



It's important to know what your marketing agency stands for. BBG&G is a woman-owned business, with strengths uniquely suited to the changing economy. For us, the nature of success is less about our bottom line, and more about our clients' satisfaction.

- We're results-driven.
- We respect our customers.
- We place values and integrity at the heart of our business.
- We have built a team based on both ability *and* character.
- We enjoy what we do!

This is why BBG&G has become the most respected and trusted advertising agency in the Hudson Valley.

*"The BBG&G staff has become a part of our team. They've really come inside and made our business their business."*

~Kathy Russo, General Manager  
Homewood Suites by Hilton, Newburgh, NY



Advertising and Public Relations

Goshen:  
845.291.7399

Middletown:  
845.695.1880

[bbggadv.com](http://bbggadv.com)



*Marketing that wins the  
hearts, minds, and business  
of your customers*



We understand you  
and your customers.

It's the work we do before we do the work that's most important. Before BBG&G creates a campaign, we study our client's target market.

Did you know that women make **85% of all brand purchases**? Yet most women believe that advertisers don't understand them.\*

When choosing a marketing agency, consider this: only 3% of creative directors are women. At BBG&G, we know how to craft your message to effectively influence your customers by fostering authentic relationships built through trust, over time.

\*Source: She-economy.com

*"BBG&G provides me with the ability to focus on other areas with the confidence of knowing my marketing initiatives are being implemented."*

~Larry Bennett, Owner/Operator  
New York State McDonald's® Operators



We make it  
happen.

Our single-minded purpose is to help your business prosper, regardless of the challenges you face. We're in this business to make a difference. We feel a deep sense of responsibility when working toward your success. We are invested in engaging your customers, increasing your sales, building your business, and enriching your brand awareness.

Working with you, we map out a strategy which:

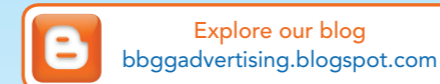
- Incorporates advertising, public relations, direct marketing, promotions, events, or a combination of approaches.
- Utilizes social media campaigns that help you listen to, engage, interact with, and retain your customers.
- Provides maximum exposure for every marketing dollar.

BBG&G employs the combined forces of marketing savvy and research-based creative solutions to win the hearts, minds, and business of your customers.

**"We"** are BBG&G principals, **Deborah Garry and June Bisel**. We've been at the helm of this certified woman-owned and managed business based in New York's Hudson Valley since 1997.

We are both active in the community, participating in the Women's Leadership Fund, Cornell Cooperative Extension of Orange County, Boy Scout Council of the Hudson Valley, Orange County Citizen's Foundation, Leadership Orange, Equine Rescue Inc., and more.

BBG&G can serve you in every area of marketing communications.



We want to know  
what's important  
to you.

We have  
the  
expertise  
and  
experience.



The tougher the competition, the more you need breakthrough advertising...

Marketing that's impossible to ignore—which moves people, builds sales and profits, and grows businesses—in the face of intense competition.

In other words, you need BBG&G.

#### STRATEGY

Branding  
Marketing Planning  
Corporate Identity  
Crisis Management  
Event Planning  
Fundraising  
Incentive Programs  
Public Relations  
Trade Show Marketing

#### CONVERSION

Brochures & Sales Tools  
Newsletters  
Direct Marketing  
Packaging & Displays  
Print, Radio, TV and  
Online Advertising  
Capital Campaigns

#### E-OUTREACH

E-Marketing  
Mobile Marketing  
Social Media  
Search Engine  
Optimization  
Website Development

*"BBG&G Advertising has a perceptive understanding of what motivates people to travel and how travel decisions are made. They have created insightful marketing campaigns with the primary result of increasing visitors to Dutchess County."*

~Mary Kay Vrba, CTP, Director  
Dutchess County Tourism



Current and former BBG&G clients represent a breadth of industries, including education, environmental stewardship, finance, healthcare, tourism and hospitality, and transportation. Valued clients, past and present:

#### Banking & Finance

Empire State Bank  
Walden Savings Bank

#### Business-to-Business

Langit & Associates  
Subsurface Technologies

#### Education

Pace University  
SUNY Ulster\*  
West Point Military Academy\*

#### Environmental / "Green"

Daylight Savings Company  
Good Clean Funds  
LP Cylinder Services Inc.  
W. Rogowski Farms  
Taylor Recycling

#### Health Care

A&T Healthcare  
Bon Secours Health Systems  
Horizon Family Medical  
Hudson Valley Heart Center  
Montefiore Medical Center

#### Not-for-Profit / Charitable

Dispute Resolution Center  
Equine Rescue, Inc.  
United Way of Dutchess County

#### Tourism / Hospitality

Dutchess County Tourism\*  
Historic Hyde Park\*  
Homewood Suites by Hilton, Newburgh  
New York State Thruway McDonald's  
Operators, Inc.  
Take Home the Bread: Panera Bread

#### Transportation

Stewart International Airport

\*Indicates Government Contracts

**Awards:** BBG&G has received many Gold and Silver industry awards, including The Medallion Award, SIAA (Service Industry) Awards, The Communicator Awards, The Big W Awards, Aster Medical Marketing Awards, and Healthcare Marketing Awards.