

THE INTERSECTION OF HEALTHCARE & CONSUMER MARKETING

PURPOSE BUILT FOR YOUR BRAND

SPM is not your typical marketing agency. We are 100% healthcare focused, but consumer driven, making us uniquely qualified for your brand. We offer a powerful combination of healthcare industry insiders who understand your business, mixed with consumer marketing professionals who know your target on a deeper level. Together, we have led some of the most well-known global brands—AT&T, Citi, Coors, Disney, Gatorade, General Mills, P&G, McDonalds, State Farm, and Walgreens to name a few. Bringing the best of both worlds to your brand means more meaningful connections with your consumers. That's the SPM Advantage.

CAPABILITIES THAT CREATE CONNECTIONS

- Brand Strategy, Architecture, and Design
- Proprietary Insights and Custom Research
- Creative Concept, Art, and Copy
- Print, Video, Audio, and Digital Production
- Media Strategy, Insights, and Research
- Omnichannel Media Planning and Buying
- Digital Programmatic, Social, Strategy, and Buying
- SPM Media Efficiency Network
- Campaign Optimization, Analytics, Reporting, and Data Visualization



Want to get SPM on your side? Give us a call to find out more and learn about the SPM Advantage. Contact Bill Tourlas at tourlas@spmmarketing.com or **708.246.7700**.

UNCOVER THE PERSON BEHIND THE PATIENT

WE DISCOVER INSIGHTS OTHERS DON'T.

Our exclusive research tool, the *SPM Consumer Compass*SM shows healthcare consumers in a new light. This interactive database goes beyond typical research studies—uncovering who your patients really are, what makes them tick, and what drives their decisions. This unique combination of consumer and healthcare insights means more relevant, more targeted, and ultimately more successful marketing for your brand.



Want to know more about your health consumers? Give us a call to find out surprising insights from the *SPM Consumer Compass*SM. Contact Bill Tourlas at tourlas@spmmarketing.com or 708.246.7700.



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