

Sullivan is a communications strategy and design firm that works with leading companies to help them influence buyers at the critical point of decision.

We combine expertise in marketing strategy, graphic design, copywriting, Web development, and functional communications to help our clients communicate more effectively.

Our communications influence people as they interact with products, services, businesses, and brands. The principals who lead the firm have 20 years of client-side experience in their respective fields of Financial Services, Healthcare, and Travel and Luxury.

Since 1990, we have built a reputation for marketing and creative excellence. We help our clients:

- Define their marketing messages and translate them into communication experiences
- Introduce new products and services
- Influence internal behaviors to support the brand
- Simplify customer experiences
- Position and create identities for companies and their products

Our success springs from our anthropological approach that gets to the heart of what will make customers say yes, a relentless focus on customer needs, and the ability to create materials that work for our clients. This combination creates deep, lasting relationships with clients, strategic vision for their organizations, and compelling materials for their audiences.

To learn more and see our work, visit www.sullivannyc.com or call Barbara Sullivan at (212) 888 2881 extension 201.



Sullivan named top 3
B2B Agency for 2009
by BtoB Magazine

ADDRESS

645 Madison Avenue
New York, New York 10022
212 888 2881

SENIOR LEADERSHIP

Barbara Sullivan, Managing Director
Jeanne Cloppse, Healthcare Practice Lead
Renee Peet, Travel and Luxury Practice Lead
John Paolini, Executive Creative Director
Maria Boos, Functional Communications Practice Lead

SULLIVAN
sullivannyc.com

CLIENTS

FINANCIAL SERVICES

AllianceBernstein
Allianz Global Investors
American Express Global Network Services
American Express OPEN
Ameriprise Financial
Bank of America
Bessemer Trust
Charles Schwab
Citibank
Deutsche Bank
Dreyfus
Evergreen Investments
Fidelity Investments
Goldman Sachs
Investors Group
John Hancock
JPMorgan Chase
Lehman Brothers
MassMutual
MasterCard International
MetLife
Morgan Stanley
OppenheimerFunds
Pyramis Global Advisors
Royal Bank of Canada
State Farm
Strong Funds
T. Rowe Price
Thomson Financial
TIAA-CREF
U.S. Trust
Wells Fargo

MEDIA AND ENTERTAINMENT

ABC Family
American Baby
AOL Music
Better Homes & Gardens
Body+Soul
Domino (Condé Nast)
Fitness Magazine
HealthCentral.com
Marie Claire
Martha Stewart's Everyday Food
Martha Stewart Weddings
Meredith Corporation
Nick at Nite/TV Land
Parents Magazine
Penthouse Magazine
Playboy Magazine
RADAR
Seventeen Magazine
Shop Etc. (Hearst)
Sports Illustrated Golf
The History Channel
The Weather Channel
Traditional Home Magazine
weather.com
Yahoo!

PROFESSIONAL SERVICES

Copyright Clearance Center
Deloitte & Touche
Graduate Management Admissions Council
HNTB
PricewaterhouseCoopers
William Mercer

HEALTHCARE

CardioContinuum
Ethicon (Johnson & Johnson)
Gentiva Health
Medtronic
OraPharma
(Johnson & Johnson)

NOT-FOR-PROFIT

Fidelity Charitable Gift Fund
Human Rights Watch
National Charitable Services
Natural Resources Defense Council
Pfizer Foundation
Sesame Workshop

TECHNOLOGY/OTHER

Comsat
Dimension Data
Dun & Bradstreet
Fortent
IBM
Mapquest

TRAVEL AND LUXURY

American Express Business Travel
Departures Magazine
Disney
Museum of Fine Arts, Boston
The Washington Ballet
Zagat Survey