

CUSTOMER THINK THE PASSION TO CHANGE HEARTS AND MINDS

Quick facts:

Roberts Communications is a leading independent New York advertising agency with \$75 million in billings, about 70 full-time professionals and growing. We create integrated communications programs for major national Fortune 500 companies and significant regional clients.

Founded in 1971, headquartered in Rochester, NY, with an office in Minneapolis, MN, Roberts is a solid, stable, profitable organization with special expertise and experience with health care, financial services, and b-to-b clientele. Major clients include MasterCard Worldwide, Blue Cross Blue Shield of Minnesota, Blue Cross Blue Shield Association, Lifetime Healthcare Companies, ITT, Paychex, and Xerox.

Professional affiliations:

AAAA, DMA, PRSA, Worldcom PR Group, B to B Top Ad Agency

We exist to get, keep, and grow customers for our clients. At the strategic level, Roberts creates change in the individual, the market, the channel, or within an organization. We excel at solving marketing problems, activating brand turnarounds, and generating measurable results using our Customer Think approach to account planning.

Services include:

- Branding
- Advertising
- Web/Interactive
- Social media
- Public relations
- Channel activation
- Lead generation and direct marketing
- Integrated media

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