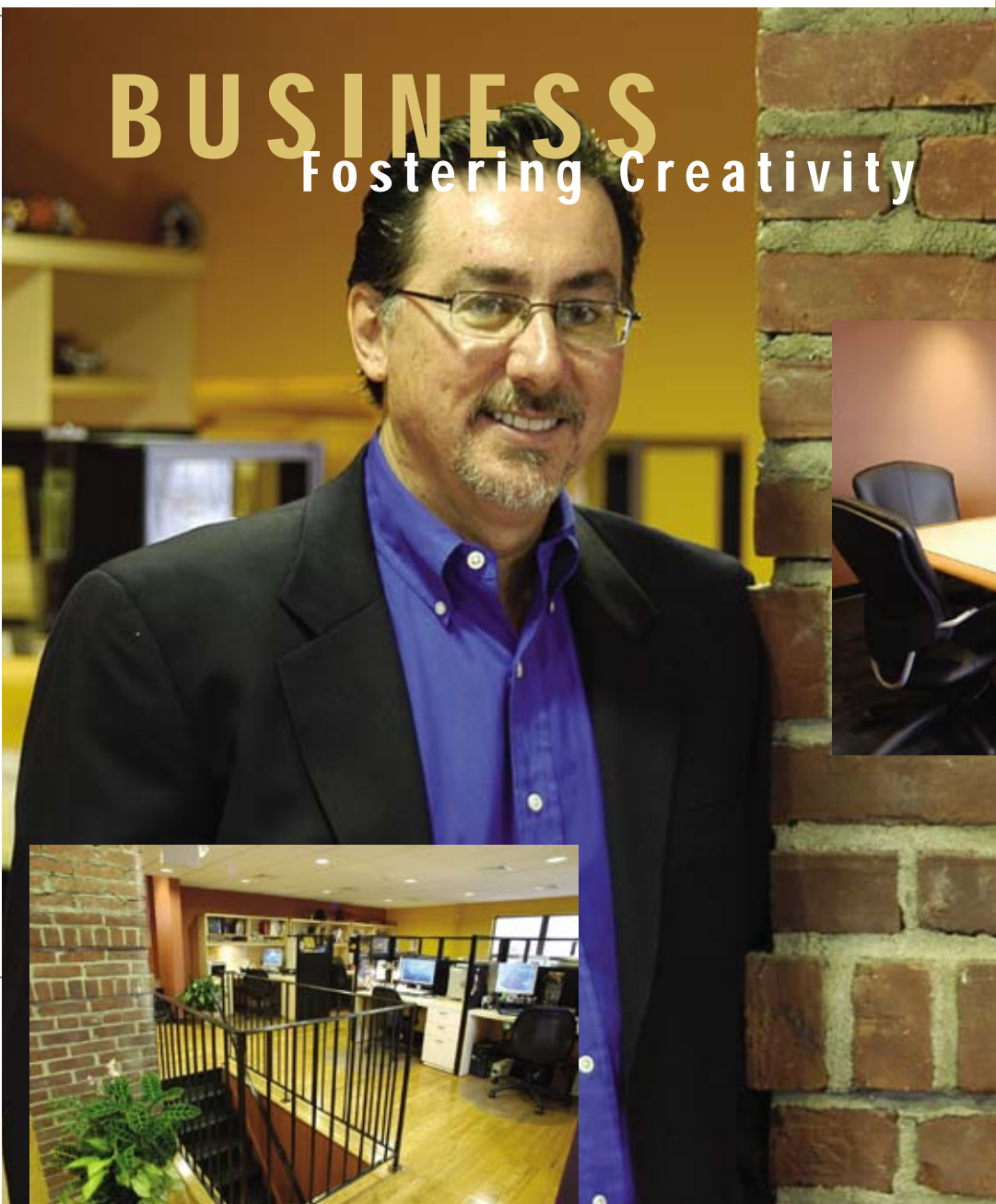


# BUSINESS

## Fostering Creativity

By ERIN HARRINGTON



Photos: Charles Orrico



**DISTINGUISHED AS ONE OF THE TOP ADVERTISING AGENCIES IN THE COUNTRY BY ADVERTISING AGE, LONG ISLAND-BASED EGC GROUP WAS FOUNDED BY ERNIE CANADEO 21 YEARS AGO.**

The firm services a standing room only client base eager to put the expertise synonymous of EGC to work for their businesses.

One of the agency's core strengths is its ability to develop a strategic marketing plan for each client, which lays the groundwork for its marketing services. These can include market and brand research, advertising development and production, media planning and buying, lead tracking, public relations, web design and marketing, and multimedia. Their success speaks for itself. EGC continues to add many new clients to its roster. In just the past few months, Brother International, the Long Island Convention and Visitors Bureau (LICVB) the New York area Jiffy Lube franchise, and nationally-renowned plastic surgeon Stephen T. Greenberg have selected EGC to handle their full-service advertising and marketing

duties, adding approximately \$5 million dollars in billings to the agency.

EGC prides itself on its research capabilities, and in the past year, has performed research programs for national and international companies such as Sterling Optical and Brother International as well as local clients including Elegant Entries, Boulder Creek Steakhouses, Nassau Community College, Dowling College and Bath Fitter. Based on the research, EGC develops effective marketing campaigns and initiatives.

While scads of ad agencies have come and gone over the years on Long Island, staying ahead of the curve and embracing change has kept EGC on the map and in demand. "It's critical that companies accept change and adapt it to how they run their businesses and relate to customers," Canadeo points out. "Our agency philosophy is 'Change is Good'. We work hand in hand with our clients to help them embrace change, and the results can be dramatic."

Perhaps the most profound of them has come in the form of markedly increased sales. "We partner with clients and study what they do," says EGC Account Manager Christine Carroll. "We treat their business and their budget as if they're our own. Whether a client is spending thousands or millions of dollars, we're involved at every level of their business. Staying on top of new and important tools such as lead

tracking and online programs keep us at the forefront of the marketing industry."

No doubt. The accolades that EGC has been honored with span literally hundreds of national, regional and local creative awards, including more BOLI (Best on Long Island) trophies than any agency could even hope for, recognition as one of the top 100 sales promotion agencies in the country by Promo magazine, and the distinction of being the only Long Island company ranked as one of the Top 25 Growing firms five times.

Growth is good, as is change. EGC has experienced, and responded to, both. As EGC's client base and staff expanded, so did the need for more space. "I was looking to purchase an approximately 10,000-square-foot building on Long Island for several years," Canadeo says. "They're hard to come by." EGC's new home proved worth the wait, and the much anticipat-



ed move went down in late December, when the EGC team set down stakes in its new space at 1175 Walt Whitman Rd. in Melville. It exudes a warmth and relaxed environment atypical of most offices, affords comfort and an environment that fosters the creativity of EGC's staff of 30-plus employees. And, it will accommodate the inevitable continued growth of the agency.

"My vision for the space," Canadeo recounts, "was for it to be elegant, contemporary, with a touch of Soho, yet warm." Akin to the business itself, Canadeo's vision was realized. He credits designer Eileen Supran and her company, EJS Corporate Interiors, with doing a fabulous job. Hues of burnt oranges and soft yellows speak from the walls, and contemporary decor defines the work areas. Canadeo knew he was where he was meant to be when they tore down a wall only to find a brick chimney. "I had that whole area of the office built around it." It gets better. When the carpet was ripped up for replacement, beautiful hard wood floors lay beneath.

Like EGC, the new space is proving itself a creative dream.