GRAGG
EXPECTATIONS EXCEEDED

Gragg Advertising

CLASS
OF
2004

For over 27 years, Gragg Advertising has been developing technology and integrated direct response marketing programs for their clients. The company was on the fastest growing company list 14 times in its 27 years. Its spinoff company leadership also received numerous local and national award recognitions, such as E&Y Entrepreneur of the Year and KCBJ Women Who Mean Business, and Inc. Magazine's 5000 list.

CEO: GREGORY GRAGG
COO/PRESIDENT:
DARRYL MATTOX
CIO: MIKE SCHULER

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Gragg Advertising continues to innovate and has spent the last three years evolving to meet the changing market demands. Gragg has unlocked the key to modern marketing through technology that manages the plethora of media channels through one source. Gragg boasts strategic leadership and expertise in EVERY major media channel—Traditional, Digital, Social—helping to analyze and implement integrated programs for their clients that generate quantifiable results.

"This is the next evolution in marketing. Long gone are the days of five media channels to generate results," stated Darryl Mattox, President/COO of Gragg Advertising. "We understand how all media channels work together to get the best results in today's competitive market. No other agency has this level of combined ability internally."

The company continues to maintain its level of gross sales and projects 15% to 20% growth in 2018. Gross sales are also projected to exceed $40,000,000 with margins of 14-17%.

CEO Gregory Gragg said, "Modern marketing has evolved and so has marketing expertise. It is almost impossible to run integrated marketing in-house or with a small agency. Gragg uses high-level analytics and metrics combined with attribution analysis through our proprietary SaaS to generate optimal results for our clients."

Gragg Advertising currently is staffed to 45 people and is listed as a top five advertising agency in the Kansas City market. And continues to be ranked nationally. ●