

Client Feature: NVS Design

In a world of growing competition, companies need to stand out to promote their product or service. In 2010, CEO Chad Brittian started the advertising agency, [NVS Design](#). The agency places a high emphasis on search engine optimization (SEO), web design, and app development. The agency also specializes in graphic design, marketing campaigns, and video production. While headquartered in Indianapolis, the agency has expanded its reach with offices in Beverly Hills and Chicago. NVS Design assists small to large companies depending on what services are needed. Notable clients include Hugo Boss, Red Bull, Adidas, Grey Goose, and Prada.



Coachella and the season three premiere for Netflix's *Stranger Things*.

NVS Design's networking opportunities and in-office operations halted in 2020 during the COVID-19 pandemic. While the agency had multiple client retainer deals in 2020, 2021 has proven to be more financially troublesome. Chad notes the lack of incoming projects and pinpoints the pandemic as a source of client reluctance when spending money on marketing services. "Obviously, if your business is closed down, why would you market it?" he says. The Indiana Small Business Development Center (ISBDC) connected with NVS

Chad received his post-secondary education at Ball State University, majoring in advertising with minors in graphic design, digital publishing, and sociology. After graduating during the 2007 recession, he adopted an entrepreneurial pathway to combat the decrease in job opportunities. He began NVS Design as a solo venture, working as a freelancer for companies in need of graphic design and web development expertise. With gradual exposure and favorable press, the agency has evolved into what it is today.

As the brand ambassador for NVS Design, Chad has established himself as an influencer, focusing on business and lifestyle topics. With his public interest in cars, NVS Design landed Route 66 as a client, working on marketing strategies and website development. Chad also attends networking events to increase brand awareness. Some of Chad's networking events include a gifting suite opening at

Design to help with grant qualifications and networking opportunities. The agency hopes to counteract 2020 and 2021 losses with its awarded grants.

Chad highlights advertising as an essential service, allowing companies to differentiate themselves from competitors. With the abundance of products and services available in the market and the rise of e-commerce, advertising is more important than ever. While collaborating with independent contractors and his Public Relations and web development team, Chad hopes to bounce back from pandemic limitations and provide quality marketing services. Chad is most proud of the growth of NVS Design, opening both the Beverly Hills and Chicago locations with no debt. You can find both [Chad Brittian](#) and [NVS Design](#) on Instagram.

