

GRAY

M A T T E R



Intelligent planning.
Smartly executed.
Brilliant results.

**Dedicated Professionals
Committed to
Maximizing Your Success**

Gray Matter Marketing Communications is a full-service strategic marketing, branding and event agency that helps create thought-provoking messaging and exceptional customer experiences, while simultaneously improving market share and commercial growth.

With more than 20 years' experience in every phase of marketing, President Wendy Hagan Gray and her team have a proven track record of creating connections between people and brands that shape perceptions, drive profitability and transform businesses.

We engage with clients who are interested in developing long-term relationships and in creating marketing campaigns that solve challenges and exceed expectations. Close collaboration is essential, and we are committed to working with all departments within your organization to ensure a seamless integration of marketing activities.

Intelligent Planning

Every client has a different objective and we have consistently addressed them all—from increasing revenue through a new brand or product launch, to expanding audience exposure with out-of-the-box events. Whether your requirements are large or small, we believe marketing should be purposeful. Otherwise, you are wasting valuable time and money.





Key Services

- Messaging and marketing plan development
- Brand strategy
- Product/service launches
- Event planning and management
- Project management
- Advertising
- Copywriting
- Collateral and multimedia
- Public relations and crisis communications
- Sales support
- Website design and content



There are many avenues by which to reach your customers, but without a clear purpose and structure for message development and distribution, it is difficult to determine if or how marketing activities are impacting your bottom line. At Gray Matter Marketing Communications, we embrace the big picture and will work closely with you to uncover and understand your challenges, competitors and customer needs. We will help you navigate the market in which you operate, provide honest feedback, and develop memorable, creative solutions that exceed your goals.

Smartly Executed

Gray Matter Marketing believes that everyone has a story to tell, and we are here to help refine your story into a concise and consistent message to drive measurable results. Once the message and plan are in place, we are dedicated to collaborating with your teams to implement internal and external marketing elements, achieve your short- and long-term targets, and deliver all of these within your timeframe and budget.

We create meaningful content, designed to resonate with customers, in a variety of formats and can deliver this across multiple channels to build positive brand awareness and raise your corporate profile. We never stop looking for new ways to cut through the noise and deliver your targeted message to customers when and where you need it most.

Brilliant Results

With more than 300 successful brand and product launches with customers, such as Wings Over Houston, AMC Theatres, Minute Maid Lemonade, Halliburton, BJ Services, Baker Hughes, Forum Energy Technologies and the International Association of Directional Drilling, Gray Matter Marketing has developed a tried and tested methodology that works:

- Take the time to truly understand customer needs and expectations
- Tailor the message to differentiate yourself from everyone else
- Look for ways to amaze your customers with out-of-the-ordinary marketing elements

Tell Me More

Gray Matter Marketing Communications has served a wide range of customers across a variety of industries from B2B, B2C and non-profit organizations. To us, marketing is more than a brochure, pen, tradeshow or even a website.

Through intelligent planning that is smartly executed, we can help you reap brilliant, quantifiable results. Contact us to learn more about how we can get you the recognition your brand deserves.

