

CHAPMAN ADVERTISING



Say, "It can't be done." Say, "You can't do it." Say anything of the sort and then watch smiles slowly form on the faces of Colby and Anna

Chapman of Chapman Advertising. And then, before you know it, watch as they step up to the challenge and make it happen.

Friends since third grade, Colby and Anna knew they'd never live a dull life. Both children of Montana entrepreneurs, they grew up with an understanding of what hard work, determination, and service are all about. But they also understood

that those things alone were not enough. *Something* makes a company stand apart from everyone else. Businesses have lot a of competition out there, and it's a sink-or-swim world. Some sink. Some swim. What makes the difference?

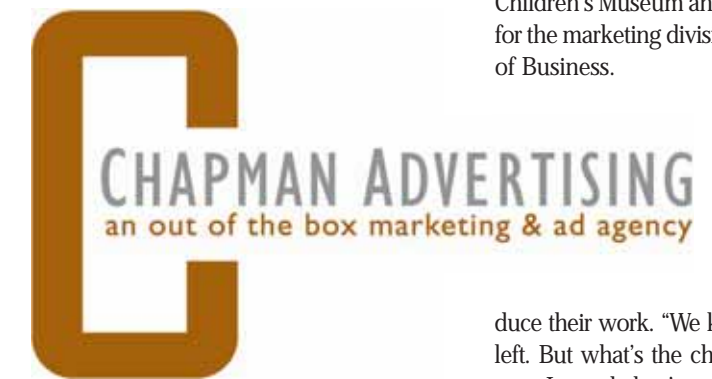
Ahh, BRANDING. Both Chapmans understood the importance of branding long before they even studied marketing. Anna remembers conversations with her dad from the time she was little: "Poor customer service," he would constantly remind her, "is never acceptable."

"I guess I never saw poor service as an option," says Anna. "I grew up watching for it in every place I did business." She started paying attention to other companies' branding, including their dress code, their customer service, their décor, and yes, their marketing.

Colby and Anna married young and started a business young. Even while

Colby was finishing up his marketing and business degree from UM, Anna was busy pursuing a career in reporting. After finishing a weekend reporting internship at a local TV station, she took a job in radio doing news and production. "What I found," says

Anna, "was a lack of service to the customer." Anna says that she became disappointed in the quality of production that clients received. At night, Colby and Anna would have conversations about local businesses, the rate at which out-of-state companies were coming into Montana, and the fact that if many of the local business didn't find ways to "play ball" then those out-of-state companies and their massive marketing budgets would eat them alive. "We should do something about it," Colby told Anna.



That was eight years ago; today, Colby and Anna are partners in Chapman Advertising. They've serviced many local businesses through consultation, media placement, and production. "Bottom line," says Anna, "we get psyched about marketing." They watch TV and turn up the commercials. "Then we sit there and analyze the whole thing," says Colby. "Did it work? Why or why not? Was there continuity?"

That's when Anna chuckles. "Continuity. He's always making sure my ads have that. Just when I think I've got a masterpiece, leave it to my husband to be brutally honest. Then I go back to work. My colleagues think I'm the one that's detailed. That's because I know I have to answer to Colby." She laughs again.

Actually, that's the truth. While Anna is the creative director and sees all the possibilities for their clients, Colby is the researcher. He's the logic and she's the

visionary. That's why they work so well together. "Well, that and the fact that we're both very competitive," says Colby. "Give us a challenge and then watch us tackle it."

While many of their colleagues moved out of state to pursue high-paying careers in large markets, Colby and Anna decided to commit themselves to raising their four children and doing business in Montana. They've given back to the community by serving and offering marketing advice to local organizations like the Missoula Children's Museum and the advisory board for the marketing division in the UM School of Business.

"There are some amazingly talented people hiding out in Montana," says Anna. Whenever possible, they use local talent to produce their work.

"We know we could have left. But what's the challenge in that?" she says. Instead, they've grown their agency to represent some of the largest companies in the area and have worked on national and international projects.

"Our goal," says Anna, "is to offer top-notch marketing from right here in Missoula, Montana. Companies do not have to shop out of state for great representation." The Chapmans say they aren't here to offer "good marketing for Missoula." They're here to offer the best marketing representation available, period. And if you don't believe them, just say so... They'd love the chance to prove you wrong. ♦

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