



We are TRC Consulting Group, a consortium of marketing professionals and creative directors that as a team have over 100 years of branding, advertising, corporate communications and digital media experience with some of the world's most noted brands. Through our consortium we provide you the flexibility and the distinct advantage of offering you the given expertise when it is needed. We employ the latest of technology to manage your account, but more importantly, with today's vast technology, we develop and implement unique marketing endeavors that will enhance your brand position and revenue opportunities.

This consortium is headed by Ty Christian, who has been the influence and vision behind this endeavor since 1992. Over the years, TRC Consulting Group have employed a number of business models to serve its clients from a two-person firm, a partnership with an international holding group and now a consortium, which best meet its client's needs with the advent of the latest technology.

It may be noted, our consortium is a not a "motley crew," but a group of professional colleagues who have worked with Mr. Christian under the guise of other entities as denoted. Through these long term relationships, each member not only brings to the consortium their given expertise, but a vast understanding and respect for the leadership and the consortium's strategic direction. Coupled with their unparalleled skills and expertise, each member of the consortium has the unique ability to work as a TEAM. It is the primary ingredient that has made the firm an award-winning enterprise, which is highly recognized by both its clients and the industry. We are **THE RIGHT CHOICE** because we know:

BRANDING...We know that building a brand means more than designing a logo. It means more than running some ads. It means more than writing a brochure, putting up a website and coming up with a catchy tagline. It means evaluating all the elements of your identity and uniting them in a way that makes just the right impact. Doing it right takes strategy, tactics, implementation and time. ***We know that you are in business and "cash-flow" is king, therefore, our engaging programs are designed to create sales overnight and a great brand over time.***

CORPORATE COMMUNICATIONS...A company brochure convinces readers of your capabilities. A website projects a professional online image. Newsletters, corporate videos and presentation materials engage and educate, creating meaningful connections to your company. ***Our writing, design and production services ensure that your short and long-form corporate communication pieces serve as a cornerstone of your success.***

ADVERTISING...Smart advertising. It gets your name out there. It gets the attention of your target audience. And it gets you the results you're looking for. From strategic planning through the complete concept, writing, design and development of high-impact creative, ***we can help you craft an innovative and effective advertising campaign in any medium – or all of them.***

DIGITAL MEDIA...Your business can now reach potential customers and attract new business far beyond your current location. Digital media is the key. We combine an outstanding commitment to creativity with a vast and thorough understanding of current technologies. The result? ***Inventive and effective online marketing tools that yield real results for our clients from around the globe.***