

OUTthink

YOUR COMPETITION WITH STRATEGIC MARKETING AND CREATIVE ADVERTISING



ABOUT

Callis is a leader in strategic marketing and creative advertising for clients in a variety of industries, with a specialty in outdoor, wellness and active lifestyle brands. Through our integrated services, we help our clients grow their brands and businesses.

Our integrated approach to marketing ensures that everything you do online, in the mail, in-store and in-person work together in a cohesive strategy to enhance the customer experience and drive growth.

OUT of the box thinking • OUTstanding results

INCREASED BRAND AWARENESS • NEW WEBSITE VISITORS • NEW CUSTOMERS • INCREASED MARKET SHARE • ROI

Agency Philosophy

- Understanding
- Leadership
- Professionalism
- Creativity
- Technology
- Quality

Core Values

- We tell the truth
- We honor our promises
- We hold confidences unconditionally
- We keep learning
- We run our agency in a financially responsible way
- We care for our clients' organizations as if they were our own
- We are employers of choice – attracting the best of the best
- We will leave our world better than we found it

Services

- Market Research
- Strategic Planning
- Branding
- Digital Marketing
- Media
- Public Relations
- Creative
- Web Development & SEO
- Content Marketing
- Social Media

Partial Client List

- Sierra Bullets
- Starline Brass
- Missouri State Fair
- Bothwell Regional Health
- Missouri Beef Council

Expertise

- Outdoor Lifestyle
- Sporting Goods
- Agriculture
- Energy
- Tourism
- Financial
- Technology
- Health Care
- Senior Living
- Education
- Automotive
- Retail
- Manufacturing

Recognition & Awards

- International Association of Business Communicators
- American Graphic Design
- International Association of Fairs & Festivals
- National Agri-Marketing Association
- Missouri Governor's Economic Development
- Sedalia Area Chamber of Commerce

LEADERSHIP

Cliff Callis, Founder & President
James Callis, Chief Financial Officer
Charlyn Callis, Vice President
Megan Hartman, Client Services Director
Tim Noland, Creative Director

KEY FACTS

- Established in 1987
- Headquartered in Sedalia, Missouri, home of rails, trails and ragtime
- 12 Employees
- Agency Management Institute (AMI) Accredited Agency
- Google Certified
- Industry Members of NSSF, NASGW, POMA, AGLOW, SEOPA, IAFE, NAMA, ATA
- Community Members of the Sedalia Area Chamber of Commerce
- Supporters of Economic Development Sedalia/Pettis County

CONTACT

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ENGAGE

