

FACT SHEET

OVERVIEW

Hughes is a multi-disciplined strategic communications resource that helps companies grow faster, and more profitably. What started as a traditional advertising agency some 30 years ago has evolved into one of the region's largest independent agencies that achieves client marketing and sales objectives through strategic brand planning, intelligence, technology, advertising and public relations.

Core Beliefs

We believe...

- ...in mutual respect and encouragement for the opinions of others.
- ...in partnering with clients that are progressive and collaborative.
- ...in solving your business problems with creativity rather than simply taking an order.
- ...in partnering with organizations that enhance the quality of life.
- ...both the client and agency have to be happy with the finished product.
- ...in setting clear objectives and measuring the results.
- ...thinking and ideas are the most valuable resource we have to offer and are worth the investment.
- ...it hasn't all been done before.

Our Approach

Strategically Grounded – Based on what clients tell us, our chief area of expertise is strategic development. We know how to establish a solid brand platform from which all communications can launch consistently and successfully. Our collaborative four step development process lays the foundation for internal buy-in and support followed by a measurable, integrated tactical plan.

Channel Intelligence – Hughes provides clients with an in-house intelligence resource that provides ongoing insights into a client's industry or audience. This function is an integral part of creating a holistic planning approach that bridges strategic planning, media planning and creative development much earlier in the process. This results in the development of strategic insights faster, which produces a faster ROI.

Creatively Driven – We're creative in every area of our thinking — from the message to how the message is going to be delivered. Our goal is to build relationships with client audiences through two-way dialogue, not one-way messaging by identifying brand touchpoints that make an impression at every point of contact.

A Technology Foundation – Everything we do leverages technology opportunities that connect with your target audience. With a robust internal team, we develop solutions that create change and establish a desired behavior.

Magnet Affiliation

Since 1982, Hughes has been a member of MAGNET, an agency network of affiliates that provides agency partners in the U.S., Europe and Asia. The advantage to our clients is the ability to provide local demographics, competitive analysis, consumer trends, business resources and the ability to control a consistent branding message in markets throughout the U.S. or around the world.

FACT SHEET

LEADERSHIP

Jim Schnurbush Chairman

Bill Hughes Managing Partner

Eric Karlovic Partner

Barb Pierce Chief Public Relations Officer

OFFICE LOCATION

1141 S 7th Street
St. Louis, Missouri 63104
314.571.6300
hughes-stl.com

MEDIA INQUIRIES

Barbara Pierce Chief Public Relations Officer

Email: bpierce@hughes-stl.com

Office: 314.571.6296 Cell: 314.580.8593

Twitter: [PRPierce](#)

LinkedIn: <http://www.linkedin.com/pub/7/87a/500>

Michelle Mason Senior Public Relations Manager

Email: mmason@hughes-stl.com

Office: 314.571.6337

Twitter: [Michelleimason](#)

LinkedIn: <http://www.linkedin.com/pub/8/884/9b9>