We go beyond marketing. We ACTIFY.

We are digital marketing, promotional and advertising experts that go beyond marketing, bringing momentum to business by turning strategy into specific actions, by turning creativity into impact, and by unlocking innovation that introduces measurable results

3 PILLARS OF EXCELLENCE

Digitally based marketing programs and portals

We maneuver through complex b2b distribution channels with goal and action - driven focus. Imagine your entire value chain operating in sync with your business goals with everything from brand promotion to transaction activities.

Brand refreshes and product launches

Start-up or legacy companies alike, we revitalize brands and create measurable, behavior-changing launch activities for new product lines. The more complex the market situation, the better.

Online to Offline Experiences

Whether b2c or b2c, we create digital hubs, physical events and drive audiences to them for immersive brand and product experiences. These activities can serve as free standing or as part of a larger brand promotional campaign.

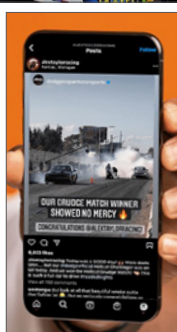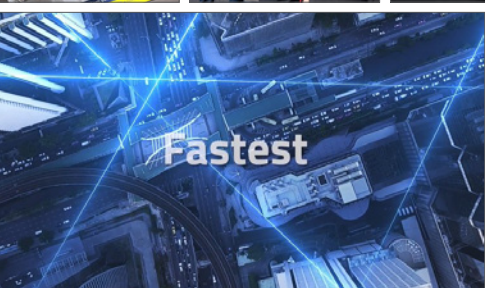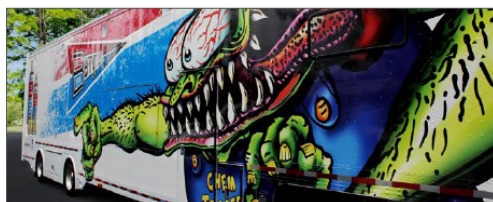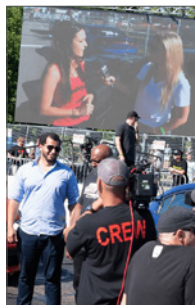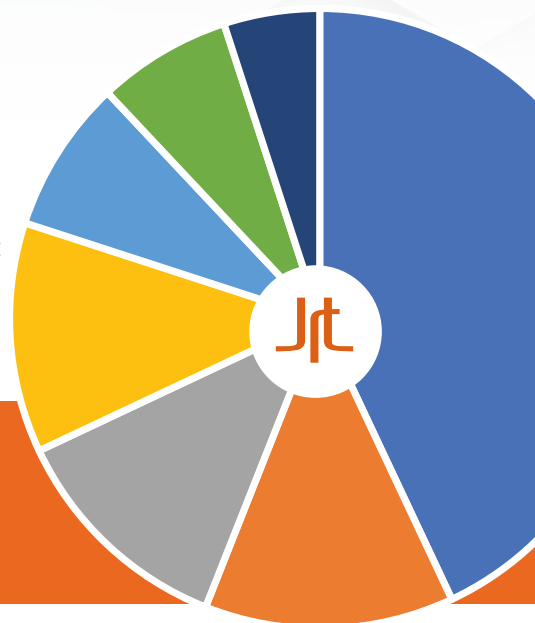| $200MM	800+	50-100	87	50	40+
enterprise ecommerce	video, animation and retouching projects monthly	major digital projects weekly	full-time employees	years strong	clients

OUR BUSINESS

Go-to-market brand strategy, advertising ideation and execution, onsite and digital marketing programs, content development and support.

Fastest

In-housing all digital, multimedia, development and deployment.

Digital Marketing/Web Platform Development
Experiential
Applied Graphics
Digital Content
Print Collateral
Brand Strategy
Program Support

CG DETROIT COMPETITION GRAPHICS   STEADY MOBB

OUR CLIENTS

SUSTAINera Circular Economy — Domino's — DANA — (Spartan) — Direct Connection — CHRYSLER — MASCO — LUXWALL — ZOLLI — CORVETTE RACING

MOPAR — BERKSHIRE eSupply — ROUSH — Ford — LEADER DOGS FOR THE BLIND — Peterbilt — bproauto Next-level parts. — Audi — PENSKE

ALPSALPINE — DODGE — Westport Fuel Systems — BOSCH — idemitsu — BELFOR — PRATT MILLER

Ferrari — TWO MEN AND A TRUCK "Movers Who Care." — Alfa Romeo — Jeep — CR CLEAR RATE — herkules — Cleaning Authority — STELLANTIS — DYNACRAFT

Facts

Founded: 1974

Headquarters: 26970 Haggerty Rd. Farmington Hills, Michigan

Website: thejrtagency.com

CEO: Mark Bellissimo

Ownership: Acquired by Crown Capital Investments (2021)

Total Revenue: $31mm (2024)

About the Agency: JRT is a full service, digital first marketing and communications agency with over 50 years of experience. Known for solving complex marketing challenges, the agency specializes in digitally integrated marketing strategies for b2b, legacy and nascent brands, technology-focused clients.

Key clients include Dodge, BPro Auto, Peterbilt, Mopar and Cummins.

Core Services: Web development, digital marketing (SEO, SEM, SM), multimedia production and experiential event management, analytics and cloud based solutions, technical content and campaign management.

Strengths & Differentiators: Experienced strategy, creative and production. In-house data hub, custom AI/LLM adoption, proven scalability for large enterprise clients, agile development team specializing in Vue, Python, and modern stacks, secure platforms with extensive monitoring (PTRG, Cisco, Nessus).

IT Infrastructure and Capabilities: Fully integrated and hosted marketing platforms and critical applications such as inventory/order systems, CRM, and event support tools.

Hybrid infrastructure combining on-premise IBM iSeries and virtualized environments supported by 3TB RAM production VM CLuster, Cisco powered network, secure cloud hosting (AWS, Lightsail), SaaS tools, CMS platforms (e.g., dotCMS, Crafter CMS), and testing tools including Browserstack and Zillow.

Current AI: JRT embraces AI to enhance innovation and productivity *(and helps account for a 6.9% increase in yoy gross profit/employee).*

Current LLMs: ChatGPT 4.5, xAIGrok, Github Copilot, Windsurf 4.1, Anthropic Claude 3.5/3.7, Gemini 2.5 Pro, Cascade Base, Intellij (back end), VS Code (front end), UX Pilot.

Additionally, JRT has a structured AI governance pathway defined: an AI Council (to review trends, integrations, and learnings), all-staff engagement (quarterly meetings to foster adoption, set direction, gather feedback), and monthly hackathons (to encourage experimentation and sharing, driving innovation).

Culture and Philosophy: JRT values strategic problem identification and solving, creative excellence innovation, and customer centric solutions. It blends modern tech with a 50 year legacy of client trust and adaptability.