



## Click Marketing Solutions



Click Marketing Solutions is a full service marketing agency that specializes in:

- Brand Development,
- Strategic Integrated Marketing Plan
- Campaign Development and Execution
- Copywriting
- Graphic Design
- Advertising Consulting
- Public Relations Consulting
- Event Creation and Management
- Media Scripting, Creative Direction and Production Services

### Mission

Click is about creating your brand and marketing messages that connect with your customers to create an emotional connection so strong that your customers regard your brand as the ultimate experience.

### Tagline

Connecting Your Brand

### Web Site

[www.click-marketing.net](http://www.click-marketing.net)

### Established

April 2002 by Yvette Craddock

### Offices

Headquarters: Tempe, AZ – 3116 S. Mill Avenue, #403,  
Tempe, AZ 85282 – 602.430.0994

Satellite Office: Cedar Rapids, IA – 319.550.1829

### Interview Topics/Story Ideas

Contact Yvette for her expertise on:

- Brand Development
- Strategic Integrated Marketing Plans
- Campaign Development and Execution
- Event Marketing and Management
- Advertising Tips
- Public Relations Strategies
- Entrepreneurial Topics

### Campaigns of Note

- ABC's "The Bachelor" Casting Auditions
- American Marketing Association (AMA) – Chapter Rebranding
- Best Buy's Toys for Tots
- Chateaux on Central
- CIGNA Health Care "Kidd Shots" in partnership with tapii, Arizona Department of Health Services and NBA All-Star Jason Kidd
- FOX10 "Watch Your Kids Around Water®"
- Gold's Gym "Mr. Puniverse"
- Kokopelli's Chandler Grand Opening
- Qwest Dex "On-the-Go" launch
- South Mountain Community College Performing Arts Center Inauguration
- Subway "Perfect 10"
- The Body Sculpting Center "20K Breast Giveaway"
- The Children's Angel Foundation "Halo Run"
- Wendy's Back-to-School Computer Giveaway"

### Awards

- Outstanding achievement award for The Arizona Partnership for Infant Immunization "Kiddshots" program
- bizAz as one of the Valley's Top 10 "Up-and-Coming Advertising/PR Agencies"
- American Marketing Association (AMA) Support Award
- AMA Leadership Award for inaugurating the AMA Spectrum Awards
- AMA Spectrum Award for Public Relations Non-Profit & Printed Marketing Collateral
- Top 10 List 2007 Ranking Arizona: The Best of Arizona Business "Small Advertising Agencies" – *Arizona Business Magazine*
- AMA Phoenix Spectrum Award for New Product or Service Campaign (Small Budget)



- Association of International Graphic Artists (AIGA) Prism Award for Logo Design
- Four international The Communicator Awards of Distinctions for various campaigns
- Inclusion in the internationally published Logo Lounge Volume 4 book recognizing logo design excellence
- Master Wordsmith of the Southwest Award in Create magazine's editor's choice awards
- *Diva's Tool Box*
- *Drama Beat*
- *East Valley Lifestyles*
- *Glance*
- *Hoopla*
- *Let's Party Magazine*,
- *More.com*
- *Phoenix Magazine*,
- *The Arizona Republic*
- *Today's Arizona Woman*

## Presentations

Yvette Craddock has delivered dynamic presentations for: Ad 2 Club, Advertising Federation of CR-IA, American Marketing Association Collegiate Chapter (ASU), APS AAAME, Arizona Black Film Showcase Marketing, Arizona Small Business Association; Arizona Women's Educational Employment (AWEE), Arizona Woman Networking Symposium, Business & Professional Women, Business & Professional Women Midtown Chapter, CBRE, Chicanos Por La Causa, City of Phoenix, FastTrac Phoenix, Greater Cedar Rapids Homebuilders' Association, Hollywood High School, INROADS, Landlocked Film Festival, MARSH, Phoenix Newspapers, Inc., Scottsdale Chamber of Commerce, Scottsdale Papago Rotary Club, University of Iowa Senior Business Students, University of Iowa Student Advertising Association, Women Entrepreneurs' Small Business Boot Camp

**MC:** American Marketing Association (AMA) Phoenix Spectrum Awards, Association of Image Consultants International Annual Convention, Black Board of Directors Annual Awards Program, Chicken Soup for the African American Woman's Soul Phoenix Tour Event, Gold's Gym "Mr. Puniverse" Contest, Glance Fall Fashion Show, Hal Jackson's International Talent Show, Los Angeles Black Promoter's Award and the 2003 Children's Angel Foundation Halo Run (co-MC)

## Published Writing Credits

Yvette Craddock has penned work for:

- *Angel City Voice*
- *Arizona Woman*
- *Business 380*
- *Century City Chronicle*
- *Create*

## Celebrity Interviews

Yvette Craddock has interviewed numerous celebrities including:

- Billie Jean King
- Oscar de la Renta
- Diane Von Furstenberg
- Jeremy Roenick
- Connie Hawkins
- Tom Hopkins
- Jackie Warner
- Harley Pasternek
- Tracy Andersen
- Damon Roberts

## Media Credits

**Print:** 944, 101 North, Angel City Voice, Arizona Informant, Arizona Woman, Century City Chronicle, Cedar Rapids Gazette, Corridor Business Journal, Desert Living, Drama Beat, East Valley Lifestyles, East West, Essence, Frontdoors, Glance, Hoopla, JAVA, Jewish News, Let's Party Magazine, Phoenix Business Journal, Phoenix Magazine, Razor, Scottsdale Life, Scottsdale Magazine, Southwest Graphics, Success Magazine, The Arizona Republic, The Tribune, and Today's Arizona Woman

**TV:** KFXA (FOX), KTVK, KNXV (ABC), KPNX (NBC), KTLA, KGAN (CBS), TLC, BET, Univision

**Radio:** KYOT, Power92, KIIS, KZON and KDKB

**Online:** azcentral.com, bizAZ.com, BlogTalkRadio with Dr. Lynne Kennedy, Career Inspirations, Diva Tool Box, ICAD, TPE and Inspired Web Works