



## Clients

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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

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

## New Business

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Fenton Overdyke  
(803) 233-2404  
[fenton.overdyke@chernoffnewman.com](mailto:fenton.overdyke@chernoffnewman.com)

DISCOVER  
CREATE  
CONNECT  
INSPIRE

## Principals

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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

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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

635 Rutledge Ave, Suite 103  
Charleston, SC 29403  
(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

### InShow 22 presented by AIGA SC

- Charleston International Airport Rebrand - Best of Show
- Blue Dental Campaign
- Saussy Burbank's Highland Park Brochure
- Chernoff Newman's "The Big Spectacle" - Special Judge's Award

### 2017 IABC/SC Palmetto Awards

- SC Department of Agriculture Poké Plate Campaign - Award of Excellence
- DP&L Behind the Scenes Campaign - Award of Merit
- SC Ports Authority 75th Anniversary Campaign - Award of Merit

### 2017 Queen City Awards

- Charlotte-Douglass International Airport - Crown Award
- Teen Health Connection - Award of Excellence

### 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

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## Member of



MAGNET

AIGA

AAF