

*When the pond is drying up, your options are few.
Lose the gills and grow some legs...*

Adapt or Die.



Your company is affected by external factors on a daily basis... the economy, regulations, emerging technologies, savvy competition and more. Each threatens your success in unique and unexpected ways. In order to survive you must evolve your message and tactics to keep your products relevant and compelling, whatever may come.

We can help with that.

We are graphic designers.
We are photographers.
We are technologists.
We are competitors.
We are strategists.
We are scientists.
We are shooters.
We are hunters.
We are cops.

Chances are we are
your customer.



Nothing is more frustrating than having to explain to your ad agency why your product is different, or worse, having to explain to a non-shooter your key features and benefits... all while being billed. Our entire team is made up of shooters, hunters and competitors, often from a law enforcement or military background. This vastly compresses the learning curve ensuring that your campaign is executed **On Target and On time.**

The American hunter is a breed apart. They know what works and they can smell BS a mile away. At NobleToad, we are hunters and outdoorsmen. As users of your products, we can communicate your message **better than doe scent during the rut.**



Its all well and good to be in a blind during duck season, but in the marketplace, your products need to be in plain sight. So grab your favorite turkey call or rattle some antlers to get our attention. **Its always hunting season when your product sales are on the line!**

From the sporting clays range to the benchrest shoot, your message should factor favorably whether marketing to the novice shooter or the pros. We can help target your message so that your products and services give each customer the edge needed to **bring home the win.**



When the shoot-off is over and the scores are posted, it is often too late to be just getting started on your new product launch. Get us involved early. We may be just the coach that can **dial you into a winning campaign!**

On the street they protect us,
and your products help to
protect them, but only if their
department knows you exist.

We speak the language
of the thin blue line.



We have former LEOs in key positions
at NobleToad so we know how to reach
the key decision makers with the right
message. Navigating the urban jungle
of bids and purchasing in the LE
world can be daunting. Let us help
your product breach the barriers
with a 911 call to NobleToad.

You have a technology aimed at saving lives of our warfighters no matter their AO. At NobleToad, **we've got your six.**



We have the experience to create unique messaging campaigns aimed at key decision makers in the DoD and private security sectors. Its a battlefield out there and your company needs all the intel it can get. We understand your mission and we are on hot standby to provide the kind of support that no other marketing firm can offer. **We are the special forces of strategy and design.**

We're different from ANY agency you ever worked with before.

It starts with ethics.

While we are happy to sign any NDA you wish, know that we are under a self-imposed non-compete. If we're working for you, we will not accept any work from a competitor, regardless of the number they throw at us. We are part of your team and we take it personally.



Our expertise has evolved over the decades, as both Agency and Client. We've worked for some of the biggest names in the ad world. We weren't thrilled about what we saw. We knew we could do better. **We get paid for our creativity. Period.** We don't mark up 3rd party costs. We don't believe in generating billables. There's no meter running for our counsel and we don't nickel and dime you on costs. You'll know up front how to budget.



We're a full-service Agency...

...and then some.

In addition to our traditional Agency capabilities, we also offer the following testing and evaluation:

- Ballistics (internal/external/terminal)
- Kinetic energy delivery
- Armor substrates & composites
- Acoustic signature
- Thermal transfer
- Optical system performance
- Alloys & metallurgical
- Trans-sonic flow mapping
- Computer modeling
- Environmental durability



Brochures • Direct Mail • Logos & Corporate Identity
Monographs & White Papers • Point-of-purchase Displays
Packaging & Labeling • Audio & Video Production
Exhibit Structures & Graphics • Signage & Banners
Web design & Hosting • Ecommerce & Web Development
Multimedia Presentations • Software User Interface
Search Engine Optimization • Product Design & Ergonomics
Illustration & Photography • Media & Public Relations

"As entrepreneurs you possess that drive to win, and the courage to try something novel. That is the fuel which inspires us."

Todd Johnson

Idea Merchant and Creative Ninja



Our Client List

Ammunition

MAXAM Outdoors
Rio Ammunition
Eley Hawk
Kemen Ammunition
Son-X Stealth Projectiles
Tulammo USA

Aviation

Gulfstream
PM Fire Systems

Charitable & Warfighter Support

Darby's Warriors
Sua Sponte Foundation (1st Ranger Battalion)
Wounded Warrior Support

Clay Shooting

Crazy Quail
National Sporting Clays Association
R&R Traps

Firearms Retailers

Lawful Defense
Ortiz Custom Guns

Firearms & Accessories

Core 15
Bluegrass Armory
Steyr USA
Choate Machine & Tool (riflestock.com)
Nemesis Arms
Yildiz ProStar Shotguns

Govt & Military

Alaska Logistics Group
Mowers Consulting (C4ISR)
US Department of Defense

Law Enforcement

Cobra Gun Skins
Trident Police Products
SWAT Roundup International

Shooting Facilities

Forest City Gun Club
ShootGTR
Rocky Creek Sporting Clays

Protective Gear

3M Peltor
Phalanx Armor Systems

Sporting Goods

NorthStar Archery

Lubricants

Italian Gun Grease
QMAXX Lubricants

Other

John Deere
Southern Metals Recycling
University of Florida

References available upon request.

NobleToad is a member and proud supporter of the NSSF, NRA and the International Ballistics Society.