



Jarrett McCraw (left) and Stephean Grimes (right) are business partners who opened Mighty advertising agency in 2015.

# Mighty Offers Creative Consulting to Help Build Brands

With more than 20 years of experience between them, partners **Jarrett McCraw** and **Stephean Grimes** set out to open a new kind of advertising agency in 2015.

Their firm, Mighty, uses creativity and technology – a marriage it calls “creative intelligence” – to help growth-focused brands achieve their goals. As a result, it has grown from its two-man beginnings to a team of six that is achieving strong results for its clients – with one recording a return on investment of over 2,000 percent as a result of Mighty-developed solutions.

Mighty is the Mobile Area Chamber’s Small Business of the Month.

“While we started as an advertising agency, we have quickly evolved into a creative consulting agency,” said

McCraw, who serves as CEO. “Mighty is a small group of strategists and designers with a laser focus on helping client partners identify opportunities in their markets and creating solutions to capitalize on those insights. Many times, it isn’t advertising at all – it can be concepting a new mobile app, redesigning a website that converts at a higher rate or developing other digital applications to create efficiencies.”

Earning local, regional and national attention meant Mighty needed more space. The agency recently opened a new, 2,850-square-foot headquarters in midtown Mobile, a modern space with an open concept and room for more expansion, as the agency plans to add four more full-time positions this year.

“A lot of what we do creatively for our client partners is focused on improving customer experience,” said Grimes, the agency’s chief creative officer. “Whether we are redesigning their branding, building a website or developing in-store experiences, it all comes down to creating an experience that draws an audience closer to a brand.

“We believe in this so much that we practice what we preach. We created a fresh and unique space where our team and our client partners can come to get inspired. It is our belief that you can only be as creative as the experiences you have, so we designed a space that promotes creativity.”

While Mighty has big goals and is actively working to increase its out-of-state client base, its founders are also

focused on the community in which they live. McCraw and Grimes both serve on the University of South Alabama College of Arts and Sciences’ Dean’s Leadership Council, working to connect the student body with career and networking opportunities. McCraw also serves on the alumni board of advisors for UMS-Wright.

The agency has done pro bono work for the inaugural Gulf Coast Code Camp, branding the event and developing its website, and has been a sponsor of the Startup Weekend Mobile, donating a branding package to the winning team.

Want to be featured here? Go to [mobilechamber.com](http://mobilechamber.com) to submit an application, or contact Danette Richards at 251-431-8652 or [drichards@mobilechamber.com](mailto:drichards@mobilechamber.com).