

SOUTHERNERS ARE KNOWN FOR GREAT STORYTELLING.



WE WANT TO BE KNOWN FOR TELLING YOURS.

**TOTALCOM**  
Marketing Communications



**“Getting your story right  
means doing what matters.  
Our relationship matters.  
The work matters.  
Getting them both right  
matters most of all.”**

— Jimmy Warren

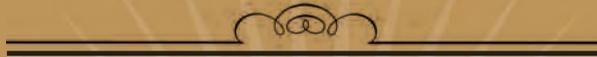


G R E A T S T O R I E S

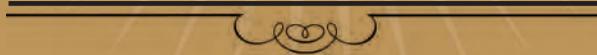


S T A R T R I G H T H E R E .

Step inside our offices and you'll see what we mean. Every day we tell stories that make a difference—and grow business. At TotalCom, our clients become heroes, problem-solvers, partners and friends. So it's no surprise that after 30 years, our success story is made up of the hundreds of others—stories like yours—from the best financial, healthcare, retail and automotive organizations out there. They come to us for one reason, no one can tell their story like we can.



**Every Day at  
TotalCom We Strive to  
Think Creatively,  
Create Strategically and  
Deliver Consistently.**





*Tuscaloosa, Alabama*

We do what we say we're going to do, when we say we're going to do it. We believe in treating clients with respect

and their brands with something pretty close to awe. That's the power of fresh thinking and



down home service. At TotalCom, we never lose our wonder. And the privilege of telling our clients story. Most great stories have a twist. Here's ours: we're more interested in making a name

for you than we are in making a name for ourselves. Over the years, we've seen other agencies work really hard at attracting attention their way. At TotalCom, we do everything we can to draw

attention to our clients. And it works. Every day at TotalCom, we strive to think creatively, create strategically and deliver consistently. That

kind of commitment to excellence makes for a great story, and unforgettable storytelling. We believe what

we say about our clients, and we've noticed most everyone else does too. We'd love to tell your story.

How do we do it? We take the advice from generations of great storytellers. We don't go around the world to make our point. That's good for business—yours and ours. We also keep our word.

## **Fresh Thinking & Down Home Service**

down home service. At TotalCom, we never lose our wonder. And the privilege of telling our clients



*Huntsville, Alabama*

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## OUR PHILOSOPHY



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Walk into TotalCom's offices and you'll notice we do things a little differently. You'll see friendly, everyday folks doing what they love. You'll feel the energy and excitement of young creative guns and advertising veterans working side-by-side between walls that have welcomed friends and family for a hundred years. At TotalCom, we love a good story, and no other agency can tell it like we do. We produce

award-winning work that stands toe-to-toe with any agency, anywhere. How do we stay grounded? It turns out, we're decidedly old-fashioned when it comes to serving clients, providing value and getting results. Maybe that's why we enjoy client friendships that last decades, not just a year or two. Over the years, we've learned there is a place for exceptional service, fair prices and mutual respect.

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## CAPABILITIES & SERVICES



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### **Strategic Planning**

The key to effective advertising is effective strategy. We will work with you to understand the relationship your brand has with the public. Great storytellers are, above all, great listeners. We want to fully understand your competition, industry, marketplace and most importantly, your target market. We will together create strategies to reach your communication goals.

### **Account Management**

We believe the secret to our success is how we take care of our customers. Your account manager will be your primary contact at the agency and will work with you to establish timelines and campaign requirements.

### **Creative Services**

How do we cut through all the clutter to get your story to be seen, heard and understood? We attract some of the most innovative minds around to create messages that are rooted in strategy,

based on marketing objectives and engineered for results. Sometimes we're asking your customers to change their minds, change their plans or change their way of doing business—all for one reason. You believe you have a better way. We do too.

During the design phase, our creative services team will implement proven strategies and develop messages that motivate your customers to watch, to learn—and ultimately to change.

### **Media Services**

Our approach to media services can be summed up in two words: informed and effective. We subscribe to the industry's most comprehensive data collection services, Arbitron and Nielsen, so that we can make educated decisions about stretching your media budget. Our media services team works with you to create a schedule of media placement that is customized to your needs and targeted to your audience.

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WHY WE DO WHAT WE DO

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We've been in this business for more than 30 years and we're not even close to stopping. We've set up shop in historic homes in the south mostly because it feels right. We believe if you are making history every day, you should at least feel at home doing it. And we do.

We are obsessed with making a difference, improving your business and telling your story.

We do what we do because there's nothing better than getting it right. And we're committed to doing just that.

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CONTACT INFO

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If you have a story to tell or are just curious about what we have to offer, please give us a call anytime. We would love to help you get your message out to the people who need to hear it.

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