

Helping your business grow



FROM STRATEGY TO THE BOTTOM LINE

CRC Marketing Solutions is an integrated marketing communications agency that creates and executes ideas for building business. Based in Minneapolis, CRC maintains long-standing relationships with clients across a range of industries. We've worked with some of the most recognized names in the world. Yet what's important is the work we've done: strategy development, on-target creative campaigns, technological integration, and measurement, all combined to deliver bottom-line business results.

SINCE 1979
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MOVE BEYOND THE EXPECTED

True insight is three parts fact and one part intuition. At CRC, we see the big picture without losing sight of the details. We understand how marketing works because we've created successful programs, time and again. Our strategic and hands-on knowledge of technology helps us knit together effective communication programs across all media forms.

OUR CLIENTS BENEFIT FROM WHAT MAKES US DIFFERENT

Grounded in the principles of marketing

We understand how to deliver a seamless experience with your business across touchpoints.

Experts in human behavior

Insights into consumer motives and reasons for taking action drive everything we do.

Advanced technology experts

We integrate digital communications with traditional disciplines, all with internal resources.

Committed to continuous improvement

Superior project management, strict quality control, and program metrics keep us on time and budget, and gather insights you can use.

Just the right size

Not too big, not too small, we offer senior-level attention to all of our clients.

Products and services



Strategy and branding

- Naming
- Positioning and segmentation
- Corporate identity systems
- Brand identity systems
- Digital strategy
- Brand publications and collateral

Awareness

- Consumer advertising
- Business-to-business advertising
- Brand websites
- Paid search programs
- Search engine optimization (SEO)

Interaction

- Website development
- Web store management and fulfillment
- Business applications
- Employee intranet
- Interactive displays
- Mobile applications

Retention

- Dealer and distributor extranet
- Email customer response systems
- Email relationship marketing



ASP.SQL.PHP.ABCDEFG.

YOU'LL BENEFIT FROM OUR TECHNOLOGY-AGNOSTIC APPROACH

Successful outcomes depend on a clear understanding of our clients' business goals and communication objectives. By being unbiased toward the use of any specific technologies to solve your business problems, CRC is positioned to let business goals and communication objectives drive technology decisions, not the other way around.

CRC works with clients' technologies in a variety of ways. In some instances, we function as an integrated IT department, helping our clients choose technologies that are a fit for their goals as well as coordinating hosting, monitoring, and disaster recovery services. In other instances, we function as an extension of our clients' existing IT resources, often executing against technology choices made, or already in place, by our client partners.

For more than 40 years, CRC has been at the leading edge of technology adoption in marketing and communication. We have an extensive portfolio of large-scale and complex data-driven web applications for clients such as Ecolab, Thomson Reuters, UnitedHealthcare and others.

Our clients



CRC MARKETING SOLUTIONS CLIENT ROSTER

Passionate about our work and about providing top-level service, we focus our efforts on a core group of clients with whom we form long-term relationships. Currently, we work with these companies.

Advanced Problem Solving
APWU Health Plan
Bootlegger Brewing
Cantex Continuing Care Network
Ecolab Healthcare Division
Ecolab Institutional Division
Junior Achievement North
Marmon Link
Nalco Water
Navitaire
Open Book
Optum
Repayment
SFM Mutual Insurance
Thomson Reuters
UnitedHealthcare
UnitedHealthcare Global
West LegalEdcenter
Zinpro

HISTORICAL CLIENT ROSTER

In our 40 years of business, CRC Marketing Solutions has worked with hundreds of companies and brands. These are just a few.

3M
3Wire
ALD, Inc.
Armor All Products Corporation
Bachman's
Benson Optical
Breathe Right
CenterPoint Energy
ConAgra Pet Products
Coors Brewing Company
Cornelius
Creative Health Care Management
Crystal Farms
Culligan
Dow Brands
efé Cosmetics
Fargo Electronics
Federal Publications Seminars
FiberChoice
FindLaw
General Mills
GMAC
Golden Valley Microwave Foods
Gopher Resource Corporation
Green Giant
Häagen-Dazs
Heinz Pet Products
HHI Professionals
Homecomings Financial
Honeywell Inc.
Hutchinson Technology
IDI Distributors Inc.
Institute for Advanced Technology

Intercede Health
Ken Davis
Kiehl Hendrickson Group
Knott's Camp Snoopy
Land O'Lakes
Leighton's Garage
Lifetouch
Loffler Business Systems
The Loft Literary Center
Martha White
McGlynn's
MicroMash
Midwest of Cannon Falls
Minnesota Center for Chemical and Mental Health
Minnesota Institute of Public Health
Minnetonka Brands
Multifoods
Netgain
NK Lawn & Garden
Old Dutch Foods
Old El Paso
Optical Sensors
Pet Food Warehouse/PETCO
Pillsbury
Rosemount Office Systems
Seven Seas Water
Single Care
Softsoap Enterprises
SuperValu Pharmacies
Swell Marketing Services
Target
Tonka
Toro
Tree Top
Tuffy's Pet Products
University of Minnesota Extension
Walsh Bishop