



For immediate release

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Creative Company's president to speak at National Telecommunications Conference

MCMINNVILLE, OR: Jennifer Larsen Morrow, president of Creative Company, has been tapped to speak at the spring marketing and public relations conference of the National Telecommunications Cooperative Association on April 30. Held in San Antonio, Texas, the conference will draw rural and independent telecommunications professionals from across the U.S. Creative Company is a strategic branding and communications firm based in McMinnville, Oregon.

Morrow's session, entitled "Branding for Bigger Marketing Results," will focus on the key elements of a brand and its importance to the success of a company's ongoing communications and marketing program. In the lively and example-filled presentation, she will emphasize the methods and media geared towards achieving maximum impact for marketing messages, with plenty of ideas and insights to stimulate thinking. Recently, Morrow also presented two workshops at the Governor's Marketplace Conference for Small Business, held in Salem, Oregon.

Morrow and Creative Company are building a strong track record of success in working with local telecommunications providers. Most recently, the agency created a new brand for Canby Telcom, based in Canby, Oregon, to communicate its breadth of services (telephone, digital television and Internet access) and differentiate it from the competition. The resulting new logo and stationery package have won national recognition in numerous awards programs including the Service Industry Advertising Awards, the Rebrand Awards and the International Academy of the Visual Arts.



“These are challenging times for regional telecommunications companies. Many, like Canby, have been successfully operating for many years with little competition but are now grappling with the convergence of media—telephone, Internet and digital television—being offered by many different providers,” said Morrow. “A carefully conceived branding strategy can play a critical role in helping these companies reposition themselves and compete more effectively with the big telecom players.”

About Creative Company

Since 1978, Creative Company’s work in marketing and branding has achieved exceptional results for a wide range of clients, including food-product manufacturers, professional-services firms, universities and colleges and manufacturing companies across the country. Other clients include Linfield College, a four-year liberal-arts college; SELCO Community Credit Union, a credit union with branches in six Oregon counties; Forest Grove Lumber, a manufacturer of specialty lumber products; and Western Oregon Waste, providing disposal services in three Oregon counties.

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