



MERCURYcsc
mercurycsc.com
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OUR PRINCIPLES

- Tell your story frankly
- Inspire your tribe
- Localize as much as possible
- Convey your expertise
- Integrate mindfulness/sustainability into the business itself

NICHE

Specialize in connecting brands with an audience who values authentic places and immersive experiences. This audience travels more, spends more and is more influential than the average consumer.

WHAT WE KNOW

DESTINATIONS: MONTANA OFFICE OF TOURISM ■ EMBRATUR (BRAZIL) ■ BOZEMAN CVB ■ BIG SKY CVB ■ COSTA SANTA ELENA (COSTA RICA)

OUTDOOR RETAIL: THE NORTH FACE ■ REI ■ EXOFFICIO

RESORTS & LODGING: BIG SKY RESORT ■ YELLOWSTONE VALLEY LODGE SANTA ELENA PARTNERS (COSTA RICA) ■ GUACALITO DE LA ISLA (NICARAGUA)

FLY FISHING: REDINGTON ■ RIO ■ ORVIS

TRANSPORTATION: NATURE AIR

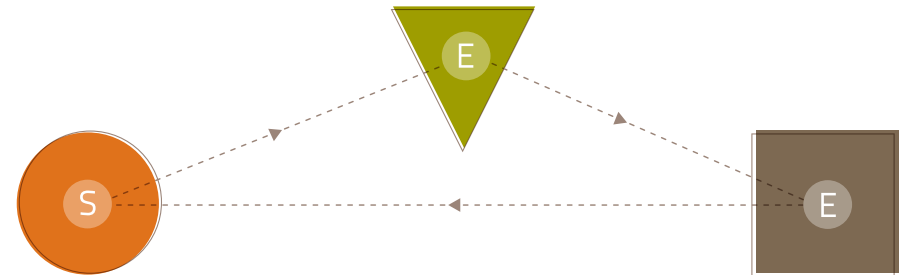
CONSERVATION: THE CONSERVATION ALLIANCE ■ THEODORE ROOSEVELT CONSERVATIONAL PARTNERSHIP ■ TRAVELERS FOR OPEN LANDS

FINANCIAL SERVICES: FIRST INTERSTATE BANK

NON-PROFIT: MONTANA OUTDOOR SCIENCE SCHOOL ■ SPECIAL OLYMPICS

WHAT WE DO

Research, Brand Strategy, Partnerships, Destination Marketing, Public Relations, Media Planning & Buying, Interactive & Web, Stakeholder Relations, Video & TV, Social Media, Print & Collateral, Tracking & Measurement



OUR APPROACH

● STORY:

Who are you, what is your authentic story? The process of connecting you with consumers starts with these most basic of questions. Some of our clients already know these answers, some need us to help them figure it out. Either way, we do a thorough deep dive into your brand, to extract relevant insights. Then we apply those to everything we do for you.

▼ EMOTION:

You know your story, but you're having trouble articulating it. You have all the pieces, but you need help putting the puzzle together. You're not alone. Our process of hanging emotion on the brand brings your story to life through creative imagery. Plus, we'll create a roadmap for the brand that your entire organization can buy into and deliver.

■ ENGAGEMENT:

Dream... plan... buy... experience... share. Your brand must resonate through out every phase. We can help you with the strategy, creative and media tactics to engage the market in PR, interactive, video, traditional — just about any place the consumer touches your brand.