



# GARDNER

Automotive Communications

Brand-Driven Performance <sup>SM</sup>



Founded in 2003, Gardner Automotive Communications (GAC) is a creative services agency with strong automotive/vehicular specialization. Situated in Long Beach, CA, GAC has served a wide array of clients including:

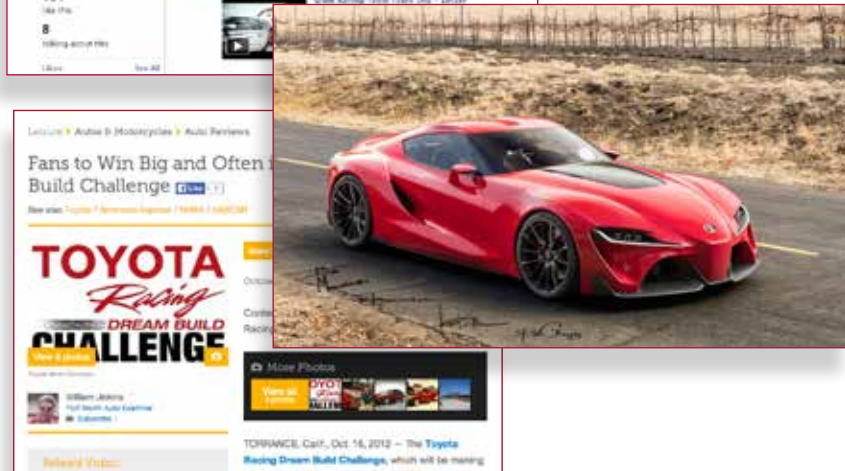
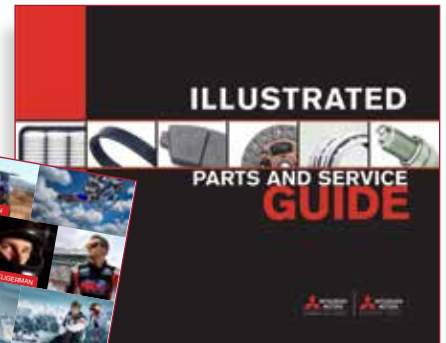
- Toyota Motor Sales
- Kia Motors America
- Isuzu Motors America
- Volvo Cars North America
- Mazda Motors of America
- Harman International
- Northrop Grumman
- MINI USA
- Evosport
- California International Auto Show

## What Drives Us... Our Guiding Principles

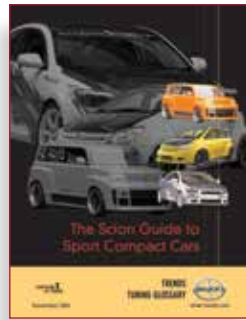
- Be Focused
- Be the Best Team
- Be Honest
- Be Attentive
- Be Creative
- Be Adaptable
- Be Cost Efficient
- Be Accountable

## MARKETING

- Experiential Events
- Point of Sale
- Engagement Marketing
- Social Media Management
- Print Collateral
- Web/App Development
- Pop-up Marketing
- Still/Video Production
- Fixed Operations Tools



## TRAINING

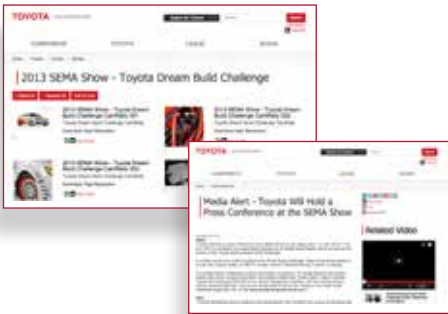
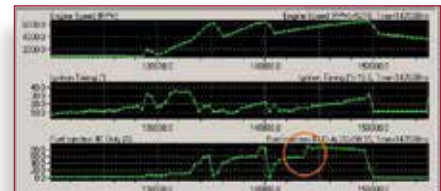


- Curriculum Development
- In-Dealership/ Off-Site Training
- eLearning
- Train the Trainer
- Ride-and-Drives
- Walkaround Competitions
- Sales Training Material Creation



## EVALUATION & TESTING

- Static/Dynamic Vehicle Discovery
- Certified Claims Validation
- Vehicle Systems R&D
- Severe Duty Testing
- Competitive Analysis
- Data Acquisition & Analysis



## PUBLIC RELATIONS

- Media Relations
- Short- and Long-Lead Press Events
- Live and Virtual News Bureau Management
- Press Kit Creation
- Photo/B-Roll Production
- Press Fleet Management
- Press Conference Development
- Crisis Communications

