



Clients

BlueCross BlueShield SC
Colonial Pipeline Company
Darlington Raceway
Dayton Power & Light
Daniel Island Development Company
Florida Department of Agriculture
Growth Energy
McArthur Dairy
Midlands Technical College
Nestle Waters
NFIB (National Federation of Independent Business)
Palmetto Health
Riverbanks Zoo and Garden
SC Department of Agriculture
Sorinex
T.G. Lee Foods
University of South Carolina
Wal-Mart Stores, Inc.
Waste Management

Capabilities

Advertising
Branding
Creative
Crisis Communication
Digital
Media Planning and Placement
Public Relations
Social Media
Strategy

New Business

Fenton Overdyke
(803) 233-2404
fenton.overdyke@chernoffnewman.com

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INSPIRE

Principals

Lee Bussell, *Chairman and CEO*
David Anderson, *Vice Chairman*
Rick Silver, *Vice Chairman*
David Campbell, *President and COO*
Peter Wertimer, *President of Advertising*
Tye Price, *Chief Brand Strategist*
Heather Price, *Creative Director*

Leadership Team

Nickie Dickson, *Senior Vice President and CFO*
Bruce Jacobs, *Senior Vice President*
Adam Bernstein, *Senior Vice President*
Peter LaMotte, *Senior Vice President*
Louise Dixon, *President of Public Relations*
Sara Anders, *VP and Media Director*
Fenton Overdyke, *VP and Director of Marketing Services*
Prussia George, *Controller*

As an integrated marketing communications firm, we operate with an omni-channel approach, focusing on consumer engagement across multiple platforms for each and every one of our clients. Business results drive our ultimate metric of success, so whether you're looking for digital experiences, social campaigns, advertising, PR, marketing or internal communications, we think with your bottom line in mind.

COLUMBIA, SC

1411 Gervais St, Suite 500
Columbia, SC 29201
(803) 254-8158

CHARLESTON, SC

550 Long Point Rd, Suite 200
Charleston, SC 29464
(843) 971-5141

ORLANDO, FL

2500 Maitland Ctr, Suite 104
Maitland, FL 32751
(407) 875-1919

CHARLOTTE, NC

5970 Fairview Road, Suite 610
Charlotte, NC 28210
(704) 374-9300



Awards

2017 Mercury Awards

- *Poké Plate Social Campaign for SCDA - Silver Wing Best in Show, Silver Wing Award of Excellence*
- *One-Stop Enrollment Event for Midlands Technical College - Mercury Awards Award of Excellence*
- *Restoring Hope for the United Way of the Midlands - Mercury Award of Excellence*
- *Main Street District Integrated Campaign - Mercury Award of Merit*
- *ArtFields Media Relations - Silver Wing Award of Excellence*
- *SC Ports Authority Annual Report - Silver Wing Award of Merit*
- *Palmetto Series Social Media Campaign - Silver Wing Award of Excellence*
- *Fresh is Best Living Wall for SCDA - Silver Wing Award of Merit*

2017 AAF District Gold Winner

- *Piggly Wiggly 100th Campaign*

2017 Charleston AMA Spark! Awards

- *Charleston County Aviation Authority logo*

2017 AAF of the Midlands Winners

- *S.C. Department of Agriculture Fresh on the Menu Summer Campaign - Best of Show, Gold*
- *S.C. Department of Agriculture Fresh on the Menu Summer Campaign - Best of Interactive, Gold*
- *DP&L Behind the Scenes Campaign - Best of Broadcast, Gold*
- *Blue Dental Campaign - Special Judges Award, Gold*
- *Main Street District Campaign - People's Choice Winner*
- *Main Street District Website - Gold*
- *Piggly Wiggly 100th Campaign - Gold*
- *Main Street District Integrated Brand Identity - Silver*
- *S.C. Department of Agriculture #FreshIsBest Poster - Silver*
- *S.C. Department of Agriculture Fresh on the Menu Chef Video Campaign - Silver*
- *Main Street District Video - Silver*
- *Blue Dental Video Campaign - Silver*

InShow 21 presented by AIGA SC

- *Carnes Crossroads Website*
- *City Center Partnership Main Street District Branding*
- *S.C. Department of Agriculture "It's A Matter Of Taste" Website*
- *Fresh On The Menu Website*

2016 AAF District Silver Winners

- *Sorinex Equipment Demo*
- *Certified SC Grown Website*

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Member of

