

Agency Fact Sheet



ABOUT US

Balance Creative partners with advocacy groups, member & trade associations, and non-profit organizations to help them achieve success and realize their mission, by strengthening their marketing and communications efforts.

Marketing that motivates.

Through our balance of approach, creativity, and experience we develop marketing strategies that motivate people to action.

Our team has deep expertise working with organizations that depend on the actions and advocacy of their members and audiences. We operate Balance Creative under one powerful premise: compelling creativity - balanced with relevant strategy - has the power to influence attitudes and actions.

OWNERSHIP

Founded in January 2012, the firm operates as a partnership with two principal partners.

AGENCY LEADERSHIP

With a combined 40+ years of experience in the advertising & design industry, the firm is led by:

- Jim Edmon - Principal, Creative + Design Services
- David Caldwell - Principal, Advertising + Marketing Services

CORE SERVICES

Balance Creative has extensive creative management experience and works with some of the top people in the creative fields of writers, photographers, programmers, illustrators, printers, and others... to make your project rise above the rest.

Our capabilities include:

- Advertising design & coordination (print, online)
- Branding & identity programs
- Website design
- Publication design
- Conference theme development & implementation
- Conference & event materials design
- Social media strategies
- Message & position planning

- Signage solutions
- Broadcast solutions (radio, tv)
- Video content
- Copywriting
- Photography & art direction
- Custom illustration (infographics, maps)

CLIENTS

- American Association of Equine Practitioners (AAEP)
- Association of State Dam Safety Officials (ASDSO)
- Appalachian Regional Healthcare (ARH)
- Central Music Academy
- Employment Solutions
- Frontier Nursing University (FNU)
- Hope Center
- Horizon Health
- International Inbound Travel Association (IITA)
- Jubilee Jobs of Lexington
- Junior League of Lexington
- Kentucky Association for Environmental Education (KAEE)
- Kentucky Bar Foundation
- Kentucky Bourbon Trail
- Kentucky Coalition of Nurse Practitioners/Nurse Midwives (KCNPNM)
- Kentucky Distillers Association (KDA)
- Kentucky Pharmacists Association (KPhA)
- Kentucky Science & Technology Corporation (KSTC)
- Lexington Children's Theatre
- Music for Mission
- Quest International Users Group
- Operation Unite
- Prichard Committee for Academic Excellence
- SOAR
- University of Kentucky Area Health Education Center (AHEC)
- YMCA of Central Kentucky

BALANCE CREATIVE
257 North Limestone
Lexington, KY 40507

T: 859.381.9510

E: david@balancecreative.net

balancecreative.net