

# Who We Are

Pappas Group is an award-winning, independent creative agency that builds brands and experiences people love. We've purposely built a small, nimble agency where creative, strategy, technology, media and marketing collide to create big ideas and thoughtful experiences. Part art and part science, creating work that people love gets all of us fired up everyday, connects consumers to our clients' brands and delivers big results.

# Why Clients Hire Us

We think big, perform big and deliver big for our clients everyday on every project. An open and brutally honest relationship with clients leads to work of the highest quality, achieving the results we all want. Our approach to solving complex business challenges is pretty simple: build brand experiences that people will love. It is our belief that setting the bar this high leads to bigger brand ideas and more insightful work that people want to engage with. And we do it all because our people are true hybrids with diverse backgrounds in creating integrated solutions that produce real results. This is how we **deliver big**.

## Key Facts

Established: 2003

Independently owned

Headquarters: 671 North Glebe Rd. Suite 700 Arlington, VA 22203 703.349.7221 with an office in San Francisco.

## Awards

Our work most importantly produces the results our clients desire. It just so happens that when we consistently deliver big for clients, we get recognized for it by some of the most prestigious awards festivals.

Webby's, AMA M Awards, Rebrand 100 Global Awards, AIGA, ADDY's, W3

### What We Do:

BRAND

MARKETING

ADVERTISING

MEDIA

### Strategy

Brand Strategy  
Marketing Strategy  
Interactive Strategy  
Brand Architecture  
Media Planning  
Media Buying  
Research  
Analytics  
Naming

### Design

Identity  
Information  
Interface  
Environments  
Web Experiences  
Mobile Experiences

### Technology

SEO  
Ecommerce  
Mobile  
Email  
HTML  
Flash  
Content  
Management

### Production

Innovative Media  
Motion Graphics  
Video  
Print  
Social Content  
Guerilla

# Clients

(Active clients are in red)

## Automotive

VW Credit, Inc  
Mazda  
Toyota

## Communications

PR Web (a division of Vocus, Inc)

## Consumer Goods

Hanes Brands  
Honest Tea  
Pure Matters  
Rosetta Stone

## Education

American University  
Blackboard  
Discovery Education  
Georgetown University  
Harvard Business Publishing  
Hobsons/Naviance  
Presidium

## Media & Entertainment

AOL  
CSG Systems  
Discovery Channel  
GSI Commerce  
Syfy  
TLC  
The Washington Post

## Not-for-Profit

NACHA - Electronic Payment Assoc.  
Oceana

## Professional Services/Technology

XO Communications  
.CO Internet  
MBO Partners  
Network Solutions  
Object Video  
Octo Consulting Group  
Plateau Systems  
Software AG

## Financial

GEICO  
JPMorgan Chase  
Travelx

## Security

Alarm.com  
Kastle Systems  
TDI Security  
Voxtec

## Travel & Tourism

BostonUSA.com  
Clyde's Restaurant Group  
Destination D.C.  
Gozaic / National Trust for Historic  
Preservation  
Hilton Hotels & Resorts  
DoubleTree by Hilton

## Healthcare

Modernizing Medicine  
Vital Spring Technologies  
Pfizer  
Quest Diagnostics

## Site, Blog, Twitter

[www.pappasgroup.com](http://www.pappasgroup.com)

[www.pappas.co](http://www.pappas.co)

[@pappasgroup](https://twitter.com/pappasgroup)

## Contacts

### New Business Inquiries:

Allison Mataya, Sales and  
Marketing Director  
Office: 703-349-7241  
[amataya@pappasgroup.com](mailto:amataya@pappasgroup.com)

### Media Inquiries:

Brad Rizza, Communications  
Manager  
Office: 703.349.7245  
[brizza@pappasgroup.com](mailto:brizza@pappasgroup.com)