

WHAT IS MISSION HOUSE CREATIVE?

Mission House Creative (MHC) is a marketing and communications firm offering an award-winning team of diverse creative talent in design, advertising and public relations.

WHAT MAKES MHC DIFFERENT?

1 you. Your message is our mission. Our work reflects who you are and what you want to say. We put our diverse creativity to work to bring your message to life. Not only do we avoid delivering a cookie-cutter look, we don't deliver any look until we've taken the time to get to know you and understand your specific industry, audience, culture and objectives. We are passionate about getting it right for you and for your audience.

2 creativity that doesn't quit. This is the gem that makes Mission House Creative different. Expect to be surprised. From concept to production, we are confident in our ability to dream up and present creative that you can get genuinely excited about. Our work is diverse, passionate and award-winning. MHC represents talent in various media, styles and industries. We believe no matter what parameters exist, there is always a way to make it better. And we do, over and over.

3 we really care. Top-notch account service at Mission House Creative means dedication to your project objectives and complete, consistent attention and follow-up. As the client, you are always kept in the loop, always consulted for opinions and approvals when appropriate, and always the recipient of fresh, creative ideas. No watering down these babies! You can grow to expect regular communication and an ally relentlessly on the lookout assuring that what we're proposing and executing is in line with your objectives and bottom-line business goals. In addition, designers collaborate directly with account service and you, so that the best ideas don't get lost in transit. This team approach to account service will put you at ease, no matter how many projects we're managing for you.

4 our age. We are a young, ambitious company, which naturally lends itself to fresh creativity. Our energy, fresh ideas and proclivity for taking calculated risks means working with us is fun, exciting and rewarding. We are young enough to enjoy trying what hasn't been tried before, but not so green that our counsel is inappropriate. We've been there before, worked alongside the best of the best, and have witnessed "been there, done that" creative. Our culture is forward-thinking so we are consistently looking for new ways to help you be successful. We have the motivation and experience to see you through to achieving your bottom-line business goals. And to boot, we have the energy to keep the momentum going and going...

5 we are always thinking. Our strategic thinking and client-centric approach enables us to always be thinking about you, your target audience(s), and how multiple projects can integrate with one another. You should expect us to be able to explain every decision we make. We'll want to know what you like, dislike and the reasons why. We take an "involved approach" in order to effectively suggest the most appropriate integrated ideas. The possibilities are endless. That's why we are always putting ourselves in your shoes, and thinking.

WHEN WAS MHC ESTABLISHED?

Mission House Creative began as a sole proprietorship in January 1999 by Carol Roessner, a talented creative strategist. In just three quarters, our burgeoning portfolio required accomplished business entrepreneur, Jim Roessner, to join the team. A year later MHC incorporated. The husband and wife team now manage a full staff of creative, production and account services with a history of revenues doubling every year. Our rapidly growing Raleigh, North Carolina agency boasts a youthful, talented and energetic staff providing creative, integrated marketing communications solutions.

WHAT ARE YOUR CREDENTIALS?

*Carol Roessner,
President and Creative Director*

A visionary and creative strategist, Carol offers 8+ years of creative management experience to her leadership of Mission House Creative. In addition to her award-winning creative work as a designer in the New York metro area and later in Raleigh, her portfolio includes design directorships with non-profit organizations such as AIGA and CIVA, with a focus on reviving, managing and growing successful communications programs. In 1999, Carol started Mission House Creative. Expanding the business from a graphic design firm to marketing communications, the Agency's work has been recognized nationally for creative excellence across a broad spectrum of industries. In addition, Carol was named an "up and coming business leader making a difference" in Triangle Business Journal's 2001 40-under-40 feature. Carol earned her B.A. (Summa Cum Laude) in graphic art from Messiah College in Pennsylvania.

*Jim Roessner,
VP Operations and Business Development*

As a founding partner, Jim brings nearly 10 years of business knowledge in the technology, finance and entertainment industries. Before joining Mission House Creative, his performance in sales and management roles with IBM, Norwest/Wells Fargo, NFL and World League Soccer earned numerous awards and recognition. An accomplished entrepreneur, Jim's practical, business-focused leadership is a valuable asset to MHC clients and the rapidly growing company itself, as he oversees operations and business development. Jim earned his B.A. (Summa Cum Laude) in Management/International Business from Appalachian State University.

HOW DID YOU CHOOSE YOUR NAME?

A mission house is a place where people and relationships are valued. We chose the name because it represents the values by which we want our company to operate. Our mission is focused on you, your message and your goals. We make it a priority to get to know you, as well as make Mission House Creative a great place to be. MHC should be a place that you enjoy working with as much as you enjoy the work. Last but not least, we are creative to the core. And we put that creativity to work for you.

WHAT IS YOUR MISSION?

Our mission is to help the clients we serve achieve bottom-line business goals and real results. It's our job to think smart and be creative so that we're able to help our clients look ahead, think big-picture and make big things happen.

WHAT ARE YOUR SERVICES?

Because of our diverse staff, big-picture approach and cultivated industry network, we can provide services for you in a variety of areas. MHC can seamlessly manage the project turnkey or simply provide the consultation and planning you might need.

DESIGN	Identity, Print, Environmental, Web/Multimedia
PUBLIC RELATIONS	Counsel/Planning, Writing, Media Relations, Event Planning
STRATEGY	Counsel/Planning, Research, Branding
ADVERTISING	Print, Outdoor, Direct, Radio, Media Research/Planning/Placement

Support & Production

Our philosophy of custom-built teams requires that we select the best-suited professionals for your project. Between the diverse talent of the MHC team and our professional network, we choose the appropriate experience and talent for all the details of your project. These services include: Writing, Photography & Illustration, Print/Production Management & Print/Production Vendors

WHY DESIGN, ADVERTISING & PR?

We are big picture thinkers. We believe that your marketing and communications efforts are not just tactics to be executed, but an integral part of your organization's communications strategy. Design. Advertising. Public Relations. They are all vehicles of communicating your message. We realize that planning, coordination, consistency and smart creative thinking is what enables you to make the most of your marketing and communications dollar, especially in this economy. MHC provides full-time talent as well as a cultivated network to integrate all three disciplines and efficiently advise, strategize, create or simply collaborate with you. Wise utilization of resources is a must for running our business. We know you understand the concept.

HOW DO YOU PROVIDE ALL THREE?

Mission House Creative prides itself on not being a "one-size-fits-all" agency. We custom-assemble an appropriate team to meet your needs, based on the strengths and professional experience of key individuals. Between MHC associates, we have extensive knowledge and a history of practical (yet creative!) application in design, advertising and public relations. Key departments in-house oversee specific team members selected for each project. This is structured as follows:

ACCOUNT SERVICES	Account management oversees the team selection and work of account coordinators related to projects
CREATIVE SERVICES	Creative director or art director oversees the creative team selection and art directs the creative process
PRODUCTION SERVICES	The production manager oversees the scheduling and specific production needs based on set deliverables

WHO ARE SOME OF YOUR CLIENTS?

Mission House Creative works with a variety of clients including UNC Chapel Hill, UNC's Kenan-Flagler Business School, Duke University Medical Center, MDeverywhere, Biovail Pharmaceuticals, and Canopy Systems, among others.

DO YOU SPECIALIZE IN CERTAIN AREAS?

No. Instead, we are "cross-cultural" to the core, specializing in understanding you and your message from all perspectives. Thus, our creative work is uniquely suited to you and you alone – not your competitor – giving you a dynamic and powerful image. The diverse experience of our team has provided valuable insights for our clients. The talent working at Mission House has extensive, in-depth experience in science and medicine as well as with universities and education. In addition, we possess an extensive background working with technology, financial, consumer packaged goods and non-profit clients.

CAN YOU WORK LONG-DISTANCE?

Absolutely. Our dedication to first-rate creative and client service is not bound by "Raleigh City Limits" or "Welcome to North Carolina" signs. For example, our work includes development of a creatively bound political position paper for Brown University and creation of a global program brochure involving constituents in Brazil, Mexico, Holland and Hong Kong. A second example is our PR work with Biovail Pharmaceuticals, which required coordinating photo shoots and talent in various states within a very tight timeline.

WANT TO LEARN MORE?

New business inquiries: business@missionhousecreative.com

If our thinking and creativity has intrigued and inspired you and you wish to discuss your goals and challenges with us, please email your questions and thoughts. Or, if you prefer, call us directly at 919-781-6060.