



indiana design consortium, inc.  
Branding and Business Development Experts

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## Partner's Addition to Allow *idc* to Expand

By MAX SHOWALTER

The addition of a third partner will allow Indiana Design Consortium Inc., to expand its involvement with companies that sell consumer goods, office products and similar merchandise.

“Anything you can buy at Walmart, we know how to brand and manage,” said Patrick Nycz, who recently rejoined the company as a vice president and equal owner. “We have a team of strategic creative people that create roll-up-your-sleeves, hardworking marketing communications that also happen to win awards.”

Located in downtown Lafayette, *idc* is a 37-year-old, 10-person marketing communications agency that provides business, brand and product development services.

“Somebody has to do the thinking before you put a plan into action,” said Bob Kennedy, founder and president of *idc*. “There are many good marketing firms that can produce an advertisement. But there are few that can put together a strategy on how to grow market share and a strategy for market development.”

“Very few agencies are ever invited to function as the marketing department for companies. They look to us to give relief from hiring multiple employees. We don’t have all the answers but we know the questions to ask. That’s what we’re good at. We’re good at discovering answers.”

With a client base that focuses on the Midwest but stretches from the eastern seaboard to Nebraska, *idc* works with a number of businesses involved in the agriculture, food service, industrial, manufacturing and professional services industries.

Richard Hines, a vice president and third partner with the company, is pleased that Nycz returned to *idc*, where he worked in 1998 and 1999 before joining Warren Industries Inc., in Lafayette as creative director.



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*continued*

"I think Patrick helps us diversify the base of business we have and helps make *idc* a more vital company," Hines said. "He adds another dimension and fits the way the business is going."

## Coping with Cutbacks

As companies deal with the recession, many look to marketing as a place where they can make cuts and save money.

"Some of our really stable, loyal accounts are continuing to do business with us, but at a lower level," Hines said. "But I'm surprised at the amount of business out there for us to get. You may have to go a little further and work harder."

During his first stint with *idc*, Nycz was involved in projects that included market identity work for Lafayette Symphony Orchestra, Tropicanae Cove, the Tippecanoe County Public Library and the Hog Wild and Frog Follies promotions.

"I've been talking with some old accounts. We're all in this business together. We have 37 years of reputation and credibility to build on," Nycz said. "I'm continuing the same kind of work *idc* has been renowned for. Even in the downturn economy, if you have the right processes and systems in place, people will find value and invest in that."

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