

We are an independent advertising agency.

Nimble, bright and focused on the belief that nothing can distinguish
or differentiate a brand quite like strategically sound, creative thinking.

The kind of thinking that cuts through clutter, stretches media
dollars and delivers unprecedented results.

A D V E R T I S I N G

PAPROCKI & CO

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C O N T A C T J O E P A P R O C K I A T

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PAPROCKI & CO. delivers big agency,
big brand experience in a much more efficient, responsive and
economical model. By eliminating layers and bureaucracy we're able
to focus our energies, instead, on creating communications that
are hard to ignore. Here are some samples.

NORTHSIDE HOSPITAL-CHEROKEE

is a community hospital located just north of Atlanta. They wanted to let newcomers to this fast-growing Georgia county know that state-of-the-art, full service, high-quality healthcare is actually a lot closer than you might think.

Quality Healthcare, Comfortably Close to Home. Conveniently located in Canton, you'll never have to look far for compassionate care. With countless inpatient and outpatient procedures along with recent enhancements to our operating suites, you can rest assured, as the community grows, so will we.

©2010 Northside Hospital Cherokee



QUALITY HEALTHCARE, COMFORTABLY CLOSE TO HOME. Conveniently located in Canton, you'll never have to look far for compassionate care. With countless inpatient and outpatient procedures along with recent enhancements to our operating suites, you can rest assured, as the community grows, so will we.

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THE WEATHER CHANNEL This trade campaign touting Weather-On-Demand, WeatherScan, and interactive local forecasts, helped to remind cable operators that no one else has the weather covered quite like we have.

In fact, you could say we own the weather.

© 1998 The Weather Channel
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TM The Weather Channel™



WE OWN THE WEATHER. With interactive local forecasts on Weather On Demand and 24/7 local weather and traffic reports on WeatherScan, we're now on everyone's radar. To find out more, visit weatheraffiliate.com or booth 2207 at NCTA.  weather.com



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SIERRA CLUB The poster on the left was created to help stop an unnecessary road through the Smoky Mountains. As mailers, they drew an amazing 13% response rate. The 2nd poster was designed to promote an event to raise environmental awareness over a few beers.



ZIFTY.COM is a young, energetic company that delivers movies, gourmet food, sundries and snacks right to your door within the hour. Since this newspaper campaign launched, Zifty.com has experienced incredible growth and more than doubled in size.

**For the
very busy.
Or the
very lazy.**

zifty.com
Delivering Eats. Entertainment. Everything Else.

**Knock-knock.
Who's there?
Ben & Jerry.**

zifty.com
Delivering Eats. Entertainment. Everything Else.

**Why leave
the house?
You paid
a lot for it.**

zifty.com
Delivering Eats. Entertainment. Everything Else.

ATLANTA HISTORY CENTER You can find a wealth of art and artifacts at the Atlanta History Center. But they were seen as stodgy and boring. Our task was to make them more approachable and fun for the whole family. They are now enjoying a phenomenal increase in attendance.



**THE BATTLE OF
“BILLY’S LOOKING AT ME”**

Desperate to resolve family differences, Margaret Finkelman brought her feuding children here in the summer of 1999. After a day of dressing up in Civil War clothes, learning signal flag maneuvers and talking to soldiers, the dispute ended amicably. Henceforth, the youngest Finkelman would refer to her sibling as “my dearest brother.”

CIVIL WAR ENCAMPMENT • ATLANTA HISTORY CENTER

See the Civil War come to life. Saturday, July 17 and Sunday, July 18. For more information, call (404) 814-4150.

Furniture of the American South: The first traveling exhibition Colonial Williamsburg has produced from their permanent collection of over one million objects. (March 2001 – August 2002)

**BACK before ROCKET
SCIENCE
PEOPLE WOULD SAY,
“IT ain’t FURNITURE MAKING.”**

See more than 50 pieces of Colonial Williamsburg furniture that illustrate the taste and cultural diversity of the early South. Opening day events will also introduce guests to the cultural activities of early Southern furniture makers, including live musical performances and interactive crafts for the kids. So pull up a chair and enjoy the finer things of someone else’s life. For more information, call 404-814-4000 or visit us online at www.atlantahistorycenter.com

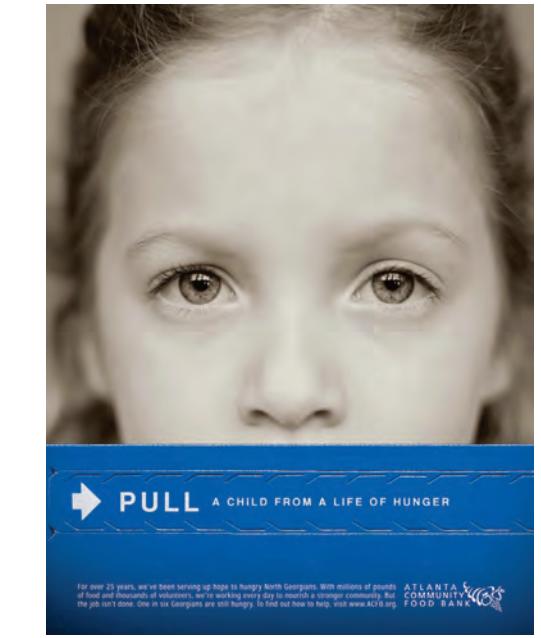
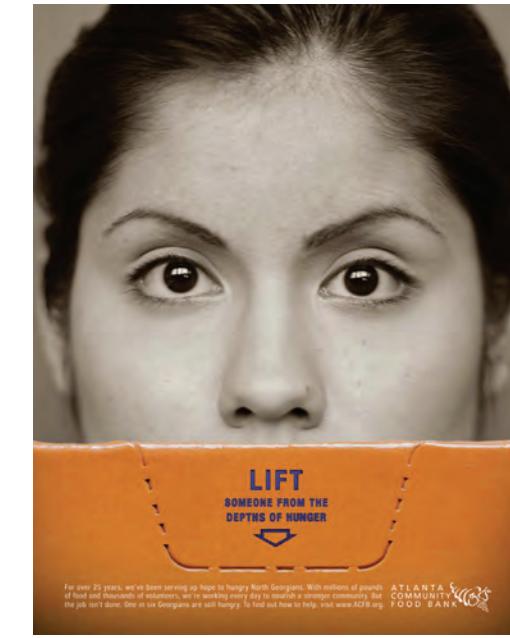
ATLANTA HISTORY CENTER

ATLANTA COMMUNITY FOODBANK

We're asked to remind people that hunger isn't just about the homeless picking through trash cans. It's also about people you see every day who aren't getting the nutrition they really need to develop and function properly.

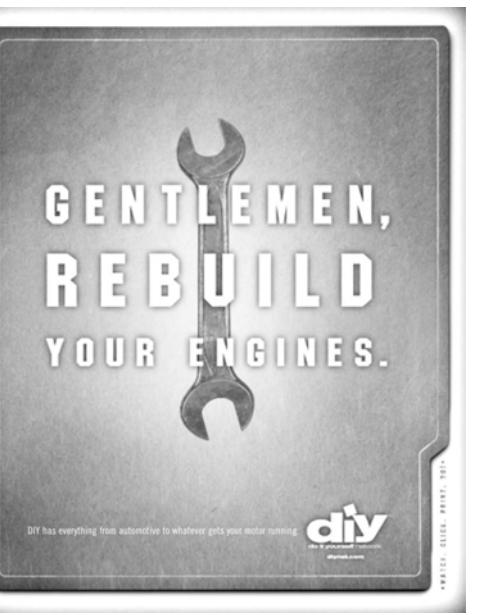
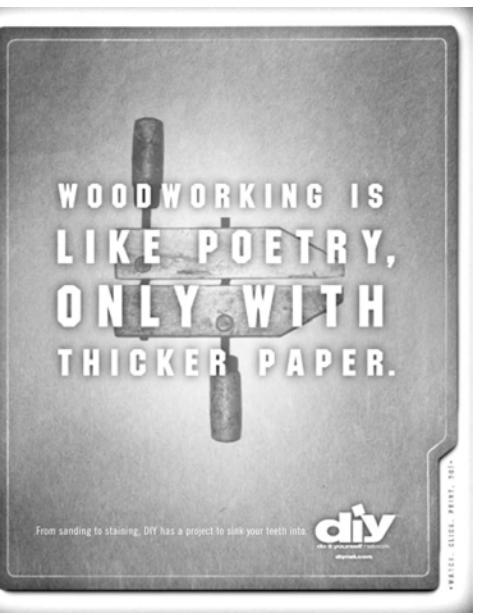
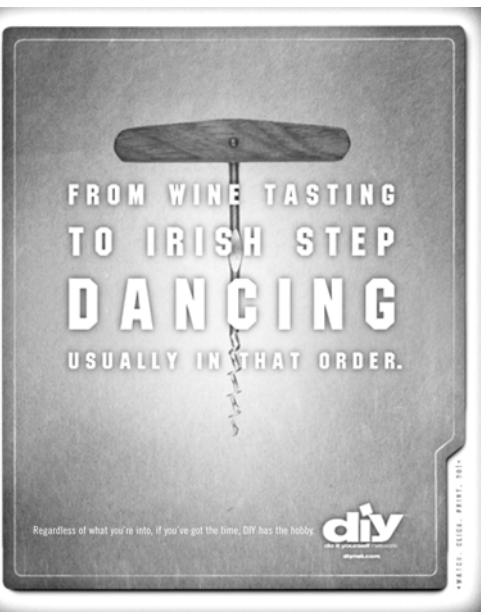
READ

For over 25 years, we've been serving up hope to hungry North Georgians. With millions of pounds of food and thousands of volunteers, we're working every day to nourish a stronger community. But the job isn't done. One in six Georgians are still hungry. To find out how to help, visit www.ACFB.org.



DO-IT-YOURSELF NETWORK

This series of introductory, small space ads helped to communicate DIY's incredible depth and breadth of unique "how-to" programming and helped propel them from 10 million to 13 million households in less than a year.



AT&T BROADBAND With over 300 movie, music and sports channels, AT&T Broadband has something for everyone - including NASCAR fans. Here we wanted to demonstrate, in a memorable way, how we can bring the excitement and power of NASCAR racing into the home.



BLuelinx distributes building products on a very large scale. This campaign targeted builders letting them know the benefits of using PVC trim over wood trim. The product, Tanza, is made to look and feel just like real wood but is impervious to rot, insects and sun damage.



Who doesn't love low maintenance? Tanza PVC trim is consistent, available in longer lengths, and helps eliminate waste that wood leaves behind. Plus it's backed by a lifetime warranty. With all that going for it, this one's definitely a keeper.



The perfect complement to any architectural style, Tanza PVC trim withstands almost anything Mother Nature can throw at it. Easy to work with and durable enough to last a lifetime, it's toughness that's not afraid to be beautiful.



Consistency can be a beautiful thing. Especially when it comes without sacrificing any of wood's natural beauty. With no voids, knots or imperfections, Tanza PVC trim combines all the workability of wood with the durability to last a lifetime.

OUR BACKGROUND includes experience at Fallon McElligott, Ogilvy & Mather and Carmichael Lynch on brands such as Purina, Nikon, Lee Jeans, McCormick, American Express, Sheraton, Porsche and Schwinn. Our work has been seen in The One Show, CA, Archive and Cannes.

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