
ECKEL & VAUGHAN

SAY SOMETHING
WORTH TALKING ABOUT.

Our Services

First off, we're not a traditional ad agency. We're a conversation agency. We get people talking to each other about you. Online. On the phone. In the press. And in the halls and chambers of government. We're not a vendor or a supplier. We're a partner. A collaborator. It's our job to help businesses and organizations find their voice and say something important and relevant. To influence public opinion or buying behaviors. We do it by listening intently, building relationships, and then making the right connections with the right people to get the job done. That's pretty much it in a nutshell. We do whatever it takes to get people talking about you.

Marketing & Advertising

We know what good, smart creative is, no matter what form it takes. Digital. Broadcast. Print. Radio. Outdoor. Display. We can even plan and place the media to make sure the message is reaching the right audience. Whatever it takes to engage your audience and get them talking, that's exactly what we'll do. Just don't expect to get the same kind of thinking you get from traditional ad agencies.

Public Affairs

One of our sharpest skills is positioning legislative issues in the public affairs arena. It's a blend of our marketing skills with some serious political acumen. We have the ability to look at issues and causes, and come up with ways to help position them more favorably. But we also know how to organize coalitions and train people to become advocates for your cause or issue. This ability to see the world through a different marketing lens is one of the things that sets us apart.

Public Relations

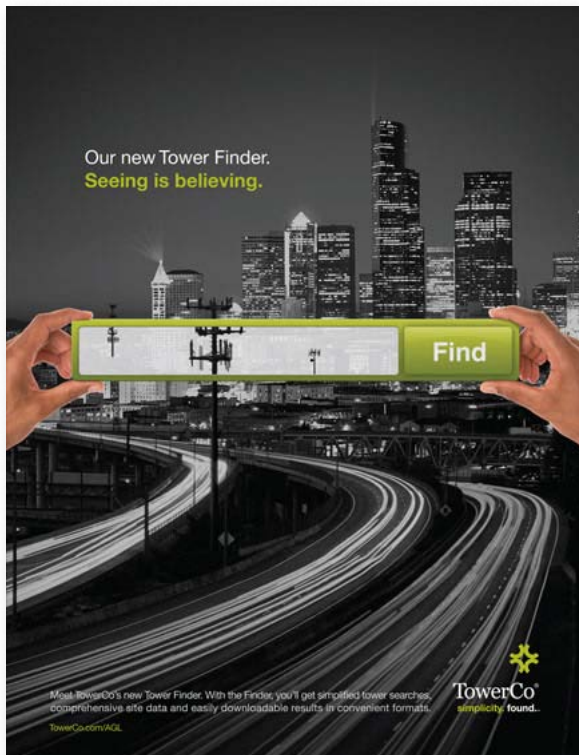
There was a time when PR meant cranking out news releases and hosting media tours. That still happens of course, but the way we see it, today's PR entails a lot more. It means connecting with major news sources, leading bloggers and thought leaders in the media world with a rich stream of useful, newsworthy information and visual content. Like everybody we connect with, we have conversations and build relationships with these vital news gatekeepers so our clients are noticed and written about.

Social Media

Social Media plays an important role in almost everything we do. It's the place to carry on a conversation, because it's the forum where the world connects and exchanges information. We firmly believe that what you push through the digital channel should be as relevant and thoughtful and brand-centric as what's pushed out through traditional channels. That's where we come in.

The Work

We've helped a variety of brands figure out how to say something worth talking about. Everything we do, from research through implementation, begins with a thorough and clear understanding of your business goals and the business problem we're trying to solve. Once we get that, we get out our marketing toolbox and we get to work.



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ECKEL & VAUGHAN

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About Us

To us, solving any problem begins with helping companies and organizations discover something worth talking about and then starting conversations about it.

At Eckel & Vaughan, we bring a level of thoughtfulness, common sense and unexpected practicality to everything we do. It's how we counsel our clients. It's how we approach solving problems. And most of all, it's how we help our marketing partners "say something worth talking about."

References:

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About Us (cont.)

Albert Eckel

Albert can help you say something worth talking about in the public affairs arena. He has more than 15 years' experience in corporate affairs, political strategy and strategic communications. Prior to co-founding E & V, he served as director of government affairs for Corning Inc., focusing on state and federal issues, especially strategic development for grassroots and grassroots initiatives.

Prior to Corning, Albert served as field director for State Capital Strategies, a multistate lobbying firm based in Raleigh, NC. There, he was responsible for issue management and lobbying for 10 states on behalf of Fortune 500 clients.

Albert spent four years in Washington, DC, working for The Eddie Mahe Company, a strategic communications firm focused on building campaigns for political and Fortune 500 clients.

His strengths include coalition building, grassroots management, public affairs, and political and legislative counsel. He's well connected in the political and public affairs sphere and can organize field operations that can turn on a dime to get things done.

Albert holds a bachelor's degree in history from Elon University and is a graduate of the Executive Development Institute program at the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He lives in Raleigh with his wife, Anna, and their two children.

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About Us (cont.)

Harris Vaughan

Harris brings more than 15 years of marketing, strategic communications and public affairs experience to client relationships.

Prior to co-founding E & V, he spent nearly eight years in marketing and advertising at Rockett Burkhead & Winslow, managing all aspects of positioning assignments and communications strategy development and execution for a variety of clients including B-to-B and B-to-C industries. Most notably, Harris was involved with the internal and external rebranding, marketing and advertising efforts for BB&T, the 11th largest US-based financial institution.

Harris worked on Capitol Hill for nearly three years as a legislative assistant to US Senator Lauch Faircloth, covering a variety of business, education, technology and agricultural issues, and learning the importance of doing and saying things worth talking about.

Harris holds a Master of Business Administration from the University of North Carolina at Chapel Hill's Kenan-Flagler Business School as well as an undergraduate degree from UNC-CH in political science. He's also very proud to point out that he's a certified whole-hog North Carolina barbecue judge. Harris, his wife, Ashley, and their three children call Raleigh, NC, home.

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About Us (cont.)

Mike Hoyt

Mike brings a wealth of knowledge and experience in public relations and advertising to bear for our clients. More than 42 years' experience, to be exact. Currently, his passion and vision guide our E & V Digital practice group, helping clients say and do something worth talking about in the digital and social media space.

To say he's been around the marketing block would be a huge understatement. He served as a public information officer for the US Navy, a radio producer and on-air reporter for Voice of America, a TV reporter, an account executive at the William Cook Agency in Florida, a VP/account manager at Young & Rubicam in NYC and Atlanta, an EVP and senior partner at Howard Merrell & Partners in Raleigh, and as a consultant with his own marketing firm.

Mike has worked with clients in virtually every industry out there: Eastern Airlines, Georgetown University Medical Center, The Atlantic Coast Conference, UNC-Chapel Hill, Blue Cross & Blue Shield of North Carolina, Union Carbide, Congoleum Flooring, Cooper Tools, Winn-Dixie, Hardee's, and Brown & Williamson. And the list goes on and on.

Mike holds BAs in journalism and psychology from UNC-Chapel Hill, an MA in communications and marketing from The University of Pennsylvania's Wharton-Annenberg Schools, and has studied social psychology and advertising at the University of Lyon, France, as well as TV news production at the University of Oklahoma. He lives in Raleigh with his wife, Judy. Their grown-up sons, one in New Mexico and the other in Raleigh, practice law and accounting, respectively.

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About Us (cont.)

Matt Ferraguto

Matt can help you leverage the power of digital and social media tools and networks to engage target audiences, start a conversation, and achieve your goals. He has 13 years of experience in strategic communications and a passion for writing and spreading ideas.

Prior to becoming E & V Digital's Social Media Division director, Matt was the national director of communications for the school readiness initiative Reach Out and Read. In four years, he doubled the number of the nonprofit's media impressions, repositioned its national brand, redesigned its website, and built its highly successful — and highly engaged — Twitter and Facebook networks. He also developed successful multiplatform campaigns in partnership with Pampers, Scholastic, Target, and the White House.

Matt spent a decade in political communications as well, serving as press secretary for Congressman Stephen F. Lynch (MA-09) and deputy press secretary for Senator Edward M. Kennedy (D-MA).

Matt earned his undergraduate degree in public policy studies at Duke University. He's been a finisher in 13 marathons but will always prefer a morning run with his dog, Lexi. Matt lives in Raleigh with his wife, Sallie, and their two children.

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Let's Talk

Let's start a conversation

Getting a conversation started isn't about what platform you use, it's more about what you say to enrich the experience and build a relationship. It could be a relationship between us and our clients and marketing partners. Or between a client and its customers or constituents. Or between two people on the street who happen to be talking about you and your product, service or idea.

That's what excites us. It's what gets us out of bed every morning. It's our passion. And we want to put all our energy to work for you.

But first, we should talk. Call or email us and let's get our conversation started. In the meantime, like us, follow us, and get to know how we think through our "Points of View" blog.