



AGENCY FACT SHEET



relate

COMPANY PROFILE

GS&F, Inc.

4235 Hillsboro Pike
Nashville, TN 37215-3344

Phone: 615-385-1100
Fax: 615-783-0500

gsandf.com

ANNUAL BILLINGS

\$52,000,000

PRINCIPALS

Jeff Lipscomb
President, Co-Owner

Roland Gibbons
*Executive Vice President,
Chief Creative Officer, Co-Owner*

Karen Edwards
*Senior Vice President,
Director of Account Service*

Carol Poston
*Senior Vice President,
Director of Marketing*

Laramy Lawson
*Senior Vice President,
Media Director*

Kerry Oliver
*Senior Vice President,
Creative Director*

STAFF

TOTAL:	71
Creative	19
Account Service	15
Public Relations	8
Media	7
Interactive	6
Broadcast/Print Production	4
Accounting	5
Operations	3
Research	2
Traffic	2



NEW BUSINESS CONTACT

Carol Poston

Phone: 615-385-1100 Ext. 223
Email: cposton@gsandf.com

OUR CLIENTS

A. O. Smith Corporation
Adventure Science Center
Asurion
Avenue Bank
Bridgestone Americas
Choice Food
Consortium for Energy Efficiency
Delta Dental of Tennessee
Engineered Glass Products
Hennessy Industries
Hunt Brothers Pizza
Hunter Fan Company
International Comfort Products
Lee Company
LP Building Products
Maryland Farms Wine & Spirits
Nashville Convention &
Visitors Bureau
Nashville Predators
National College
OHL
Saint Thomas Health Services
Spheris
Tennessee Association of Realtors
Tennessee Fuel & Convenience
Store Association
Tennessee Titans
Thomas & Betts
Universal Lighting Technologies
University of Tennessee
Medical Center

CAUSE MARKETING

American Cancer Society
Boy Scouts of Middle Tennessee
Minnie Pearl Cancer Foundation
Monroe Harding
Sweet Sleep

AGENCY SERVICES

Account Service

- Account Management
- Budget Management
- Co-op Program Coordination
- New Product Development
- Promotion Management
- Strategic Planning
- Trade Show Support

Creative (Broadcast & Print)

- Advertising Concepting
- Broadcast Production Coordination
- Collateral Design
- Creative Executions
- Direct Marketing
- Identity Package (Logos/Graphics)
- Packaging
- Point-of-Purchase Design
- Presentation Design
- Print Production
- Promotion Concepting
- Radio Commercials
- Signage
- Training & Technical Videos
- TV Spots

Interactive

- CD-ROMs
- Custom Application Development
- Custom Interactive Solutions
- Domain Development
- eCards
- eCommerce
- eNewsletters
- Edu-Tainment
- Electronic Press Kits (EPKs)
- Search Engine Registration
- Video Games
- Web Site Design/Management

Market Research

- Qualitative
 - Focus Groups
 - IDIs
 - Online
 - Ethnography
- Quantitative
 - Online Surveys
 - Telephone Surveys
 - Intercepts
 - Direct Mail Surveys

Media

- Added Value
- Competitive Tracking
- Market Analysis
- Market Profiling
- Media Planning
- Media Negotiating/Buying
- Post-Buy Analysis
- Share-of-Voice Survey

Public Relations

- Corporate Image Counseling
- Crisis Management
- Internal Corporate Communications
- Issues Communications
- Local to Global Media Relations
- Media Coaching
- Newsletters
- Product Publicity
- Speech Writing
- Strategic Planning
- Technical & Educational Communications
- Trade Communications

INDUSTRY EXPERIENCE

- Automotive Aftermarket
- Banking/Financial Services
- Building Products
- Casual Dining
- Education
- Electrical
- Entertainment/Gaming
- Garden Products
- Glass/Residential Windows
- Healthcare
- Home Comfort
- Home Furnishings
- Human Resources
- HVAC
- Insurance
- Kitchen Ranges/Ovens
- Lighting
- Logistics/Transportation
- Nonwoven Fabrics
- Medical Transcription
- Motorsports
- Plumbing
- Pool & Spa
- Professional Sports
(NFL, NHL, IRL)
- Quick-Serve Restaurants
- Recreational Vehicles
- Retail
- Storage
- Telecommunications
- Tourism/Travel
- Trade Associations

MEMBERSHIPS

Nashville Advertising Federation
Nashville Area Chamber of Commerce
Public Relations Society of America
Second Wind