

MARKETING & CREATIVE

Marketing & Creative in Great Falls, VA

Great Falls runs on reputation and relationships. We build the brand, campaign, and event creative that earns both, for nonprofits and the local businesses this community trusts.

OVERVIEW

Great Falls has no downtown ad scene, no headquarters row, and no billboards. What it has is something harder to buy: a small, affluent, tightly connected community where reputations travel by introduction. The audience for marketing here is the donor who hosts the gala in her own garden, the family that has boarded horses at the same barn for a decade, the diner who has celebrated every anniversary at the same French restaurant on Springvale Road since the 1980s. These are people who read carefully, give generously, and can tell the difference between a real story and a stock message in about ten seconds.

That makes Great Falls a distinctive place to market. A nonprofit's case for support has to hold up at a kitchen table and on a gala stage. An equestrian business sells trust and care more than it sells services, and its photography has to prove both. A destination restaurant competes with the whole Washington region for a special-occasion reservation, from a property with no foot traffic at all. Word of mouth built all of these brands. Creative has to be worthy of the conversations it hopes to start.

LOCAL INSIGHTS

Nonprofit work is the center of gravity here. Great Falls residents host and fund benefits for foundations, schools, conservation causes, and community institutions, and groups like the Celebrate Great Falls Foundation run the traditions, from the 4th of July Celebration to charity golf and tennis tournaments, that hold the community calendar together. The marketing that supports this work is intimate and high-stakes at the same time: an invitation that has to feel personal, a gala identity that photographs well under a tent, a film that makes a room of neighbors reach for their checkbooks, and a follow-up campaign that turns one evening into a year of giving. We build those pieces as one system, so the save-the-date, the stage, the screen, and the thank-you all tell the same story.

DISCOVERY WORKFLOW

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| <div data-bbox="115 1413 170 1476">1</div> <div data-bbox="190 1413 354 1442">Discovery Call</div> <div data-bbox="190 1449 750 1501">A 30-minute conversation about your goals, audience, and what success looks like.</div> | <div data-bbox="842 1413 898 1476">2</div> <div data-bbox="922 1413 1097 1442">Audit & Insights</div> <div data-bbox="922 1449 1524 1501">We review your brand, channels, and content to find the gaps and the quick wins.</div> |
| <div data-bbox="115 1522 170 1585">3</div> <div data-bbox="190 1522 394 1551">Strategy Blueprint</div> <div data-bbox="190 1558 703 1610">You get a clear roadmap with priorities, timelines, and investment options.</div> | <div data-bbox="842 1522 898 1585">4</div> <div data-bbox="922 1522 1089 1551">Launch & Grow</div> <div data-bbox="922 1558 1482 1610">We execute the plan with you, measure what matters, and keep optimizing.</div> |

[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, a short drive out Georgetown Pike from Great Falls. The people who design your gala identity can also produce the gala and film the story that plays at it, so nothing gets lost between vendors and nothing has to be translated twice.

Our edge in this market is fluency in small, trust-based audiences. We work with nonprofits, schools, and mission-driven organizations across the Washington region every day, so we know how a case for support gets read by a board, how an event brand has to work on an invitation and a stage backdrop at the same time, and how to photograph horses, historic buildings, and formal evenings without making any of them look staged. And because we are local, we are in the room for the meetings that matter, at your office, your barn, or your board table, 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 Great Falls? Let's talk.

LET'S TALK



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🌐 simplemultimedia.com

