

**TMC is the premier agency devoted to the marketing needs of the chemical and specialty ingredient industry. Our expertise helps manufacturers and distributors market their ingredients to brands worldwide.**

## EMPOWERING INGREDIENT BRANDS SINCE 1986

Air Products  
AkzoNobel  
BASF  
Elé  
Evonik  
Fitz Chem  
Graham Chemical  
Ingredion  
Interpon  
Lonza  
Lubrizol  
Nouryon  
Ravago  
Stepan  
Univar Solutions

## AREAS OF SPECIALIZATION

### Brand Science

Steering clients to dig deeper with research, strategy development, positioning, audience profiling and *TMCINSIGHTS* competitive business intelligence

### Brand Uniqueness

Helping clients establish a platform with name and identity generation, brand architecture, standards development and brand management

### Brand Voice

Guiding clients thought leadership and positioning with content writing, technical writing, public relations, and social media

### Brand Personality

Delivering ingenuity and conceptual ideas, theme development, and innovative design

### Brand Engagement

Enabling clients to communicate to their channels using comprehensive tactics:

- Apps, websites, SEO, web maintenance, custom IT
- Audio and video, photography, motion graphics, presentations, virtual reality, interactive 3D maps
- Catalogs, case studies, white papers, brochures, mailers
- Demand generation email and landing pages
- Digital, print, out-of-home advertising, media management; Certified Google Adwords Specialist
- Exhibit design, interactive displays and kiosks, show support, meeting and event planning
- Geofencing
- POP, promotions, packaging
- Social media calendars, execution and management

### Brand Effectiveness

Transforming data into insight with analytics, analysis and measurement

