

media design for art, music and business

Founded in 1994 in San Francisco Bay Area by Peter Rodgers, Montara Creative is a branding and integrated marketing agency that specializes in designing identities and campaigns for clients in art, music, technology, financial, real estate, legal, hospitality and business markets. From its inception, Rodgers' vision was different from that of a typical advertising agency.

While much of the work can be considered traditional "advertising," Montara Creative does much more, often assisting its clients with strategic planning, market research, public relations, company and product launch campaigns. Success is generated by integrating a balanced mix of traditional and emerging media, web and interactive technology delivered through a variety of channels to serve client goals. The agency has extraordinary experience with print media and a formidable track record in identity design.

The agency's roster has included technology-based companies such as Apple Computer, SERENA Software, E-LOAN, E*TRADE Financial, LiveCapital, NextCard, Enfocus and Digital Fountain, music and audio companies like ZOOM, Alesis, Universal Audio, Macromedia, Reunion Blues and Euphonix, organizations such as the San Francisco Art Institute, and an array of other clients such as Hanson Bridgett, Dun & Bradstreet, Visble Light Solar, Collins & Company Wealth Managers, Costello and Sons Insurance, and Rabin Worldwide. Hospitality, publicaitons and real estate clients are a significant part of the agency's client mix—including SONOMA Magazine, Cox & Kings USA, Tahiti Expeditions, McGuire Real Estate, Houlihan Lawrence Real Estate, PulseFactors, IDC Global, Cattlemens Restaurants, Popeye's, Nick's, City Wok, Jollibee, Portico West and Frank Howard Allen Realtors. Montara Creative partners with other media companies when needed to expand its power and resources in order to reach client objectives.

Today, Peter and the Montara Creative team continue to use highly-collaborative working processes that integrate the art of design with the priorities of business—creating and implementing comprehensive and effective marketing programs that range from brand positioning and identity design to social media design, print collateral, websites, persentations, videos and broadcast advertising.

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