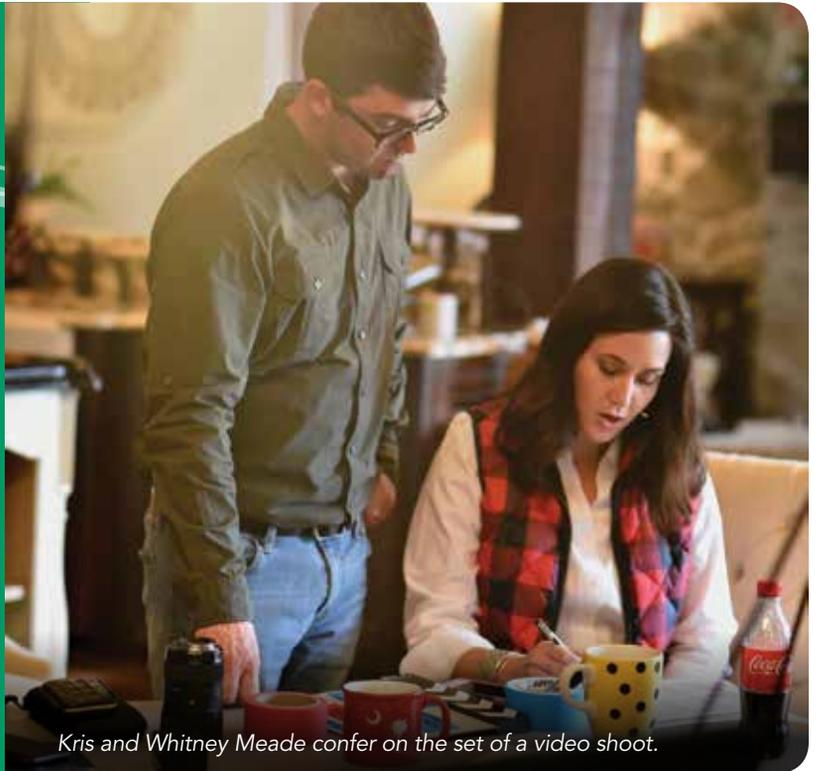




Meade Agency

Creating exciting growth in video and marketing services



Kris and Whitney Meade confer on the set of a video shoot.

The Meade Agency has been providing innovative marketing solutions and technical services in South Carolina for the past decade. Founded by husband and wife Kris and Whitney Meade, the company started out with one location in Florence and a focus on video production.

Time of Growth

In 2014, with business opportunities growing and attention on their company increasing, the Meades began expanding and diversifying the company. They created a “road map” to identify what help they needed and how they could get the best possible people on their team.

President and CEO Kris shifted his focus to adding clients in more locations. His new client interactions led to landing a large contract in Charlotte, N.C. “We produced almost 200 videos for that one client in 2016,” says Meade. “That contract catapulted our business and confirmed our decision to grow.” With additional help in place, the Meades decided to duplicate what they had been doing in Florence by adding a second location in Summerville to serve the fast-growing Charleston market.

With eight employees in two locations, the company broadened its services to include drone aerial photography and video, photography, graphic design, website and logo development, social media management, sound engineering, and consulting.

With these services in place, the Meade Agency can handle a wide spectrum of marketing needs at a fraction of the cost of a full-time, in-house marketing employee. “We can play a vital role in helping our clients achieve the vision they have for the future of their business,” notes Meade.

Taking Video into the Future

The rising demand for high quality video is a big factor in the Meade Agency’s growth. “Industry has finally opened its eyes to the need for, and effectiveness of, video production,” observes Meade. “Video is a powerful medium that’s leading the way in the communications industry.” Video production was where the company got its start, and it remains one of its core strengths.

A look at the video samples on Meade Agency’s website makes it obvious why video has become so popular; its dynamic imagery and creative sound, color, and motion have the capacity to bring the message of any company or organization to life. The agency has even captured some of the most memorable personal moments with wedding videos.

The Meade Agency's staff is excited to witness the incredible growth that's happening and pleased to play a vital role in helping that growth continue. "We are always hiring and always accepting résumés," confirms Meade. To ensure they keep their valued employees, the Meades strive to provide a healthy and fun work environment, and they promote a well-balanced life for the staff.

Gigabit Internet Saves Valuable Time

The Meade Agency's expansion to the Summerville location, within the Nexton community, brought the opportunity to use GigaFi™, gigabit speed internet service from Home Telecom. While GigaFi™ is available exclusively in Nexton, Home Telecom offers gigabit internet throughout the Lowcountry with Velocity Fiber.

Whereas it takes two to three hours to upload an average video at the Florence office, it takes only two to three minutes in Summerville. "I'm a walking billboard for Home Telecom," raves Meade. "With GigaFi™, we're saving two to three hours per day per video upload."

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— KRIS MEADE, PRESIDENT AND CEO, MEADE AGENCY

Home Telecom Sales Representative Bill Fenters comments, "The innovative tools that the Meade Agency utilizes require the highest technology available." In addition to gigabit internet, Home Telecom provides the company with phone, TV, and security services.

If any issues with these services arise, the Meades turn to their Home Telecom local technician, Shawn Trotter. "He's been phenomenal," says Meade. "He's a down-to-earth, top-notch guy."

The Meade Agency's client base in Summerville has already grown so much that the Meades plan to look for more office space. They hope to find something in an area served by Home Telecom to replicate the great experience with GigaFi™. "Internet service plays a vital role for our business and our clients," Meade comments. "The Meade Agency has a bright future in this area, thanks in part to the services we receive from Home Telecom."



The Meade Agency shoots a music video to strike a chord with fans.



WHAT IS GIGAFI™?

Home Telecom's GigaFi™, exclusive to the Nexton community in Summerville, S.C., is more than just speed. It's managed Wi-Fi in businesses and residences, IPTV with over-the-top applications, HD everything, and being connected everywhere. It goes beyond internet to the experience of what you can do when bandwidth constraints are lifted. We believe GigaFi™ will drive innovation and bring the conveniences of tomorrow to today.

As part of the Nexton community in Summerville, S.C., the GigaFi™ experience is powered by Home Telecom's 100 percent fiber network and capable of delivering gigabit speeds, which are many times faster than what most providers across the country are offering. Gigabit internet is 1,000 megabits per second (Mbps), while the average residential internet connection in the US is less than 10 Mbps.

That means more power for streaming video, use of multiple devices, no-lag online gaming, and super-fast upload and download speeds. Both residential and business customers can take advantage of GigaFi™ speeds now and well into the future.