



Creative

Comprehensive

Competitive



Miller Mauro Group
marketing communications

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Miller Mauro Group at a Glance

Who We Are

Miller Mauro Group is a marketing communications firm providing creative, comprehensive and competitive solutions to meet the sales, marketing and communications needs of your business.

Founded in 1984, we have become one of the region's most relied upon marketing communications firms. As an owner-operated firm, we empower our staff to make good decisions on behalf of clients. You won't find multiple layers of management, so you'll work directly with the account team members who take responsibility for your complete satisfaction.

What We Do

Miller Mauro Group offers a comprehensive portfolio of integrated marketing communications services, custom-tailored to achieve results. Our services include:

Design and Communications

- Corporate and brand identity
- Advertising and graphic design
- Illustration and digital imaging
- Production and design management
- Copywriting and editing
- Public relations
- Media planning and implementation
- Speaker support materials
- Multimedia and interactive graphics
- Package design

Events and Presentations

- Event planning and implementation
- Multimedia and interactive presentations
- Audio and video production
- Tradeshow management

Technical Publications

- Technical writing and editing
- Technical illustration
- Publication design

Online Services

- Online research and consultation
- Online communications and marketing
- Website design and development



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Who We Work With

- Advanced technology and software
- Chemicals and pharmaceuticals
- Construction and real estate
- Educational and non-profits
- Financial services and banking
- Industrial and manufacturing
- Professional service providers
- Sports, entertainment and hospitality

What Makes Us Different

Practical, results-oriented solutions at a competitive price. That's what clients say distinguish us from other companies. Our experience suggests that exceptional communications between client and their creative partner translates into benefits like efficiency, quality, turnaround, service and economy. In other words...value.

Our Creativity is Only Worthwhile if it Produces What You Want for Your Business:

- More exposure
- Greater market share
- Increased revenues
- Superior profitability
- Effective shareholder relations
- Improved brand awareness and loyalty
- Greater customer satisfaction
- Better employee communications

Connected to the Community

We're committed to the community we live and work in. Each year we set aside a percentage of our annual profits to support non-profit organizations serving the needs of individuals and families who are disabled or disadvantaged. The support of our long-standing clients has enabled us to maintain our commitment to the greater community.

Awards and Recognitions

- Claymont Community Center, Founder's Award 2003
- DuPont Communications Solutions, Premiere Partner Award, 2000 & 2001
- National School Public Relations Association, Golden Achievement Award, 2000
- Neographics, Franklin Award for Excellence, 2000
- Brandywine Community Resources Council, Brandywine Community Award, 1998
- United Way of Delaware, Fellowship Award, 1995



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Choosing a Marketing Communications Firm

If your business is shopping for marketing communications help, here are a few tips from Wilmington-based Miller Mauro Group:

1 – Size:

Is the agency the right size for your business? Will you receive the appropriate level of service and attention you need to get out your message? If you decide on a small firm, be certain that staffing is sufficient to meet your deadlines.

2 – Technology:

Does the agency embrace technology? Does the agency use the most current hardware and software to assure the most cost-effective production? Can the agency provide documents in formats that can be used by your internal staff, printing company and website developer?

3 – Creativity:

Does the agency offer creative solutions to your communications needs? Can they provide cost-effective solutions while meeting your deadlines?

4 – Who Owns Your Documents?

If you need your company's logo or marketing materials, is the agency prepared to turn over your files? While most agencies own and maintain your documents at their own expense, document management is a critical component when selecting an agency. Understanding your agency's document management policy is important if you think you'll need your documents in the future.

To find out how Miller Mauro Group can help you reach your communications goals, contact Joe Mauro or Ruthea Miller at:

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