

Masters of the Marketing Message

By Susan I. Shiber
Photography by Kelly O'Keefe

“Good products can be sold by honest advertising. If you don't think the product is good, you have no business to be advertising it.”

David Olgyi

As one of the founders of 20th century advertising, Olgyi is respected for his integrity. As 21st century advertising gurus, Michael T. Norton and William J. Lipp, espouse their forerunner's philosophy with gusto.

Five years ago, Norton developed a different type of agency from those prevalent in the golden era of advertising. Lipp joined him in 2004. What separates Norton, Lipp & Associates (NLA) from many marketing communications firms is its zeal to intuit the most honest solutions for client campaigns. Solutions include strategic marketing, public relations, production, media planning and website design.

“We're building a different type of agency,” says Norton. “We have been moving away from the commission and mark-up model to a retainer-based partnership. This way, if we suggest more radio, more TV, more print, clients know it's what we believe to be the best option for them, not the best option for NLA. Their money is being spent smarter.”

“We don't approach a prospective client thinking about how much money can we make,” points out Lipp. “It's about believing we can work together and help their business grow. Our model is to be a valued member of their organization.”

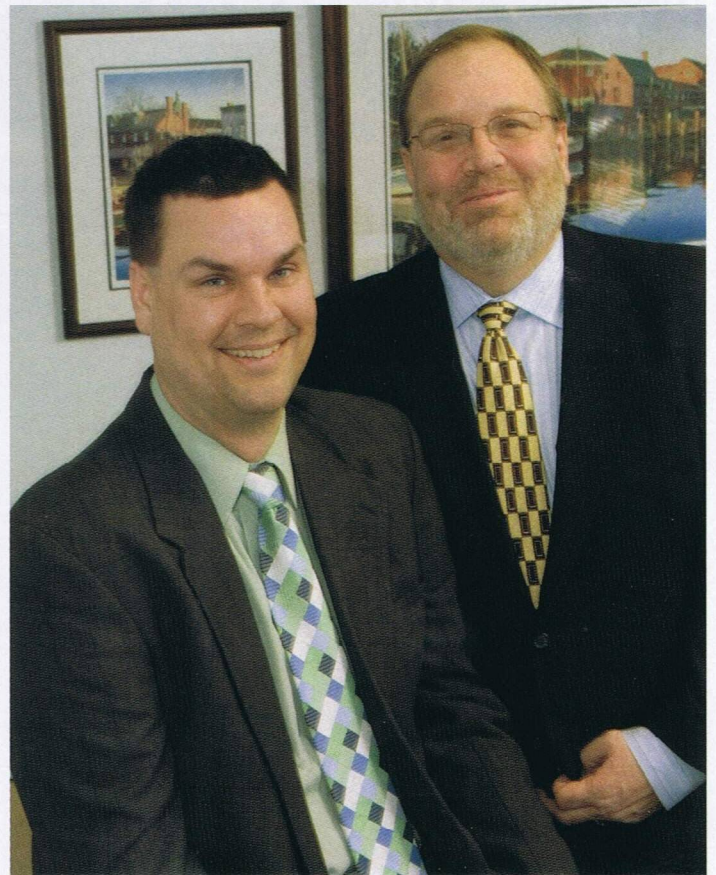
At a recent radio promotional event, an Otto's BMW sales manager introduced Lipp as an Otto's staff member. When asked why, he explained we view NLA as part of our in-house team, not as a vendor. “We wouldn't have it any other way,” says Lipp.

When decision-makers from luxury automotive to electronics, medical services to higher education, retail to non-profits look to NLA for guidance to grow their businesses, they receive the expertise of professionals who have over 45 years of varied experience; as clients, sellers and shapers of the creative message. This mix gives them a wide perspective and deep understanding of the entire marketing process. The excitement they derive from assembling successful marketing toolkits gives clients confidence – and frequently – a better bottom line.

Norton was a marketing and public relations executive at Independence Blue Cross, creative director for GillespieNorton Advertising and client services manager at NBC10. Lipp's background includes sales and marketing positions with NBC, Press Broadcasting Company, Malrite Radio, Tribune Television and CBS and Fox affiliates. Although, both excelled at performing any task or challenge presented, neither admits to being particularly happy working for just one company.

“I think of myself as a problem solver,” notes Norton. “If I met with a client and didn't believe that television was the prudent way to spend advertising dollars, I was uncomfortable selling it.” “I agree,” adds Lipp. “I want to have 15 arrows in my quiver and pull out the perfect solution. I don't want to “just” work for clients. I want to be their partner to help them grow.”

This ideology is gaining recognition throughout the Delaware Valley, prompting prospective clients to call. It is why Dick Vermeil told Elwyn Institute he would be the face and voice of its fundraising public service announcements, but he wanted NLA to direct him. It is why a new school for medical massage called for help with its startup. It is why



Above: As one of the founders of 20th century advertising, David Olgyi is respected for his integrity. As 21st century advertising gurus, Michael T. Norton (right) and William J. Lipp, espouse their forerunner's philosophy with gusto. What separates Norton, Lipp & Associates (NLA) from many marketing communications firms is its zeal to intuit the most honest solutions for client campaigns.

clients with small budgets to big budgets lean on NLA for their marketing, advertising and public relations needs.

Working out of a modest Chester County office, NLA serves a growing suburban-based clientele and Philadelphia companies, as well. Satellite offices in Delaware and Montgomery Counties, central New Jersey, Delaware and Florida increase agency availability.

"We run a lean ship," declares Lipp. "We're not interested in having the Taj Mahal with clients footing the bill. We don't put on elaborate dog and pony shows to get business and then turn it over to other staff members. When you sign on with NLA, you get the Principals. We offer the best and most practical marketing communications programs for clients and do the work we love."

Yes, Norton and Lipp are finally having fun, spending quality time with their families and enjoying life. "We only have a small window of time to give guidance to our children, and what is more important," asks Norton.

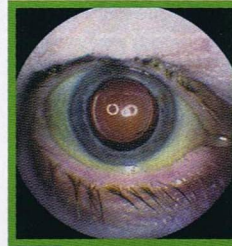
On a balmy afternoon spent on Lipp's sailboat three years ago, Norton expressed these sentiments. "I listened to him," recalls Lipp. "My kids didn't know me because I was already heading in to the office before they woke up and got home after they were asleep in bed. I didn't want to do it anymore. I wanted to do what Norty was doing, and I'm so glad I joined him. Now, my kids know who I am; I'm much more involved in their lives and the pressure is gone."

"I'm the fortunate one," insists Norton. "When you talk about partners, I am truly blessed. Before he came on board, he phoned daily to ask what I had done to move the business forward. He is mentor to so many. People call every week to ask him advice. And this guy is my partner, here to share his vast knowledge and experience."

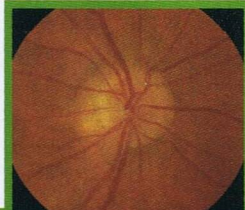
Mutual respect, exceptional creativity and a code of ethics are the foundation of NLA. Its credo: We Plan, We Perform...You Profit, completes its mission. •

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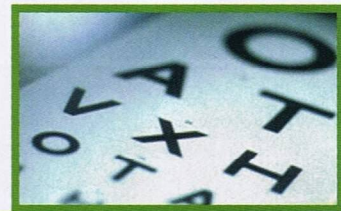
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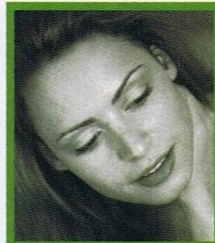
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