

FACT SHEET



ADDRESS:

124 12th Avenue South
Nashville, TN 37203
Phone: (615) 327-1189

200 Prosperity Drive
Knoxville, TN 37923

Phone: (865) 824-2759

FOUNDED:

1990

EMPLOYEES:

72

WEBSITE:

bohanideas.com

SERVICES:

A full-service advertising agency

OWNERSHIP:

An independent agency, 100%
employee owned

INDUSTRY FOCUS:

Retail, Health Care, Tourism & Hospitality,
Restaurants/Foodservice, Arts & Community

ANNUAL BILLINGS:

\$72 Million

PHILOSOPHY: **"BE REMARKABLE IN ALL THE RIGHT THINGS."**

CULTURALLY RELEVANT BRAND LEADERSHIP THAT TRANSFORMS CUSTOMERS
AND CLIENTS INTO LIFELONG LOYAL FANS

*Every assignment an opportunity for insight and innovation
Every villager an expert in something important for our clients
Every client a willing co-conspirator for great work that works
Every account a case study for our brand leadership*

AGENCY CULTURE: LIVING YOUR BRAND AS A VILLAGE.

Eight years ago, in one day, we physically moved all agency personnel out of their traditional departmental clusters within our building and grouped them in pods based on the brands and industry categories they work on most often together. Hence, "brand villages." No more media, creative, account service and digital departments—but multidisciplinary mini-communities charged with the collective daily responsibility for researching, planning, growing and living the brands they have been assigned. How well does it work? Call any of our clients and ask.

KEY AWARDS & INDUSTRY RECOGNITION:

Advertising Age's Silver Award for Best Agency Culture - 2015

Advertising Age's Southeast Small Agency of the Year - 2014

3 Graphis

2 *Communication Arts* Awards of Excellence

Modern Healthcare's IMPACT Award Agency of the Year

14 Emmy Awards

61 Telly Awards

314 Addy Awards, including Art Director of the Year,

3 Best of Show and 3 Judge's Choice, 3 Regional and

1 National Award

31 Aster Awards, including Best of Show & Judges Choice

(*Healthcare Marketing Today*)

12 Adrian Awards (*Hospitality Sales and Marketing Association International*)

48 Healthcare Advertising Awards (*Healthcare Marketing Report*), including 2015 Best of Show

3 Mosaic Awards for Cultural Diversity

15 Hospital Marketing National Advertising Awards

Prism Award Best of Show (*Tennessee Society for Healthcare Marketing & Public Relations*)

2 Parthenon Awards

11 Cancer Advertising Awareness Awards

16 International Festivals & Events Association (IFEA)

Nashville Business Journal's Best in Business Award 2015

Named Best Place to Work by *The Tennessean*

AFFILIATIONS:

American Association of Advertising Agencies

American Advertising Federation

Destination Marketing Association International

Nashville Area Chamber of Commerce

National Academy of Television Arts & Sciences

Public Relations Society of America

Skal USA International

Southeast Tourism Society

MANAGEMENT TEAM:

DAVID BOHAN - *Chairman*

SHARI DAY - *President/CEO*

BRIAN GILPATRICK - *SVP/Account Management*

JON ARNOLD - *SVP/Executive Creative Director*

FARLEY DAY - *VP/Group Account Director*

NICOLE MINTON - *VP/Marketing Strategies*

TRISH MCGEE - *VP/Public Relations*

CRISTINA GOODENOUGH - *Executive Director of Engagement*

INQUIRIES:

EMPLOYMENT

Sandra Huffine
Director of Talent
shuffine@bohanideas.com
<http://www.bohanideas.com/careers>

NEW BUSINESS

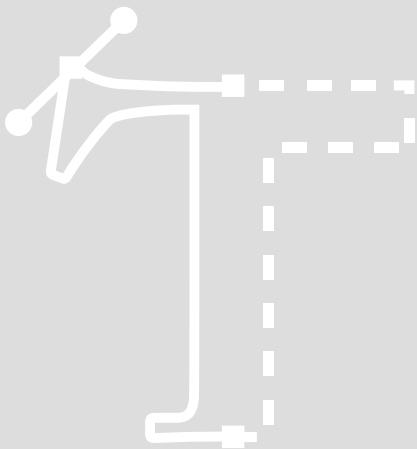
Shari Day
President/CEO
sday@bohanideas.com

FOR MEDIA REPS, PRODUCTION & OTHER PARTNER INQUIRIES

hello@bohanideas.com

SOCIAL MEDIA LINKS:

TWITTER <https://twitter.com/bohanideas>
LINKEDIN <http://www.linkedin.com/company/137877>
FACEBOOK <https://www.facebook.com/bohanideas>
VIMEO <http://vimeo.com/bohanideas>



This / Us = **Village**



BOHAN

