



integrated. marketing. works.

Be Known.

We Build Businesses.

How? By thinking holistically, working proactively and letting strategy drive our solutions. We look ahead as well as behind to stay ahead of the curve. IMW is an award-winning marketing communications agency. Strategic brand development, creative solutions, best practices in digital and media management are all part of our DNA.

If There's a Will, There's a Way.

IMW brings together a collection of talented communications professionals who are passionate about exceeding our client's expectations. Experienced strategists, writers, designers, programmers, and planners for traditional and digital media. We are known for being nimble and responsive with a committed connection to our client's needs.

Quick Stats.

- *Incorporated in 1992.*
- *Independently owned and operated.*
- *Headquartered in company-owned facilities in Costa Mesa, CA.*
- *Top 5 clients average over 10 years with IMW.*
- *Recognized with awards from AAF, PRSA, Bulldog Reporter and more.*

Strategic Pillars.

THESE IDEAS DRIVE EVERYTHING WE DO.



Integrated Strategies
provide more power and efficiency



Brand Building Ideas
across multiple functions



Inspired Creative
intrusive content



Big Data Analysis
utilize data for increased effectiveness

Capabilities.

IT TAKES TWO TO TANGO. IT TAKES MORE THAN THAT TO BUILD A BRAND.



BRAND STRATEGY



CREATIVE SERVICES



DIGITAL/ TECHNOLOGY



MEDIA



PUBLIC RELATIONS



EXPERIENTIAL MARKETING

Leadership.

The leadership team is hands-on and has a depth of experience on major and emerging brands. Having all been on the client side, our team knows what it takes and is committed to making our clients successful.

Leadership

Kari Bretschger, President & CEO

Peter Bretschger, President & CMO

Jon White, Creative Director

Liz Wilkins, Vice President, Account Director

Chris Bretschger, Director of Digital Strategy

Irene Cabanas, Director Experiential Marketing

Client Experience.



“The IMW team is smart, responsive and great at producing excellent, targeted results.”

Joan Wickham, Manager, Advertising & Public Relations, Sunkist Growers

Process.

We think differently by following our proprietary content-centric model. After an in-depth assessment of the brand's history including business goals, essence and aspirations, we incorporate research findings and add our insights on consumer behavior to develop strategy, the “big idea” and messaging that engages customers/consumers and drive results.

“Thanks in large part to your efforts, we had one of our best years ever!”

Jim Bornemann, CFO, The Flower Fields

Industry Expertise.

*Tourism/Hospitality
Automotive
Destination*

*Food
Produce
B2B*

Affiliations.



New Business.

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