

Success with Marshall Marketing & Communications

For 40 years, we have focused on strategic research and marketing solutions rooted in consumer intelligence to drive business transformation and success.



Marshall Marketing & Communications Celebrates 40 years.

January 2025 marks the 40th Anniversary of Marshall Marketing & Communications Inc. In 1985, Marshall Marketing was established with the understanding that advertising decisions should move away from broad age demographics and focus instead on research-driven consumer profiles that are most likely to engage. For 40 years, our network of local TV stations has expanded, providing consumer intelligence across more than 100+ markets. We remain focused on market exclusivity and local insights, recognizing that informing decision-makers about their most valuable customers significantly boosts ad sales for our client stations. We firmly believe that our success is intertwined with your success, motivating us to deliver the highest quality research studies that serve your most valued clients. We emphasize the importance of ongoing education on effectively utilizing your Marshall data, and we intend to continue this commitment into 2025.

The landscape of broadcast television and advertising has undergone remarkable transformations over the past four decades. With the rapid pace of new technology and the fragmentation of media, it is crucial to understand consumer thoughts, actions, and future intentions. As we step into our 40th year, we are dedicated to equipping you with the consumer insights necessary for your success.

Starting this month, and continuing throughout the year, you will receive emails that showcase strategies for achieving success, along with real success stories drawn from our research and marketing expertise. These success stories will also be available on our website. We will follow up to confirm that you find these materials relevant and actionable, and we eagerly await your feedback on any additional information you might need.

Best regards,

Craig Marshall, Chairman
Rich Kinzler, President/CEO