MARKETING & CREATIVE

Marketing & Creative in Philadelphia, PA

Websites, campaigns, and brand creative that cut through the noise. Built for how Philadelphia buys.

OVERVIEW

Marketing & Creative in Philadelphia, PA is built for an eds and meds marketing market with few equals. The University of Pennsylvania, Temple, and Children's Hospital of Philadelphia anchor one of the densest academic and medical concentrations in the country, and the associations, health systems, and universities gathered around them all need creative that performs under real scrutiny. Add a corporate base led by Comcast and Aramark, and every inbox is full and every feed is crowded. Good creative is not decoration here. It is how you get chosen.

Then there is the conference calendar. When thousands of association members gather at the Pennsylvania Convention Center, the brands that win are the ones with the strongest creative: exhibitor design, show content, launch videos, and the campaigns that keep the conversation going after the floor closes.

We are a marketing and creative team serving clients nationally: brand identity, websites and landing pages, campaign creative, graphic design, digital content, and marketing materials. Work that is as strategic as it is good-looking, because in Philadelphia, the audience reads the fine print.

What makes us different is proximity to production. The same company designing your campaign also produces events and films video, so your brand shows up consistently everywhere it needs to: the stage, the screen, the site, the feed.

LOCAL INSIGHTS

Our Philadelphia clients are health systems and academic medical centers, universities recruiting students and faculty, associations branding annual meetings, and corporate marketers who need to look like the biggest player in the room. We build brand systems that flex across all of it: a conference identity that works on a main-stage LED wall and a mobile agenda, a recruitment campaign that runs from viewbook to social.

We understand the review realities of this market: healthcare compliance, institutional brand offices, academic stakeholder approvals, partner co-branding. The work is built to survive the process, not just the pitch.

DISCOVERY WORKFLOW

1. **Discovery Call**
   A 30-minute conversation about your goals, audience, and what success looks like.
2. **Audit & Insights**
   We review your brand, channels, and content to find the gaps and the quick wins.
3. **Strategy Blueprint**
   You get a clear roadmap with priorities, timelines, and investment options.
4. **Launch & Grow**
   We execute the plan with you, measure what matters, and keep optimizing.

Book your discovery call →

20+
Years in media, events, and production

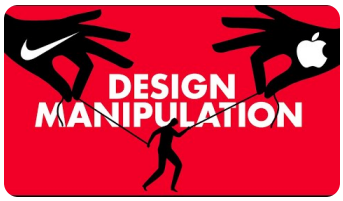
3
Integrated services: events, video, marketing

25
Cities served nationwide

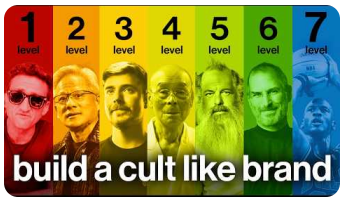
FREE RESOURCES



14 Years of Marketing Advice in 35 Minutes



How Brands Use Design & Marketing to Control Your Mind



the psychology of building a brand everyone loves



The Psychology of Premium Branding



Marketing Godfather: How To Build An Audience That Buys | Seth Godin



What is Marketing? | Marketing Mix (4 Ps of marketing)

WHY SIMPLE

Most agencies hand you files. We stay for what happens next. Because events, video, and marketing live under one roof, the campaign we design is the campaign we can launch at your event, film for your channels, and extend across your year. One brand system, one team, no translation loss between the people who designed it and the crew executing it.

Simple is headquartered in Washington, DC, serving clients in 25 cities nationwide. Our world-class creative and production leads fly in for launches, shoots, and key meetings, so you get our standards and one team accountable for the work. For production days, we hire local crews, rental houses, and stagehands, so local labor is covered without shipping gear cross-country. Travel is part of how we quote, never a surprise line item.

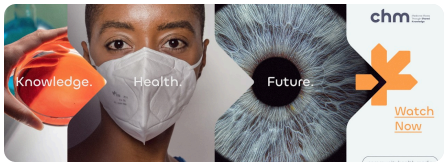
We deliver what we say we will. We treat your budget, timeline, brand, and reputation with care. As we get to know your organization, we become the partner you call first.

FEATURED WORK



Gary Harrington - The Power Prudence Network

Simple managed Gary Harrington's digital presence, including website development, video production, and child safety courses. Gary has been featured on Netflix and ABC.



Community Health Media

Simple has helped build Community Health Media, supporting the production of over 1,500 videos, podcasts, livestreams, events, and social media content.



Live Nation Urban

Simple has partnered with Live Nation Urban for years, delivering a wide range of production and marketing services, including festival coverage, web development, social media content, and stage production.

CAPABILITIES

- Brand identity
- Websites and landing pages
- Campaign creative
- Graphic design
- Digital content
- Marketing materials

Let's Work Together

Marketing in Philadelphia? Let's talk.

LET'S TALK

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