

“ INNOVATIVE
MARKETING IS WITHIN
YOUR REACH.
CONTACT US TODAY
WITH YOUR
BUSINESS CHALLENGE
AND WE’LL SHOW YOU
HOW EFFECTIVE
AN AFFORDABLE
SOLUTION CAN BE.”

Jim Power

J. POWER & COMPANY
MARKETING AND PUBLIC RELATIONS

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JIM POWER, JR. PRINCIPAL



Jim Power has been associated with some of the country's leading multi-national companies in the fields of marketing communications, advertising and public relations for more than 20 years. His expertise has contributed to the success of many major branded products and services in the US and in international markets.

With such leading Madison Avenue agencies as J. Walter Thompson, DDB Needham and Lintas Advertising, Power led the creation of campaigns for many brand names. He has organized major media and marketing events throughout the US, as well as in Europe and Latin America.

As head of Marketing Services for a division of Polaroid Corporation, Power developed strategies to introduce the magic of instant photography and digital imaging technology into 30 countries of the hemisphere. He spearheaded the company's efforts to unite private enterprise with priority social and economic initiatives in the developing world – resulting in Polaroid's participation in organizing the White House's 1st Summit of the Americas.

While residing in Chile, Power was Editor and Publisher of the English-language newsweekly, *The Pacific Mountain Times*, and a frequent contributor to its editorial pages. His work in the US has appeared in TIME Magazine, the Boston Globe, the Miami Herald, USA Today, and on CNN and MSNBC Television.

MARKETING
ADVERTISING
PUBLIC RELATIONS
GRAPHIC DESIGN
SPECIAL EVENTS
ARTISTS & WRITERS
DIVISION

AFFORDABLE MARKETING WITH MEASURABLE RESULTS

J. POWER & COMPANY is a boutique agency of marketing, public relations and media professionals providing creative integrated services to small businesses and organizations seeking innovative marketing solutions. The firm offers an affordable way to play in a very competitive marketplace with custom designed and expertly managed projects -- consistently delivering targeted results at a low cost.

The agency has built a portfolio of successful marketing programs for its clients and has helped start-up companies exceed initial growth and profitability objectives. The firm specializes in obtaining brand, corporate, event and product visibility through innovative marketing and media tactics – utilizing measurable programs that work to increase the bottom line.

The company's unique Artists & Writers Division offers services to creative individuals interested in promoting their work and in seeking expanded opportunities in the visual arts and publishing. A Special Events Division creates and produces unique occasions for corporations and non-profit organizations as well as private clientele.

Innovative marketing is within your reach. Contact us today with your challenges and we'll show you how effective an affordable solution can be!