

motivates...

In the marketing communications landscape, Baker Creative is more than a graphic design shop. This full-service agency provides unique, compelling visual perspectives that help businesses enhance the power and ROI of their brand stories.

Baker Creative Capabilities

Clients and companies seeking a single-source for their marketing communications needs chose Baker Creative because they combine a marketer's savvy with an artist's acuity to guide clients in developing a brand presence that connects at an emotional level with their prospect's values and preferences. The agency can also serve as a business' outsourced marketing department or support internal teams by creating and implanting effective marketing and brand strategies.

Baker Creative's integrated marketing communications services include:

- Advertising Design
- Corporate Identity
- Branding
- Broadcast (Radio & TV) Advertising
- Interactive Marketing
- Outdoor Advertising
- Point of Purchase (POP) Designs Promotions
- Public Relations
- Print
- Trade Shows
- Special Events
- Web Design/Promotion
- Business to Business Marketing
- Web/New Media
- Broadcast/Radio
- Experimental Marketing
- Package Design

Please contact: Michele Baker Cuthbert • Creative Director/Principal

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Fact Sheet

Baker Creative

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Where It All Started

More than a decade ago, after serving as art director for The Columbus DispatchMedia Group and several advertising and design agencies, Michele Baker-Cuthbert founded Baker Creative. She started the agency as a way to bring together artists, marketers and business people to help companies tell their selling stories and enhance the power and ROI of their brand.

Integrated Marketing Communications Approach

Baker Creative approaches each client relationship by first listening to the client's business challenges and asking the right questions so that a fully integrated marketing communication program can be developed that best fits their needs. As business people themselves, they understand the demands businesses face daily so each initiative that the agency engages in is delivered on time and on budget.

As part of this program Baker Creative builds compelling selling stories for it's clients that help build business and enhance the power and ROI of their brands. The agency can help take companies to the next level of where they want to be.

The scope of available services provided by Baker Creative includes advertising design, corporate identity solutions, integrated strategies, and public relations using all formats including print, Web, and broadcast.

Client Portfolio

Baker Creative currently serves a diverse clientele, with a specialization in the retail, food/restaurant, pet and business-to-business industries, by helping them solve unique communication challenges.

Dedication to The Community

Baker Creative believes strongly in giving back to the community that has been so generous to the agency throughout the years. This is reflected in Michele Baker-Cuthbert's work as an adjunct professor at several leading Columbus area universities. She also is a appointed judge for several nation business and design competitions. The agency's list of pro-bono work that continues to grow.

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