

THE ADVENTURE



SUMMER 2024

ASENMARKETING.COM



OUR FORTY STORY

Celebrating 40 Years of Asen Marketing

Skates, cake, and great fun – oh my! This year has been full of celebrations for Asen as we marked four incredible decades in the marketing industry!

From our humble beginnings in 1983 to today, Asen has grown into a premier full-service marketing agency, serving clients in Knoxville, across East Tennessee, and far beyond.

To kick off our 40th year, the Asen team pulled out all the stops with a roller rink-style bash that took us back to the '80s. Complete with a private rink, disco ball, and (of course) a delicious birthday cake, it was a celebration to remember!

Now, as we move into the future with continued celebrations, we can't help

but reflect on Asen's path to 40 years, which hasn't been without its challenges. From surviving three recessions to navigating the ever-changing landscape of marketing alongside our partners, we've weathered it all. And through it, our passion for what we do and commitment to growing brands (or as founder Paul would say, growing people) has never wavered.

That's why, throughout this milestone year, we have exciting plans in store for our incredible clients and team

members, without whom we wouldn't be where we are today. Your success is our greatest achievement, and we're filled with heartfelt gratitude for the trust and partnership you've given us. Here's to a bright future together – we can't wait to embark on the next chapter of our journey with you!

"Asen pursues success, not production."

– Paul Scoonover
Founder



40 YEAR TIMELINE
Follow along for a recap of milestones in our forty story.
Page 2



OUR PARTNERS
Reflect on partnerships that led Asen to where it is today.
Page 4



ARCHWAY COUNSELING
Check out work for our 2023 Project Brand Aid winner!
Page 6



ASEN PHOTO ARCHIVE
See some fun moments throughout the decades.
Page 8

FORTY YEARS of ASEN

80's

1983
Paul Scoonover & Associates (PS&A) opens as a basement-born company offering illustration and airbrush services



1986
First employee joins PS&A

1987
Asen endures its first recession

1988
First computer and B&W monitor purchased
PS&A enters the automotive and healthcare industries

1989
Team begins using Adobe Photoshop, taking image rendering from hours to seconds

1989
Multi-decade journey in international food packaging design begins

1991
Asen continues thriving through its second recession



1992
PS&A wins awards & gains major recognition for food packaging design work



PS&A celebrates its first **10 years** in business!

1994
Company acquires its first brick-and-mortar office space

1995
Team develops & launches first-ever client website



1998
PS&A lands Mayfield Dairy Farm® account thanks to award-winning design portfolio

Company name becomes **Scoonover & Associates**

1999
Scoonover & Associates ventures into high-end video production

2002
Company acquires a Canon, its first digital camera



Asen celebrates **20 years** in business! Halfway there 🤔

00's

2003
Company name becomes **Asen Marketing & Advertising** to enhance market differentiation



2004
Services expand to include comprehensive marketing plans

2007
Asen Marketing & Advertising rebrands with new visual identity

Asen enters the hospitality industry with a bang

2008
Asen adapts to overcome its third recession



Did You Know:
We're foodies at heart! Food service marketing is one of our top 3 specialties.

2009
Asen launches its first social media page
Founder, Paul Scoonover, is inducted into Knoxville's AAF Advertising Hall of Fame

2010
Asen enters the retail industry
Team launches first-ever digital advertising campaign

Asen celebrates **30 years** in business!

2014
Asen enters the legal industry



10's

2015
Project Brand Aid, a branding giveaway contest for the Knoxville community, launches



20's

2020
The COVID-19 pandemic hits; Asen pivots to remote work and continues to grow



2020
Company undergoes a rebrand and launches a new visual identity

2021
Asen's office undergoes renovations to accommodate the team's new hybrid work style

2023
Asen turns **FORTY!**





A LOOK BACK AT THE ARCHIVES

How Can We Help You Thrive?

We're so excited and extremely grateful to be celebrating 40 YEARS in business, thanks to our amazing team and clients!

Let's take a look at a few of the "archived" partnerships that led Asen to where it is today. While we may not work with all of these brands today, each played an integral role in Asen's growth over the past four decades and we're grateful for their trust in us along the way...

Mixed Media in the '80s

Basement-born in 1983, Asen was known to clients and community members as Paul Scoonover & Associates (PS&A) for the first decade of Our 40 Story. At the time, services primarily included illustration and airbrush work. But with the purchase of our first computer (complete with black and white monitor) and the introduction of Adobe Photoshop, our founder and

first employees were able to offer additional design services to clients in fast-growing industries like B2B, automotive, and healthcare.

When we look back on the first decade, we're grateful for the chances taken on us by clients including: The Copper Cellar Corporation, Peninsula Behavioral Health (now part of Covenant Health), StoneMill Log & Timber Homes (a regional builder), Richardson Turner Construction (RTC General Contractors), Magnavox (an electronics company), and Conagra Brands, among others.

Dial-Up to Digital in the '90s

Anyone who knew us in the 1990s knew it was a legendary time! In addition to well-known clients like Parkwest Medical Center and Tennessee Log Homes who were highly respected in their communities, Asen began formative partnerships with Mayfield Dairy and Purity Dairy, leading to significant

Fun fact:

Are you familiar with the Mayfield yellow? Asen founder, Paul Scoonover, and the rest of the team helped this client choose the now-infamous branded color palette in order to create market differentiation at the point of purchase.

award recognition for our food packaging design work at the time.

Along with more recognition for the agency and multiple branding wins for clients in the dairy industry, Asen celebrated the digital transformation with the rest of the world during this internet-crazed era. Just a couple years after moving into our first office space and celebrating 10 years in business, Asen developed its first-ever client website and ventured into high-end video production services. The rest is digital marketing history!

New Millennium & Milestones in the 2000s

If the 1990s were the dial-up to digital marketing, the 2000s were a complete digital revolution. The 2000s were filled with dot-com dreams coming true and disruption at every turn in the marketing world. The "half-way" point in Our 40 Story, this is arguably the decade that Asen saw the most growth—both in terms of our team and our service capabilities.

With this new millennium, came new clients in the food industry, including Barber Dairies, Wampler's Farm Sausage, Cades Cove Brand Foods, Buddy's Bar-B-Q, and Vietti Foods. Beyond food marketing, which quickly became one of our top three specialties, Asen partnered with the University of Tennessee Medical Center and UT Athletics on design and marketing projects over the years, as well as local businesses in new industries (Friedmans Appliance, Greene County Bank, and many others).

Our client roster wasn't the only thing growing during this decade. By the time the agency turned twenty, it had undergone a total brand

Did you know:

Paul was inducted into Knoxville's American Advertising Federation (AAF) Advertising Hall of Fame in 2009?

transformation (two or three, actually). In 2003, the company officially changed its name to Asen Marketing & Advertising, Inc. At the same time, the team scaled up by offering comprehensive marketing programs, a foundation to success we value highly to this day.

Reaching New Heights in the 2010s

Heading into the 2010s, Asen was fresh out of a recession, recovering and still serving clients who also felt the effects of the economy. Going into this decade, there was a somewhat new focus on social media, leading Asen to launch its first social media profile (a Facebook page, of course).

During this time of hardships and new growth, we're especially appreciative of the following businesses and teams, among many others: Midlab Inc., ChoiceSpine, the G3 Help Me legal team, The Old Mill Restaurant in Pigeon Forge, Focus Treatment Centers, BariLife, and CareCuts of Knoxville.

Forty, Thankful, & Thriving

As we reflect on the past four decades, we're filled with pride and gratitude for the incredible journey we've shared with our clients and community over the years. In our fourth decade, we're excited to continue helping businesses thrive.

Ready to build your legacy? Let's chat!

Give us a call at 865.769.0006 or visit asenmarketing.com.

Do you know these MARKETING ACRONYMS?

UX – User Experience

This term is used in web development, design, and web-based applications. Effective UX equates to an easy, enjoyable experience for online users. UX could also refer to the complete experience a buyer has with a product, service, or brand.

CTR – Click-Through Rate

Commonly used in web-based and email marketing, a CTR refers to the ratio between the number of people who viewed an ad and the number of people who clicked on the ad or corresponding link.

CTA – Call to Action

These short, actionable statements — often clickable buttons or links — motivate buyers to take the next step in the decision-making process. The best CTAs are simple, compelling, and extremely clear, leaving no room for ambiguity.

SERPs – Search Engine Page Results

Search Engine Page Results are the pages that a search engine displays to a user after they conduct a search. Typically, the first few are paid ads, followed by organic results.

SEO – Search Engine Optimization

SEO is a measurable process that helps improve visibility for your business in search engines. Continuous SEO improvement and performance monitoring tools like Google Analytics, Google Search Console, or third-party position tracking software can help brands maximize their organic search value.

SEM – Search Engine Marketing

SEM uses paid advertising to ensure a business's products or services appear on search engine results pages. This marketing tactic is especially great for garnering attention from potential customers who are actively searching the web for a product or service in your industry.



FEATURED WORK



There's no better way for Asen to kickoff a new decade in business than with a fresh new brand for a Knoxville business owner...

Last year, we reintroduced Project Brand Aid in our community, a program created by Asen to help a local small business succeed with \$25,000 in free branding services. By summer, we tallied the votes and announced the 2023 winner: licensed psychologist and small business owner of Knoxville Counseling & Psychological Services, Dr. Maggie Klotz.

When Dr. Klotz entered Project Brand Aid, her business needed a unique brand identity to help it stand out in a crowded local and national market. Our task was to help uncover

this brand identity by telling the Knoxville Counseling & Psychological Services story in a marketable way. As with any new brand, there were certain factors that needed to be taken into consideration. In this field, it was the importance of universal brand elements and inclusive language. With considerations like these in mind, we worked with Dr. Klotz to learn more about her audience, services, and long-term business goals before diving into the brand development process.

During this time, we worked with Maggie and our Project Brand Aid partners at Printedge and Haven Media to build a new brand that speaks directly to Dr. Klotz and her patients' stories in a special, yet unique way. Here's a quick look at the process...



Be seen. Be heard. Be you.



Building the brand assets.

After learning more about the brand goals, we worked together to create an earthy color palette with cool, neutral tones and eye-catching design elements.

In the new logo design, we decided to visually represent an arch through both a continuation of the second 'A' and a font with soft, rounded corners. The result is a modern logo that's more memorable and true to the brand.

Next, we began work on Archway's brand assets, including the essentials: business cards, an overview brochure, and a brand style guide to help consistent use of the new design elements.

Creating a new brand identity.

By definition, an arch is an extension from one point to another, symbolizing progress and structural support. As a name, Archway Counseling serves as a reminder to clients that there isn't one "right" way to progress because healing isn't linear. On a personal level, "Archie" is also Maggie's first born child, giving deeper meaning to this client-focused name!

Once the name was chosen, a new logo, tagline, and positioning statement were next to tackle. Archway's new tagline — "Be seen. Be heard. Be you." — now serves as an introduction to what's expected of this brands' clients: to be exactly who they are! It's simple, yet empowering.

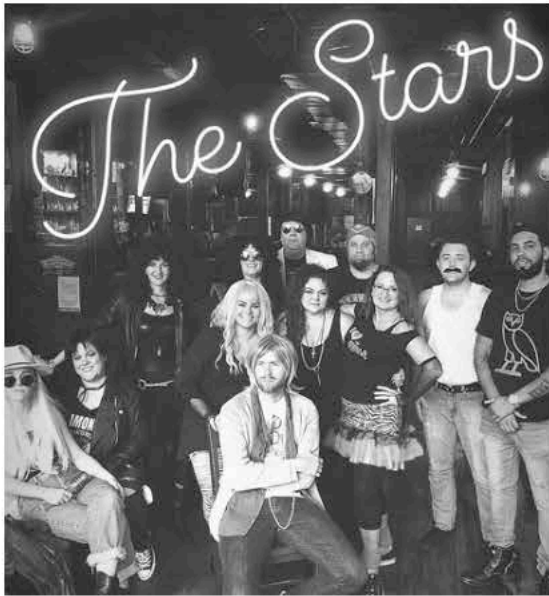
Planning for the brand launch.

Thanks to our 2023 Project Brand Aid sponsors, Printedge and Haven Media, we were able to provide the Archway team with a fresh batch of social media photos and printed marketing materials. With a strong brand identity and new assets ready for take-off, we finalized our work with Archway Counseling by developing a social media guide and a strategic launch plan for sharing the good news with clients and others in the community.

Now that the word is officially out, we can't wait to watch this new brand thrive! In the meantime, make sure to follow Asen on social media for future updates on all things Project Brand Aid.

ASEN PHOTO ARCHIVE

Fun Moments Throughout the Decades



Through the **DECADES**

Playlist by Asen...

Start in the '80s and work your way through the decades! We're celebrating our 40th year in business with these top tunes...



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