



## DIVERSE SUPPLIER SPOTLIGHT:

### Blue Blaze Associates BY CHARLES ZOELLER

» If you specialize in marketing and branding, the best way to show clients your potential is by how well you market yourself. For instance, if you're looking for cooking advice, you'd ask someone who's a good cook.

The logo for Blue Blaze Associates makes a strong first impression, and their galloping blue horse is a memorable brand. The design also suggests some of the qualities of horses embodied in the marketing services they deliver for well-established as well as growing businesses – work grounded in loyalty, versatility, and perseverance.

Blue Blaze has developed a reputation for creating marketing solutions



that are customized to the specific needs of their clients. Their designs and integrated campaigns have won numerous awards. In 2018, they were the only Delaware business to be selected for the Goldman Sachs 10,000 Small Businesses program. And in October of this year, the Entrepreneurs' Forum of Greater Philadelphia honored Blue Blaze by naming them to the Philadelphia100® list.

Sandy Taccone and Wendy Scott decided to start Blue Blaze in Newark back in 2001 while they sat atop a shady hillside along the aptly named Blue Ridge Parkway discussing next steps in their careers. "Both of us had experience running businesses," according to

Taccone, the company's CEO, "and we were energized by the entrepreneurial idea of combining our skills to build a marketing and design agency of our own."

Since then, what has grown to set Blue Blaze apart is their personalized and interdisciplinary approach to marketing strategy. A certified diverse supplier on two counts – for being both women-owned and LGBT-owned – the leaders of Blue Blaze understand the importance of keeping a mix of talents and personalities on their team. Their multifaceted team brings the fresh creativity, technical expertise, and marketing chops they believe their clients deserve.

"We are known for listening deeply and doing our research to truly understand our clients – their needs, their products, their goals, their industry" says Chief Strategic Officer Wendy Scott. One area of expertise where Blue Blaze has begun to garner a special reputation with science and technology clients is their ability "to distill highly complex concepts into accessible and compelling messages," according to Scott.

While it is easy for any company to say they are innovative, Blue Blaze Associates has the case studies to back it up. One recent project was for White Horse Village, an active senior living community in Pennsylvania. In addition to designing the community's new brand, the new website Blue Blaze created includes functionality for 360° virtual tours,



which was launched when in-person visits became no longer possible.

While the coronavirus pandemic has obviously presented some setbacks, Blue Blaze Associates, just like the horse in their logo, has persevered. The tight-knit team behind the logo continues to innovate marketing strategies to help their clients succeed, and to help Blue Blaze bring home the roses.

### Conversations with Women Making a Difference

In addition to the marketing services they provide to their clients, Blue Blaze Associates has also been putting on a series of panels since 2019 called “Conversations with Women Making a Difference”. Produced pro bono, these events feature women from a variety of industries, ages, and ethnicities who share their experiences in leadership, community service, or breaking boundaries. These unscripted conversations provide valuable insight into life’s successes and challenges. To learn more about these events, visit [BlueBlaze.org](http://BlueBlaze.org).



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Japan, including over 800 world-class scientists who are leading the field of biopharmaceutical research.

In addition to making a difference in the lives of patients, giving back to our communities is an integral part of the Incyte culture. We are proud to work in partnership with stakeholders across the state of Delaware on initiatives intended to support local innovation, continuing education, economic development and talent recruitment.