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iconic ideas

An Iconic Idea is a meaningful symbol or concept consumers adopt to instantly identify and share your brand.

Imagine the competitive advantage you'd have if every time a consumer saw or heard a message from you: Click! They connected your brand with a distinctive emotion or idea.

An Iconic Idea is an instant embodiment of your brand's DNA. Honest and authentic. Differentiating and clear.

An Iconic Idea not only connects consumers with brands and product lines, it engages, focuses and inspires entire organizations. This can accelerate your marketplace momentum. Increase your service performance. And put internal staff and external partners on the same page.

Iconic Ideas work.

The power of an Iconic Idea is why Preston Kelly clients show results faster. Grow when others have been shrinking. It may also be why clients keep us around over twice the industry average. (8.83 yrs vs. 4.34)

Capabilities

Preston Kelly is the rare full-service agency without the silo mentality and profit center motives that tear down an iconic brand story. Members of these in-house disciplines collaborate from the same strategic core: Advertising, Brand Strategy, Design, Direct, Interactive, Guerilla/Street Marketing, Media/Connections Planning, Public Relations.

Ownership

Fiercely independent/employee-owned by all 45 of us.

Billings

\$55,000,000 (capitalized)

Worldwide Partners

Preston Kelly is an equity member of Worldwide Partners, a network of 92 independent agencies spanning the globe (48 are in North America). This international network gives us instant local roots through Worldwide Partners' indigenous agencies.

Advertising Age's 2010 Midwest Small Agency of the Year

Current Clients

Baker Tilly
Be The Match
Central Research Laboratories
Grand Casino Mille Lacs & Hinckley
HealthPartners
HowStuffWorks.com
Mall of America
Minnesota Zoo
Physicians Mutual
Piper Jaffray
Roundy's Supermarkets, Inc.
YMCA