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FOR IMMEDIATE RELEASE

Portland Creative Agency Rains Marketing Becomes RAINS | BIRCHARD MARKETING with Addition of Partner Matt Birchard

Founded in 1987, Portland-based agency Rains Marketing, which has been ranked among the Portland Business Journal's Top Agencies for 9 years running, gets a new name with the addition of owner Matt Birchard, who joins forces with Jon Rains to launch Rains | Birchard Marketing.

PORTLAND, OR (July 18, 2012) — Rains Marketing, a top-ranked Portland agency founded in 1987, is thrilled to announce Matt Birchard has expanded his role as General Manager to become a Co-Owner, launching the agency under the new moniker, RAINS | BIRCHARD MARKETING.

After attaining his Advertising & Marketing degree from Portland State University and brief stints at other Portland agencies, Birchard joined the company in 2002 as an Account Manager; a role in which he excelled at establishing client loyalty and lasting professional relationships. Of the accounts he assumed over a decade ago, many of them have remained with the company despite the recent economic turbulence, which severed the ties between so many other creative agencies and their clients. Birchard also inspires professional longevity within RAINS | BIRCHARD itself, retaining members of his creative team with his friendly, good-natured management style.



“Matt Birchard is a one-two punch when it comes to marketing,” said Jon Rains, Creative Director and Co-Owner of RAINS | BIRCHARD. “He understands his clients and their marketing needs — he speaks their language and develops these great friendships with them. Matt really listens to his clients, understands their challenges and delivers everything they need, and keeps everybody happy in the process.”



Jon Rains joined the company in 1995, when it was a traditional advertising agency with print design as its primary medium. “Gary Rains founded Rains Marketing back in 1987, when everything was literally cut and glued by hand,” said Birchard. “It fell upon his son Jon in the mid ‘90s to bring the agency into the digital age.” Though he started as a Graphic Designer, Jon Rains pushed for an investment in technology that was used to improve efficiencies and spearhead the web design department which now comprises a significant portion of the work produced by RAINS | BIRCHARD. Jon has an uncanny ability to work with computers and electronics — a true technophile, always on top of the latest software and technology — which compliments his ability to lead the agency’s creative endeavors.

“Jon’s our idea man,” continued Birchard. “He’ll sit down and sketch out a concept for a new client’s branding strategy, then go work on a 3D model for a tradeshow concept, or direct other staff on design edits or video projects — it’s all in a day’s work for him.”

RAINS | BIRCHARD MARKETING

RAINS | BIRCHARD MARKETING draws upon more than two and a half decades of business experience providing sound marketing objectives resulting in increased profit margins for its clients. The agency’s background includes marketing experience within the industries of trucking/transportation, high-tech, financial services, food & beverage, hospitality, insurance, residential construction, commercial real estate and healthcare. RAINS | BIRCHARD is equally versed in B2B and B2C, with an understanding of complex sales channels, such as dealers, distributors, retail and reps. Truly a full-service agency for any type of business, RAINS | BIRCHARD MARKETING is your “outsourced, in-house marketing department.”

Key Facts

- Founded in 1987 as Rains Marketing
- Located in Portland, Oregon
- Independent agency
- 2011 billings: \$852,000

For more information, please visit www.rainsbirchard.com

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