

Dave Bolick: Sample small business promotion article

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A small media design firm needed an article to promote its services in a special issue of a local business publication. I used a simple question-and-answer format to highlight the firm's message.

Got Media? Paul Feith Talks About Design and Advertising

BY DAVE BOLICK

Paul G. Feith has plenty to say about design and media. Just ask him. That's what writer Dave Bolick did recently, when he and Paul sat down together at Paul's Naperville-based design studio, Paul Gregory Media.

You've only been open for business here in Naperville for less than a year. How's business been so far?

Fantastic. We knew we were going to be successful here, but we were surprised at how fast things took off. We never even got around to throwing the grand-opening bash we were planning. We're really excited about 2007, too. We're planning to bring on more designers and get involved in more community projects.

What brought you to Naperville?

My wife and I moved here 11 years ago, and we fell in love with the town and the people. I always knew I'd set up shop in Naperville. The people are great, the business community has been very supportive, and we've never regretted coming here.

What kinds of services do you offer?

We're a full-service graphic design and media company, including print, audio, video, and Web. We're primarily a design house, and we partner with other companies for commercial production, printing, talent, and so on.

How did you get started in media and design?

I have a lot of experience working on websites for Fortune 500 companies, including both the creative side and the technical aspects. That background has come in handy with clients who need fresh designs for their company sites, or pages that need to fit with existing complex websites. And given that so much of media is tied into the Web these days, that knowledge has come in very handy.

A lot of people worry about how much 'commercial noise' there is everywhere you look. Any thoughts on that?

That's a really good question, and I think there's a major upside to that which a lot of people don't realize. We can all take issue with certain types of advertising, but if you look back a hundred years or so, it was as much a public service as anything. Back then you would have seen things in the newspaper like, 'General Store – 123 Main Street, Naperville – Open for Business.' You didn't have all these billboards all over the place

back then, and of course there was no radio or TV. There just weren't that many businesses competing for attention. Now it's different. There are millions of messages out there because, for one thing, there are so many more people, and there are many more products and services available and businesses that want to sell them to us. So the upside to 'commercial noise' is that we can buy just about anything we need or want, and the intense competition among companies keeps prices as low as they can be. Can you imagine a modern company running a plain text newspaper ad saying 'Open for Business'? Now it's all about creating 'brand identities.' Our part of that process—design—creates a powerful mental shorthand for communicating the benefits of all these brands. So I see effective media design as a very positive force for communities for two reasons: 1) it communicates a lot of information to consumers quickly and with very little effort, and 2) it helps build thriving businesses, which are obviously essential to building strong communities.

What would you tell me if I were considering hiring Paul Gregory Media?

I would tell you that we're a full-service media company, offering everything from product and service brochures and company websites, to sophisticated digital audio and video productions. I'd tell you that we know what works best for your industry and how to reach your audience at the lowest cost per customer; and that we manage everything from the initial consultation and creative brainstorming to the final execution of your campaign. I'd tell you that, above all, we're great at what we do because we have not just the creative skills, but also the hard business knowledge and corporate IT background to build successful campaigns. Our 100 percent repeat business rate can testify to that. It's almost a cliché, but we listen better. That's how we build relationships, and that's why our clients' brands are so successful.

Paul Gregory Media is located at 2020 Calamos Court, Suite 200 in Naperville. Visit the company's website to learn more, at www.paulgregorymedia.com, or call 630-799-1571.