

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](http://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.