MARKETING & CREATIVE

Marketing & Creative in Chevy Chase, MD

Chevy Chase brands sell to one of the most discerning audiences in the country. We build the brand strategy, campaigns, and creative to earn their attention.

OVERVIEW

Chevy Chase is a small market with an outsized standard. Within a few square miles sit the headquarters of the Howard Hughes Medical Institute, one of the largest private funders of biomedical research in the country, two historic private clubs, a landmark luxury retail corridor along Wisconsin Avenue in Friendship Heights, and residential villages whose households include senior executives, officials, and foundation leaders. The audience here reads carefully, notices everything, and discounts anything that feels generic.

That makes Chevy Chase a particular kind of marketing challenge. A private club has to fill a membership calendar and a gala season without ever looking like it is selling. A retailer at The Collection at Chevy Chase competes for customers who can shop anywhere in the world. A nonprofit or research organization has to turn complex work into a case for support that a sophisticated donor believes. A local business has to win trust on streets where reputation travels by conversation.

LOCAL INSIGHTS

Discretion is the first rule of marketing in Chevy Chase. The private clubs, Chevy Chase Club, founded in 1892, and Columbia Country Club, home of the 1921 U.S. Open, communicate with members and prospective members in a voice built on heritage and restraint. Event branding for their galas, tournaments, and member occasions has to feel like the club itself: traditional on the surface, flawlessly produced underneath. The same restraint shapes work for the community's nonprofits, schools, and civic organizations, where credibility with donors matters more than volume.

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

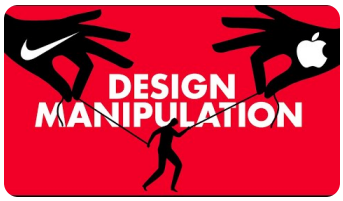
3
Integrated services: events, video, marketing

25
Cities served nationwide

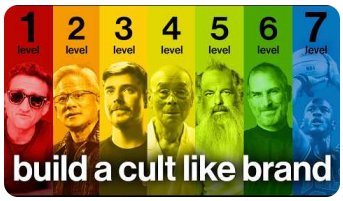
FREE RESOURCES



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 a brand system and wave goodbye. We are built to stay. Simple is one team for brand, events, and video, based in Washington, DC, minutes away across Western Avenue from Chevy Chase. The people who design your campaign can also produce the gala it launches at and film the content that carries it afterward, so nothing gets lost between vendors and nothing has to be translated twice.

Our edge in this market is fluency in its codes. We understand how a private club talks to its members, how a research institution talks to its funders, and how a luxury retailer talks to Wisconsin Avenue, because we work in all three settings here. We also understand what not to do: no noise, no hype, no creative that would embarrass a brand in front of its neighbors. And because we are local, we are in the room for the meetings that matter, not on a video call three time zones away.

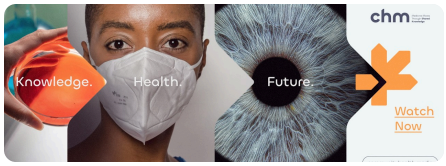
We deliver what we say we will. We treat your budget, timeline, brand, and reputation with care. As we get to know your organization, we become the partner you call first.

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 Chevy Chase? Let's talk.

LET'S TALK

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