



Philosophy

At RP3, we believe that for a brand to resonate with today's empowered consumer it needs to act like a magnet – pulling people in with powerful ideas, energizing them through every interaction, and inspiring them to make the brand “their own” and spread the attraction to others. We call this a Magnet Brand.

Becoming a Magnet Brand takes courage. The courage to recognize you can't attract everyone, only who you're meant to. The courage to rethink how you go to market to become more attractive. The courage to embrace transparency and let the consumer play a bigger role.

Building a Magnet Brand is a discipline that relies on listening better. Being more responsive. Staying on top of new technology and how it's impacting culture and behavior. And realizing that marketing isn't just what you say, but what you do every day.

Be a Magnet Brand. And be a force.

Clients



Monument Realty



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Leadership

Beth Johnson,
Principal, President

Scott Gold,
Principal, Consumer
Engagement Director

Jim Lansbury,
Principal, Creative Director

Core Capabilities

Consumer Insight

Brand Planning

B2C and B2B
Advertising and Engagement

Media Planning and Buying

Social and Non-Traditional
Marketing

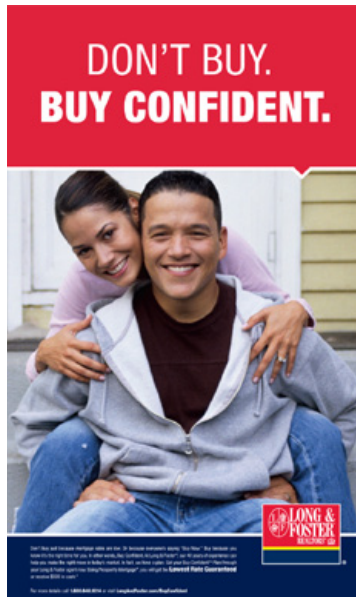
Creative and Content
Development For All Platforms

Broadcast, Digital, Print and
Experiential Production

Magnet Brands in Action



Stanley Martin Homes:
15% increase in traffic.



Long & Foster Companies:
12% increase in leads.



International Spy Museum:
Biggest museum opening ever.



Washington Area Women's Foundation:
300% increase in fundraising.



Mid Atlantic Sports Network:
139% jump in Nationals ratings.



Honest Tea:
200% increase in sell-through at retail.



Quality Pavement Repair:
20% increase in sales.