landing the right fit. According to Carpenter, it takes a while to get acclimated with a client's environment, but it is time necessary in order to build a good relationship. Clients meet on a normal basis with Carpenter's workers, even if no specific set of talking points is on the table. The company is located in the third floor lift at 431 South Main. The brick suite has a direct sight line to the National Civil Rights Museum. The space used to be owned by a contractor and now will be divided into more office space. Also included will be a kitchen area as well as a conference room. The space totals up to 5,200 square feet. Carpenter's company re-launched its website a week ago.

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